

APPENDIX I

Cigarette & Tobacco Products
Restrictive Advertising Codes

406114607

ADDITIONAL NOTES

"NO HEALTH CLAIMS"

**BELGIUM
FINLAND
GERMANY**

**HOLLAND
MALTA**

NORWAY

SWEDEN

**U.K. AND
CHANNEL
ISLANDS**

**MIDDLE EAST
& AFRICA**

MAURITIUS

ARGENTINA

CHILE

COLOMBIA

COSTA RICA

GUYANA

PANAMA

PERU

CANADA

U.S.A.

AUSTRALIA

HONG KONG

JAPAN

SINGAPORE

MALAYSIA

Although this is not indicated as an official restriction in every territory, it is B A T policy never to make such claims for the company's products

There is de facto acceptance by the industry of the restrictions but no formal documentation

No T.V. from 1.1.71. No vehicle or outdoor advertising in Helsinki from end of 1971. Other cities likely to follow suit

New legislation now being studied might have eventual effect of reducing advertising virtually to "brand name". Meanwhile restrictions on the use of T.V. are felt to be inevitable in the near future. - *from 1.1.71*

Pirate Radio "Veronica" expected to continue until mid-1971.

Ban on T.V. and Cinema advertising under government consideration.

Possible total ban of above line advertising from 1.1.72 or even 1.7.71.

Printed ring on all cigarettes 35 mm from end. New "undesirable marketing" legislation from 1.1.71. Strong anti-smoking lobbies.

Cigars and tobaccos permitted on T.V.

Although not directly related to Restrictions, the fact should be noted that certain media are not available. E.g. no T.V. in N. Yemen, Fr. Somaliland, Saudi Arabia, Abu Dhabi, Qatar, Muscat, Senegal, Gambia, Togo, Dahomey, S. Africa. In Bahrain, Tunisia and Ivory Coast, T.V. is non-commercial

No local brands on T.V.

Limitations imposed for one year from February 1970

All media advertising withdrawn by tobacco industry as precautionary measure

T.V. commercials must employ Colombian actors and announcers.

Warning on pack and all advertising imminent (May '70).

Government exploring possible restrictions on media advertising and warning message on packs

Warning on pack and all advertising from 10.10.70

"Advertising/promoting without health warning" in all media illegal by Decree from 15.7.70

House of Commons Standing Committee has recommended legislation which in effect will bar all promotional activity by December 1973 (Details in circular to all companies dated 12th June, 1970). Under consideration by Minister of Health

Restrictions effective from 1.1.71

Coupons forbidden in some States.

Restrictions shown observed unofficially by T.V. Authority but new TVA code in preparation

TV or Cinema films for imported brands must be in English.

Ban effective from 1.1.71

Not yet known whether/when Malaysia will follow Singapore example. Emphasis on use of Malay language in all media increasing

406114610