

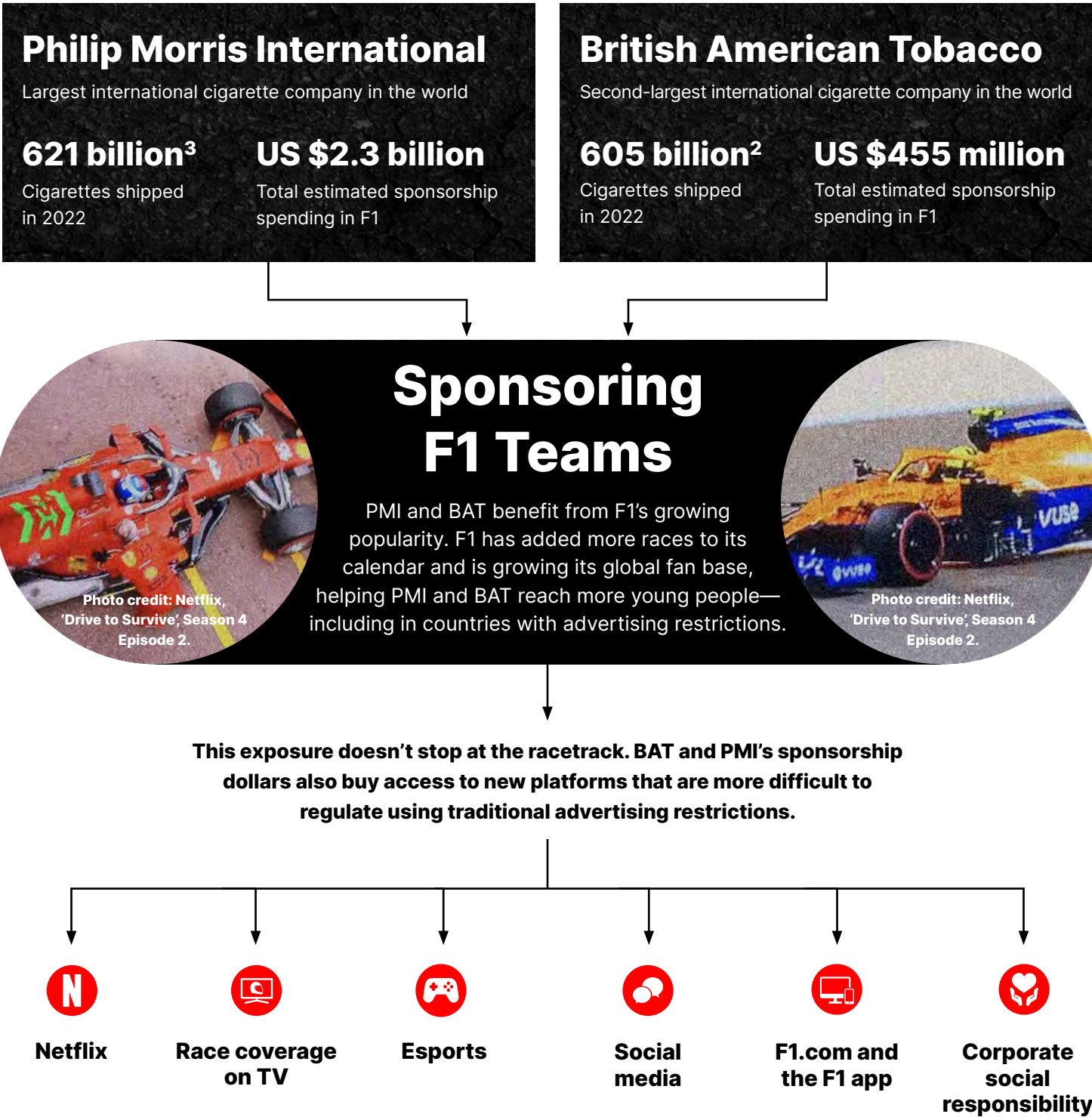


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The Fast Track to Young Consumers

How Formula 1 Sponsorship Allows the World's Biggest Cigarette Companies to Sidestep Ad Restrictions and Reach a Younger Audience

Exposure to tobacco-related imagery and branding in media increases the likelihood of young people using tobacco and nicotine products.¹ This is no secret to British American Tobacco (BAT) and Philip Morris International (PMI), both sponsors of Formula 1 teams. Tobacco company branding in F1 and related media normalizes these companies and their addictive products, and helps them reach more young people over more platforms than they could on their own.





Netflix

Either BAT or PMI's branding appeared in 33% of total minutes broadcast of Season 4 of "Formula 1: Drive to Survive," whose viewers tend to be younger than F1 race-only viewers. Research shows a link between tobacco imagery shown in episodic streaming entertainment and increased risk of vaping.⁴



Social media

An increased social media presence has helped F1 gain new, younger fans with whom sponsors can interact. In 2021, McLaren, sponsored by BAT, had the most Instagram followers of any F1 team. Ferrari had the third-most. In 2021, BAT and PMI ran numerous social media campaigns related to F1.



Race coverage on TV

445 million unique viewers tuned into TV coverage of F1 races in 2021. With global broadcasts, tobacco companies can advertise to viewers in countries with ad restrictions. For example, e-cigarette advertising is banned in India, yet fans who tuned in from India were likely exposed to branding for BAT's e-cigarette, Vuse.



F1.com and the F1 app

Tobacco company branding is also seen on F1's website, which had 113 million visitors in 2021, and on the F1 TV app. The app is available in over 80 countries, including those with ad restrictions. Offering coverage of every Grands Prix since 1981, it potentially exposes millions to current and historic tobacco company branding.



Esports

The official F1 video game does not show tobacco-related brands on digital representation of the cars. However, in 2021, BAT launched a celebrity esports (video game) series sponsored by Velo, its nicotine pouch brand, that circumvented these restrictions. Esports also attract a young audience, with 38% of fans being under age 24.⁵



Corporate social responsibility

Tobacco company brands are promoted through corporate social responsibility (CSR) activities, such as "Driven by Change," an initiative created by McLaren and Vuse, BAT's e-cigarette brand. Tobacco companies enjoy even more exposure when the media covers their CSR activities.

To truly protect young people, advertising policies need to catch up.

F1 sponsorship helps cigarette companies reach people through all of these platforms—helping these companies recruit new customers.

Tobacco advertising restrictions protect the people the tobacco industry is trying to target, especially young people. These restrictions must be updated to fully cover all platforms where people are being exposed to tobacco-related branding.

Policymakers must strengthen and fully enforce TAPS bans across all digital spaces to truly protect young people and prevent cross-border marketing.

Sources:

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About STOP (Stopping Tobacco Organizations and Products)

STOP is a global tobacco industry watchdog whose mission is to expose the tobacco industry tactics that undermine public health. Comprised of a network of academic and public health organizations, STOP researches and monitors the tobacco industry, shares intelligence to counter its tactics, and exposes its misdeeds to a global audience. STOP is funded by Bloomberg Philanthropies as part of the [Bloomberg Initiative to Reduce Tobacco Use](#). For more information, visit exposetobacco.org.