

# What's your appeal?



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Tobacco packaging is a powerful medium for tobacco companies to promote their products. Walk into any retailer and you can buy a pack of cigarettes with packaging that reflects your lifestyle, personality, or aspirations.

Are you a techie? There is a pack for you. Do you like the finer things in life? There is a pack for you.



## Luxury

Packs with a luxury appeal are ones that suggest an expensive, high quality, or superior product through words or imagery on the pack. Examples include images with diamonds, gold and fine jewels, and the use of terms such as fine, special, or premium.

Luxury appeals were identified on 63 percent of the over 3,000 packs from the TPackSS project.



## Nature

Packs with a nature appeal are ones that connote universality or earthliness and suggest the product as natural or less artificial through words or imagery on the pack. Examples include images of nature landscapes, plants and astronomy and terms such as organic, sky and mountain.

Nature appeals were identified on packs in 13 of 14 countries the TPackSS project visited.



## Flavor

Packs with a flavor appeal are ones that suggest the product has a flavored taste or aroma through words or imagery on the pack. Examples include images of fruit, mint, and alcoholic drinks and terms such as coffee, chocolate and citrus.

Flavor appeals were identified on 25 percent of the packs and were found on at least one pack in every country the TPackSS project visited.



## Foreign

Packs with a foreign appeal are ones that tie the product to a foreign locale through words or imagery on the pack. Examples include images of famous landmarks, flags, or cultural items from another country, as well as the name of famous leaders, buildings, or landscapes from another country.

Foreign appeals were identified on 23 percent of the packs and were found on at least one pack in every country the TPackSS project visited.



## TECHNOLOGY

Packs with a technology appeal are ones that suggest the product has technological features through words or imagery on the pack. Examples include images of play and activation buttons and terms such as innovation, technology, nano and HD.

Technology appeals were identified on 20 percent of the packs and were found on at least one pack in every country the TPackSS project visited.