



Beyond the Surface: Marketing on Interior Packaging and Cigarette Sticks



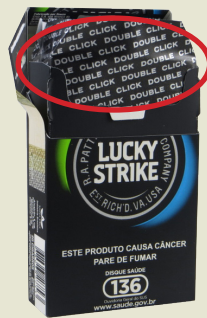
Over the last two decades, Brazil has passed strong tobacco control measures and has achieved a marked reduction in smoking rates. Opportunities to build on these measures remain.¹ As health warning labels increase in size, the creation and use of brandable space becomes increasingly important for tobacco companies. They are using internal packaging, inserts, and cigarette sticks to promote their products.

Two congressional bills are being considered to implement plain and standardized packaging in Brazil.² It is important that these bills curb not only the use of colors, and branding and marketing elements on the outside of the pack, but that these requirements extend to internal pack surfaces and cigarette sticks.

In March 2016, TPackSS collected 147 unique cigarette packs in São Paulo, Manaus, and Salvador using a systematic protocol:³

Interior Packaging

41 percent of packs had branding/marketing on the inner foil.



3 percent of packs had inserts that promoted a new brand. The insert provides almost double the amount of space for product marketing.



Front



Back

Branding on Cigarette Sticks

The text and logo on cigarette sticks promote the brand.

86 percent of packs had cigarette sticks with branding elements, such as brand family name and logo.



Industry uses capsule symbols to promote flavors on cigarette sticks and packs. Common capsule descriptors include the “turn-on” and “crush” symbols.

10 percent of packs had “turn-on” flavor capsule symbols on cigarette sticks.



¹ Canadian Cancer Society. Cigarette Package Health Warnings: International Status Report, Fifth Edition. European Network for Smoking and Tobacco Prevention; 2016. <http://www.tobaccolabels.ca/wp/wp-content/uploads/2016/11/Cigarette-Package-Health-Warnings-International-Status-Report-English-CCS-Oct-2016.pdf>. Accessed April 27, 2017.

² RDC Resolution No. 30 of May 23 2013, Brazil; RDC Resolution No. 14 of April 10 2015, Brazil.

³ Smith K, Washington C, Brown J, Vadnais A, Kroart L, Ferguson J, Cohen J. The Tobacco Pack Surveillance System: A Protocol for Assessing Health Warning Compliance, Design Features, and Appeals of Tobacco Packs Sold in Low- and Middle-Income Countries. *JMIR Public Health Surveill.* 2015;1(2). doi: 10.2196/publi-health.4616.

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About TPackSS

The Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health developed the Tobacco Pack Surveillance System (TPackSS) project to monitor whether required health warnings on tobacco packages are being implemented as intended, and to identify pack features and marketing appeals that might violate or detract from country tobacco packaging laws in these countries.