

# Legislation: Advertising Bans

The tobacco industry denies that advertising plays a role in encouraging people to smoke or increasing the amount smoked, but the research suggests otherwise. As governments acknowledge the harm caused by tobacco and the need to discourage its use, restrictions and outright bans on tobacco advertising are becoming common. Partial restrictions are notorious for leading to other forms of marketing supplanting the restriction. Because of the shift of marketing dollars from one medium to another, the evidence suggests that comprehensive bans on all forms of tobacco promotion can be effective in reducing tobacco use, while partial restrictions have limited or no effect.

Cigarette packaging plays an increasingly important role as advertising restrictions are implemented. Packet design plays an important role in establishing brand imagery and competing for potential customers. Many countries are advocating plain packaging. Some also propose the banning of certain words such as "Light" or "Mild" as these may convey the impression that the cigarettes are less harmful or contain fewer harmful constituents.

