

TOBACCO DISPLAYS THE FACTS

TOBACCO DISPLAYS ARE TOBACCO ADVERTISING AND PROMOTION

Since the introduction of bans on other forms of advertising and promotion, tobacco companies have become increasingly reliant on tobacco product displays to promote and attract attention to their products and stimulate sales.

Tobacco products commonly occupy the most prominent display space in stores. Displays are highly visible both to children and to tobacco users, including those trying to quit.

Tobacco displays are strategically designed to encourage impulse purchasing and promote certain brands. Displays are configured to emphasise brand names on packs and make health warnings less visible.

“retail marketing is therefore no longer the support mechanism, [but] the primary communication vehicle”

Phillip Morris Australia¹



TOBACCO DISPLAYS ATTRACT CHILDREN AND MAKE QUITTING HARDER

Tobacco displays at point of sale work with other forms of promotion, especially pack design, to raise consumer awareness, promote particular brands to potential, new and experienced tobacco users (including those trying to quit) and motivate impulse purchasing.

“if your brand can no longer shout from billboards, let alone from the cinema screen or the pages of a glossy magazine... it can at least court smokers from the retailer’s shelf, or from wherever it is placed by those already wed to it”

World Tobacco, 1999 - Trade Industry Magazine



Confectionary is often located next to tobacco displays and in the direct visual path of children.

- > Displays cause young people to over-estimate rates of tobacco use among their peers and adults, predisposing them towards tobacco initiation.^{2,3}
- > The location of tobacco displays alongside everyday items such as confectionary, soft drinks and magazines undermines the impact of health warnings and reinforces the notion that tobacco products are a normal/benign product.⁴
- > Where tobacco products are prominently displayed, children are more likely to remember product brands and think that they are easier to purchase.⁵
- > Displays provide a visual cue that can trigger impulse purchasing among tobacco users, including those who are trying to quit.⁶
- > Displays are more likely to be noticed by younger tobacco users than older tobacco users and younger tobacco users are more likely to impulse purchase.⁷
- > Displays make the quitting process more difficult and can cause recent quitters to relapse.⁸



JURISDICTIONS THAT HAVE ALREADY ACTED TO BAN TOBACCO DISPLAYS

Tobacco product display bans at point of sale have already been implemented in Iceland, Thailand and ten of the thirteen Canadian provinces/territories.

Legislation introducing display bans has also been passed in Ireland (effective from 1 July 2009), New Brunswick and Yukon Territory in Canada (the bans will be effective from 1 January 2009 and 15 May 2009 respectively), and the Australian Capital Territory and Tasmania in Australia (effective from 1 January 2010 and 2 February 2011 respectively).

The Scottish government, as well as the governments of New South Wales and the Northern Territory in Australia, have announced that they will introduce legislation banning displays shortly. The New Zealand, Norway and UK governments have proposed display bans in recently released consultation papers.

References: **1** Phillip Morris (1992). *Notes on Australian retail market for a New York Marketing Meeting*. Bates no 2504107172A/7192. **2** Wakefield M., Germain, D., Durkin, S., Henriksen, L. An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays. *Health Education Research* 2006; 21(3): 338. **3** Tilson Consulting. *Restrictions on the display of tobacco products*. Prepared for: Smoke-Free Nova Scotia. August 2004, 18-19. **4** Ibid **5** Wakefield M., Germain, D., Durkin, S., Henriksen, L. An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays. *Health Education Research* 2006; 21(3): 338. **6** Wakefield M., Germain, D., Henriksen, L. The effect of retail cigarette pack displays on impulse purchase. *Addiction* 2007; 103 (2): 322-328. **7** Ibid. **8** Ibid. **9** Health Canada, *A Proposal to Regulate the Display and Promotion of Tobacco and Tobacco-Related Products at Retail – Consultation Document*. Ottawa. December 2006; Physicians for a Smoke-Free Canada, *Regulating Retail Display of Tobacco Related Products- A response to Health Canada's Consultation Document*. Ottawa. March 2007. Thomson G, Hoek J, Edwards R, Gifford H, Evidence and arguments on tobacco retail displays: marketing an addictive drug to children? *New Zealand Medical Journal*. 2008. Vol 121. No. 1276; Paynter J, Freeman B, Hughes B and Collins D. Bringing down the powerwall – A review of retail tobacco displays, ASH New Zealand, 2006. **10** Paynter J, Freeman B, Hughes B and Collins D. Bringing down the powerwall – A review of retail tobacco displays, ASH New Zealand, 2006. **11** Letter from June Blau and Cynn Greaves, Saskatchewan Coalition for Tobacco Reduction to Pat Hay and Committee members, Standing Committee on Finance and Economic Affairs. 27 April 2005. **12** Germain D, Wakefield M, Durkin S. *Victorian adult's attitudes towards tobacco point-of-sale displays*. 2007. Prepared by the Centre for Behavioural Research in Cancer, The Cancer Council Victoria, for The National Heart Foundation and Quit Victoria. **13** Quedley M et al. In sight, in mind: Retailer compliance with legislation on limiting retail tobacco displays. *Nicotine & Tobacco Research*. Vol 10. No. 8 (August 2008) 1347-1354.



Top: tobacco products out of sight after display ban in Saskatchewan, Canada.

Above: tobacco products under the counter after display ban in Reykjavik, Iceland

THE IMPACT OF DISPLAY BANS ON RETAILERS

In countries, states and territories where the display of tobacco products at point of sale has been considered and/or implemented, the tobacco industry has consistently engaged retail industry front groups to spread myths about the damaging impact display bans may have on retailers. It does this quoting anecdotal “evidence” or “research” as “facts” – facts that cannot be substantiated.⁹ The facts are:

- > Display bans will not result in high modification costs to retailers. In countries where display bans have been introduced, existing drawers and sliding doors in front of existing shelving have been used as inexpensive and easy-to-install methods of compliance.^{10,11}
- > Tobacco users are brand loyal and rarely decide the brand they purchase at point-of-sale.¹²
- > Textual price lists are adequate to enable consumers to identify brands and their availability.
- > A complete display ban will simplify and ease the regulatory burden upon retailers required to comply with partial restrictions.¹³