

A Rainbow of Flavors: Design Features of Cigarette Packs Appealing to Youth

Graziele Grilo, MSc

Lisa Lagasse, PhD

Meghan B Moran, PhD

Luz Myriam Reynales, PhD

Katherine Clegg Smith, PhD

Joanna E Cohen, PhD



JOHNS HOPKINS

BLOOMBERG SCHOOL
of PUBLIC HEALTH

Introduction

- Packs are an increasingly important advertising platform
- The tobacco industry manipulates the design elements of cigarette packs to make them more appealing and attractive to susceptible youth
- Study aim: to identify design features appealing to **adolescents and young adults** in *Mexico City, Mexico*



Methods

- Series of 15 focus group discussions (FGDs), separated by gender, smoking status, and socioeconomic status
 - 10 FGDs with adolescent smokers and non-smokers (ages 13-17)
 - 5 FGDs with young adult smokers (ages 18-24)
- ***“Pack exercise”***: 23 cigarette packs purchased locally prior to the FGDs divided in two groups: **“appealing”** and **“unappealing”**
 - Participants examined the groupings then resorted the packs according to their perceptions
 - Final groupings were photographed and analyzed to identify design features that were appealing to adolescents and young adults



Appealing Features - Color

Appealing to all FGDs:

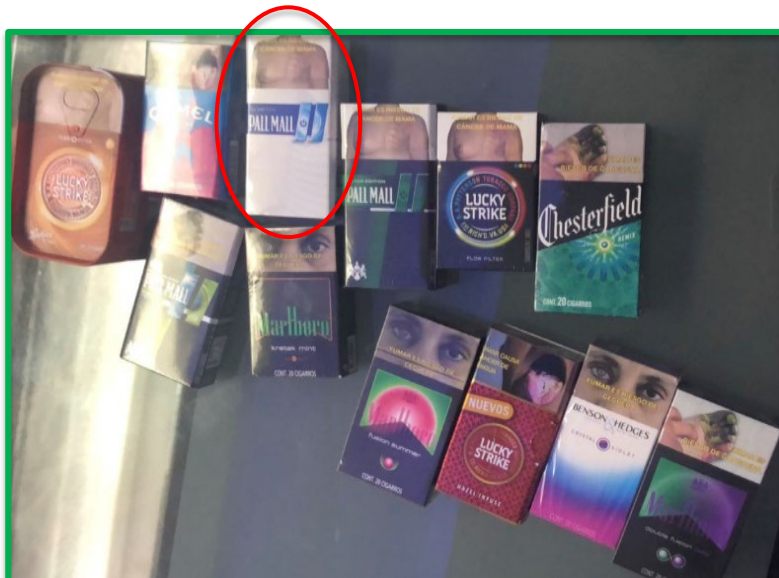
- Bold, contrasting colors
- Color gradient



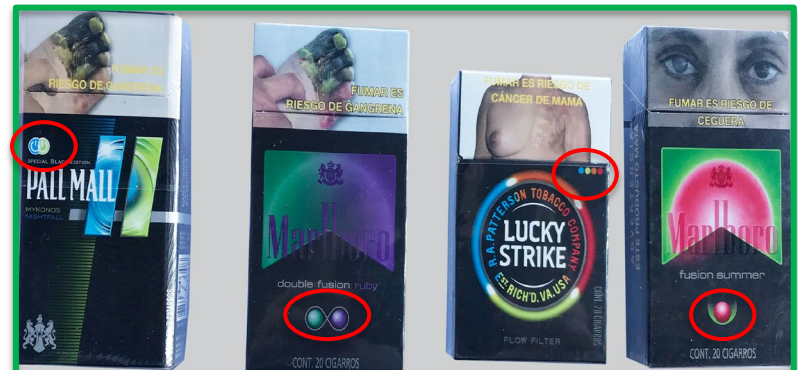
Appealing Features - Flavor

Appealing to all FGDs:

- Flavor indicators: Capsules, flavor name(s), color
- Multiple flavors in a single pack



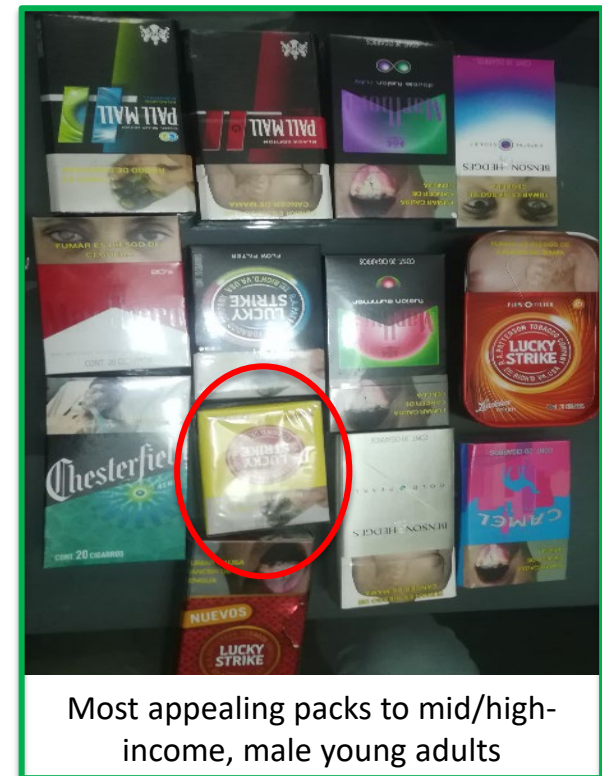
Most appealing packs to low-income, male smoker adolescents



Most appealing packs to low-income, female young adults – *Pall Mall Mikonos Nightfall*, *Marlboro Double Fusion Ruby*, *Lucky Strike Click 4 Mix* (name indicator on the top of the packaging), *Marlboro Fusion Summer*

Appealing Features - Packaging

- Novelty packaging - appealing to all FGDs
- Soft packs - appealing to young adult males



Conclusions and Next Steps

- Restricting the use of flavor indicators and bold colors on cigarette packs may decrease product appeal, particularly to adolescents and young adults
- **Limitation:** Initial pack groupings may have influenced participants' sorting of appealing vs. unappealing packs
- **Next Steps:** **1)** Further analysis of the FGDs will distinguish which design features are more or less appealing to youth and why, and **2)** Implement a survey among adolescents and adults to examine the effect(s) of specific pack features on pack appeal

Acknowledgements

- **Funding:** This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use ([bloomberg.org](https://www.bloomberg.org)).
- **Data collection:** Edmundo Berumen Osuna and Javier Suarez Morales - Berumen y Asociados, Mexico

