

Kool Direct Mail and Promotions

These images feature recent examples of Kool cigarette marketing materials promoting the Kool Mixx DJ club tour and the Kool Smooth Fusions product line. Recently featured in the headlines, many of the examples shown here prompted tobacco control advocates to challenge Brown & Williamson tobacco with a violation of the Master Settlement Agreement. Activists asserted that these materials intentionally targeted youth, and minority populations. In response to these claims, recently, the U.S. Attorneys general informed Brown & Williamson that their "Kool Mixx" promotional campaign appeared to violate prohibitions in the MSA against targeting youth in tobacco advertisements, the placement of tobacco products in the media, and the use of brand names on merchandise.

The attorneys general allege that aspects of the Kool Mixx campaign unlawfully target youths by using Hip Hop themes on cigarette packaging and in retail displays and by featuring young DJs and dancers on the CD/CD ROM. The cigarettes, displays and radios are being sold in drug stores, convenience stores, and gas stations, places where teenagers frequently shop. The CD/CD ROMS have appeared in magazines with high youth readership, such as Vibe and Rolling Stone.

According to a B&W press release, Kool Mixx 2004 was designed to celebrate "urban Hip Hop culture." It features events in 10 states as well as retail and consumer promotions, including special edition thematic cigarette packs, an interactive Kool Mixx CD/CD ROM, and a MixxStick compact radio.

Also of note is the marketing partnership between Kool cigarettes and the Russell Simmons OneWorld media empire. Not only is OneWorld magazine mailed to members of the Kool mailing list for free, but if you look at the image of the free MixxStick radio, you will see that it displays the OneWorld logo. Additionally, the Kool Smooth Fusions line of flavored cigarettes is a recent brand extension designed to compliment the Kool Mixx. Flavors include chocolate, berry, and vanilla paired with trendy names like Mocha Taboo.



