Understanding Tobacco Industry Marketing Strategies through Surveillance of Tobacco Packs

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Tobacco Pack Surveillance System

globaltobaccocontrol.org/tpackss
What can a tobacco pack surveillance system do?
Assess HWL compliance

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

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.

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.

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: No
Assess design features and marketing appeals
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Tobacco industry response to menthol cigarette bans in Alberta and Nova Scotia, Canada

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Menthol cigarettes are associated with increased initiation and progression to regular smoking and decreased likelihood of smoking cessation.\(^1^-^8^\) Menthol smokers are more likely to be women and products with a few exceptions, our analysis focused on cigarettes.

Compliance with Uruguay’s single presentation requirement

Teresa DeAtley,^1,^2^ Eduardo Bianco,^3^ Kevin Welding,^1^ Joanna E Cohen^1^ 

\textbf{ABSTRACT} 

\textbf{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.\(^3^^-^6^\) These findings further demonstrate the value of Uruguay’s single presentation require-
Standard protocol to collect packs

TPackSS: Tobacco Pack Surveillance System

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 the exact spelling, accents, and punctuation as reflected on the pack.
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.

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**Setup and Assembly:**

See photos on page 2 for setup reference.

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