

Preparation of Papers for the Study of Tobacco Advertising towards Malaysia Football Development

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Abstract

Advertising become one of the reasons that Malaysia football during the golden era age is famous and supporters get hype during every game. According to [13] During the peak of the football game in Malaysia, Dunhill is the brand that has the biggest scale in Advertising in 1980 – 1990 before the tobacco banning in 2005. The studies also want to identify what approach Dunhill use before, during and after the tobacco banning to advertise their products. The research scope is also about how and why tobacco industries use football to spread brand awareness in Malaysia and how that lead to the Malaysia football quality. The objective of the research is to find out about the relationship between tobacco advertising and Malaysia football. In this case, the Dunhill product is chosen as a case study of tobacco brand because the company has contributed a lot of amount for sponsorship during the peak. Sports and sponsors especially football is a must, they need sponsors for the aid to support the event so the program can run smoothly and success [17]. Method of this research will be held in interview method which will be considered to interview former coach, sports analysis, and a player that is still available who played in the national team. This research can help us identify the contribution of tobacco advertising that gives the most impact in national football during the golden era. We can also find out about other brands that are also involved in contributing to making the football quality in Malaysia improves.

Keywords: Malaysia Football, Advertising, Tobacco Advertising, Golden Era

1. Introduction

Football is the national game of Malaysia played by the millions of people all over the world. Andrew Caldecott created football association of Malaysia (FAM) at 1920 in Kuala Lumpur and Penang in order to freed Malaya from English and Japan Colonialism. At 1961, 20 years after the death of Andrew Caldecott at 1951, the legend started to perform and began representing Malaysia in International games. That player was Mokhtar Dahari [21].

During 1980 – 1990 where local football is at peak. Sponsors are necessary to support the sports. According to Shahrizal [16], Sports and Sponsor cannot be separated due to both wins to win situation in order to get benefits from each other. In that time, Tobacco has a big demand during the period that consists the target market of the youngster. That includes the youngster which majority likes football.

According to research by Kin & Khor [8], Cigarettes and tobaccos are prevalent and it is everywhere in any media including Billboards, Television & Radio. Smoking during the time emphasize styles that cause it to blend with culture as a normal social behavior. This is the contribution to new smokers every day and led the company profits increased which make it a success and became the biggest advertising in Malaysia.

In this research, the Dunhill brand will be chosen as a case study. It is because the Dunhill brands are the most dominant brand during the Malaysia Football game and have contributed a large sponsorship and even set his own cup named 'Piala Dunhill'. The Dunhill cup 1997 was held in Malaysia and won by China.

By implementing tobaccos ads in Football as sponsorship, the brand will be advertised everywhere anywhere involving the game, field's jerseys and any other medium involving football. By

doing this, Dunhill can still promote the brand indirectly due to the tobaccos ban.

Blum. [1] stated that over 40 billion TV viewers are from the young sports fan. Those are the years where athlete, car racer and many sports or activities that have the attention of the youngster become the medium of the tobaccos company for executing their advertisement. This leads to early exposure for young to start smoking.

1.1 Problem Statement

1.2.1 What are the circumstance and problems that Dunhill occurs when using Football as their advertising tools to promote their brand and indirectly promotes cigarettes at the same time?

1.2.2 What is the impact of the tobaccos banning in Malaysia towards Dunhill.

1.2.3 How Dunhill counter their marketing strategy after the government and non-Government organization choose to ban all tobaccos product

1.3 Objective of the Research

1.3.1 The main objective of the research is to find out why Dunhill is interested in investing an amount to sponsors Malaysia football clubs.

1.3.2 To Analyze how Dunhill solve their marketing problem after the ban of all Tobaccos product in Malaysia.

1.3.3 To Study the problem that Dunhill face before, during and after the banning.

1.4 Significant of the Study

This study can contribute in many ways of scientific knowledge as for example, the references to be put as fact in a magazine, newspaper or any written blog & websites for readings.

The research is also can be used as a guide for Advertising students to learn Marketing strategy as samples that occurs in Malaysia.

If the data collected is useful and gets a good review, this research can make

An interesting topic for Advertising History in Malaysia to be documented as videos that can be air on Television.

1.5 Limitation & Delimitation

Due to historic data, researcher limitation is the time frame. The data may have been lost due to time and people who involve with the Dunhill marketing also have long gone.

The case location will only be held in Malaysia and Dunhill will be the brand that will be chosen as a case study. The reason for doing this so to limit the scope of the research and only focus on Dunhill Advertising on Malaysia Football.

1.6 Literature Review

1.6.1 Malaysian Football History

(WordPress, n.d) [22] Stated that if the Football Association was not created back then, there will be no football in Malaysia. Football Association of Malaysia FAM was created by Andrew Caldecott in 1920 at Kuala Lumpur and Penang to release the colonialism English and Japan. This is how the football become famous until today. It became national sports that have been participated by the most.

1.6.2 The Golden Era of Malaysian Football

According to Zinitulniza [23], Malaysia had been to Olympic. The golden era in the world of football in Malaysia was during the 1970's. It's when the Malaysia football is at its peak. Having Legendary players like Mokhtar Dahari known as the best Asian Player, Hassan Sani, Isa Bakar, and James Wong is just making the world of football in Malaysia goes popular and well heated. Why is it said as golden age is when Malaysian player performs really well and even play against Arsenal then scored 2-0 both shots was from Mokhtar Dahari the legendary striker.

1.6.3 The Malaysian Football Achievements

Daryl [6] stated that Mokhtar Dahari wins the SEA games 1979 but retired after that, he also known as Super Mokh. He once becomes the proudest player and became an icon for Malaysia football, but then it leads to better achievements.

After that, the Malaysian team then qualified to Olympic but lost to South Korean. National squad Harimau Malaya 1972 than win the Bronze medal in Munich Olympic after defeating South Vietnam which becomes the only biggest achievement that Malaysia achieves until today. Malaysian team then able to join the next Moscow Olympic 1980 after winning 2-1 from South Korean.

1.6.4 History of Tobaccos and Cigarette

According to Mehul [14] Tobaccos has long be used by the time in 600 to 900 A.D. and it was grown by American Indians before the European came from England. It was carved on the walls showing the cultures using pipes to smoke. They do not smoke every day but only use tobaccos for occasion and medication.

Despite wheat, corn, cotton, sugar, soya beans, tobaccos are the most make money crops that enable Americans to revolt against England. This shows that the market of tobaccos is high in demand that leads to the new invention by James Bonsack in 1881. He invented a cigarette making machine and leads to widespread in cigarette smoking in the world after.

1.6.5 The Brand Evolution

James Bonsack named the product Duke of Durham. It was the first commercial packed of cigarette in the world and name the company as the American Tobacco Company. By commercialized the product in various way, the product penetrates the market and became the biggest and powerful tobacco company until the early 1900's.

After the success and high demand for cigarettes, many brands was introduced back in the day such, Philip Morris Company introduce Marlboro Brand. And as a selected case study for this research is Dunhill.

1.6.6 The Dunhill Brand

Dunhill was introduced by Dunhill of London in 1907 and it was officially established by British American Tobacco Malaysia in Malaysia at the 3rd November 1999. (British American Tobacco Malaysia, n.d) [4]. Dunhill introduces their cigarettes in 1907 and brings the product to Malaysia which occur before the official establishment in 1999.

According to Finding, a research held by Foong, K, Khor [8], they find out that, Dunhill is a choice of Malaysian people. It tastes better, and if they have extra money, they will go for Dunhill cigarettes. But if not, they will buy cheaper cigarettes such as Winston, Crystal & Perry's. Dunhill Brand is the second largest Tobaccos brand in the world by global market share. The Product is known as luxury cigarettes due to its quality known as better.

1.6.7 Advertising

Advertising is a way to deliver the message to the people or specifically their target markets to get notice or awareness. Reason Advertising happens is when the Merchant wants their product to be known or well design so it will attract people interest and increase the rate of audience intention to buy.

Ardy [3] stated that, tobacco advertising is deliberately targeting the youngsters which emphasize the icon of teenager that shows styles. Moreover, the target of the advertising is always with the activity that involved teenager most participated events such sports, music & school.

According to Gillian [9], the advertisement can deliver a message indirectly. That will allow some humor, jokes, and an interesting and funny message which are not related to the first objective of the merchant or advertisers. However, we should never lose sights to their true sight in giving a hidden main message.

In this research, the Dunhill brand executes a hidden message with their names on a Malaysia Football as sponsors. There is Dunhill brand name everywhere on jerseys, stadiums, billboards, dividers on field and more. They cannot directly promote their cigarette due to banning from government & non-Government organization. So, this might become one of their strategy to overcome the banning.

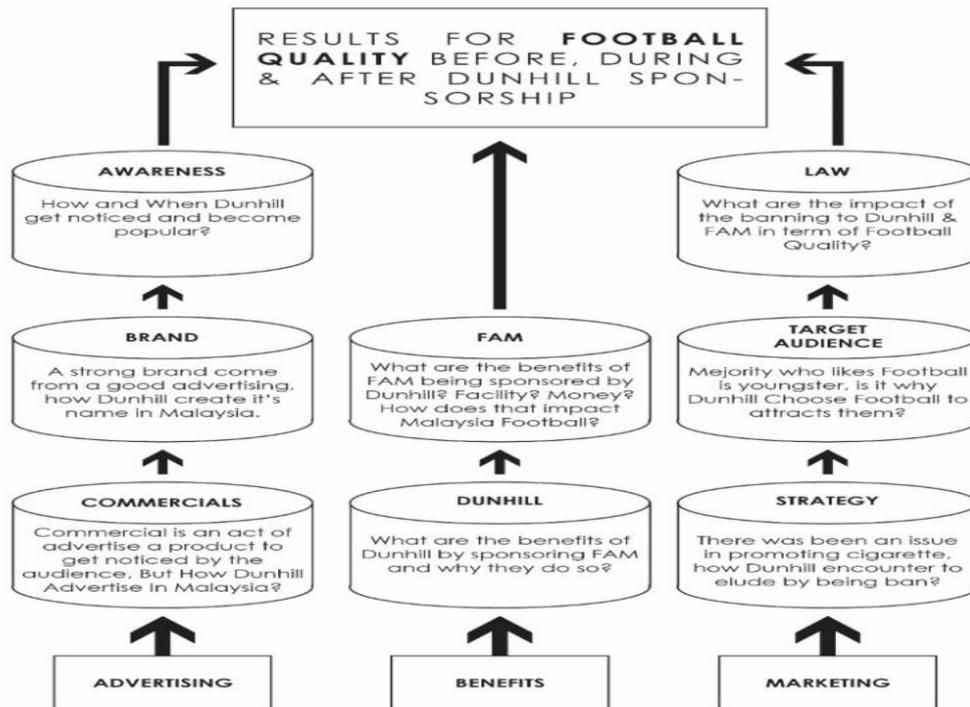
1.6.7 The Harmful Side

Advertising cigarettes may be the big advertising during the 80s, and the product gets good acceptance by societies and the most youngster has already started to smoke. However, there is the bad side of having this advertising when it's widespread and prevalent. Clifton Curtis, Thomas E. N., Kelley Lee, Mike Freiberg & Ian McLaughlin [5] Stated that the cigarette is very dangerous due to the substances of the products that contain too many toxic

including ethyl phenol, heavy metals, and nicotine. Almost 6.3 trillion was consumed globally during the year 2012. This harmful products that caused death and illness to people are the reason why Advertising was ban during the time and may have given a difficult time for the companies to engage with their target market.

1.6.8 The Banning of Cigarette

According to a website article from [20], Tobacco used to advertise all the over the available media which is television, radio & uses mascots and any other strategies that we may no longer see today. The years of the banning have limits the tobacco companies to advertise their product. By the time passes, the pressure was slowly growing to limit the tobacco advertising even more. These are the following years that limits more every year according to Truth Initiative:



1.6.8.3 Year 1998

In the year of 1998 46 nation, U.S, D.C & another five territories have imposed more restriction using The Master Settlement Agreement to denote new rules in order to contain by banning on transit, billboard advertisement including sports event and concerts (direct ads). This agreement also restricted Brand sponsorship, advertisement on product placement, cartoons and any related to the target market that are under18 years old.

1.6.8.4 Year 2006

At this years, Cigarettes Company advertise their product as “Low tar” and “Light “cigarettes which violated the federal racketeering laws. These similar strategies are forbidden in the cigarette packaging and advertising.

1.6.8.5 Year 2009

This is the year where The Family Smoking Prevention & Tobacco Control Act was made. In 2010, all the marketing and advertisement involving sports event were dismissed even for

1.6.8.1 Year 1967

Due to the strict content being observed by the federal communication, all of the advertising was followed by the public service announcement (PSA) about the awareness but not too frequent.

1.6.8.2 Year 1971

During this years, all of the airwaves such television & radio was restricted to advertise tobaccos product, and that leads to unnecessary PSA and anti-tobacco ads off to air too. But then Tobaccos Company went for magazines, newspaper, billboards and public transport until 1986.

indirect advertising that promotes only name or brand. It is also the year of all brands put a warning on their packaging about the dangerous effects of the products.

1.7 Conceptual Framework

1.8 Research Methodology

For the method, Qualitative will be used to run the research by getting more highly accurate data by getting the information through trusted resources. Then the data collected will be acknowledged and will highly assure.

As running a qualitative method, the researcher will set up an interview to a specific respondent involving a former player from Malaysia team that most of them have become coach today. These resources not only trusted, but they live during the golden era and known better about character & characteristic of each player.

Other than that, interview with scholars is also in the time frame which researcher will list down all the necessary interviewer's such historians,sports analysis to be used as strong data to support this research. These are the person who studies and work on sports

and history about Malaysia Football. It's for a supportive research to acknowledge the research as an important research to conduct.

1.9 Conclusion

In this study, Tobaccos Company that will be chosen is Dunhill brand and Malaysia Football become the case studies during the clash of both parties to understand their win-win situation for both benefits in sponsorship.

In conclusion, the researcher will find out and study about Why Dunhill choose football in Malaysia as the main medium to advertise their product as sponsorship. Despite the other sports available in the country,

Thus, the researcher also wanted to study the impact towards football when Dunhill give sponsors to Malaysia football. Malaysia team might get special facilities or extra money for their practice and this may improve Malaysia football quality. This research will cover before, during and after the tobacco banning in Malaysia.

Advertising strategy is one of the reasons why this research is held. It is because to understand the Dunhill move in Advertise their product and how they manage to counter and avoid to be ban.

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