

FACT SHEET

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Marketing Tobacco Through Powerwalls

What are Powerwalls?

- Powerwalls are point-of-sale (POS) tobacco displays placed at or near check-out counters in many retail stores.
- Powerwalls are paid advertisements for the Canadian tobacco industry. In 2004, the industry paid retailers across Canada \$95 million for their prime advertising space. (*Tobacco Promotion at Point of Purchase, Including Product Displays, Should Be Banned, Canadian Cancer Society, August 2005*)
- Powerwalls display tobacco products in close proximity to harmless consumer products such as bubble gum and chocolate bars.

Powerwall displays are a key component of effective tobacco

marketing: (*Restrictions on the Retail Display of Tobacco Products, Policy Analysis, Tilson Consulting, August 2004*)

- Powerwall displays advertise to patrons of all ages regardless of personal tobacco consumption. (*The Influence of Tobacco Powerwall Advertising on Children, J. Gottheil Marketing Communications Inc., March 2005*)
- Powerwall displays have been found to boost average tobacco sales by 12% to 28%. (*The Point-of- Purchase Advertising Industry Fact Book, Point of Purchase Advertising Institute, 1992*)
- Powerwalls generate tobacco brand awareness.
- Research shows that consumer awareness of tobacco brands and products is directly related to the brands most prominently advertised in convenience stores. (*Cigarette advertising and promotional strategies in retail outlets, Feighery, Ellen et.al, 2001*)

Powerwalls 'normalize' tobacco:

- The large retail space devoted to the Powerwall display creates the illusion that tobacco use is a socially acceptable behavior or the norm.

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- The size of the tobacco display in many stores is actually out of proportion to what is necessary to supply the market, reinforcing the notion that everyone smokes.
- The degree to which a young consumer overestimates smoking rates predicates the likelihood that this same consumer will begin smoking. (*Restrictions on the Retail Display of Tobacco Products, Policy Analysis, Tilson Consulting, August 2004*)

Impulse purchases are stimulated:

- The highly-visible, point-of-sale location of Powerwalls stimulates impulse purchases among ex-smokers, occasional smokers, and teenage experimenters. (*The Influence of Tobacco Powerwall Advertising on Children, J. Gottheil Marketing Communications Inc., March 2005*)
- Visual cues reinforce brand awareness and brand loyalty. (*Cigarette advertising and promotional strategies in retail outlets, Feighery, Ellen et.al, 2001*)

Legislation banning Powerwalls has been enacted in:

- Saskatchewan, Manitoba, Ontario, Quebec, PEI and Nunavut

“We have to continue to
fish where the fish are.”

Tobacco industry document describing how the industry strategically selects stores for Powerwall displays