

**36. Old and new Tobacco Industry tactics
Friday, 20 March 2015, 12:45-13:45**

Track: New tobacco industry marketing strategies FCTC Art. 13

Chair: Ratte Sylviane (France)

Poster Area Hall 6

- PD-1006-20 Tobacco content in top grossing movies in Mexico and Argentina, from 2004-2012**
M Raul, C Kollath-cattano, E Arillo, I Barrientos Gutierrez, R Perez Hernandez, L Pena, J Thrasher, J Sargent (*Argentina, United States of America, Mexico*)
- PD-1007-20 Fast cars and cigarettes: Lamborghini brand sharing and cigarette advertising in the Republic of Korea**
T Dewhirst, W Lee (*Canada*)
- PD-1008-20 How the tobacco industry uses e-mail and internet for marketing their products despite an tobacco advertising ban on the internet ? a German case study**
S Schunk (*Germany*)
- PD-1009-20 Tobacco industry targeting of rural masses tactfully exposed and prevented**
A Savariyar, Arul Rathinam (*India*)
- PD-1010-20 Perceptions of Plain Packaging: A cross-sectional study of Irish teenagers**
K Babineau, L Clancy, S Keogan (*Ireland*)
- PD-1011-20 Impact of Trans-Pacific Partnership Agreement on tobacco control in ASEAN member states: a case study of Thailand**
N Sirichotiratana, C Prutipinyo (*Thailand*)
- PD-1012-20 Morphing Packs to Escape Descriptor Ban in Malaysia**
Y Tan, K Foong (*Thailand, Malaysia*)
- PD-1013-20 Did the tobacco industry know that smoking caused cystic fibrosis-like lung disease before the scientific community?**
E Dagli (*Turkey*)
- PD-1014-20 How U.S. adults describe various tobacco products and marijuana: the successes and failures of tobacco industry marketing and public health**
C Berg, M Lewis (*United States of America*)
- PD-1015-20 Do Consumers Perceive a Difference Between Regular and Nicotine Free Cigarettes?**
M Cummings, M Cornelius, B Heckman, G Nagelhout, S Heijndijk, T Agar, G Fong, R Borland (*United States of America, Netherlands, Australia*)
- PD-1016-20 Technology terminology and imagery on tobacco packaging across fourteen countries**
L Kroart, J Cohen, C Washington, J Brown, K Smith (*United States of America*)
- PD-1017-20 An assessment of cigarette brand variants in the Russian Federation**
C Washington, J Cohen, J Brown, L Kroart, K Smith (*United States of America*)
- PD-1018-20 Snus Product Advertising and Perceptions: A Mixed Methods Study**
A Kaufman, M Grady, E Grenen, B Leyva, R Ferrer (*United States of America*)