

International Marketing Principles



October 2018

International Marketing Principles

To successfully market our products, we must be able to communicate to adults and to enable them to interact with us if they choose to do so. These Marketing Principles are intended to guide the marketing of our conventional combustible tobacco products and potentially reduced risk products (PRRPs) in an appropriate, responsible manner, whilst facilitating its fundamental communication function about our products. They do not apply to our medically licensed or non-nicotine products (except those that share a brand with a nicotine product).

OUR CORE PRINCIPLES ACROSS ALL OUR PRODUCTS ARE:

- 1 Our marketing will be responsible, accurate and not misleading**
- 2 Our marketing will be directed at adult consumers**
- 3 Our marketing will make clear that it originates from British American Tobacco and that it is intended to promote the sale of our brands**

1. Our marketing will be responsible, accurate and not misleading.

1.1

Any claim in our advertising and promotional activities relating to the performance or functional attributes of any of our products must be verified by reliable scientific, technical or consumer research, as appropriate.

1.2

Our advertising (including all promotional materials) and relevant packaging of our combustible tobacco products and PRRP consumables must carry a health warning which is appropriately placed for the medium concerned except as otherwise specified by an advertising warning regulatory scheme.

1.3

Our PRRP advertising will not encourage the use of conventional combustible tobacco products.

1.4

Given that PRRPs have a potential to deliver reduced risks compared to conventional combustible tobacco products and that they encompass new categories of products, we believe that PRRPs should be afforded greater marketing freedoms than conventional combustible tobacco products, so long as the content of such activities is accurate, responsible and not misleading.

1.5

Our marketing will comply with all laws that are applicable to it in relevant markets where it will appear.

1.6

The principles set out in the International Marketing Principles are our minimum standard and will be applied even when they are stricter than local laws. If local laws or other voluntary codes in markets are stricter than or override our International Marketing Principles, then we will abide by those laws or voluntary codes.

2. Our marketing will be directed at adult consumers

2.1

We believe that youth should not smoke nor use PRRPs. Our advertising, packaging, flavour names, promotional gifts, activities and events will be directed at adults.

2.2

No person appearing in our advertising will be under 25.

2.3

All advertising of our products on our own websites and apps must be directed at age-verified adults..

2.4

All face to face marketing of our products must only be to age-verified adults. Sampling of conventional combustible tobacco products must be directed at adult smokers who have consented to receive samples. Sampling of PRRPs must be directed at adult consumers who have consented to receive samples.

2.5

Advertising for any of our products in broadcast media, printed publications, third party digital publications or at promotional events, shall be limited to media principally directed at adults.

2.6

We will not place any stationary out of home advertising within 100 metres of a school.

2.7

Where we sell our products online, we will ensure that such sales are made only to age-verified adults.



3. Our marketing will make clear that it originates from British American Tobacco and that it is intended to promote the sale of our brands



3.1

We do not engage in undercover marketing activities which seek to disguise the source of the marketing message, or the fact that it is intended to advertise a conventional combustible tobacco or PRRP brand



3.2

Where we use third parties to promote our products, we will require such third parties to make clear that they are working on behalf of BAT in all their promotional activities relating to our products.