

**OPPOSITION TO PLAIN AND STANDARDIZED TOBACCO PACKAGING  
OPPOSITION À L'EMBALLAGE NEUTRE ET STANDARDISÉ**

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**Samples of recent Big Tobacco ads against plain packaging:  
Exemples de publicités récentes des fabricants du tabac contre l'emballage neutre:**

(Fall/automne 2016, winter/hiver 2017)

(\*Ads were published in many other publications but are not included here)

(\*Les mêmes publicités ont été publiées dans de nombreux autres journaux mais ne sont pas incluses ici)

- JTI, **The Gazette**, August 31<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_08\\_31\\_PlainPackaging\\_BothSidesJTI\\_Headphones\\_Gazette\\_pA9.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_08_31_PlainPackaging_BothSidesJTI_Headphones_Gazette_pA9.jpg)
- JTI, **La Presse Plus**, August 31<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_08\\_31\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Ecouteurs\\_LaPressePlus\\_pA5.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_08_31_EmballageNeutre_LesdeuxpointsJTI_Ecouteurs_LaPressePlus_pA5.jpg)
- JTI, **The Gazette**, September 17<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_17\\_PlainPackaging\\_BothSidesJTI\\_Bullets\\_Gazette\\_pNP6.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_17_PlainPackaging_BothSidesJTI_Bullets_Gazette_pNP6.jpg)
- JTI, **National Post**, September 17<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_17\\_PlainPackaging\\_BothSidesJTI\\_Bullets\\_NationalPost\\_pA16.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_17_PlainPackaging_BothSidesJTI_Bullets_NationalPost_pA16.jpg)
- JTI, **Le Droit**, September 17<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_17\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Balles\\_LeDroit\\_p16.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_17_EmballageNeutre_LesdeuxpointsJTI_Balles_LeDroit_p16.jpg)
- JTI, **Le Droit**, September 21<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_21\\_EmballageNeutre\\_LesdeuxpointsJTI\\_bille\\_tsde50\\_LeDroit\\_p15.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_21_EmballageNeutre_LesdeuxpointsJTI_bille_tsde50_LeDroit_p15.jpg)
- JTI, **Ottawa Sun**, September 21<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_21\\_PlainPackaging\\_BothSidesJTI\\_50dollarbills\\_OttawaSun.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_21_PlainPackaging_BothSidesJTI_50dollarbills_OttawaSun.jpg)
- JTI, **Globe & Mail**, September 21<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_21\\_PlainPackaging\\_BothSidesJTI\\_50dollarbills\\_GlobeandMail\\_pA15.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_21_PlainPackaging_BothSidesJTI_50dollarbills_GlobeandMail_pA15.jpg)
- JTI, **National Post**, September 21<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_21\\_PlainPackaging\\_BothSidesJTI\\_50dollarbills\\_NationalPost\\_pA5.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_21_PlainPackaging_BothSidesJTI_50dollarbills_NationalPost_pA5.jpg)
- JTI, **The Gazette**, September 21<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_21\\_PlainPackaging\\_BothSidesJTI\\_50dollarbills\\_MontrealGazette\\_PA9.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_21_PlainPackaging_BothSidesJTI_50dollarbills_MontrealGazette_PA9.jpg)
- JTI, **Journal de Montréal**, September 21<sup>st</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_21\\_EmballageNeutre\\_LesdeuxpointsJTI\\_bille\\_tsde50\\_JdeM\\_p25.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_21_EmballageNeutre_LesdeuxpointsJTI_bille_tsde50_JdeM_p25.jpg)
- JTI, **La Presse Plus**, September 22<sup>nd</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_22\\_EmballageNeutre\\_LesdeuxpointsJTI\\_bille\\_tsde50\\_LaPressePlus\\_pA6.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_22_EmballageNeutre_LesdeuxpointsJTI_bille_tsde50_LaPressePlus_pA6.jpg)
- JTI, **La Presse**, September 24<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_24\\_EmballageNeutre\\_LesdeuxpointsJTI\\_bille\\_tsde50\\_LaPresse\\_pA15.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_24_EmballageNeutre_LesdeuxpointsJTI_bille_tsde50_LaPresse_pA15.jpg)

- JTI, **Journal de Montréal**, September 28<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_28\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Frites\\_JdeM\\_p25.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_28_EmballageNeutre_LesdeuxpointsJTI_Frites_JdeM_p25.jpg)
- JTI, **Métro**, September 28<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_28\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Frites\\_Metro\\_p2.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_28_EmballageNeutre_LesdeuxpointsJTI_Frites_Metro_p2.jpg)
- JTI, **The Gazette**, September 28<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_28\\_PlainPackaging\\_BothSidesJTI\\_Fries\\_MontrealGazette\\_pA11.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_28_PlainPackaging_BothSidesJTI_Fries_MontrealGazette_pA11.jpg)
- JTI, **Globe and Mail**, September 28<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_28\\_PlainPackaging\\_BothSidesJTI\\_Fries\\_GlobeandMail.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_28_PlainPackaging_BothSidesJTI_Fries_GlobeandMail.jpg)
- JTI, billboards in **Montreal** (Plateau-Mont-Royal borough, October 2016-...):  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_10\\_00\\_PlainPackaging\\_BothSidesJTI\\_Balles\\_Babillard\\_Montreal.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_10_00_PlainPackaging_BothSidesJTI_Balles_Babillard_Montreal.jpg)
- JTI, online web ads (October 2016-...):  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_10\\_02\\_JTI\\_BothSides\\_PubsWeb.pdf](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_10_02_JTI_BothSides_PubsWeb.pdf)
- JTI, **Facebook** web videos (October 2016-...):  
<https://www.facebook.com/BothSidesOfTheArgument/videos/>
- JTI, **The Gazette**, January 21<sup>st</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_01\\_21\\_PlainPackaging\\_BothSidesJTI\\_Alexa\\_MontrealGazette\\_pA11.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_01_21_PlainPackaging_BothSidesJTI_Alexa_MontrealGazette_pA11.jpg)
- JTI, **La Presse**, January 21<sup>st</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_01\\_21\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Alexa\\_LaPresse\\_pA17.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_01_21_EmballageNeutre_LesdeuxpointsJTI_Alexa_LaPresse_pA17.jpg)
- JTI, **Journal de Montréal**, January 24<sup>th</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_01\\_24\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Alexa\\_JdeM\\_p21.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_01_24_EmballageNeutre_LesdeuxpointsJTI_Alexa_JdeM_p21.jpg)
- JTI, **Métro**, January 24<sup>th</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_01\\_24\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Alexa\\_Metro\\_p5.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_01_24_EmballageNeutre_LesdeuxpointsJTI_Alexa_Metro_p5.jpg)
- JTI, **La Presse Plus**, January 24<sup>th</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_01\\_24\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Alexa\\_LaPressePlus\\_pA4.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_01_24_EmballageNeutre_LesdeuxpointsJTI_Alexa_LaPressePlus_pA4.jpg)
- JTI, **The Hill Times**, January 25<sup>th</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_01\\_25\\_PlainPackaging\\_BothSidesJTI\\_Alexa\\_HillTimes\\_p3.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_01_25_PlainPackaging_BothSidesJTI_Alexa_HillTimes_p3.jpg)
- JTI, **Toronto Star**, January 31<sup>st</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_01\\_31\\_PlainPackaging\\_BothSidesJTI\\_Ascanio\\_TorontoStar\\_pA5.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_01_31_PlainPackaging_BothSidesJTI_Ascanio_TorontoStar_pA5.jpg)
- JTI, **Journal de Montréal**, February 15<sup>th</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_02\\_15\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Sabrina\\_JdeM\\_p33.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_02_15_EmballageNeutre_LesdeuxpointsJTI_Sabrina_JdeM_p33.jpg)
- JTI, **Journal de Montréal**, February 21<sup>st</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_02\\_21\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Alexa\\_JdeM\\_p25.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_02_21_EmballageNeutre_LesdeuxpointsJTI_Alexa_JdeM_p25.jpg)
- JTI, **Métro**, February 21<sup>st</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_02\\_21\\_EmballageNeutre\\_LesdeuxpointsJTI\\_Maxime\\_Metro\\_p2.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_02_21_EmballageNeutre_LesdeuxpointsJTI_Maxime_Metro_p2.jpg)
- JTI, **The Hill Times**, February 22<sup>nd</sup> 2017:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2017/PUB\\_17\\_02\\_22\\_PlainPackaging\\_BothSidesJTI\\_Rebecca\\_HillTimes\\_p7.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2017/PUB_17_02_22_PlainPackaging_BothSidesJTI_Rebecca_HillTimes_p7.jpg)

### Third party ads:

- The Bakery, Confectionery, Tobacco Workers, Grain Millers Union, locals 235T and 261T, **The Hill Times**, September 21<sup>st</sup> 2016:  
[http://cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_09\\_21\\_PP\\_TobaccoWorkersUnion\\_HillTimes.jpg](http://cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_09_21_PP_TobaccoWorkersUnion_HillTimes.jpg)
- Syndicat des travailleurs et travailleuses de la boulangerie, de la confiserie, du tabac et de la meunerie, sections locales 235T et 261T (FTQ), **Journal de Montréal**, October 6<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_10\\_06\\_EmballageNeutre\\_Lettre\\_SyndicatsTabacFTQ\\_JdeM\\_p23.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_10_06_EmballageNeutre_Lettre_SyndicatsTabacFTQ_JdeM_p23.jpg)
- Syndicat des travailleurs et travailleuses de la boulangerie, de la confiserie, du tabac et de la meunerie, sections locales 235T et 261T (FTQ), **Le Devoir**, October 6<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_10\\_06\\_EmballageNeutre\\_Lettre\\_SyndicatsTabacFTQ\\_Devoir\\_pA3.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_10_06_EmballageNeutre_Lettre_SyndicatsTabacFTQ_Devoir_pA3.jpg)
- The Bakery, Confectionery, Tobacco Workers, Grain Millers Union, locals 235T and 261T (FTQ), **The Gazette**, October 6<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_10\\_06\\_PP\\_TobaccoWorkersUnion\\_MontrealGazette\\_pA11.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_10_06_PP_TobaccoWorkersUnion_MontrealGazette_pA11.jpg)
- Syndicat des travailleurs et travailleuses de la boulangerie, de la confiserie, du tabac et de la meunerie, sections locales 235T et 261T (FTQ), **La Presse**, October 8<sup>th</sup> 2016:  
[http://www.cqct.qc.ca/Documents\\_docs/DOCU\\_2016/PUB\\_16\\_10\\_08\\_EmballageNeutre\\_Lettre\\_SyndicatsTabacFTQ\\_LaPresse\\_pA9.jpg](http://www.cqct.qc.ca/Documents_docs/DOCU_2016/PUB_16_10_08_EmballageNeutre_Lettre_SyndicatsTabacFTQ_LaPresse_pA9.jpg)

### Critiques from Physicians for a Smoke-free Canada:

- In response to August 31<sup>st</sup> ad:  
<http://smoke-free-canada.blogspot.ca/2016/08/japan-tobaccos-unfair-representations.html>
- In response to September 17<sup>th</sup> ad:  
<http://smoke-free-canada.blogspot.ca/2016/09/a-truthful-image-and-sad-reminder.html>