



Peter Nash
Helter Skelter
The Plaza
535 King's Road
London SW10 0SZ

6 October 2003

Dear Mr Nash,

Re: Craig David and Japan Tobacco International

Following coverage of Craig David's Penang leg of the STYA tour in the national press over the weekend I am writing to you to reiterate our call for Craig David to cancel his Penang concert, or at least insist JTI withdraw.

On the matter of the tobacco company's involvement with the Penang gig, comments attributed to a spokesman for Craig David in the press are, at best, misguided. The spokesman justifies JTI's involvement by pointing out that the Penang concert is sponsored by Salem Cool Planet music stores and not the Salem cigarette brand.

Brandsharing or in-direct advertising is a well known and documented tobacco industry strategy employed to circumvent restriction on tobacco promotion. The most well known examples of this are Marlboro Classic clothing and Camel Boots which were used to advertise and market cigarettes in countries where promotional activities by tobacco manufacturers is banned.

The UK government accepts the duplicitous nature of brand-stretching by tobacco companies and as a result has banned the practice. I am enclosing a briefing document and factsheet on brand stretching for you and your client's perusal. Also included is the Department of Health's guidance document on brand-stretching and a briefing document for the government of Malaysia that addresses the use of brand-stretching and indirect advertising by tobacco companies to market tobacco.

It is inconceivable that Japan Tobacco International will not insist on Salem livery appearing on either promotional material or the venue. In light of the literature on brand-stretching included in this correspondence, we at ASH and our colleagues in Malaysia would like to know if Craig David is to make a positive impression on his fans by asking JTI to withdraw, or is he still prepared to perform under the banner of a tobacco company.

I look forward to you reply.

Yours sincerely,

Naj Dehlavi
Action on Smoking and Health