

# Understanding Tobacco Industry Marketing Strategies through Surveillance of Tobacco Packs

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**Institute for Global  
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# Tobacco Pack Surveillance System

**TPackSS** · TOBACCO PACK SURVEILLANCE SYSTEM

ABOUT   PACK SEARCH   COUNTRIES   PUBLICATIONS   RESOURCES   SPECIAL COLLECTIONS   SHARE A PACK

Keyword Search

**FILTER BY** Clear all

**KEYWORD** ①  
Keyword Search

**PRODUCT TYPE** ①

- Bidis (55)
- Cigarettes (4398)
- Cigarros de Palha/ Straw Cigarettes (5)
- Kretek (438)
- Promotional Items (16)

**COUNTRY** ①  
[+ Select Countries](#)

**BRAND FAMILY** ①  
[+ Select Brands](#)


**RESULTS** Found 4912 packs

SORT BY: Year (Recent last)   PER PAGE: 12   [SHARE](#)   [PRINT](#)

<b>303 Bangladesh W2 01</b> Bangladesh   2016	<b>303 Bangladesh W2 02</b> Bangladesh   2016	<b>555 Bangladesh W2 01</b> Bangladesh   2016
<b>555 Bangladesh W2 02</b> Bangladesh   2016	<b>555 Bangladesh W2 03</b> Bangladesh   2016	<b>555 Bangladesh W2 04</b> Bangladesh   2016

[globaltobaccocontrol.org/tpackss](http://globaltobaccocontrol.org/tpackss)



The background is a solid dark purple. On the left side, there is a faint, light purple graphic. The top part of the graphic is a flame, and the bottom part is a stylized globe with latitude and longitude lines. A horizontal, semi-transparent light purple band runs across the middle of the image, containing the text.

**What can a tobacco pack  
surveillance system do?**

# Assess HWL compliance

## Warning Location

100 percent of the packs had a pictorial health warning at the top edge of the front and back of the pack.



## Warning Size

55 percent of packs had a health warning that was at least 3.5 cm wide and 4 cm tall, and covered 60 percent of both the front and back of the pack.



## Warning Label Elements

95 percent of packs had white health warning text printed on a black background with "WARNING" printed in white on a red background. Health warning language matched the language used on the pack.



## Warning Text Size

91 percent of packs had a text box that covered 25 percent of the front and back of the pack.



**53%** of the unique cigarette packs assessed were compliant with the four key HWL requirements.

# Assess purchase price & identify illicit packs in retailer sector

## Diamond China W1 08



**Brand Family:** Diamond

**Brand as Printed:** 钻石

**Product Type:** Cigarettes

**Country:** China

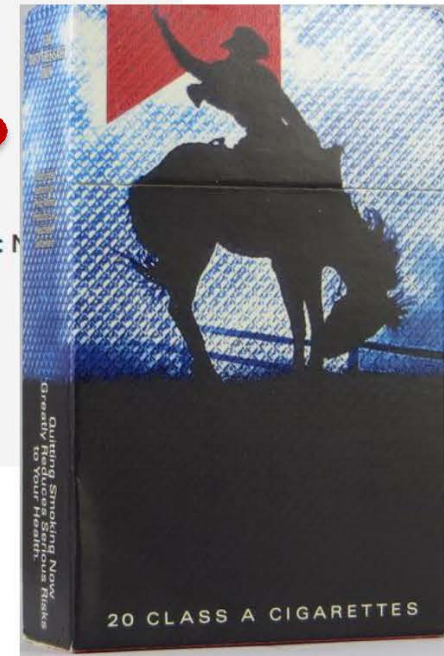
**City:** Chengdu

**Collection Date:** December, 2013

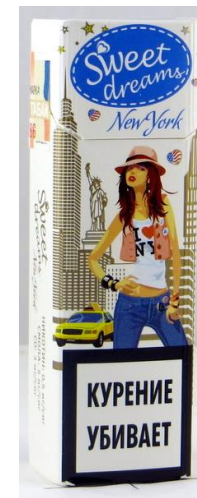
**Price:** 100.00 CNY (16.42 USD)

**Features:** Less Harm Appeal

**Noncompliant Health Warning Label:** N



# Assess design features and marketing appeals



# Assess design features and marketing appeals





# Evaluate policy implementation

Industry watch



OPEN ACCESS

## Tobacco industry response to menthol cigarette bans in Alberta and Nova Scotia, Canada

Jennifer Brown,<sup>1</sup> Teresa DeAtley,<sup>1</sup> Kevin Welding,<sup>1</sup> Robert Schwartz,<sup>2,3</sup> Michael Chaiton,<sup>2,4</sup> Deirdre Lawrence Kittner,<sup>5</sup> Joanna E Cohen<sup>1,6</sup>

<sup>1</sup>Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health, Baltimore, Maryland, USA

Menthol cigarettes are associated with increased initiation and progression to regular smoking and decreased likelihood of smoking cessation.<sup>1-8</sup> Menthol smokers are more likely to be women and

products with a few exceptions, our analysis focused on cigarettes.

COMPLIANCE

Brief report



OPEN ACCESS

## Compliance with Uruguay's single presentation requirement

Teresa DeAtley,<sup>1,2</sup> Eduardo Bianco,<sup>3</sup> Kevin Welding,<sup>1</sup> Joanna E Cohen<sup>1</sup>

### ABSTRACT

**Introduction** Tobacco companies vary pack colours, designs, descriptors, flavours and brand names on cigarette packs to target a multitude of consumers. These different

their brand variants and varied price points to communicate different levels of cigarette strength and quality.<sup>5 6</sup> These findings further demonstrate the value of Uruguay's single presentation require-

► Additional material is published online only. To view please visit the journal online (<http://dx.doi.org/10.1136/tobaccocontrol-2016-053402>)

# Standard protocol to collect packs



TPackSS: Tobacco Pack Surveillance System

Field Collection Protocol (2015)

## AGENDA: TRAINING AND DATA COLLECTION

### City 1

#### Day 1: Introductions and Training

Morning: IGTC and project overview; review of field collection protocol; discussion about neighborhoods and vendors; overview of in-country activities

Afternoon Activities: Training on doForms application; training on REDCap database; training on unique ID structure and archiving images in iPad

#### Day 2: Training and Field Collection

Data collection at first site; label packs; archive images in iPad; practice using REDCap

#### Day 3: Training and Field Collection

Training on inventory and image archiving; data collection

#### Day 4: Training and Field Collection



# Standard protocol to code packs



TPackSS: Tobacco Pack Surveillance System

Viet Nam Health Warning Label Compliance Codebook 2015

## Viet Nam Health Warning Compliance Codebook 2015

Please refer to the “Viet Nam Packaging and Labeling Requirements” document for the laws from which specific questions are derived. If you feel that some aspects of the pack warrant further discussion please make a note in the “topics for further discussion” section.



TPackSS: Tobacco Pack Surveillance System

Tobacco Packaging Features and Marketing Appeals 2017

## Features and Appeals Codebook for 2016 Data Collection

To begin a new record, enter the Unique ID of the pack (**unique\_id**).

When entering text, enter the exact spelling, accents, and punctuation as reflected on the pack. For casing, enter

# Standard protocol to photograph packs



TPackSS: Tobacco Pack Surveillance System  
Photography Protocol 2015

## **Photography Protocol**

*Updated 08/10/15*

### **Part One: Producing Images**

Our overall goal is to generate images of the packs that are the highest possible quality by following a uniform protocol. The most important part of this step is to generate images that are clear, well-lit, and have all four corners of the pack in the photo.

#### *Setup and Assembly:*

See photos on page 2 for setup reference.

- Step One: Set up the light tent.
  - A. Unzip the light tent and carefully unfold.
  - B. Attach the white backdrop using the Velcro so that it covers both the back panel and the bottom of the light tent.



Keyword Search



[www.globaltobaccocontrol.org/tpackss](http://www.globaltobaccocontrol.org/tpackss)

Google

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