THE MARLBORO MAN IS STILL ALIVE AND WELL IN BRAZIL: STRAW CIGARETTES AND MASCULINE BRANDING

Presenter: Graziele Grilo, MSc

Background
- Straw cigarettes are handmade and unique to Brazil
- Recent media coverage indicates a switch in the profile of users: from rural men to youth in urban areas
- The goal of this study was to assess the marketing appeal of straw cigarette packaging

Methods
- Straw cigarette packs were collected in 2013, 2016, and 2019 in 3 Brazilian cities using a systematic protocol (TPackSS)
- Packs were double-coded by independent coders for marketing appeals: flavor, less harm, masculinity, luxury and quality

Results
- The number of unique straw cigarette packs increased from 3 packs (2%) in 2013 to 27 packs (16%) in 2019
- 56% (n=18) of the packs had explicit masculine imagery
- 48% (n=13) were flavored packs in 2019 (compared to none in the previous years)
- 31% (n=10) presented a less harm appeal

Masculine branding along with flavor and less harm appeals are being used to promote straw cigarettes in Brazil. Plain packaging and a flavor ban could help to reduce the appeal of these products.

www.globaltobaccocontrol.org/tpackss

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