

# Embalagens como publicidade de tabaco: manipulando designs para atrair novos consumidores

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**Institute for Global  
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# Instituto para Controle Global do Tabaco (IGTC)

- Fundado em 1998 na Escola de Saúde Pública Johns Hopkins Bloomberg
- Evidências científicas para apoiar o desenvolvimento e a implementação de políticas de controle do tabaco em todo o mundo



A stylized logo on the left side of the slide. It features a flame-like shape above a globe with latitude and longitude lines. The entire logo is rendered in a lighter shade of blue against the dark blue background.

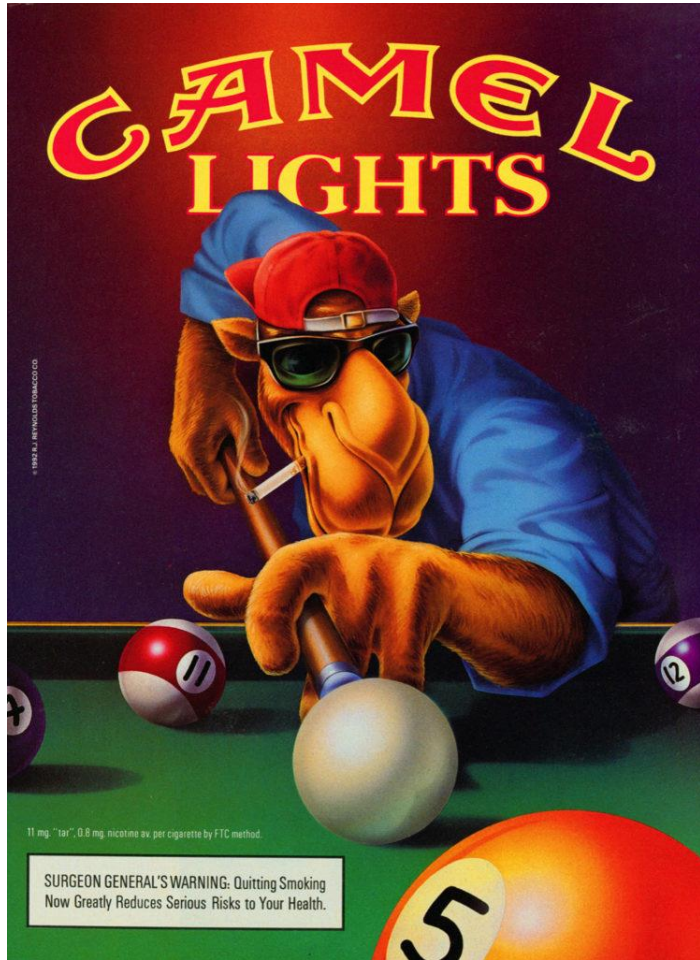
# A publicidade de tabaco

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Fonte: <https://tobacco.stanford.edu/>





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The background features a stylized logo on the left side. It consists of a flame-like shape above a globe with latitude and longitude lines. The entire scene is set against a dark blue background with a light blue horizontal bar containing the title.

# Embalagens como publicidade

# Embalagens como publicidade



*"Um maço de cigarros é único porque o consumidor carrega com ele em todos os lugares, o dia todo... faz parte da roupa do fumante, e quando ele entra em um bar e coloca no balcão, ele faz uma declaração sobre si mesmo". John Digianni, designer de maço de cigarros*



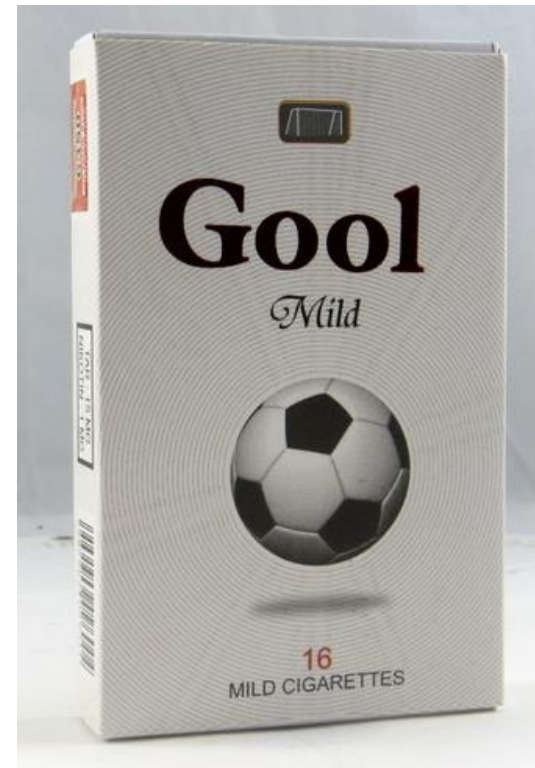
# Os maços de cigarros como publicidade

China



Rússia

Indonésia



Coreia do Sul

Fonte: <https://globaltobaccocontrol.org/tpackss/>





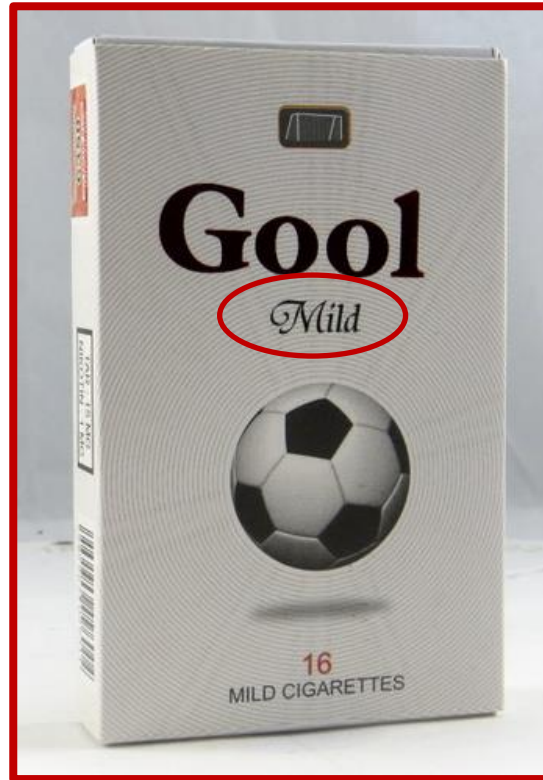
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




# Jovens e suas percepções das embalagens

## ORIGINAL ARTICLE

Int J Public Health, 10 March 2021  
<https://doi.org/10.3389/ijph.2021.585434>

## “It’s all About the Colors:” How do Mexico City Youth Perceive Cigarette Pack Design

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**Objectives:** Cigarette packs are relevant to branding strategies, designed to appeal to specific groups. There is little research on how pack features increase product appeal among key constituents such as youth in low- and middle-income countries.

**Methods:** We conducted 10 focus group discussions (FGDs) with adolescents and 5 FGDs with young adult smokers in Mexico City, separated by age, gender, smoking, and socioeconomic status. Participants separated 23 cigarette packs into “appealing” and “unappealing” groups, and were asked to explain their decisions, describing the features that supported their views. FGDs were video-recorded, transcribed in Spanish, translated into English, and subjected to thematic analysis.






**Results:** Pack groupings did not differ greatly across FGDs; bold, contrasting colors and elements communicating flavor and promotion increased cigarette pack appeal and desire to try. Participants perceived packs with these features to be used by and designed for youth, like themselves.

**Conclusion:** Our findings reinforce the importance of packaging design in attracting new consumers and maintaining current ones. Mexico should consider stronger tobacco advertising policies that include packaging color and depiction of flavor to reduce product appeal.



Original research

‘It has candy. You need to press on it’: young adults’ perceptions of flavoured cigarettes in the Philippines 

 Jennifer Brown<sup>1</sup>,  Meng Zhu<sup>2</sup>,  Meghan Moran<sup>1</sup>,  Connie Hoe<sup>3</sup>,  Ferdie Frejas<sup>4</sup>,  Joanna E Cohen<sup>1</sup>

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## Abstract

**Background** The Philippines has a high smoking prevalence and one of the largest tobacco menthol market shares in the world. Flavour capsule cigarettes were introduced to the Philippines in 2013, most of which are menthol flavoured, and their market share is increasing. We explored perceptions of flavoured cigarette packaging among young adult Filipinos.

**Methods** We conducted eight focus groups with 63 young adults ages 18–24 years in Manila in 2019, stratified by gender and smoking status. We conducted a thematic analysis of the transcripts.

**Results** Most participants assessed relative harm of cigarettes based on strength, mainly determined by colour of the packaging. Menthol cigarettes with primarily blue packaging were considered less harmful than menthol cigarettes with primarily green packaging. Many participants considered flavour capsule packs most attractive, compared with non-flavoured and traditional menthol cigarettes, due to the colouring of the packs and expectations regarding taste. Some participants likened the capsules and the taste of flavour capsule cigarettes to candy, and many participants thought flavour capsule cigarettes would most likely be smoked by teenagers or young adults.

**Conclusions** Young adult Filipinos believe that some menthol-flavoured cigarettes are less harmful than other flavoured cigarettes and non-flavoured cigarettes and find flavour capsule cigarettes attractive. A tobacco flavour ban and implementation of plain packaging might help reduce misperceptions of risk and make cigarettes less appealing.



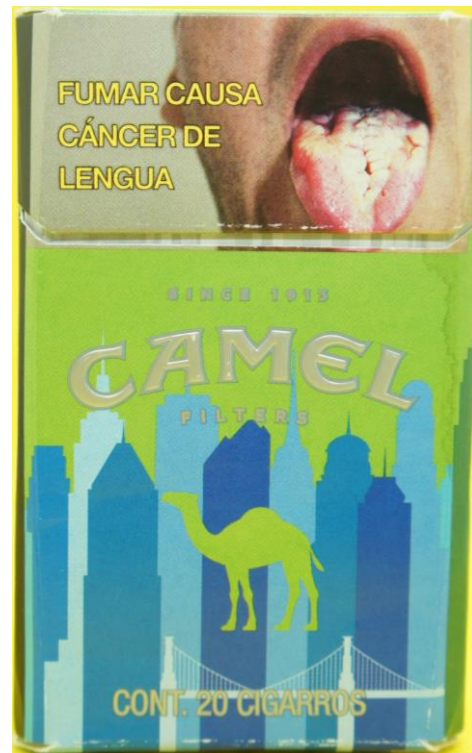
PDF



XML



# Jovens e suas percepções – México e Filipinas



Fonte: Arquivo IGTC e <https://globaltobaccocontrol.org/tpacks/>



# Jovens e suas percepções – México



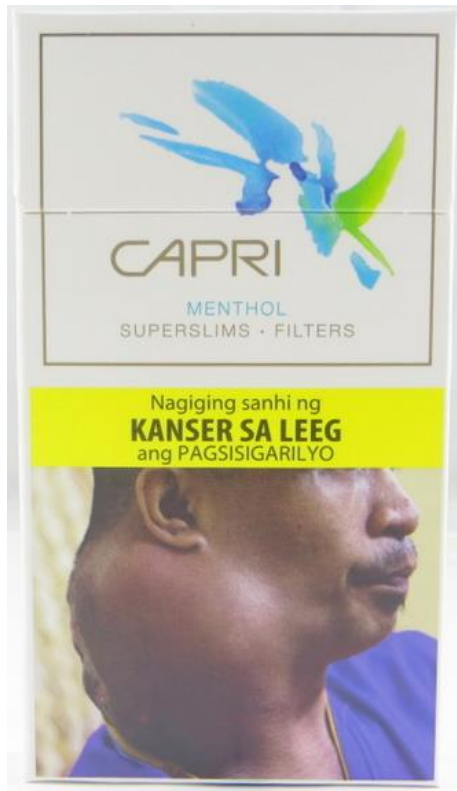
*“Quando você vai comprar um [cigarro] não sabe realmente qual o seu gosto e você se deixa guiar pela embalagem, a cor”. (adolescente fumante, renda média/alta)*



Fonte: Arquivo IGTC



# Jovens e suas percepções - Filipinas



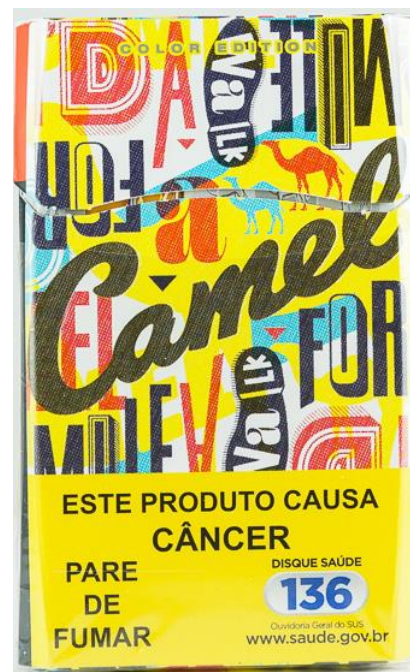
*“Sua brancura sugere ser leve ou suave.” (jovem adulta fumadora)*



A stylized graphic on the left side of the slide. It features a globe with latitude and longitude lines, and a flame or leaf-like shape above it, all in a lighter shade of blue against the dark blue background.

# Embalagens como publicidade – Brasil

# Estratégias de marketing nos maços brasileiros



Fonte: <https://globaltobaccocontrol.org/tpackss/>



# Estratégias de marketing no cigarro de palha

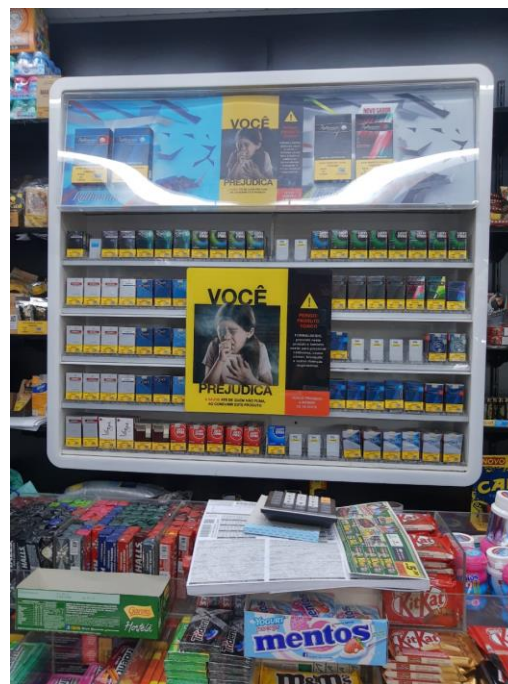


Fonte: <https://globaltobaccocontrol.org/tpackss/>





# Publicidade nos pontos de venda



Fonte: Acervo Parceiros do Controle do Tabaco





Fonte: Acervo Parceiros do Control de Tabaco e <https://globaltobaccocontrol.org/tpackss/>



# Implicações políticas - Proibição nos pontos de venda



Fonte: FCTC Secretariat. Best practices on implementation of the tobacco advertising and display ban at point of sale (Article 13 of the WHO FCTC). A four-country study: Ireland, Norway, Finland and the United Kingdom.



# Questionamentos da indústria do tabaco

Pais	Argumentos da indústria	Resposta da corte
Noruega	Proibição da exibição de produtos de tabaco constituiria uma barreira ao comércio	A proibição alcança um <b>objetivo de saúde pública</b> e não vai além do que o necessário
Escócia	Parlamento escocês não possuía poder constitucional para introduzir novas leis de venda e fornecimento de mercadorias; não há evidência científica; contradição do princípio de escolha; etc.	O Parlamento escocês possui os poderes constitucionais necessários e estava procurando <b>proteger a saúde pública</b>
Irlanda	Proibição e inconstitucional; perda financeira; restrição das capacidades de vendas e serviços	A proibição é justificada com base na <b>proteção da saúde pública</b>



# Conclusões

- As embalagens de cigarro são uma importante forma de publicidade. Embalagens com diferentes cores e sabores são atrativas para jovens.
- Medidas como advertências sanitárias maiores e a proibição de aditivos diminuem o impacto publicitário das embalagens.
- Proibir a exibição no ponto de venda é uma medida de saúde pública que protege os mais vulneráveis, como jovens, e independentemente da renda.



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Muito obrigada!  
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