

## Ireland: Advertising, Promotion & Sponsorship

### Regulated Forms of Tobacco Advertising, Promotion and Sponsorship

|  | Banned | Some Restrictions | Allowed | Uncertain | N/A |
|--|--------|-------------------|---------|-----------|-----|
| Domestic TV and radio                                  | ■      |                   |         |           |     |
| Domestic newspapers and magazines                      | ■      |                   |         |           |     |
| Other domestic print media                             | ■      |                   |         |           |     |
| Domestic internet communications                       | ■      |                   |         |           |     |
| Domestic internet sales                                | ■      |                   |         |           |     |
| International TV and radio                             |        | ■                 |         |           |     |
| International newspapers and magazines                 |        | ■                 |         |           |     |
| International internet communications                  |        | ■                 |         |           |     |
| International internet sales                           |        | ■                 |         |           |     |
| Outdoor advertising                                    | ■      |                   |         |           |     |
| Point of sale advertising                              |        | ■                 |         |           |     |
| Point of sale product display                          | ■      |                   |         |           |     |
| Vending machines                                       |        | ■                 |         |           |     |
| Conventional mail                                      | ■      |                   |         |           |     |
| Telephone and cellular phone                           | ■      |                   |         |           |     |
| Brand marking  |        |                   | ■       |           |     |
| Tobacco packaging, labeling and inserts                |        | ■                 |         |           |     |
| Free distribution of tobacco products                  | ■      |                   |         |           |     |
| Promotional gifts in conjunction with product purchase | ■      |                   |         |           |     |
| Competitions associated with products                  | ■      |                   |         |           |     |
| Direct targeting of individuals                        | ■      |                   |         |           |     |
| Brand stretching                                       |        |                   | ■       |           |     |
| Reverse brand stretching                               |        |                   | ■       |           |     |
| Toys resembling tobacco products                       |        |                   | ■       |           |     |
| Candy resembling tobacco products                      | ■      |                   |         |           |     |
| Retailer incentive programs                            | ■      |                   |         |           |     |

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

|  | Banned | Some Restrictions | Allowed | Uncertain | N/A |
|--|--------|-------------------|---------|-----------|-----|
| Paid placement in TV, film, or other media               |        | ■                 |         |           |     |
| Unpaid depiction in TV, film, or other media             |        |                   | ■       |           |     |
| Financial support to groups, events, etc.                |        |                   | ■       |           |     |
| Publicity of financial support to groups, etc.           | ■      |                   |         |           |     |
| Financial support to venues for decorations, renovations |        |                   | ■       |           |     |
| Financial support to venues for direct customer sales    |        | ■                 |         |           |     |
| Payments for exclusive sale or prominent display         | ■      |                   |         |           |     |
| Promotion by false, misleading, or deceptive means       | ■      |                   |         |           |     |

### 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 govt. of info on APS activities and expenditures | ■        |              |                  |
| Health warning messages required on permitted forms of APS         |          | ■            |                  |
| Disclosed information readily available to the public              |          | ■            |                  |

### Penalties

|   | Yes | No |
|---|-----|----|
| Violation of advertising and promotion provisions | ■   |    |
| Violation of sponsorship provisions               | ■   |    |