

# HOW THE TOBACCO INDUSTRY CIRCUMVENTED BAN ON TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP: OBSERVATIONS FROM SELECTED ASEAN COUNTRIES

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## ABSTRACT

*The tobacco industry spends tens of billions of dollars per year on marketing and promotion of its deadly products worldwide. The industry now targets women and youth in developing countries to use tobacco while influencing governments to delay marketing restrictions and tax increases – similar tactics used for decades in developed countries. This article first started its analysis by introducing the basic form of marketing and promotion strategies adopted by the tobacco industry. Further, the article extend its analysis to the introduction of strategies adopted by the tobacco industry in ASEAN countries, which include direct or indirect advertising, promotional activities, event sponsorship and corporate social responsibilities. To be more specific, this article also introduces strategies targeting at the consumers at ASEAN such as strategies targeting at the consumers with low income level, strategies involving marketing at point-of-sale. Finally, the article finalize its analysis by making recommendations which include comprehensive ban on advertising, expand the definition thereof,*

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*imposing tax on the consumption of tobacco product as well as packaging and labeling requirement, display ban.*

**KEYWORDS:** *Tobacco Industry, ASEAN, FCTC, Marketing Strategies, Corporate Social Responsibility, WHO*