

In spite of the Act on the 'National Authority on Alcohol and Tobacco' which came into effect on the 01st of December 2006, widely acclaimed by the Ministry of Health, has left a loose end on its implementation. The Tobacco Industry with its unethical manipulative techniques has been shrewd enough to identify the pitfalls and loopholes to propagate their promotions.

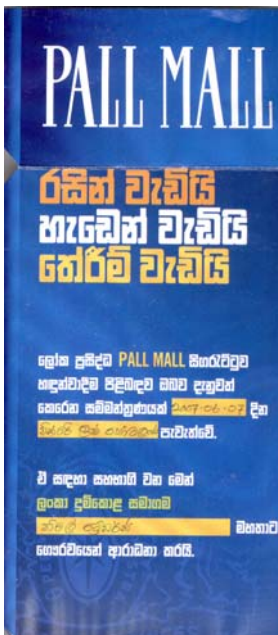
Introduction of the Pall Mall cigarettes – the latest initiative of the Tobacco Industry



The latest initiative of the Tobacco Companies has been the introduction of the new cigarette – Pall Mall. Here the main target of their promotions is to lure the youth into three categories using three vibrant colours to capture a different brand image.

Promotions of 'Pall Mall' have been through the 'Gold leaf' cigarette brand, where they have used promotional strategies such as the name of 'Pall Mall' within the Goldleaf cigarette packs. They have also advertised the brand name 'Pall Mall' in T-shirts which was sold at famous outlets. Even the shop keepers are encouraged to sell the Pall Mall cigarettes through incentives such as high profits and personal favours, such as bribing them with parties in five star hotels (giving free cigarettes and

beer) and misleading through false information on the Act. They were also encouraged on the litigating procedures, where the tobacco company was able to use their own lawyers on cases pertaining to tobacco selling. Products were demonstrated through elaborate glamorous presentations targeting young executives.



Other unethical strategies too can be cited as examples: Display trolleys were introduced to promote their products. These trolleys were painted using the brand image colours of the packs. Many shops were also given transparent glass sideboards where the products can be displayed. Even mini display boards advertising the brand name were given to be displayed at their outlets/shops.

With such unethical standards used by the Tobacco industry,



we have to be consciously vigilant on the strategies of the Tobacco industry, as their markets are reduced day by day, and are in need for revenue. Hence it becomes important to be aware on their cheap unethical strategies.