

Supplementary table 1. Observation Checklist

Time	Location	OBSERVATIONAL ITEM	ACTIVITIES	COMMENTS
Prior to the concert (2 weeks)	Crossroads, streets, , shops and “Indomaret” (outlet that sold the ticket) around Denpasar and Badung	Billboard	Photo	
		Banner	Photo	
		Others	Photo	
1 st Day (3 Sep 2016)	Street on the way to GWK	Billboard, banner, other promotional item	Photo & Note	
	GWK entrance	Billboard, banner, decoration on the gate etc	Photo & Note	
	Street of GWK to the Venue (Lotus Pond)	Billboard, banner, decoration on the gate, etc	Photo & Note	
	Entrance to the venue	Decoration	Photo & Note	
		On site ticket booth	Photo & Note	
		ID checking	Photo & Note	
		Merchandise	Photo & Note	
		Other type of promotion	Photo & Note	
	Inside the venue	Stage (number of stage, decoration)	Photo & Note	
		Activity/Creativity Booths <ul style="list-style-type: none"> - Name of the booths - Decoration - Activity offered - Any jargons for the booth - Prizes/merchandise for the activity given in the booth - Sales promotion (SPG, discount voucher etc) - Free cigarette distribution - People engage in the activity (number/qualitatively, sex, age group) - Use of social media/encourage to use certain hashtag - People smoking 	Photo & Note	
		Area of concert <ul style="list-style-type: none"> - Decoration - Free cigarette distribution - Sales promotion (SPG etc.) - People smoking 	Photo & Note	
	Opening of the concert	MC/ Organizing committee/spoke-person: <ul style="list-style-type: none"> - Acknowledge cigarette company (HM Sampoerna) - Any promotion about cigarette (A Mild or others; including the new limited edition packaging) - Any statement of linkage of smoking and creativity/youth 	Photo & Note	

		etc - Other interesting activities/statement		
	During the concert	MC and Artist - Acknowledge cigarette company (HM Sampoerna) - Any promotion about cigarette (A Mild or others; including the new limited edition packaging) - Any statement of linkage of smoking and creativity/youth etc) - Door prizes - Other promotional and interesting activities/statement	Photo & Note	
	End of the concert	Other promotional and interesting activities/statement	Photo & Note	
2 nd Day (4 Sept 16)	The same to day 1	Any new/additional promotion items	Photo & Note	