

CLIENT:	Bret Bussey/Americans for Non-Smokers' Rights
PROJECT:	5-Spread Brochure
VERSION:	020410=anr_draft v1a
DATE:	4/10/02

Front Cover #1: Benefit

visual: *closeup of a  
cigarette butt stuck  
straight up in a  
gorgeous plate of  
nouvelle cuisine*

To the health of your enterprise ...

Alternatives:

**Bon appetit?**

**Nouvelle cuisine?**

**Butt ugly.**

Front Cover #2: Fear

visual: *tight shot of a  
maitre'd's hand  
lighting flambe with  
a \$100 bill*

Don't let your service go up in smoke ...

more direct  
alternative: *Show a  
glamorous hand or  
lips lighting a smoke  
from a dinner table  
candle*

Alternatives:

**Don't let your hospitality go up in smoke ...**

**Don't let your business go up in smoke ...**

**Don't let your establishment go up in smoke ...**

Front Cover #3: Testimonial

visual: all  
typography against  
light backscreen,  
almost  
watermark, tight  
upshot of the Statue  
of Liberty's face in its  
least most suggested  
shape – to connote  
freedom and possibly  
New York  
(ie, far from Calif)

***“I regret my participation with  
the tobacco industry.”***

*Large metropolitan restaurateur, who went on to say, to the New York  
City Council, “when I learned second-hand smoke caused cancer, I  
made Jacopi’s restaurants 100% smoke-free, including bars and patio  
areas ... even in this difficult economic climate, our sales have risen.”*

Spread 1

Right Head

This is about you, your employees, your customers, your business. It's not about them.

Text

*In Columbus, Ohio, tavern owners can cheaply finance their businesses via the local cigarette distributor who gets an exclusive on their cigarette vending sales. That's just marketing, we suppose.*

[first call-to-action]

*But if your local cigarette distributor didn't finance you, that's one bond not broken if you choose to make your restaurant or bar 100% smoke-free.*

[vent myth & economics]

*And why not? Big Tobacco would have you believe that your vent system is enough, or your customers will go away ... as if they come to eat and drink at your establishment just because they can smoke.*

[two economic arguments: (1) smokers are a shrinking market; (2) most customers are nonsmokers]

*Smokers. Sorry, but they're a dying breed. Few would ever debate that they shouldn't be smoking. And their numbers are declining, now almost half of what they were 30 years ago. Which means, depending on where you are in the U.S., 75% of your potential customers don't smoke.*

["get hooked" is ironic reference to smoking's addiction; "them" sets BT apart and subtly vilifies them]

*So read on. Get hooked on why going 100% smoke-free can benefit you, your employees, your customers, and your business. And not benefit them, Big Tobacco.*

Spread 2

Head	Here's to your customers!
Text	<p><i>"Welcome." This is the word the hospitality industry lives by, and we assume you do, too. With, we hope, a frequent, friendly farewell of, "Good seeing you. Come back soon."</i></p> <p><i>Getting customers in the first place and getting them to come back are the lifeblood of any business, no need to tell you. But could a</i></p> <p><i>shrinking minority of your customers – your smoking customers – be driving away business you don't even know?</i></p> <p><i>Well, yes. Smokers could indeed be driving away business ... more business than you might imagine.</i></p> <p><i>Consider the yuk factor. Smoke stinks. And with more and more smoke-free environments, second-hand smoke stands apart – and stinks – all the more in public places.</i></p> <p><i>Don't believe "good" ventilation can help, like Big Tobacco suggests. You need a Category 5 hurricane to blow it all out. Or a lot of money.</i></p> <p><i>In fact, even with excellent ventilation, smoke particulates still persist, unless your willing to pay about \$10 per square foot or more to suck it all out.</i></p>
[“shrinking minority” denotes another economic argument, ie would the reader rather cater to a growing or a shrinking market]	
[in-your-face talk]	
[more of the vent myth & economic argument]	
[fact based on EPA estimates of \$1/year to double vent performance, and smoking particulates are 10x ambient particulates]	

[re-emphasis on the economic argument]

*Smoke stinks, and most non-smokers know it – the 75% of people who don't smoke. They don't like breathing it, eating with it, or leaving with it on their clothes.*

*Keep your establishment living and breathing, and you'll be welcoming new faces more and more. Faces that will be coming back, bringing their friends, even their smoking ones, to spend money with you.*

[more than a close to the page text, but a sales closing argument]

*That's something to toast to, wouldn't you say?*

Spread 2

Facts & Testimonials

Will you alienate your smoking clientele by going smoke-free?

Probably not: Gallup reports that 82% of smokers say they would like to give up smoking. So you'd be doing them a favor!

“Over the last few years we had lost customers for no apparent reason. They have returned to us and thanked us for going smoke-free. Going smoke-free has helped both our health and our bottom line.”

**-- Barbara J. Kroll, owner, Jesperson's Restaurant, Petoskey, Michigan**

“For every smoker you lose, you gain a table of eight non-smokers. Anyway, there just seems to be more non-smokers.”

**-- Denny's manager, Las Cruces, New Mexico**

“We're doing four times as much business smoke-free as when we permitted smoking...” – **Lou Moench, tavern owner, Los Angeles, California**

### Spread 3

Head

## Here's to your health!

Text

*Ever notice in old movies of the 40s and 50s that everyone smoked? That's back when everyone did smoke, or so it seemed with nearly half of all adults lighting up just about anywhere – even theatres.*

*Of course, Humphrey Bogart died of cancer, didn't he?*

*Chances were, if you're old enough, even your pediatrician smoked back then. Not today. The American Medical Association is on record against both smoking and second-hand smoke. So is practically every other health organization in the world. After all, people don't need to smoke, but they do need to breathe.*

*You'd assume that after thousands of well-researched studies health agencies would be against smoking. But Big Tobacco contends the studies have only shown a "correlation" between smoking and disease. Hmmm ... just like the mere correlation between smoking and their profits.*

*What about your profits? Study after study reports that receipts hold steady if not rise slightly when restaurants and bars go smoke-free. Add to that lower overhead costs, and watch your profits soar.*

*Only "research" paid for by Big Tobacco has reported to the contrary, like the 30% drop in receipts reported in California despite*

*the fact that only 20% of the population smokes. (What? Only smokers go to restaurants in California?)*

*So don't worry about putting the health of your business at risk by going smoke-free. Put the health of your customers first, and you'll be doing your bank account a favor.*

*That's a happy ending we're sure you'll enjoy.*

Spread 3  
Facts & Testimonials

Smoking kills 400,000 people each year, and researchers estimate that 53,000 nonsmokers die each year as the result of second-hand smoke.

“Since we became a smoke-free restaurant, we have received nothing but cheers from our customers and have experienced no decline in business.” -- **Tom Agnosta, general manager, The Traffic Jam & Snug, Detroit, Michigan**

“I hate to say it, but it is terrific to be able to go inside restaurants and it doesn't smell and look like smoke. Even when there was a smoking and non-smoking section, the smoke always came over to the non-smoking section.” – **Margaret Adams, customer, Lancaster, California**

“Going smoke-free is the best competitive move I have ever made. I'll never go back to smoking in my restaurant.” – **Doug Mills, owner, Stage Stop Restaurant, Stockbridge, Michigan**

## Spread 4

Head

### Here's to you and yours!

Text

*For the most part, as far as your customers are concerned, your employees are you. Your servers, bartenders, kitchen staff, and most everyone else whose part of your team either contributes toward a positive customer experience or doesn't.*

*So why give them anything less than a healthy, smoke-free workplace? Consider these dollars-and-cents benefits to you:*

- ***Cut your employee costs.*** *Studies have shown healthier employees suffer less absenteeism and file fewer workers comp claims. They also cost less to insure. And that's not to mention they don't turn over as frequently, with all the associated training costs.*
  
- ***Cut your operating costs.*** *Now think about cutting other costs – no additional ventilation, fewer filters to change, less cleaning and repainting, no burn holes, and last but not least, no more ashtrays to buy or empty. Plus, more and more insurance companies are discounting fire and property rates for smoke-free restaurants.*
  
- ***Boost your revenues.*** *“Turning tables” when you have a waiting list is a key to ringing more sales, but what smoker doesn't want to linger for that after-meal cigarette with another coffee refill? Even without a wait list, smokers tend to drive away anyone with*

*allergies or respiratory problems, as well as parents with children who are concerned about their exposure to smoke. You'd call the police if anyone kept customers from entering your door, wouldn't you? Don't let smokers do essentially the same thing to your business.*

*The smiles of happier, healthier employees will help bring customers back again and again, bringing their friends and family with them. Why not put the interests of your team and your customers ahead of the interests of Big Tobacco? Don't your profits matter to you more than theirs?*

Spread 4  
Facts & Testimonials

After California banned workplace smoking, bartenders reported a significant drop in respiratory problems and showed improved lung function. – *The Journal of the American Medical Society (1993, 1998)*

No-smoking policies in sports bars decreased indoor air pollution by 90% without a drop in customers. – *1996 study by the Air & Waste Management Association*

Smokers cost their employers nearly \$5,000 in additional costs each year. – *1990 study by the Kaiser Permanente Medical Group of Southern California*

Employees with higher health risks, including smoking, had higher rates of workplace injuries and worker compensation costs; the average workers' comp costs for a smoker was \$2,189 compared to \$176 for a non-smoker. – *2001 study in the Journal of Occupational and Environment*

Spread 5

Head

## So what's stopping you?

Text

*Since restaurants began going 100% smoke-free years ago, Big Tobacco has made a lot of empty claims about loss of jobs, loss of customers, and loss of revenues.*

*But what they've never been able to claim is that smoking promotes the health of your employees and customers, cuts your operating costs, and boosts your revenues. Going 100% smoke-free can give you all this.*

*Clearly what matters to Big Tobacco is their profits, not yours. Join the tens of thousands of other restaurants and taverns across the U.S. in saying no to Big Tobacco and yes to healthier air and a healthier bottomline.*

*To find out more about what it takes to go 100% smoke-free, visit our website at [www.no-smoke.org](http://www.no-smoke.org) and consult the action checklist on the opposite page.*

*Don't yield your business and profits to Big Tobacco any longer. Choose to make your establishment 100% smoke-free today. You won't regret it.*

Spread 5

Action Checklist

## **Your Action Checklist**

### **for a 100% Smoke-Free Establishment:**

- Announce to employees your commitment to a smoke-free workplace
- Create a timetable, with appropriate phase-in if necessary
- Inform and educate employees, encouraging employee smokers to quit
- Install no-smoking signs
- Remove cigarette vending machines
- Remove ashtrays and designate an outdoor area for smoking
- Tell your nonsmoking customers and potential the great news
- Watch your costs drop and your profits grow

Back Cover

Head | The top three reasons for your establishment to be 100% smoke-free:

1. People don't need to smoke, but they do need to breathe.
2. Up to 75% of your customer base doesn't smoke.
3. Big Tobacco cares more about their profits than they do yours.

See inside for even more reasons why the best decisions you'll ever make for your business is to be 100% smoke-free!

[PUT ANR CONTACT INFO AT BOTTOM]