Ban Advertising, Promotion and Sponsorship
One of Six Cost-Effective Actions Endorsed by WHO to Reduce Tobacco’s Deadly Toll

The tobacco industry designs advertising campaigns featuring happy young people enjoying life with tobacco so they can get new, young tobacco consumers hooked, with life-long addiction.1

WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL (FCTC)

Article 13 of the FCTC requires a comprehensive ban on tobacco advertising, promotion and sponsorship within five years after ratification. National bans must also include cross-border advertising, promotion and sponsorship originating within a nation’s territory.

KEY MESSAGES

- Tobacco marketing and promotion entice young people to use tobacco, encourage smokers to smoke more, decrease their motivation to quit.
- Tobacco marketing and promotion increase tobacco consumption and sales.
- Comprehensive, enforced advertising and promotional bans reduce tobacco use.
- Voluntary regulations are not effective as the tobacco industry often fails to comply.

THE CASE FOR BANNING ADVERTISING, PROMOTION AND SPONSORSHIP

- Marketing falsely associates tobacco with desirable qualities. The tobacco industry targets women and girls with aggressive and seductive advertising that exploits ideas of independence, emancipation, sex appeal and slimness.2 3 4
- Tobacco advertising, promotion and sponsorship effectively impact youth. For decades, tobacco companies have targeted youth as a key market, studied their smoking habits, and developed products and marketing campaigns aimed at them.5 An RJ Reynolds document states, “Many manufacturers have ‘studied’ the 14-20 market in hopes of uncovering the ‘secret’ of the instant popularity some brands enjoy to the almost exclusion of others... Creating a ‘fad’ in this market can be a great bonanza.”6
- Comprehensive advertising bans reduce tobacco use. National-level studies before and after advertising bans found a decline in tobacco consumption of up to 16 percent.7 8 9 10 Advertising bans reduce tobacco use among people of all income and educational levels.
- Partial bans have no effect on tobacco consumption.12 A study, based on data from 102 countries, found that per capita consumption fell by approximately 8 percent in countries with complete bans compared with 1 percent in countries without complete bans.13 Partial bans usually do not include indirect or alternative forms of marketing such as event sponsorship that are particularly attractive to young people.14 15