Cigarette advertising in Mumbai, India: Targeting different socioeconomic groups, women, and youth

Rina Bansal, MD, MBA
Shoba John, MSW
Pamela M. Ling, MD, MPH

1Department of Medicine, Division of General Internal Medicine
Center for Tobacco Control Research and Education
University of California, San Francisco

2PATH Canada, Mumbai, India
Figure 1. Storefront sign for “Cambridge Book House” which is a Gold Flake Cigarette advertisement.
Figure 2. The Four Square advertising campaign.

Three different billboards illustrate the image with the cigarettes and logo (upper left), the image with logo only (right), and the image without logo, cigarettes or warning label (lower left).
Figure 3. Wills Navy Cut cigarettes and Wills Classic Formal Wear advertisements. The Wills clothing advertisement features a couple, which is typical of Wills cigarette campaigns.
Figure 4a: Newly launched Wills Silk Cut cigarettes
Figure 4b: Wills clothing advertisement billboards using color scheme similar to new Wills cigarettes
Figure 5: Red and White cigarettes advertised in August 2003 Stardust magazine
Figure 6: Bristol cigarettes advertised on a storefront sign
Figure 7: “Understanding women” insert in Mid Day newspaper
April 2003 advertising Platinum cigarettes
Figure 8: ITC Products: Sunfeast biscuits and Gold Flake cigarettes
Figure 9: ITC Products: Sunfeast biscuits and Gold Flake cigarettes advertised in India Today magazine
Figure 10: Four Square advertisement on a mobile truck next to a bus stop shelter featuring Gold Flake advertisement