

# POWER OF THE PACK: CIGARETTE PACK DESIGN OVER TIME IN 5 COUNTRIES

## BACKGROUND

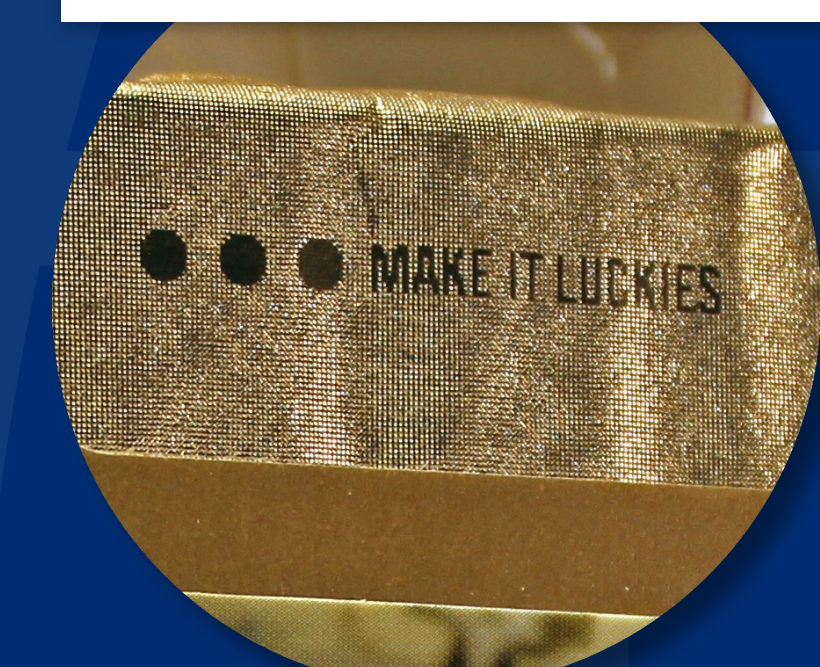
Tobacco packaging attracts consumers. We assessed cigarette pack design elements and marketing appeals across five low- and middle-income countries (LMICs) to explore if/how they changed over time and across countries.

## METHODS

- Sample (N=2,645) included LMICs where more than one wave of Tobacco Pack Surveillance System (TPackSS) data collection occurred
  - Brazil (2013 n=119; 2019 n=111)
  - China (2013 n=453; 2023 n=487)
  - Indonesia (2013 n=215; 2022 n=308)
  - Mexico (2013 n=134; 2021 n=263)
  - Pakistan (2013 n=382; 2019 n=173)
- Systematically assessed and double-coded packs for the following design elements and marketing appeals:

# BRANDS CONSIDER EVERY SURFACE OF PACKAGING FOR MARKETING; COMPREHENSIVE POLICIES MUST DO THE SAME

### MEXICO, 2021



INNER FOIL CHARACTERISTICS:  
*shiny gold detail (matches exterior packaging); debossed message: "Make it Luckies"*

### CHINA, 2023



CONTENT UNDER LID:  
*narrow cutout (providing more space to highlight flavor); printed text: "tangerine capsule"*

### INDONESIA, 2022



FANCY FEATURES:  
*embossing; shiny metallic red detailing (color and pattern match inner foil)*

### PAKISTAN, 2019



INNER FOIL CHARACTERISTICS:  
*white with embossed brand name*  
CONTENT UNDER LID:  
*metallic text: "Less smell..."*

### BRAZIL, 2013



CONTENT UNDER LID:  
*company contact info*

OPENING STYLE:  
*flip-top*

INNER FOIL CHARACTERISTICS:  
*embellished color pattern revealed beneath "V"-shaped cutout*

FANCY FEATURES:  
*embossed brand name shiny metallic print*

## RESULTS

Increases occurred (2013 ► Recent Wave):

- Content under lid (20% ► 37%)
  - China (13% ► 48%)
  - Indonesia (21% ► 32%)
  - Mexico (14% ► 29%)
- Beveled edge packs
  - Brazil (44% ► 56%)
  - Mexico (15% ► 48%)
- Embellished inner foil with colors or patterns
  - Brazil (38% ► 55%)
  - Mexico (73% ► 88%)

Remained **high**:

- flip-top opening (93% ► 97%)
- 2:3 width-to-height ratio rectangular packs (93% ► 97%)
- fancy features (90% ► 92%)
- hard packs (83% ► 89%)

Remained **low**:

- inserts/onserts (1% ► 3%)
- outer packaging (1% ► 2%)

## CONCLUSIONS

Marketing on cigarette packs increased in these five countries during the study period. Marketing appeals and design elements can decrease health warning label (HWL) noticeability. Amidst increases in required HWL sizes, companies have found ways to expand their branding (e.g., content under lid). Regulations including comprehensive plain and standardized packaging policies should consider these issues.

## AUTHORS

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Learn more about the  
Tobacco Pack Surveillance  
System (TPackSS)

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|  | Tobacco industry | E-cigarette & nicotine product industry | Pharma industry |
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|  | NO               | NO                                      | NO              |

Competing Interests: Dr. Cohen was a paid consultant in litigation against a tobacco company.

- BEVELED EDGE
- CONTENT UNDER LID
- FANCY FEATURES (E.G., EMBOSSING/ DEBOSSING, SHINY FINISH)
- HARD/SOFT PACK
- INNER FOIL CHARACTERISTICS (E.G., COLOR/PATTERNS, IMAGERY)
- INSERTS/ONSERTS
- OPENING STYLE
- PRESENCE OF OUTER PACKAGING
- SHAPE