

## Bhutan: Advertising, Promotion & Sponsorship

### Regulated Forms of Tobacco Advertising, Promotion and Sponsorship

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Domestic TV and radio	■				
Domestic newspapers and magazines	■				
Other domestic print media	■				
International TV and radio				■	
International newspapers and magazines				■	
Internet communications	■				
Internet sales					■
Outdoor advertising	■				
Point of sale advertising					■
Point of sale product display					■
Vending machines					■
Conventional mail	■				
Telephone and cellular phone	■				
Brand marking				■	
Tobacco packaging, labeling and inserts					■
Free distribution of tobacco products	■				
Promotional gifts in conjunction with product purchase					■
Competitions associated with products	■				
Direct targeting of individuals				■	
Brand stretching	■				
Reverse brand stretching				■	
Toys resembling tobacco products		■			
Candy resembling tobacco products		■			

Last updated: July 21, 2015

### Regulated Forms of Tobacco Advertising, Promotion and Sponsorship (cont'd)

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Retailer incentive programs					■
Paid placement in TV, film, or other media	■				
Unpaid depiction in TV, film, or other media	■				
Financial support to groups, events, etc.		■			
Publicity of financial support to groups, etc.		■			
Promotion by false, misleading, or deceptive means	■				

### Definitions of Key Terms - Alignment with the FCTC

	Aligns	Does Not Align	N/A
Tobacco Sponsorship		■	
Tobacco Advertising and Promotion		■	
Tobacco Product	■		

### Actions Required for Forms of Advertising, Promotion & Sponsorship Not Banned

	Required	Not Required	Uncertain or N/A
Disclosure to the govt. of info on APS activities and expenditures		■	
Health warning messages required on permitted forms of APS			
Disclosed information readily available to the public		■	

### Penalties

	Yes	No
Violation of advertising and promotion provisions	■	
Violation of sponsorship provisions	■	