

Marketing restrictions

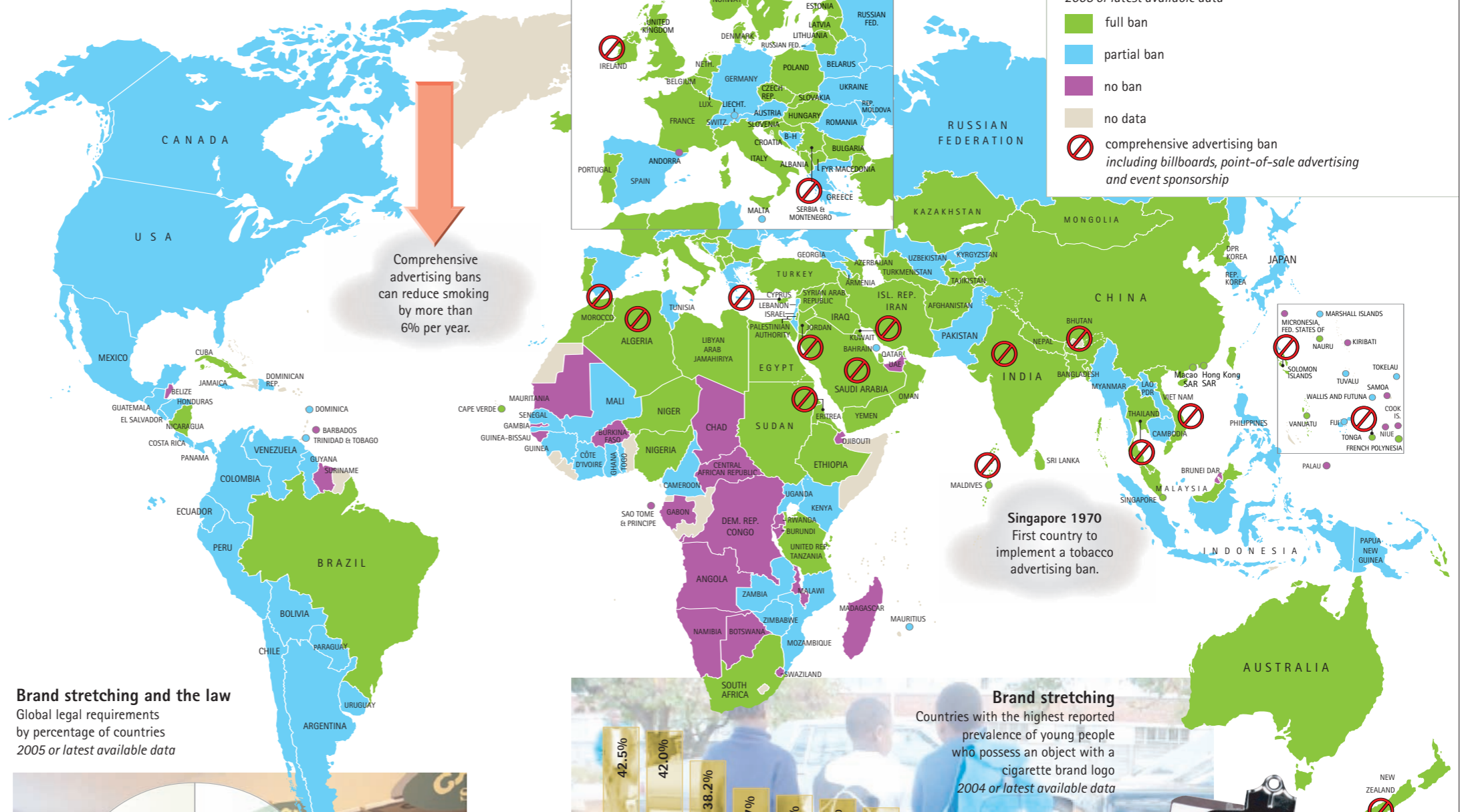
"Advertising is a valuable economic factor because it is the cheapest way of selling goods, particularly if the goods are worthless."
Sinclair Lewis, American novelist and playwright (1885–1951)

Tobacco product marketing encourages people to start smoking and increases the amount smoked. Recognizing the impact of such marketing, many countries have imposed restrictions on tobacco marketing. However, research shows that partial restrictions are ineffective in reducing smoking because tobacco companies simply redirect their marketing efforts to other available venues. Only comprehensive bans on all forms of tobacco advertising, marketing, and promotion are effective at reducing smoking rates.

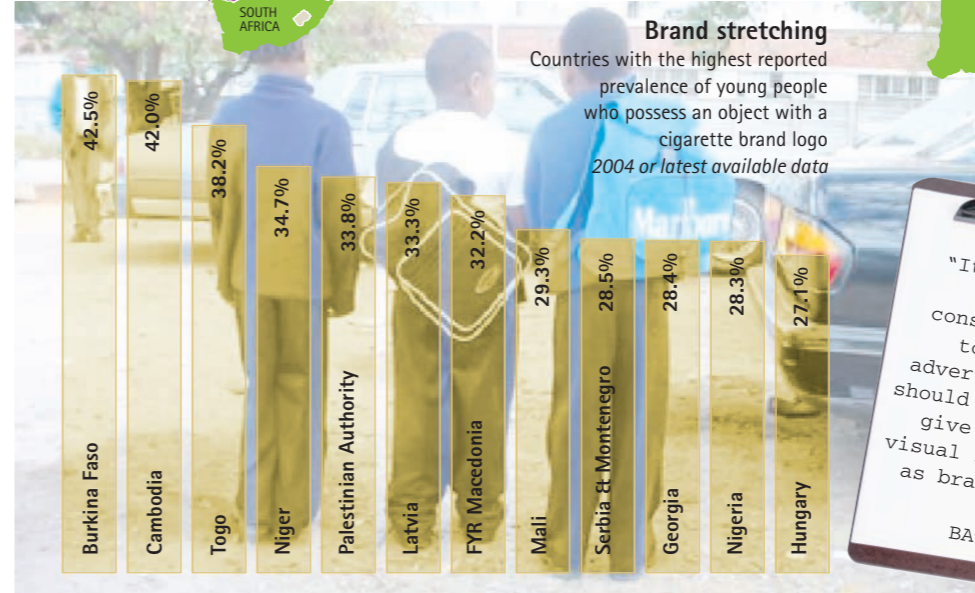
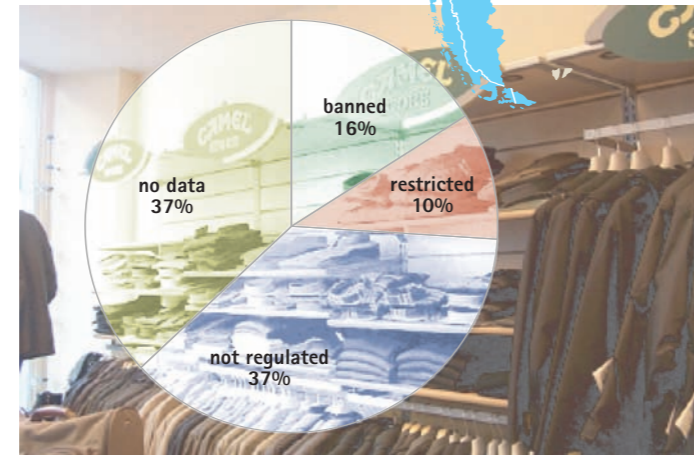
In the face of growing restrictions and bans on tobacco marketing, tobacco companies have become increasingly creative in their attempts to sustain a market for their product. Brand stretching, event promotion, retailer incentives, and advertising in international media are some of the ways that the tobacco industry circumvents advertising bans.

Cigarette packets are also used as an important marketing tool. Label designs are used to establish brand recognition and appeal to target groups. Product names and words such as "Light" and "Mild" mislead consumers about the health risks of smoking.

Two main provisions of the WHO FCTC focus on tobacco advertising and the use of misleading words on packaging. A few countries have already enacted comprehensive advertising bans, however, many others continue to allow the tobacco industry free rein.



Brand stretching and the law
Global legal requirements by percentage of countries
2005 or latest available data



"It is felt that given the consequences of a total ban on advertising, a pack should be designed to give the product visual impact as well as brand imagery."
BAT, 1986