

Documentation of Tobacco Advertising, Promotion and Sponsorship in Bangladesh

■ Chittagong ■ Sylhet ■ Kushtia ■ Rangpur ■ Dhaka ■ Barisal



EC Bangladesh

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3.14.	Battle of Mind	54
3.15.	Informal Network:	55
3.16.	New Year Celebration	55
3.17.	Tobacco Companies' Deceptive Marketing	56
3.18.	Mobile Court Fine and Tobacco Company's Compensation	57
3.19.	Children and Cigarette Companies' Advertisement	57
3.20.	Masculine Image of advertisements	58
3.21.	HoReCa: Hotel, Restaurants and Cafeteria	58
3.22.	Tobacco Companies recruitment notice	59
3.23.	Promotion by calendar	59
3.24.	BATB's Art Camps	60
3.25.	Promotional Activities for Smokeless Tobacco Products	60

<i>Chapter 04 Conclusion & Recommendation</i>	61
---	----

<i>Chapter 05 Policy Implication</i>	62
--------------------------------------	----

References	65
------------	----

Annex	67
-------	----

Annex 1: Study Questionnaire	67
------------------------------	----

Annex 2: List of Study Area	72
-----------------------------	----

Acronyms

POS - Point of sale

FCTC - Framework Convention on Tobacco Control

CTFK - Campaign for Tobacco Free Kids

TAPS - Tobacco Advertisement, Promotion and Sponsorship

EC Bangladesh - Environment Council Bangladesh

CSR - Corporate Social Responsibility

BATB - British American Tobacco Bangladesh

BCT - Brand Communication Team of Philip Morris

PPM - Permanent Promotional Materials

TPM - Temporary Promotional Materials

HoReCa - Hotel, Restaurant and Cafeteria

Bidi - Local cigarette make by hand

Gul - Tobacco powder used in keeping mouth

Jorda - Dry and flavored tobacco

Surjer Hashi - A USAID funded health project implemented around the
country for low income group

Hajj - Muslims' grand pilgrimage to Mecca

Eid - Muslims' festival

Quata - Container

Contents

	<i>Page</i>
Acronyms	06
Executive summary	08
<i>Chapter 01 Introduction</i>	12
<i>Chapter 02 Methodology</i>	15
2.1 The Desk Review	16
2.2 Assessment of TAPS activities	18
<i>Chapter 03 Findings of the Study</i>	23
3.1. Advertisement and promotion of tobacco product at point of sale (POS)	25
3.2. Characteristics of the cigarette showcases at point of sale	27
3.3 Display Flyer, Poster, Sticker and Large Dummy Cigarette Packets in POS	30
3.4 Shop and Restaurant Decoration by Tobacco Industry	33
3.5. Gift offer to salesperson at POS	34
3.6. Gift offer to customer at point of sales	36
3.7. Promotion to targeted group	38
3.8 Employing Promoters and Brand Stretching	40
3.9. Involvement of different entities to the promotion	44
3.10. Script for Business Communication Team (BCT)	45
3.11. Video show by tobacco companies for promotion	46
3.12. Corporate social responsibility activity	48
3.13. Tobacco companies' deceptive health service as CSR	53

Executive summary

Advertising increases tobacco consumption by attracting new tobacco users, increasing the amount of consumption among current smokers, reducing a smoker's willingness to quit and encouraging former smokers to start smoking again. A country-wide research was conducted by Environment Council Bangladesh reveals useful information about the nature and extent of tobacco advertising, promotion and sponsorship in Bangladesh. The findings of the research will help relevant stakeholders implementing TAPS ban.

Despite the fact that Bangladesh has a comprehensive tobacco control law enacted in 2005 which is amended in the parliament on April 29, 2013 and government have taken measures to enforce various aspects of law especially ban on tobacco advertising, tobacco industry and traders have been continuing the direct and indirect advertising that includes one on one promotion, gift, image and logo advertising, merchandising, manipulating pack designs, sticker and flyer, emphasizing on point of sale advertisement and different types of sponsorship.

38% of the cigarette showcases at points-of-sale were supplied by the tobacco companies, 68.8% sales persons at points-of-sale had gift offer.

Tobacco companies mostly offered free sample (72.5%) and cash money (33%) to retailers for giving priority to show the cigarette packets, their advertisement (e.g. sticker, flyer, etc.) and raise sale of the brand.

75% of the retailers reported visit by promoters appointed by different tobacco companies.

15% of the surveyed retailers reported video show organized by tobacco

industry at the points-of-sale. More than 87% of the video shows were conducted by representatives of the largest multinational tobacco manufacturer of the country.

27.9% retailers received shop decoration material for promoting tobacco sale.

60% of the surveyed shops had visible flyer decorating the area, 48.5% had poster displayed, 77.2% had visible decorative items made of cigarette packets, 32.3% had large dummy cigarette packets.

In Northern part of the country, cash 1-5 taka is gifted inside packets of some popular cigarette brands. Many other gifts like note books, wall-clock, lighter etc are also gifted. Tobacco companies provide mobile, TV etc based on fulfillment of sales target.

Brand Stretching

Non-tobacco products like lighters and match boxes were found having brand names, logo and color of popular brands of tobacco products.

Corporate Social Responsibility and Sponsorships

7.4% of the retailers reported that tobacco companies had provided scholarship to the poor students. The percentages were very high in Kushtia (32%) and Rangpur (22.7%), the two major tobacco producing areas of the country.

3.1% retailers responded about tournaments sponsored by tobacco companies in the locality.

Tobacco companies also donate various Government organizations for observing national days.

Lalon Fair and various programmes in Kuthibari are assisted by tobacco companies.

In Bandarban, Lama and Alikadam upzilla, various types of activities are being initiated by British American Tobacco, Bangladesh. These are: Dipto: supply of solar energy to the contract farmers, Banayan: tree plantation along major roads, Farmers School: promotion of tobacco farming in the name of teaching advanced farming techniques. Funding for schools, colleges, orphanage, madrasa, hospital etc. sponsoring study tour, scholarship program and funding for hajj.

Introduction

Tobacco use is one of the preventable causes of death in the world today. Tobacco use is very high in Bangladesh and Currently 43.3% of adults (41.3 million) use tobacco in smoking and/or smokeless form in Bangladesh making it one of the high tobacco consuming countries.^{1,2} The burden of illness due to tobacco is also high in this country and about 10 out of 100 people suffered from one of the eight identified tobacco-related diseases and 57,000 people died due to these diseases in the year 2004.³ It is estimated that tobacco related diseases are responsible for 16 percent of all deaths in the country, and that 9 percent of all deaths are attributable to tobacco usage. In addition to public health problem, tobacco use also causing environmental degradation, threatening food security and causing huge economic loss to the country.⁴

Comprehensive ban on tobacco advertising, promotion and sponsorship (TAPS) activities have been compelled to reduce tobacco use.⁵ Partial bans are significantly less effective because the tobacco industry responds by shifting its marketing strategies to areas that are not banned.⁶

1. *Global Adult Tobacco Survey. Bangladesh Report 2009. World Health Organization, Country office for Bangladesh. Dhaka, 2009*
2. Giovino GA, Mirza SA, Samet JM, Gupta PC, Jarvis MJ, Bhala N, Peto R, Zatonski W, Hsia J, Morton J, Palipudi KM, Asma S, for The GATS Collaborative Group. Tobacco use in 3 billion individuals from 16 countries: an analysis of nationally representative cross-sectional household surveys. *Lancet* 2012; 380: 668–79
3. Acharya A, M Zaman, I Quasem, SM Huq, N Nargis, G Kibria, and T Begum (2007). "Impact of Tobacco-related Illnesses in Bangladesh," World Health Organization, South East Asian Regional Office. New Delhi.
4. Barkat A, Chowdhury AU, Nargis N, Rahman M, Kumar Pk A, Bashir S, Chaloupka FJ. *The Economics of Tobacco and Tobacco Taxation in Bangladesh. Paris: International Union Against Tuberculosis and Lung Disease; 2012*
5. WHO. *WHO report on the global tobacco epidemic: 2011. Geneva: World Health Organization, 2011.*
6. Henriksen L. *Comprehensive tobacco marketing restrictions: promotion, packaging, price and place. Tobacco Control* 2012;21:147e153

The World Health Organization (WHO) calls for Parties to fully implement the tobacco control measures and protocols outlined in the Framework Convention on Tobacco Control (FCTC)⁷; however, legislation supporting the Framework's Articles is often adopted over time. Despite the fact that Bangladesh has a comprehensive tobacco control law enacted in 2005 which is amended in the parliament on April 29, 2013 and government have taken measures to enforce various aspects of law especially ban on tobacco advertising. Tobacco industry and traders have been continuing the direct and indirect advertising that includes one on one promotion, gift, image and logo advertising, merchandising, manipulating pack designs, sticker and flyer, emphasizing on point of sale advertisement and different types of sponsorship. This is evident from the Global Adult Tobacco Survey (GATS), which has shown that, 4 in 10 adults have noticed cigarette marketing in stores where cigarettes are sold and 3 in 10 adults have noticed cigarette marketing (other than in stores) or sporting event sponsorship in Bangladesh in the year 2009.¹ Advertising increases tobacco consumption by attracting new tobacco users, increasing the amount of consumption among current smokers, reducing a smoker's willingness to quit and encouraging former smokers to start smoking again.⁸

1. *Global Adult Tobacco Survey: Bangladesh Report 2009*. World Health Organization, Country office for Bangladesh. Dhaka, 2009

7. World Health Organization (2005). *WHO Framework Convention on Tobacco Control*. Geneva: World Health Organization.

8. World Health Organization (2008). *Report on the Global Tobacco Epidemic 2008: The MPOWER package*. Geneva: World Health Organization, p.36.

BOX 1. The World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) requires Comprehensive Bans

The FCTC, the world's first global public health treaty, establishes a policy framework aimed to reduce the devastating health, economic, and social impacts of tobacco. Article 13 of the FCTC requires Parties to implement and enforce a comprehensive ban on tobacco advertising, promotion and sponsorship within five years of ratifying the FCTC.

Tobacco advertising and promotion is defined in the FCTC as “any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product either directly or indirectly. Examples include:

- Broadcast, print and outdoor advertising
- Point of sale advertising
- Various sales and /or distribution arrangements with retailers for product placement, sales promotions and discounts.
- Product packaging
- Advertising on the Internet
- Use of tobacco brand names, logos, or visual brand identities on non- tobacco products, activities, or events.
- Placement of tobacco products or tobacco use in the entertainment media.

Sponsorship is defined in the FCTC, as “any form of contribution to any event, activity or individual with aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly.” Examples include:

- Sports
- Cultural events
- Concerts
- School programs
- Corporate social responsibility activities such as youth prevention initiatives and charitable contributions to public and private organizations.

Article 13 of the FCTC addresses bans and restrictions on TAPS, which encompass a diverse set of activities that are delivered through many channels and require different assessment methods. It is important to know the form of indirect advertising or promotional activities taken up by the tobacco industry in different rural and urban areas of Bangladesh. Compliance assessment studies can identify the current scenario of TAPS activities in Bangladesh which is executing by tobacco companies. This information will help government and tobacco control activists to take necessary measures and policy in curbing the tobacco advertisement.

Methodology

The aims of the study were to identify and assess TAPS activities which occur in points of sale and other forms of advertisement and promotion undertaken by tobacco industry in Bangladesh. The study was conducted by EC Bangladesh during the months of February-May, 2013 under the project titled ‘Advocating for and supporting comprehensive Tobacco Advertising, Promotion and Sponsorship ban in Bangladesh’ supported by CTFK, USA. The study areas were located in nine districts from seven administrative divisions of Bangladesh.

A combination of quantitative and qualitative method was used for empirical data collection in order to capture all dimensions of different forms of ongoing TAPS. As quantitative methods of survey is not capable of capturing whole social view and interpretation of underlying problems, social issues, subjectivities of respondents and researchers, qualitative study methods have been used to identify those issues related to TAPS ban. The overall research process was divided into two phases:

Phase 1: Desk review of existing literature

Phase 2: Empirical data collection

The Desk Review

The desk review was done focusing on the following four types of literature:

2.1.1) Media Report compiled by PROGGA:

The documents were reviewed to get overall understanding about the current advertisement and promotional activities taken by the industry. Also, it allowed the research team to get a comprehensive understanding about the institutional aspects of the tobacco stakeholders and helped to specify target organizations for the empirical data collection.⁹

2.1.2) International conventions and approaches to address TAPS:

By focusing on International conventions and approaches to address TAPS the researchers tried to develop an analytical framework to control TAPS activities.^{7,10}

7. World Health Organization (2005). *WHO Framework Convention on Tobacco Control*. Geneva: World Health Organization.

9. PROGGA website link

10. World Health Organization (2009). *WHO Framework Convention on Tobacco Control: guidelines for implementation Article 5.3; Article 8; Article 11; Article 13*. Geneva World Health Organization.

2.1.3) Laws and policies related to Tobacco control in Bangladesh:

Reviewing these documents helped to identify potential linkages between existing laws and policies and their effects on TAPS.^{11,12}

2.1.4) Behavioral studies and information:

This review particularly helped to design the tools for assessing awareness on tobacco control law especially TAPS ban issue.^{13,14,15}

11. P. Dasgupta Mazumdar, S. Narendra, & S. John. *Tobacco Advertising, Promotion and Sponsorship across South and South East Asia: Challenges and Opportunities*. Centre for Media Studies & Health Bridge. India. August 2009.

12. Ministry of Health and Family Welfare, National Tobacco Control Cell (2008). *Tobacco Control Law and Rules and Related Government Orders*. Dhaka

13. Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health. (2013). *Point of sale promotion of tobacco products*. (www.globaltobaccocontrol.org)

14. Feighery E, Cohen J, Grant A, Khan A, Latif E. *Assessing Compliance with Tobacco Advertising, Promotion, and Sponsorship (TAPS) Bans: A “How-to” Guide for Conducting Compliance Studies of Point of Sale Advertising & Product Display; Outdoor Advertising; and Product packaging*. Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health (www.globaltobaccocontrol.org)

15. *Report on obstacles for implementation of TAPS BAN in Bangladesh*. WBB trust 2011.

Assessment of TAPS Activities

Tobacco industry's TAPS activities were identified by exploring different national and international reports.^{9,11,13} Considering the difficulties in identifying different types of TAPS activities and interviewing, the research team had purposively selected both anti and pro-tobacco respondents such as tobacco promoters, distributors & manufacturers, advertisement agencies, tobacco-control NGOs, tobacco-control activists & experts, UNO, UHO Journalists, LGI Representatives, School/college/university teachers, students, youths, different types of clubs (sports, cultural etc) in the survey areas. In order to understand the perspective, a mixed method of qualitative and quantitative research techniques was used.

The following tools were used for data collection:

- I. Questionnaire based survey
- II. Focus Group Discussion (FGD), Key Informant Interview (KII) & Case Study
- III. Observation
- IV. Secondary data review and analysis
- V. Photography

9. PROGGA website link

11. P. Dasgupta Mazumdar, S. Narendra, & S. John. *Tobacco Advertising, Promotion and Sponsorship across South and South East Asia: Challenges and Opportunities*. Centre for Media Studies & Health Bridge. India. August 2009.

13. Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health.(2013). *Point of sale promotion of tobacco products*. (www.globaltobaccocontrol.org)

2.2.1 Area and Sample Selection: The selected districts for the survey were Dhaka, Gazipur, Rangpur, Kushtia, Chittagong, Cox's Bazar, Bandarban, Sylhet and Barisal. Within the districts, three areas were selected purposively by the research team, which were categorized as either urban or rural area based on the administrative characteristics of the area such as City Corporation, municipality, and Union parishad.

Districts were selected considering population density of the area, relatively high consumption of tobacco products, presence of cigarette & bidi factories, tobacco cultivation areas and areas prone to Tobacco Company's CSR etc. This information was collected from media report compiled by PROGGA and other NGO monitoring reports (BATA Newsletter: Shmoshor). At least one urban area and one or two rural areas in each of the selected districts were selected. The following factors have been considered to select the urban and rural survey areas within a selected district:

- a) Central point of the area
- b) Presence large and popular market
- c) Bus/rail/launch terminal
- d) Presence of university/college
- e) Tourist spot

Cox's Bazar and Bandarban districts' data have been merged with Chittagong districts data and Gazipur data with Dhaka district data as characteristics of the areas were similar. Figure 1 shows the districts of Bangladesh where survey was conducted.

2.2.2 Respondent: Tobacco products sellers were the respondent of the survey. For KII & FGD the data collectors tried to reach to Pro-tobacco Respondents (i.e. Tobacco Promoters, Tobacco Distributors & Manufacturers, Advertisement agencies) and Anti-tobacco Respondents (i.e. Tobacco-control NGOs,

BI Grantees, Tobacco-control activists & expert, UNO, UHO Journalists, LGI Representatives, School/college/university teachers, students, youths, different types of clubs-sports/cultural members.

2.2.3 Questionnaire Development: Both quantitative and qualitative methods were used to identify and collect information on the ongoing TAPS from the selected urban, semi urban and rural areas of the districts. A semi structured questionnaire was designed for collecting information in a standardized way by observation of market places or growth centers of the selected areas. The questionnaire is attached in the Annex.

2.2.4 Training of Data Collectors: There were three interviewers' teams comparing of five/six persons in each team. A two-day training session for the interviewers was organized at EC Bangladesh office from 20 to 21 March 2013 to explain the objectives and methodology of site selection, interview technique and dynamics of the current TAPS in Bangladesh. Questionnaire and KII & FGD checklist were developed through the participatory process.

2.2.5 Pilot Study: On 23 March a field test was arranged at Savar, nearby area of Dhaka city, to check the questionnaire and KII/FGD checklist. These were finalized through the field test experience.

2.2.6 Field Work: Data collectors had conducted survey, FGD and KII from March 26, 2013 to April 30, 2013. The project team supervised and monitored the field activities. Prior to the visit in the selected areas, information about the market places and growth centers of the areas such as number of shops selling tobacco products, presence of distributors of the tobacco products in the locality and any social service by tobacco company in areas

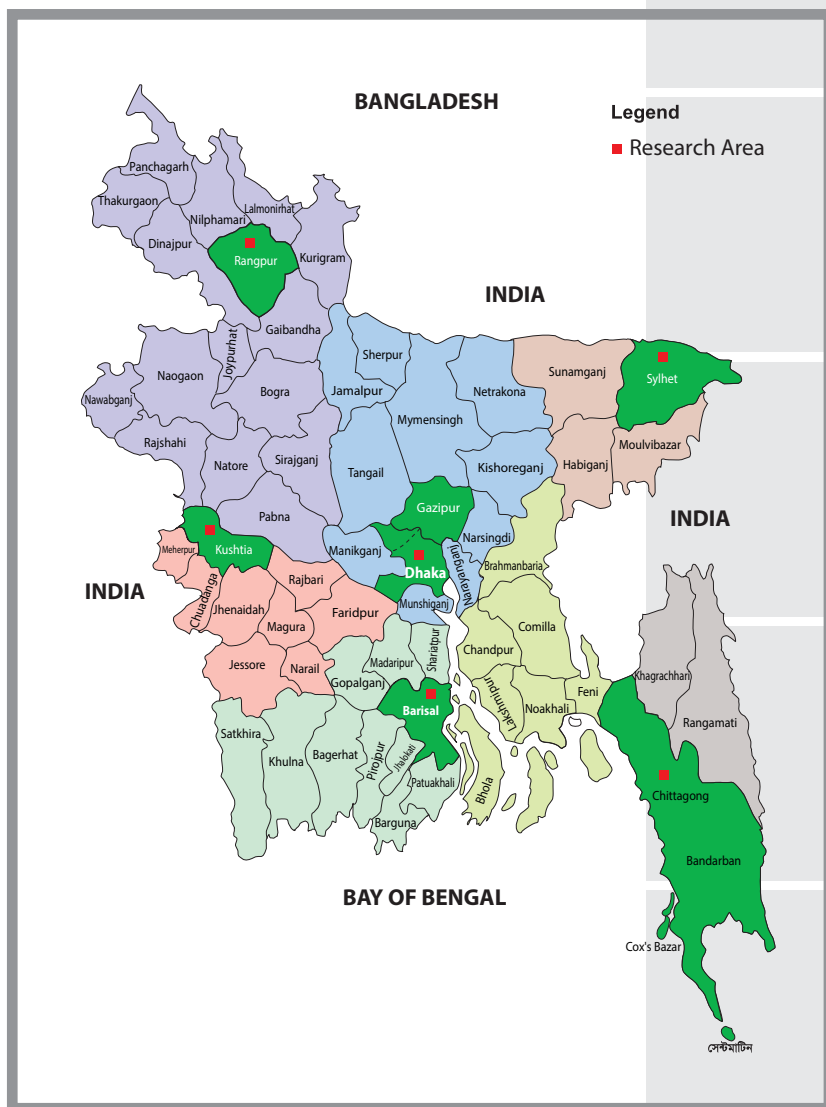


Figure 1: Selected districts of Bangladesh where survey was conducted

were collected by the supervisor of the team by visiting the area and also from the local anti-tobacco NGOs and journalists who have sufficient information in this regard. List of selected areas for data collection is given in Annex 2.

2.2.7. Data Collection: The survey teams collected questionnaire based data from 1686 locations or point of sale of tobacco (Urban: 1159, Rural: 527) (Table 1) over 9 districts of 6 divisions in Bangladesh. Some Research Assistants were deployed who were given the tasks of conducting 36 numbers of KII and 18 FGDs along with completion of observation report of 22 areas using the observation format. Data were collected through several different mechanisms.

2.2.7.1. Direct Observation and Interview: Each team visited the areas and observed the selected areas for visible advertisement for tobacco products. They observed the shops in the localities and recorded the various ways of advertisements done in the point of sale. They also interviewed the shop owner or the vendors in the area and inquired about the visit by tobacco industry representative, promotion offer and other advertising initiatives in the locality. Photographs were taken and samples if available were collected to document the ongoing TAPS.

2.2.7.2. Focus Group Discussion (FGD), Key Informant Interview (KII) & Case Study: FGD and KII were conducted in different areas among the selected tobacco promoters, anti-tobacco activists' and tobacco users following the principals of group discussion. After getting a lead during the FGD or KII, a full case story was documented on that lead.

2.2.8. Data Analysis: The survey data was processed and analyzed by a Data Management Specialist. A survey specific database program was prepared on MS access database and supported by SPSS. Before entering the data in the computer system, survey forms were thoroughly checked and edited.

Findings of the Study

The quantitative survey respondents are 69% from urban and 31% from rural areas of total respondents (1686). In Dhaka and Kushtia districts, all the respondents (427, 225 respectively) are interviewed in urban areas. On the other hand, relatively substantial number of respondents are interviewed from rural areas; 209 in Barisal district and followed by in Rangpur district, 148 respondents (Figure 2).

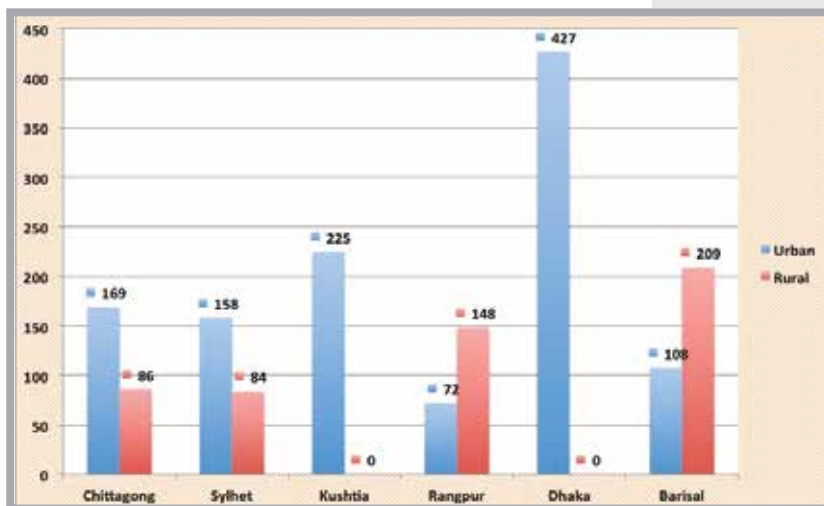


Figure 2: Distribution of respondents of the point of sale

The survey revealed that sales person at the POS were predominantly male (98.1%), however in Dhaka and Barisal districts 3.5% and 3.2% salespersons were female. About 50% of the POS are situated at rented places however about 28% are owned by the sales person and about 17% are doing business in a temporary makeshift street side shops (Figure 3).

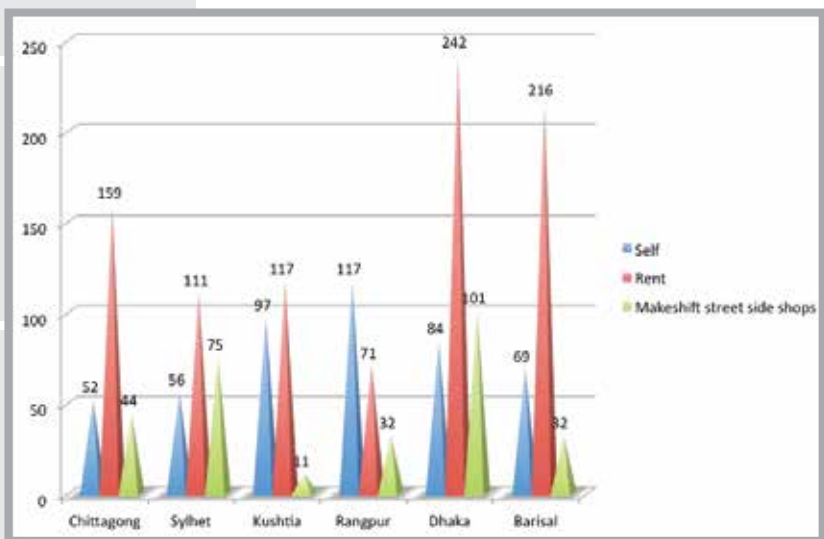


Figure 3: Distribution of ownership of the shop

3.1

Advertising and Promotion of Tobacco Product at Point of Sale (POS)

Tobacco Companies advertise their products by using Permanent Promotional Materials (PPM) and Temporary Promotional Materials (TPM). Some tobacco companies define the first one as Permanent Merchandizing Materials (PMM). The permanent materials are like TV type box, gallery type box, desktop box covered with glasses which are kept on street and/or outside of shop to be used for showing cigarettes and 3D posters. Temporary Promotional Materials (TPM) are poster, calendar both mini and large size, flyer for display, leaflet for distribution, larger dummy pack of cigarette to hang/display on shops.



Point of Sale (POS) promotion consists with a variety of activities in the retail environment to increase sales of tobacco products. This includes price discounts, branded product give aways, tobacco advertising signs, branded functional items and the display of the tobacco products themselves. Display of tobacco products at points of sale in itself constitutes advertising and promotion. Display of products is a key means of promoting tobacco products and tobacco use and also, giving the impression that tobacco use is socially acceptable and making it harder for tobacco users to quit. Young people are particularly vulnerable to the promotional effects of product display.¹⁰



10. World Health Organization (2009). WHO Framework Convention on Tobacco Control: guidelines for implementation Article 5.3; Article 8; Article 11; Article 13. Geneva World Health Organization.

3.2

Characteristics of the Cigarette Showcases at Point of Sale

Tobacco companies use cigarette showcases as an important way of advertising their products. In our survey, 38% of the cigarette boxes or the showcases were supplied by the tobacco companies. The highest number of showcases supplied by the tobacco companies was in Barisal district (54.3%) followed by in Dhaka district (47.1%) (Figure 4). The highest percentage of showcases were provided by BATB (51.2%), followed by Dhaka Tobacco (39.7%) (Figure 5, Figure 6). Almost all shops (99.4%) having POS for tobacco were visited by the sales representatives from various tobacco companies in the March 2013 and this is true for all districts (Figure 7).

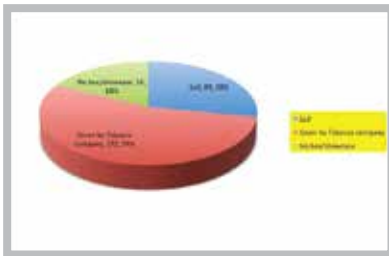


Figure 4: Distribution of ownership of Cigarette Box/Showcase

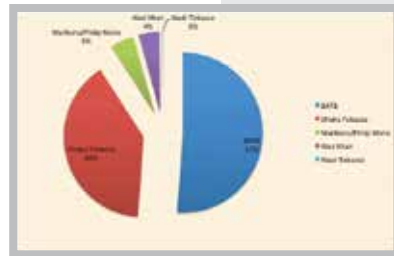


Figure 5: Distribution of shops with cigarette showcase supplied by different tobacco companies

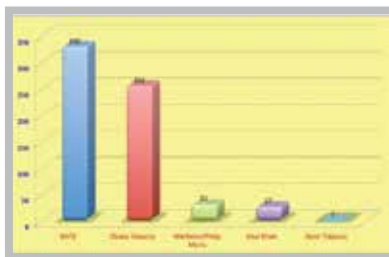


Figure 6: Distribution of company given Cigarette Box / showcase

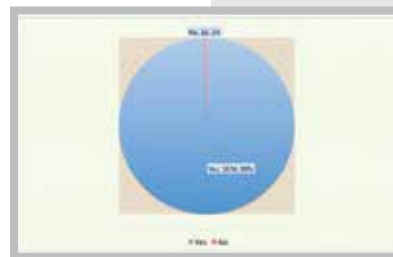


Figure 7: Distribution of sale representative from tobacco company (Bidi, cigarette, jarda, gul etc.) visited at the point of sale in last one month

Observation report from the surveyed locality also revealed that different types of decorated cigarette boxes were visible in many places in and around the market places and growth centers. The boxes are marked with brand name or contain only specific brand products. Tobacco companies are using these as a prominent means of advertisement of their products. This means of advertisement is very popular among the tobacco companies for promoting specific product whether the brand is new or old popular or unpopular found in all study areas.



Case study 1

In a suburban area of Chittagong, the 30 KM stretch from Maijartek (new bridge) to Dohajari our observation report and KII with local NGO activist revealed that, to increase the sale of Navy, a brand of Dhaka Tobacco, which was not that much popular in the locality, company took an aggressive marketing initiative. Company recently distributed about 50-52 desktop boxes to the roadside retail sellers of crowded areas at free of cost. These boxes were designed with brand logo and brand color and made of steel, pipe, sheet, wood, formica etc which costs about 20,000 BDT for each.



Display of Navy Cigarette Box at Chokoria

Display Flyer, Poster, Sticker and Large Dummy Cigarette Packets in POS 3.3

Many shops were found decorated with attractive posters and leaflets of tobacco products during our observation in the localities. 27.9% shop owners said that they have received decoration materials for promoting tobacco (Figure 8). Almost 60% shops have visible flyer decorating the area and 48.5% had poster displayed. 77.2% visible decorative item made of cigarettes and 32.3 had large dummy cigarette at POS.

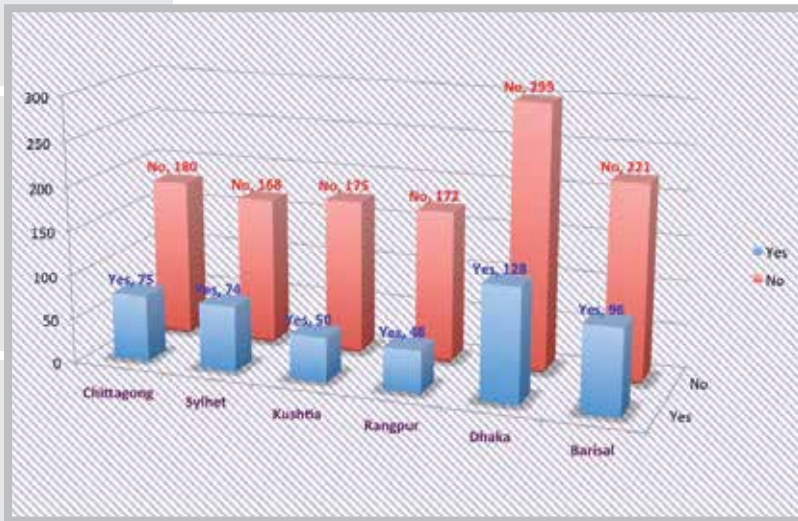


Figure 8: Distribution of shop decoration or any furniture (included umbrella) color promote advertisement of Tobacco Company

For advertisement and promotion, tobacco companies provided leaflet, color, dummy packets, and interior showcase, rack designed like cigarette brand. During a group discussion with the representatives of tobacco companies (i.e. BATB, Abul Khair and Dhaka Tobacco), it has been revealed that when tobacco companies launch any promotional package or event, they introduced new and attractive flyer, sticker and poster for sticking and hanging in POS.

Competition existed between various brands of different cigarette companies with the notion to increasing sale. The cigarette companies initiate various tricks to promote their brands. A Territory Sales Officer (TSO) of BATB has informed that, in their territory consisting of 6 upazilas (sub-districts) of Chittagong, they have spent 6 crore taka in two and half months for promoting Derby. Derby has been marketed instead of Bristol, BATB's another brand, which was manufactured before. Yet it cannot achieve expected popularity among low cost cigarettes. BATB's marketing team is very anxious on the popularity of Marise, a brand of Abul Khaer Tobacco. So primarily they have targeted Marise cigarette smokers and 1.50 taka priced cigarette smokers. They provided free Derby cigarettes and the specialty of Derby was presented to smokers. The special characteristics, the quality compared to other brands, leaflet, flyer, large dummy packets distribution and demonstration were the target of the promotion of Derby.



Some Flyer and Large Dummy at POS



Some Poster and Sticker at POS

For increasing the sales and maintain its popularity, Star cigarette have conducted promotion greatly on the era of Bengali New Year 1420. New flyer, dummy large packets, lighter etc were prepared for promotion. After the promotional activities of star cigarette, Dhaka Tobacco has also emerged a new and attractive flyer, sticker and leaflet of its Nave brand those have distributed to customers for marketing. Between Star and Navy Brand face to face competition was found. Similarly Marlboro mainly targets Benson & Hedges cigarette smokers. These competitions causes various new brand stretching, new packed, gift, offer, lucrative flyer, sticker and so on. Navy and Stars' flyer and sticker distributed during Bengali New 1420 celebration.

3.4 Shop and Restaurant Decoration by Tobacco Industry

In previous years it was a common trend that Tobacco Company's decorate restaurants in order to display their brand logo and promotional purpose. According to Tobacco Control Act 2005 this kind of promotional activities are strictly banned though this kind of promotion are still exists. The research team found many POS decorated by tobacco companies' regardless urban and rural areas but a few restaurants were found with cigarette brand colours and almost similar logo. Café Jheel Restaurant at Topkhana Road, Dhaka is decorated by BATB.



Café Jheel Restaurant at Topkhana Road, Dhaka

Gift Offer to Salesperson at POS

A very high proportion of sales person at POS (68.8%) got gift offer from tobacco companies for promoting the brand. This was higher in Kushtia (82.1%) and lower in Barisal district (43.8%) (Figure 9). 49.1% sales person at POS received gift offer from Dhaka Tobacco, 48% from BATB and 30.6% received gift proposition from Abul Khair Group (Figure 10). Large tobacco companies offered gift to sales person in all most all the districts of the country. However some of the relatively smaller local companies targeted only regional markets and limit their marketing activities only in few districts (Figure 11). This indicates that tobacco industries are using targeted marketing strategies (i.e., promoting different products in different socioeconomic areas) to increase the power of POS promotion by segmenting customers into groups and tailoring advertising to appeal to them. This is also evident from the various types of gifts they offer to cater for different types of POS. Tobacco industry mostly offered free cigarettes as gift (72.5%) and 33% of sales person at POS also had cash money offer. (Figure 11). In Dhaka district, 13.7% sales person at POS had offer of mobile phones and 4.8% had gift offer of TV/DVD to boost sale of their products (Figure 12).

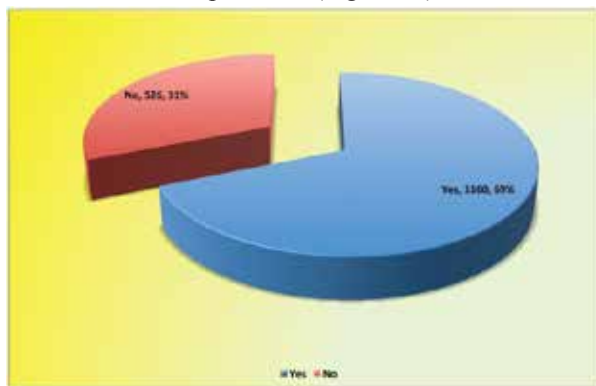


Figure 9: Distribution of proposition of gift to sales person at POS from Tobacco Company in last one month

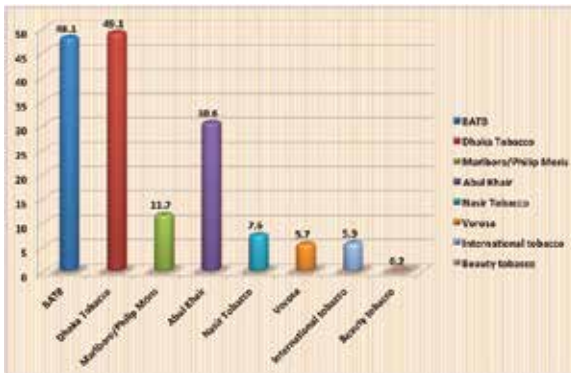


Figure 10: proportion of sales person at POS had offer of gift by Tobacco Company

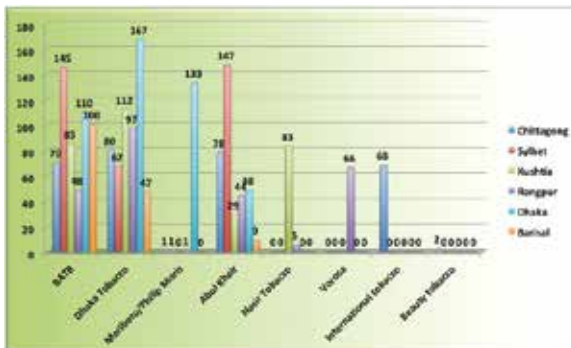


Figure 11: Distribution gift given to sales person at POS by different tobacco industry in last one month

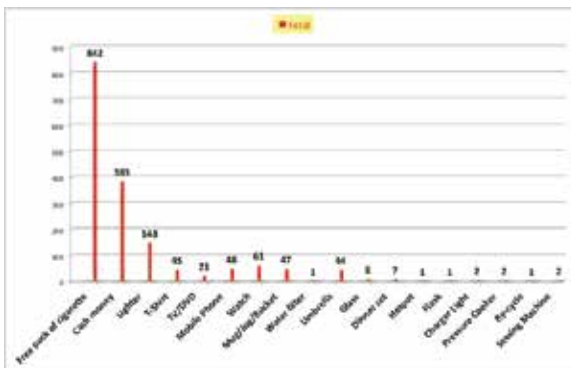


Figure 12: Types of gift offered to sales person at POS in last one month

Gift Offer to Customer at Point of Sale 3.6

A ban on tobacco advertising, promotion and sponsorship is effective only if it has a broad scope. If only certain forms of direct tobacco advertising are prohibited, the tobacco industry inevitably shifts its expenditure to other advertising, promotion and sponsorship strategies, using creative, indirect ways to promote tobacco products and tobacco use, especially among young people. Reports have suggested that in some parts of the country, tobacco companies offer gifts or cash prize to customers to attract young people or to attract smokers for switching to a newer brand. According to the current tobacco control act, this kind of promotion is banned. To detect the percentage of salesperson at POS who knew of this kind of promotion in the locality, interviewers asked the salesperson at POS whether cigarette companies directly offered gift to customers. They also asked whether smokeless tobacco companies such as jarda manufacturers offered gifts to customers. 8.7% of the sales person at POS responded that cigarette companies directly offered gift to customers (Figure 13) in their locality. Higher proportion of this kind of promotion was detected in Rangpur (19.5%) and Sylhet (12.8%) districts. For smokeless tobacco this kind of promotion was not reported at all.

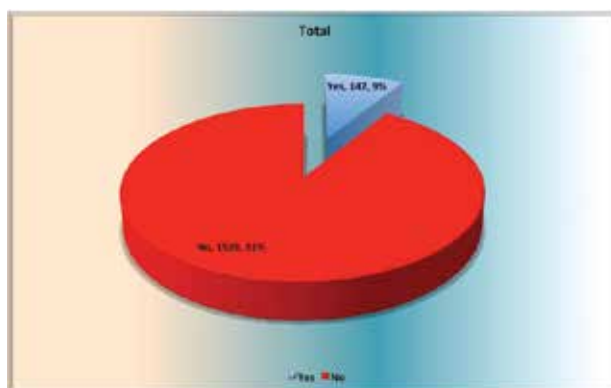


Table 13: Distribution gift given by Bidi/Cigarette Company to customers in March 2013

In northern part of the country, cash Taka 1 -5 is given as gift inside packets of some locally popular cigarettes brands. Mostly Senor, Fresh Gold, Merit etc cigarette companies mostly provide this offer. Many other gifts like note books, wallclock, lighter etc are also given as gift. The trend of gifting free cigarette is observed both in urban and rural areas.

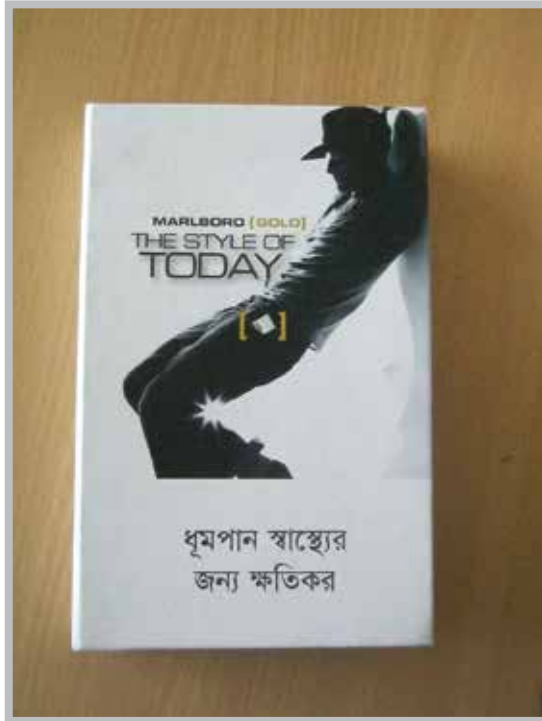


Cash gift inside packets



Promotion to Targeted Group 3.7

Analysis of FGD and KII revealed that tobacco companies specifically target students of college and universities and offer various gift packets to them for influencing new smokers. The gift packages included matches, gas lighter, diary, pad, pen, cap, t-shirt, hand bracelet, wrist watch etc. Moreover to increase the sale of new products one pack is given free with another pack. Marlboro brand manufacturer also surveyed for demand of flavors among consumers. They asked female students what kind of flavor they would like. In Bangladesh smoking rate among female is low and in order to increase this rate survey for flavors demand among females was done by tobacco company. Deliberately they did this because they wanted to draw the attention of female students. Sometime they promoted the new flavored by advertisement like “buy one and get one free” and sometime they also offered free cigarettes to strengthen their promotion. They also sponsor tour, concert etc. for students to strengthen their promotion. They also sponsor tour, concert etc. for



students and through sponsoring they tried to manipulate students in smoking. They offer calendar which displayed images of cigarette packets. It was also revealed from discussion with local people and KII that tobacco company sponsored annual tour of different colleges and universities and company's logo was used in the banner which is hanged in front of the bus. They also sponsored tour which is organized by university students in different important days such as friendship day, Valentine's Day etc..



Employing Promoters and Brand Stretching **3.8**

One on one promotional campaign has been vigorously undertaken by tobacco company since the direct advertisement was banned through Tobacco control law 2005. Tobacco companies recruit young educated men and women to promote specific brands. These promoters are well trained and regularly visit growth centers or market places in different urban and rural parts the country. Promoters sometime distribute cigarettes free of cost or distribute some attractive items with tobacco brand name. “Brand stretching” occurs when a tobacco brand name, emblem, trademark, logo or trade insignia or any other distinctive feature is connected with a non-tobacco product or service in such a way that the tobacco product and the non-tobacco product or service are likely to be associated. “Brand sharing” occurs when a brand name, emblem, trademark, logo or trade insignia or any other distinctive feature on a non-tobacco product or service is connected with a tobacco product or tobacco company in such a way that the tobacco product or company and the non-tobacco product or service are likely to be associated. Both of this kind of promotion is not addressed in the Tobacco Control act 2005. In our survey, more than 75% of the shop owners recalled that they had a visit by promoter in the area in the last one month (Figure 14). High frequency of activity by promoters was reported in Chittagong and Sylhet while lower frequency was reported in Barisal and Rangpur. Highest number of promoters were employed by Dhaka Tobacco (68.7%) followed by BATB (56.9%) and Abul Khair (46.1%) (Figure 15). It is to be noted that to establish the new brand of Marlboro, tobacco company did an intensive marketing in Dhaka districts where 73% retailer said about the promoters of Marlboro did promotional activities around POS.

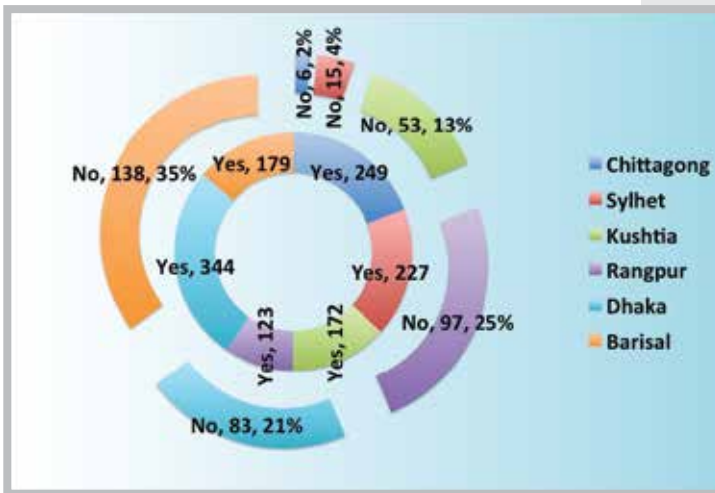


Figure 14: Distribution of promoter advertisement in the last 1 month recalled by sale person at POS

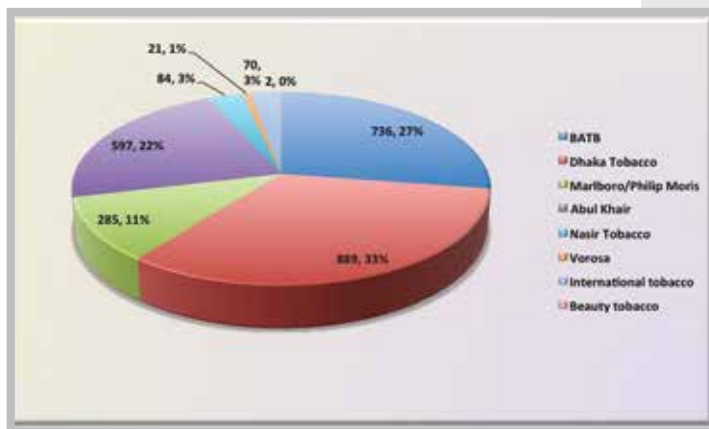


Figure 15: Distribution of tobacco company promoter advertise for tobacco (Multiple responses)

Marlboro, a popular brand of Philip Morris, has been made popular through this one on one promotional activity in Dhaka, Chittagong and Sylhet. Gradually they extend in all the divisional cities and whole country. During KII one Business Communication Team member of Marlboro states that, they were given different uniforms for promotional activities of Marlboro over different years. Since 2009 they were given three different patterns of uniforms. First one was golden pant, shirt, shoe and cap which were chosen in line with its brand Marlboro Gold. Second one was red that was the reflection of Marlboro Red. During the study period, the dress code was denim trouser, shoe and t-shirt. He also stated that the authority developed audio-visual 3G and animated presentation to run promotional activities. They targeted consumers of Benson & Hedges and offered them a package of gift containing two packs of Marlboro cigarette with an attractive lighter. They also show puzzle to attract smokers like conventional canvasser. An event management and/or consultancy firm named “Spotlight” and a call centre named “Sky tracker” were in charge of running those promotional activities.



Promotional materials offered by the promoters during one to one discussion

Abul Khair Tobacco relatively more active after Dhaka Tobacco in one on one promotional campaign among the local tobacco companies. The company has appointed promoters for operating promotional activities of its Rally and Marise brands. They targeted consumers of Navy and Star brands. Their campaign has been resulted to switch customer from other brands to their brand. They usually start explaining in general negative effects of smoking on health. Then they explain the positive qualities of their brands. One of Marketing Officers of Abul Khair Tobacco said to the customer in this way 'Although cigarette smoking is harmful for its nicotine and unhealthy ingredients but Rally contains less nicotine and does not cause burning in throats because of no harmful ingredients it contains ; it is prepared from high quality tobacco.' With this misleading information and offer of free pack they try to increase the number of customers.



Script for Business Communication Team (BCT)

Filter Campaign Marlboro RED

Usually the promoters of Marlboro follow the script to motivate and hook smokers and newcomers to smoke their brand. (Source: BCT Training Manual & KII Report)
Good day Sir. Can I have some of your time?

*Thank you. My name is **** and I am here from Marlboro. Sir I can see that you are smoking a premium brand cigarette. I would like to tell you about some unique features of Marlboro. (toolkit is shown to the smoker)*

Sir, you can see Marlboro Red has a 27mm filter. The filter is long and thick. Made from high quality fiber, this filter will give you a different experience.

Moreover, Marlboro uses 5% of the total high quality tobacco produced world-wide. Marlboro means best quality and pleasure.

Marlboro is prepared from imported tobacco to maintain the international flavor. And last but not the least, new stylish 27mm stick made from international quality fiber.

Filter Campaign Marlboro GOLD

Good day Sir. Can I have some of your time?

*Thank you. My name is **** and I am here from Marlboro. Sir I can see that you are smoking a premium brand cigarette. I would like tell you about some unique features of Marlboro. (toolkit is shown to the smoker)*

Sir, you can see Marlboro Gold has a 27mm filter. The filter is long and thick. Made from high quality fiber, this filter will give you a different experience.

Moreover, Marlboro uses 5% of the total high quality tobacco produced world-wide. Marlboro means best quality and pleasure.

Marlboro is prepared from imported tobacco to maintain the international SMOOTHNESS.

And last but not the least, new stylish 27mm stick made from international quality fiber.

Thank you sir for your time. I hope you will try our Marlboro Gold

Video Show by Tobacco Companies for Promotion

3.11

Tobacco companies use various communication methods for promoting products. One of those methods is to organize video shows in the locality which contain either insertion of tobacco advertisement with in some popular or they only show the tobacco advertisement.

About 14.5% respondents told that video show was organized by tobacco industry at the POS and among them mostly BATB organized the show (87.3%) (Figure 16 & 17). About 10% respondents also told that they are aware of video show organized in other places by tobacco industry (Figure 18). Video shows are mostly organized in Dhaka, Chittagong and Barisal districts.

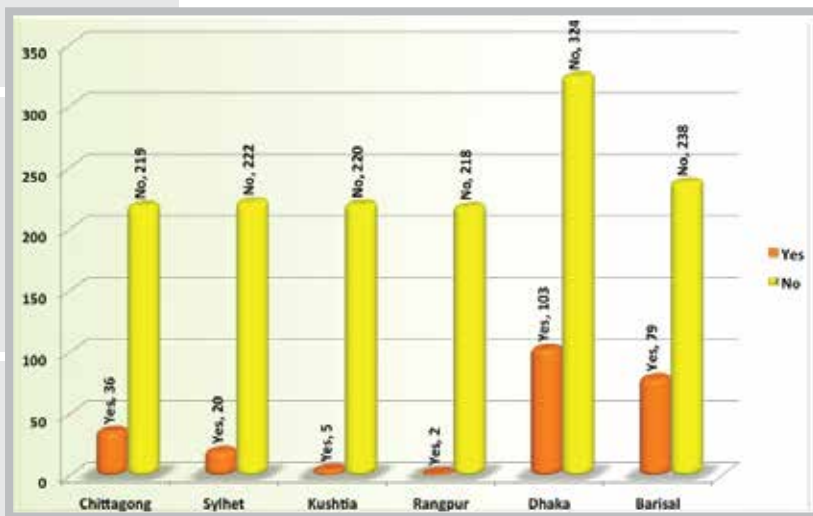


Figure 16: Distribution of arrange of video show/exhibition in last one year at point of sale

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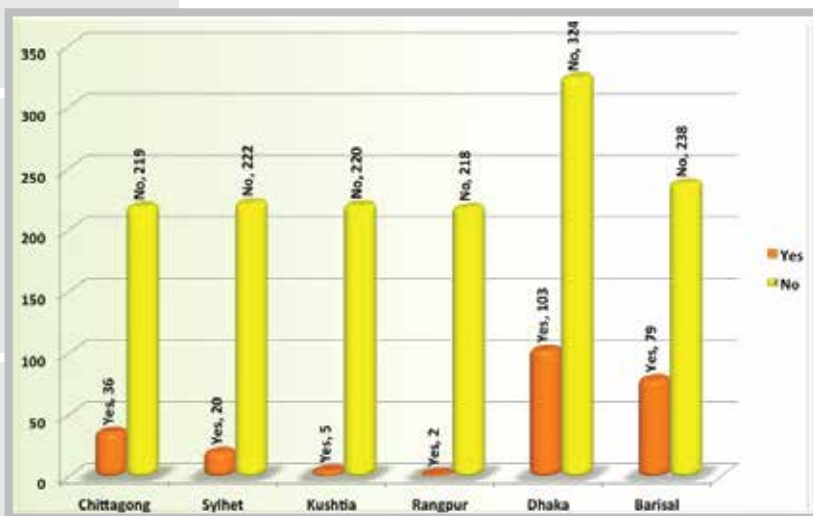


Figure 16: Distribution of arrange of video show/exhibition in last one year at point of sale

Another strategy of Tobacco Company is they digitalized their promotional activities in order to make them attractive to the audience. Tobacco Companies' show attractive video clips, in village and market place where large quantities of people are gathering and in this video clips they give explanation about different brands of Tobacco and their quality.

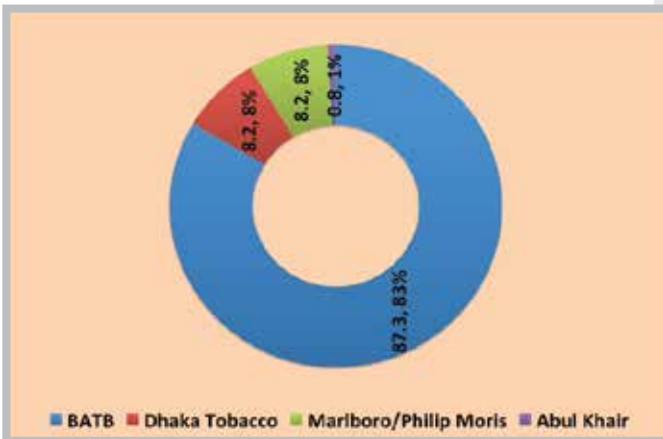


Figure 17: Proportion of video show organized by tobacco industry

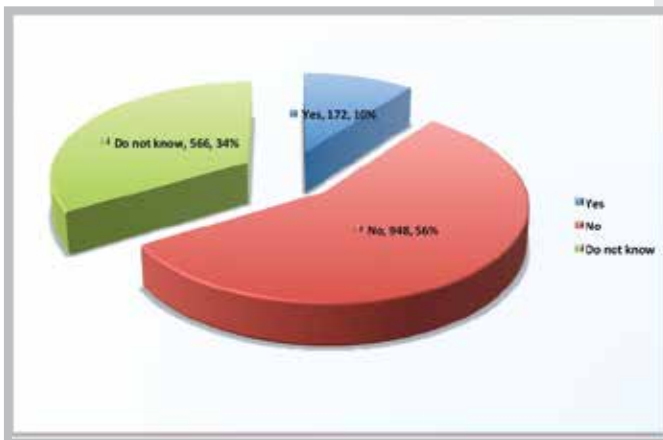


Table 18: Distribution of company name, arrange of video show/exhibition in last one year somewhere else

Corporate Social Responsibility (CSR) 3.12

Tobacco companies try to portray themselves as good corporate citizens by making contributions to deserving causes or by otherwise promoting “socially responsible” elements of their business practices. Some tobacco companies make financial or in-kind contributions to organizations, such as community, health, welfare or environmental organizations, either directly or through other entities. Such contributions fall within the definition of tobacco sponsorship in FCTC the Convention because the aim, effect or likely effect of such a contribution is to promote a tobacco product or tobacco use either directly or indirectly¹⁰. Tobacco Control Act of 2005 did not address the issue of tobacco companies’ activities in the name of Corporate Social Responsibility (CSR). The study revealed that different type of CSR activities are done in the locality by tobacco industries. These are mainly done in the tobacco producing areas. Previous reports have suggested that Tobacco industries sponsor drama, festivals sport tournaments as part of their contribution to the cultural program organized by local authorities. Through this philanthropy activities tobacco companies are able to gain media coverage at local level. CSR activities also helps tobacco companies to draw a large number of supporters and allies. It was strongly evident that Barisal for Karikor bidi and Kushtia for Nasir Tobacco. Some years ago Tobacco Companies especially BATB promoted STAR Search, Band music competition as well as different type of cultural activity. Although this type of activities presently are not being prompted by Tobacco Company but there are many other activities has been accomplished as CSR.

Another program is BATB’s Youth Smoking Prevention program, which is halt now. Its purpose is to tell young people not to smoke. Major failure of this program is in this program there is no discussion about health related

risks of tobacco and ultimately this program conveys the message that smoking is an adult decision.

About 5% respondent said that they know about at least one event such as drama, Jatra, sport tournaments organized by tobacco companies (Figure 19). 7.4% reported that tobacco companies had provided scholarship to the poor students, mostly in Kushtia (32%) and Rangpur (22.7%) (Figure 20). About 3.1% respondents have said they know about tournaments organized by tobacco companies in the locality (Figure 21).

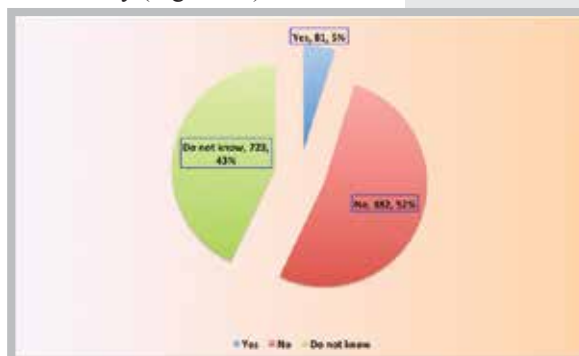


Figure 19: Sponsorship of any program such as drama, jatra, sport tournament or anything else like picnic, study tour by Tobacco Company

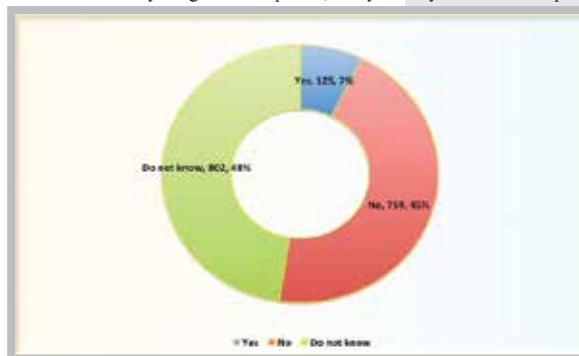


Figure 20: Distribution of providing stipend for students in last one year by Tobacco Company

Our observation revealed that In Bandarban, Lama and Alikadam upzilla, various types of activities as CSR are being initiated by British American Tobacco, Bangladesh. Along with ‘Dipto’ and ‘Banayan’, Krishok School is running as CSR in these places. In this school, in disguise of teaching improved agricultural technique, tobacco farming is being taught. The local farmers said that those farmers only get training who produces grade 1 tobacco. Influential 20-30 farmers get such trainings. The procedure of producing high quality tobacco is trained in the schools along with per diem. As a result, the farmers are being interested in producing “A” grade tobacco.

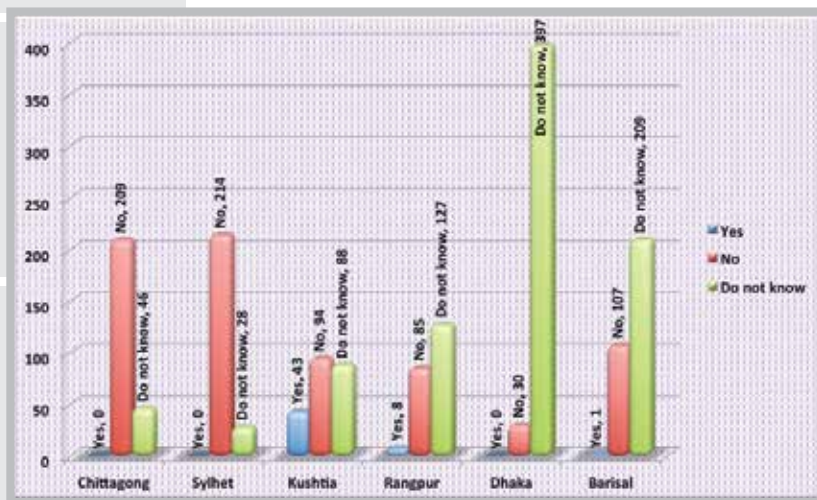


Table 21: Distribution of arrangement of competition for students in last year by Tobacco Company

BATB's CSR project "Banayan" project can be seen on both sides of Bandarban Road. Signboard of this project is visible on both sides of the road. The signboards have BATB logo in it. Through the CSR project "Dipto", BATB says they are providing solar energy in the hilly regions. But in Buddhavita of Lama upazila and Alikadam Upazila, only those areas are facilitated with solar energy where BATB's farmers reside.



Posters of CSR activities done by Tobacco companies

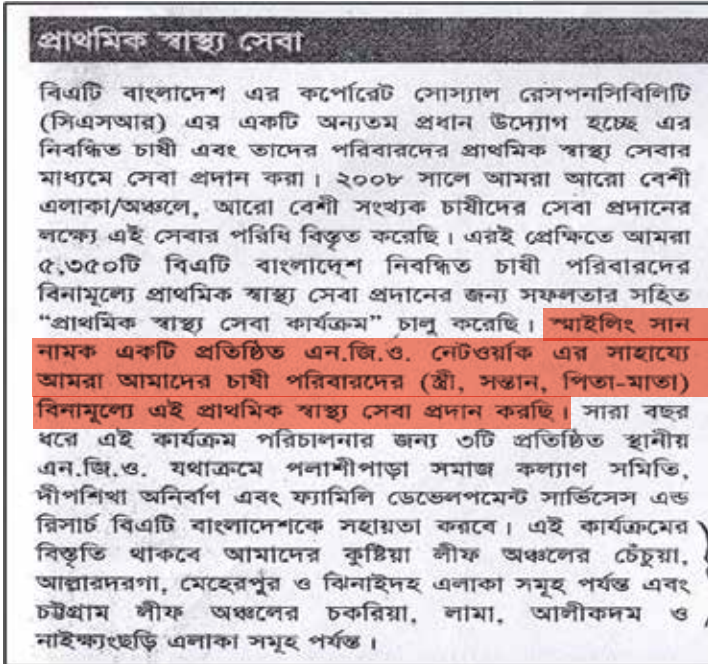
Nasir Tobacco, Dhaka Tobacco, Akij Bidi and Karikar Bidi offer health care support, sanitation support, providing scholarship, funding for schools, colleges, orphanage, madrasa, hospital etc. sponsoring study tour, development of mosque and mondir (temple) to consumers, vendors, dillers and registered tobacco farmers. Nasir Tobacco executes these sponsorship activity mostly at Khushtia, Karikar Bidi at Barisal and Dhaka Tobacco/Akij Bidi at Savar and some other areas around the country. During the field test at Savar, it was found that Akij Bidi sponsor to perform Hajj.

BATB sponsors local sports clubs in the area like Savar and Kushtia. Training courses are also organized in all the sample areas for the dealer, agent and retail seller. The trainings are mainly on brand promotion and sales target fulfilling. Perdiem is provided for the trainees. In these trainings along with the detail procedures of tobacco advertising, they are also made aware about the tobacco control act 2005. For that reason, the sales persons are aware of the law. It is also found that local tobacco Company, Akij Biri, also provides trainings.

Tobacco companies also contribute to the fund raised by government organization such as District Commissioner's office for observing national days such Lalon fair and various programs in Kuthibari, Kushtia.

Tobacco Companies' Deceptive Health Service as CSR

BATB claimed an ongoing and renowned program of USAID named Surjer Hashi (Smiling Sun) as their CSR activities. It is really a vague issue that how BATB can claim an ongoing program of another donor agency's as their CSR activities.



Ad- Din hospital of Dhaka, especially for mother and child care, has been running as CSR activities of Dhaka Tobacco. If it is under CSR activities patient will get free medical facilities. Unfortunately the scenario is different in this hospital. Patients have to pay as like other private hospitals. Another thing is that they mention this hospital under their CSR activities in their official documents but it is not mentioned in any place in the hospital. They also hide this information from general people.

Battle of Mind

BATB promote this program publicly before 2-3 years ago. Though this program is not promoted publicly in recent days but it has a strong attraction among university students. The prize giving ceremony occurred in five star hotels. Battle of Minds has evolved to include contemporary business issues to provide a platform for talented individuals to display entrepreneurial and business intelligence. Prospective graduates from many universities of the country prepare themselves for the job market through this competition. In the grand finale, students from participating universities, faculty members, media representatives and senior employees of BAT Bangladesh were present.



3.15

Informal Network

Although tobacco companies have a huge competition to acquire the market, they also maintain an informal but strong network among them. This network found especially in Chakaria, Bandarban, Khustia and Rangpur districts among 9 working districts. Their unity helps them to resolute major disputes occur with their staff. In addition, most of dealers selected are not only financially solvent but also socially powerful. Tobacco is also cultivated in these areas. They jointly swear to control the tobacco price

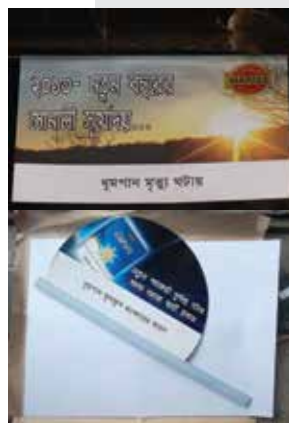


Different tobacco companies' staff is in a group discussion of Chakaria, Cox's Bazar

3.16

New Year Celebration

BATB sponsors retail sellers, whole sellers and dealers for picnic and tours. They arranged a picnic at Cox's Bazar on the occasion of Bengali New Year 1420 celebration. It has been informed that among the participants in the picnic, there were consumers of cigarettes. Dhaka Tobacco has distributed flower and sweets among the sellers of tobacco products on the occasion of Bengali New Year 1420 celebration. Abul Khair Tobacco has distributed hand-fan and calendar with their brand color and logo among the consumer and sellers on the occasion of Bengali New Year 1420.



Tobacco Companies' Deceptive Marketing

Each year, the tobacco industry, regardless national and multinational, spends huge amount of money around the country on advertising, different forms of promotion and sponsorships. One of the examples is BATB's Benson & Hedges. For promoting its tobacco brands, the industries often launch newly designed packages with different flavors to attract consumers. These packages are advertised at the point of sales by the sellers. In February 2013, The British American Tobacco Bangladesh (BATB) launched new packages of cigarettes as "LIMITED EDITION" of Benson and Hedges. "Benson and Hedges- Special Filter", "Benson and Hedges-Lights" and "Benson and Hedges-Switch", these are the three types of brands being marketed by BATB by stretching the brand "Benson and Hedges". Among these, "Benson and Hedges- Lights" contains more filtered tobacco than "Benson and Hedges- Special Filter" and "Benson and Hedges-Switch" contains a menthol ball inside the filter. While smoking, a smoker can press the filter of his cigarette and enjoy menthol flavor according to his wish. These factors are being delivered to the consumers by the retail sellers to promote new branding packages.

Similarly Philip Morris marketed Marlboro Gold contains light flavor and Marlboro Red having full flavor. BATB's Pall Mall has filter, light and menthol brands and Star has its light limited edition pack with Star regular pack. Abul Khaer Tobacco has its Rally verve in addition.



3.18 Mobile Court Fine and Tobacco Company's Compensation

Dhaka Tobacco provided a lucrative decorative item, prepared with a couple of cigarette packets, in a shop of Shawkat at New Market, Jessore. Shawkat does not know that these promotional activities are illegal. In 2012, the mobile court fined him taka 500/- for displaying such advertisements. Later the representative of Dhaka Tobacco refunded him the amount and took the slip. He also asked Shawkat to display a new cigarette pack advertisement. When Shawkat denied to keep it, the representative ensured him that the company will always repay the amount of fine so that he will never face any lose. This compensation practice was also found in other areas such as Dhaka, chittagong and Barisal during data collection.

3.19 Children and Cigarette Companies' Advertisement

Children are being exposed from cigarette companies' advertisement. In different shops and point of sale Tobacco Company's display their packets in an attractive way that draws children's attention. This kind of promotional activities has an enormous and indirect impact upon children.

In Dhaka and Chittagong super shop like Mina Bazar, Prins and Khulshi Mart cigarette advertisement showcased near the children's product. Likely in super store it was also found in district town and rural areas. Photo reveals that how children are exposed by advertisement:



Masculine Image of advertisement

Whenever we look into the popular advertisements of Tobacco Company we find a happy, modern, smart, masculine man. Many Tobacco Companies promoted advertisements in a way that their prime target is female audience because they want to expand their market among female. The language and image which are used in advertisements have a strong influence among general people. Such kinds of advertisements are found during the study.



HoReCa: Hotel, Restaurants and Cafeteria 3.21

In Barishal and its nearby districts an activity named HoReCa was run by tobacco companies in the hotel, restaurants and cafeterias. The name HoReCa has emerged from the first two letters of Hotel, Restaurants and Cafeterias. To promote their brand the company invites customers in different and luxuries restaurants for a long day program. In this program they show attractive video clips and presentation on Tobacco Company, their activities and a brief description about their products. They show a striking presentation about the quality of their brands. Different types of gift items such as t-shirt, cigarette packet, mug and calendar are offered along with food.

3.22

[illegible]

3.23

BATB's Art Camps



BAT Bangladesh organizes art camps every year with renowned artist and used their paintings in calendars. Last year it organized an art camp titled "Bengal-BATB Art Camp 2012" featured 12 senior and promising Bangladeshi artists from October 24 to October 27 at Berjaya Colombo Hotel in Sri Lanka. The camp was an initiative to produce some prolific paintings that would make people aware of water preservation as part of the World Water Week, held in Stockholm between September 1 and 6, 2013, by the UNESCO. This news was enormously get publicity in daily newspapers.

Promotional Activities for Smokeless Tobacco Products



Different types of smokeless tobacco products packets and quota (container) are displayed in an attractive way in retailer shops to attract customers. Wholesalers get various types of incentives, cash and promotional packages from companies, especially during the celebration of Bengali New Year and Eid.

C Conclusion & Recommendation

- This survey has documented that tobacco companies are actively doing advertisement despite the ban on advertisement promotion and sponsorship of tobacco product in Bangladesh
- Advertisement at the point of sale has become the mostly used way for the tobacco companies to promote brands
- Tobacco companies targeting specific group such as young, lower income group for promotion of new brand or for encouraging switching to their brand by providing misleading information
- They are doing the CSR activity which serves the purpose of appeasing policy makers and their own contract farmers
- They avoid direct advertisement however taking advantage of weak law and enforcement; promoters are actively engaged in advertisement.
- Strict rules need to be formulated following the passage of current law to stop all forms of indirect advertisement and point of sale advertisement

Policy Implication

- ‘Smoking and Tobacco Products Usage (Control) act 2013’ is so clear that there is no need to wait for a long term for rules and regulation. Further immediate action is needed for implementation of law. Whenever any kind of law is approved in the national parliament it is counted as effective from that time.

- Scarcity of human resource is a big problem for anti-tobacco activities by task force (committees) and mobile court members. In order to solve this issue strengthening govt. taskforce is necessary.

- Strict prohibition of smoking is needed in government offices. Sometimes we see that govt. employees smoke in their work place for example stuffs of local police station.

- If media telecasts news about the anti-tobacco activities operating by task force, people will be more aware and awareness about implementation of law will be enhanced.

- Uses of all kinds of tobacco products including cigarette need to be ban in election campaign activities.

- Tobacco control act 2005 and its enforcement were only for tobacco user or smoker and retailer but there was no provision to take action against tobacco advertisers as well as tobacco companies.

- There should be a provision to submit report in every three months by tobacco control act regulation committee under NTCC and they will bring all these issues in higher regulation committee.

● Banning tobacco advertisement, promotion and sponsorship is called tobacco control. Whenever strong actions will be done then it will be easy to control tobacco. Legal step can play strong role than seminar and workshop. In this field there is need to create exemplary situation so that tobacco industry could realize the upcoming threat.

● Tobacco control activists operated a huge movement and won against Voice of Discovery in 2001-2003. Traditional law was enough in that situation. There was no need to wait for tobacco control law. Such kind of 2/3 examples are enough to make realization of tobacco industry to respect tobacco law. Tobacco control law 2013 is enough to ban or control all kinds of tobacco industries' advertisement.

● Multinational companies are more strategic and have huge influence on legal system and know how to escape from any kind of legal action. It is easy to file case against local tobacco companies.

● Clear explanation is given in 'Smoking and Tobacco Products Usage (Control) act 2013' about direct and indirect advertisement though indirect advertisements are still continued. Immediate and necessary steps are needed in this arena.

● A lot of contradiction is seen among different people and groups about the way of using smoking scene in drama and cinema. In tobacco control act 2005, article 5, there was no clear explanation about usage of smoking scene but in tobacco control act 2013 this issue is explained in a detailed way. Tobacco control act 2013 article 5(e) states that, whenever any smoking scene will be shown in any cinema whether it is Bangladeshi or foreign it will be telecasted with warning scroll. This provision is depends on regulation. So appropriate action is needed regarding this issue.

- We can say about ‘Smoking and Tobacco Products Usage (Control) act 2013’ article 5(e) that anyone can make use of smoking scene but after maintaining the rules such as the scene has relevancy with the story and warning message should telecasts as scroll in underline.

- Scroll is not enough at all. There is need to telecasts warning message with white font over black screen.

- Slogan and message on health hazards for smoking can be telecasted such as 10 seconds advertisement break.

- Cigarette packets with pictorial warning are urgent need. Immediate and necessary steps need to take in this regard.

- There is an urgent need to monitor those media house who works for tobacco industry. Legal steps need to take against different entities who work for tobacco industry.

- Government can take steps to telecasts message or program to increase awareness among general people about the harmful side of tobacco.

- Rules should be drafted as early as possible in a way that no gape will be existed.

- Overall a strong framework is needed to implement tobacco control act. Strong monitoring and evaluation is necessary to make our hope reality.

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Annex 1: Study Questionnaire

Questionnaire

ID:

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Survey on Tobacco Advertisement, Promotion & Sponsorship (TAPS)

EC Bangladesh,
House-67, Block-Ka, Piciculture Housing Society,
Shyamoli, Dhaka-1207, Bangladesh.

Name of Interviewer:

Signature & Date:

Name of Respondent:		Name of the Shop/Description:.....					
Age: <table border="1"><tr><td></td><td></td></tr></table>			Male-1, Female-2 <table border="1"><tr><td></td></tr></table>		Address: Village :		
Upazila/Thana : <table border="1"><tr><td></td><td></td></tr></table>				Zila:	<table border="1"><tr><td></td><td></td></tr></table>		
Division: <table border="1"><tr><td></td><td></td></tr></table>				Mobile:			

(Points of sale or Retail outlet)

Sl no	Question	Answer
1.	Ownership of the shop?	1 . self 2 . rent 3 . without rent
2.	Cigarette Box/showcase made by?	1 . self 2 . tobacco companies' given 3 . No box/showcase
3.	If it is given by Company, mention the name	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
4.	Any sale representative from tobacco company (Bidi,cigarette,jarda,gul etc) came to you in last one months?	1. Yes 2. No

Sl no	Question	Answer
5	How frequently they came to you in last one month ?	
6	Did you get any gift/facility from tobacco company for increasing sale of their products in last one month?	1 . Yes 2 .No
7	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
8.	What type of facilities you got?	1 . Free pack of cigarette 2 . Cash money (.....) 3 .Lighter 4. T-Shirt 5. TV/DVD 6. Mobile Phone 7. Watch 8. Mug/Jug/Bucket 9. Water filter 10. Umbrella Others (Mention the name)
9.	Did you get any gift/facility for increasing sale of Jarda/Gul etc in last one month?	1 . Yes 2 . No
10.	If yes, name the company	
11.	What type of facilities you got?	
12.	Did Bidi/Cigarette company give any gift to customers in last one month?	1 . Yes 2 . No
13.	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
14.	What type of gifts they gave?	1 . Free pack of cigarette 2 . Cash money (.....) 3 .Lighter 4. T-Shirt 5. TV/DVD 6. Mobile Phone 7. Watch 8. Mug/Jug/Bucket 9. Water filter 10. Umbrella Others (Mention the name)

Sl no	Question	Answer
15.	Did Jarda/Gul etc company gave any gift to customers in last one month?	1 . Yes 2 . No
16.	If yes, mention the name of company	
17.	What type of gifts they gave?	
18.	Does any promoter advertise for tobacco product?	1 . Yes. No
19.	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
20.	Did you face any penalty/fine for advertisement by mobile court?	1. Yes 2. No
21.	If yes, how much was the fine?	
22.	Did tobacco company give that money back?	1 . Yes 2 . No
23.	Does the company encourage you to advertise again where you were fined for that company?	1 . Yes 2 . No
24.	Did any tobacco company arrange video show/exhibition in your shop last one year?	1 . Yes 2 . No
25.	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
26.	In last one year, did any tobacco company arrange video/exhibition somewhere else?	1 . Yes 2 . No 3. Do not know
27.	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
28.	In last one year, did any tobacco company arrange/ sponsor any program ,drama, jatra, sport tournament or anything else like picnic, study tour?	1 . Yes 2 . No 77. Do not know
29.	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)

Sl no	Question	Answer
30.	Did any tobacco company provide stipend for students in last one year?	1 . Yes 2 . No 77. Do not know
31.	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
32.	Did any tobacco company arrange competition for students in last one year?	1 . Yes 2 . No 77. Do not know
33.	If yes, mention the name of company	1 .BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
34.	In last one year did any tobacco company conduct any public welfare activity?	1 . Yes 2 . No 77. Do not know
35.	If yes, mention the activity/program	1.Tree plantation/forestation 2 . Pure drinking water supply 3 . Solar system 4 . Establish School Others(mention the name)

Fill the following format by direct observation

36.	What type of the shop is?	1 . Open box shop 2 . Grocery shop 3 . Snacks/confectionary 4 . Hotel/restaurant Others(mention the name)
37.	Is The Shop decoration or any furniture (included umbrella)colored by tobacco company?	1 . Yes 2 . No
38.	If yes, mention the name of company	1 . BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
39.	Is tobacco company's' flyer visible in this shop?	1 . Yes 2 . No
40.	If yes, how much in number?	

Sl no	Question	Answer
41.	Is any poster of tobacco company visible in this shop?	1 . Yes 2 . No
42.	If yes, how much in number?	
43.	Is any 3D poster of tobacco company visible in this shop?	1 . Yes 2 . No
44.	If yes, how much in number?	
45.	Is there any decorative item made of cigarette packets visible in this shop?	1 . Yes 2 . No
46.	If yes, how much in number?	
47.	Is there any larger dummy cigarette pack visible in this shop?	1 . Yes 2 . No
48.	If yes, how much in number?	
49.	Is there any calendar of tobacco company visible in this shop?	1 . Yes 2 . No
50.	Is there any signboard visible?	1 . Yes 2 . No
51.	If yes, mention the name of company	1 . BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)
52.	Is any logo/symbol of tobacco company visible in Jug,glass,plates ?(observation only for Hotel/restaurant/tea stall)	1 . Yes 2 . No
53.	If yes, mention the name of company	1 . BATB 2 . Dhaka Tobacco 3 . Marlboro/Philip Moris 4 . Abul Khair 5.Nasir Tobacco Others(mention the name)

Annex 2.: List of Study Area

Sl. No.	Area	Category
Study Zone -1		
1	Sylhet Sadar	Urban
2	Balaganj (Goalabazar & Tajpur bazaar)	Urban
3	Goainghat (Jaflong, Jointapur)	Rural
4	Chittagong City Corporation	Urban
5	Chakaria, Cox's Bazar	Urban
6	Lama, Bandarban	Urban
7	Alikadam, Bandarban	Rural
Study Zone – 2		
1	Kushtia Sadar	Urban
2	Doulatpur, Kushtia	Rural
3	Mirpur, Kushtia	Rural
4	Rangpur Sadar	Urban
5	Kaunia, Rangpur	Rural
6	Taraganj, Rangpur	Rural
Study Zone – 3		
1	Charkaua, Jagoa, baipasha, Barishal Sadar	Rural
2	Barishal City Corporation	Urban
3	Kashipur, Barishal Sadar	Rural
4	Mirpur, Dhaka	Urban
5	Dhanmondi, Dhaka	Urban
6	Gulshar, Dhaka	Urban
7	Gazipur Sadar	Urban
8	Tongi, Gazipur	Urban
9	Lalbag, Alauddin Road, Nazimuddin Road, Chankharpul, Anandabazar, Bokshibazar, CMM Court area, Bangabazar	Urban

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