

# Presence of Technology Appeals on Cigarette Packages Across Seven Countries

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

## Background

1. Technology appeals are a key method for marketing to young people.
2. High-tech features may falsely imply a safer cigarette.

**Objective:** Assess extent of technology-related terminology and imagery on tobacco products.

## Methods

In 2013, unique tobacco packs from seven countries were collected as part of the Tobacco Pack Surveillance System. A sample of 1,011 packs was independently double-coded for presence of technology appeals.

**BRAZIL INDIA INDONESIA MEXICO  
PHILIPPINES THAILAND VIET NAM**

## Results



**19%**  
**192** of **1,011** tobacco packages contained at least one technology appeal

Brands with the highest number of packs with at least one technology appeal



DUNHILL  
**90%**  
n= 30

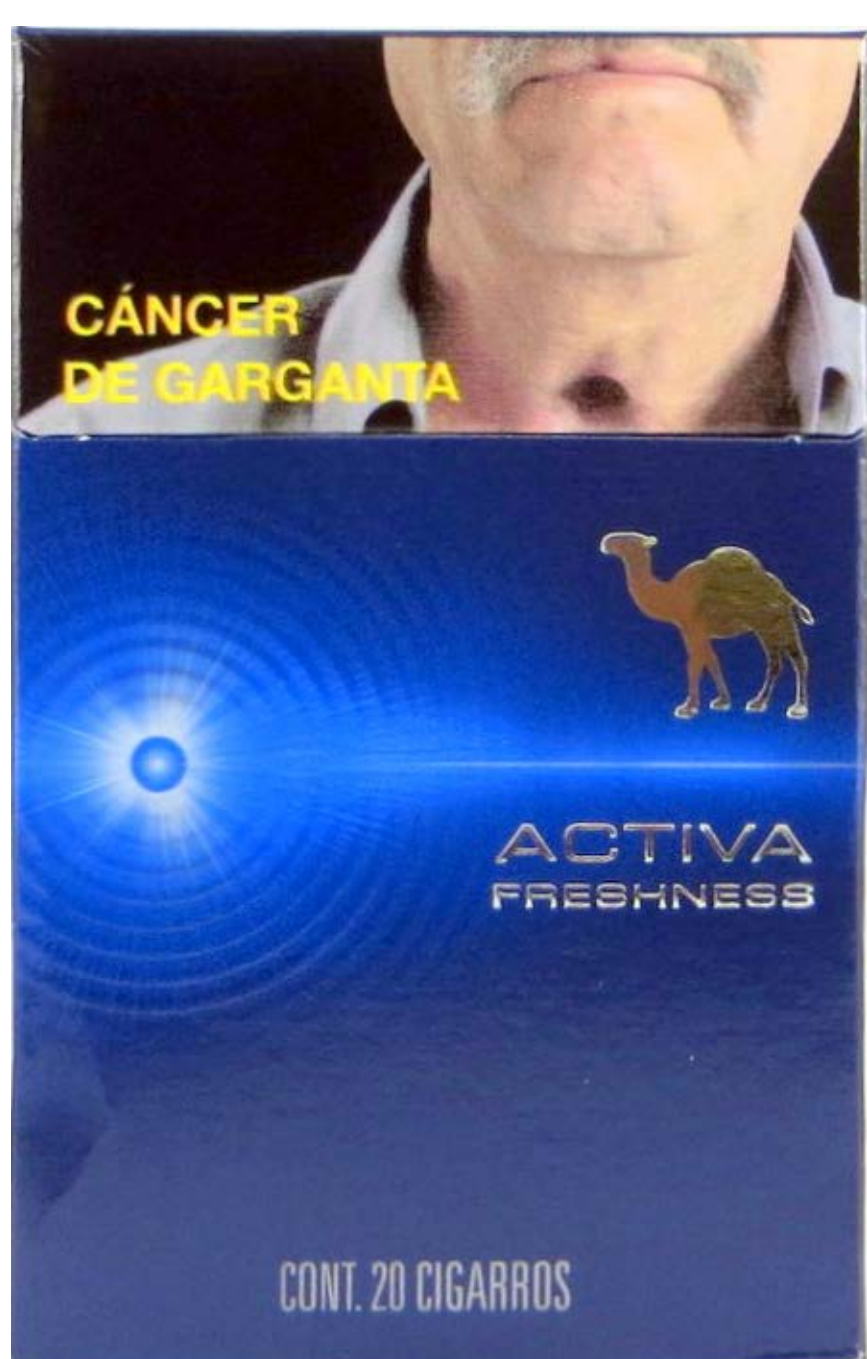


PALL MALL  
**91%**  
n= 23



FREE  
**94%**  
n= 16

### Imagery



“Crush ball” images indicating change of flavor were present on **27 packs**

“Power,” “play” or “skip” buttons were present on **26 packs**



Images of “high-tech” filters were present on **16 packs**



### Terminology

Tech terms, such as “technology,” “high definition” or “system” were present on **76 packs**



Phrases such as “next generation” or “advanced” were present on **72 packs**



Phrases referring to “on,” “off” or “activate” were present on **49 packs**



## Conclusions

- Findings can inform and assist advocacy efforts in moving toward stricter regulations concerning tobacco advertising on cigarette packs, particularly misleading descriptors and appeals to youth.

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