

Feminine Marketing Appeals in a 14 Country Study: Prevalence and Patterns

Kevin Welding, Hammaad Shah, Joanna Cohen, Carmen Washington, Katherine Smith

Background

- The tobacco industry has long relied on cigarette packaging as an important marketing tool
- In many low- and middle-income countries, female smoking is increasing and an area of potential market growth
- There are studies about the tobacco industry marketing tactics directed at women, but there is little research on the variety and prevalence of packaging aimed at women
- This study examined packs from 14 countries to assess the nature and extent of feminine marketing appeals

Methods

- The Tobacco Pack Surveillance System (TPackSS) project systematically collects unique cigarette packs sold in low- and middle-income countries with high tobacco use
- In 2013, TPackSS collected packs from 14 countries: Bangladesh, Brazil, China, Egypt, India, Indonesia, Mexico, Pakistan, Philippines, Russia, Thailand, Turkey, Ukraine, Vietnam
- 3,240 packs were assessed by two independent coders for a wide variety of design features and marketing appeals, including feminine lexical and imagery appeals
- These findings are limited by a cultural predisposition to how we define femininity and the use of objective coding

Results

Chinese Examples



Pakistani Examples



Left to Right: Mexico, Brazil, Philippines, Bangladesh, India, Vietnam, Turkey

- Across the full sample, 13% of packs had a feminine appeal: 8% had a feminine lexical appeal and 9% had a feminine imagery element

- Almost half (48%) of the packs with a feminine appeal were also slim packs (width 1.3 cm or less)
- The most common brand families with a feminine appeal were Kiss, Vogue, and Glamour
- These appeals were most prevalent for Richmond Tobacco Company Ltd. (41%) and Japan Tobacco International (22%)

Russian Examples



Ukrainian Examples



Conclusions

- Feminine appeals are being used across all 14 countries in this sample, but are most prevalent on unique packs in Russia and Ukraine
- The introduction of plain packaging would reduce the capacity of the pack as a means for targeted marketing

Feminine Appeals Results (ordered by prevalence)

Country	Sample Size	Any Feminine Appeals (%)	Feminine Imagery			Feminine Lexical		
			Any Feminine Imagery (%)	Flowers/ Butterflies (%)	Pink Coloring (%)	Any Feminine Lexical (%)	Flower Terms (%)	Fashion Terms (%)
Russia	502	28	20	11	6	23	2	18
Ukraine	324	27	22	14	8	17	2	11
China	453	15	13	7	4	6	4	2
Egypt	58	14	9	0	0	5	0	5
Vietnam	147	10	8	5	2	3	0	2
Brazil	119	8	2	1	1	8	0	8
Pakistan	382	8	4	2	2	5	1	4
Bangladesh	191	7	4	2	2	3	1	2
Mexico	134	5	4	0	1	1	0	1
Turkey	308	5	2	n=1	1	4	1	2
Thailand	126	4	3	0	3	1	0	1
India	135	3	2	0	1	1	0	0
Indonesia	215	3	2	1	0	1	0	1
Philippines	143	2	2	0	2	1	0	1

Notes: Feminine imagery also included fashion imagery (1%), non-sexualized female form (2%), and other feminine imagery (1%); Feminine lexical also included synonyms for slim (0.2%), terms for women (0.1%), and other feminine lexical (2%)

Acknowledgement: This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use (www.bloomberg.org). No conflicts.