

[One in a Series]

SKYFALL DELIVERS A BILLION TOBACCO IMPRESSIONS. DOES THAT BEAT THE BEER THAT PAID SO MUCH?

Heineken and half a dozen other advertisers spent millions on *Skyfall* (MGM/Sony). “The simple fact is, without them, we couldn’t do it. It’s unfortunate but that’s how it is,” said Daniel Craig.*

But the film’s hardest-selling two minutes goes uncredited. Featured, as well, in *Skyfall*’s TV spots, in a video on the film’s official website and in the film’s international trailer, Bérénice Marlohe’s carefully-framed cigarette would be the envy of any product placement agent.

Skyfall (PG-13/12A) has so far delivered 1.2 billion tobacco impressions to theater audiences in the US and UK alone, with an estimated 300 million delivered to children and adolescents.

That doesn’t even count the tobacco impressions from *Skyfall*’s TV spots or trailers, future impressions from video disks, VOD and online streaming, or the



Bond producers Danjaq cut a tobacco placement deal for Bond 16 (License to Kill). The producers declared Bond 21 (Casino Royale) smokefree. Now, Bond 23 (Skyfall) hypes smoking to a global audience of young women, Big Tobacco’s fastest-growing segment. Who gets the credit?

hundreds of millions of impressions now being delivered to theater audiences in emerging markets where smoking rates are climbing fastest among girls and women.

Globally, smoking by women is projected to double by 2030; women’s death rates from tobacco are already rising. So Bond might tout beer to young men, but the film’s longest-lasting commercial and health effects could be from selling young women on smoking.

There’s nothing novel about tobacco companies promoting

cigarettes to women or exploiting movies to do it. Historically, scores of stars, from Claudette Colbert to Bette Davis and Joan Crawford, signed cigarette deals, brokered by their studios in exchange for advertising.

The difference today is that we know tobacco is the most lethal product sold commercially. Lung cancer kills more US women than breast cancer. One in three kids recruited to try smoking by a movie will die from it.

Do global marketers like Coke and Heineken (and film subsidy providers like the UK government) really want to be associated with youth-rated “branded entertainment” that gives a star turn to tobacco, a product that kills 5 million people a year? Can things get more cynical?

WHO DELIVERED THE MOST TOBACCO IMPRESSIONS TO US THEATER AUDIENCES, 2010-12					
COMPANY	RANK	TOTAL TOBACCO IMPRESSIONS	PERCENT OF TOTAL	FROM YOUTH-RATED FILMS	PERCENT OF YOUTH-RATED
VIACOM	#1	6.3 billion	21%	5.3 billion	29%
SONY	#2	5.9 billion	19%	2.9 billion	16%
TIME WARNER	#3	5.2 billion	17%	2.9 billion	16%
INDEPENDENTS	#4	4.6 billion	15%	1.1 billion	6%
NEWS CORP. (Fox)	#5	3.1 billion	10%	2.2 billion	12%
DISNEY	#6	2.9 billion	10%	2.8 billion	16%
COMCAST	#7	2.2 billion	7%	0.7 billion	4%
Total		30 billion		18 billion	

From Oct. 2010 to Oct. 2012, youth-rated films delivered 60% of tobacco impressions to US theater audiences. 7 billion came from movies, like *Skyfall*, with fewer than 30 tobacco incidents each.



SmokeFreeMovies.ucsf.edu

* Daily Mail, 9/25/12, bit.ly/UcXnGL

SMOKING IN MOVIES KILLS IN REAL LIFE. Smoke Free Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, Legacy, American Lung Association, Americans for Nonsmokers’ Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Department of Public Health, New York State Department of Health, New York State PTA, and many others. Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.