

TOBACCO ADVERTISING, SPONSORSHIP AND PROMOTION

Point of Sale Tobacco Product Displays

Many countries have banned tobacco advertising, promotion and sponsorship (TAPS) in the traditional media channels. Some of these laws also include the prohibition of marketing at the point of sale (POS). However, laws banning POS advertising do not always include language to ban displays of tobacco products at POS. As a result, the tobacco industry has increasingly used tobacco product displays at POS to market its products.

Article 13 of the WHO Framework Convention on Tobacco Control (FCTC) and its Guidelines require a comprehensive ban of all TAPS, including POS tobacco product displays.^{1,2} Tobacco product displays weaken the effectiveness of tobacco control laws that ban tobacco advertising, promotion and sponsorship and expose the population to tobacco industry marketing tactics intended to increase the sale and consumption of tobacco products.

TOBACCO PRODUCT DISPLAYS ARE A TYPE OF POS ADVERTISING

Tobacco product displays at the point of sale are an important means for the tobacco industry to advertising its products.

- Tobacco companies rely on tobacco pack design as a critical form of marketing. The companies exploit all elements of packaging, including the construction, outer film, tear tape, inner frame, pack inserts and onserts, branding information, and color scheme.³
- The tobacco industry uses contracts and monetary incentives with retailers to ensure prime placement of their products at the point of sale.^{4,5}
- Elaborately designed product displays attract attention to packs by using a variety of materials (such as acrylic) eye-catching illumination (such as backlit lightening) and color arrangements. Prominent displays typically located behind the cash registers (referred as “power walls”) are used to create an outstanding impression.
- Tobacco product displays normalize smoking and allow the tobacco industry to communicate with non-smokers, ex-smokers and established smokers.⁶

POS TOBACCO PRODUCT DISPLAYS INCREASE YOUTH EXPERIMENTATION AND INITIATION

Tobacco product displays at POS expose youth to pro-tobacco messages and create positive attitudes toward tobacco products and brands.

- Tobacco products are often placed near candy and children’s items and at children’s eye level, encouraging children to see them as harmless everyday items.^{7,8,9}
- A study conducted in the United States estimated that requiring cigarette packs to be kept out of sight could reduce adolescents’ exposure to cigarette brand by as much as 83%.¹⁰

POS Display

Exhibition of tobacco product packages at any location where tobacco products are sold. This includes any exhibition that is visible from inside or outside the retail venue.

EXPOSURE TO POS TOBACCO PRODUCT DISPLAYS:

- Influences youth smoking
- Promotes the social acceptability of tobacco products
- Increases impulse tobacco purchases
- Undermines quitting attempts



A backlit POS cigarette display in Ukraine.

Studies have consistently found strong associations between exposure to POS tobacco product displays with smoking initiation, susceptibility to smoking, and intentions to smoke among youth.¹¹

- A study in England found that exposure to and awareness of POS tobacco displays and brands in displays are associated with smoking susceptibility, especially in small shops.¹²
- A study in Norway found that younger respondents were more likely than older people to say that tobacco product displays tempted them to buy cigarettes.¹³
- A study in New Zealand showed that a greater exposure to POS tobacco displays increased the likelihood of experimenting with smoking and current smoking.¹⁴

POS TOBACCO PRODUCT DISPLAYS MAKE IT HARDER FOR USERS TO QUIT

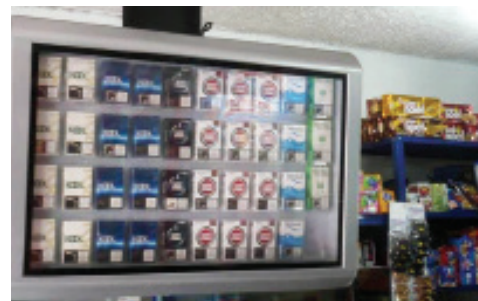
POS tobacco product displays encourage impulse buying among people who are trying to quit.

- A four-country study found lower levels of impulse buying in Canada and Australia, where tobacco displays are banned, than in the US and UK, where tobacco displays were not banned at the time of the study.¹⁵
- Interviews with former smokers in New Zealand found that tobacco displays caused them “physical and emotional cravings” that made quitting smoking more difficult.¹⁶

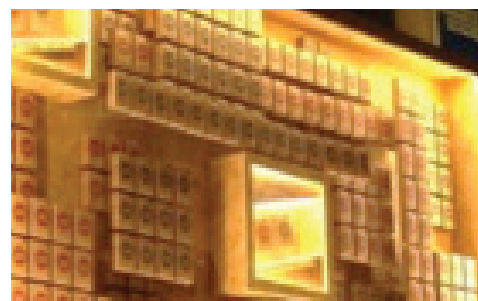
BANS ON POS TOBACCO PRODUCT DISPLAYS ARE POPULAR

The public supports bans on tobacco product displays.

- A study in Canada found that smokers had high levels of support (between 55% and 83%) for the removal of displays, and that smokers intending to quit were more likely to support bans on tobacco advertising and displays than those who were not intending to quit.⁶
- In New Zealand, a study conducted among Maori smokers found a high level of support (68%) for a ban on tobacco product displays.¹⁷



Cigarette pack display at the point of sale in Colombia.



Lit cigarette pack display case in Brazil



POS display in Ukraine features cigarette packs and the colors associated with cigarette brands

IN THEIR OWN WORDS

British American Tobacco: “Tobacco products must be positioned so that they will be easily visible, readily accessible to shop assistants and displayed in such a way as to generate a strong impulse to buy.”²²

Phillip Morris: “We should have Marlboro (and other PM brands) positioned in the store to take advantage of the impulse shopper... Where are the best spots for promotional offers, POS, etc.? We are after intrusive visibility.”²³

POS PRODUCT DISPLAY BANS DO NOT HARM BUSINESSES AND ARE FEASIBLE

Studies have shown that POS display bans do not impose a burden on stores and even bring benefits.

- An economic evaluation of tobacco sales before and after a ban on tobacco displays in Ireland showed no significant effect on store revenue one year after the ban was implemented.¹⁸
- Compliance with POS tobacco product display bans has been consistently high in several countries, including Australia¹⁹, Ireland²⁰, and Norway.¹³
- Tobacco retailers in New Zealand stated that keeping tobacco products out of sight reduced theft, was not costly or inconvenient, and did not significantly affect store revenue.²¹

KEY MESSAGES

- **Tobacco product displays at the point of sale are an important means for the tobacco industry to advertising its products.**
- **Exposure to POS tobacco product displays influences youth smoking, promotes the social acceptability of tobacco products, increases impulse tobacco purchases and undermines quitting attempts.**
- **Article 13 of the WHO Framework Convention on Tobacco Control and its Guidelines require a comprehensive ban of all TAPS, including POS tobacco product displays.**



Cigar display at the point of sale in the United States.



A refrigerated display for "snus" (smokeless tobacco) in South Africa.



Cigarette "power walls" are highly visible.

(1) World Health Organization. Framework Convention on Tobacco Control, Art. 13, para. 2. Geneva 2003; World Health Organization. (2011). (2) Guidelines for implementation of Article 13. Available at: http://www.who.int/fctc/guidelines/article_13.pdf. (3) Henriksen L. Comprehensive tobacco marketing restrictions: promotion, packaging, price and place. Tobacco Control. 2012; 21:147-153. (4) Feighery EC, Ribisl KM, Clark PI, Haladjian HH. How tobacco companies ensure prime placement of their advertising and products in stores: Interviews with retailers about tobacco company incentive programmes. Tobacco Control. 2003;12(2):184-8. (5) Bloom PN. Role of slotting fees and trade promotions in shaping how tobacco is marketed in retail stores. Tobacco Control. 2001;10(4):340-4. (6) Brown A, Boudreau C, Moodie C, Fong GT, Li GY, McNeill A, et al. Support for removal of point-of-purchase tobacco advertising and displays: findings from the International Tobacco Control (ITC) Canada survey. Tob Control. 2012;21(6):555-9. (7) Barnoya J, Mejia R, Szeinman D, Kummerfeldt CE. Tobacco point-of-sale advertising in Guatemala City, Guatemala and Buenos Aires, Argentina. Tobacco Control. 2010;19(4):338-41. (8) Quedley M, Ng B, Sapre N, Blakiston M, Crawford A, Devadas R, et al. In sight, in mind: Retailer compliance with legislation on limiting retail tobacco displays. Nicotine & Tobacco Research. 2008;10(8):1347-54. (9) Hosler AS, Kammer JR. Point-of-purchase tobacco access and advertisement in food stores. Tobacco Control. 2012;21(4):451-2. (10) Henriksen L, Feighery EC, Schleicher NC, Haladjian HH, Fortmann SP. Reaching youth at the point of sale: Cigarette marketing is more prevalent in stores where adolescents shop frequently. Tobacco Control. 2004;13(3):315-8. (11) Mackintosh AM, Moodie C, Hastings G. The association between point-of-sale displays and youth smoking susceptibility. Nicotine & Tobacco Research. 2012;14(5):616-20. (12) Spanopoulos D, Britton J, McNeill A, Ratschen E, Sztakowski L. Tobacco display and brand communication at the point of sale: implications for adolescent smoking behaviour. Tobacco Control. 2013. doi: 10.1136/tobaccocontrol-2012-050765. (13) Scheffels J, Lavik R. Out of sight, out of mind? Removal of point-of-sale tobacco displays in Norway. Tob Control. 2012. (14) Paynter J, Edwards R, Schluter PJ, McDuff I. Point of sale tobacco displays and smoking among 14-15 year olds in New Zealand: A cross-sectional study. Tobacco Control. 2009;18(4):268-74. (15) Li L, Borland R, Fong GT, Thrasher JF, Hammond D, Cummings KM. Impact of point-of-sale tobacco display bans: findings from the International Tobacco Control Four Country Survey. Health Educ Res. 2013. (16) Hoek J, Gifford H, Pirikahu G, Thomson G, Edwards R. How do tobacco retail displays affect cessation attempts? Findings from a qualitative study. Tobacco Control. 2010;19(4):334-7. (17) Wilson N, Edwards R, Thomson G, Weerasekera D. High and increased support by Māori and non-Māori smokers for a ban on point-of-sale tobacco displays: National survey data. New Zealand Medical Journal. 2010;123(1317):84-6. (18) Quinn C, Lewis S, Edwards R, McNeill A. Economic evaluation of the removal of tobacco promotional displays in Ireland. Tob Control. 2011;20(2):151-5. (19) Zacher M, Germain D, Durkin S, Hayes L, Scollo M, Wakefield M. A store cohort study of compliance with a point-of-sale cigarette display ban in Melbourne, Australia. Nicotine & Tobacco Research. 2013;15(2):444-9. (20) McNeill A, Lewis S, Quinn C, Mulcahy M, Clancy L, Hastings G, et al. Evaluation of the removal of point-of-sale tobacco displays in Ireland. Tobacco Control. 2011;20(2):137-43. (21) Hoek J, Vaudrey R, Gendall P, Edwards R, Thomson G. Tobacco retail displays: a comparison of industry arguments and retailers' experiences. Tobacco Control. 2012;21(5):497-501. (22) British American Tobacco. Some guidelines for marketing tobacco products in the context of increasing restrictions on advertising. 1970. <http://legacy.library.ucsf.edu/tid/eub02a99>. (23) Phillip Morris USA. Marlboro medium reference guide. 1991. <http://legacy.library.ucsf.edu/tid/dmw62e00/pdf>.