



JTI Bulgaria continues its “Are you going to tell me what to do?” campaign, promoting responsible consumer behavior

Sofia, 25 July, 2025 – For the third consecutive year, JTI Bulgaria is running the campaign *“Are you going to tell me what to do?”*, encouraging tobacco users to dispose of cigarette filters responsibly. The core message remains consistent: waste belongs in the bin – where it should be.

Following successful summer and winter waves in 2024, the campaign is returning in 2025 with a renewed presence across radio and digital channels. It focuses on everyday situations where improper disposal is most visible – filters discarded on sidewalks, in parks, at the beach, or thrown from car windows – aiming to raise public awareness and encourage more mindful habits.

“Changing our attitude toward waste is a gradual process – one that can easily become a lasting habit. We’re here to remind people that even the smallest actions matter,” said Dimitar Naydenov, Corporate Affairs Manager at JTI Bulgaria.

The campaign is implemented in accordance with Article 23 of the Ordinance on Reducing the Environmental Impact of Certain Plastic Products. Through this initiative, JTI Bulgaria reaffirms its long-term commitment to sustainable development and environmental protection.

JTI, a member of the JT Group of Companies, is a leading international tobacco company, selling its products in more than 130 markets. It is the global owner of both Winston and Camel, respectively the second and third largest cigarette brands in the world. Other global brands include MEVIUS and LD. JTI is also a major player in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the tenth consecutive year in 2024. For more information, visit www.jti.com.