

Feminine Cigarette Brand Marketing in Ukraine

Background

Since 2013, the Tobacco Pack Surveillance System (TPackSS) has collected unique cigarette packs in low- and middle-income countries (LMICs) with the highest burden of tobacco use. These collections aim to capture one of every unique pack presentation available in each country. In August of 2013, 324 unique cigarette packs were collected from Kyiv, Lviv, and Donetsk.

Methods

Packs were coded as having feminine marketing appeals if they contained imagery or text associated with the following: flowers/butterflies, fashion (e.g. images of jewelry, the term “stylish,” animal prints), women/girls (e.g. non-sexualized images of women/girls, terms like “lady” or “girl”), the word “pink” or the color pink, and other potential feminine cues, including imagery or text associated with concepts like hearts, kisses, and romance. We also included lipstick shaped and slim packs in the pack analysis. To ensure that coding was culturally accurate, we identified tobacco control experts to assess whether packs from our initial coding were feminine based on country-specific notions of femininity.

Results

Across the 324 unique cigarette packs collected in Ukraine, 70 packs (21.6%) featured overt feminine marketing appeals. Compared to 13 other LMICs (including Russia, Brazil, China, Turkey) this was the highest frequency of feminine marketing on unique packs in any country.

Examples of Feminine Cigarette Brand Marketing



Conclusion

In 2013, Ukraine had a higher proportion of unique packs collected overtly marketed towards girls and women than 13 other countries. The introduction of larger, graphic health warning labels and/or plain packaging in Ukraine would reduce or remove the ability for the tobacco industry to use cigarette packaging for this harmful practice.