

Ban on SLT Advertisement, Promotion and Sponsorship



Ban on advertisement

- Less than 75% of the Parties to the Convention have banned SLT advertisement in different media (Fig. 1).
- Over two third of Parties (72%) have banned advertisement on National TV and Radio.
- Over 60% of the Parties have not banned advertisement at point of sale.

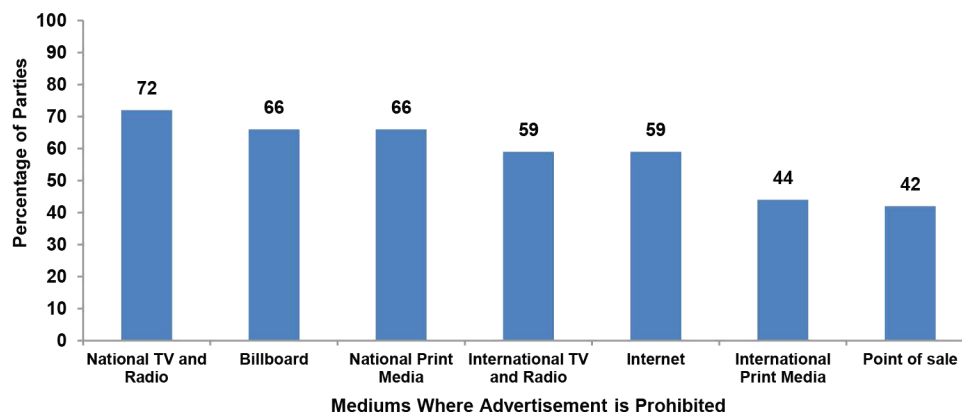


Fig. 1: Percentage of Parties Banning SLT Advertisements in Different Media

Ban on promotion and sponsorship

- Less than 65% of the Parties have banned promotion and sponsorship of SLT in different media (Fig. 2).
- Nearly 62% have banned appearance of brands of SLT in films and TV.
- Appearance of SLT products in TV and films has been banned by only 20% Parties.

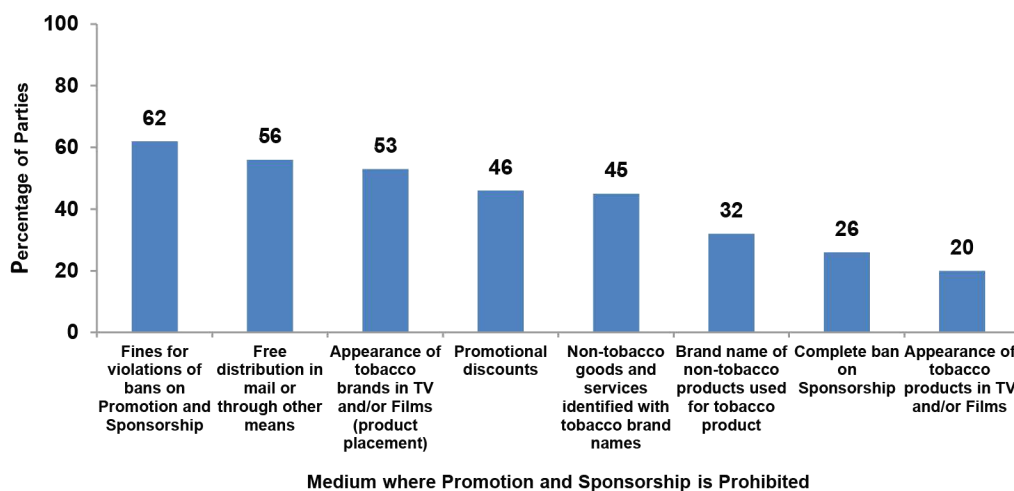


Fig. 2: Percentage of Parties Banning Promotion and Sponsorship

Exposure to SLT advertisement and promotion

Advertisement and promotion of SLT products varies in different parts of the world. Multinational SLT producers invest a lot on advertisement and promotions. In African Region, advertisement is done mostly by cottage industry in the local areas.

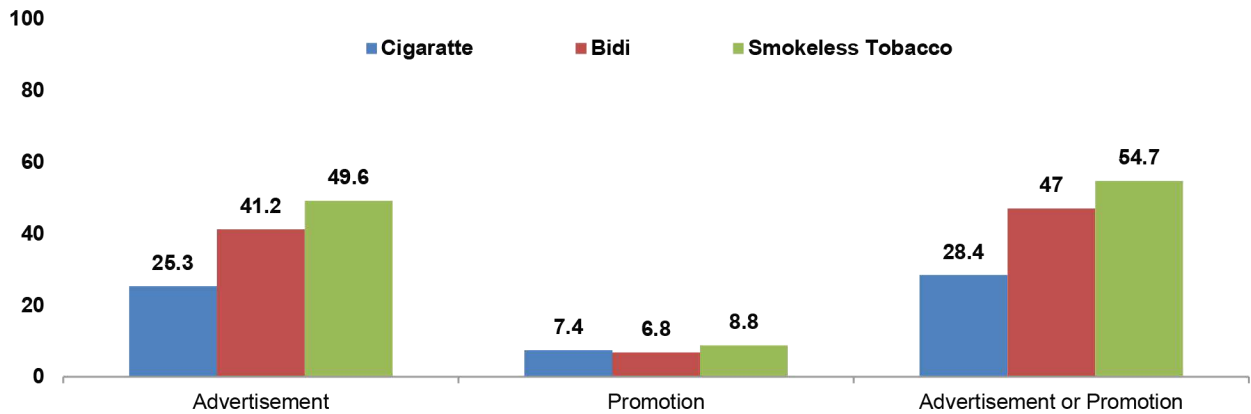


Fig. 3: Percentage of Adults who Noticed Any Advertisement, Promotion or Both: Findings from GATS, India, 2009-2010

SLT advertisement and promotion in India

- Exposure to advertisement and promotion of SLT is higher than that for bidis and cigarettes among adults in India (Fig. 3).
- In India, adults are exposed to SLT advertisement and promotion through various means (Fig. 4).
- Highest exposure to SLT advertisement is at the point of sale in India. Promotion is mostly through objects with brand logo of SLT products (Fig. 4).
- Exposure to SLT advertisement at point of sale and at other places has decreased in India between 2010 and 2016 (Fig. 5).

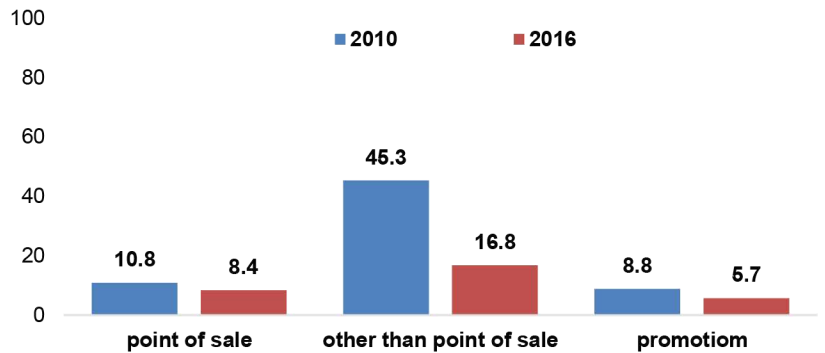


Fig. 5: Percentage of Adults Exposed to SLT Advertisement and Promotion in India by Year: Findings from GATS, India, 2010 and 2016

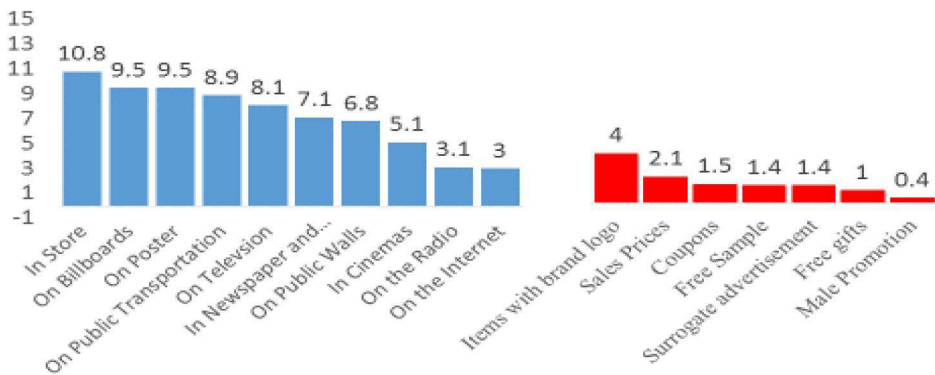


Fig. 4: Percentage of Adults Exposed to SLT Advertisements and Promotions by Places and Means: Findings from GATS, India, 2009-10