

# INTERNATIONAL STANDARD FOR THE MARKETING OF TOBACCO PRODUCTS



## STATEMENT OF PURPOSE

Imperial Tobacco Group PLC believes that tobacco products are for adults. The Group is committed to promoting and selling its products responsibly, within the laws and voluntary agreements of those countries in which it operates.

This International Standard for the Marketing of Tobacco Products reinforces this commitment and sets out clear rules and principles to ensure that the Company's advertising and promotional activities are directed only to adult smokers in all circumstances.

Wherever and whenever dialogue is possible, Imperial Tobacco will seek to encourage governments and other relevant authorities in the markets in which the Company operates to incorporate the practices laid out in this Standard into national laws and agreements, respecting the principles of informed adult choice and commercial communication.

Imperial Tobacco supports the enforcement of legal minimum age restrictions by the appropriate authorities for the purchase of tobacco products.

## SCOPE

All Imperial Tobacco companies and employees worldwide shall observe and enforce this Standard, both in letter and in spirit.

This Standard will apply also to all advertising, promotion and research agencies employed directly by Imperial Tobacco.

All national laws, codes of practice and voluntary agreements relating to tobacco products to which Group companies are signatories will continue to be observed where they apply. However, where such requirements are less stringent than this Standard, then this Standard will take precedence, unless otherwise required by law. The adoption or absence of a national code shall not in any way relieve the obligation to comply with this Standard.

This Standard does not prohibit Imperial Tobacco from displaying images of its products, brands, packaging or advertising in corporate communications where such communications are not designed to encourage adult smokers to choose the Company's tobacco products over those of its competitors.

This Standard does not apply to communications between Imperial Tobacco and the tobacco trade.

For the purpose of this Standard, an adult is defined as someone who is aged 18 years or over, unless a higher minimum age is specified by local law or voluntary agreement.

For the purpose of this Standard, tobacco products are defined as manufactured cigarettes, fine cut tobacco, cigars, cigarillos, pipe tobacco and pre-formed tobacco rolls.

## THE STANDARD

### Style and Content of Tobacco Brand Advertising

1. Tobacco brand advertising will not:
  - be aimed at or particularly appeal to those under 18 years of age (or higher minimum age where specified locally);
  - encourage non-smokers to smoke, or
  - discourage smokers from giving up smoking.
2. The content of tobacco brand advertising will not:
  - be aimed at or particularly appeal to those under 18 years of age (or higher minimum age where specified locally);
  - feature a celebrity or contain a celebrity endorsement where that celebrity is believed to appeal more to young people under 18 years of age than to the population as a whole;
  - suggest that smoking enhances popularity, sporting, professional or sexual success;
  - suggest that most people are smokers;
  - suggest that smoking is a healthy activity.
3. Any person appearing in tobacco brand advertising shall be - and shall appear to be - aged 25 years and over.

### Printed Media

4. No tobacco brand advertising will be placed in printed media unless satisfactory evidence has been provided that at least 75% of the readers are adults.
5. Where tobacco brand advertising is permitted in printed media, each advertisement will contain an appropriate health warning as specified by local law or voluntary agreement. Where not specified, all new advertising will carry a clearly visible warning in the most appropriate local language, using the wording of the EU additional warning "Smokers die younger" including the attribution.

### Outdoor Advertising

6. No tobacco brand advertising will be placed on outdoor signs or billboards which are closer than 100 metres to the main entrance of schools used predominantly by those under 18 years of age (or higher minimum age where specified locally). This does not include outdoor signs at the point of sale.
7. Where tobacco brand advertising is permitted on outdoor signs and billboards, each advertisement will contain an appropriate health warning as specified by local law or voluntary agreement. Where not specified, all new advertising will carry a clearly visible warning in the appropriate local language, using the wording of the EU additional warning "Smokers die younger" including the attribution.

## Point of Sale Material

8. Where tobacco brand advertising is permitted at point of sale, each advertisement will contain an appropriate health warning as specified by local law or voluntary agreement. Where not specified, all new point of sale material, the advertising display area of which exceeds 250 square centimetres, will carry a clearly visible warning in the appropriate local language, using the wording of the EU additional warning "Smokers die younger" including the attribution. Branded items that are given to consumers are excepted from this rule.

## Radio, Television and Cinema Advertising

9. Where tobacco brand advertising is permitted on radio or television, it will be broadcast only during those hours and when the programming is directed primarily at those aged 18 or over (or higher minimum age where specified locally).
10. Where tobacco brand advertising is permitted in cinemas, it will not be shown when the audience is likely to comprise mainly young people under the age of 18 (or higher minimum age where specified locally).
11. Where tobacco brand advertising is permitted on radio, on television or in cinemas, each advertisement will contain an appropriate health warning as specified by local law or voluntary agreement. Where not specified, all new tobacco brand advertising will carry a clearly visible/audible warning in the appropriate local language, using the wording of the EU additional warning "Smokers die younger" including the attribution.

## Product Placement

12. No payment shall be made to solicit the placement of Imperial Tobacco's products, brands or advertisements in any film, television programme or any other public performance or entertainment medium for viewing by the general public.

## Internet Advertising

13. There will be no tobacco brand advertising on the internet unless satisfactory pre-site access adult verification methods are in place and the content or services of the internet site are directed at those countries where such advertisements are not prohibited by law. In the case of internet ad banners on online media, it is sufficient that satisfactory evidence has been provided that at least 75% of the users are adults.
14. Where satisfactory adult verification has been obtained, all tobacco brand advertisements must contain a health warning appropriate to the country of destination of the internet site, as specified by local law or voluntary agreement. Where not specified, a clearly visible warning will be used in the appropriate local language, using the wording of the EU additional warning "Smokers die younger" including the attribution.

## Video Tapes, Audio Tapes, CDs, DVDs and Computer Games

15. No tobacco brand advertising will be included in material published on video tapes, audio tapes, CDs, DVDs, computer games or any other similar medium unless satisfactory measures are in place to ensure that the item is intended only to be provided to adults.
16. Where tobacco brand advertising is permitted in material published on video tapes, audio tapes, CDs, DVDs, computer games or any other similar medium, each advertisement will contain an appropriate health warning as specified by local law or voluntary agreement. Where not specified, all new advertising will carry a clearly visible/audible warning in the appropriate local language, using the wording of the EU additional warning "Smokers die younger" including the attribution.

## Promotional Events and Activities

Imperial Tobacco undertakes a range of events and activities which are created specifically to raise awareness of a particular tobacco brand or brands amongst adult smokers, and which would not take place without the support of Imperial Tobacco. These do not include pre-arranged events for which the organisers subsequently sought Imperial Tobacco's support and whose continued success does not depend solely on Imperial Tobacco as long as no tobacco brand promotion takes place, nor do they include corporate events and activities where no tobacco brand promotion is intended.

17. Where tobacco brand promotional events and activities are permitted, they will be conducted so as to comply with this Standard.
18. Sampling of tobacco products will be restricted to existing smokers aged 18 year of age (or higher minimum age where specified locally).
19. Access to tobacco product promotional events will be restricted to adults.
20. No tobacco product promotional activity or event will be aimed at or particularly appeal to anyone under 18 years of age (or higher minimum age where specified locally).
21. Tobacco brand promotional activities will be directed only to those verified to be aged 18 years or over (or higher minimum age where specified locally).
22. All personnel employed directly or indirectly in tobacco brand promotional events and activities, including sampling, shall be aged 21 years or over.
23. Tobacco brand promotional items bearing tobacco brand names or logos shall not be sold or given away to those under 18 years of age (or higher minimum age where specified locally).
24. Tobacco brand promotional clothing will only be made available in adult sizes.
25. All tobacco brand promotional offers shall be directed only to adult smokers. Where such an offer permits an adult smoker to be accompanied by other persons at an event or activity, those accompanying the adult smoker must themselves be adults.

## Sponsorship

Imperial Tobacco provides sponsorship support for a range of sporting and cultural events, activities and teams in order to raise awareness of a particular tobacco brand or brands amongst adult smokers but without which support the event, activity or team would still exist or take place.

26. Where tobacco brand sponsorship is permitted, all advertising and promotional activities related to the sponsorship will be conducted so as to comply with this Standard.
27. No new sponsorships will be entered into for any event, activity, team or individual unless satisfactory evidence has been provided that all competitors, team members and active participants are adults.
28. Tobacco brand sponsorship, clothing and materials will not be provided for any event, activity, team or individual which has greater appeal to young people than to adults.

## Direct Mail

29. The marketing of tobacco products by direct mail will be directed only to verified adult smokers. All reasonable measures will be taken to ensure that those under 18 years of age (or higher minimum age where specified locally) are excluded from all direct mailing lists.
30. All new direct mail material will carry a clearly visible warning in the most appropriate local language, using the wording of the EU additional warning “Smokers die younger” including the attribution.

## Health Warnings on the Packaging of Tobacco Products

31. A clearly visible health warning will appear on packs of all tobacco products manufactured and/or marketed by Imperial Tobacco as well as on any outer packaging intended to be presented to the consumer. This warning will conform to the relevant law or voluntary agreement of the country or market for which the product has been manufactured, including duty free areas. Where there is no existing local law or voluntary agreement, the wording of the EU additional warning “Smokers die younger” including the attribution will be used.

## Use of Brand Names and Logos by Third Parties

32. Wherever possible, measures will be taken to prevent third parties from using Imperial Tobacco’s tobacco trademarks and registered designs without authorisation, or in a manner which undermines the principles of this Standard.

## Product Market Research

33. Tobacco product market research will only be commissioned amongst adult smokers.

# INTERNATIONAL STANDARD FOR THE MARKETING OF TOBACCO PRODUCTS (CONTINUED)



## Implementation and Compliance

1. It is the responsibility of all Imperial Tobacco Group Companies and Business Units to establish effective mechanisms to ensure that employees and agencies understand, implement and comply with the Standard.
2. Employees will be made aware of their obligations to this Standard through its publication on the Company's intranet, through the distribution of copies of this Standard through available channels, through reference to the Standard in training and development programmes and through all other available means.
3. All advertising, promotion, sampling and research agencies employed directly by Imperial Tobacco shall be provided with copies of this Standard. Each agency shall be advised that its appointment and representation on behalf of Imperial Tobacco shall be contingent upon compliance by the agency and its employees with the Standard, and reference to the Standard should be included in all contracts and agreements with such agencies.
4. A copy of this Standard will be provided to all external local law firms and all tobacco brand advertising material signed off by them must conform to this Standard.
5. Imperial Tobacco will take appropriate action against any employee who knowingly or negligently violates this Standard.
6. Any significant questions of interpretation that cannot be resolved locally should be addressed to the Head Office Group Legal Department for clarification. The Head Office will have ultimate responsibility for matters of interpretation of this Standard.
7. A regular Company-wide audit will be undertaken to ensure consistency of implementation and interpretation of this Standard.