

Possible Supplemental Questions.

1. Q. Would you resist the introduction of warning clauses on cigarette packets and advertising in Brazil?
2. Do you think that your consumers are aware of the possible health risks currently associated with cigarette smoking?
[Alternatively] Are your consumers as aware as their western counterparts?
→ Macplan figures? ^{I don't know but} _{no, at articles} ^{- raising awareness}
3. Do you believe that advertising encourages people to start smoking? ~~It~~ Is it not reasonable to suppose that advertising both ~~not~~ ^{not only} encourages consumers to buy a particular brand but also fosters dental hygiene? Why does that argument not hold good for ~~the~~ ^{the} ~~other~~ ^{other}?

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4. Is it not true that your enormous

contribution towards the Brazilian Exchequer

enables you to resist Government pressure to

limit tobacco advertising?

Good relations with government
No part of our policy
to influence Govt decisions,
wouldn't abuse it

5. You have one of the most extensive distribution

networks for any consumer product in Brazil.

What was the purpose in introducing such

a system? Does the system effectively restrict

international competition from entering the

market? Has it contributed to the enormous

surge in cigarette sales?

Old sales by someone

not using 3rd party distribution

one when law changed did experiment

with 3rd party distribution

- existed for many years

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6. With so much malnutrition in Brazil
does it really make sense for arable land to be
given over to growing tobacco?

7. In your advertising for "Hollywood" you use
the expression "To success with Hollywood"; you also
use sporting activities, young people,
popular music etc. do you honestly believe
that this does not appeal to ~~minor~~ minors?

→ see

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TV. Manner

- a) Relaxed - Not ashamed of the Industry nor of the profit motive. We should not appear to be boxed into a corner.
- b) Calm - we should avoid being drawn by emotive questions.
- c) Responsible - We acknowledge and (in our opinion) satisfy fully our responsibilities towards our consumers. We do so by offering as wide a choice as possible and allow the consumer to decide. We believe that health education is more properly the concern of Government, not individual tobacco manufacturers.
- d) Informed - This is our industry and we have all the facts. Our policy decisions are taken in the light of all relevant information.

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Causation

Avoid being drawn beyond our established position on Smoking & Health.

In particular do not accept any proposition such as :-

"Moderation in all things"

or

"~~Nothing~~ Nothing to excess can be dangerous".

Our position must always be:-

"That may or may not be so. We don't know.
We are trying to find out."

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