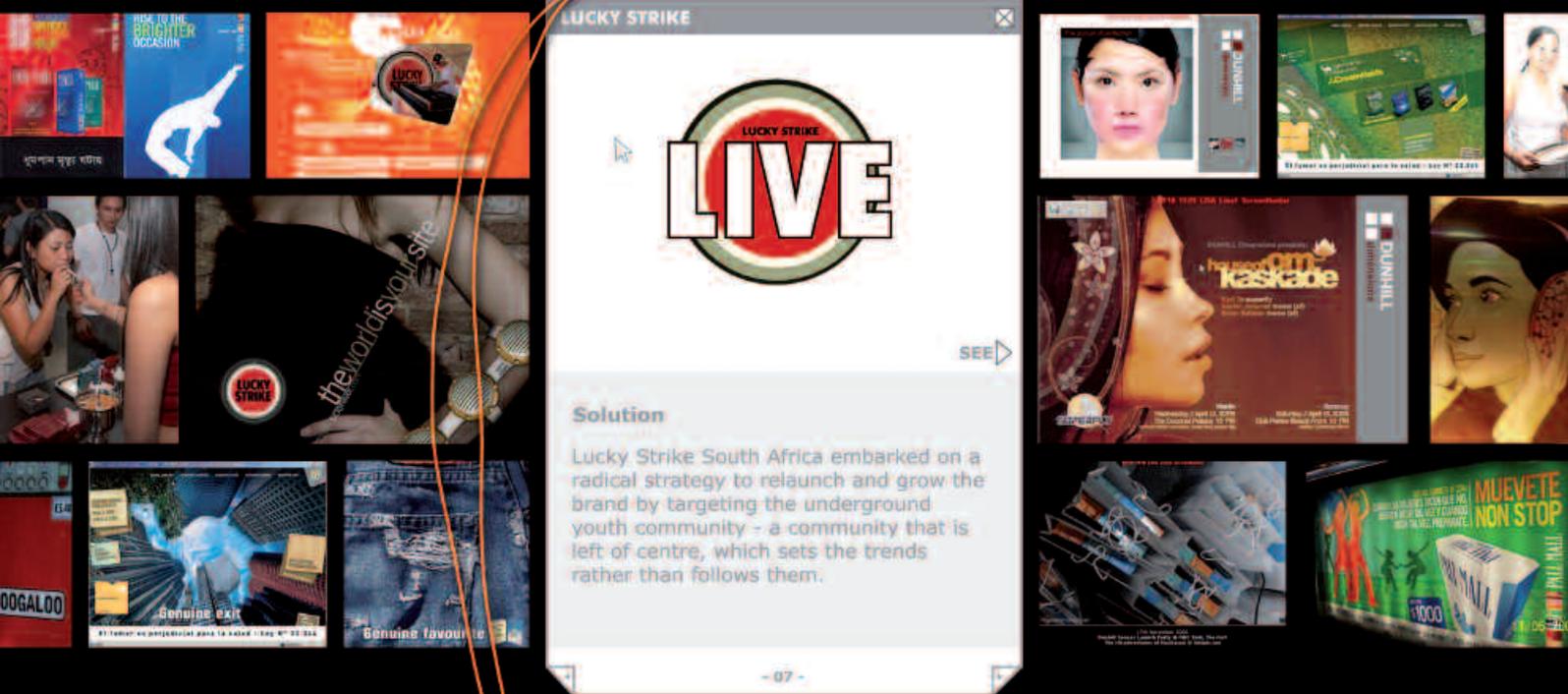


You've got to  
be kidding:



“Company policy worldwide is not to market to anyone under 18 years old - or older, if the law in a particular country sets the age higher.”

[www.bat.com](http://www.bat.com)



**BAT cigarette brands include:**

**Lucky Strike cigarettes**

Sold in 90 countries around the world, including the UK. BAT says Lucky Strike's key markets are Germany, France, Italy, Argentina, Serbia, Brazil and Indonesia. Lucky Strike sales have risen in recent years.<sup>1,2</sup>

**Dunhill cigarettes**

Sold in 120 countries including the UK. BAT says key markets are South Korea and Malaysia. Dunhill sales have risen in recent years.<sup>3,4</sup>

**Pall Mall cigarettes**

Sold in 60 countries around the world including the UK. BAT says key markets are Russia and Malaysia. Pall Mall sales have risen in recent years.<sup>5,6</sup>

**Kent cigarettes**

BAT says Kent has had outstanding performances in markets including Russia, Romania and Iran.<sup>7</sup>

**Benson & Hedges cigarettes**

Sold by BAT in 80 countries around the world. Not sold by BAT in the UK where tobacco company, Gallaher, sells this brand.<sup>8</sup>

**John Player Gold Leaf cigarettes**

Sold by BAT in 20 countries. BAT says key markets are Pakistan, Bangladesh, Sri Lanka and Saudi Arabia.<sup>9</sup>

**Wills cigarettes**

Sold by BAT affiliate, the India Tobacco Company (ITC) in India.<sup>10</sup>

**Camel cigarettes**

Sold by BAT subsidiary Nobleza Piccardo in Argentina. In most other countries this brand is sold by the Reynolds American cigarette company, in which BAT has a 42 per cent share.<sup>11</sup>

# You've got to be kidding:

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"I think I'm on the side of the angels. I'm running a business which sells risky products and I see myself making a contribution to running that in a responsible way."<sup>22</sup>

Paul Adams *CEO and Director*

## BAT facts

British American Tobacco (BAT) is the world's second biggest cigarette company.<sup>14</sup> Around fifteen per cent of all tobacco sold in the last year was supplied by BAT through sales of its 200 different cigarette brands around the world; this amounts to 850 billion cigarettes sold in more than 190 countries.<sup>15,16,17</sup>

BAT announced a gross turnover of £2,189 million in 2006 as the company also increased its marketing spend and expanded marketing teams.<sup>18,19,20</sup> BAT's operating profits for 2006 rose seven per cent to £2.6 billion.<sup>21</sup>

**Chairman:** Jan Du Plessis

**Corporate Social Responsibility Committee Chairman:** Rt Hon Kenneth Clarke

**Address:** Globe House, 4 Temple Place, London WC2R 2PG

**Telephone:** 0207 845 1000

**Website:** [www.bat.co.uk](http://www.bat.co.uk)

## BAT facts

**market value: £31.3 billion<sup>23</sup>**

# Introduction

This report by ASH sets out how BAT, the world's second largest multinational cigarette company, which claims it acts responsibly and wants to 'help ensure that only informed adults smoke'<sup>1,12</sup>

- 🕒 cynically promotes its products to young people around the world while staying just within local laws;
- 🕒 uses techniques it is banned from using in Europe, which it agreed to give up in the UK more than thirty years ago; and
- 🕒 subverts the advertising ban in the UK by using buzz marketing and subliminal messaging techniques to get round the law.

Every year worldwide 5 million smokers die and have to be replaced by the tobacco industry. To maintain its 15 per cent world market share BAT must recruit around 750,000 new smokers of its products each year. It does this by advertising and promotional activities, activities which have been shown to attract children and young people to take up smoking.<sup>13</sup>

ASH is calling on all countries which have ratified the WHO's global health treaty, the Framework Convention on Tobacco Control, to protect their young people by implementing comprehensive advertising bans on tobacco products, as recommended by the treaty, with utmost urgency. We are also sending the UK Health Minister our evidence of how BAT is subverting the tobacco advertising ban and urging her to take action immediately to get rid of the loopholes in UK law.

Deborah Arnott

*Director, Action on Smoking and Health*

# Executive Summary

British American Tobacco (BAT) is marketing cigarettes to young people around the world by associating cigarettes with glamour, style, vitality, beauty, sport, sexual allure, celebrity, contemporary fashion and modern living, methods it claims to have given up using voluntarily in the UK thirty years ago.

- 🕒 Using Argentina, Chile, Nigeria, the Philippines, Vietnam, India, Pakistan, the Sudan, Tanzania, Bangladesh and Nepal as case studies this report exposes marketing tactics BAT has been using in 2006 and 2007 that are banned in the UK and other European states.
- 🕒 We also show how in the UK, although tobacco advertising, promotion and sponsorship has been banned, BAT is now finding new ways of marketing its brands to young people using loopholes in the law.

One in two long-term smokers will die prematurely as a result of smoking - half of them in middle age. Most die from one of three diseases associated with cigarettes. These are lung cancer, coronary heart disease and chronic obstructive lung disease (including bronchitis and emphysema). Worldwide, almost five million people die prematurely each year from tobacco related diseases and on current trends this will rise to ten million a year within the next twenty years.<sup>24</sup>

Tobacco advertising, and in particular youth orientated advertising has a powerful effect. Such advertising has been shown to motivate more young people to take up smoking (not just change brands).<sup>25,26,27,28</sup> Because of these stark facts both the World Health Organisation in its global health treaty<sup>29</sup> and the World Bank recommend that all forms of tobacco advertising and promotion should cease.

BAT has recognised the problems associated with youth orientated advertising since 1971 when the company signed up to a voluntary UK tobacco industry agreement that endorsed, “the principles and definitions set out in the following code of practice”:

***“There will be no advertisements that can be seen clearly to come within the following broad classes:***

- (a) Advertisements that greatly over-emphasise the pleasure to be obtained from smoking
- (b) Advertisements featuring the conventional heroes of the young
- (c) Advertisements appealing to pride or general manliness
- (d) Advertisements using a fashionable social setting to support the impression that cigarette smoking is a “go-ahead” habit or an essential part of the pleasure and excitement of modern living.
- (e) Advertisements that strikingly present romantic situations and young people in love, in such a way as to seem to link the pleasures of such situations with the pleasures of smoking.<sup>30</sup>

In 1978 BAT and the rest of the tobacco industry further agreed that:

***“Manufacturers will exercise this special care in several ways, including the avoidance of anything that might appeal in particular to young people.”***<sup>31</sup>

BAT says on its website that ***“company policy worldwide is not to market to anyone under 18 years old - or older, if the law in a particular country sets the age higher.”***<sup>32</sup>

But despite the clear guidelines set out in its own code of practice over thirty years ago BAT’s marketing and promotions continues to deliberately *“appeal in particular to young people”*. And although they say they *‘believe children should not smoke’*<sup>32</sup> their own documents, exposed in litigation state that *“early progress would be measured via end-market activities and campaigns rather than any reduction in under-age smoking”*<sup>33</sup>.

Across the world in 2006 and 2007, BAT has been using the following ploys to market its cigarettes to young people.

**Fashionable venues:** In Argentina, the Philippines, Vietnam, the UK, Pakistan and Nigeria, BAT is currently promoting cigarettes to young people at festivals, bars, clubs and cafes.

**Brand stretching:** Brand stretching is the use of tobacco brand names on non-tobacco merchandise or services. On the Indian sub-continent BAT affiliate, the India Tobacco Company (ITC), is using the Wills and John Player tobacco brand names on fashion labels. Both brands associate themselves with sport, youth and glamour. Brand-stretching techniques like this have been used by the tobacco industry for many years as a means of promoting cigarettes when faced with a ban on direct tobacco advertising.<sup>34</sup>

**Data collection:** In Argentina, Chile and Vietnam, BAT is using promotions and surveys to collect personal details from young people thought to be used in databases for marketing profiles and direct mail marketing.

**Competitions:** In Argentina, Nigeria and Vietnam, BAT is using competitions to attract customers. Tobacco companies use sweepstakes, contests, and interactive video games to increase brand recognition and to encourage customers to complete marketing surveys.<sup>35</sup>

**Singles:** In Nigeria BAT is promoting the sale of a couple of cigarettes rather than a packet. This is a practice that has been banned in the UK since 1991 because the cheaper price of single cigarettes appeals to young people who generally have less money than adults.<sup>36</sup>

**Brand ambassadors:** In the Philippines and Vietnam BAT is using glamorous young people as “brand ambassadors” to sell and promote cigarettes. This tactic equates smoking Pall Mall and Dunhill cigarettes with sexiness, glamour and sophistication. In 2006 in the UK, the Philippines, Nigeria and Argentina, BAT cigarettes were promoted via celebrities such as British based artists, Julian Opie, Peter Blake, Paul Veroude and El Ultimo Grito; the Argentine BAR Honda racing car driver, Rubens Barrichello; the Filipino DJ, Kaskade and the Nigerian DJ Olisa Adibua.

**Buzz marketing:** In Argentina, Chile, Nigeria and the UK, BAT targets the most fashionable and trendy young people on the local scene to create a word of mouth “buzz” giving Lucky Strike, Pall Mall and Camel credibility and glamour. In the UK, bars frequented by celebrities, exclusively sell Lucky Strike and other BAT cigarettes, while Pete Doherty has often been seen smoking the Lucky Strike brand. By using buzz-marketing techniques BAT hopes to create an association between trendsetters and its brands so more people take up smoking Lucky Strike, Pall Mall etc.<sup>37,38,39</sup>

**The Internet:** In Argentina BAT is advertising its brands on customised websites that are designed with youth appeal. In India, BAT affiliate ITC, is using the Internet to promote John Players and Wills fashion. In the Philippines, UK and Argentina, BAT products benefit from viral marketing reaching the Internet via online reviews of Lucky Strike, Camel and Dunhill parties and events. BAT organised events are advertised on BAT’s own websites as well as independent chat rooms and forums around the world. These may have helped give Lucky Strikes cult status on websites such as MySpace, Flickr and YouTube.

**Subliminal advertising:** In the UK BAT has commissioned artists, designers and advertising agencies to raise the profile of Lucky Strike and Pall Mall through artwork that enhances brand awareness; creating an ambiance through installations, colours and shapes. The resulting artworks have been deployed by BAT around the world.

# Argentina and South America

**In Argentina BAT operates as Nobleza Piccardo.**<sup>40,41</sup>

Brands include:

## Original Lucky Strike

BAT is currently running a high profile *Original Voice* campaign for *Lucky Strike* linking the cigarettes to fashion, style and celebrity. During 2006 street and newspaper ads offered theatre, cinema and concert tickets in exchange for *Lucky Strike* vouchers. Adverts also appeared in the Argentinean version of the international youth magazine, *Rolling Stone*.<sup>42,43,44</sup>

In October BAT's *Original Voice Exhibition* was attended by VIP guest, British American Racing Honda driver, Rubens Barrichello and featured work by contemporary artists alongside British pop artist, Peter Blake's photos.<sup>45</sup>

BAT's *Lucky Strike* website also publishes a youth magazine and offers screensavers, that, once downloaded, may be viewed by anyone, including children.<sup>46</sup>

## Camel Genuine Sound

Unusually, BAT also markets Camel cigarettes in Argentina. <sup>47</sup> Since 1998 BAT has used **Camel Genuine Sound**; **"...the concept that links Camel with dance music"**, to promote Camel:<sup>48</sup>

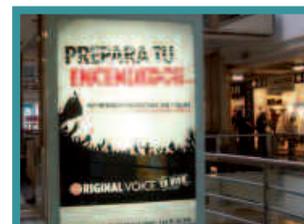
In 2006, for the fifth year running, *Camel Genuine Sound*, sponsored the internationally renowned **Creamfields** dance music festival in Buenos Aires.

The festival is incredibly popular; this year over 60,000 attended. Big name acts included *Sasha*, *Goldfrapp* and *Hermán Cattaneo*.<sup>49,50,51</sup> Tickets and entrances were branded with Camel and a luminous Camel mobile hung over Camel's VIP area.

Although age limit for entry was 18, the music appeals to younger teens who often buy second-hand tickets.<sup>52,53,54,55</sup> An Argentinean tobacco advocate attending *Creamfields* says her ID wasn't examined. Indeed, checks don't appear to have been stringent, many posts about Creamfields on the online *Buenos Aliens* Nightlife Guide forums are from teenagers.<sup>56,57</sup>

**LiMa2005, giving his age as 16, writes;**

**"I thought Creamfields was really excellent. It was the first time I'd been and it was really too good."**<sup>58</sup>



BAT's Original Voice



BAT's Lucky Strike website



Camel Genuine Sound website



Camel Creamfields webpage.



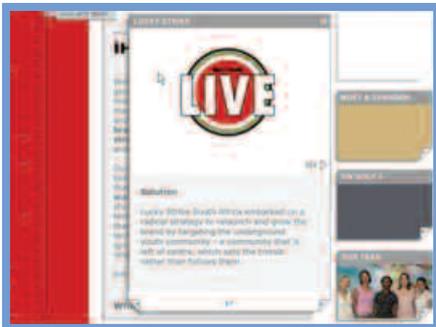
Camel's *Genuine favourite* <sup>61</sup>



Camel's *Genuine favourite wallpaper and screensavers* <sup>62</sup>

*Creamfields* is just one aspect of an integrated campaign encompassing packaging, point of sale, print and online advertising. The concept identifies Camel with youthful pleasures including travel, music and fashion.<sup>59</sup> To coincide with *Creamfields* BAT launched limited edition cigarette packets with a youthful feel, themed as *Genuine Tribe*, *Genuine Vibe*, *Genuine Energy* and *Genuine Sunrise*. Another aspect was an online competition; prizes included a trip to the *Brazilian Creamfields* festival and ipod shuffles.<sup>60</sup>

Camel website advertising prizes at a January 2007 beach party: These included a Camel icebox, alcohol, sunshades, health spa vouchers and customised lighters.<sup>63,64</sup>



Lucky Strike website



Camel advertising prizes on website, 2007

## Websites

BAT's customised *Lucky Strike* and *Camel* websites can be accessed at [www.luckystrike.com.ar](http://www.luckystrike.com.ar) and [www.camel.com.ar](http://www.camel.com.ar). Although the websites declare they only accept users over 18, ASH UK easily gained access using the password lent by an Argentinean user. It would be straightforward for any under 18 year olds to do the same.

## In Chile BAT operates as Chiletabacos and in Brazil BAT operates as Souza Cruz.

In February 2007 packets looking like party invites, decorated with silhouettes of dancing couples carried the following message:

**“Step 1:** Get close to your partner and feel the music

**Step 2:** Let the flow run through your bodies, synchronizing in balance

**Step 3:** Let the rhythm flow”

A Santiago billboard proclaims; **“When women say ‘no’ they mean ‘maybe’. When they say ‘maybe’, watch out.”**



Photo:  
Lezak  
Shellat,  
2006



Photo:  
Lezak Shellat, 2007



'Lucky bracelet' Brazilian  
designer's online portfolio.



In 2007 BAT launched a Kent cigarette pack that opens like a book.

When you call the phone number inside you are invited to a series of "secret" parties at summer hot spots in Chile.

*We Do* advertising agency works for BAT's Lucky Strike and Pall Mall brands.

# The Philippines and East Asia



House of OM, 2007. Online advert for Dunhill Dimensions events.<sup>68</sup>



Young woman being given a cigarette at a November 2006 Dunhill Dimensions party, 2006<sup>75</sup>



Dimensions DJ at a Dunhill Dimensions party, 2006<sup>76</sup>

Photographs of swimwear fashion show at Dunhill Dimensions event.<sup>77</sup>



Throughout 2006 BAT ran a series of marketing events in the Philippines it called *Dunhill Dimensions*, *Dunhill Perfectionists* and *Dunhill Senses* parties. These parties were extensively advertised and reviewed online.<sup>65,66,67</sup>

In March and April BAT held a series of beach themed parties, reviewed in online columns by Filipino gossip columnists and social luminaries.<sup>69,70,71</sup>

Young Filipino BAT employees have also posted reviews and photoblogs of the parties online.<sup>72,73,74</sup>

A professional photographer was commissioned to cover some of the events and his photographs were posted online.<sup>79</sup>

Many of the parties were promoted and reviewed by an organisation called **SuperflyManila** that works with corporate partners such as *Absolute Vodka* as well as BAT. **Superfly** says its mission is;

*“...to restyle, sophisticate and elevate the way Metro Manila celebrates its nightlife in order to place it at par with the rest of the world.”*<sup>81</sup>



Postcard style online ad for another Dunhill Dimensions Perfectionists party held on September.<sup>78</sup>



'Cigarette girls' at a Dunhill Dimensions Perfectionists party held in September in Manila.<sup>80</sup>

**Superfly** subsequently reviewed the party online, saying;

*“...guests were treated to a stunning feast for the senses.*

*“The mellow taste of Flow was introduced first. The screens that lined the walls of the tent came to life and then calming ripples of water surrounded the guests while dancers weaved gracefully onstage .... All the while, guests got to sample Flow’s mild tobacco with a touch of mint and a hint of citrus.*

*“As a troupe of dancers climbed onstage and gave a frenetic performance, the invigorating taste of Frost was introduced – an intense dash of crisp mint.*

*“TV personality and celebrity host Sam Oh then led guests to the three lounges themed after each of the variants. Aside from Frost, Flow and Luxe, special dishes and drinks that correspond to each of the variants were prepared and served.”*

**Dunhill parties have also been held in 2006 and 2007 in Indonesia.**<sup>84,85</sup>

In **Vietnam** BAT operates as **British American Tobacco Vietnam**.<sup>86</sup> In April 2006 BAT granted permission for the *Vietnam National Tobacco Corporation* (Vinataba) to produce and market *Pall Mall* and *Viceroy* cigarettes in Vietnam and abroad.<sup>87,88</sup> BAT’s *555* brand is already jointly marketed by BAT and Vintaba.

### **Pall Mall café-girls**

Following the *Vintaba* agreement *Pall Mall* and *555* promotions have become prominent throughout Vietnam. and BAT’s cigarettes are promoted in cafes and restaurants.

Throughout 2006, in Hanoi and other Vietnamese cities, many cafés have been redecorated in *Pall Mall* and *555* colours. Sunshades, ashtrays, matchboxes and cigarette display cases are all branded. There is no ambiguity that *Pall Mall* and *555* are being advertised, even though there is no written message accompanying the images.

Many cafes have young women with trays of *Pall Mall* or *555*’s patrolling the aisles, selling cigarettes to customers and running promotions and competitions for BAT. In one *Pall Mall* competition, winners won computer games while runners up received *Pall Mall* key rings or *Pall Mall* lighters.



Giftbags full of cigarettes were given out at a Dunhill Dimensions party in November 2006.<sup>82</sup>



Crowd at the the 18 November Dunhill Senses Launch party.<sup>83</sup>



Photos: Do MinhSon, 2006

**Cigarette girls are attractive, young and skilful salespeople; they appear to have been carefully selected and trained by BAT.**

However, it is very difficult to get the BAT salesgirls to talk about the promotion or take their photographs. One *Pall Mall* girl told a tobacco advocate that this is because BAT representatives regularly monitor the girls to check they are selling enthusiastically enough. <sup>89</sup>

BAT Japan markets *Lucky Strike* as a hip brand of cigarette with youth appeal. One gimmick is to sell cigarette packets designed to look like miniature digital cameras. According to Michael Keferl from the Japanese based market research company, CScout, “There were several versions, each with unique photo “art” on the back. Also included was a roll of *Lucky Strike* “film” that was actually a cleverly packaged lighter.” **CScout reports that BAT is also selling Lucky Strike in packs of five in Japan; a cheaper option for young people who are short of cash.** <sup>90</sup>



*Lucky branded cameras, March 2007.  
Below: Lucky Strike packs of 5, Japan.*



# Nigeria and Africa

**BAT held a series of *Dunhill Cosmocrats* parties in 2006. Giant screens advertising Dunhill were strategically placed around events.**<sup>91</sup>

Olusegun Obagbemi, Dunhill's brand manager says;

***"We are introducing Dunhill Cigars into the Nigerian market to cater for...consumers with discerning minds, those who have style and belong to a particular class in the society."***<sup>92</sup>

According to BAT;

***"The brand essence, which revolves around its 'natural presence' and muscles, without borders, best in class, confident mind and charismatic style would remain the driving force for the new product."***

Events are a popular strategy. In 2005 BAT ran the *Benson & Hedges Hallmark Campaign Tour* featuring Nigerian celebrities and performers.<sup>93</sup>

In 2006 BAT Nigeria also held a series of competitions in 26 cities called the *B&H gold reign promotion*. To raise awareness of the brand, BAT gave winners plasma TVs, laptops, home theatre systems, mobiles, digital cameras and i-pods. The prize giving was at a fashionable club. Attendees consisted of the media, retailers and:

***"...loyal consumers whose trendy outlook reflected the essence of the leading premium international cigarette brand."***

The promotion coincided with the launch of a newly designed cigarette packet.<sup>94</sup>

BAT Nigeria advertises prices for two cigarettes instead of packs of ten and twenty. Selling cigarettes in smaller quantities appeals to young people who usually have less money than adults.

In 2006 BAT generated publicity for sponsorships. As part of its *Proudly Nigerian* campaign BAT donated \$15,000 US to the UNESCO endorsed Osun-Osogbo festival.<sup>95</sup> BAT hopes the festival will become a globally celebrated cultural celebration. The sponsorship was reviewed in national newspapers.

BAT says it has earmarked a number of events like this for active involvement;

***"Celebrating the traditional attributes, industry and national values that demonstrates Nigeria's leadership in Africa has been part of our corporate culture since the inception of our operations in Nigeria."***<sup>96</sup>

Photos: Moshood, 2006



Two Consulate Menthol cigarettes for 25 Nigerian Naira.

Also in 2006, BAT publicised how it painted a school for blind teenagers and young people.<sup>97</sup> BAT also put on a comedy show for students. A BAT spokesperson linked the action to Gandhi and Mother Teresa.<sup>98</sup>

Since 2000 BAT has employed the marketing company, *iKineo*, to promote Lucky Strike in South Africa.<sup>99</sup> *iKineo* claims to manage innovative 1-to-1 relationship marketing and related communication strategies.<sup>100</sup>

In March 2007 *iKineo*'s website dedicated 14 pages to *Lucky Strike Live*. ASH has emailed *iKineo* to ask if the campaign is ongoing, but received no reply.



*iKineo* claims it; “**extended the Lucky Strike incognito campaign into the digital space, using it to mobilise a powerful underground movement to advocate the brand**”.<sup>101</sup>

The aim was to develop a communications programme “within the restraints of restrictive tobacco legislation”.<sup>102</sup> On the back of underground events, *iKineo* used call centres, customer data capture points, website event registration, intelligent databases, email and chat facilities, digital video clip downloads, emailable picture postcards, text messaging, interactive interfaces and fingerprint technology. *iKineo* also helped launch *Lucky Strike* in Japan.<sup>103</sup>

**British American Tobacco East Africa** spent \$70,000 US promoting a trade fair in **Tanzania** in 2006. BAT's sponsorship included publicity, souvenirs, catalogues, media exposure and hospitality in BAT's VIP area. Participants came from **Tanzania, Kenya, Uganda, Rwanda** and **Burundi**. Some stallholders were under eighteen and attendees included schoolchildren.<sup>104</sup>

**In Sudan** BAT advertises *Benson & Hedges* cigarettes using the leaf, sun, and & icons. Its advertising is common in takeaway restaurants and cafes popular with young people. Stalls sell sweets, chocolates and BAT cigarettes outside schools. Single cigarettes, more affordable for young people, are also for sale.<sup>105</sup>

# India and subcontinent

BAT affiliate, **The India Tobacco Company (ITC)** is 31.7 per cent owned by BAT.<sup>106</sup> **Surya Nepal** tobacco company is 69 per cent owned by ITC (that is 31.7 per cent owned by BAT) and two per cent owned by BAT.<sup>107</sup> **British American Tobacco Bangladesh** is a fully owned subsidiary of BAT. The **Pakistan Tobacco Company**, a fully owned subsidiary of BAT.

ITC and BAT sell Wills cigarettes in India; they also market the Wills fashion label. In the face of stronger tobacco advertising regulation this brand stretching keeps the Wills cigarette name in the public mind. ITC says *Wills Lifestyle* is the fourth largest fashion label in India. *Wills Lifestyle* promotions feature attractive young models, while *Wills Sport* is marketed as “**fashionable, relaxed wear...**”. The brand has won numerous awards, and the “*Wills India Fashion Week*” in 2006, billed as “**Fashion’s Grandest Celebration**”, received substantial media attention.



## John Player's brand ambassador

BAT markets *John Player Gold Leaf* cigarettes in **Bangladesh** and **Pakistan**, while in **India** and **Nepal** BAT affiliated companies, *ITC* and the *Surya Tobacco Company* market *John Players* as a glamorous and high quality fashion label.

Bollywood superstar, *Hrithik Roshan*, became brand ambassador for *John Players* in **India** and **Nepal** in 2005.<sup>108,109</sup> According to the *ITC* website, *John Players* represents a “foray into the youth fashion segment” and “**Hrithik Roshan, Superstar and Youth Icon, with his innate style, vibrancy and playfulness best personify the core attributes of the brand as its ambassador.**”<sup>110</sup>

Hrithik Roshan is very popular in **Pakistan** and **Bangladesh** as well as **India** and **Nepal**, among both adults and children.<sup>111,112,113,114</sup>

Roshan's promotion of *John Players* has been reviewed in the **Pakistani** media and in 2006, Roshan attended a film premier in **Pakistan**.<sup>115,116</sup> The *John Player Gold Leaf* cigarette brand is also marketed by BAT in both countries.



YouTube screengrab of MTV John Players advert starring Hrithik Roshan.

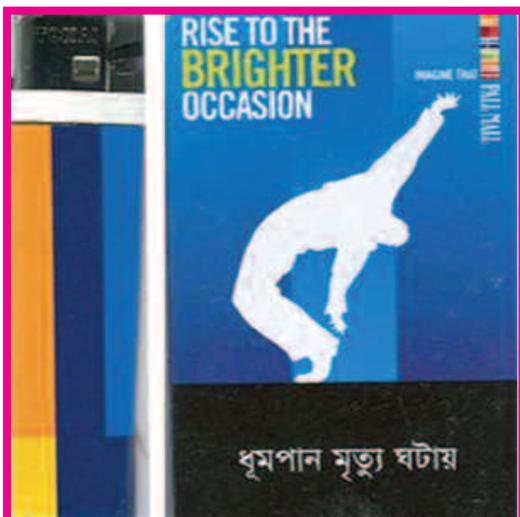


*John Player Gold Leaf Discover the road* ad above a newsagent in **Pakistan** echoes the Hrithik Roshan *John Player's* TV ads featuring motorcycles and cars.<sup>117</sup>

BAT's profits are increasing in **Pakistan** and **Bangladesh**.<sup>118</sup> In **Pakistan** profit growth is described as 'excellent' due partly to high sales of *John Player Gold Leaf*.<sup>119</sup> This increase coincides with the launch of the *John Players fashion label in India*.

In **Nepal** in January 2007 *John Players* and *Shikhar Filter Kings*, both brands belonging to the ITC and BAT affiliated *Surya Tobacco Company*, announced a major sponsorship deal with The Cricket Association of Nepal. In the \$272,000 US deal the tobacco company and Standard Chartered bank will sponsor the Nepal cricket league and Nepal cricket team for five years.<sup>120</sup> *Surya* is a sponsor of sport and entertainment. *Surya Lights Rhythm Nites*, *Bollywood Temptations* and *New Year Fiesta* all held in 2006 are just a few examples.<sup>121</sup>

*Dunhill Dimensions* events like those in the **Philippines** (see above) were also held in **Pakistan** in 2006.<sup>122,123</sup> A BAT Pakistan sales rep *Flickr* site described one *Dunhill Dimensions* event as “a very thematic evening...very corporate...an outstanding evening”.<sup>124</sup>



## Wills and Pall Mall Cafes

In **Bangladesh** it is common to see BAT's adverts in and around fast food restaurants and cafés where young people hang out.

BAT also sells trendy looking packets of five *Pall Mall* cigarettes it distributes with free lighters and *Pall Mall* branded notebooks. These smaller packs of five are more affordable for young people.

# The UK and beyond...

As only six per cent of cigarettes purchased in the UK are BAT's, it is surprising to discover the extent of BAT's *Lucky Strike* promotions.<sup>125</sup>

BAT has recently employed London consultants, *ArtWise* to target a "cutting edge urban audience" for *Lucky Strike* through numerous art commissions and shows in the UK and worldwide.<sup>126,127</sup> The *ArtWise* brief was "To create a tailored art and lifestyle programme for the client that would reflect its brand and engage existing and potential consumers."

*ArtWise* commissioned Brit artist, *Julian Opie*, to create *Lucky Strike* artworks including this screensaver available on *Opie's* website in 2007.

A1 prints are for sale from the *Alan Christie London Art Gallery* and the image appears in *Opie's* Catalogue available in UK bookshops in 2007.<sup>128,129</sup>

In 2004 BAT commissioned advertising company, *Fitch London* to design *Lucky Strike* branded bars and clubs.<sup>130</sup>



**"The challenge was to create a design language that would enhance the brand in the eyes of a savvy, brand-literate, anti-corporate group of consumers..."**

**"Epitomising 'cool' on every level, this is one of those rare solutions that works practically, aesthetically and commercially."<sup>131</sup>**

In December 2005 *Fitch* was still working on sensory branding for BAT.<sup>132</sup>



Boogaloo Lucky Strikes.  
Photo: Lisa Rimmer, 2007.



Pete Doherty  
Photo: Jaume Santaularia, 2005.



Boogaloo cigarette machine.  
Photo: Lisa Rimmer, 2007.



Photo: Lisa Rimmer, 2007.

## Pub and club promotions

The *Boogaloo* pub, renowned for celebrity clientele, is run by *Gerry O'Boyle*, who, according to *Outside Left Magazine*.<sup>133,134</sup>

"...has long specialised in the organisation of beautiful parties involving A-list celebrities and authentic bohemians."

In February 2007 *Boogaloo* and sister pub *Filthy MacNasty's* were exclusively selling BAT's cigarettes.<sup>135</sup>

Celebrities such as *Pete Doherty* and ex-Libertine's band mate, *Karl Barat* frequent the *Boogaloo*.<sup>136</sup>

Journalists have reported *Doherty* and *Barat* smoking *Lucky Strike* and this appears to have influenced their fans.<sup>137,138</sup> According to *MySpace* many young followers of *Doherty* and his bands smoke *Lucky Strike*.<sup>139,140,141,142,143,144,145,146,147,148,149,150,151</sup>

*Pete Doherty* and *Babyshambles* are popular with teenagers.<sup>152,153,154,155,156,157,158,159,160</sup>

Up and coming band, *Stagecoach*, also play at the *Boogaloo* and *Filthy Macnasty's*.<sup>161,162</sup> A *Lucky Strike* packet illustrates *Stagecoach's MySpace* profile, while lead singer and "indie kid", *Luke Barham*, is a *Lucky Strike* smoker.<sup>163</sup> Many of *Stagecoach's MySpace* fans are smokers; a number are under 18.<sup>164</sup>

*Doherty* has also frequented the *Clockwork* bar that hosts some of music's "bigger names",<sup>165,166</sup> *Clockwork's* only sells BAT brands and the bar oozes a *Lucky Strike* atmosphere; the background to a mural in the *Lucky Strike* colours suggests a wall of cigarette packs. When ASH asked *Clockwork* it was not prepared to talk about the décor. The manageress only said that the bar has "an association with British American Tobacco".<sup>167</sup>

Clockwork bar and BAT vending machines.  
Photo: Lisa Rimmer, 2007.



Many of London's trendier bars and clubs promote *Lucky Strike*. Some have customised cigarette vending machines; others feature bar side display cases although it isn't usually possible to buy cigarettes from bar staff.



*MySpace* reveals *Lucky Strike* is a popular brand amongst young Londoners, some 18 and younger.<sup>168,169,170,171,172,173,174,175,176</sup>



BAT review screengrab



Money to burn, 2007

Using UK Software Company, LSHIFT's software, BAT reps can create customised Lucky Strike packets for pubs and clubs.

## Trend Hunting

In 2006 BAT commissioned a \$100,000 US *Lucky Strike* sculpture from British based designers and goldsmiths that toured a number of airports in Germany.<sup>177</sup>

Online reviews ensure millions around the world can see the artwork long after the tour is over.

The jewelled packet is also notably reviewed on the *Trend Hunter* magazine website;

**“...dedicated to Trend Spotting and Cool Hunting. Innovation and strategic advantage hinge on the ability to anticipate trends and identify the next big thing.”** <sup>178</sup>

Other websites around the world reviewed the garish packet.<sup>179,180,181,182,183,184,185</sup>

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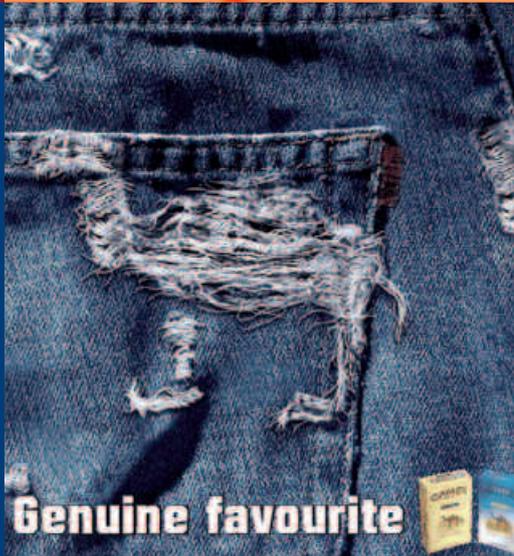
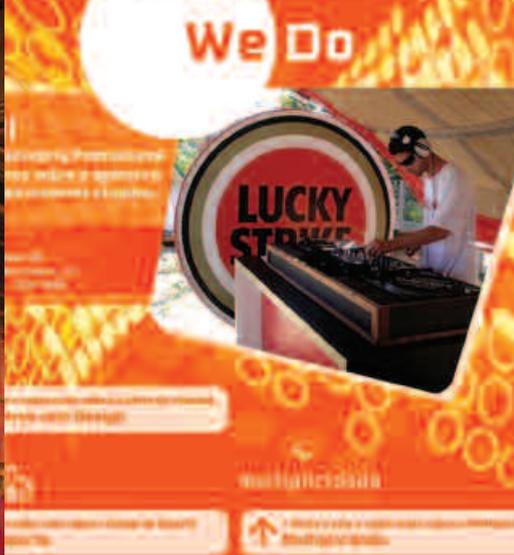
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Links were correct at the time of publication



17th November 2006  
 Dunhill Senses Launch Party @ NBC Tent, The Fort  
 The Misadventures of Machacon @ fotopic.net

18th November 2006  
 Dunhill Senses Launch Party @ NBC Tent, The Fort  
 The Misadventures of Machacon @ fotopic.net



"If you really want to create a buzz for your brand in the youth counter-culture, find yourself a bad boy pop star, give him your product and line up your favourite paparazzo."

**Mike Welsh**

*Managing Director of marketing agency*

*Claydon Heeley*



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