



FEMMES ET TABAC

Journée régionale
de réflexion
sur le tabagisme féminin

Rôle de l'industrie du tabac dans l'évolution du tabagisme des femmes

Karine Gallopel-Morvan

Professeure des Universités (marketing social)

Ecoles des Hautes Etudes en Santé Publique

Professeure Honoraire à l'université de Stirling (Ecosse)

EHESP

28 janvier 2020

Pour en savoir plus...

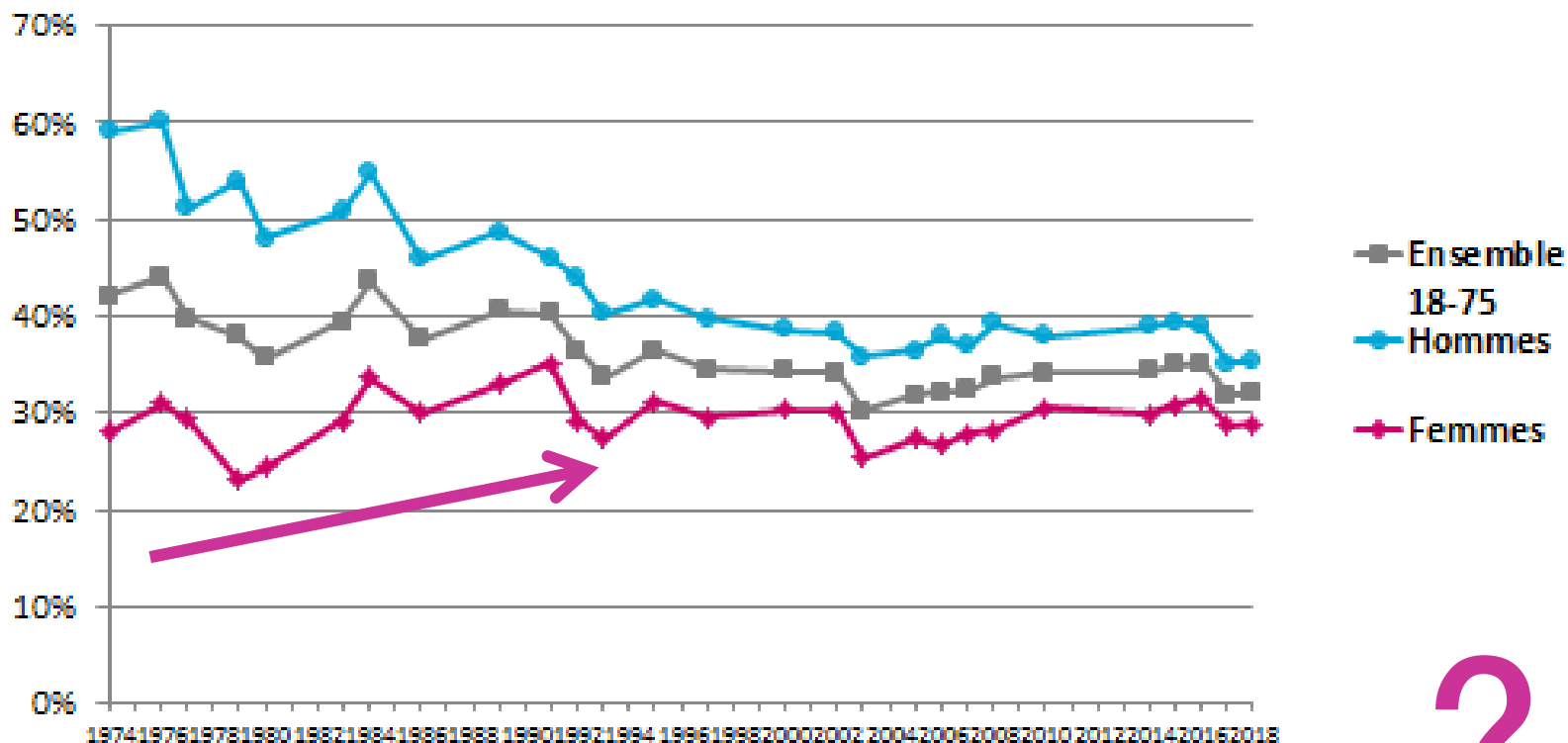
Le rôle du marketing dans l'évolution des comportements tabagiques des femmes

<https://www.rituelles-sante.com/experts/le-role-du-marketing-dans-levolution-des-comportements-tabagiques-des-femmes>



Pr Karine Gallopel-Morvan

PRÉVALENCE DU TABAGISME SELON LE SEXE : TENDANCES DE LONG TERME



Sources : Baromètres de Santé publique France

Evolution sur le long terme différenciée selon le sexe

- Hommes : 1970 – 2000 diminution sensible, puis stabilité
- Femmes : 1970 – 1990 augmentation, puis stabilité



Jusque dans les années 1920

- Fumer = tabou



Lola Montez



George Sand

- USA = une femme arrêtée en 1908 à NY pour avoir fumé en public
- Femmes engagées dans les mouvements anti-tabac (mauvais comportement)

1/ La prise de conscience d'un marché...



« It will be like
opening a new gold
mine right in our
front yard »

M. Hill, Prst de American Tobacco, 1928



La première opération de relations publiques



Edward Bernays pour Lucky Strike:

recrutement de femmes pour défiler à la “Easter Sunday Parade” en 1929 à NY et revendiquer leur égalité



La cigarette est le « flambeau de la liberté »


Les « cours » pour apprendre à fumer

1919: un manager d'un hotel à NY explique au NYT: les femmes ne savent pas quoi faire avec la fumée, elles ne savent pas non plus comment tenir leur cigarette




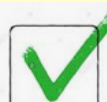
2/ Passer d'un produit tabou à un produit désirable





 c'est bon pour votre ligne

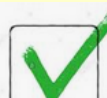
 c'est pour ressembler aux hommes


 c'est pour être plus sexy

 c'est bon pour votre gorge

 c'est pour être plus libre

 c'est pour ressembler aux stars de cinéma

 c'est bon pour votre confiance

 les hommes vous encouragent à fumer !

**"THE SHADOW
which pursues us all"**
(John Greenleaf Whittier, 1807-1892)

"COMING EVENTS CAST
THEIR SHADOWS BEFORE"
(Thomas Campbell, 1727-1841)

**AVOID THAT
FUTURE SHADOW**
by refraining from over-
indulgence, if you would
maintain the modern fig-
ure of fashion

We do not represent that
smoking **Lucky Strike** Ciga-
rettes will bring modern figures
or the reduction of flesh.
Beware that when tempt-
ed by yourself too well, if
you "Reach for a **Lucky**"
instead, you will thus avoid
over-indulgence in things that
cause excess weight and, by
avoiding over-indulgence, main-
tain a modern, graceful form.

When Tempted
**Reach
for a
LUCKY**
instead

"It's toasted"

Your Throat Protection—against irritation—against cough.

**LUCKY
STRIKE
"IT'S TOASTED"
CIGARETTES**

Augmentation de
200% des parts de
marché de la
marque

USA, « *Reach for a Lucky instead of a sweet* »

WOMEN AT WORKS
It is estimated 13,000,000 women
are employed in U.S. industry today
YOU MAY BE NEEDED NOW
Ask at your nearest United States
Employment Service Office

**BUY
WAR BONDS**

It's **CHESTERFIELD**
for my taste

When you're doing a bang-up job you want a
bang-up smoke and for anybody's money you
can't buy a better cigarette than Chesterfield.

Try them yourself...you'll find Chesterfields
as Mild and Cool as the day is long...and Better-
Tasting, too.

WHERE A CIGARETTE COUNTS MOST
It's Chesterfield

Seconde guerre
mondiale, USA



Rosie the Riveter



Soyez dans la course!

Joie de vivre, joie de savourer l'existence. Plaisir de fumer une cigarette généreuse, comme seule la Marlboro peut l'être. Parce qu'à chaque bouffée, elle prouve ce qu'elle est: une authentique américaine.

Une vie exaltante — une cigarette exaltante!

La cigarette de prestige signée Philip Morris

Regen Freezer des Tabaks sind immer Philip Morris Inc. ©1981

185

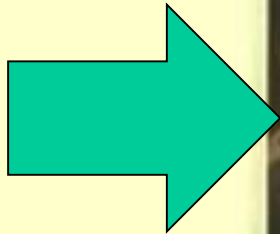
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Test
West

THE POWER OF NOW.

West

Die EG-Gesundheitsminister: Rauchen gefährdet die Gesundheit. Der Rauch einer Zigarette dieses Herstellers enthält 0,4 mg Nikotin und 7 mg Kohlenmonoxid (West). Durchschnittswerte nach ISO.



Who is she?

She prefers her clothes original...
her interests worldly...
her companions handsome...
and her cigarettes Kent.



The Filter Cigarette from America... preferred around the world.

WITH THE TOP
STARS OF HOLLYWOOD
CHESTERFIELD IS
BY FAR THE
FAVORITE
CIGARETTE

WITH THE TOP
STARS OF HOLLYWOOD
CHESTERFIELD IS
BY FAR THE
FAVORITE
CIGARETTE

A
ALWAYS Milder
B
BETTER TASTING
C
COOLER SMOKING

ALWAYS BUY **CHESTERFIELD**

ALL OVER AMERICA - CHESTERFIELD IS TOPS!

Ann Sheridan
starring in Warner Bros. Production
"NORA PRENTISS"

Consider your Adam's Apple!!*

Don't Rasp Your Throat With Harsh Irritants

"Reach for a
LUCKY instead"

Place your finger on your Adam's Apple. You are actually touching your larynx - this is your voice box - it contains your vocal chords. When you consider your Adam's Apple, you are considering your throat - your vocal chords.

What is the effect of modern Ultra Violet Rays upon tobacco? Dr. E. E. Free, one of America's well-known scientists, who was retained by us to study Lucky Strike's manufacturing process, addressing the Illuminating Engineering Society, said:

"The essential effect of the Ultra Violet is the production of better tobacco and of cigarettes regarded by virtually all smokers who have tasted them as milder and with a lesser tendency to cause throat irritation."

Here in America LUCKY STRIKE is the only cigarette that employs Ultra Violet Rays in connection with its exclusive "TOASTING" Process - the only cigarette that brings you the benefits of the exclusive "TOASTING" Process which expels certain harsh irritants present in all raw tobaccos.



© 1934
Lucky Strike Co.
N.Y.C.

TOASTED IN -
The Lucky Strike
Dinner Cigarette
is every where
from the Theatre
and the Garden
to the very heart
of the city.
N. Y. C. 1934



LUCKIES are always
kind to your throat

"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mallows - Heat Purifies

Your Throat Protection - against irritation - against cough

Estelle Skinner
NEW YORK, N. Y.

BELIEVE IN YOURSELF!



Don't test one brand alone ... compare them all!

TRY THIS TEST!

Take a **PHILIP MORRIS**—and any other cigarette. Then, here's all you do:

1 Light up either cigarette. Take a puff—don't inhale—and s-l-o-w-l-y let the smoke come through your nose.

2 Now do exactly the same thing with the other cigarette.

NOTICE THAT **PHILIP MORRIS** IS DEFINITELY LESS IRRITATING, DEFINITELY MILDER!



Unlike others, we never ask you to test our brand alone.

We say . . . **compare** PHILIP MORRIS . . . **match** PHILIP MORRIS . . . **judge** PHILIP MORRIS against any other cigarette! Then make your own choice! Remember

NO CIGARETTE HANGOVER
means MORE SMOKING PLEASURE!



CALL
FOR

PHILIP MORRIS

Be Happy - Go Lucky!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

L.S.M.T. Lucky Strike Menthol Fine Tobacco

Be Happy - Go Lucky!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

They are happy! They are the winners! They are smiling! They are laughing! They are all happy in one great happy - Lucky Strike!

L.S.M.T. Lucky Strike Menthol Fine Tobacco

Whatever the pleasure Player's complete it

Player's Please

IT'S THE TOBACCO THAT COUNTS

The taste of slower-burning Camels gives you

28% LESS NICOTINE

That's the average of the 4 other popular-selling brands. You can't find any of these - according to independent scientific tests of the smoke itself!

It's called **EXTRA MILD**

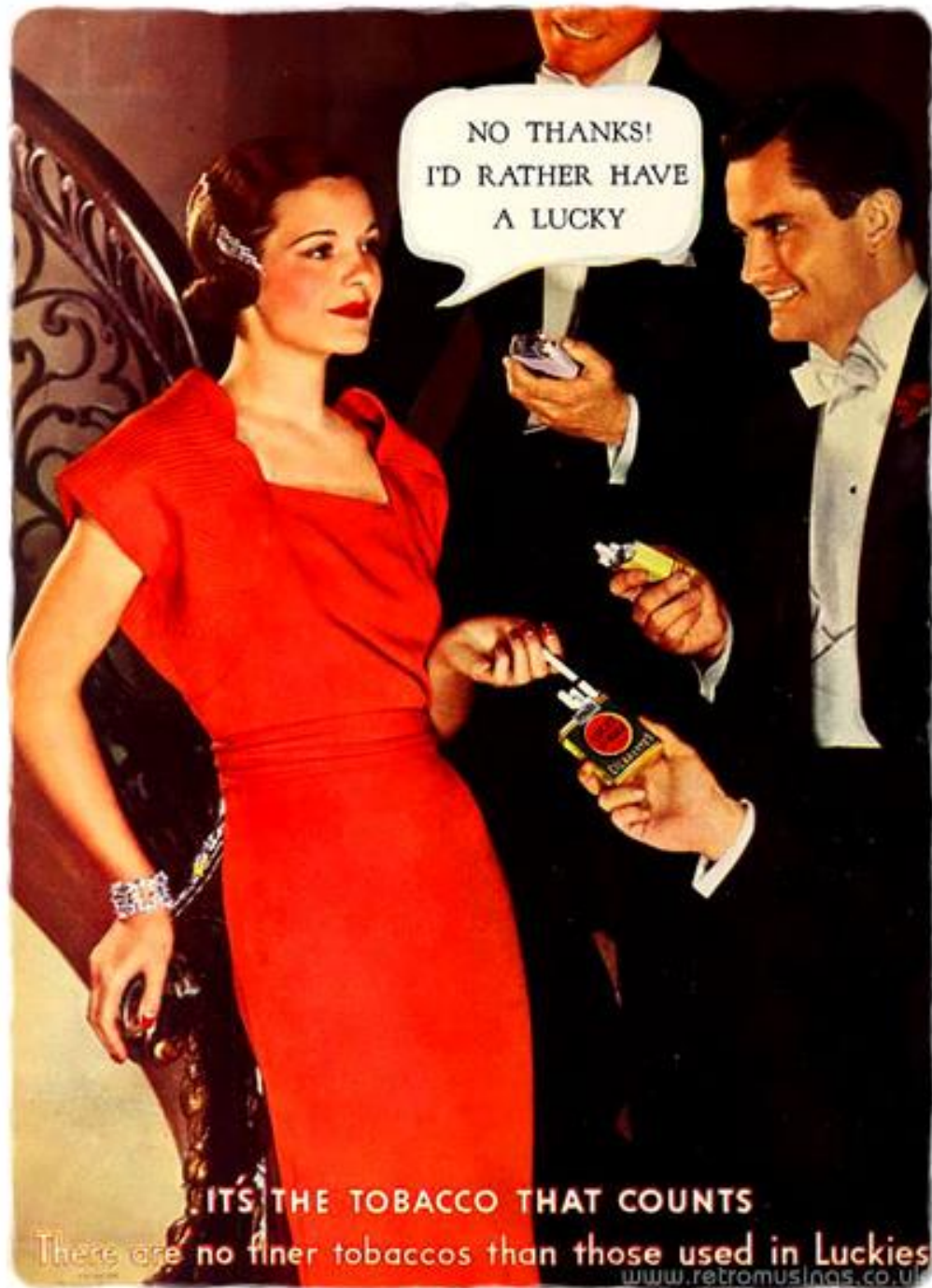
It's called **EXTRA COOLNESS** with a Super Mentholation

It's called **FLAVOR** of menthol

CAMEL

THE CIGARETTE OF COSTIER TOBACCO

5 Extra Smokes Per Pack



NO THANKS!
I'D RATHER HAVE
A LUCKY

IT'S THE TOBACCO THAT COUNTS

There are no finer tobaccos than those used in Luckies

www.retromusings.co.uk

3/ Un marketing de plus en plus sophistiqué



- Respondents made particular reference to the "image"/"personality" of an individual as it was communicated by the brand of cigarette they tended to prefer. It seems extremely worthwhile noting that virtually all the respondents seemed to be placing a good deal of importance on how they were perceived by others based on their brand of cigarette. That is:

I don't want to be thought of as rough or masculine. I like to smoke a long, thin cigarette. It's a lot more

- Respondents made particular reference to the "image"/"personality" of an individual as it was communicated by the brand of cigarette they tended to prefer. It seems extremely worthwhile noting that virtually all the respondents seemed to be placing a good deal of importance on how they were perceived by others based on their brand of

« je ne veux pas avoir l'air masculin ou dur...
Je préfère fumer des cigarettes
longues, minces parce que c'est beaucoup plus féminin »

- The majority of these participants were currently smoking Lights, Benson & Hedges Lights, Kent Golden Lights, or Koal full-flavor.

B. Primary M2 Introductory Ad Perceptions and Associations

- The "Green Scarf" (i.e., the brand of cigarette) was found to be extremely on target in probing whatever, the respondents in each of the groups of respondents such as:

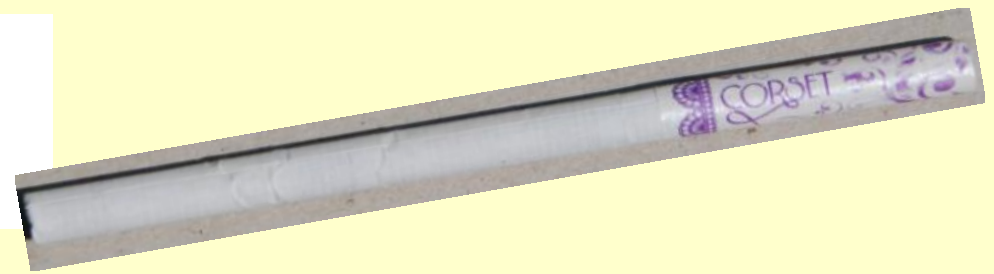
She's cute, feminine but very alive-looking.

cigarettes are trying to act kind of tough ... Smoking is sort of masculine to begin with ... At least if you smoke a very feminine cigarette -- Virginia Slims -- there's no question of where your head is at.

I like to be thought of as feminine, womanly ... I think I smoke a long, thin-looking cigarette partly for that reason ... I really like the way it looks -- it's sexy-looking.

50352 630

It has style and grace.
It's neat. Somenow it's very
flattering, distinctive.



It's a look. It's more attractive in my hands. I do my nails, and I like my hands to look nice because I talk with my hands.



new product insights, inc.

6901 w. 63 st., overland park, kansas 66202 (913) 831-2772

R. J. REYNOLDS TOBACCO COMPANY

PROJECT PLANNING

PREMISES AND POSITIONING HYPOTHESES

APPETITE SUPPRESSANT

Une marque qui évoque le contrôle du poids...

A brand which contains a natural appetite suppressant (in tobacco or tipping) will be perceived as controlling weight.

Research Collection (1982)

<http://legacy.library.ucsf.edu/tid/dzq46b00>

Rita Mosley confesses she smoked
April 16 or 17, 1913, out in the country
where only a squirrel and a bird could see her.



Years ago a woman couldn't even
smoke in public.

Now there's a slim cigarette for
women only.

New Virginia Slims.

Virginia Slims are slimmer
than the fat cigarettes
men smoke. They're tailored
slim to fit your hands and
your purse. And blended
with the kind of flavor
women like. Rich, mild
Virginia flavor. Extra long.
Light one up.



**You've come
a long way.**



MEMORANDUM

January 23, 1985

TO: D. I. FALK
A. G. FORSYTHE
R. H. HONEYCUTT
J. N. JEWELL
B. L. MCCAFFERTY
A. MCMURTRIE
A. J. MELLMAN
M. L. REYNOLDS

T. F. RIEHL
W. S. ROBINSON
M. A. SCHREIBER
N. E. STEINSCHULTE
L. K. TEMPLETON
P. S. WESSEL
J. F. WILHELM
E. A. WILLETS

CC: T. E. Whitehair
D. S. Johnston

FROM: B. A. SPROULE/smc

SUBJECT: REVIEW OF RESEARCH - FLAVOR AREA

BACKGROUND

As background to the meeting on Long Range New Product Committee on flavor development, I have compiled the highlights of recent consumer research in this area. The research came from two studies.

- . Inexperience smokers, especially fad-conscious young people, would be interested in flavored cigarettes.

Beaucoup plus que les hommes,
les jeunes femmes aimeraient
fumer des cigarettes aromatisées

- . Real smokers like the tobacco taste of cigarettes; flavored cigarettes are for people who are not serious smokers.
- . Flavored cigarettes are a novelty idea that might be smoked on an occasional basis.

370042

Brown & Williamson (1985)

<http://legacy.library.ucsf.edu/tid/hhe23f00>

Les cigarettes menthol

- Rassure (moins dangereux, antiseptique, gorge)
- Réduit l'âcreté du goût de la cigarette
- Augmente l'acceptabilité sociale de la tabagie (odeur, haleine)
- Favorise l'initiation, décourage l'arrêt



Philip Morris (1985)

<http://legacy.library.ucsf.edu/tid/iqx19e00>

smoking, or as poofy.

When we talk to women about smoking, it is quite surprising how many of them are so much more defensive about their smoking habits than men.

Many women are angry at the suggestion by those around them that they should not smoke. For these women smoking represents an independant and defiant stance. As women are reacting increasingly to the constraints put upon them by

However, because of women's nurturing role in society, they are naturally more involved with low tar cigarettes than men (70% of low tar smokers are female). They do not want to stop smoking, yet they are guilt-ridden with concerns for their

**Les femmes culpabilisent de fumer
eu égard à leur famille.**

stereoc

have t

This

which is ideally suited to a cigarette of low tar potential, but one which does not compromise its user into the stereotype of a low tar smoker (i.e. someone who doesn't dare have the real thing).



4/ S'adapter aux évolutions des marchés



- Nouvelles lois
- Nouveaux médias
- Nouveaux produits
- Nouveaux marchés

CORSET

NOUVEAU

6,10 €

Superslims



Menthol
(0,6 mg)

Codes ADF: 071691



Lilas
(0,6 mg)

071680



Pink
(0,3 mg)

071676

Fumer nuit gravement à votre santé et à celle de votre entourage

Fumer nuit gravement à votre santé et à celle de votre entourage

Fumer nuit gravement à votre santé et à celle de votre entourage



Disponible en distribution Altadis
PTF, 6 rue du Maine · 68 273 Wittenheim ·
Tel: 03 89 35 62 22 · Fax: 03 89 35 62 21
www.ptf.fr

Faites-vous aider pour arrêter de fumer,
téléphonez au 0825-309-310 (0,15 EUR/min)

**"THE SHADOW
which pursues us all"**
John Greenleaf Whittier, 1807-1892

"COMING EVENTS CAST
THEIR SHADOWS BEFORE"
(Thomas Carlyle, 1795-1881)

**AVOID THAT
FUTURE SHADOW**

By refraining from over-
indulgence, if you would
maintain the modern fig-
ure of fashion

We do not represent that
smoking Lucky Strike Ciga-
rettes will bring modern figures
or cause the reduction of flesh.
We do declare that when tempt-
ed to do yourself too well, if
you will "Reach for a Lucky"
instead, you will thus avoid
over-indulgence in things that
cause excess weight and, by
avoiding over-indulgence, main-
tain a modern, graceful form.

When Tempted
**Reach
for a
LUCKY**
instead

"It's toasted"

Your Throat Protection—against irritation—against cough.

**LUCKY STRIKE
CIGARETTES**

1€

semaine du 17 au 23 avril 2010 / www.grazia.fr

COUPLE
LA RUPTURE
COOL,
C'EST CHIC!

JSA
UNE ADO
OUSÉE
DU SUICIDE
PAR SES
IVALES

RIHANNA
LA DURE VIE
DES ASSISTANTES
DE STARS

MODE
ALLEZ
ON OSE
L'IMPRIMÉ

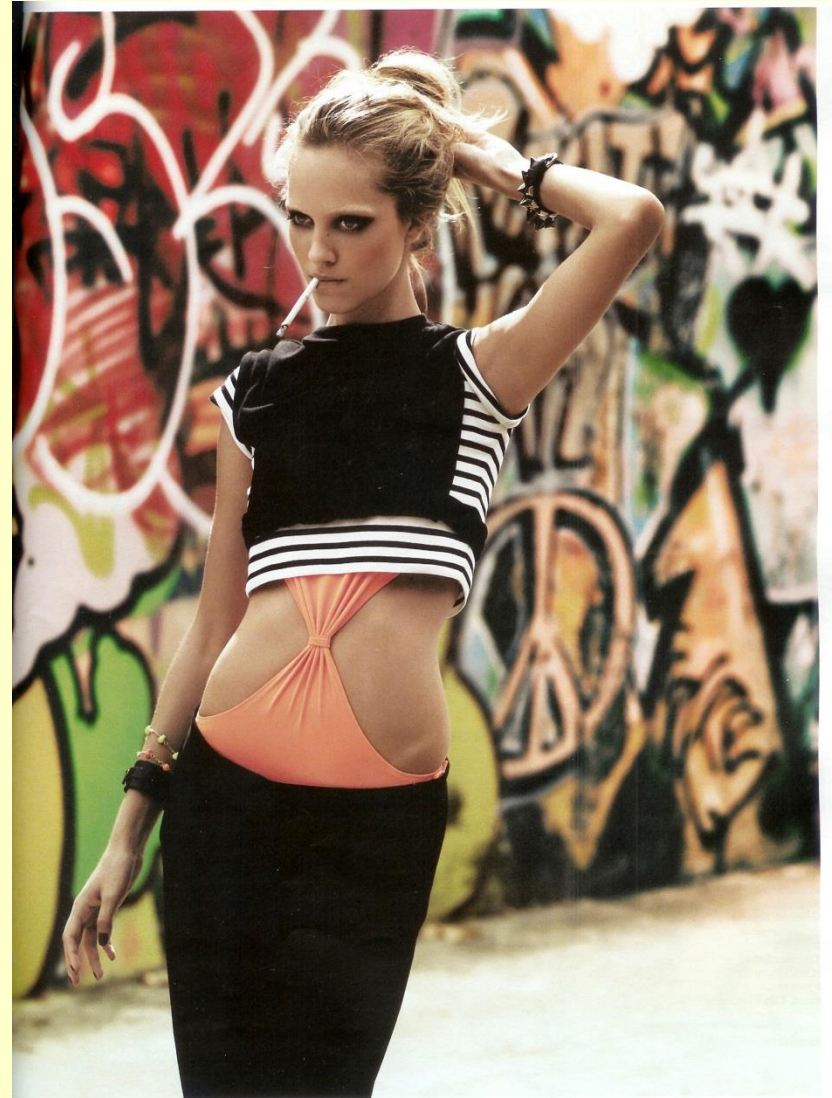
Enquête
CARLA
EST-ELLE
ENCORE
UNE FEMME
LIBRE?

PHÉNOMÈNE
CES BLOGUEUSES
QUI SE PRENNENT
POUR ANNA
WINTOUR

STYLE
URBAN
EXY

DOM: 5€ - BEL: 2,00€ - GR: 4,00€
CAN: 4,95\$ - D: 4,9€ - IND: 2€ - B: 4,9€
ESP: 3€ - FIN: 4,50€ - GB: 3€ - GRE: 3€ - ITA: 3€
LUX: 2,80€ - MAR: 30 DH - THA: 100 THB - USA: 4,95\$
POL: 6,00€ - TUR: 4,00 TL

T 02144 - 33 - F: 1,00 €





Smoking is cool, says DSquared: Cigarettes on the catwalk and the front row at Milan show

By [LAUREN PAXMAN](#)

UPDATED: 07:49 GMT, 28 February 2012





Winona Ryder who stars Stranger Things frequently smokes cigarettes on the series



You've come a long way, baby.

According to the **THEORY OF EVOLUTION**, men evolved with fat, stubby fingers and women evolved with long, slim fingers. Therefore, according to the **THEORY OF LOGIC**, women should smoke the long, slim cigarette designed just for them. And that's the **THEORY OF SLIMNESS**.

VIRGINIA SLIMS

Slimmer than the fat cigarettes men smoke.

© Philip Morris Inc. 1994

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar 94

Fashion: Gortyn Zach

SMOKE IN STYLE
With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.

SCAN FOR A CHANCE TO WIN A STARTER KIT

Like us on Facebook
facebook.com/blucigs

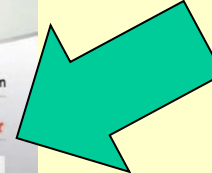
blucigs.com

Available at these fine retailers:
WALGREENS HEBB'S KROGER MEIJER

* Introducing the World's First Smart Pack (shown only)

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

E-cigarettes



Мысли в стиле Kiss

Люблю все новое, вкусное и круглое!

ВРЕМЯ ОПАСНО ДЛЯ ВАШЕГО ЗДОРОВЬЯ

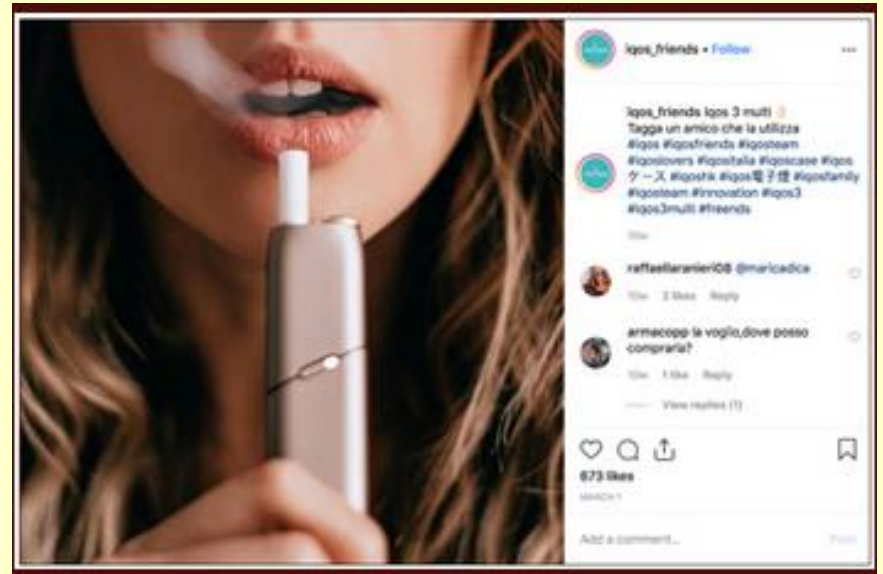
© 2008 Wm. W. Phelps Co. All rights reserved.

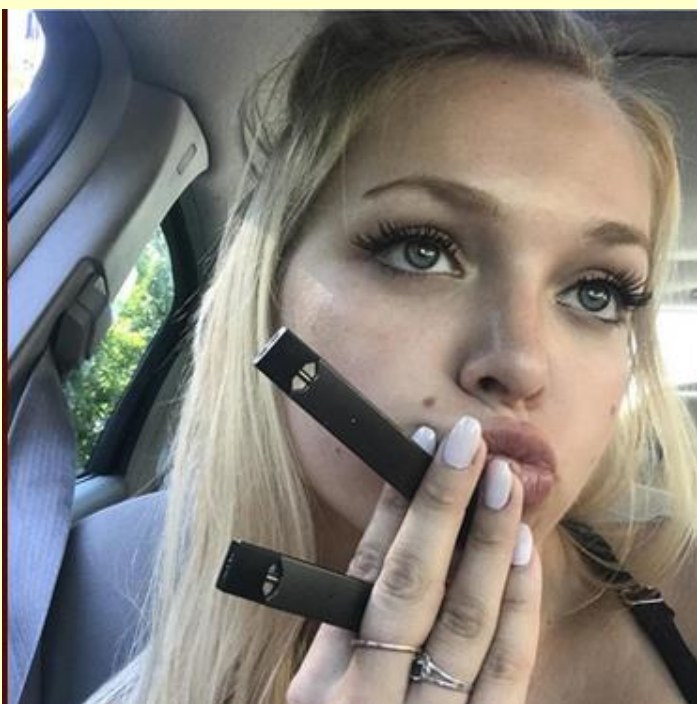
LOVELY BUBBLY

ecigwizord



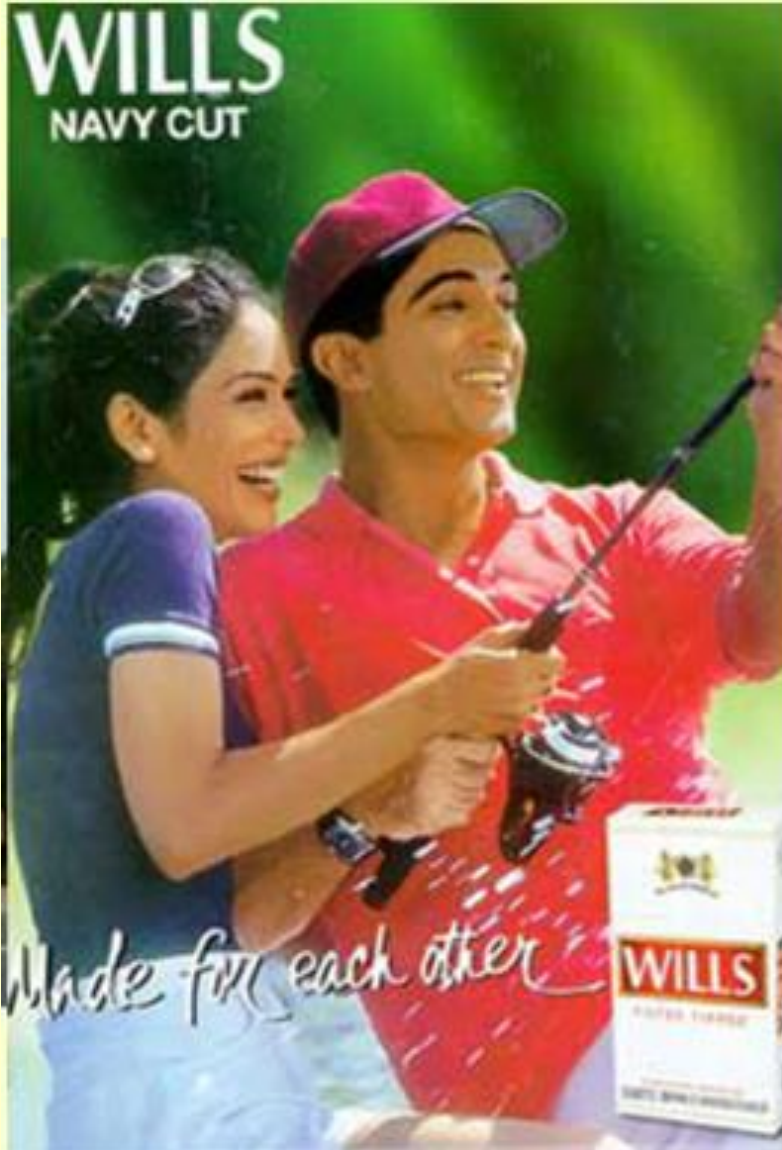
Tabac à chauffer





Japan Tobacco. Winston. Kazakhstan.

Nouveaux pays

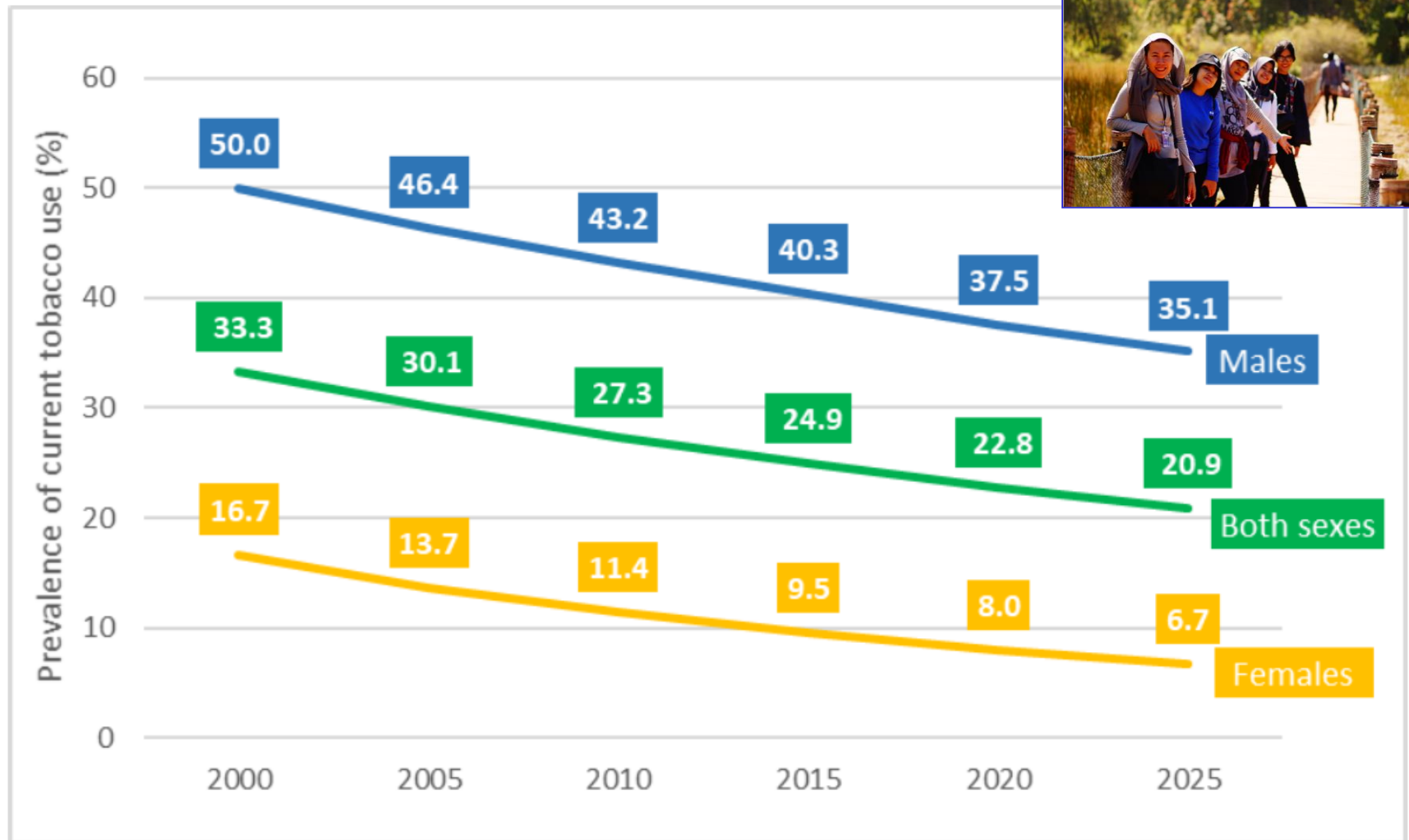


Conclusion



POUR LES FEMMES, FUMER =
ACCEPTABLE & SOUHAITABLE

Figure 1. Global trends in prevalence of tobacco use by sex



Merci pour votre attention
Karine.gallopel-morvan@ehesp.fr

