

## **Smoking Animals? The Use of Animals in U.S. Tobacco Advertisement in the 19th and 20th Century**

Frank JACOB

Animals are very often used in commercials or advertisements to promote a product or a particular brand. The U.S. tobacco industry followed same strategies when animals were used to promote a product. Of course, one can not imagine the Marlboro Cowboy without a horse or the “orientalist” Camel brand without the actual animal. However, these are not the only examples for ways in which the tobacco industry in the United States used the “animal factor” to promote its products.

Several marketing strategies, as they will be discussed in detail due to the presentation, were based on the use of animals and their semiotics to establish a persuading communication with the possible consumer. Animals were used to promote a particular brand, an image, which was based on the interaction between the advertising animal and the human consumer. These “Smoking Animals” are the main focus of the presentation, which will analyze marketing strategies of the U.S. tobacco industry during the 19th and 20th century, while focusing on the use of animals, or better to say, their images and the imaginations they trigger with regard to the human smoker.

Frank Jacob is teaching world and global history at the City University of New York (QCC). He is the editor of several academic series and journals and has published numerous books, anthologies, text editions, articles and book chapters. His research foci include modern Japanese history, the history of socialism, film studies, comparative literature and global sexualities.