FEMININE MARKETING ON CIGARETTE PACKS IN 14 COUNTRIES OVER TIME

JOHNS HOPKINS BLOOMBERG SCHOOL

of PUBLIC HEALTH

Institute for Global Tobacco Control

Lauren Czaplicki

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BACKGROUND



Estimated and projected number of smokers (in millions) by country income group and gender



Source: WHO Global report on trends on prevalence of tobacco smoking 2000-2025

Smoking rates among girls





"Reach for a <u>Lucky</u> when you crave something sweet

That's the easiest way I know to keep from getting fat"

LIGHT a Lucky Strike when you are tempted to eat between meals-they satisfy the craving for sweets and rich pattries. That's why thousands now reducing smoke them constantly.

A year 2892-20.679 physicians put themselves on record in confirmation of the fact that Toasting makes <u>Locky Strike</u> loss instraing to the throat time of the moves impurities. Toasting also improves the flavor of the finest tobaccos. That's why the delicious toasted flavor of the for the delicious to astered flavor of the for thing the make you fact. Avoid harmful methods to reduce. This way is merely common sense.

Men who keep fit have long employed it. They don't believe in tiresome, expensive ways. They do believe that <u>Luckies</u> do not havrt the wind or impair the physical condition—facts upheld by prominent tabletes, who are in a position to know the truth.



We make Virginia Slims especially for women because they are biologically superior to men.

Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are. Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome... the interarchromosome... They are also less inclined than men to congenital baldness.

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fat, stubby cigarettes

designed for mere men.

women continue to use the

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Similar trends seen in low- and middle-income countries

Advertising featuring:

- Western fashion
- Glamour
- Sophistication
- Social independence

Slim packs and light cigarettes also sold



Image from Eaton L. Tobacco companies exploit women, says WHO. *BMJ*. 2001;322(7299):1384.



Cigarette pack as advertising

Pack shape, color, design communicate "personality" and taste/strength expectations¹⁻⁴

Role of pack in drawing in recruiting new smokers, including women and girls⁵⁻⁷





Study objective



Examine the presence of **feminine appeals** on a large sample of cigarette packs purchased from 14 countries over time.



METHODS

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Tobacco Pack Surveillance System (TPackSS) project



Wave 1 (2013)	Wave 2 (2015-2017)
14 countries	9 countries
44 cities	30 cities
528 neighborhoods	360 neighborhoods
3,240 packs	2,336 packs



Pack coding: General features





Flavor capsule (yes/no)

Flavor:

- Fruit/citrus
- Alcoholic/energy drink
- Menthol/mint
- Clove/kretek
- Other

Pack shape

- Slim pack (width ≤ 1.3 cm)
- Lipstick shape pack (tall, rectangle)

Claims

- 'Reduced odor'
- 'Light/lights' descriptor
- 'Mild/low' descriptor



Feminine imagery and text





Analysis

Fischer's exact tests of association to assess trends over time (Wave 1 vs. Wave 2)

- Feminine packs overall
- Feminine pack by appeal category
- Differences in % of feminine packs by:
 - Country
 - Flavor
 - Pack shape
 - Claims

RESULTS

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Feminine appeals over time







Among feminine packs by wave (%) 80.0% 59.1% 60.0% 50.0% 40.0% 20.0% 0.0% Wave 1 Wave 2 2013 2015-2017 (n=278 packs) (n=137 packs)



Vietnam – Wave 1



Appeal type over time

80.0% 60.0% 46.0% 40.0% 32.8%* 20.0% 0.0% Wave 1 Wave 2 2013 2015-2017 (n=278 packs) (n=137 packs) -O-Flowers -Fashion -O-Pink -O-Women/girls -O-Other

Among feminine packs by wave (%)



Bangladesh – Wave 2

*p<0.05









Mexico – Wave 1





Among feminine packs by wave (%)













Among feminine packs by wave (%) 80.0% 60.0% 40.0% 17.6% 20.0% 12.4% 0.0% Wave 2 Wave 1 2013 2015-2017 (n=278 packs) (n=137 packs)

----Flowers ----Fashion ----Pink ----Women/girls ----Other



China – Wave 2



County-level trends

	Wave 1 (2013)		Wave 2 (2015-2017)		p value
	Total # packs	% feminine	Total # packs	% feminine	
Ukraine	325	21.6%	-	-	-
Russia	502	20.7%	502	13.5	0.003
Brazil	122	8.2%	147	2.0%	0.023
Mexico	134	8.2%	-	-	-
China	453	7.3%	738	7.9%	0.738
Vietnam	147	5.4%	150	0.0%	♣ 0.003
Egypt	58	5.2%	-	-	-
Pakistan	382	4.2%	-	-	-
Turkey	308	2.9%	-	-	-
Thailand	126	2.4%	111	0.0%	0.250
Bangladesh	191	2.1%	233	3.0%	0.761
Philippines	143	2.1%	18	0.0%	0.262
India	135	1.5%	95	1.0%	1.000
Indonesia	215	0.9%	252	0.0%	0.211

	Wave 1 (2013)		Wave 2 (2015-2017)		p value
	Total # packs	% feminine	Total # packs	% feminine	
Flavor capsule	85	1.2%	137	0.0%	0.383



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Flavor capsule	85	1.2%	137	0.0%	0.383
Flavor type					
Any flavor	685	11.5%	542	5.2%	<0.001
Fruit/citrus	106	31.1%	84	10.7%	0.001
Alc./energy	34	32.3%	17	11.8%	0.175
Menthol/mint	270	11.8%	204	5.9%	0.037
Clove/kretek	227	1.3%	191	0.0%	0.254
Other	136	5.1%	141	4.2%	0.743

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Pack shape					
Slim	512	35.9%	273	25.3%	0.002
Lipstick	36	100.0%	7	28.6%	<0.001



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Claims					
'Reduced odor'	66	51.5%	101	26.7%	0.002
'Light/lights'	143	2.8%	43	2.3%	1.000
'Mild/low'	120	0.8%	67	0.0%	1.000



CONCLUSIONS



Notable number of feminine packs purchased

- Stereotypical appeals carried over to study countries
- Pack remains important marketing vector to signal suitability of smoking among women







• Fewer variants on market?





- Fewer variants on market?
- Shift toward more gender-neutral, less overt marketing?
 - More aligned with norms?





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- Fewer variants on market?
- Shift toward more gender-neutral, less overt marketing?
 - More aligned with norms?
 - Response to reactance?
 - Role of flavor capsule packs...
- Continued surveillance needed, particularly in China



Study limitations

Limited number of countries in study sample

2 Data collected from most populous cities

3 Analysis does not weight for brand market share

Coding may not capture all feminine appeals



Policy implications



Images from *Advancing tobacco plain and standardized packaging in LMIC: Advice from Experts* https://www.globaltobaccocontrol.org/sites/default/files/plain_packaging_report_0.pdf



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THANK YOU!

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