**The *New York Times*' refusal to advertising tobacco**

The New York Times published its last cigarette advertisement on April 26, 1999. While cigarette advertising in 1998 accounted for less than 1 percent of the Times’s advertising revenue, it nonetheless came to nearly $10 million—not a sum to be given up lightly. A spokeswoman for the New York Times said, “We don’t want to expose our reader to advertising that may be dangerous to their health.” She pointed out that the Times does not accept ads for handguns, mace, tear gas, or other legal but dangerous products. Other newspapers have made the same decision, including the Seattle Times, The Christian Science Monitor and the Desert News of Salt Lake City. But the Times’s spokeswoman recognized that “most American newspaper publishers contend that it is their duty to maintain a few to maintain a free flow of information that requires they adopt as few restrictions as possible on the advertising of legal product.

**Brand Stretching**

The inventiveness of tobacco companies in evading restrictions on promotional effort is remarkable. Tobacco firms are increasingly employing a marketing technique known as “brand stretching”—the use of tobacco brand names on nontobacco products and services. The technique is used to skirt laws designed to protect the public from smoking-related illnesses. Marketers are taking advantage of a European Union Directive issued in 1998, which stated that tobacco names used for other products may continue to be used “provided the appearance is clearly distinct from the use of the tobacco product.” For example, Marlboro Classics is a trademark licensed to the Valentino Fashion Group, an Italian company that operates a chain of clothing shops, specializing in western-style jeans, suede jackets, and boots. The line has very successfully, and very obviously, adopted the traditional Americana imagery used in Marlboro’s cigarette advertising—reinforcing the link by also using similar fonts and layouts. Marlboro Classics are advertised in mainstream media. According to Ann Hee Kyet, Philip Morris International’s corporate affairs manager, “This is not an advertising platform for Philip Morris”. By establishing a separate company, Philip Morris can argue that they no longer have anything whatsoever to do with cigarettes and thus are not covered by the ban. Others have followed suit. Camel cigarettes has introduced a line of boots. Dun-hill claims that its line of branded clothing for upper-middle-class consumers is actually more lucrative than selling cigarettes. However, governments are toughening their stance on so-called brand stretching by requiring all brand extensions to apply for a license to trade. The onus will be on proving such brands are not really “covert” cigarette advertising.

Cigarette advertising has long been illegal in Malaysia, but Benson & Hedges also found brand stretching to be an effective way around this limitation. It re-branded a chain of trendy bistros in the 1990s, and the Benson & Hedges Bistro became one of Kuala Lampur’s hot spots. The bistros had the cigarette company’s logo emblazoned all over them, and the emphasis was one opulent luxury- from polished hardwood tables and plush armchairs to the Western menu and waiters in starched white linen aprons. The B & H label coffee, the manager proudly informed patrons, is blended in London. Of course, Benson & Hedges coffee could be advertised on television—even in restricted markets. Even so, several studies have shown that people do link advertisements for brand-sharing products with the corresponding cigarette brand. It appears that brand stretching will increasingly be employed by companies as more avenues for promoting tobacco products are closed through legislation.

**Spuds Mackenzie**

Regarding advertising campaigns that target kids, for a number of years Spuds MacKenzie, a cute bull terrier, served as the spokes-dog for Bud Light. In ads that pandered shamelessly to younger consumers, Spuds frolicked with Ninjas in television spots at a time when the Mutant Ninja Turtles were highly popular among youngsters. In response to public criticism, Budweiser retired Spuds Mackenzie. Yet, his replacement, a cartoon character named Bud Man, Turned out to be less popular with children.

* Questions: In at least 25 lines of copy briefly summarize Helm's theme and then analyze how he would view the advertising of Spuds Mackenzie, brand stretching, the *New York Times*' refusal to advertising tobacco and whether or not he would approve (and if so with what restrictions) the advertising for Pringles, deer-configured lawn ornaments, Taco Bell tacos and Victoria Secret lingerie.