

LEGAL JUDGMENT SAYS:

“Defendants have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted.”

US District Judge Gladys Kessler, 2006

Over 60% of countries have imposed some restriction on tobacco marketing. **ONLY COMPREHENSIVE BANS ON ALL FORMS OF TOBACCO ADVERTISING, MARKETING, SPONSORSHIP, AND PROMOTION ARE EFFECTIVE AT REDUCING POPULATION SMOKING RATES.** Partial restrictions are ineffective in reducing smoking because tobacco companies redirect their marketing efforts to other available venues. Voluntary agreements are also inadequate because they are unenforceable.

In the face of broadening advertising bans, tobacco companies have become ever more creative in their attempts to lure new consumers into addiction. Use of new media, brand-stretching, event promotion, retailer incentives, sponsorship and advertising through international media, cross-border advertising, and promotional packaging are some of the ways that the tobacco industry circumvents the intent of advertising bans. An example of this is the **SHANGHAI TOBACCO COMPANY, WHICH CREATED A BRAND CALLED ‘I LOVE CHINA.’** The slogan was then used on generic billboards and advertisements and may not be directly considered to be tobacco advertising.



Shanghai Tobacco Company, 2011

Bans deny the tobacco industry one of its tools to recruit new tobacco users to replace those who have quit or died, to maintain or increase use among current users, to reduce tobacco users' willingness to quit, and to encourage former users to start using tobacco again.

Comprehensive bans protect youth from the onslaught of tobacco marketing in sports, music venues, the Internet, and elsewhere. Advertising bans also help reduce the social acceptability of smoking and tobacco use.

Parents can also do their part at the individual level by protecting children from exposure to depictions of smoking in various contexts, including in movies and television and online.

THE INDUSTRY SAYS:

“[Following advertising bans, marketing] evolved to a more focused, direct one-to-one approach. Philip Morris uses the database to target smokers for discount coupons and even chances to win a vacation in ‘experiential programs.’ The Marlboro brand is often associated with Marlboro Country, and the great outdoors and the West. We own a ranch, and Marlboro smokers can win an opportunity to visit that ranch and experience Marlboro Country.”

Bill Phelps, Altria, US, 2008

PUBLIC STATEMENTS BY BIG TOBACCO deny that their marketing targets youth or affects youth smoking incidence and initiation, despite overwhelming evidence to the contrary



EXCERPTS

Excerpts From Marketing Findings Against the Tobacco Industry

Kessler trial summary, 2006

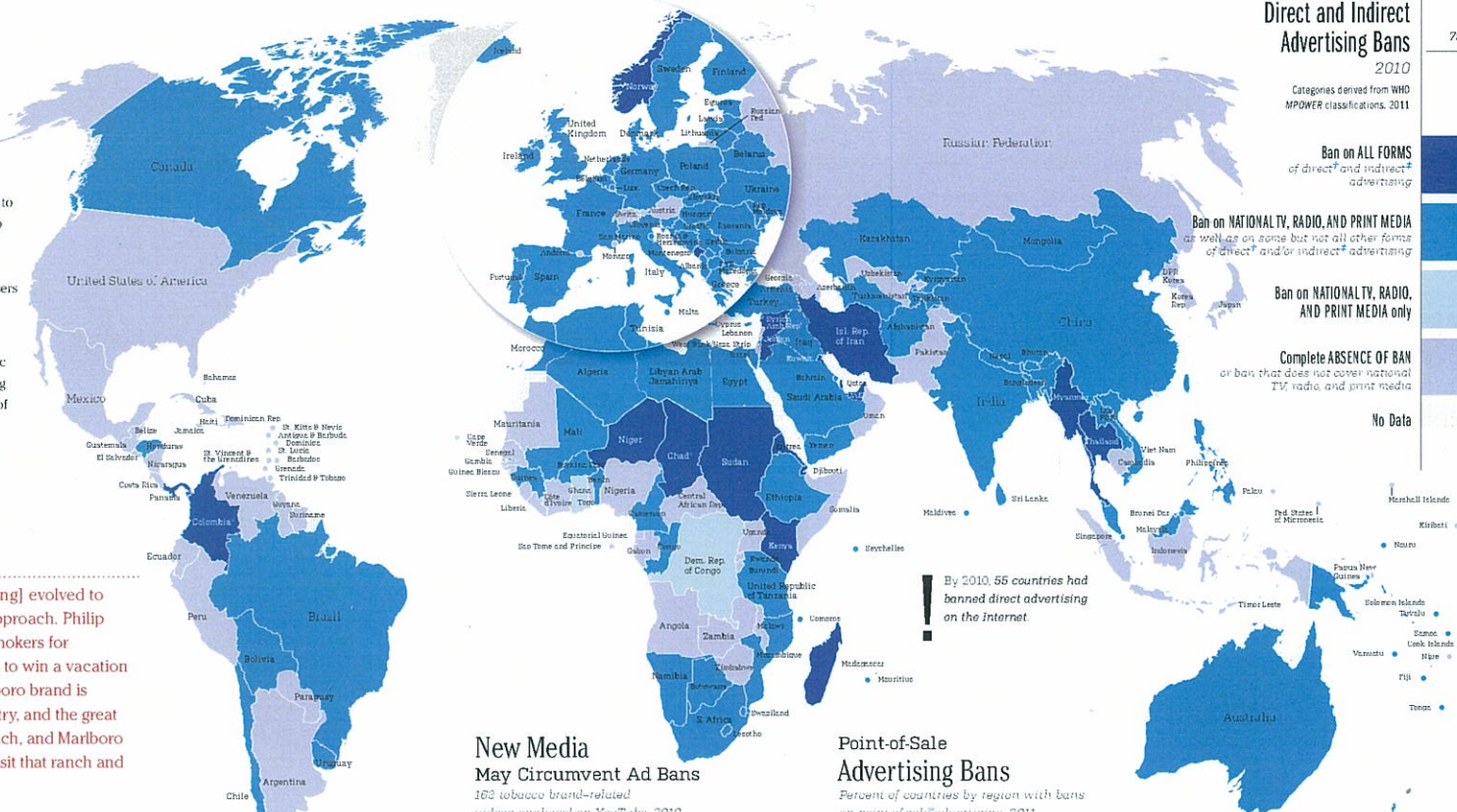
Tobacco marketing is a substantial contributing factor to youth smoking initiation.

Tobacco marketing employs themes that resonate with youth and successfully reach youth.

The industry has continually increased its investment in marketing.

The industry markets to youth through direct mail and an array of retail promoters and other means that attract youth.

Industry sponsored Youth Smoking Prevention Programs are not designed to effectively prevent youth smoking.



New Media May Circumvent Ad Bans

163 tobacco brand-related videos analyzed on YouTube, 2010

One pro-smoking music video was viewed over 2 million times.



71% Pro-Tobacco Content
4% Anti-Tobacco Content
25% Complex, indirect and/or unclear tobacco messages

Point-of-Sale Advertising Bans

Percent of countries by region with bans on point-of-sale advertising, 2011

A comprehensive ban on all tobacco advertising, promotion, and sponsorship could decrease tobacco consumption by about 7%, independent of other tobacco control interventions, with some countries experiencing a decline in consumption of up to 16%.



↑ DIRECT ADVERTISING includes television, radio, magazine, direct mail, email, telemarketing, coupons, sweepstakes, brand loyalty programs, and other methods to promote tobacco products directly to consumers. ↓ INDIRECT ADVERTISING uses brand names, trade names, trademarks, emblems, etc., to indirectly promote tobacco products through “brand stretching” (where tobacco brand and names are used as part of other product names), event sponsorship, product placement in television and films, and other methods. *Between 2008 and 2010, three additional countries—Chad, Colombia, and Syria—banned tobacco advertising, promotion, and sponsorship.

Direct and Indirect Advertising Bans 2010

Categories derived from WHO MPPOWER classifications, 2011

Ban on ALL FORMS of direct and indirect advertising

Ban on NATIONAL TV, RADIO, AND PRINT MEDIA as well as on some but not all other forms of direct and/or indirect advertising

Ban on NATIONAL TV, RADIO, AND PRINT MEDIA only

Complete ABSENCE OF BAN or ban that does not cover national TV, radio, and print media

No Data