

CHAPTER IV

CONCLUSION

Based on the analysis in the previous chapter, the writer closes the research by a conclusion in Chapter 4. Marlboro is about being free and decisive as the message that is delivered by the advertisement and the writer uses the order of signification and myth theory of Roland Barthes to prove it.

In 2011, in Germany, Philip Morris International (PMI) launch a new mass media campaign to promote their re-vamped Marlboro brand. The campaign has been introduced across 50 countries, featuring billboards, adverts and promotional events including music concerts. As a big company, Marlboro needs to make an innovation to survive and get new customers. Innovation is not only about launching new products. Importantly, it is also about thinking differently and innovating in the way we market our brands to adult smokers and trade partners. Marlboro country and the synonymous Marlboro cowboy have been replaced with a different approach.

The "Maybe" campaign ties the adolescent's developing self-image to Marlboro that represents a young culture which emphasizes improvement, achievement, freedom, self-actualization, second chances, impossible dreams, etc. Inextricably bound to these ideas is the notion of constant growth, never being satisfied. In a sense, Americans are striving to succeed, regardless of how much success they have already achieved.

Marlboro uses marketing tactics in its 'Be Marlboro' campaign that is effective at reaching youth but have been banned in many countries. These include advertising on billboards, bus stops, and outside retail stores that associate Marlboro with risk-taking, exploration, freedom and defying authority. Ads feature images of attractive young people partying, falling in love, playing music and engaging in adventure sports such as snowboarding and surfing.

Other marketing tactics include music event sponsorships; beach tours in Tunisia and Latin American countries where contests, concerts, and parties are used to entice young people to provide consumer information; online promotional videos that feature young, attractive people partying and going on adventures, including a hip-hop themed party in Saudi Arabia; and interactive promotional booths at shopping malls in Ukraine that feature large cigarette displays and promotional videos.

There are many versions of the advertisement of Marlboro that appear in many spots. It is one of the ways of the company to promote their product. With the new campaign, the writer concludes that Marlboro wants to convey is there are three ways to react when faced with a decision: Yes, No, or Maybe and Marlboro does not believe in Maybes. Marlboro wants to encourages their customer to be decisive, trust themselves, follow their inspiration and being someone who likes to take risks, who are not afraid of taboos, who take life as an adventure to prove themselves.

