

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

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**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.

The QR code will direct you to more straw cigarette pack pictures!

[www.globaltobaccocontrol.org/tpackss](http://www.globaltobaccocontrol.org/tpackss)

**Disclosure:** This work was supported with funding from Bloomberg Philanthropies’ Bloomberg Initiative to Reduce Tobacco Use (Bloomberg.org). The authors have no conflicts to declare.

**Examples of Packs with Masculine Branding, Flavors, and Less Harm Appeal**



Masculine imagery and flavors



Masculine  
imagery



Flavor (**chocolate**)  
and less harm  
(**light and smooth**)

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