

Unique Pack Designs within Tobacco Brands Across 14 Low- and Middle-Income Countries

Laura Kroart, BA, Joanna Cohen, PhD, Carmen Washington, MPH, Jennifer Brown, MPH, Jacqueline Ferguson, MHS, Katherine Clegg Smith, PhD

Background

- Multiple pack designs within a brand may encourage misperceptions concerning differences between tobacco products.
- Objective:** Describe the use of multiple pack design strategy in 14 countries.

Taking Action: Uruguay

- In 2009, Uruguay became the first country to implement a limit of one pack design per brand.



Example: multiple Camel pack designs in Mexico

Methods

- In 2013, The Tobacco Pack Surveillance System collected tobacco products with unique pack designs in each of 14 countries, from three cities in each.
- Legal products in the sample were classified into brands.

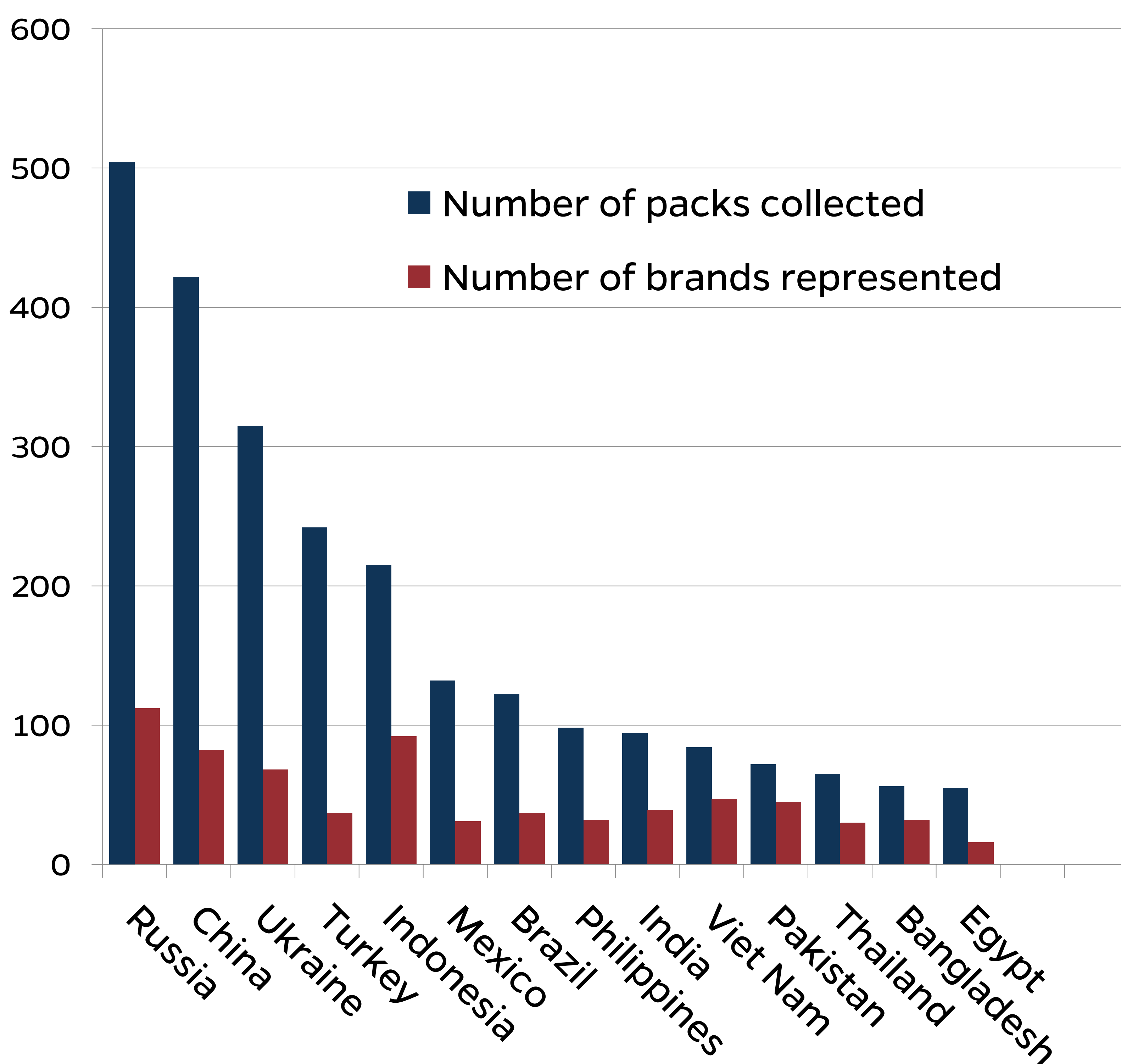
Results

We collected **2,471** legal products across **14** countries, representing **533** brands.

Marlboro is the only brand of the sample with more than one design in all **14** countries. **120** legal Marlboro packs were collected.



Multiple Pack Design Use by Country



- The bigger the difference between the number of **packs** to the number of **brands**, the greater the use of multiple pack design strategy.
- If brands were limited to one pack design, the number of unique packs and number of brands would be equal.
- The brands with the highest number of pack designs collected in these countries were:



Conclusions

- Findings can inform advocacy efforts for stronger packaging laws including the prohibition of multiple pack designs within tobacco brands

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