Tobacco Control Policy Fact Sheet

Denmark: Advertising, Promotion & Sponsorship

Regulated Forms of Tobacco Advertising, Promotion and Sponsorship

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Domestic TV and radio (including all broadcast media such as satellite and cable)	■				
Domestic newspapers and magazines	■				
Other domestic print media, such as pamphlets, leaflets, flyers, posters, signs (not including print advertising at the point of sale)	■				
Internet communications	■				
International TV and radio (including all broadcast media such as satellite and cable)				■	
International newspapers and magazines				■	
Outdoor advertising (e.g., billboards, posters)	■				
Point of sale advertising/promotion	■				
Point of sale product display		■			
Conventional mail	■				
Telephone and cellular phone	■				
Brand marking on physical structures		■			
Free distribution of tobacco products	■				
Promotions with a tobacco product purchase	■				
Competitions associated with tobacco products	■				
Direct person to person targeting of individuals	■				
Brand stretching/trademark diversification		■			
Reverse brand stretching or brand sharing		■			
Toys that resemble tobacco products			■		
Candy that resembles tobacco products			■		
Retailer incentive programs	■				
Paid placement of tobacco products in TV, film or other media	■				
Unpaid depiction of tobacco use or tobacco products in media that does not serve a legitimate purpose			■		

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

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Tobacco industry sponsorship of events, activities, individuals, organizations or governments	■				
Publicity of financial or other sponsorship or support by the tobacco industry if tobacco sponsorship is not banned	■				
Promotion by any means that are false, misleading or deceptive	■				

Definitions of Key Terms - Alignment with the FCTC

	Aligns	Does not Align	N/A
Tobacco Product	■		
Tobacco Sponsorship	■		
Tobacco Advertising and Promotion	■		
Point of Sale	■		

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

	Required	Not Required	Uncertain or N/A
Disclosure to the government by the tobacco industry of information on advertising, promotion and sponsorship activities and expenditures		■	
Disclosed information readily available to the public		■	
Health warning messages required on permitted forms of tobacco advertising, promotion and sponsorship		■	

Penalties

	Yes	No
Advertising and Promotion	■	
Sponsorship	■	

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