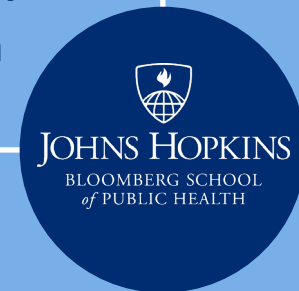


**Globalization of cigarette
marketing: young adult
smokers' shared perceptions of
flavored cigarette pack design
in Mexico and the Philippines**

Graziele Grilo, MSc
Jennifer L Brown, PhD
Joanna E Cohen, PhD
Katherine Clegg Smith,
PhD



CONFLICT OF INTERESTS AND FUNDING SOURCES

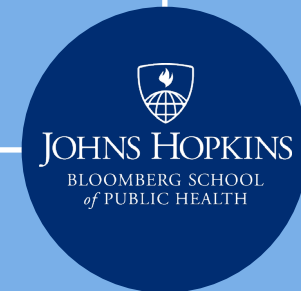
The authors have no conflicts of interest or industry funding to declare.

This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use (bloomberg.org). Dr. Cohen holds the Bloomberg Professorship of Disease Prevention at the Johns Hopkins Bloomberg School of Public Health; the earnings from that endowment helped to support this work.

All authors affiliated with the Institute for Global Tobacco Control, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA.



BACKGROUND



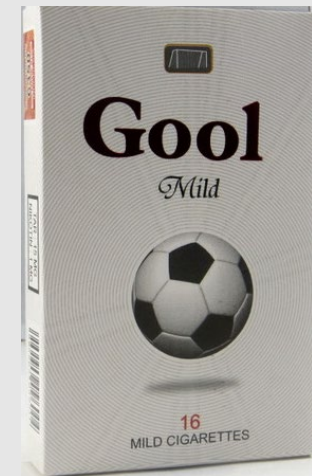
THE CIGARETTE PACK



Mexico



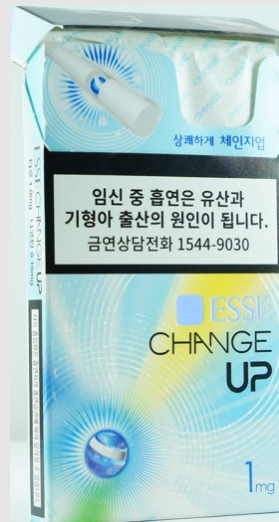
Ukraine



Indonesia



China



South Korea



South
Korea



THE CIGARETTE PACK



Mexico



Pakistan



Russia



Bangladesh



THE CIGARETTE PACK



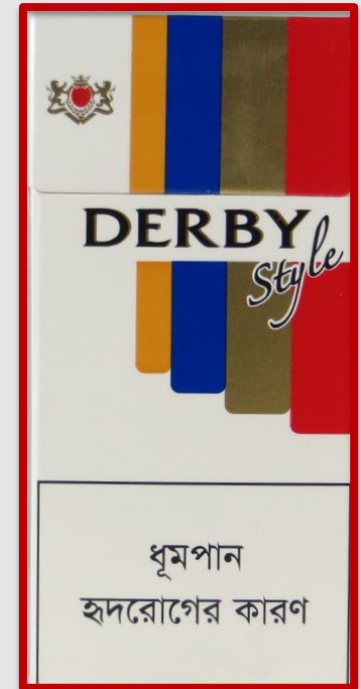
Mexico



Pakistan



Russia



Bangladesh



FLAVORED CIGARETTES



Russia



Brazil



Indonesia



STUDY OBJECTIVE

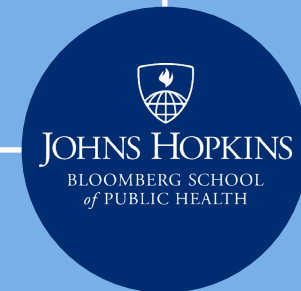
To examine and compare young adult smokers' perceptions of flavor capsule cigarette packaging in two countries: Mexico and the Philippines.



CONTEXT



METHODS



RESEARCH QUESTIONS

- 1) In Mexico and the Philippines, how do young adult smokers interpret packaging design features communicating flavor, mainly flavor capsules?
- 2) What is the perceived audience for flavor capsule cigarettes and how is it similar and/or different between Mexico and the Philippines?



FOCUS GROUP COMPOSITION

Group	City/Country	Gender	SES
1 (n=4)	Mexico City/Mexico (MX)	Women	Low
2 (n=4)	Mexico City/Mexico (MX)	Women	Mid/high
3 (n=2)	Mexico City/Mexico (MX)	Men	Low
4 (n=3)	Mexico City/Mexico (MX)	Men	Low
5 (n=4)	Mexico City/Mexico (MX)	Men	Mid/high
6 (n=7)	Metro Manilla/Philippines (PH)	Women	Low
7 (n=8)	Metro Manilla/Philippines (PH)	Women	High
8 (n=8)	Metro Manilla/Philippines (PH)	Men	Low
9 (n=8)	Metro Manilla/Philippines (PH)	Men	High









ORIGINAL ARTICLE

Int J Public Health, 10 March 2021


<https://doi.org/10.3389/ijph.2021.585434>



"It's all About the Colors:" How do Mexico City Youth Perceive Cigarette Pack Design

 Graziele Grilo^{1*},  Lisa P. Lagasse¹,  Joanna E. Cohen¹,  Meghan B. Moran²,  Luz Myriam Reynales-Shigematsu³ and  Katherine C. Smith²

Original research

'It has candy. You need to press on it': young adults' perceptions of flavoured cigarettes in the Philippines 

 Jennifer Brown¹, Meng Zhu², Meghan Moran¹, Connie Hoe³, Ferdie Frejas⁴,  Joanna E Cohen¹

Correspondence to Jennifer Brown, Department of Health, Behavior and Society, Johns Hopkins University Bloomberg School of Public Health, Baltimore, MD 21205, USA; jbrow212@jhu.edu



FOCUS GROUP PROCEDURES



Different
discussion
guides



Smoking in the
past week
(MX)/currently
smoking (PH) +
100 cigarettes
lifetime
(MX/PH)



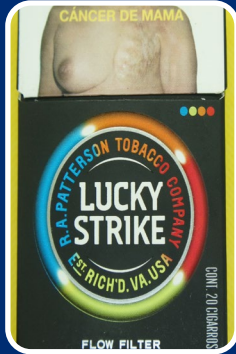
“Pack Exercise”



Perceptions of
pack design
and subjective
evaluations of
pack
attractiveness



FOCUS GROUP PROCEDURES



Mexico

- 23 packs
- 13 flavored (10 capsule)
- 22 manufactured by TTCs

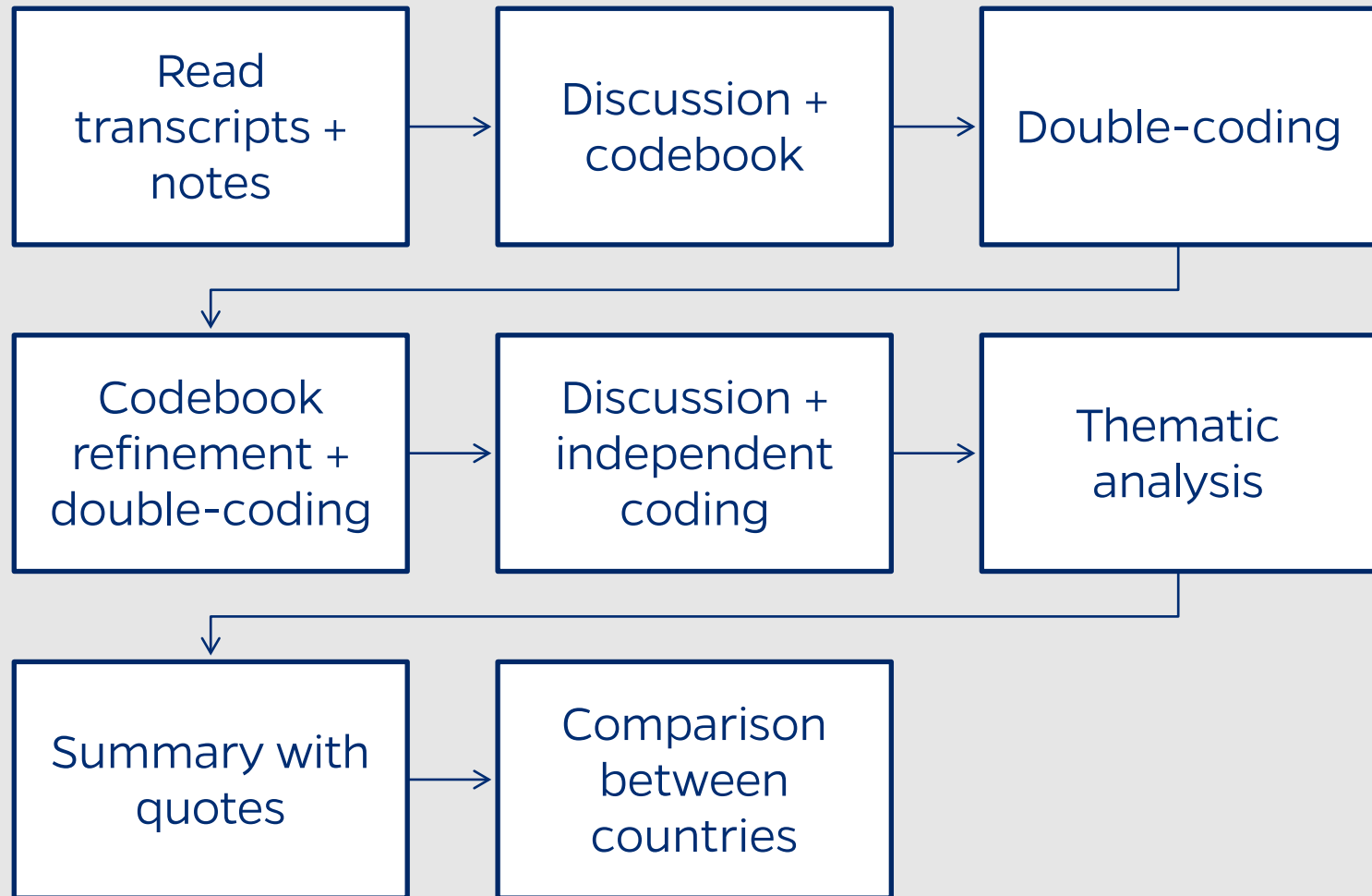


Philippines

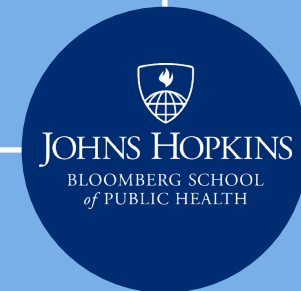
- 26 packs
- 15 flavored (10 capsule)
- 23 manufactured by TTCs



DATA ANALYSIS



RESULTS



RESULTS



Flavor capsules are recognizable via packaging



Colors indicate flavor and increase appeal



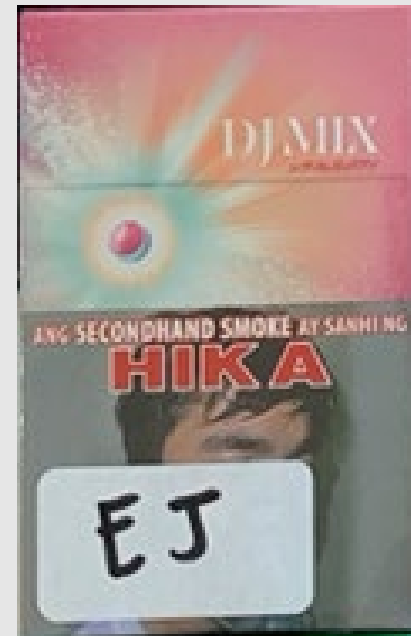
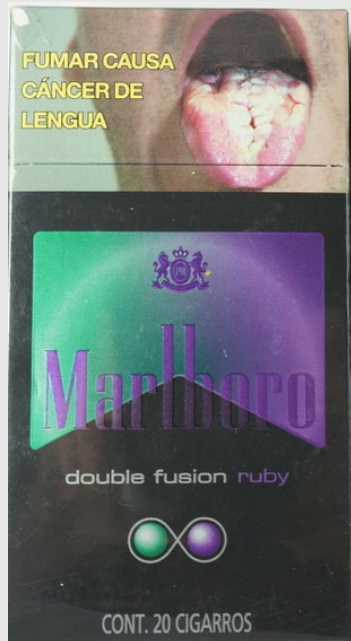
Flavored cigarettes are perceived as youth products



Flavor capsules are recognizable via packaging

“Those that have little dots have double capsules.”(MX)

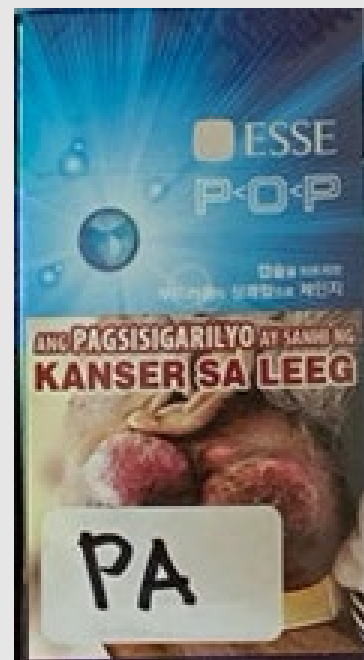
“The imaging... Like this one shows that when you pop this section, it would heighten the flavor.”(PH)



Colors indicate flavor and increase appeal

“By the colors, you could even deduce that this is mint flavored.” (MX)

“Most of the menthol cigarette colors are green, blue, and black.” (PH)



Colors indicate flavor and increase appeal

“Because these have more colors... they are eye-catching.”(MX)

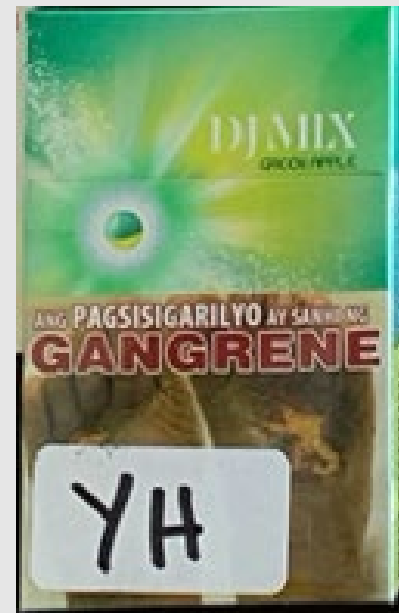
“They’re colorful and cool.”(PH)



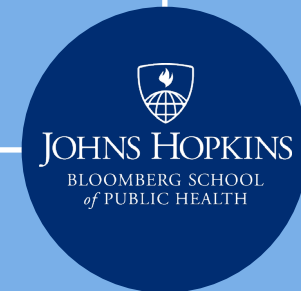
Flavored cigarettes are perceived as youth products

“The kids, young people, the ones who are starting to smoke regularly, smoke one of these flavored ones.” (MX)

“[A capsule pack] will appeal to millennials.” (PH)



CONCLUSIONS



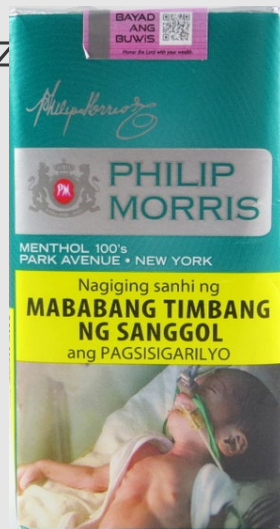
MAIN FINDINGS

- Similar perceptions of flavored cigarette packaging
- Young people as the main audience for these products
- Standardized marketing approach
- Study limitation: secondary analysis



IMPLICATIONS

- Tobacco control policies and counter-marketing messages globally
- Ban cross-country tobacco advertising, promotion, and sponsorship
- Flavor ban, single pack presentation, and plain and standardizing



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- Pictures from the [Tobacco Pack Surveillance System \(TPackSS\)](#)



Thank you!
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Institute for Global Tobacco
Control

