The tobacco industry regularly targets new markets, such as women and youth. In 2008, Philip Morris International’s brand Marlboro employed their global rebranding marketing campaign, Architecture 2.0, in Southeast Asia.

**OBJECTIVE:** To explore the relationship between self-reported exposure to Marlboro advertising and youth smoking susceptibility, in the Philippines and Indonesia.

### Methods

A secondary analysis was conducted on two cross-sectional samples of non-smoking Filipino and Indonesian adolescents, residing in Metro Manila (May–June 2016) and Jakarta (July 2017). An index of self-reported exposure to Marlboro advertising was created by summing six items asking whether youth saw/heard Marlboro ads via six marketing mediums recently (see Figure 1).

Youth were identified as susceptible to smoking cigarettes if they responded anything other than “definitely not” to smoking either a cigarette in the next year, or an offered cigarette from a best friend. Multivariable logistic regression was used to assess the association between self-reported exposure to Marlboro advertising and youth smoking susceptibility.

### Results

- Greater self-reported exposure to Marlboro advertising was not found to be associated with smoking susceptibility among youth in either group.
- Compared to male youth, female youth had a greater odds of susceptibility in Jakarta, but not in Manila.
- Across countries, never-smokers had significantly greater odds of youth susceptibility to smoking as compared to former smokers.

### Conclusions

- Never-smokers and Indonesian female youth were significantly more susceptible to youth smoking.
- **Limitation:** Self-reported number of outlets of exposure might not necessarily be the best measure of amount and/or frequency of exposure.
- More longitudinal studies are needed to better monitor changes in progression along the use continuum due to marketing.

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