









Key provisions on advertising, promotion and sponsorship of tobacco and related products are set out in the Tobacco Advertising Directive (TAD) 2003/33/EC, the Audio-visual Media Services Directive (AVMSD), and in the Tobacco Products Directive 2014/40/EU.

Most Member States reported successful implementation and monitoring of rules and provisions on advertising, promotion and sponsorship.

		Traditional products for smoking	E-cigarettes	Heated tobacco products
 Billboards, posters and other types of advertising outside the home	Advertising outside the home	●	●	●
	Cinema advertising	●	●	●
 Points of sale, sample, giveaways, promotional items and direct marketing	Free samples, free gifts and promotional items	●	●	●
	Competitions or prize draws linked to tobacco and related products	●	●	●
	Products visible on display in shops, supermarkets and other retail outlets	●	●	●
	Advertising at point of sale in shops, supermarkets and other retail outlets	●	●	●
 Printed media	National or local print advertising for the general public	●	●	●
	International print advertising for the general public	●	●	●
	Print advertising in the trade press	●	●	●
 TV and radio and product placement	National or local TV advertising	●	●	●
	International TV advertising	●	●	●
	National or local radio advertising	●	●	●
	International radio advertising	●	●	●
	Product placement	●	●	●
 Internet, social media and mobile applications	Online sales by specialist retailers of tobacco and related products for smoking	●	●	●
	Wider sales channels	●	●	●
	Non-retailer websites, social media, appstore or apps downloaded from appstores for mobile devices	●	●	●
 Sponsorship, corporate responsibility, corporate promotion and other public relations tactics, brand stretching and imitation products	Sponsorship	●	●	●
	Corporate Social Responsibility actions by tobacco companies	●	●	●
	Brand stretching and imitation products	●	●	●
	Corporate promotion and other public relations tactics	●	●	●

● Very good
 ● Good
 ● Moderate
 ● Low
 ● Very low

NB: this table is based on self-reported data from Member States.

Overall, there have been good levels of compliance with national rules on advertising, promotion and sponsorship. However, there have been a few challenges, notably:

Varying levels of advertising channels considered

Lower compliance with rules concerning e-cigarettes & heated tobacco products

Out-of-date regulations (considering entry into market of new types of products)

Difficult enforcement when there is cross-border advertising, promotion and sponsorship

Lack of financial and human resources for monitoring & enforcement

Evidence shows that advertising and promotion strategies of the tobacco and related product industry specifically targets young people.

There is evidence that such advertising focuses on “psychological needs” such as popularity, peer acceptance, and positive self-image.

Examples of ways tobacco and related products are being advertised or promoted to young people:



Use of social media platforms and influencers to promote tobacco and related products



Depiction of smoking in movies and TV shows popular among young people



Distribution of tobacco and related products during sponsored events attended by young people

The study indicated that the following factors were associated with a modest increase in the likelihood of noticing advertisements and promotions, controlling for other factors:



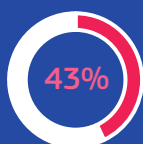
Male gender



High education



Current use of tobacco and related products



Percentage of people surveyed as part of the study who reported high levels of noticing advertisements and promotions across a wide range of channels

What influences the appeal of advertisements and interest in trying advertised products?



Tobacco and related product use: those who **do not use** tobacco or related products are consistently less likely to find products appealing, want to try them, think the products are depicted as having health benefits, or consider the presented company as socially or environmentally responsible.



Countries: there is substantial variation between countries regarding the appeal of products to those surveyed and their interest in trying them. This highlights the importance of local context when considering the impact of the promotion of tobacco and related products.



Age: there was some evidence that older participants (aged 36 and over) were less likely to express interest in advertisements of tobacco and related products.

The current provisions on advertising, promotion and sponsorship contained in EU rules are limited.

- They do not unambiguously cover all tobacco and related products (such as heated tobacco products & devices).
- They do not unambiguously cover social media advertising.
- The definition of advertising could be broader, and include the 'behaviour of smoking'.

Extending the scope of EU rules in terms of products and advertising channels is recommended.

Other recommendations

- ▶ Bans should be accompanied by an efficient enforcement mechanism in order to be useful.
- ▶ It would be useful to create an EU-level online compliance tool (for example a trusted flagging system whereby civil society could flag non-compliance online).
- ▶ Having mandatory reporting of tobacco industry promotional expenditures could be beneficial.
- ▶ Greater cooperation is also needed, between Member States, but also with other relevant stakeholders (such as civil society organisations, global initiatives, citizens etc.).