

**POLLAY PRIZE LECTURE**

Honouring Intellectual Excellence in Research on Marketing in the Public Interest

**Smokescreen:**

Making sense of youth-gearred messages about tobacco in entertainment and advertising

**Professor Connie Pechmann**

Professor of Marketing, The Paul Merage School of Business, University of California Irvine

**FRIDAY, MARCH 20, 2009**

**3:30pm to 5:00pm**

UCLL 174 (downstairs Sage Bistro)  
The Leon & Thea Koerner University Centre  
6331 Crescent Road, Vancouver, BC  
**OPEN ATTENDANCE**

**Event Summary**

Tobacco use remains a leading cause of death worldwide, and is driven in part by marketing. Young people in particular have a window of vulnerability for initiating smoking, which explains the public health push to close that window through tobacco marketing restrictions.

Professor Connie Pechmann's research focuses on youth-gearred tobacco marketing messages in the realms of advertising and entertainment. She has received several California state grants to conduct studies involving thousands of adolescents and determine how to close their window of vulnerability to smoking. The findings have informed and changed tobacco control policy.

In her first study, Pechmann determined that cigarette ads work subconsciously through "priming" – by causing adolescents to perceive smokers as cool and attractive. This study was crucial evidence in the U.S. Attorney General's case showing that tobacco ads cause adolescents to smoke.

In a second study, she found that smoking scenes in movies cause adolescents to smoke as well; though a strong anti-smoking ad before the movie can inoculate adolescents from the smoking scenes. Her study persuaded U.S. movie theatres and studios to run antismoking ads.

Pechmann's third study found that anti-smoking ads focused on second-hand smoke are more effective than other ads at dissuading adolescents from smoking – because they convey a powerful social disapproval message.

Her most recent study evaluated television shows that subtly embed second-hand smoke messages in their plots. Pechmann found that shows of this type reduce adolescents' intent to smoke, but that epilogues restating the antismoking message are counter-productive; they actually make smokers resist the message.

**About Professor Connie Pechmann**

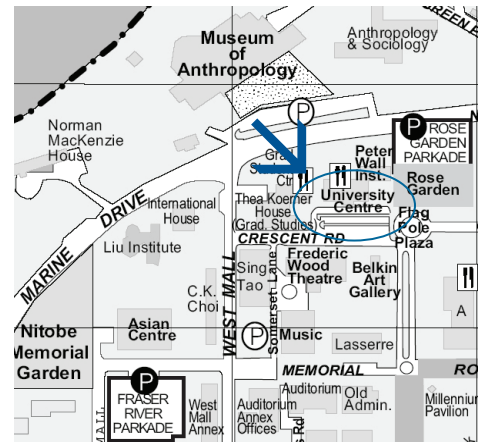
Connie Pechmann is Professor of Marketing at the Paul Merage School of Business, University of California Irvine. Pechmann studies tobacco-related advertising, pharmaceutical drug advertising, and direct comparative advertising.

Pechmann has received seven grants amounting to \$1.5 million dollars from the state of California to study adolescents' response to pro- and anti-smoking advertising and product placements in television and films.

Her research has been presented to the National Association of Attorneys' General, the National Association of Theater Owners, and the California Legislature. Pechmann helped to oversee the National Youth Anti-Drug Media Campaign for the White House. She has also conducted research on smoking trends for Health Canada.

Her work appears in the top marketing journals including Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Psychology, and Journal of Public Policy and Marketing.

Pechmann holds an M.S., M.B.A. and Ph.D. from Vanderbilt University, and received her undergraduate degree from Bucknell University.



For information, please contact:

**Charles Weinberg**

SME VANCOUVER PROFESSOR OF MARKETING  
CHAIR, MARKETING DIVISION  
SAUDER SCHOOL OF BUSINESS  
tel. 604.822.8327  
charles.weinberg@sauder.ubc.ca



Opening Worlds