

The Capsule Trap – How Tobacco Companies Communicate About Flavor Capsules in Cigarette Filters on the Pack

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Flavored Capsule Cigarettes

- More attractive to youth
- Perceived as less harmful
- Increasing market





FILTER BY Clear all

KEYWORD ^①
 Q

PRODUCT TYPE ^①

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







COUNTRY ^①
[+ Select Countries](#)

BRAND FAMILY ^①
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RESULTS

Found 4912 packs

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555 Bangladesh W2 02 Bangladesh 2016	555 Bangladesh W2 03 Bangladesh 2016	555 Bangladesh W2 04 Bangladesh 2016

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TPackSS • TOBACCO PACK SURVEILLANCE SYSTEM



Keyword Search



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Wave 2 – Eight Countries

Unique Cigarette Packs

Country	# packs purchased	# capsule packs
Bangladesh	233	7
Brazil	147	13
India	95	13
Indonesia	252	3
Philippines	108	23
Russia	502	4
Thailand	111	8
Vietnam	150	5
Total	1598	76



G38. Unique capsule(s) (uni_cap_num)

Considering the entire package, using both imagery and lexical references, how many unique capsules are communicated on the package? _____

G40. Indicate the capsule/activation symbol(s) located on the package: (cap_sym) Check all that apply

- (1) Ball
- (2) Play button
- (3) Power button
- (4) Skip Track button
- (5) Other (**cap_symb_other**)
- (0) N/A

G42. What is the primary color of each capsule/activation symbol located on the package (if there is more than one colored capsule check all that apply)? (cap_color)

- (1) Green
- (2) Blue
- (3) Yellow, Gold, Orange
- (4) Violet, Pink, Purple
- (5) Black, Brown, Red
- (6) White (includes off-whites, creams, pearls, etc.), Grey, Silver
- (7) Multi-color (**cap_color_multi**)
- (8) Other main color
- (0) N/A



Capsule Representation

N = 76 capsule packs



5% double capsules



95% one capsule



50% used characterizing flavor descriptors (e.g. mint, orange coffee)

Three Themes

- Consistent capsule communication
- Reinforcement and repetition
- Education and Instruction

Consistent Capsule Communication

SYMBOL + COLOR + DESCRIPTOR

75% used power button or ball



55% used green or blue for symbol



Common descriptors

Click	Activate	Pop It
Change	Duo	Switch

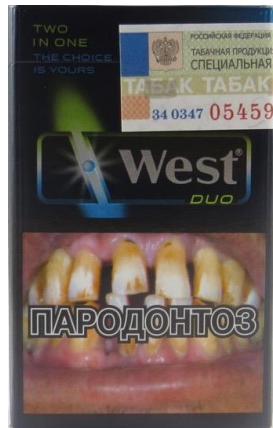
78% used all three communication forms



Reinforcement & Repetition



Front



Back



Flip top



Top



Bottom

86% displayed a capsule on 2 or more places on the pack



Education & Instruction

Written

or

Image Instruction



“Squeeze Filter ▶ Click ▶ Shift Taste”

Press/squeeze symbol



China Emergence of Flavor Capsules

- ❖ Local and Multinational Brands
- ❖ Characterizing and novel flavors
- ❖ Cultural / local flavors



TPackSS: Share a Pack

Add tobacco packs from your country to the TPackSS site! This gallery contains user-submitted images of tobacco packs and can be filtered by country, date found, product type and more. Submit, browse and share images of the latest packs in your country to help document tobacco packs on the market globally and demonstrate how tobacco companies use design to sell their products.

UPLOAD PACK

SHARE A PACK



FILTER BY Clear all

KEYWORD ⓘ

capsule, menthol, etc.

PRODUCT TYPE ⓘ

- Bidis (4)
- Cigarettes (86)
- E-cigarettes (0)
- Kreteks (0)
- Other (5)
- Smokeless (0)

COUNTRY ⓘ

+ [Select Countries](#)

YEAR ⓘ

+ [Select Years](#)

RESULTS

Found 95 packs

SORT BY

Oldest to Newest ▾



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Acknowledgement

- TPackSS team at Johns Hopkins Bloomberg School of Public Health
- Our in-country data collection teams

www.globaltobaccocontrol.org/tpackss

