



## Clearinghouse for Tobacco Control

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### **The Night Craig David brought Salem to his Audiences on October 11, 2003**

The concert was organised by Scenique Productions Sdn Bhd, and was termed as the rev-Elation party (much hyped by The Star) that included Craig David's two hours concert and followed by shows hosted by international and local deejays until 5am.

The concert has all the elements of a cigarette company's brand sensitization efforts. Firstly the lights that surrounds the whole place was totally green. All those who entered the pier's show area were given a wristband that has Salem's name and the word rev-Elation

When we approached the entrance, the guards only asked if we brought cameras. But none asked us or the rest of the audiences about identification card. We conclude that those below the age of 18 can easily enter the concert arena by just showing a ticket. However, no children were seen in the area.

Prior to this concert, when C-Tob approached the ticketing staff at Starbucks café, (all tickets were sold in Starbucks Coffee houses only). The staff did not at all ask for our identification at all. One of C-Tob's staff went to buy three tickets and there were no questions asked.

During the concert, camcorder and cameras were not allowed in. There were only about 500 people (until 12.30am) attending the concert. This is unlike the 'hype' as mentioned in the Star where thousands thronged this event<sup>1</sup>.

Meanwhile the restrictions from the International Tobacco Marketing Standards (that the tobacco companies drafted), the Framework Convention on Tobacco Control and C-Tob's effort in calling up the state government by way of writing a letter of enquiry to Scenique Productions may have sent the organisers on a bid of caution.

So far they did not violate any rules, though JTI has in principle not respected what the Health Minister had mentioned earlier (Star, Sept 25, 2003) that there will be immediate advertising ban after signing the Framework Convention on Tobacco Control.

Salem's brand name was plastered brightly everywhere. The other sponsors namely Hitz, FM (both radio channels), Adidas, Starbuck and Tropicanalife were advertised negligibly. It looks like JTI sponsored the whole event and the rest were just lending their name.

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<sup>1</sup> The Star (my) October 12, 2003

Meanwhile if there is a 'blunder on their part' then it must be that Salem's name appeared in the newspapers after the show. This is against their International Tobacco Marketing Standards code of conduct. Thousands read The Star and many are teenagers and children. The word "Salem" (see pix below) appeared on the front page of the Metro pullout on Monday as well as in the central page of that pullout<sup>2</sup>.

The Salem girls were seen distributing forms to the public to fill up their preference of tobacco and they will receive promotional materials from Salem.

Booths were also set up to sell cigarettes to the public. Many viewers were seen puffing away during the concert.

On Wednesday (October 15, 2003), however, Star reported that event's turnout was poor as the promotion and publicity was not enough and that most fans (if the Star reporter had actually interviewed most of them) complained that the promotions began too close to the event.

This goes only to show that efforts in tobacco control has been measurably successful. And circumventing tactics tried by tobacco companies can actually be challenged.  
-Ends-

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<sup>2</sup> The Star (my) October 13, 2003.

## Captions



*(Note: that The Star has highlighted Craig wearing a green tee, though he has changed his tee of different colours. In fact all the photographs of Craig were only with this top.)*

**SINGING SENSATION:**  
David performing one of his rhythm and blues hits at his two-hour concert during the party.

October 2003

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**Food relief**

> 3



**Boat visit**

> 4



**Health exhibit**

> 11

# Partying with Craig

> See centrespread

