

Foreign Marketing Appeals on Cigarette Packs: An Eight Country Study

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Background

- We examined unique cigarette packs from eight countries to assess the nature and extent of foreign marketing appeals
- The tobacco industry uses pack design features and marketing appeals to attract new customers and retain current smokers
- Foreign appeals can connote a superior social status and appealing lifestyle

Methods

- Study focus on eight low-and middle-income countries with high burden of tobacco use
- Data collection occurred in 2015 and 2016 in: Bangladesh, Brazil, India, Indonesia, Philippines, Russia, Thailand, and Viet Nam
- Systematic purchase of unique packs from diverse retailers in three populous cities in each country
- Double coding of each pack to identify appeals, including existence of foreign text and imagery marketing appeals
- Foreign appeals identify as being not representative of the culture, locale or people of the country in which the product was purchased
- 1,598 packs collected and analyzed



Russia 2015



Philippines 2015

Results



Viet Nam 2015

Brazil 2016

India 2016

Indonesia 2015

Russia 2015

Bangladesh 2016

Thailand 2015

Brazil 2016

- 17% of packs had at least one foreign lexical appeal
- 6% had at least one foreign imagery appeal; foreign appeals usage highest in Russia (29%) and lowest in Thailand (5%)
- Among packs with a foreign appeal, the most prevalent brand family was Lucky Strike due to the brand logo highlighting Richmond, Virginia, USA (n=24)
- Common lexical terms included “London” (3%) and “international” or “world” (7%)
- Notable foreign imagery appeals included map of a portion of South America (n=6), and the national flag of the United Kingdom (n=8)
- 2% of packs had a US lexical appeal (e.g., “Apache”, “Apollo”, “Texas”, “New York”) and 3% had a US imagery appeal (e.g., bald eagle, stylized Native American)

Conclusions

- All eight countries had at least one foreign lexical and at least one foreign imagery appeal
- Foreign appeals can be seen as worldly and convey a lavish lifestyle
- Expanding the amount of coverage of health warning labels and moving to plain packaging can restrict the area devoted to brand marketing

Acknowledgement: This work was supported with funding from Bloomberg Philanthropies’ Bloomberg Initiative to Reduce Tobacco Use (bloomberg.org)