

Tobacco in Australia

Facts & Issues

Relevant news and research

11.2 Tobacco industry expenditure on advertising

Last updated September 2024

Research:

Schurch, K, Frahsa, A, Liwanag, HJ, & Ruggia, L. (2024). An expenditure analysis revealing how Philip Morris advertisements coincide with tobacco policymaking in Switzerland. *Tob Prev Cessat*, 10. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38948920>

Nam, HK, Kim, H, Chun, HR, & Kang, H. (2023). Association between tobacco industry advertising expenses and tobacco advertising exposure among Korean adolescents. *BMJ Open*, 13(10), e073078. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/37813537>

Kyriakos, CN, Zatonski, MZ, & Filippidis, FT. (2022). Marketing of flavour capsule cigarettes: a systematic review. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/35042725>

Ma, H., Reimold, A. E., & Ribisl, K. M. (2022). Trends in Cigarette Marketing Expenditures, 1975-2019: An Analysis of Federal Trade Commission Cigarette Reports. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/34988582>

News reports:

Cigarette Report for 2020. (2021). Retrieved from <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2020-smokeless-tobacco-report-2020/p114508fy20cigarettereport.pdf>

No authors listed. New report: Tobacco industry spends nearly \$1 million per hour marketing tobacco products. Truth Initiative (American Legacy Foundation), 2017. Nov 2, 2017. Available from: <https://truthinitiative.org/news/new-report-tobacco-industry-spends-nearly-1-million-hour-marketing-tobacco-products>

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Myers, Matthew L. FTC Reports Cigarette and Smokeless Tobacco Marketing Rose to \$8.9 Billion in 2015 – \$1 Million Every Hour. Campaign for Tobacco-Free Kids (CTFK), 2017. Oct 26, 2017. Available from: https://www1.tobaccofreekids.org/press-releases/2017_10_26_ftc

No authors listed. Happy holidays from Big Tobacco: Five of this year's seasonal marketing pushes. Truth Initiative, 2016. Dec 21, 2016. Available from: <http://truthinitiative.org/news/happy-holidays-big-tobacco-five-years-seasonal-marketing-pushes>

Federal Trade Commission. Federal Trade Commission Cigarette Report for 2013. Federal Trade Commission, 2016. Available from: <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2013/2013cigaretterpt.pdf>

Federal Trade Commission. Federal Trade Commission Smokeless Tobacco Report for 2013. Federal Trade Commission, 2016. Available from: <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-smokeless-tobacco-report-2013/2013tobaccorpt.pdf>

Myers, Matthew L. FTC reports tobacco marketing steady, exceeds \$9 billion – efforts to fight tobacco use must intensify. Campaign for Tobacco-Free Kids, 2016. Mar 23, 2016. Available from: http://www.tobaccofreekids.org/press_releases/post/2016_03_23_ftc