

Marketing Appeals on Brazilian Cigarette Packs

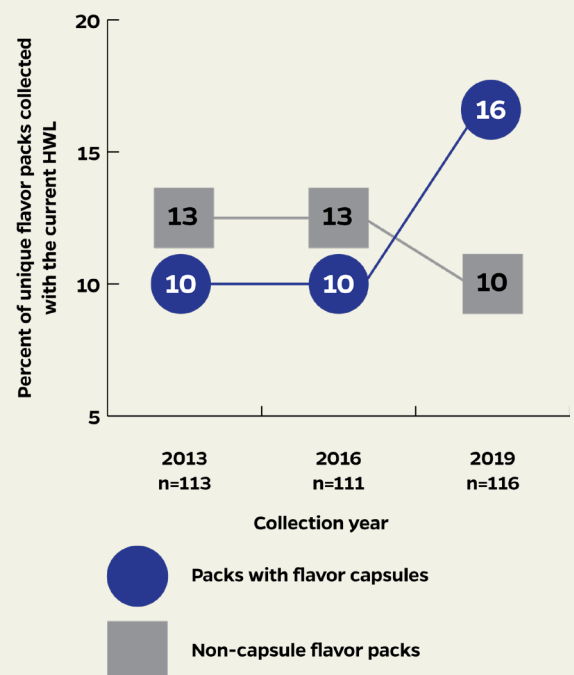
Fact Sheet

Background

Brazil continues to build on two decades of strong tobacco control measures and has achieved a marked reduction in smoking rates.¹ Health warning labels occupy 100% of the back, 30% of the front, and 100% of one side of a cigarette package. Despite decreasing brandable space, tobacco companies continue to utilize compelling and appealing marketing on cigarette packaging. A congressional bill² to increase health warning labels to 65% of the front and top side and 100% of both sides and inferior side has been approved at the Senate and is being discussed at The Chamber of Deputies.

In September 2019, TPackSS collected 125 unique cigarette packs in São Paulo, Manaus, and Salvador using a systematic protocol.³ 116 (93%) unique packs collected had the most current warning label; 3 (2%) packs had a prior Brazilian warning label, 4 (3%) packs had no health warning label, and 2 (2%) packs had foreign health warning labels printed on the package.

Flavored cigarettes, especially with flavor capsules in the filter, remain present in Brazil. Unique flavor capsule cigarettes have increased over time, from 10% of unique packs in 2013 to 16% in 2019. Unique non-capsule flavor packs have decreased during that same period, from 13% to 10% in 2019.

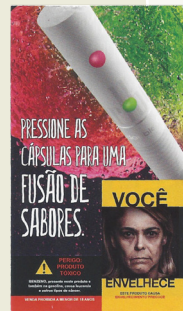




Cigarette packs in Brazil have bright, vibrant colors, and elaborate pack design, highlighting the presence of flavor capsules. Many packs use inserts to further communicate flavors and flavor capsules.



Marlboro double fusion insert



Kent control boost insert



References

- Portes LH, Machado CV, Turci SRB. History of Brazil's tobacco control policy from 1986 to 2016. Cadernos de Saúde Pública 2018, 34(2), e00017317. Epub February 19, 2018. <https://dx.doi.org/10.1590/0102-311x00017317>
- RDC Resolution No. 14 of April 10 2015, Brazil
- Smith K, Washington C, Brown J, Vadnais A, Kroart L, Ferguson J, Cohen J. The Tobacco Pack Surveillance System: A Protocol for Assessing Health Warning Compliance, Design Features, and Appeals of Tobacco Packs Sold in Low- and Middle-Income Countries. JMIR Public Health Surveill. 2015;1(2): e8 DOI: 10.2196/publichealth.4616