

# Tobacco Control Policy Fact Sheet

## Madagascar: 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) | ■      |                   |         |           |     |
| International TV and radio (including all broadcast media such as satellite and cable)   | ■      |                   |         |           |     |
| International newspapers and magazines   | ■      |                   |         |           |     |
| Internet communications  | ■      |                   |         |           |     |
| 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 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 government by the tobacco industry of information on advertising, promotion and sponsorship activities and expenditures |          |              | ■                |
| Health warning messages required on permitted forms of tobacco advertising, promotion and sponsorship                                     |          |              | ■                |
| Disclosed information readily available to the public   |          |              | ■                |

### Penalties

|                           | Yes | No |
|---------------------------|-----|----|
| Advertising and Promotion | ■   |    |
| Sponsorship               | ■   |    |

Last updated: June 14, 2020