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# BRITISH-AMERICAN TOBACCO COMPANY LTD

A member of the B-A-T Industries Group

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## Smoking by Non-Adults and Advertising

From time to time companies are faced with questions or accusations on the subject of smoking by non-adults and about advertising policy in relation to non-adults.

In view of this, it seems appropriate to re-state BAT's opinions and policy on this subject.

It is BAT's opinion that smoking is an adult choice. We are totally opposed to smoking by non-adults and it is totally against our policy to encourage non-adults to smoke. Furthermore we support unreservedly the efforts of authorities to prevent the sale of cigarettes to non-adults and to prevent their having access to cigarette vending machines.

Consequently we do not aim our cigarette advertising at non-adults nor do we use advertising campaigns which could be interpreted as encouraging non-adults to smoke.

For this reason advertising should not be placed in media where the majority of the audience is non-adult and television advertising should not appear at times when the majority of the audience is likely to be non-adult.

Furthermore, it is clearly inappropriate to monitor, maintain or present information on the habits or preferences of any "non-adults".

"Non-adult" means people under the age of 18, (or a higher age if regulations in any particular country so require).

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Would you please ensure that all employees involved in marketing and advertising are reminded of this position, and similarly your advertising agencies. If, for any reason, you receive from any agency or third party any material which does not comply with this policy a written reply should be sent explaining our policy and rejecting the material.

Finally I should emphasise that we attach great importance to this policy and any wilful disregard of it by a BAT employee will have most serious consequences for the person concerned.

With kind regards,  
Yours sincerely,

A. C. JOHNSTON

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