INTRODUCTION

Tobacco advertising and sponsorship in Formula 1 (F1) racing, which was banned in Europe by the 2005 EU Tobacco Advertising Directive1 and internationally by the Federation Internationale de l'Automobile since 2006,2 continues to this day through the Philip Morris sponsorship of Ferrari,3 thought to be worth $160 million (£124 million) annually.4

Although Marlboro advertising and related barcode alibis disappeared from Ferrari cars after 2010,5 during the 2018 championship, Philip Morris introduced a new marketing campaign, Mission Winnow, with text and logo branding on Ferrari cars and uniforms. Philip Morris states that Mission Winnow promotes their drive towards alternatives to traditional cigarettes and does not advertise tobacco products.6 However, the branding is strongly reminiscent of the Marlboro tobacco products.4 It appears that, despite prohibition, tobacco advertising in Formula 1 racing broadcast is alive and well.

Alexander B Barker,1 Magdalena Opazo Breton,1 Rachael I Murray,2 Bruce Grant-Braham,2 John Britton1
1Division of Epidemiology and Public Health, UK Centre for Tobacco and Alcohol Studies, Clinical Sciences Building, City Hospital, University of Nottingham, Nottingham, UK
2Bournemouth University, Talbot Campus, Poole, UK

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ORCID IDs
Alexander B Barker http://orcid.org/0000-0003-4568-5114
Rachael L Murray http://orcid.org/0000-0001-5477-2557

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