



# ALLIANCE BULLETIN

Framework Convention on Tobacco Control • Geneva, Switzerland • 20 October 2000 • Issue Five

Today's Weather: Cloudy  
High 14 C Low 7 C  
58 F 45 F

Exchange Rate: 20 Swiss FR =  
Dinar 7.9779 Guarani 39,334.2  
EGP 42.1877 Rupee 886.837

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## DEATH CLOCK

Since the opening of the first working group for the Framework Convention on Tobacco Control on October 25, 1999,

**3,976,776**

people have died from tobacco-related diseases.

## Delegates: Ban Adverts

Many country delegations Thursday called for the Framework Convention to include a total ban on tobacco advertising, promotion and sponsorship, with possible limited exceptions to address national constitutional concerns.

The plenary discussions indicated consensus on a number of key issues, including banning advertising targeted at both children and adults, developing a detailed protocol on cross-border advertising, and

requiring tobacco companies to disclose how much they spend on advertising and other forms of promotion.

Turkey's delegate summarized the view of many: "If we are going to declare that tobacco consumption is an epidemic, then we should say that any advertising promoting this epidemic should be banned without distinc-

*(Continued on page 2)*



## Death, Lies

Each year, the tobacco industry spends billions of dollars around the globe on advertising, promotion, and sponsorship. In the United States alone, with less than 5% of the world's smokers, tobacco companies spent over \$6.7 billion on advertising and promotional expenditures in 1998.

Recently disclosed industry documents reveal that the companies have carefully studied the habits, tastes, and desires of their potential customers – especially women, children, and other historically low-smoking groups – and then used that research to develop products and marketing campaigns aimed at them.

Despite industry denials, the overwhelming majority of inde-

pendent, peer-reviewed studies show that tobacco advertising leads to an increase in consumption. Tobacco advertising also has a powerful effect among young people. Studies have shown that tobacco promotional activities are causally related to the onset of smoking in adolescence and that exposure to cigarette advertising is predictive of

## & Advertising

smoking among adolescents. Research has also shown that following the introduction of brand advertisements that appeal to young people, the prevalence of use of these brands, and even the prevalence of smoking altogether, increases.

As an ever-increasing number of countries impose total or partial bans on tobacco advertising, the industry has been adept at finding creative new ways to publicize their brands, especially with young people.

The most common types of "indirect advertising" methods include sports and entertainment sponsorships, promotional items, free samples, and emblazoning non-tobacco items—called "brand-stretching"—such as clothing and luggage with cigarette brand names.

*See today's insert for adverts.*

## ALLIANCE BRIEFING

Governments and the Economics of Tobacco Control

**Friday**  
**20 October 2000**  
**13.00-14.00**  
**Salle IV**

**FACT:** Tobacco companies spent millions of dollars in an effort to undermine the findings of a ten year study on passive smoking by the research branch of WHO.

## TODAY'S SCHEDULE

20 October 2000

Time of Negotiating Sessions  
Morning: 10.45-13.00  
Afternoon: 15.00-18.00

### 13.00-14.00

FCA Delegate Lunch Briefing  
"Curbing the Epidemic:  
Governments and the Economics of  
Tobacco Control"  
Salle IV

### 14.00-15.00

Women's caucus meeting  
"Looking ahead to the future"  
Salle XV

## THANK YOU DELEGATES

for your loyal readership during this first meeting of the INB. All five newsletters published this week, 16-20 October, 2000, are available online at <http://www.fctc.org>

We'll see you in Spring 2001.

Views expressed in the *Alliance Bulletin* are those of the writers and do not necessarily represent those of the sponsors. The *Alliance Bulletin* presents views on the impact of the policies supported by the Framework Convention Alliance (FCA).

## BRANDING THE WORLD

In Malaysia, an R.J. Reynolds subsidiary licenses the Camel name to makers of "adventure gear" clothing, now one of the country's best-selling lines of clothing, while records and CDs are sold at the "Salem Power Station."

In Thailand, Japan Tobacco introduced cigarette packs with pictures of Thai Buddhist shrines. Following protests at the Japanese Embassy, the photos quickly were withdrawn.

In the Hungarian capital of Budapest, R.J. Reynolds paid for a year's supply of light bulbs for the city's traffic lights in exchange for adding the Camel logo to the yellow lights.

In Kandy, Sri Lanka's second largest city, BAT paid to paint the logo of one of its most popular brands on the front wall of a prestigious girls high school and the scoreboard of an exclusive boys high school.

In Kiev, capital of Ukraine, R.J. Reynolds publishes the "Kiev Camel Fun Guide" which lists entertainment in the capital geared towards young people.

In Sri Lanka, BAT publishes the *Golden Tone News*, a weekly English-language supplement covering the pop music scene in Sri Lanka.

In Uzbekistan, BAT has run a promotional campaign for its new Khan brand in which the customer who finds a "golden cigarette" in their packet wins an automobile, those who find a silver cigarette win televisions and those who find a bronze one win a walkman.

The Indian Tobacco Company recently paid \$16 million to rename the World Cup of Cricket the Wills World Cup and put its cigarette logo on all of the players' uniforms. In April 1999, Dunhill announced a five-year, \$14.4 million sponsorship deal with the Vietnam Football Federation.

In Spain, BAT became the first company to advertise on people's private cars. A firm called Logocar has compiled a database of drivers interested in receiving payment in return for their car being completely covered in a vinyl sheet bearing logos and advertising messages. The database includes details of the car, driver's profession and weekly driving pattern. In 1997, BAT paid \$260,000 to cover 75 cars for three months to publicize its Pall Mall brand.

BAT sponsors the Chinese national basketball league, now named the "Hilton league" after its popular cigarette brand, while another BAT brand, Salem 555, backs the Hong Kong-Beijing car rally. Marlboro, 555 and Hilton are the three most popular brands in China.

## The Predator's Latest Words

Philip Morris' Third Quarter Report  
October 17, 2000

In the third quarter of this year, Philip Morris made a \$1.4 billion profit in international tobacco sales.

"Our solid business fundamentals, powerful global brands, strong worldwide infrastructure and relentless focus on identifying new product and business innovations are a powerful combination that delivered strong third-quarter financial results for Philip Morris, despite the impact of unfavorable currency," said Geoffrey C. Bible, chairman of the board and chief executive officer, "Philip Morris' business outlook remains robust."

In Asia, volume was up 13.8%, driven by double-digit volume gains in Indonesia, Korea, Thailand and Malaysia. Share grew in Singapore, Korea, Hong Kong, Malaysia, Thailand, Indonesia and the Philippines.

In Latin America, excellent volume and share gains were recorded in Mexico driven by the outstanding performance of Marlboro. Double-digit volume gains were reported in Romania, Russia, Ukraine, Japan, Korea, Malaysia, Indonesia and Mexico.

## Advertising debate

(Continued from page 1)

tion.... Any ban that distinguishes between children and adults is bound to be superficial in practice."

The United States delegate called for "a robust statement restricting advertising, sponsorship and promotion of tobacco, to the extent permitted under domestic law, with a special emphasis on eliminating those messages that have special appeal to children and adolescents."

The U.S. delegate noted the need to restrict advertising that "may be appealing to children, and hence encourage them to smoke, even if that advertising was not consciously targeted at children."

The remarks were made as delegates continued with a first reading of the Proposed Draft Elements. Intergovernmental Negotiating Group Chairman Celso Amorim said that country comments would likely be incorporated into a "clean text" that would be used as the basis for negotiations when the ING reconvenes in the Spring of 2001.

**FACT:** Currently, WHO estimates that nearly 700 million, or almost half of the world's children, breathe air polluted by tobacco smoke, particularly at home.

## Zeltner Calls on Nations, Other UN Agencies to Investigate Industry Infiltration

In the wake of the recent report documenting tobacco industry strategies to undermine the World Health Organizations, other United Nations agencies and national governments should undertake similar investigations, said Dr. Thomas Zeltner, Head of Delegation, Switzerland, and Chair of the Committee of Experts that wrote the WHO report.

"We must not fall into the trap of thinking (the WHO report) is all," Zeltner said at a briefing Thursday.

"One of the lessons learned out of this report is that all of us who are collaborators in public health institutions tend to be too naive.... We need a long process of increasing awareness in our institutions" of efforts by

tobacco companies to wield influence.

Zeltner specifically recommended that the Food and Agriculture Organization,

possible tobacco industry infiltration.

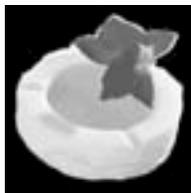
Zeltner said the industry is undoubtedly using similar tactics to influence national delegations to the Framework Convention.

The 200-page WHO report released on August 2, 2000, documented tobacco industry efforts to discredit and weaken the WHO by diverting attention from global public health issues, distorting scientific studies, reducing budgets for scientific and policy activities, and

pitting other UN agencies against the WHO. The report was based on documents obtained during litigation by the U.S. state of Minnesota against the tobacco industry.

*"One of the lessons learned out of this report is that all of us who are collaborators in public health institutions tend to be too naive.... We need a long process of increasing awareness in our institutions" of efforts by tobacco companies to wield influence."*

which sets international standards for agricultural products including tobacco, and the International Labor Organization, which he said needs to play a larger role in advocating against passive smoking, investigate



Orchid Award

**Dr. Thomas Zeltner**

Led effort to expose tobacco industry infiltration of WHO



Dirty Ashtray Award

We're watching....

All five newsletters published this week, 16-20 October 2000, are available online at

<http://www.fctc.org>

### The Negotiations: Quotes of the Day

Egypt – "Tobacco product companies in recent times have fixed their trademarks on various other products – matches, suitcases, and other products, including products that children like. We must be aware of this hidden publicity."

Jordan – "Tobacco represents a threat for all age groups. In Jordan, we prohibit advertising aimed at the population as a whole, not just children and adolescents, but adults as well."

Kenya – "We wish to include strong anti-tobacco advertising in addition to restricting and if possible prohibiting all forms of tobacco advertising, promotion and sponsorship."

Paraguay – "Advertising is what has made tobacco into an epidemic and a public health problem.... In the developing countries, we are invaded by tobacco advertising and publicity. They will use any kind of gap, any kind of kink, to get in and exploit this opportunity."

Sri Lanka – "Partial restrictions have been of little use in reducing consumption. Therefore, we recommend a total ban on all direct and indirect tobacco advertising, promotion and sponsorship."

Switzerland – "In reality, it is extremely difficult to distinguish between advertising targeted at minors and advertising targeted at adults. It is practically impossible to make that distinction in practice."

## FCA MEMBER ORGANISATIONS

Action on Smoking and Health, Australia  
Action on Smoking and Health Foundation, Thailand  
Action on Smoking and Health, Ireland  
Action on Smoking and Health, London (UK)  
Advocacy Institute (USA)  
African Center for Empowerment and Gender and Advocacy  
Alcohol and Drug Information Center (Ukraine)  
American Cancer Society  
American Heart Association  
American Lung Association  
American Public Health Association  
Asociacion Espanola contra el Cancer  
Asociacion Mexicana de Estudios para la Defensa del Consumidor (Mexico)  
Association of the European Cancer Leagues  
ATOM-AFIS (Kenya)  
Bangladesh Anti-Tobacco Alliance  
British Medical Association  
Campaign Against Foreign Control of Aotearoa (New Zealand)  
Campaign for Tobacco Free Kids (USA)  
Canadian Cancer Society  
Cancer Foundation of Western Australia  
Cancer Research Campaign (UK)  
Chinese Progressive Association (USA)  
CNCT (French Committee for Smoking Prevention)  
Coalition on a Smoke-Free Environment for Kids in Japan & Tobaccoless Japan  
Community Health Cell (India)  
CONACTA (Honduras)  
Conselho de Prevencao do Tabagismo (Portugal)  
Consumers Association of Malawi  
Consumers Association of Penang (Malaysia)  
Environmental Rights Action (Nigeria)  
European Network for Smoking Prevention  
European Respiratory Society  
Federation des ONGs et OCBs Luttant Contre le Tabagisme (Senegal)  
German Cancer Research Centre  
German Coalition Against Smoking  
German Medical Action Group Smoking and Health  
Heart and Stroke Foundation of Canada  
INFACT (USA)  
International Agency on Tobacco or Health  
International Council of Women  
International Network Of Women Against Tobacco  
International Non Governmental Coalition Against Tobacco  
International Union Against Cancer  
International Union Against Cancer/ GLOBALINK  
International Union Against Tuberculosis and Lung Disease (IUATLD)  
Medical Women's International Association  
National Council Against Smoking (South Africa)  
National Heart Foundation (Australia)  
National Organisation for Tobacco Eradication (India)  
Network Association for the Rational Use of Medication in Pakistan  
Network for Consumer Protection (Pakistan)  
New South Wales Cancer Council (Australia)  
Non-Smokers' Rights Association (Canada)  
OxyGeneve (Switzerland)  
Physicians for a Smoke-Free Canada  
Public Services International  
REDEH - The Network in Defense of Humankind  
San Francisco Tobacco Free Coalition (USA)  
Society for Research on Nicotine and Tobacco  
SOS Tabagisme (Mali)  
Soul City (South Africa)  
Tobacco Free Las Cruces Coalition (USA)  
Turkish Committee on Tobacco and Health  
Women's Environment and Development Organization  
World Dental Federation  
World Federation of Public Health Associations  
World Vision International  
Zuna Women's Operation Green (Zimbabwe)

## FRAMEWORK CONVENTION ALLIANCE

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FIRST MEETING OF THE  
INTERGOVERNMENTAL NEGOTIATING BODY  
OF THE FRAMEWORK CONVENTION ON  
TOBACCO CONTROL  
INTERNATIONAL CONFERENCE CENTRE  
GENEVA (CICG)  
16-21 OCTOBER 2000

## Views from the Alliance: FCTC Must Impose a Total Ban on Advertising

*Mary Assunta, Consumers Association of Penang, Malaysia*

The tobacco industry wants you to believe that advertising bans don't reduce tobacco consumption. In fact, in some countries the industry has lobbied against advertising bans. Worse, in countries where governments have banned tobacco advertising, tobacco transnationals such as British American Tobacco, Philip Morris and Japan Tobacco circumvent the law through indirect advertising and brandstretching activities.

Malaysia for example has banned direct cigarette advertisements but tobacco multinationals advertise tobacco brand names in the media through a travel agency, record shop, clothing store or coffee shop. In reality these act as front companies so the large tobacco transnationals can circumvent the advertising ban.

Last week, while pleading its case before WHO at the public hearing, Japan Tobacco was meanwhile hooking thousands of youths in Malaysia by sponsoring a rock concert featuring a Western pop band through its Salem brand - a classic example of brand-stretching. Salem Cool Planet regularly sponsors pop concerts to advertise to teenagers. They target teenagers since 80% of those who start smoking do so before the

age of 18 years.

Glitzy adverts for these concerts are broadcast on national television for weeks before the actual event. These adverts make the ban on advertising in Malaysia a joke. This is a deliberate effort to circumvent the law and nullify government efforts in tobacco control.

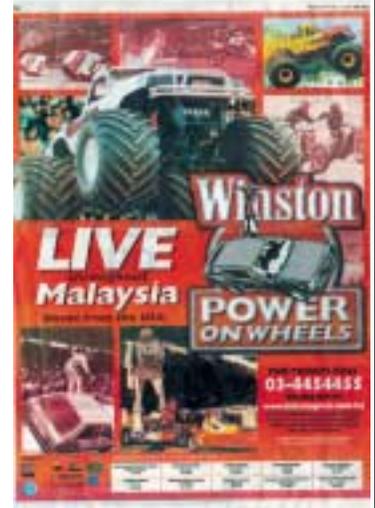
Tobacco transnationals sponsor popular sports such as soccer and racing. Both these sports have mass appeal among young people in Malaysia. Paraphernalia for these events such as caps, T-shirts and bags carrying the tobacco brand name are liberally available to the public. Even when international sports organi-

*" Tobacco multinationals advertise tobacco brand names through a travel agency, record shop, clothing store or coffee shop. In reality these businesses act as front companies to circumvent the advertising ban. "*

sations such as the International Olympic Committee and FIFA have clearly banned tobacco sponsorship, transnationals still sponsor the broadcast of international events to developing countries.

The 1998 World Cup matches for example were brought to Malaysians by Dunhill.

It is vital that a complete ban on advertising, direct and indirect, sponsorship and promotions be included in the FCTC. Numerous countries have already expressed support for a total ban, including Sri Lanka, Papua New Guinea, and Trinidad and Tobago.



There is a big difference between advertising restrictions and a total ban. Tobacco companies support advertising restrictions because they know it does not produce a reduction in consumption.

In countries where advertising bans have been introduced as part of a comprehensive tobacco control policy, that is Finland, France, New Zealand and Norway, per capita consumption of cigarettes dropped between 14% and 37%.

One of the main objectives of this Convention is to reduce smoking prevalence. For developing countries with limited resources, this means finding the most cost effective way to do this. A total ban on all forms of advertising, sponsorship and brand stretching activities is cost effective.