

StoreALERT

Description

StoreALERT is a community-based project designed to teach participants how to build awareness, mobilize, and change public policy of tobacco advertising.

This is done by conducting indoor and outdoor ads assessment. Surveyors count the number of tobacco advertisements outside and inside local retail stores to determine the amount of advertising in their local neighborhoods.

The project teaches critical thinking skills to counteract the influences of mass media's normalization and glamorization of tobacco advertising.

Goal:

To change policies regarding tobacco advertising and promotion targeting youth by mobilizing and empowering the youth and adults to be active participants throughout the entire campaign.

Strategy:

- Conducting a survey to calculate the enormous amounts of tobacco retail advertising and promotion that influences youth
- Publicizing the results of your survey in your community/region to raise awareness of the problem in your area.
- Encouraging and mobilizing community members to take action against tobacco advertising and promotion in local communities.

Why Focus on Stores? *Big Advertising*

| | | |
|--|-------------|--------|
| Point of Sale Advertising | \$355,834 | 3.7% |
| Promotional allowances | \$3,913,997 | 40.9% |
| Retail Value Added | \$3,516,490 | 36.7% |
| Other (e.g., newspapers, magazines, transit, etc.) | \$1,805,369 | 21.9% |
| Total | \$9,574,731 | 100.0% |

Source: Federal Trade Commission Cigarette Report for 2000

Promotional Allowances

What are “Promotional Allowances?”

- Provide volume discounts - the more you sell, the better the deal
- Display allowances - payments to place display racks and shelving
- Buydowns - sales on inventory

Why Promotional Allowances?

- Financial incentives to retailers to stimulate sales and “push products” out the door
 - Lowers the price
 - Price reduction often used to off-set increases caused by new taxes
 - Dominates prominent locations with products and advertising

How the tobacco industry affects your local stores

The Problem

- Cigarette companies spend over \$11 billion a year to market their products
- 85% of that total – \$9.5 billion – directly impacts retail outlets
- Aggressive marketing floods our stores with images and objects that promote smoking
- Exterior ads expose the entire community to tobacco messages
- Kids are 3 times more sensitive than adults to tobacco advertising
- Our roadways are littered with tobacco ads
- Parking lots are saturated with tobacco messages
- You can’t buy gas without being exposed to tobacco images
- Children walk through these doors every day
- Store interiors are cluttered with tobacco displays and ads
- Tobacco marketing expenditures dramatically alter the store environment
 - Special sales
 - Lower prices
 - Displays and shelving units
 - Prominent ads and products

A Solution

- Use the Store Alert survey
- This tool will help you document how much the tobacco industry contaminates your neighborhood
- Share the results with your community
- Raise community awareness about advertising
- Take action by working toward policy change (stimulate the passage of new policies)
- Increase compliance with and enforcement of existing policies