

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

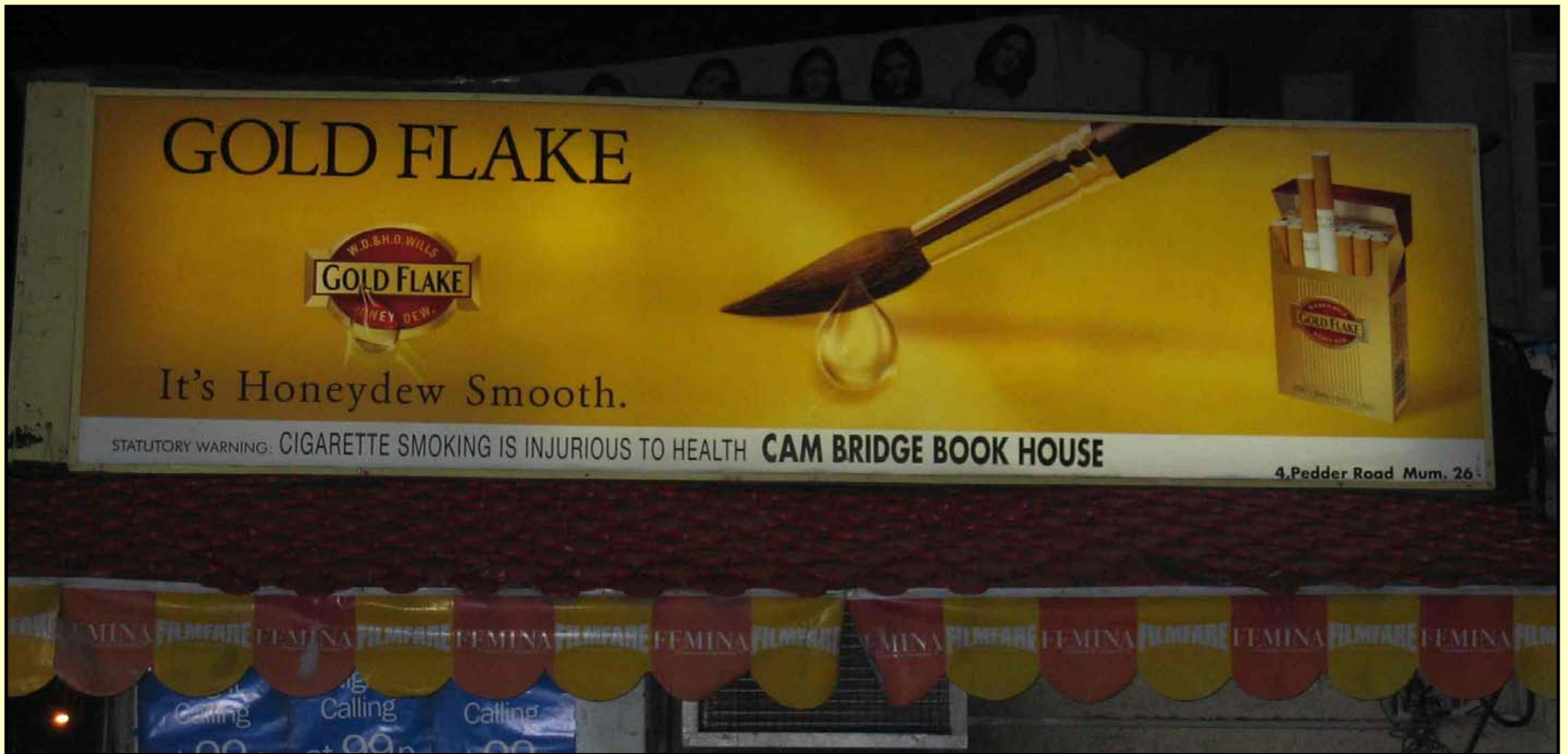
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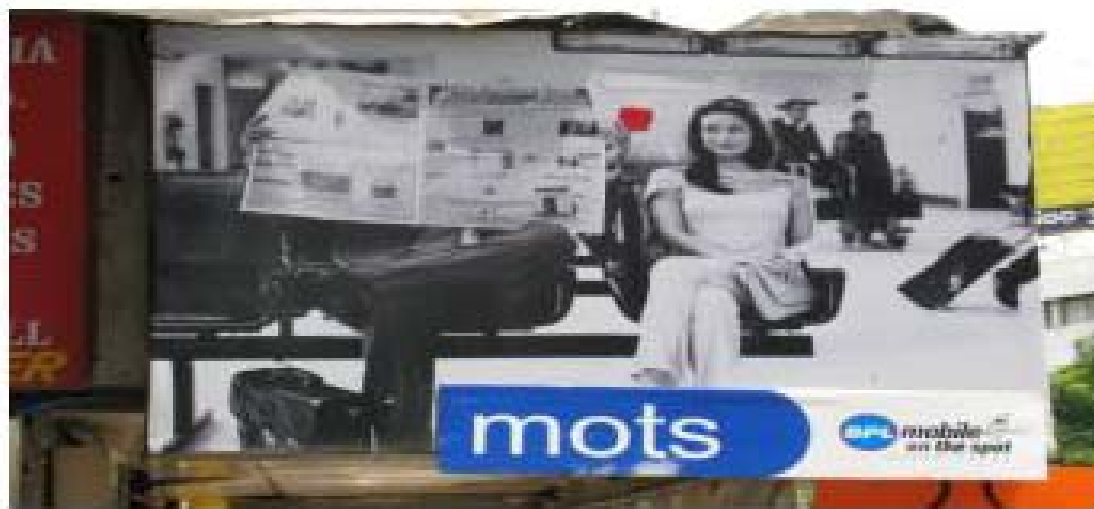
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**Figure 1. Storefront sign for “Cambridge Book House” which is a Gold Flake Cigarette advertisement.**



**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.

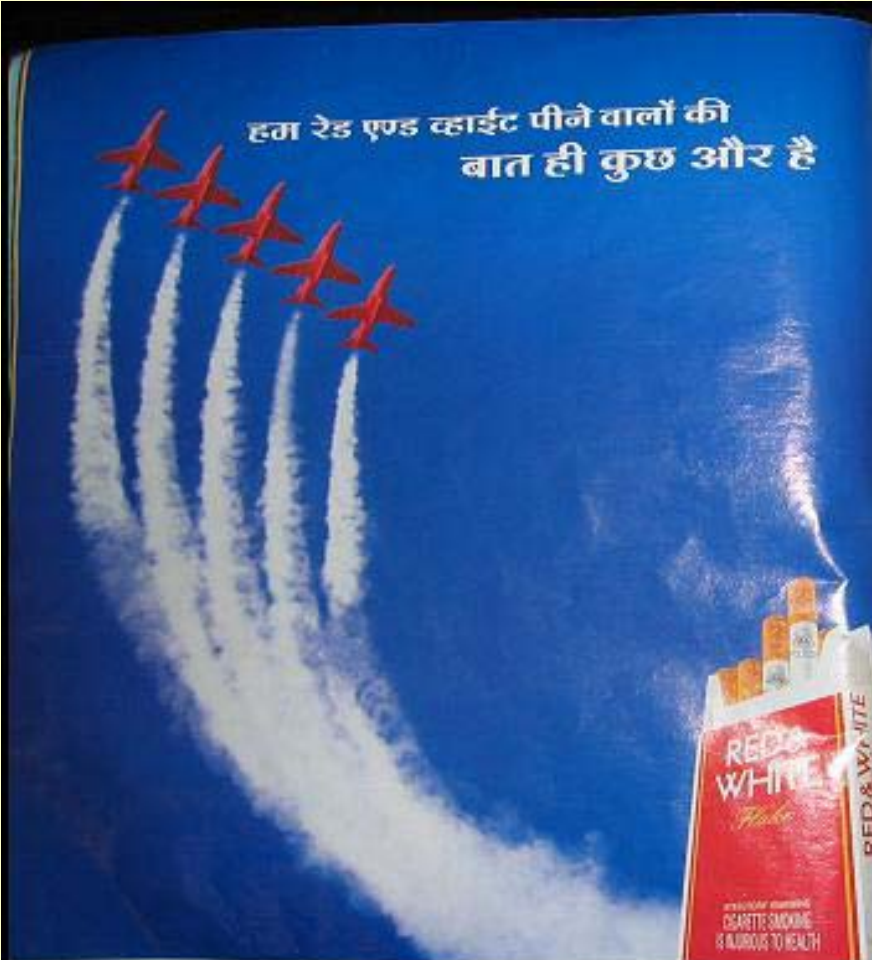


**Figure 4a: Newly launched Wills Silk Cut cigarettes**



**Figure 4b: Wills clothing advertisement billboards using color scheme similar to new Wills cigarettes**

हम रेड एंड व्हाइट पीने वालों की बात ही कुछ और है



वैधानिक चेतावनी: सिगरेट पीना स्वास्थ्य के लिए हानिकारक  
 STATUTORY WARNING: CIGARETTE SMOKING IS INJURIOUS TO HEALTH

Red & White  
 Flakes  
 CIGARETTE SMOKING IS INJURIOUS TO HEALTH

a ball across, can you really afford to have conditions? Kaha Mehelo, this dude's got attitude. Thanks wafaf... Amir Khan!

The other Khan, on the block, Shah Rukh, is suddenly missing in action. He's travelling 'back' and forth in the Brit capital, London, to get his spine line. Now that partner Juhi Chawla is planning on having her second baby there, Shah Rukh has one more reason to stay put. One day a beaming Juhi scurries down the sidewalk in London's Hyde Park with Shah Rukh and babies. If the second baby is as ragdoll a type as her first one, Jahnava, who according to SRK was "full grown at birth and could straight away be admitted in college," SRK won't be doing any babysitting for sure, to save the hide on his back!




Dino Morea: Hollywood Calling!

Flowers your reminds us of the one that a certain Dino Morea took, post his extended schedule of his next, 'Ssshh' (also Tanisha's debut). Clubbing work with play, Dino fled to London and the U.S. with girlfriend Nandita Mahitani in arms. After earning his bread and butter in Bollywood, he thought of seeking some marmalade in Hollywood. His passage was kid brother Santino, who's apparently assisting with Warner Bros, on a film starring Keanu Reeves. So it was stargazing for Dino who attended the premiere of the Hollywood paper, '2 fast 2 furious', spotting faces like Paul Walker, Matthew McConaughey and Beyonce (of Austin power's 'Gold Member' fame). Sitting beside such famous people, Dino had only one humbled expression on his face, 'Ssshh'!

Dino might've been premiere-happy in America, but our Miss Universe, Sushmita Sen, reminded her excursions to the strictly desi variety. Soak werg with beau, Randeep Hooda, back home in Haryana to meet his family. The memoirs may just bring another wedding after this in the midst of the season by Met. 'Har o' rabba! Noe, rabba also featured on Sush's literary post-190

Shah Rukh Khan: Hyde 'N' seek!

While in London, playing family man seems to be the full-time occupation for our film heroes there. Bobby Deol proved once again what a devoted papa and fun he was, pushing pram, potty and packages while wife Tunya shipped till he dropped. Considering he's one of the few fortunate underworked, underemployed heroes, he had no business looking tired. Having gone there to dance at the Jaiwa shows, dancing to his wife's tunes should've been a pleasant extension of the same!

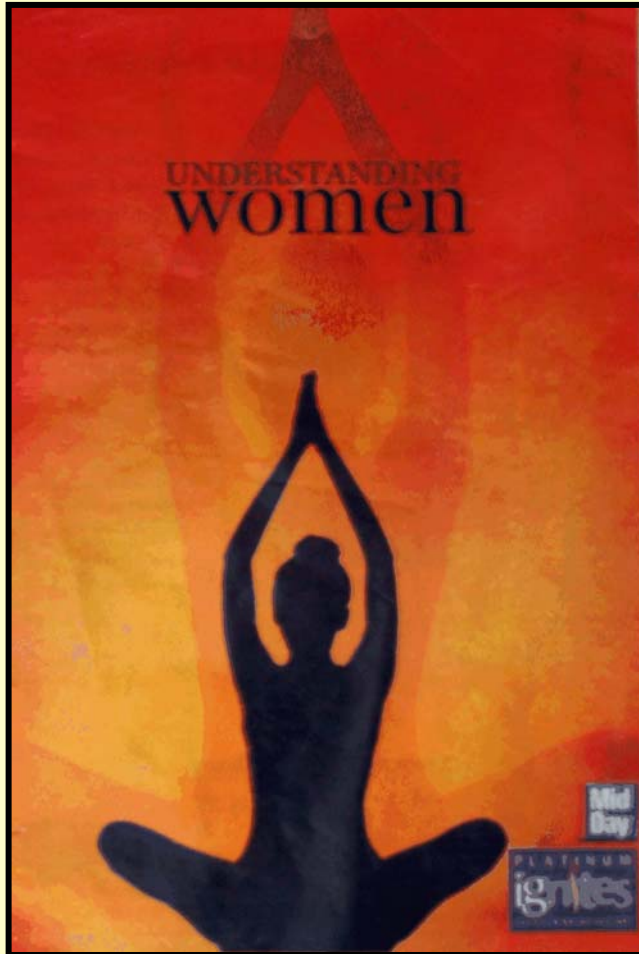
Stardust August 2003

Figure 5: Red and White cigarettes advertised in August 2003 Stardust magazine



**Figure 6: Bristol cigarettes advertised on a storefront sign**





**SHE DOESN'T WANT SEX**  
 This one's tricky. Many new women have a mixture of the old social conditioning, restraints and a relationship before we can get down and dirty. And as other women themselves find hard to accept is that they're being leashed animals that need all the physiological benefits of getting it off. Why do you think it's called getting it off?  
**THE CHANGE:** While she does

actually want sex, she's got to work out her demons and what it is for real. This is her problem, and it's one you deal with on her terms. If you can recognize this beautiful creature, you're in for a treat.  
**THERE'S ONLY ONE WAY TO GET A SEX**  
 This one's so perfectly obvious it isn't funny. Satisfaction comes in many ways, and there is no single formula to get the excitement going. Instead, meet new women because the fact that many men treat sex like a math problem to be got right is a great number of times.  
**THE CHANGE:** The new women, on the other hand, is sexually adventurous. Like everything else, for both of us to be best - for instance, she's more than likely to have thought about her own sex at the very least. What she's looking for, then, is an experienced partner who knows how to get her going and who will, sometimes or least, push the envelope.

**The man from Mars**

**S** what's this new woman looking for? Ideally, the new man, of course. Also, wanted by his mother. The new man, he starts, isn't having his identity or the woman's identity.

But intrigued or whipped, he doesn't tend to go on with the boys to find the man again. Rather, he's the type that will make just one deal to discover what's wrong with a woman's partner when she asks for a quick fix.

He'll drink with the woman, accompany her to the pub, talk philosophy, football and football with confidence and to looking for an earth a beautiful one down on a street and garden.

And yes, he's a sports what or running a house if needed - but like the new woman, he knows that he can get an outside expert to come take care of that side of things.

Experience 100% Platinum, ten times over, at just Rs. 1750.

Smooches That's Gold

Where can you buy precious metal at Rs. 1750 ?

Your local *panwalla*.

Smooches That's Gold

Figure 7: “Understanding women” insert in Mid Day newspaper April 2003 advertising Platinum cigarettes



**Figure 8: ITC Products: Sunfeast biscuits and Gold Flake cigarettes**

### Queen of Streets

A look at the vibrant world of street art in India, from the colorful murals of the old city to the modern graffiti of the new. The artist's work is a reflection of the city's pulse and soul.

### Pulling Punches

As the world's leading sports magazine, Sports Illustrated has a long history of pulling punches. But when it comes to the sport of boxing, the magazine has always been a bit more straightforward.



### Scott Sigurs

Scott Sigurs is a young man with a big dream. He wants to be a professional athlete, but he's not sure which sport to choose. He's been thinking about basketball, but he's also interested in football.



### Getting Serious

When it comes to getting serious, there are two main ways to do it. You can either get serious about your work, or you can get serious about your life. Both are important, but they're not always easy to do.



Sunfeast  
light and airy  
Orange Marie

## Gold Flake

# Smooth New Look

### Same great taste

Gold Flake now has a smooth new look to complement the Honeydew Smooth experience. With the promise of the same satisfaction and the same great taste.



It's Honeydew Smooth.

STATISTICS AVAILABLE: CIGARETTE SMOKING IS INJURIOUS TO HEALTH

**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**