

Institute for
Global Tobacco Control

Tobacco companies' creation of additional communication space: A content analysis of inserts and onserts on cigarette packs

Alena Madar

Torra Spillane

Joanna Cohen

Kevin Welding

Katherine Smith

Disclosure

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

This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use.



A large, light blue graphic on the left side of the slide. It features a stylized flame at the top and a globe with latitude and longitude lines below it. The graphic is partially enclosed by a light blue border that curves around the top and right sides.

Background

Tobacco packs are a valuable
medium for the tobacco
industry to attract customers





Inserts & Onserts

Removable/detachable card or sticker like marketing documents that are either found upon opening the pack (inserts) or by opening or removing them from the pack's exterior (onserts)



Objectives

Describe the **marketing features** and **techniques** the tobacco industry has used to communicate with customers **via inserts and onserts**



A large, light blue graphic on the left side of the slide. It features a stylized flame at the top and a globe with latitude and longitude lines below it. The graphic is partially enclosed by a light blue border that curves around the top and right sides.

Methods

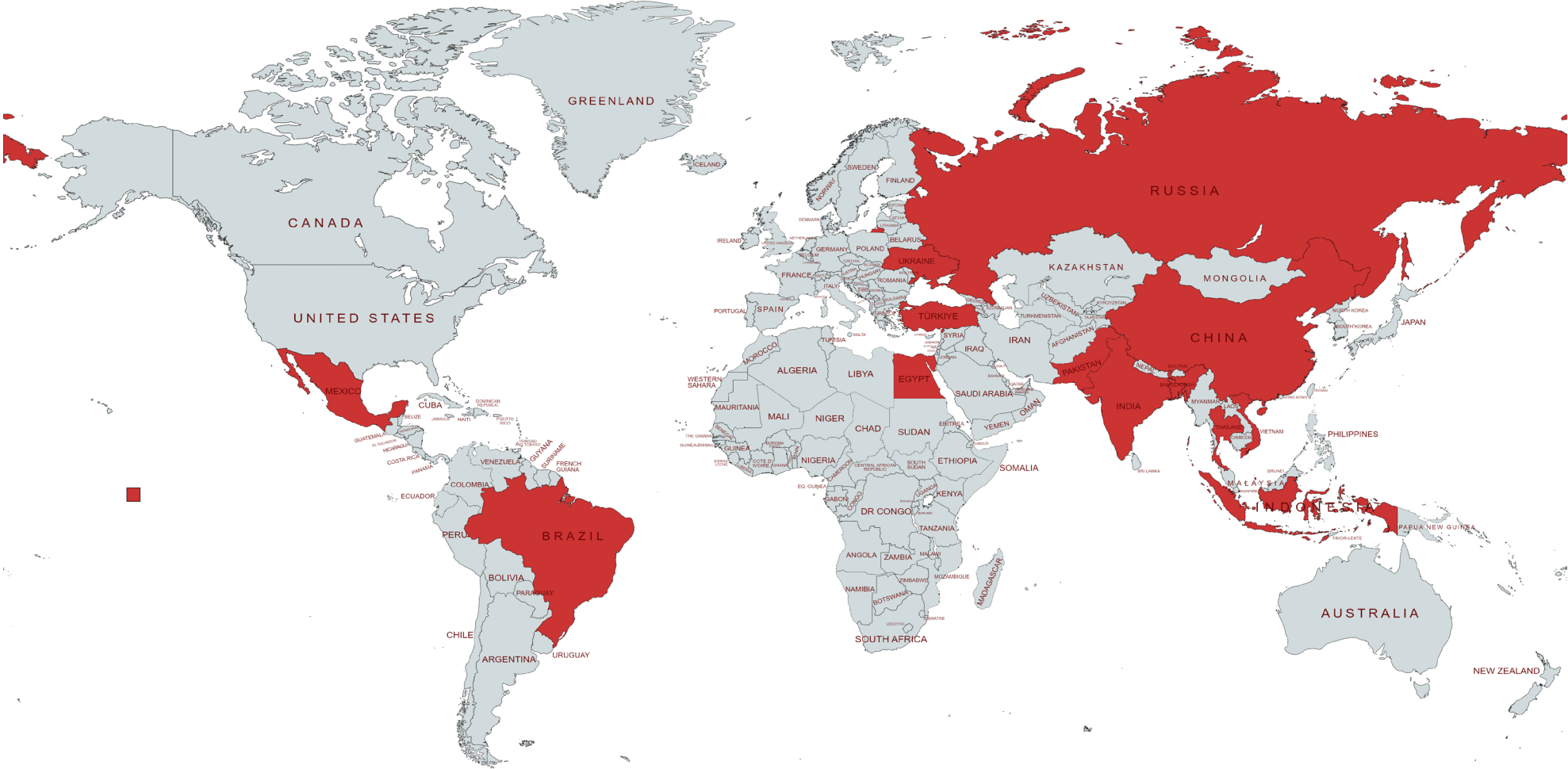
Tobacco Pack Surveillance System (TPackSS)

Goal:

To collect information on **HWL compliance, marketing appeals,** and **design features** of tobacco products from different countries at different snapshots of time



Tobacco Pack Surveillance System (TPackSS)



N=5,871
cigarette
packs

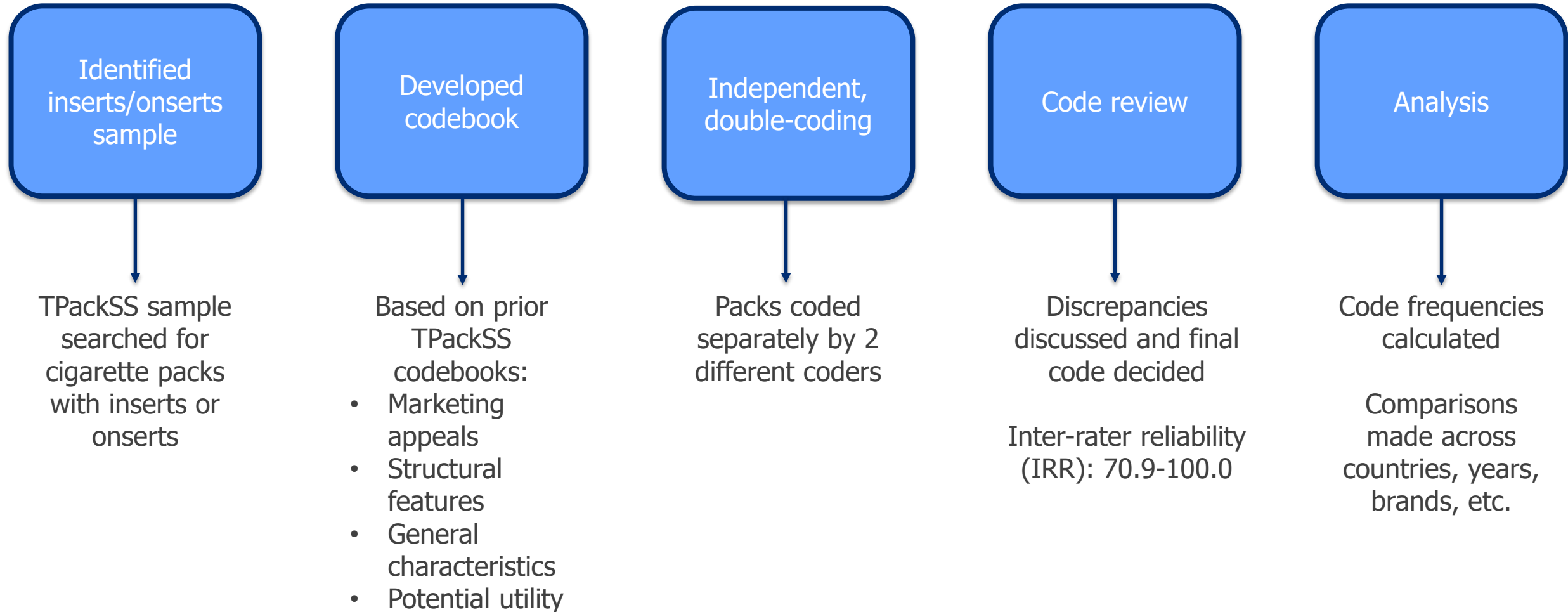
Created with mapchart.net



Tobacco Pack Surveillance System (TPackSS)



Methods & Analysis



A large, light blue graphic on the left side of the slide. It features a stylized flame at the top and a globe with latitude and longitude lines below it, all contained within a rounded rectangular frame.

Results

Insert/Onsert Sample Summary

2013-2020

Found across all TPackSS collection years

11 countries

Bangladesh, Brazil, China, Indonesia, Pakistan, Philippines, Russia, Thailand, Turkey, Ukraine, and Vietnam (out of 14 total)

N=178 packs

3% of the overall TPackSS sample had an insert or onsert

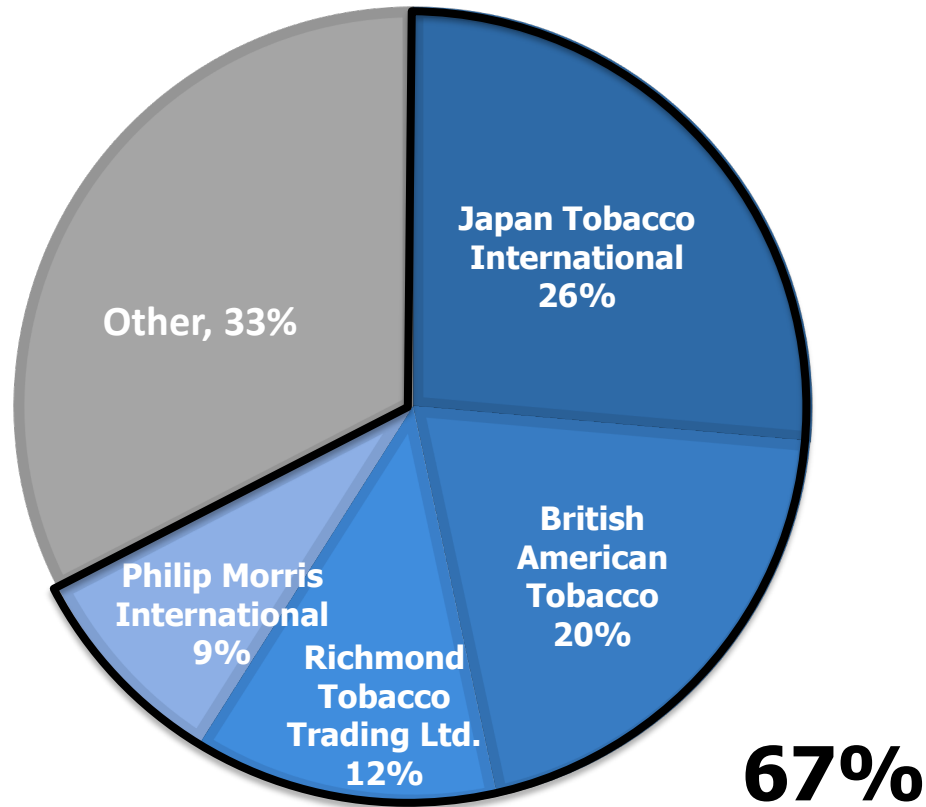
96% inserts

Only N=7 onserts identified in the sample



Insert/Onsert Sample Summary

BY COMPANY



51% entirely local language



78% entirely English

BY LANGUAGE



Imagery & Lexical Appeals Summary



Quality/dependability (64%)



NEW LOOK GOLD FOIL

NEW LOOK TIPPING PAPER

FILTER KINGS
CAPITAL

Our packaging may have changed, but the original taste remains unchanged to deliver the same authentic taste and smoking pleasure. **SO ENJOY THE NEW LOOK PACKAGING and SAME GREAT TASTE.**

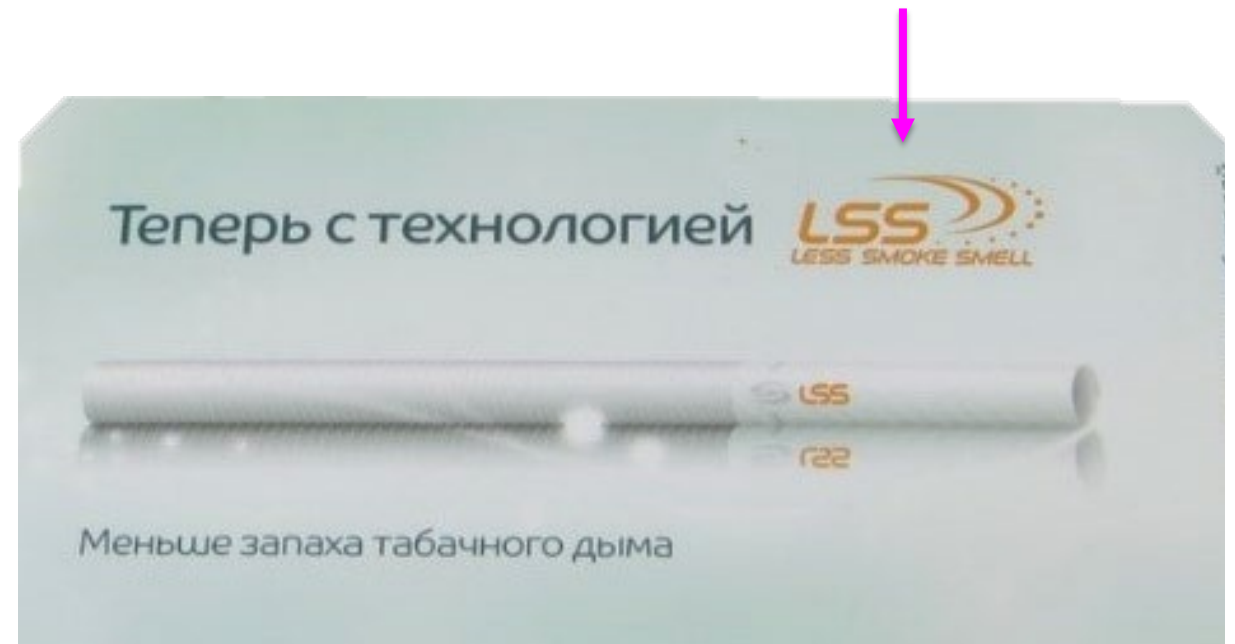
Source: EEC Council Directive (89/622/EEC) TOBACCO SERIOUSLY DAMAGES HEALTH



Luxury/aspirational (55%)



Machinery/technology (37%)



Filter imagery/lexical (22%)



Cigarette pack (39%) and stick (23%) imagery

ESTE PRODUTO CONTÉM MAIS DE 4.700 SUBSTÂNCIAS TÓXICAS, E NICOTINA QUE CAUSA DEPENDÊNCIA FÍSICA OU PSÍQUICA. NÃO EXISTEM NÍVEIS SEGUROS PARA CONSUMO DESTAS SUBSTÂNCIAS.

HORROR

EDIÇÃO ESPECIAL COM CÁPSULA DE SABOR

AGORA O SABOR SUAVE DE HARMONY FICA REFRESCANTE QUANDO VOCÊ QUIZER

HARMONY

HARMONY

HARMONY

FLAVOR

EDIÇÃO POR TEMPO LIMITADO

O Ministério da Saúde advertir: Este produto causa embotamento precoce da pele.

PARA DE FUMAR
SIGUE SAÚDE
GRUPO 41 1997

Novos detalhes que fazem toda a diferença.

ESTE PRODUTO CONTÉM MAIS DE 4.700 SUBSTÂNCIAS TÓXICAS, E NICOTINA QUE CAUSA DEPENDÊNCIA FÍSICA OU PSÍQUICA. NÃO EXISTEM NÍVEIS SEGUROS PARA CONSUMO DESTAS SUBSTÂNCIAS.

GANGRENA

O Ministério da Saúde advertir: O uso deste produto obstrui as artérias e dificulta a circulação do sangue.

PARA DE FUMAR
SIGUE SAÚDE
GRUPO 41 1997

Novo Design da ponteira de Marlboro Gold Original.

Mais estilo, sofisticação e o mesmo sabor suave que você aprecia.

GOLD now.

ESTE PRODUTO CONTÉM MAIS DE 4.700 SUBSTÂNCIAS TÓXICAS, E NICOTINA QUE CAUSA DEPENDÊNCIA FÍSICA OU PSÍQUICA. NÃO EXISTEM NÍVEIS SEGUROS PARA CONSUMO DESTAS SUBSTÂNCIAS.

GANGRENA

O Ministério da Saúde advertir: O uso deste produto obstrui as artérias e dificulta a circulação do sangue.

PARA DE FUMAR
SIGUE SAÚDE
GRUPO 41 1997



Other Imagery & Lexical Appeals



АКЦИЯ
style МЕЧТЫ
ОКРЫЛЯЮТ!

СДЕЛАЙ ШАГ К СВОЕЙ МЕЧТЕ!
ОТПРАВЛЯЙ SMS С КОДОМ НА НОМЕР 1500
ИЛИ АКТИВИРУЙ НА САЙТЕ
WWW.STYLESUPERSLIMS.RU
...И ВЫИГРЫВАЙ ПОДАРКИ от STYLE!

50 руб. НА МОБИЛЬНЫЙ
ТЕЛЕФОН
каждый 10-й зарегистрированный код
1400 подарков каждый день

ПОДАРОЧНЫЙ СЕРТИФИКАТ
КРАСОТЫ на твой выбор*
каждый 300-й
зарегистрированный код

главный приз**
ОСУЩЕСТВЛЕНИЕ ТВОЕЙ МЕЧТЫ!
Индивидуальная программа в Москве
по воплощению твоей мечты в реальность!
Регистрируй 3 кода и участвуй
в фотоконкурсе на сайте WWW.STYLESUPERSLIMS.RU
БОЛЬШЕ КОДОВ – БОЛЬШЕ ШАНСОВ!
УНИКАЛЬНЫЙ КОД
39825AAA77

Период акции: с июня по октябрь, 2012. Полные правила, точный
срок проведения, организатор Акции, место, количество, срок
и порядок получения призов на сайте WWW.STYLESUPERSLIMS.RU
* из списка на сайте Акции ** по усмотрению организатора Акции

УЧАСТВУЙ
В АКЦИИ STYLE
И ВЫИГРЫВАЙ
ПОДАРКИ!

подробности на
WWW.STYLESUPERSLIMS.RU

МИНЗДРАВСОЦРАЗВИТИЯ РОССИИ ПРЕДУПРЕЖДАЕТ:
КУРЕНИЕ ВРЕДИТ ВАШЕМУ ЗДОРОВЬЮ

Feminine appeals



ELLE

ELLE — это идеальные пропорции
вкуса и дизайна. Созданное для тебя
сочетание нежности и изящества. Они
предназначены стать аксессуаром,
который подчеркнет чувственность,
элегантность и романтичность.
Французский шарм, который всегда
с тобой.

**КУРЕНИЕ
УБИВАЕТ**

FRENCH TOUCH
ФРАНЦУЗСКОЕ ПРИКОСНОВЕНИЕ

People depicted



Purpose/Usage Appeals Summary



Highlighting or featuring aspects (66%)



Engaging or addressing customers directly (52%)



عبردار: تمباکو نوشی کینسر اور دل کی
بیماریوں کا باعث ہے۔ وزارتِ صحت



Informing customers about new/changed aspects (31%)



Collection or series (21%)



Promotional contests to win money, trips, items, etc. (20%)

REAL DREAMS*

СКОРОСТЬ ТЕХНОЛОГИИ УВЛЕЧЕНИЯ ПУТЕШЕСТВИЯ

МЕЧТАЙ, ВЫБИРАЙ!

*Настоящие мечты

МИНЗДРАВ РОССИИ ПРЕДУПРЕЖДАЕТ: КУРЕНИЕ ВРЕДИТ ВАШЕМУ ЗДОРОВЬЮ

Text to win a trip to the USA in the e-affle!

Cruise on a big bike, an RV, a convertible, or jump on the subway and enjoy the sights!

Raffle Prizes

MP3 player Digicam IPAD

Instant Prizes

P30 LOAD free load free packs

Visit TextToUSA.com for details.

Promo period: November 1, 2012 – February 3, 2013
Promo coverage includes NCR, Region III&IV-A, Pangasinan, Cebu, Baguio City, and Naga City.
Draw dates: December 5, 2012, January 9, and February 6, 2013

Promo is open only to adult smokers 18 years old and above.
This material is intended to be distributed or posted within the premises of the point-of-sale establishments only.

1 Buy Winston Box 10s or 20s and look under the flap.

2 If it says **FREEPACK10** or **FREEPACK20** you win a free pack which you can claim in any 7-Eleven store.

OR

2 If it says a code, text **WINSTON <code>** to **0917-657-0000** or **0908-869-0000** to send your entry.

3 You will receive a text message for your e-affle entry or instant load.

4 Make sure you keep your pack and save the winning text to claim your prize.



Other Purpose/Usage Appeals



Sticker with HWL on back

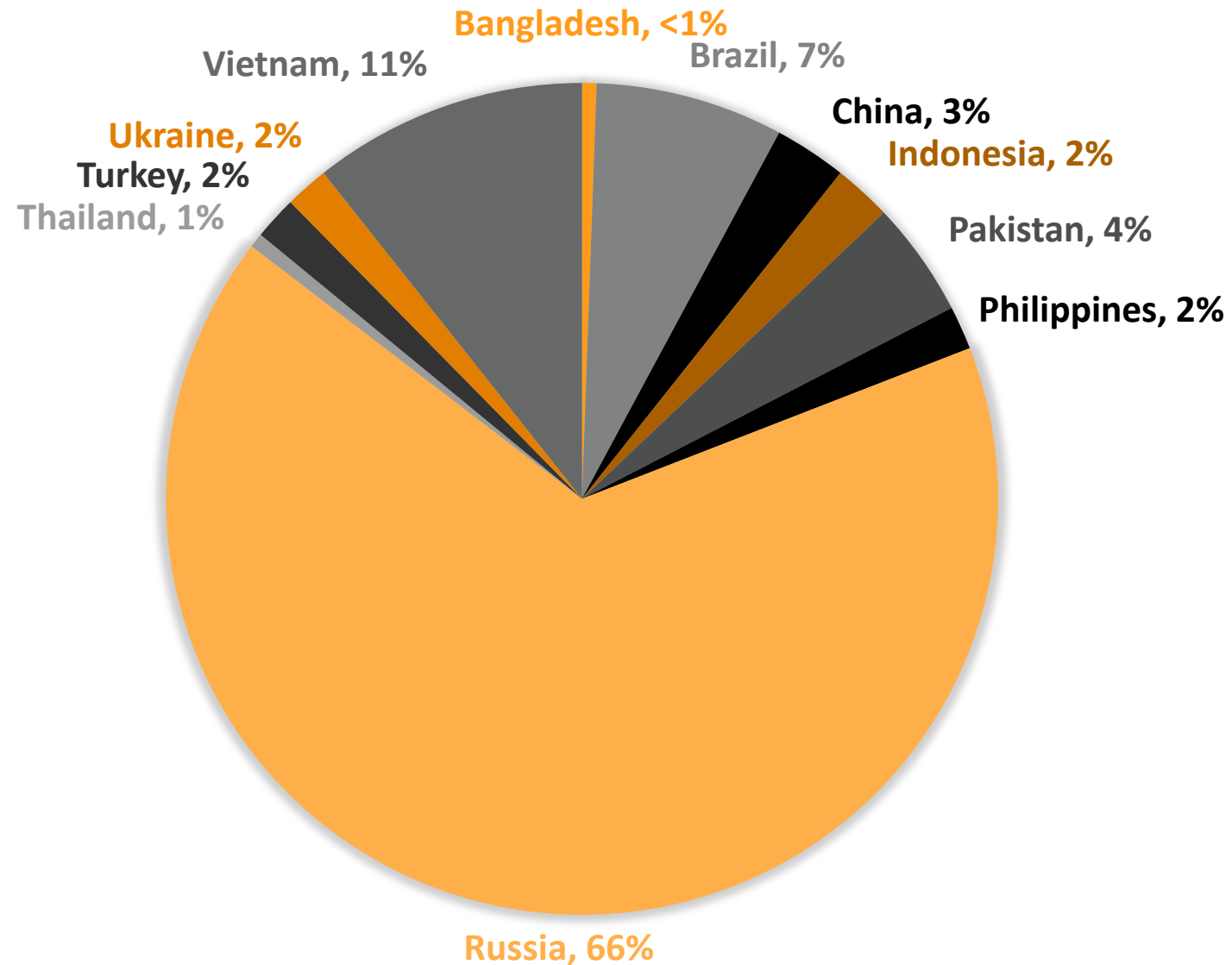


Cigarette butt disposal pouch

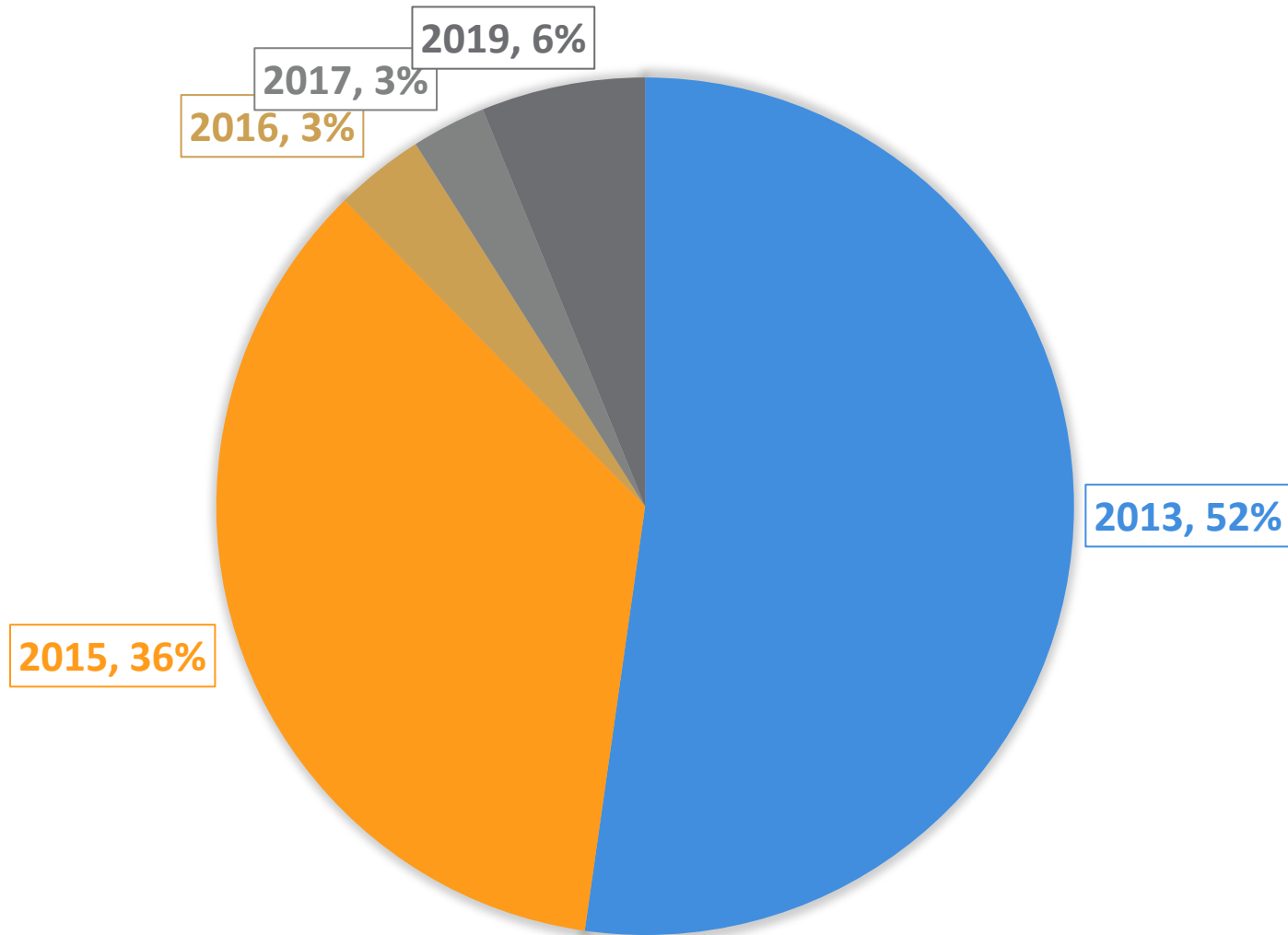


Insert/Onsert Sample Limitations

Due to the majority of the packs being from one country, we **could not draw conclusions about the differences in appeals by country.**



Insert/Onsert Sample Limitations



Due to the majority of the packs being from 10 years ago, we **could not draw conclusions about the temporal differences in appeals across the sample.**

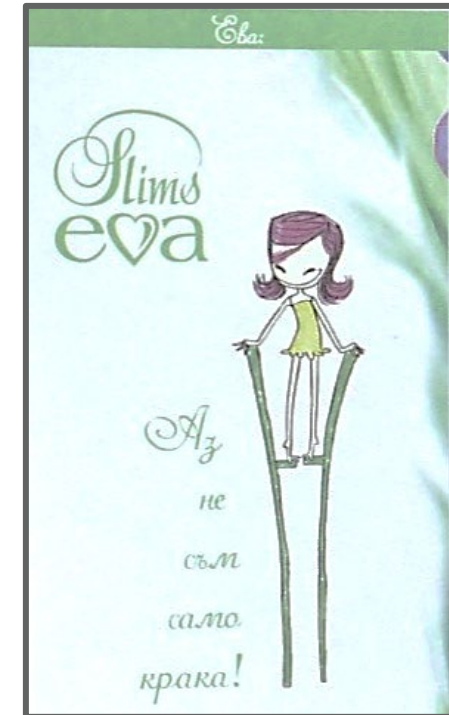


A large, light blue graphic on the left side of the slide. It features a stylized flame at the top and a globe with latitude and longitude lines below it. The graphic is partially enclosed by a light blue border that curves around the top and right sides.

Conclusions

Implications

Cigarette pack inserts/onserts are **virtually unregulated** across the globe, making them an ideal medium for **tobacco companies to extend and innovate their advertising.**



Implications



Tobacco control **advertising and packaging policies should extend to include inserts/onserts** to better protect consumers from industry promotion of deadly products via these elements.





Thank you!

Alena Madar

amadar1@jhu.edu

Institute for Global Tobacco Control (IGTC)
Johns Hopkins University