

# TOBACCO ADVERTISING PROMOTION & SPONSORSHIP

In Article 13 of the Framework Convention on Tobacco Control, “Parties recognize that a comprehensive ban on advertising, promotion and sponsorship would reduce the consumption of tobacco products”.



At the second session of the Conference of the Parties to the Framework Convention on Tobacco Control (FCTC), the Parties to the Convention decided to prioritize the development of guidelines on the implementation of Article 13 of the Convention, and established a Working Group to develop draft guidelines. Article 13 of the FCTC deals with tobacco advertising, promotion and sponsorship. Under Article 13, Parties to the FCTC agree to “undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship”. They do so recognizing “that a comprehensive ban on advertising, promotion and sponsorship would reduce the consumption of tobacco products”. The only exception to the commitment to undertake a comprehensive ban is for Parties that have constitutional constraints precluding them from undertaking a comprehensive ban. These Parties agree to “apply restrictions on all tobacco advertising, promotion and sponsorship”.

Guidelines on Article 13 will greatly assist Parties to the FCTC in meeting the obligations that they have undertaken, and in implementing best practice laws and enforcement strategies to deal with tobacco advertising, promotion and sponsorship. This booklet has been prepared to assist the Working Group as it develops draft guidelines. It provides examples of current and recently observed tobacco advertising, promotion and sponsorship from across the world.

The examples provided should serve two primary purposes. First, they should remind the Working Group that the tobacco industry is infinitely creative in finding ways to promote its products. Second, they should remind the Working Group of the need to develop comprehensive, best practice draft guidelines that will assist Parties to the Convention in putting an end to all forms of tobacco advertising, promotion and sponsorship.



CAMEROON 2007



CHINA 2007



CHINA 2006

www.pallmall.com

LEY DEL CARRETE N° 234:  
CUANDO LAS MUJERES DICEN QUE NO,  
QUIEREN DECIR TAL VEZ Y CUANDO  
DICEN TAL VEZ, PREPARATE.

**MUEVETE  
NON STOP**



SOLO POR  
**\$1000**

**PALL MALL**

ADVERTENCIA: "El tabáco puede producir cáncer" Ministerio de Salud

Winston

NEU!  
BIG PACK

€4.70

24 CIGARETTES

Winston  
CLASSIC RED

Rauchen kann  
sein

Winston  
BALANCED BLUE

GERMANY 2007



SPAIN 2006



**BE THE  
CENTER OF  
ATTENTION!**



ISRAEL 2006/2007

ORIGINAL SILVER



**LUCKY  
STRIKE**

IT'S TOASTED

*Si vous êtes en train de lire ce texte en faisant tourner votre paquet de Lucky Strike,*

**Fumer nuit  
gravement à votre  
santé et à celle de  
votre entourage**

BRITISH AMERICAN  
TOBACCO  
GROUP

*vous risquez peut-être*



**LUCKY STRIKE**

MADE IN THE EU UNDER THE  
AUTHORITY OF THE  
TRADE MARK OWNER

VENTE EN FRANCE 01



FRANCE 2007

Da hat sich Ihre Silver vermehrt und  
Sie erfahren es aus der Werbung.



Lucky Strike, Sonst nichts.

Das ist Lucky in einer guten Sache, nämlich in der Werbung.





RUSSIA 2007

THE TIMES OF INDIA  
MUMBAI

May 17, 2006  
TIMES CITY MUMBAI

### 'Using low-tobacco cigarettes safer'

If tobacco manufacturers design special cigarettes to suit the smokers' need, why can't they conduct research for reducing the risk caused by cigarettes.

### Hindustan Times

25 May'06

### Doctors push for safer cigarettes

The Tobacco Harm Reduction Foundation (THRFF), ...said it should be possible for cigarette manufacturers to develop less harmful sticks with fewer or no carcinogens... smokers who do switch to low tobacco will experience a reduced risk of smoking-related diseases...

DNA

MUMBAI

NEWS & ANALYSIS

about ways of reducing  
eney

or methods of switching  
h have lower levels of  
s... "The real killers in  
carbon monoxide and  
llic nitrosamines  
these are reduced then  
ful effects of tobacco

manufacturers to  
harmful sticks  
per or no  
... those who  
ow tobacco will  
a reduced risk of  
elated diseases...

Smoking is injurious.  
Go Low on Tobacco.  
High on life.

Visit  
[www.LowTobacco.com](http://www.LowTobacco.com)

Life Matters.

- An exclusive website on:
- Health • Haute Couture • Gadgets and Gizmos • Basic Instincts
  - Books • Bon Voyage • Leisure • Bon Vivant • News

INDIA 2006



ISRAEL 2006/2007

## MARLBORO BLEND 29 NUOVO MIX DI GUSTO

Unione tra il Burley  
più alta qualità  
che si armonizzano  
in un aroma rotondo,  
dalle sfumature  
volgenti.

Sensazioni diverse che si  
bilanciano perfettamente,  
fino a raggiungere un gusto  
originale, sorprendente.  
MARLBORO BLEND 29 è la  
nuova espressione della  
qualità Marlboro, una qualità  
che i dati di vendita continuano  
a premiare anno dopo anno.



**Il fumo  
uccide**





GERMANY 2006

STRÖER

Lothar, Lehrer



Rauchen  
kann tödlich  
sein

What's your Next?

Full Flavor  
17 Cigarettes  
€ 3,30

GERMANY 2006



CHINA 2007



JAPAN 2007

JCDecaux

# NEU! Ihr schneller Weg zur Cigarette.

100 Cigaretten  
€ 1,67  
17 Cigaretten

## NEXT



TOBACCO BLOCK  
100 Cigaretten

TOBACCO BLOCK  
17 Cigaretten

€ 2,95  
30 Cigaretten

Rauchen kann  
sicher sein



100% Pfeilblumen und Tobacco Block System 2.0  
2 x 2,95 pro NEXT Tobacco Block

So geht's:



TBS  
20

GERMANY 2006

# Houston

USA authentic



ABUS D'ANGEREUX POUR LA SANTÉ

SENEGAL 2007

5  
MTs/Ma o  
de 10 palitos



メントール純粋系。

# AQUA menthol



6mg  
300円



喫煙は、あなたにとって肺がんの原因の一つとなり、心臓病、脳卒中の危険性を加え悪化させる危険性を産みます。  
未成年者の喫煙は、健康に対する悪影響やたばこの依存性を誘います。周りの人が勧められて吸ってはいけません。  
たばこの煙は、あなたの周りの人、特に乳幼児、子供、お年寄りなどの健康に影響を及ぼします。喫煙の際には、周りの人の  
迷惑にならないように注意しましょう。





JAPAN 2007

STUDIO SANKARA PRÉSENTE  
GRAND CONCOURS

» MUSIKA   
» DANCE   
» TOP MODEL 

URBAN  
GROOVE!

INSCRIPTIONS:  
869 30 38



EXPRIME LE +  
QUI EST EN TOI !!!

18

Activité réservée uniquement aux personnes âgées  
ABUS DANGEREUX POUR VOTRE SANTE



Presents

# BOLLYWOOD temptations



WOOD TEMPTATIONS  
\$99/- with unlimited drinks  
with unlimited drinks & dinner  
BOX BAR, Royal Regency Kathmandu  
12.06 Time Spm onwards



FREEDOM OF LIGHTS

NEPAL 2006



**FOUND IN  
INTERESTING  
PLACES.**

**NEW  
PALL MALL  
SUPER**

ISRAEL 2006/2007

IMAGINE THAT

**PALL MALL**  
ARABIAN CHARCOAL SUPER SLIMS



*Укрась  
собой  
жизнь!*

*Glamour*

MINZDRAVSOЦРАЗVITИЯ POCЦИИ ПPEДУПPEЖДAEТ: KYPEHИE BPEДИТ BAШEМУ ЗДOPOBЬЮ

The advertisement features a woman with long dark hair and a pink top, holding a pink orchid. The background is a soft pink. To the right is a pack of Glamour cigarettes with a floral design. Below the advertisement is a white banner with black text.

...МОГУ СЕБЕ ПОЗВОЛИТЬ



МИНЗДРАВСОЦРАЗВИТИЯ РОССИИ ПРЕДУПРЕЖДАЕТ:  
КУРЕНИЕ ВРЕДИТ ВАШЕМУ ЗДОРОВЬЮ

*ONE & ONLY*



LES FUMÉES DE TABAC PEUVENT ÊTRE NÉCESSAIREMENT DANGÉREUSES POUR VOTRE SANTÉ  
TOBACCO MAY BE DANGEROUS TO YOUR HEALTH

**BUENA VISTA**  
**BAR RESTAURANT**





SENEGAL 2007

# New Super Slims

VANILLA & BLUE



ISRAEL 2006/2007



SWEDEN 2005





CHAD 2007



BRAZIL 2006



CHINA 2006



SRI LANKA 2007



NEPAL 2006



JAPAN 2007



FRANCE 2006



PHILIPPINES 2007



RUSSIA 2007



SWEDEN 2005



BRAZIL 2006



CHINA 2007



JAPAN 2007



Framework  
Convention  
*Alliance*

Building Support for  
Global Tobacco Control