

Plain Packaging

Every pack tells a story...

With increasing limits on tobacco marketing, the package remains the pivotal form of advertising to attract new customers.

"Packaging is particularly important for consumer products such as cigarettes, which have a high degree of social visibility. Unlike many other consumer products, cigarette packages are displayed each time the product is used and are often left in public view between uses."
- D. Hammond, University of Waterloo

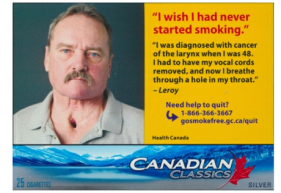
Packaging has been a tool for public health...



In 2001, Canada was the first country in the world to introduce picture health warnings covering 50% of the pack.



In 2012, Canada introduced 16 new graphic health warnings covering 75% of the pack.



...but it remains a more powerful tool for the tobacco industry.

Name:
- "Player's" - active

Slide pack:
- Package can be taken out to conceal health warning

Colours:
- Blue & yellow - traditionally masculine colours.

Sailor:
- Traditionally male, masculine character.

Bold & Unmistakable:
- terms showing confidence



Thin cigarettes:
- fashion, femininity

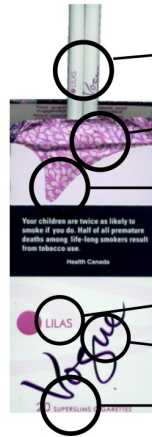
Purple metallic foil wrap:
- water droplets, leaves, flower petals

Colours:
- purple & pink - traditionally feminine colours.
- white - purity, clean

Name:
- "Lilas" similar to the flower, clean, pure, feminine.

Logo:
- wavy, fluid, cursive writing

Description:
- "Superslims" - thinness, beauty



The tobacco industry uses pictures, colours, slogans, shapes and words to target their market.

Plain packaging would eliminate one of the industry's last forms of marketing.



Health warnings cover 75% of the front and 95% of the back.

A standard simple text is used to identify brand name.

No branding is permitted, not even colours.

In 2012, Australia was the first country in the world to introduce plain packaging.

The objectives of plain packaging are to:
- reduce the attractiveness and appeal of tobacco products to consumers, particularly young people;
- increase the noticeability and effectiveness of mandated health warnings;
- reduce the ability of the retail packaging of tobacco products to mislead consumers about the harms of smoking.

In two years, smoking rates in Australia have declined by 12.9%.