**Supporting Information**

**S1 Table. Tactics used by the Tobacco Industry when attempting to influence marketing regulation**

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| **Strategy** | **Tactic** |
| Information | Direct lobbying (meetings and correspondence with legislators/policymakers) |
| Indirect lobbying (using third parties, including front groups, to lobby on the industry’s behalf) |
| Shaping the evidence base | Commissioning, writing (or ghost writing), or disseminating research/publications |
| Preparing position papers, technical reports or data on impacts(including economic impact studies) |
| Establishing industry/policymaker collaboration (e.g. via working group, technical group, advisory group)/work alongside policymakers providing technical support/advice |
| Constituency building | External constituency building | Form alliances with and mobilise other industry sectors/business/trade organisations |
| Media advocacy (press releases, publicity campaigns, public hearings, interviews) |
| Form alliances with or mobilize unions/civil society organizations/ consumers/employees/the public |
| Creation of front groups or astroturf organisations |
| Internal constituency building | Collaboration between companies/development of pan-industry group or industry trade association |
| Policy substitution | Develop/promote (new or existing) voluntary code/self-regulation |
| Develop/promote alternative regulatory policy |
| Develop/promote non-regulatory initiative (generally seen to be ineffective/less effective, e.g. education programmes) |
| Legal | Pre-emption |
| Using litigation/threat of legal action |
| Constituency fragmentationand destabilization | Preventing the emergence of, neutralising and/or discrediting potential opponents (individuals, organisations or coalitions) |
| Financial Incentive | Providing current or offering future employment to those in influential role |
| Gifts, entertainment or other direct financial inducement |

**Source: Savell E, Gilmore AB, Fooks G (2014) How Does the Tobacco Industry Attempt to Influence Marketing Regulations? A Systematic Review. PLoS ONE 9(2): e87389. Table 2**