

## Price for smoking

The price paid for smoking: The study results showed remembrance that marks young smokers when they were first questioned by a cigarette, and thus are more registered marks remembrance, were not necessarily equivalent to those who choose to smoke, but this remembrance itself is highly influenced by the recent cheap tobacco advertising. This indicates, in addition to young non-smokers also named several brands of cigarette, that while advertising can create awareness that not why they consume.

Advertising, generally has been associated with the sale but this work goes beyond the short term, and the momentary remembrance, which can lead to an occasional sale, it is surpassed by the work of brand positioning. Based on the interpretations of the ads of stores may be noted that this perception is highly determined by what they know under the brands of its consumers, its advertising and in the case of smokers, their consumption.

The assessment on elements of the ads were very similar, despite the principle of subjective perception. This is because children tried to express what the brand of cheap cigarettes from culture to which they belong, interpreting the stimuli that emit from these references for this reason, based on stereotypes that are worth advertising to achieve a standardized perception, they said the marks on adjectives such as young people, boring, modern, old, original.

Identification marks have the effect of spoken Mariano R. Castellblanque (Manual editor Advertising, Editorial CIMS, Barcelona 1997) argues that when, as the cheap cigarette is not a benefit to emphasize in their advertising, because they can literally show the consumption of the product, discount cheap tobacco brands, trying to persuade, seek to generate identification with the public, based on ideas like "this product is for people like me, this is for me" or "I am well." like Marlboro cigarettes.

In the study, young smokers are more identified with the "ideology" of the cheap brands with differing characteristics of the product itself, while non-smokers exalted advertising referred andalusia andalusia price or consumption.

Bearing in mind that identification is achieved through cultural ideals to which advertising appeals and juvenile judge from your referrals, ads type lifestyle unconsciously encourage the enjoyment, to live through the experiences new cheap cigarette, adventures with friends and special places. What they want with it, carried by the laws that censored the anti-smoking advocacy literal act of smoking is that what creates the desire to buy is not a rational argument, but the product feature emotional identification.

Similarly, children, both smokers and nonsmokers, characterized by similar marks. Many of them shared with these variables such as age, socioeconomic status, sex and even tastes.

Two of the children personify brands smokers who smoke the same way as they were described, indicating that the identification can affect consumption. However, marked one of the smokers who consume the brand, Marlboro, as a person who apparently is not like him.

According to Ingrid Zacipa Infante (Youth, the subjectivity of the mark, Fundación Universidad Central, Facultad de Publicidad, Bogota, 2002) is currently looking for cheap brands to establish relationships with their consumer identity through advertising, in which employees are more like stereotypes consumer product, unlike before when these models proposed standards so that consumers aspire to them.

However, while Marlboro, in his words, does not resemble him, the child stated that the mark is for adults and young people with class, identifying with it, indicating that not only the ideals that youth is achieved link. Also provide no means for identifying the consumer, because if this were true, young non-smokers, who described some markings very similar to their personal characterizations, only cigarettes consumed by this.

Still, it is undeniable that facilitates the identification of persuasion, the question that arises is: why some children are being identified with the brand of cigarettes, if not these supposedly are focusing on this audience?

The Philip Morris in its policy of self-publicity (Code of Marketing [http://www.philipmorrisinternational.com/CO/pages/spa\\_mx/busenv/marketing\\_code.asp](http://www.philipmorrisinternational.com/CO/pages/spa_mx/busenv/marketing_code.asp)) said that the models appearing in their advertising should not appear less than 25 years, so that minors do not identify with them.

To verify this, they asked children to estimate the age of the characters in an ad for a brand owned by Philip Morris in Colombia. While some said they had nearly 25 years, others felt that they were minors.

Ingrid Zacipa Infante (Youth, the subjectivity of the brand. New perspectives, paper presented at the XIV Gestores Teachers Seminar for new paths, Medellín 2005) argues that the boundary delineating the youth is increasingly blurred, since at present this is a feature that everyone wants to have, even adults, so that distinguished cultural ideals of youth are no longer exclusive to those of tender age.

What this means is that the brands of cheap cigarette, trying to reach their target audience with an original and modern, go to the ideal youth, producing not only the young adults who are seen to identify with brands, but also that Minors do so, because although these representations are not exclusive of them still belong to them