

## **A CLOSER LOOK AT MARKETING AT THE POINT OF SALE: RESULTS FROM POLAND**

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Efforts to explain smoking trends within and between countries rarely consider the extent of and variation in tobacco industry marketing activities. By using a survey protocol derived from methodologies already being used by researchers in Australia, Canada, Scotland and the US, this study examines how Poland's tobacco industry uses point-of-purchase (POP) marketing strategies (e.g. pricing, advertising, promotions, packaging and placement) to maintain and increase sales given the country's regulated tobacco environment. Since the early 1990's, Poland's government has placed an exemplary emphasis on changing attitudes about smoking. In 1995, the first Tobacco Control Law was passed and imposed various restrictions on tobacco including tobacco advertising. The law banned both tobacco advertising (in public places, electronic media and youth targeted publications) and tobacco industry sponsorship of political and social events. In 1999, the law was amended to include a complete ban on all tobacco advertisements by 2001. The amendment mandated a complete ban on all street level advertising as of January 2000 followed by a total ban on ads in any remaining forms of print media beginning on January 2001. Survey findings show that despite bans on tobacco advertising, various forms of cigarette marketing may still be found at the POP. Existing techniques include the display of brand logos, signage, price promotions and the strategic placement of cigarette displays. Vendors carry a large selection of both international and domestic cigarette brands. Domestic cigarette brands are priced below international brands and target a very wide range of socio-economics groups. Findings suggest a need for more strict enforcement of Poland's tobacco advertising laws, particularly within residential area outlets. Despite Poland's complete regulation of traditional forms of cigarette advertising, POP clearly remains one of the industry's viable means of cigarette promotion