

## AD WATCH


## Just when they thought no one was watching... Ad Watch

Each edition of *Tobacco Control* will feature a special section reporting new developments in tobacco advertising and promotion. Ad Watch will publish examples of advertising, sponsorship, and promotion from around the world that show:

- Double standards in advertising practice (themes or scenes voluntarily restricted by tobacco companies in some countries but flagrantly used in others)
- Appeals to new markets such as children and women
- New examples of brand stretching
- Misleading claims
- Industry gaffes and examples of foot-in-mouth disease (see our first example from India)

• Pernicious examples of casting tobacco images of unsurpassed affluence in contexts of dire poverty.

Please send original examples (not photocopies) of such material to Simon Chapman, deputy editor, at the address given on the inside front cover. When possible the originals should be accompanied by information on the source or location of the advertisement, the name and address of the tobacco company concerned, and the company's relationship (if any) to tobacco transnationals. Any interesting industry inhouse memoranda or material about cigarette marketing plans, developmental research, and focus-group results that may have fallen off the back of a fax in your direction are also of interest to *Tobacco Control*.



# IF THE BEST OPTION FOR YOU TODAY IS TO QUIT SMOKING.

# AND YOU WISH YOU HAD A SECOND BEST OPTION.

Research says that you started smoking in your late teens. The habit became an addiction by the mid-'20s. By the time you are 35, it is a stimulant in your stress-filled life. Adding to your health troubles. Cigarettes become a part of your hectic schedule. Along with endless cups of tea, a rich diet, cocktails and a life filled with anxiety.

Statistics reveal that your lungs would now be stained with nicotine, your phlegm thick and tar coated. You are open to suggestions from your loved ones who advise restraint.

Common sense tells you the best option today is to quit smoking. But you find it difficult. And you wish you had a second best option.

Here's where Legend Kings comes into your life.

Today, in keeping with international trends, you too can opt for a deeply satisfying smoking experience while actually reducing the harmful intake.

Legend Kings. The low tar, low nicotine cigarette.

Laced with rich Burley tobacco for added flavour.



**A cigarette to help you reduce the risk - gently.**

## Legend KINGS

|                                     | Tar<br>mg/cigarette | Nicotine<br>mg/cigarette |
|-------------------------------------|---------------------|--------------------------|
| Average for Legend Kings            | 12                  | 0.8                      |
| Average for Indian King size brands | 21                  | 1.2                      |

\* As per tests specified by Federal Tobacco Council, USA and accepted the world over. (Subject to batch variations allowed for)

\* We also have regular brands of cigarettes. Legend Kings is for the health conscious smoker.

Capped by a unique two-phase filter and wrapped in special high porosity paper, Legend Kings slashes tar and nicotine delivery levels significantly, at the same time lowering the highly toxic carbon monoxide intake. Thereby reducing the risk of developing lung cancer.

Smoking Legend Kings is therefore, the only sensible solution. Being a low tar, low nicotine cigarette, it has a flavour that grows on you - so persist with Legend.



**So Try and Act Now.**

Write in for a free booklet on the ills of smoking to:  
GTC Industries Ltd,  
LTN Division, 8 E, Vandhna Building,  
Tolstoy Marg, New Delhi-110 001

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel No: \_\_\_\_\_  
Brand smoked: \_\_\_\_\_

**It's different. It cares.**

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### Official! Industry admits smoking causes disease

Is this advertisement the shape of things to come? Are wider cracks in the industry's international denial of the harm caused by smoking starting to appear? The Indian tobacco company, GTC Industries Ltd, ran this full page advertisement in the *Times of India* on 14 May 1991. According to the *Maxwell Consumer Report* of 30 October 1990, GTC held 14 % of the massive Indian cigarette market in 1989. Adopting the voice of an authority, the advertisement addresses the smoking reader with some astonishingly frank admissions about smoking: "[your] habit became an addiction by the mid-'20s"; smoking will be "adding to your health troubles"; and "statistics reveal that your lungs would now be stained with nicotine, your phlegm thick and tar coated." Acknowledging that "common sense tells you the best option today is to quit smoking," it goes on to urge that the "second best option" is to switch to Legend, which has 12 mg of tar compared with the Indian king size average of 21 mg. Legend promises to lower "the highly toxic carbon monoxide intake. Thereby reducing the risk of developing lung cancer." Perhaps the industry's epidemiologists are on to something new? Readers are invited to send for a free booklet "on the ills of smoking" (GTC Industries Ltd, LTLN Division, 8 E, Vandhna Building, Tolstoy Marg, New Delhi-110 001, India).

The most explicit reference to the toxic properties of cigarettes we had seen previously was R J Reynolds's Premier advertising campaign in which its marketing people came up with "cleaner" smoke and the copy talked of Premier reducing "controversial compounds" in tobacco smoke. Against this euphemistic standard, GTC in India has really let the cat out of the bag. - SIMON CHAPMAN