

## **Voluntary Code of Cigarette Advertising in the Ivory Coast**

The undersigned companies (the “signatories”), recognising that:

- a) cigarettes are a legally traded product;
- b) there is much debate regarding the effects of smoking on health;
- c) smoking is an adult activity (adults are defined as persons aged 18 or over);
- d) adults who choose to smoke have the right to be informed about the different cigarette brands available on the market;
- e) advertising is an important means of communicating with consumers, and is essential in maintaining fair competition between the various companies supplying cigarette brands for adult smokers; agree voluntarily to respect the provisions of this Code of Voluntary Restrictions on the Advertising of Cigarettes in the Ivory Coast reproduced below:

### **Article 1: Media**

The following media are excluded:

- 1.1 Television (**commercials**);
- 1.2 All advertising aimed specifically at educational establishments attended by minors.
- 1.3 External aerial, fluvial and maritime advertising.
- 1.4 Public transport **vehicles**.
- 1.5 Transportation vehicles connected with universities and schools.
- 1.6 Advertisements broadcast by loudspeaker in public places, with the exception of trade fairs, or during sponsored events.
- 1.7 In areas that have not been authorized (fences, billboards, walls). “Authorized” is defined as areas approved by the local authorities and for which taxes have been paid.

### **Article 2: Media; Cinema, radio.. press. outdoor media**

2.1 The maximum permitted allocation of advertising per year for all brands per signatory will be equal to three times the maximum permitted allocation per brand described in Articles 3, 4, 5 and 6.

NOTE: BAT (UK & Export) Ltd. and Brown & Williamson International shall share the maximum advertising space and time permitted for one signatory.

2.2 Each cigarette blend variety (for example, full flavour, light, ultra light, menthol) is considered to be a separate brand in its own right, provided that the appearance of the pack for that blend is clearly different from that of the brand that has already been promoted. In this instance, advertising must be able to clearly demonstrate the characteristics specific to that product.

2.3. The following information is not considered to denote a separate variety:

- the quantity of cigarettes in the pack (packs of 10, 20 . . . )
- the type of pack (soft, hard)

- cigarette length (80 mm, 83 mm, 85 mm, 100 mm . . . )
- whether or not the cigarettes are filtered.

2.4 “Teaser” campaigns shall be considered to form part of the quota.

2.5 Conventional advertising space used for promotional purposes (competitions, the announcement of sponsored events, etc.) and purchased by the signatories are considered to constitute advertising and consequently are subject to the restrictions outlined in this article.

### **Article 3: Cinema**

3.1 The maximum time allocated to each company shall be 150 minutes per brand, per year and per cinema..

3.2 The maximum duration of an advertisement shall be 60 seconds.

3.3 The maximum number of ads per showing shall be 1.

### **Article 4: Radio**

4.1. The maximum exposure time per brand, expressed in minutes, shall be determined by the number of radio stations concerned:

- 3 mn per day
- 10 mn per week
- 200 mn per year

4.2 “Exposure” is defined as the total radio advertisement time on air.

4.3 This article is only applicable to inland radio stations.

4.4 An advertisement shall last for a maximum of 60 seconds

4.5 The maximum number of ads in any one time period is 1.

4.6 Sponsorship broadcasts are permitted in the following circumstances

- for one brand only per company
- on one channel only
- by means of no more than one broadcast per month, up to a maximum of 12 per year.
- three brand citations maximum per hour; 1 “jingle” maximum before and after each (ad) broadcast, limited to 1 minute in duration
- plans must be communicated to the President of the NWG for distribution to the signatories prior to each broadcast.

### **Article 5 : Press**

5.1 Maximum number of newspaper advertisements per company per year:

24 entries per daily newspaper  
16 entries per weekly newspaper  
6 entries per weekly newspaper

5.2 Each press advertisement, regardless of its size (maximum area: one quarter of a page in daily newspaper editions) is considered to constitute one entry. A press advertisement is defined as any advertising space purchased by the signatories in newspapers, the purpose of which is strictly to advertise, (and) to report on, announce or illustrate sponsored events and

promotion.

5.3 Advertisements are not permitted on the front page of newspapers.

5.4 Each signatory is allowed a maximum of two brand entries per issue.

5.5 One advertisement maximum per brand per issue.

5.6 Maximum number of press inserts per brand per year are as follows:

1 insert (1 sheet) per daily newspaper  
1 insert (1 sheet) per weekly newspaper  
1 insert (1 sheet) per monthly newspaper

5.7 Competitions: maximum permitted number of ads per brand (2 brands maximum per signatory) and per year for a single medium by type of medium:

12 entries per daily newspaper  
6 entries per weekly newspaper  
3 entries per monthly newspaper

These must be accompanied by text stipulating that only consumers over 18 years of age are allowed to take part in competitions.

#### **Article 6: Outdoor advertising**

6.1 The following restrictions (sections 6.2, 6.3, 6.4) relate to outdoor advertising media (fixed billboards, notice boards, neon signs, murals, etc.) situated in locations other than the point of sale.

6.2 Outdoor advertising media may only be used in towns.

6.3 Outdoor advertising media that have not been reserved through registered or nonregistered agencies, and for which taxes have not been paid, are excluded from this article.

6.4 A distinction is drawn between permanent and temporary hoardings.

#### **6.5 Fixed hoardings**

Abidjan: 300m\* maximum in any one year  
Bouake: 1 OOm\*  
Towns with more than 50,000 inhabitants: 50m2  
Towns with fewer than 50,000 inhabitants: 21m2  
The maximum advertising space permitted for fixed signboards for the whole territory is 600m\*.

#### **6.6 Temporary hoardings**

- two campaigns of 15 days' duration per brand per year, equivalent to a maximum of 600 m\* per campaign, with all billboard networks taken together, for the whole of the Ivory Coast;
- the surface area of a billboard will be 12 rn\*.
- Abidjan: 300m\* maximum
- Bouake: 1 OOm\*
- Towns with more than 50,000 inhabitants: 50m2
- Towns with fewer than 50,000 inhabitants: 21m\*

6.7 Clauses common to both permanent and temporary hoardings:

- number of brands authorized: 3 (three) per year
- only the official IVOIRE MEDIA and IVOIRESPACE networks shall be retained
- only the outdoor dimensions (L X I) shall be used to determine the size of a billboard.

6.8 External decoration designed for promotional purposes in bars, restaurants, hotels, discotheques and similar establishments is prohibited. Plaques and visual displays explicitly featuring the signatory's brand names must not cover more than 6m<sup>2</sup> in total in each establishment. Paintings or outdoor canvas coverings featuring brand logos are prohibited.

6.9 With brand diversification, it is anticipated that within establishments that are unaffected by section 6.8, plaques and visual displays featuring the signatory's brand names will not cover more than 6m<sup>2</sup> in total in each establishment

**Article 7: Advertising on taxis and private vehicles**

No advertising may be carried out within or on taxis and private vehicles, apart from on sun visors. Only advertising on or within registered vehicles belonging to the signatories or their registered importers is permitted.

**Article 8: PLV materials (notably stickers)**

8.1 This medium may only be used by persons authorized by the signatories.

8.2 This medium may only appear at the point of sale.

8.3 If the point of sale is mobile, stickers may only appear on the part that directly makes up the point of sale.

8.4 Any excesses or improper activities on the part of the signatories with regard to point of sale advertising shall be dealt with in the first instance at local government level.

8.5 The use of parasols is limited to one per roadway.

8.9 The maximum permitted total area per brand per shop is 2.5m<sup>2</sup>. The indoor side of shop front doors are considered to constitute external surfaces.

**Article 8a: Tills and kiosks**

Tills: 1,000 per brand, up to a maximum of 2,000 per signatory

Kiosks: 75 per brand, up to a maximum of 150 per signatory.

**Article 9: Sponsorship**

9.1 All forms of sponsorship (for sporting, cultural and artistic events) are permitted, apart from events (and their participants) aimed specifically at minors, and any activity directly lined to political and religious events.

9.2 Advertising streamers are permitted on site for the duration of the event.

9.3 The use of signatories' posters and advertising streamers is permitted 15 days prior to an event. The signatory in question shall take all steps necessary to remove these during the 15 days following the event.

9.4 "Anarchic" displays on walls, fences, trees, distance markers and counters, and any medium used in public view, is prohibited, apart from red lights and cigarette point of sale --

even when local taxes have been paid.

9.5 The placement of posters announcing sponsored events is permitted at traffic lights within the following limits:

- format limited to a maximum of 60 cm x 40 cm
- for each campaign, a maximum of 15 days' display
- 4 poster campaigns maximum per company per year in each town
- 500 posters maximum per campaign at any one time for the whole country
- posters must be fixed to a rigid support.

9.6 The use of loudspeakers is permitted for a maximum period of one week prior to the start of a sponsored event. These must be used only to communicate the time and place of the event, and any changes to the event; no product advertising is permitted. During the event, advertising over loudspeakers is permitted on the site of the event only.

9.7 The signatories are bound to make sure that organizers/cosponsors or independent bodies are aware of, and adhere to, the provisions of this Code.

#### **Article 10: Qualitative restrictions**

10.1 No tobacco products advertising shall imply that smoking is the unique factor for success in life.

10.2 No advertising shall be directed specifically at minors. No minors shall feature in the advertising.

10.3 No advertising or promotional material shall be aimed at or given to minors by the signatories or their representatives.

10.4 No celebrities may be used in advertising in films, radio or the press directly expressing a personal preference for a particular brand.

10.5 No tobacco products advertising shall state or imply that the consumption or use of these products is good for health.

#### **Article 11: Control and enforcement of the Code/arbitration**

11.1 In the first instance, enforcement and arbitration of the Code will be dealt with at the level of the local market in which local representatives of the signatories operate. One member of the Africa Working Group shall be elected as a moderator for a period of six (6) months, and he/she will be responsible for gathering local company representatives together in order to settle any disputes that arise locally. Should the moderator find him/herself caught up in a dispute, the group shall meet again to elect a new moderator for the six months that follow. If necessary, control and arbitration [of the Code] shall be carried out by the signatories themselves, in exceptional circumstances.

11.2 This document has been drafted in the French language with an English translation. In case of misinterpretation, only the French version shall be used.

#### **Article 12: Enforcement and revision**

This code came into force on 1 January 1985. It is revised on an annual basis, during the month of November, in order to be updated. This version was updated on 21 September 1995.