

Tobacco advertising, promotion and sponsorship (TAPS) – The problem



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International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor



Outline

1. Definitions of TAPS
2. Forms of TAPS
3. Brief outline of solution
4. TI and other opponents to implement solution



Large, extensive, broad, anything to promote,
sell, recruit, influence, be present ...



Credit : Gerard Hastings. Stirling University

It started a long time ago...

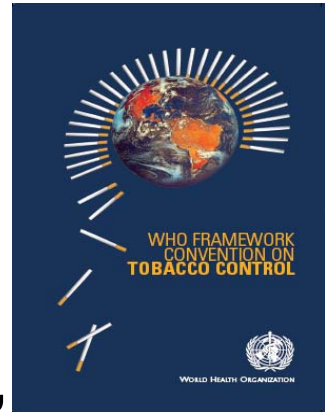


Broad definition of TAPS included in WHO FCTC

Use of terms

Article 1(c) "tobacco advertising and promotion" means any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly

Article 1(g) "tobacco sponsorship" means any form of contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly





Examples of the many forms of TAPS

- **Direct advertising**
 - billboards, print media, radio, television
- **Merchandising**
 - lighters, clothing
- **Sponsorship**
 - sports, music events
- **Brand stretching**
 - holidays, cafés, music
- **Packaging**
 - reinforce brand imagery
- **Product placement**
 - films and television
- **Other marketing communications**
 - events/participatory promotions
- **Corporate social responsibility**
 - including youth smoking prevention programmes (YSP)
- **Point of sale**
 - cigarette pack "powerwalls", other signs
- **Loyalty schemes and coupons**
 - collecting coupons to exchange for promotional items
 - coupons may offset the effect of price increases
- **Free samples**
 - a popular tobacco industry strategy
- **Internet**
 - tobacco industry has its own sites
 - sponsor other sites unrelated to tobacco

Direct advertising: Paid advertising for the product itself



El fumar es perjudicial para la salud

Brand stretching

Tobacco brand names on non-tobacco products

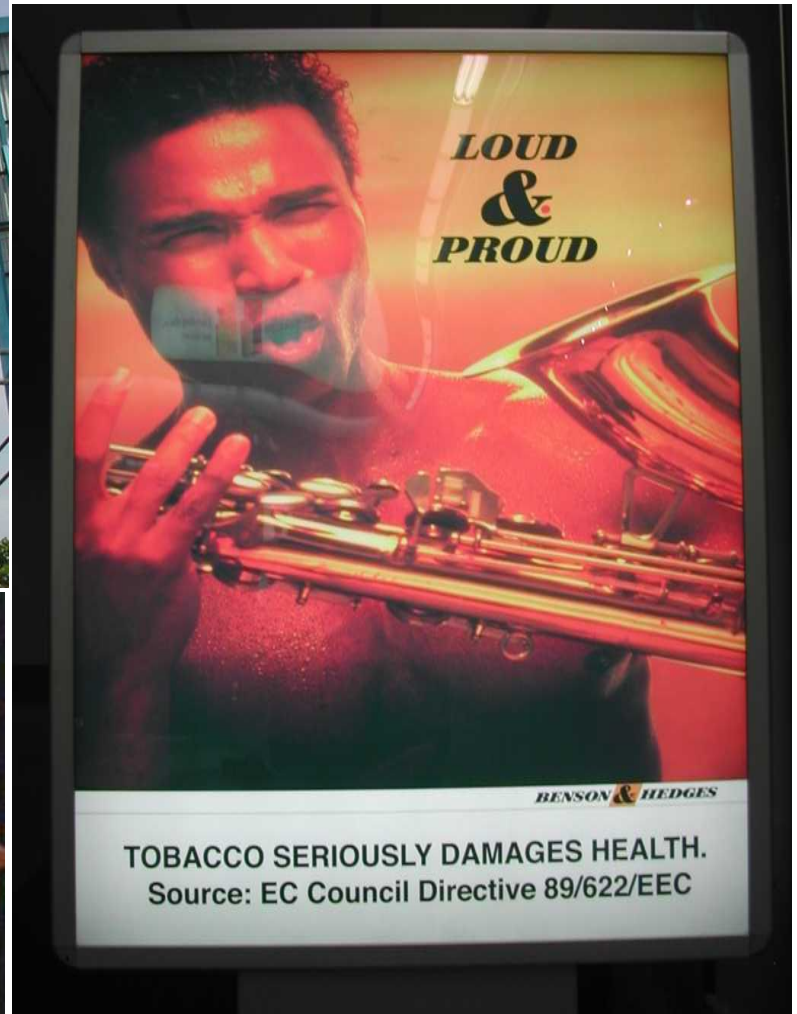


Promotions for brand stretching

Advertisements for non-tobacco products (i.e. matches) with tobacco brand names



Tobacco companies circumventing bans on TAPS



Sponsorship

Use of an event, individual or entity to promote tobacco products



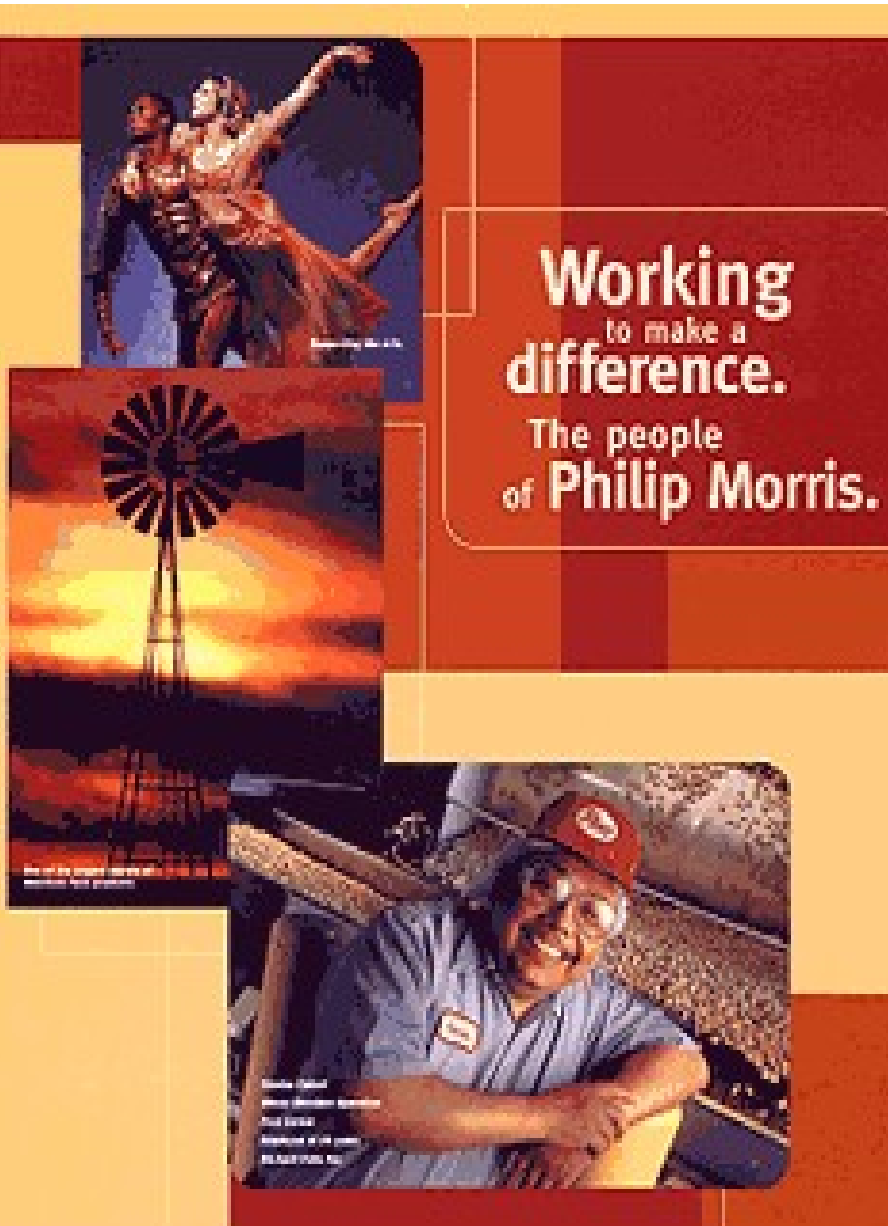
Free samples of tobacco products



Vending machines



Corporate social responsibility (CSR)



Working
to make a
difference.
The people
of **Philip Morris.**

Statue of a person
Windmill at sunset
Smiling man in a hard hat

You could leave these empty
spaces as it is ...



... but we suggest a sapling

Collect your free sapling on July 22nd and 23rd from British American Tobacco Bangladesh's
Dhaka Nursery at Gulshan Central Masjid and Iddgah Society, 111 Gulshan Avenue, Dhaka

Timing: 10 a.m. to 6 p.m.

Plant a sapling today. It will take care of you tomorrow.

**BRITISH AMERICAN
TOBACCO
BANGLADESH**

02111 2111

Tobacco industry sponsored Youth Smoking Prevention (YSP) programmes

**FI IN
TOP!
SPUNE
STOP!**

**ВОИДИ В ТОО!
СКАЖИ СТОП!**

ADOLESCENȚA E MINUNATĂ! NU O DA PE ȚIGĂRI!

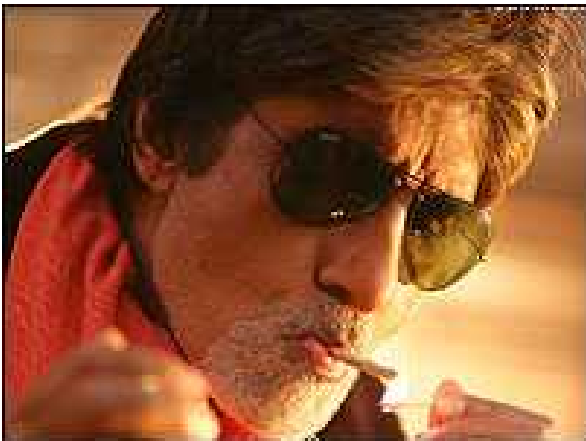
ЮНОСТЬ ПРЕКРАСА! НЕ ПРОМЕНЯЙ ЕЕ НА СИГАРЕТЫ!

STOP

Programul Național de Prevenirea și Protecția Tinerilor de la Fumarea de Țigări
Finanțat de către Ministerul Sănătății al Republicii România

Product placement and smoking imagery in movies

Visible placement of a brand or visible use of tobacco products in movies, television, or other entertainment media

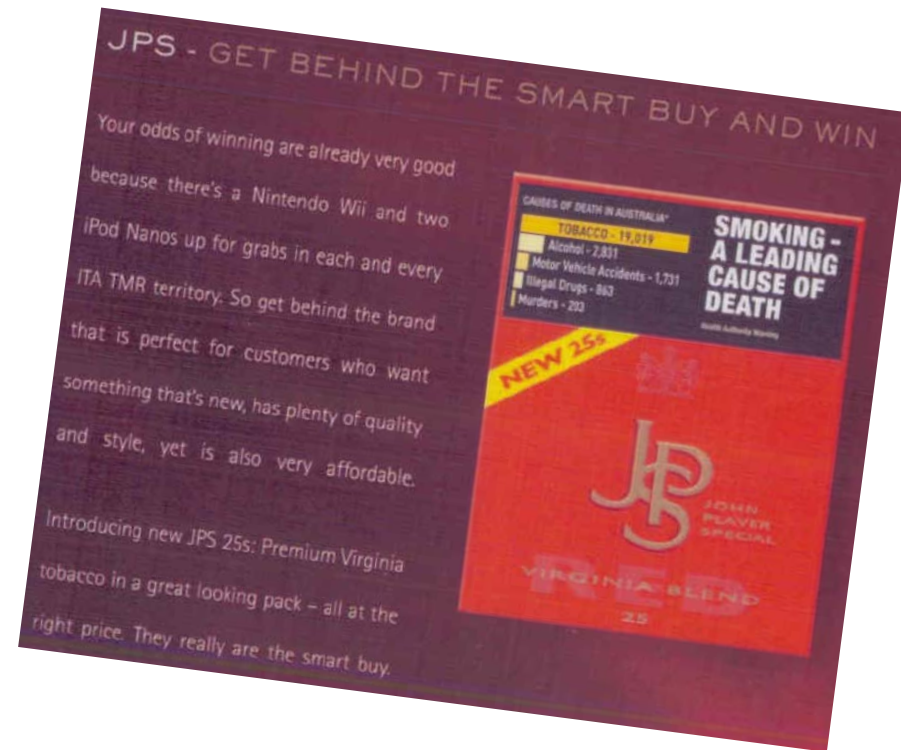


Price discounts, coupons, bonuses, and other economic incentives to purchase tobacco products



Price discounts, coupons and bonus cigarettes comprise 86.7% of promotional spending in USA

Competitions with prizes for retailers to promote particular tobacco brands



Product displays at point of sale and in-store promotions

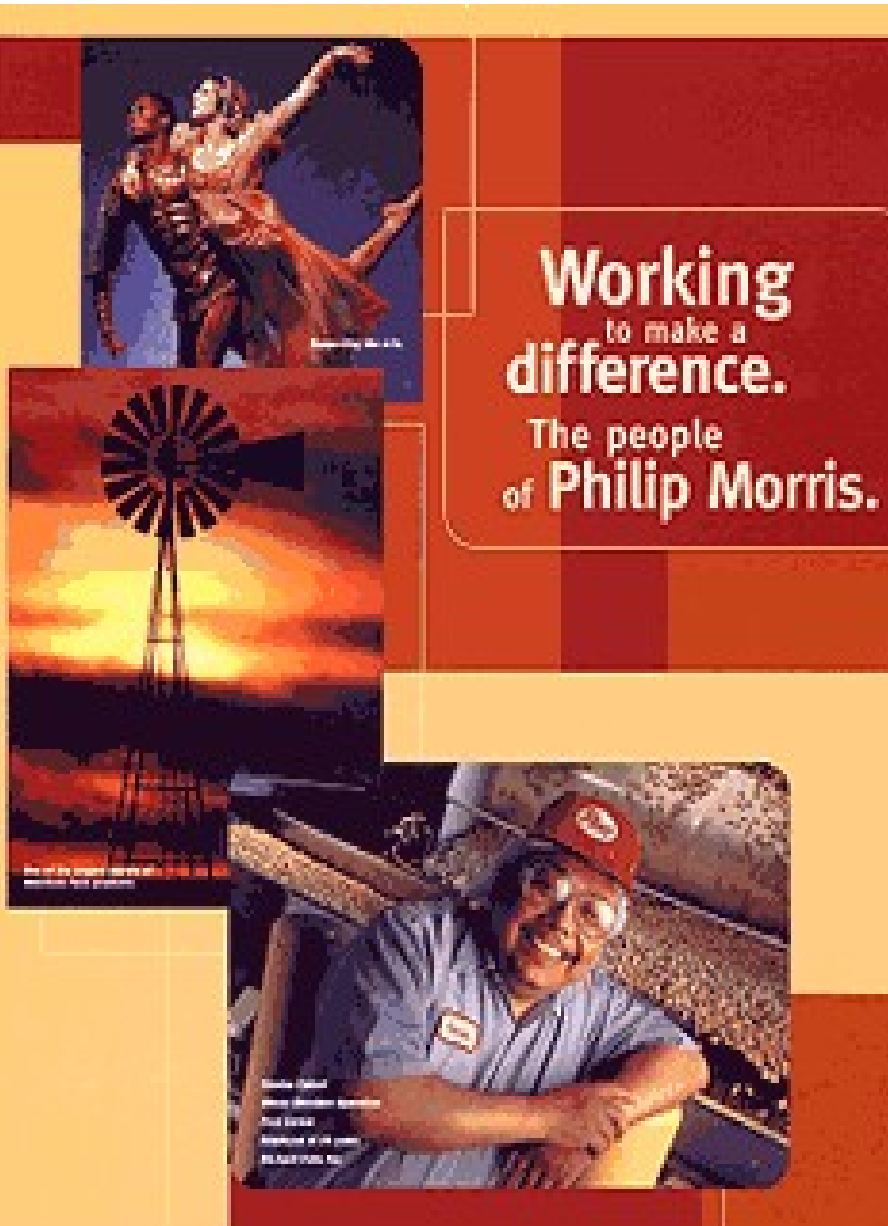


Internet sales of tobacco and social networking sites promoting smoking



Cheap tobacco sales and popular youth websites promote smoking ...

Corporate social responsibility (CSR)



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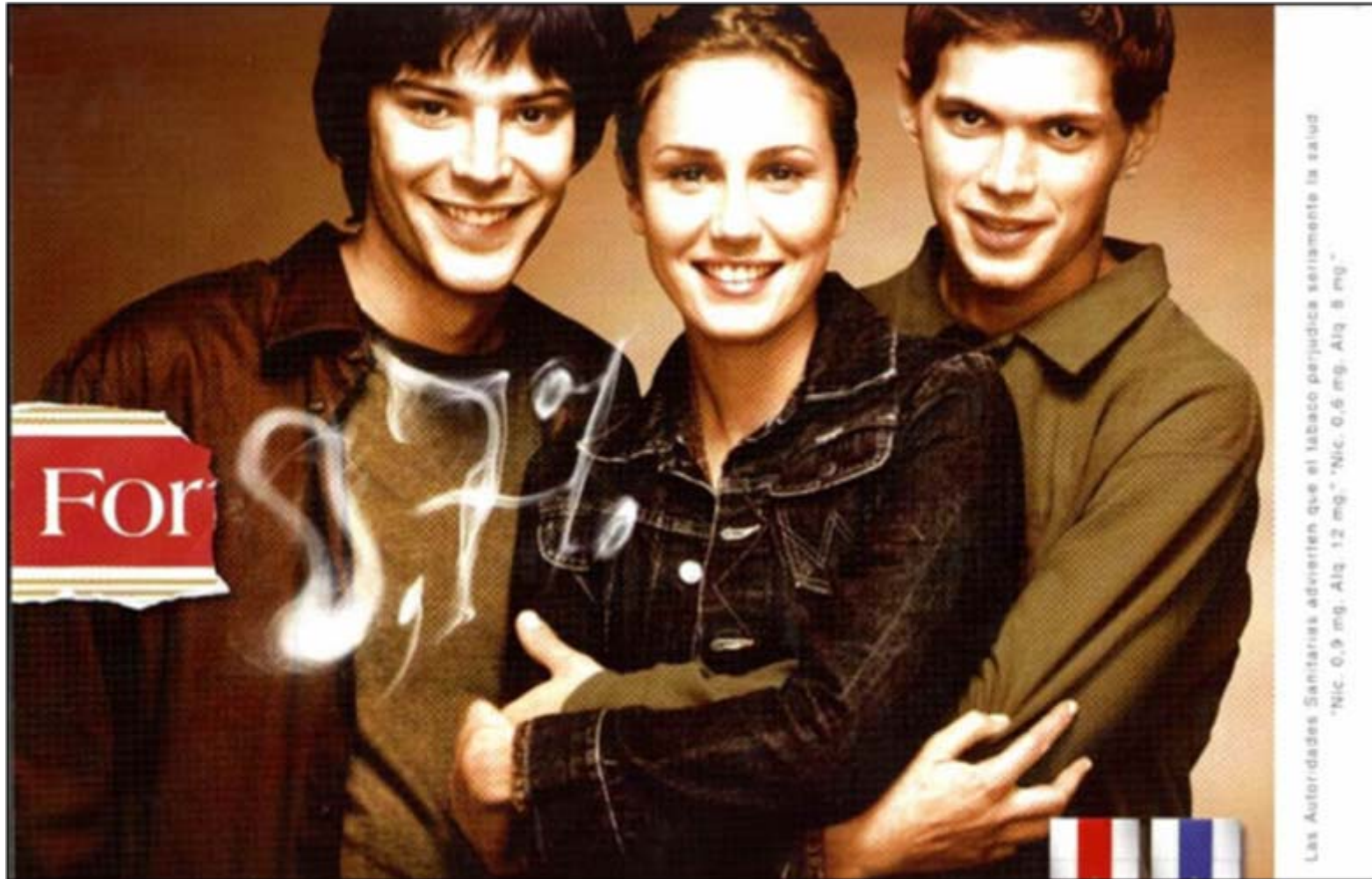
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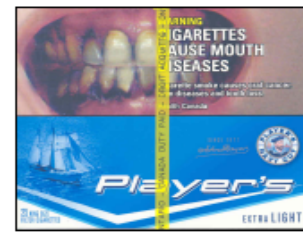
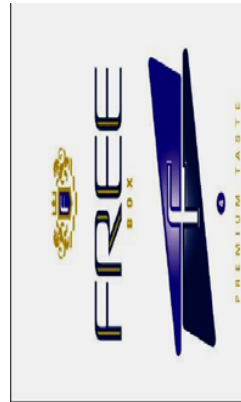
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Humanitarian ventures !



Spain : Now with Fortuna, you give 7% to an NGO (Fortuna creates a solidarity fund to give 7% of its sales in 1999 to human interest projects) !! Source: Tobacco Free Kids Gallery

The package as advertising



“Pod pack” – just like an iPod



Canada

Split pack – just like a mobile phone



TAPS: Current situation

- The tobacco industry spends billions of dollars each year marketing its products.
- The industry uses a sophisticated integrated marketing mix, all of which work together to promote and reinforce tobacco use, particularly among vulnerable groups.
- Despite evidence to the contrary, the industry still insists that TAPS does not increase consumption; it merely allows existing smokers to choose their brands.

The Solution

- A comprehensive TAPS ban following best practice outlined in FCTC article 13 and 11 guidelines

The problem

Opposition to TAPS ban and TI tactics



TI

1. Who are the opponents of banning TAPS?
2. Why do they oppose?
3. How do they oppose bans?
4. What tactics do they use?
5. Lessons learned



Who are the opponents?

Any agent or group with a financial interest in the marketing and selling of tobacco products including:

- manufacturers and growers
 - wholesalers and retailers
 - parts of the advertising and media industries
 - small business representatives, including hospitality industry
 - hired academics and lobbyists
-
- The tobacco industry spends billions of dollars each year marketing its products
 - The tobacco industry also devotes considerable resources to opposing effective tobacco control measures.

Why do they oppose bans on TAPS?

Because evidence confirms what they have know for decades:

- TAPS increase tobacco consumption of existing users and attract new users
- Comprehensive bans reduce tobacco consumption, thereby reducing sales and profits

Tobacco industry tactics for resisting effective tobacco control

- Intelligence gathering
- Public relations
- Political funding
- Lobbying
- Consultancy programme
- Funding and influencing Scientific research
- Smokers' rights groups
- Creating alliances and front groups
- Intimidation
- Philanthropy
- Corporate social responsibility
- Youth smoking prevention and retailer education programs
- Litigation
- Smuggling
- International treaties and other international instruments
- Joint manufacturing and licensing agreements and voluntary policy agreements with governments
- Pre-emption

How do they oppose bans on TAPS in particular ?

By challenging, discrediting,
weakening, obstructing, manipulating
delaying effective legislation,
violating legislation once in place,
circumventing bans, and never given
up trying to undo good bans long after
they have been passed (eg : France)

LONG TERM PROGRAM

TACTICS & PROGRAM (THROUGH JUNE 1993)

CREATION OF NEW POLITICAL VOICES:

- **WORKING WITH LOCAL BUSINESS, LEGAL AND ARTS INTERESTS, DETERMINE FEASIBILITY OF LAUNCHING A 'LIBERTAD' STYLE ORGANISATION DEVOTED TO MARKETING FREEDOMS AND FREE SPEECH**
- **WORKING IN THE POLITICAL AND ACADEMIC COMMUNITIES:**

ENCOURAGE/FUND STUDIES AND SYMPOSIA ON PROBLEMS IN THE AUSTRALIAN POLITICAL SYSTEM

2023240608

*File
Australia*

**CORPORATE AFFAIRS PLAN
PHILIP MORRIS (AUSTRALIA) LIMITED**

How do they oppose bans on TAPS in particular?

6. Citing trade and economic issues as excuses for weak legislation
7. Gaining favour by funding government nontobacco-related initiatives (e.g. nutrition, malaria, disaster relief)
8. Dealing behind closed doors using influential board members (including former politicians)
9. Funding ineffective youth smoking prevention programmes
10. Promoting voluntary agreements in place of enforceable legislation
11. Fostering the image of generous contributors to good causes including charities, research, and environmental programmes

Source: Adapted from *Tobacco industry interference in health policy in ASEAN countries*. SEATCA, 2009

CONFIDENTIAL

LUCKY STRIKE
INDIRECT ADVERTISING

CONTEXT

Unlike other major brands, LUCKY STRIKE has not implemented a long-lasting indirect advertising strategy in the French market.

Article 3 of the Evén Act (loi Evén) provides that :

"All promotion or advertising for an association, service, activity, product or article other than tobacco or a tobacco product shall be considered promotion or indirect advertising whenever the promotional material or advertising uses graphics, packaging, a brand, an advertising emblem or any other distinctive sign that reminds consumers of tobacco or a tobacco product."

"However the above provisions shall not apply to promotion or advertising for a product other than tobacco or a tobacco product that was put on the market prior to January 1st 1990 by a legal entity that is legally and financially distinct from any legal entity that manufactures, imports or markets tobacco or a tobacco product. Any legal or financial connection between those companies renders this exemption inapplicable."

In early 1993, major tobacco companies were torn apart by the

Financing :

We would have to come up with indirect financing so no connection could be established between tobacco manufacturers and the source of financing.

Many thanks for your attention
TI cannot defeat Turkey TC efforts!

