



Whatever Happened to the Marlboro Man?

Directions: Read the story, then answer the questions. Write your answer in the space provided or circle the letter next to the correct answer.

Why do you think that cigarette companies use images such as The Marlboro Man, Joe Camel, The Winston Man, and Virginia Slims? For the same reasons that they use bright packaging and certain colors: to create a brand. A brand is a product which has been given a particular set of characteristics. Marlboro cigarettes use a macho cowboy, adventurous looking sites, bright red, black and white packaging, and strong lettering. All of this is designed to create the brand of Marlboro and to give the image of manliness, strength, independence, freedom, action, etc. Inside the package are just more cigarettes. The outside packaging is all designed to appeal to the emotions of the customer, to make you want to buy the brand so that its characteristics will reflect on you. Most companies use these methods to sell everything from soft drinks to cars. The important thing to remember is that using a particular product does not make you who you are. You will not be more manly, or strong, or more womanly and independent because you choose to smoke. By the way, the Marlboro Man died of lung cancer.

1. What is a brand?

- a. a product which has been given a particular set of characteristics
- b. a product with bright packaging and strong lettering
- c. a product which can change your image
- d. the packaging combined with the contents of the product

2. Why do manufacturers use brands?

- a. to try to get you to buy more of their product by implying that you will have a certain image if you use their product
- b. to appeal to the emotions of the customer
- c. to create images in the customer's mind with which he or she would like to be associated
- d. all of the above

3. Give an example of a product brand and its characteristics:

4. Describe an image you feel would be effective in advertising the dangers of smoking.
