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

Most appealing packs to low-income, male non-smoker adolescents

Most appealing packs to low-income, female smoker adolescents
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, 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

Most appealing packs to low-income, male smoker adolescents
Appealing Features - Packaging

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

“Wow” (special) packs to mid/high-income, female smoker adolescents

Most appealing packs to mid/high-income, male young adults
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

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