

MARKETING BANS

"Bans on advertising and promotion prove effective, but only if they are comprehensive, covering all media and all uses of brand names and logos. . . . If governments only ban tobacco advertising in one or two [types of] media, the industry will simply shift its advertising expenditures, with no effect on overall consumption."

—HENRY SAFFER, NATIONAL BUREAU OF ECONOMIC RESEARCH, USA, 2000

Tobacco marketing increases cigarette consumption and seduces new smokers into addiction, negating public health efforts to control tobacco. Recognizing this, many countries have imposed some restrictions on tobacco marketing. However, partial restrictions are ineffective in reducing smoking because tobacco companies redirect their marketing efforts to available venues. Voluntary agreements are also inadequate because they are unenforceable.

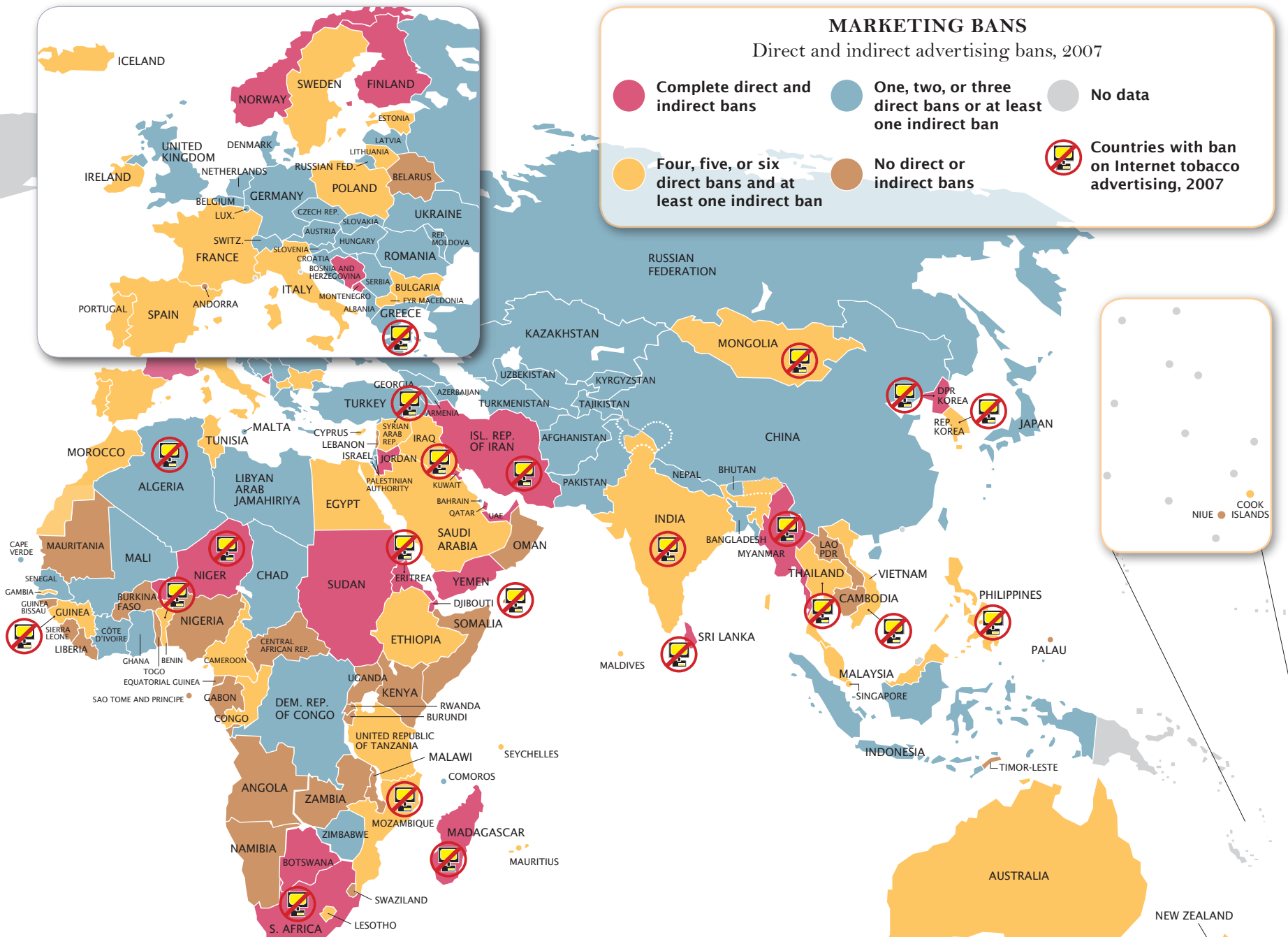
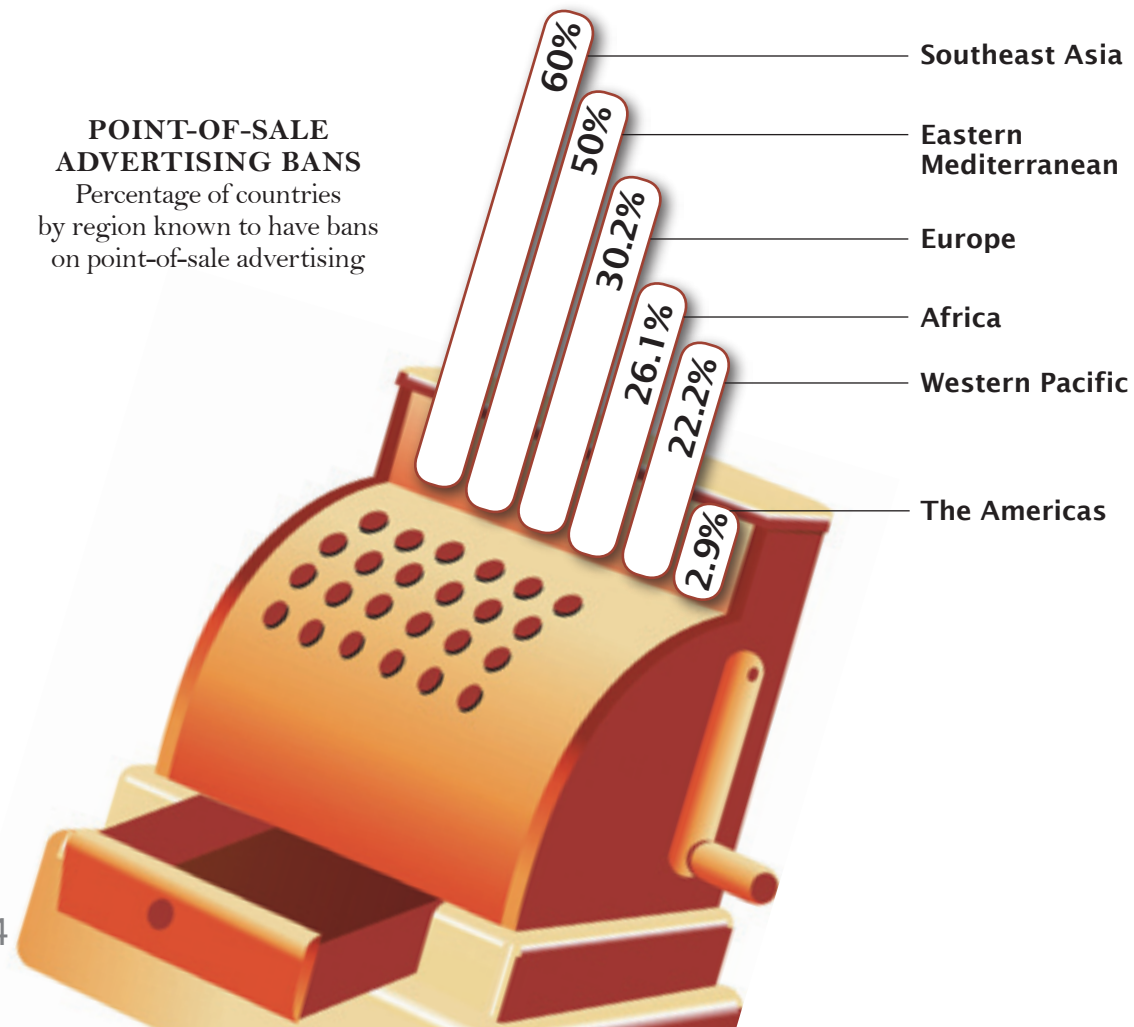
In the face of broadening advertising bans, tobacco companies have become ever more creative in their attempts to lure new consumers into addiction. Brand stretching, event promotion, retailer incentives, sponsorship and advertising through international media, cross-border advertising, and promotional packaging are some of the ways that the tobacco industry circumvents advertising bans.

Only comprehensive official bans on all forms of tobacco advertising, marketing, sponsorship, and promotion are effective at reducing population smoking rates.

Parents also can do their part at the individual level by protecting children from exposure to depictions of smoking in movies. Parental restrictions and parental nonsmoking strongly predict lower risk of smoking initiation among youth.

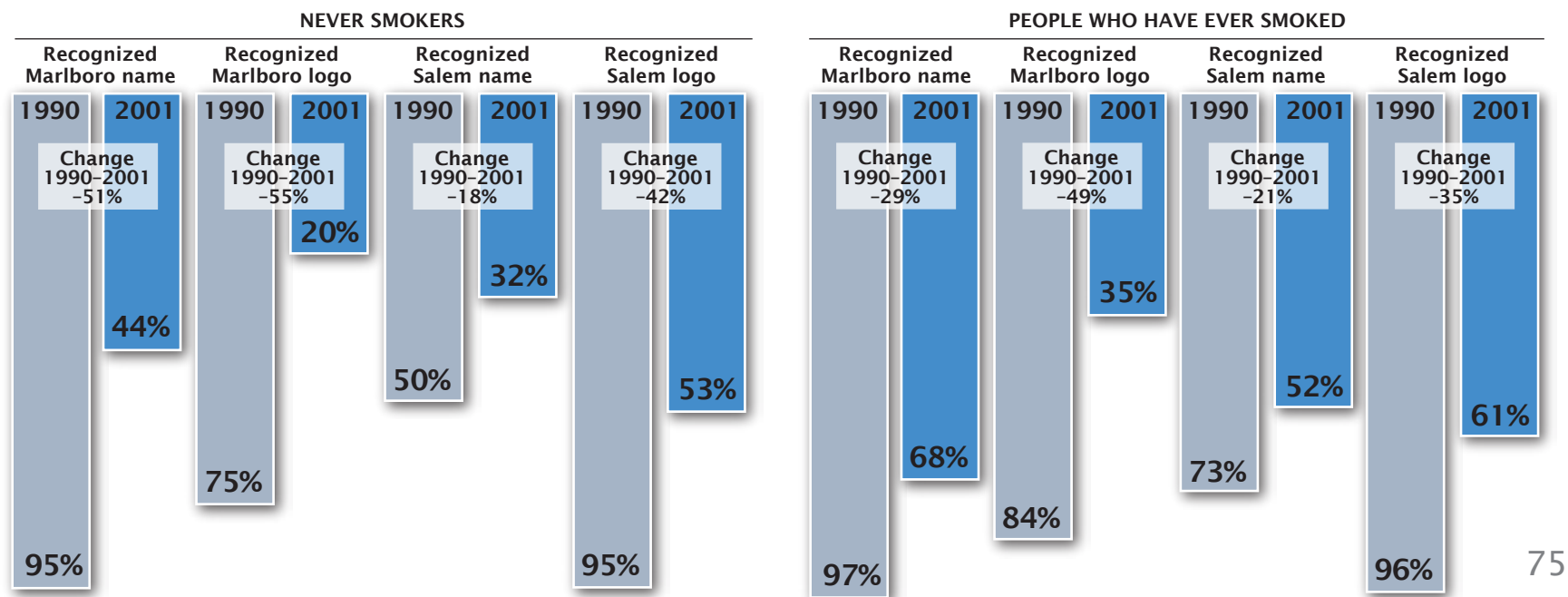
POINT-OF-SALE ADVERTISING BANS

Percentage of countries by region known to have bans on point-of-sale advertising



DECLINE IN BRAND RECOGNITION FOLLOWING HONG KONG'S 1990-1999 PHASED BAN ON PRINT, ELECTRONIC MEDIA, AND BILLBOARD ADVERTISING

Primary school children, aged 8-11, Hong Kong



! UPON RATIFICATION of the Framework Convention on Tobacco Control (FCTC), countries must implement a comprehensive advertising ban within five years.

COMPREHENSIVE advertising bans can reduce smoking rates by 6 percent per year.

ADVERTISING BANS may be even more effective in low- and middle-resource countries than in high-resource countries.