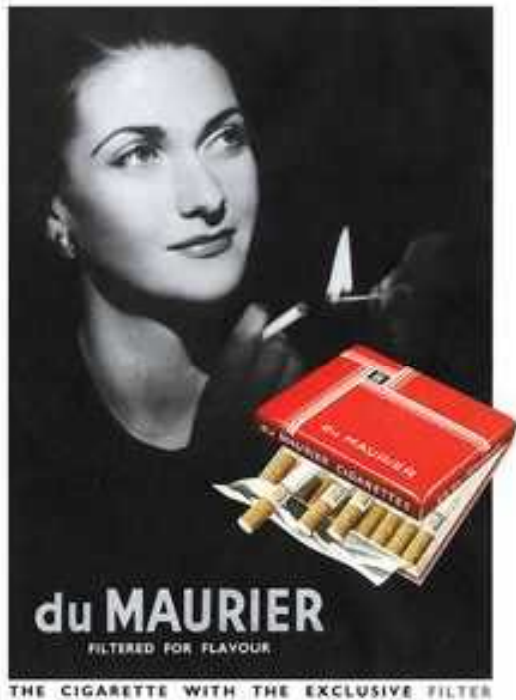


THE 5 WS OF PLAIN AND STANDARDIZED TOBACCO PACKAGING

Melodie Tilson, Director of Policy
Non-Smokers' Rights Association/
Smoking and Health Action Foundation

BC Clean Air Coalition Webinar

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THE MANY ROLES OF PACKAGING IN TOBACCO PROMOTION

Packaging is promotion



Packaging in a dark market

“Under conditions of total [advertising] ban, pack designs ... have enormous importance.... Therefore the most effective symbols, designs, colour schemes, graphics and other brand identifiers should be carefully researched.... An objective should be to enable packs, by themselves, to convey the total product message.”

(British American Tobacco, “Guidelines on Communications Restrictions and New Opportunities in Marketing,” 1979)



Packaging is promotion



Packaging creates and reinforces brand image

“The brand image is of particular importance for products like cigarettes which have a high degree of social visibility.... The use of a badge product associates the user with the brand image, giving the user some of the identity and personality of the brand image.”

(R Pollay, “How Cigarette Promotion Works,” 2000)

(OTRU Chatterbox Project)



Packaging influences

Perception of *tangible* sensory characteristics

- Taste
- Strength
- Smoothness
- Mouthfeel



BAT, "The Influence of Brand Identification and Imagery on Subjective Evaluation of Cigarettes," 1980
Expert Panel Report for Health Canada, 1995
Wakefield, *Tobacco Control*, 2008
Créatec, 2008

Packaging influences

Perception of level of risk

Colour

Variant name

Descriptors

Filter

Size

Shape



Lempert + Glantz, *Tobacco Control*, 2016

Agaku, *Tobacco Control*, 2015

UK Centre for Tobacco Control Research,
The packaging of tobacco products, March 2012







BIG, HEARTY TASTE.
IT'S WHAT'S INSIDE THAT COUNTS.

PLAYERS
SMOOTH Flavour 25

WARNING

**Tobacco Smoke:
No thanks.**

Second-hand smoke contains many toxic chemicals that can harm an unborn baby.

You can quit. We can help.
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada



PLAYERS
SMOOTH Flavour 25

Packaging facilitates market segmentation



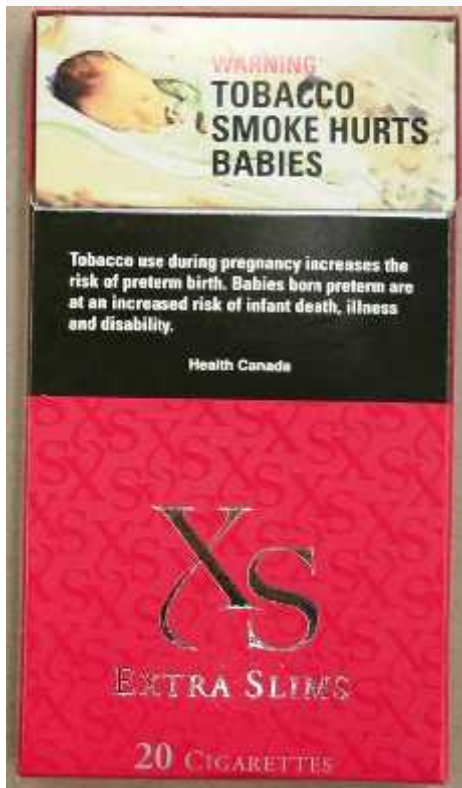
Tobacco companies address increased consumer fragmentation/heterogeneity by developing brands/brand variants to target specific sub-populations

- Age
- Gender
- SES
- Health concerns ...

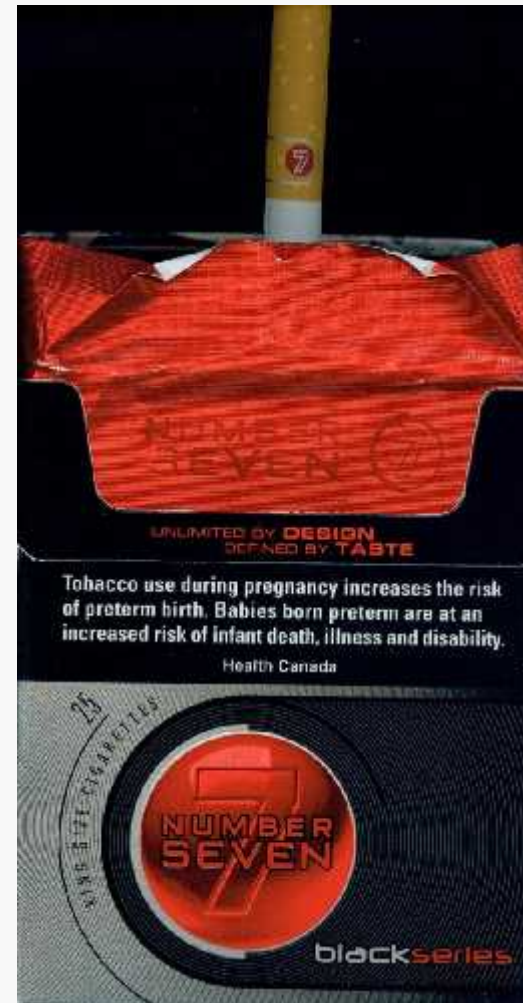
Targeting youth



Targeting women



Targeting men





PHILIP MORRIS INTERNATIONAL

Marlboro Architecture

Red



“Flavor
enjoyment”

Gold



“Smooth taste
and style”

Fresh



“Fresh taste
sensations”

2008





du Maurier brand family

Signature

Distinct

- Distinct Silver

Mellow Blend

Menthol

- Synchro (menthol hybrid)


Fine Cut Special Blend (not shown)



GOALS OF PLAIN AND STANDARDIZED PACKAGING

Plain & standardized packaging

- Reduce appeal of tobacco packaging and tobacco products
- Minimize tobacco companies' ability to target sub-populations
- Increase effectiveness of health warnings
- Reduce consumer misperceptions about health risks
 - **attitudes, beliefs, intentions, behaviours**



Key Elements of Plain and Standardized Packaging

What is plain & standardized packaging?

Applies to

All tobacco products

- ✓ Cigarettes
- ✓ Smokeless tobacco, snus
- ✓ Cigars
- ✓ Cigarillos/little cigars
- ✓ Pipe tobacco
- ✓ Waterpipe tobacco
- ✓ Roll-your-own tobacco
- ✓ Cigarette papers, tubes, filters
- ✓ Blunt wraps/bluntarillos
- ✓ 'Next generation' tobacco products

What is plain & standardized packaging?

Prohibits

All promotional aspects of package, except brand name

- Colours
- Logos
- Distinctive fonts
- Embossing
- Embellishments—scents, sounds, etc.
- Printing on cellophane overwrap
- Descriptive words and phrases

What is plain & standardized packaging?

Regulates

- Brand name
 - Cannot include image, graphic, number, logo
 - Limited to one or two words
- Brand variant
 - Limited to one or two words
 - Cannot be false, misleading, deceptive, or evoke a lifestyle
 - Cannot refer to the filter

What is plain & standardized packaging?

Regulates and Standardizes EXTERIOR

- Size and shape of the package
 - One size only = six-sided rectangle (cuboid)
- Opening style
 - Vertical slide-and-shell
- Packaging material, finish
- Ink type, colour





What is plain & standardized packaging?

Regulates and Standardizes INTERIOR

- Prescribes lining material, colour
- Prescribes foil material, colour
- Prohibits text
- Prohibits embossing, engraving
- Prohibits filler



Superslims
Extra Slims
Slims
King size
Regular size



What is plain & standardized packaging?

Regulates and Standardizes CIGARETTE

- Prohibits text, colours, logos, embossing, embellishments
- Prescribes length and diameter = one size
- Prescribes cigarette paper, incl colour (no bleach, additives)
- Prescribes tipping paper, incl colour (not white or imitation cork)
- Prescribes filter appearance (flat end, white)

Conclusions



Thank You!

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