2024 TPackSS Features and Appeals Codebook

To begin a new record, enter the Unique ID of the pack.

When entering text, enter the exact spelling, accents and punctuation as reflected on the pack. For casing, enter the text in all lowercase characters.

Section A: Pack Information

A1. Type of product

What is the product type?

(1) Cigarettes
(2) Kreteks or Cloves
(3) Bidis
(4) Roll-your-own
(5) Cigarillos
(6) Smokeless
(7) Heated tobacco inserts
(88) Other (describe)

If additional research was necessary to clarify the product type, please describe and include any applicable website addresses (URL) if the internet was used for clarification. (If no outside research was needed, skip this field.)

A2. Country where product was made

Where was the pack made?

[Location or must be accompanied by "made in," "manufactured in," "produced in" or synonym, but can also include locations associated with a factory, as long as it is clear that that is where the product was made. This only includes locations listed on the side of the pack with manufacturer information. If both city and country are listed, list the country.]

(1) Bangladesh
(2) Brazil
(3) Burma
(4) China
(5) Egypt
(6) GCC (Gulf Coast Countries)
(7) India
(8) Indonesia
(9) Italy
(10) Japan
(11) Kazakhstan
(12) Korea
(13) London
(14) Malaysia
(15) Mexico
(16) Nepal
(17) Pakistan
(18) Philippines
(19) Russian Federation
(20) Thailand
(21) Turkey
(22) Ukraine
(23) UAE (United Arab Emirates)
(24) United Kingdom

(25) USA	(29) Switzerland	(89) Any other city
(26) Uzbekistan	(88) Other Country	(describe)
(27) Viet Nam	(describe)	(0) No "made-in"
(28) Germany		location

A3. Primary package vs. larger package

Is the primary pack contained in any kind of larger package?

[The primary package of the product is defined as the package in which the product is directly contained. The larger package is defined as the package in which the primary package is contained (e.g., metal can, sleeve).]

(1) Yes, primary package is contained in a larger package
(2) No, primary package is not contained in a larger package

Section B: Larger Package [section only answered if there's a larger package]

B1. Pack type of the larger package

What is the pack type of the larger package?

Pack Type	Description	Example
(1) Slider	Cardboard or other material that can be completely removed from the primary package	
(2) Slider with fold-out	Slider style pack with a fold-out from the front or back that provides more surface are for branding	

(3) Box	Container made of tin, other metal or hard plastic, or cardboard box that contains the primary pack of the product	
(88) Other	(describe)	

B3. Inserts or onserts of larger pack

Does the larger package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.

[An insert or detachable document is anything contained inside the pack that is not directly printed on the pack, such as a miniature leaflet or brochure. An "Onsert" means any communication affixed to the outside of an individual package, such as a miniature brochure beneath the outer cellophane wrapping or glued to the outside of the product package.]

- (1) Yes, the package contains an insert
- (2) Yes, the package contains an onsert
- (0) No, inserts or onserts

Section C: Primary Package

C1. English on front of the pack

Is there any English on the front of the pack (excluding brand family name or brand image/crest, and manufacturer name)?

[For hard packs, the front of the pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the tobacco company text (not the health warning text) on the side of the package is upright and readable.]
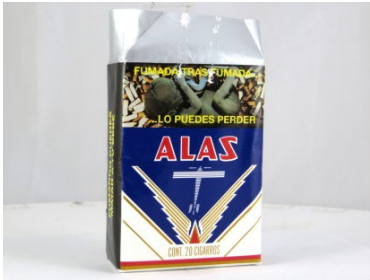
[Arabic numbers will only be considered as a particular language if it is attached to a word (e.g. 25 cigarettes, 100 years, etc.). If the Arabic numeral is a standalone numeral or accompanied by "mg" or other units of measurement, it will not be considered to be in a particular language.]

[Health warning labels are not included in consideration for this question.]

- (1) Yes, all of the writing is in English
- (2) Yes, some of the writing is in English
- (0) No, none of the writing is in English
- (99) N/A: no other writing except brand family, name, crest, or manufacturer name

C2. Type of pack of the primary pack

What is the pack type of the primary package? Choose one.

Pack Type	Description	Example
(1) Hard Pack	Pack with defined shape often constructed out of paper cardboard, which will hold its shape when product is removed (could include any shape, e.g. includes lipstick packs)	
(2) Soft Pack	Pack with malleable shape made of paper or cardboard, with exposed foil or paper	
(3) Box	Pack made of tin, other metal or hard plastic	
(4) Sachet	Pack made of thin, tear-open plastic, less structured than a soft pack	
(88) Other	(describe)	

C3. Opening style of primary pack [hard packs and boxes only]

What is the opening style of the primary pack?

Opening Style	Description	Example
(1) Flip-top	Lid is hinged at the back of the pack and when opened reveals the upper portion of the product (e.g. sticks). This excludes flip-tops that open from any other side.	
(2) Cigar-box	Lid is hinged at the back of the pack and when opened reveals the full length of the product (e.g. sticks)	
(3) Push-pack	Pack slides open horizontally	
(4) Slide-pack	Pack slides open verticaly	
(5) Pull out tab	Pack has a tab that is pulled out	
(88) Other	(describe) All other opening styles, including packs that have **both** a flip-top and slide open	
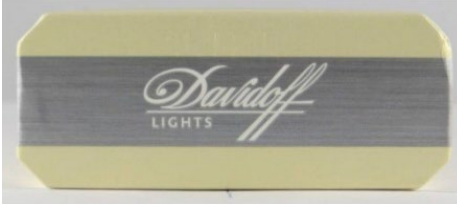
C4. Shape of the primary pack

What is the shape of the pack?

Shape	Description	Example
(1) Traditional	A rectangular pack with a width to height ratio of approximately 2 to 3; shape resembles a deck of playing cards. This category encompasses packs that may be taller, shorter, smaller, or bigger overall, as long as they roughly fit the 2:3 ratio.	
(2) Wide pack/Extra wide pack	For a wide pack: Similar to the traditional pack with wider front and back panel with a width to heigh ratio greater than 2:3. For an extra wide pack: Any pack which has a width that is equal to or greater than its height (1:1 or 1:>1).	
(3) Lipstick pack	A tall, slender pack with roughly equal width for front, back and side panels. Top panel of pack must be square (equal length and width).	
(88) Other	(describe) All other pack shapes, e.g. packs that appear traditional but unfold further after opening.	

C5. Beveled edges (edges) [hard packs only]

Does the pack have beveled edges (corners of the pack have been removed)?

Answer Choice	Example
(1) Yes, the edges have been flattened	
(2) Yes, the edges have been rounded	
(0) No, the corners are at 90 degree angles	

C6. Inner foil of pack [hard packs and boxes only]

Does the inner foil of the pack have any embellishments? Choose all applicable statements.

A pattern covers the entirety of the foil (repeated imagery). If written words form a pattern, they should be coded as a pattern and not written words. If a silver foil has a design/image, its silver color should be coded as novel color or color carried over from outside. Plain silver foil falls into (0).

Characteristics of foil or paper:	Example
(0) No, the foil or paper is plain and unembellished (except for instructions like PULL). Silver foil that does not have a design/image is considered plain and unembellished.	
(1) Yes, a color or pattern which is carried through from the outside of the pack (excluding plain silver foil). A pattern generally covers the entirety of the foil and is abstract or consists of a design.	
(2) Yes, a color or pattern not otherwise found on the outside of the pack (excluding plain silver foil).	

(3) Yes, written words or imagery (not including patterns or PULL). This includes words printed in an order or patter.	
(4) Unsure (need the physical pack – coding by image)	
(99) N/A: There is no foil or paper present on the inner part of the pack	

C7. Additional content under opening [hard packs and boxes only]

When the pack is opened, is there any additional content visible, aside from foil or paper, for example, under the flip-top? Select all that apply

- (1) Contact information for the company
- (2) Recycling symbol or terminology
- (3) Instructions for how to use product
- (4) Other branding/appeals
- (5) Suggestions and claims, send to the manufacturer address (e.g. consumer claims send to the manufacturer)
- (88) Other (describe)
- (0) No additional content is visible when the pack is opened

C8. Change stick flavor [cigarettes and kreteks or cloves only]

Does the pack indicate in any way that the user is able to change the cigarette flavor (e.g. convertibles, click and roll, activate freshness)?

- (1) Yes
- (0) No

C9. Web Presence

Is there any reference to a web presence on the primary package? Please choose all that apply.

- (1) Facebook
- (2) Twitter
- (3) Company website
- (4) Company email
- (5) QR Code
- (88) Other (describe)
- (0) No reference to a web presence

C10. Presence of inserts or onsert on primary package

Does the primary package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.

[An insert or detachable document is anything contained inside the pack that is not directly printed on the pack, such as a miniature leaflet or brochure. An "Onsert" means any communication affixed to the outside of an individual package, such as a miniature brochure beneath the outer cellophane wrapping or glued to the outside of the product package.]

- (1) Yes, the package contains an insert
- (2) Yes, the package contains an onsert
- (0) No inserts or onserts

C11. Indication of Stick Size [cigarettes and kreteks or cloves only]

Describe the size or sizes of the stick listed on the primary pack. Choose all that apply.

- (1) XL, Extra-Large, Super Large
- (2) Kings, King, King Size
- (3) Slim/Slims
- (4) Superslims, Ultraslims, Extraslims
- (5) Mini, Compact
- (6) Stick size indicated by a number
- (88) Other (describe)
- (0) No size listed

C12. Color Descriptors

Are there any color descriptors written on the primary pack?

A color descriptor is color branding that is used to distinguish multiple packs within a brand. Select any spelling, translation, or synonym of the following. Select all that apply. Then fill in the text box with the descriptor. Example: a pack with the color descriptor "Ice Blue" would be (5) Blue and then "Ice Blue" entered into the box. In the case of multiple color detectors, use commas between entries in the text box. Note that flavors are not color descriptors (e.g. "orange mint," "green apple"). Color descriptors should be recorded in English. This also excludes the filter color (e.g. "black filter cigarettes").

- (1) Red
- (2) Orange/Amber
- (3) Yellow
- (4) Green
- (5) Blue
- (6) Violet/Purple/Lilac
- (7) Pink/Rose
- (8) Brown
- (9) Black
- (10) White
- (11) Grey
- (12) Gold
- (13) Silver/Platinum
- (88) Other (describe)
- (0) No color descriptors

C13. Nicotine on Primary Pack

What is the level of nicotine on the primary pack (in mg)? If no level listed, enter 99.

C14. Tar on Primary Pack [combustible products only]

What is the level of tar on the primary pack (in mg)? If no level listed, enter 99.

C15. Carbon Monoxide on Primary Pack [combustible products only]

What is the level of carbon monoxide on the primary pack (in mg)? If no level listed, enter 99.

C16. Prevention of Sale to Youth

Is there any language on the pack preventing sale to minors? (e.g. "For Adults Only", "Not for Sale to Youth", etc.)

(1) Yes
(0) No

Section D: Stick Features

D1. Number of Sticks [cigarettes, kreteks or cloves, bidis and cigarillos only]

How many sticks does the pack state it contains?

(1) 20
(2) 16
(3) 14
(4) 12
(5) 10
(88) Other (enter number)
(99) Not stated on pack

D2. Embellishment on filter tip [cigarettes, kreteks or cloves, and cigarillos only]

If there is a filter on the stick, is the end of the filter embellished in any way (ex: with a smiley face or blue dot)?

Note: if no photo of filter-tip end exists then leave blank.

[Examples of decorative filter tips: colored dots, smiley faces, hearts, circles, and stars.]
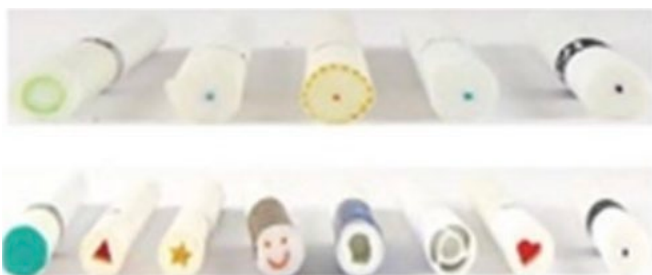
    (0) No design
    (1) Yes (describe)
    (99) N/A: No

D3. Filter color [cigarettes, kreteks or cloves, and cigarillos only]

If there is a filter on the stick, what color is the filter?

	Example
(1) Cork/Tan	
(2) White	
(3) Black	
(4) Brown	
(88) Other color	
(99) N/A: No filter	
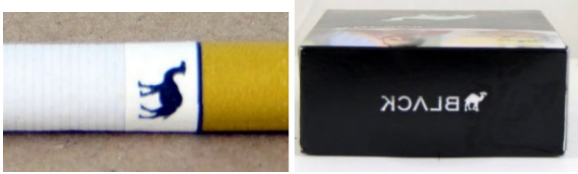
[For (99) No filter (note: you see the tobacco leaf, not filter)]

D4. Stick detail [cigarettes, kreteks or cloves, bidis and cigarillos only]

What branding elements are present on the stick? Select all that apply.

Write all descriptors exactly as they appear on the pack in regard to casing. If the descriptor is in a language other than English, write the English translation of the descriptor. The stick includes the filter as well.

Present on the stick	Example
(1) Brand Family Name (text or number)	
(2) Brand Family Image/Logo/Symbol * Clarify brand image by checking the brand website. This includes portions of overall brand logos (example: crown on stick that is part of a crest on the pack).	
(3) Descriptor or written appeal (ex: lights, menthol, red, king size, since 1916). (describe)	
(4) Color carried through from outside of pack. Includes all shades of colors on the outside of the pack.	
(5) Pattern, design, or other imagery carried through from outside of pack	

(6) Novel color (not found on outside of pack)	
(7) Novel pattern, design, or other imagery (not found on outside of pack)	
(8) Any symbol for user to "crush" or "turn on" the stick	
(77) Content not translated	
(88) Other: any other branding (describe)	
(0) None: stick has no branding	

Section F: Topics for Further Discussion

F1. Other issues to raise

Is there any aspect of this pack that needs further discussion?

(1) Yes (describe the question number and issue that requires further discussion)
(0) No

Section G: Appeals

Which of the following appeal elements appear anywhere on the packaging? Select all that apply.

Code the entire pack, including cellophane images, the larger and primary packages, the stick and filter, and any items or inserts/onserts that came with the pack, looking for the element of the specific appeal categories described in each question. This includes all appeal words written on the pack, including brand name. This excludes manufacturer, company, or factory information and images/logos usually found on the sides of the pack. For example: do not code "British American Tobacco" or the leaves in the British American Tobacco logo.

If any aspect of the pack expresses a particular appeal, select the appropriate item(s) from the list for that aspect. Items in quotations must be found written verbatim. Each element also includes an "other" write-in category. This category is meant to be used for items that fit with the appeals listed here, but are not included on the list and are truly different from the other options.

Words or phrases with quotation marks indicate specificity. For example, do not select the option "technology" unless that exact word is on the pack. Words and phrases without quotation marks signify general themes. For example, it is acceptable to select the option "Since/Establish (year)" if the phrase "for over 100 years" is found on the pack.

A crest should be considered a single item. Do not code imagery that is part of a crest. The exception is if there is writing alluding to a since/year established or other prominent writing.

G1. Technology - Lexical

    (1) Any mention of "technology"
    (2) Secondary technology terms (e.g. nano, high-definition, HD, system)
    (3) Any term referring to turning off or on (e.g. switch, activate, click, press to refresh)
    (4) Words indicating innovation (e.g. new, new generation, innovative, modern, advanced, progressive)
    (5) The phrases "less odor" or "odor reducing," etc
    (6) RELOC, resealable, adhesive, Pro Fresh, etc
    (88) Other (describe) (example: anti-counterfeit numbers)
    (0) None of the above

G2. Technology - Imagery

    (1) Power buttons, play buttons, skip track buttons
    (2) Any kind of "ball" illustration (other than buttons) representing change of flavor
    (3) Stick filter image, if in connection with technology (example: a picture of a stick with a power button on the filter or how the filter is constructed/works)
    (88) Other (describe)
    (0) None of the above

G3. Environmentalism, Civic Responsibility - Lexical

    (1) Environmentalism: any mention of "recycle," no littering, "let's protect environment"
    (2) Civic Responsibility of the Company: any program for corporate social responsibility
    (88) Other (describe)
    (0) None of the above

G4. Environmentalism, Civic Responsibility - Imagery

    (1) Recycle symbol or signs (e.g. green dot symbol, tidy man, 3 arrows, green leaf)
    (88) Other (describe)
    (0) None of the above

G5. Organics & Nature - Lexical

    (1) Any mention of "natural" or "organic"
    (2) Tobacco plant, leaf, leaves (e.g. Broadleaf Tobacco, Cuban tobaccos, flue-cured tobacco, etc.)
    (3) Nature terminology (other plants, river, mountain, etc. Exclude flavors like blueberry, apple, etc)
    (4) Space or star terminology (celestial bodies like sun, moon; excludes "luxury" stars like "Five Stars")
    (88) Other (describe)
    (0) None of the above

G6. Organics & Nature - Imagery

    (1) Depictions of plants, seedlings, etc. (other than tobacco)
    (2) Tobacco plants or leaves
    (3) Landscapes of nature scenes
    (4) Space or star imagery (celestial bodies like sun, moon; excludes "luxury" five point stars)
    (88) Other (describe)
    (0)   None of the above

G7. Luxury/Quality - Lexical

    (1) "Quality," "finest" or "fine," "special," "premium"
    (2) Class A or 1, world class, "five star"
    (3) Gold, precious stone, gem, diamond, metal terminology (pearl, bronze)
    (4) Traditionally expensive or luxurious items such as silk, etc.
    (5) "Export," "Exported," "Import," "Imported"
    (6) "Luxury" and all other luxury synonyms (any word or phrase that emphasizes high luxury or quality and is a positive synonym, e.g., superior, perfect, perfection, select, unique, chosen, exceptional, excellence, exclusive, grand, etc.)
    (7) Master, Professional, Expert, Connoisseur
    (88) Other (describe)
    (0)   None of the above

G8. Luxury/Quality - Imagery

    (1) Crown (if standalone; not part of a crest)
    (2) Precious stones, gems, diamonds, metals
    (3) Traditionally expensive or luxurious items
    (4) Stars
    (88) Other (describe)
    (0)   None of the above

G9. Femininity - Lexical

    (1) Flower terminology
    (2) Fashion terms (when paired with other feminine appeals)
    (3) Other synonyms for "slim": e.g. slender, skinny, etc.
    (4) Terms for women, like "Lady" or "Girl"
    (5) "Pink"
    (88) Other (describe)
    (0)   None of the above

G10. Femininity - Imagery

    (1) Flowers/Butterflies
    (2) Fashion Imagery
    (3) Pink color
    (4) Non-sexualized female form
    (88) Other (describe)
    (0) None of the above

G11. Masculinity - Lexical

    (1) Present (describe)
    (0) None of the above

G12. Masculinity - Imagery

    (1) Cars
    (2) Other vehicles for transportation: planes, ships
    (3) Non-sexualized image of male
    (4) Sports imagery
    (88) Other (describe)
    (0) None of the above

G13. Youth - Lexical

    (1) Present (describe)
    (0) None of the above

G14. Youth - Imagery

    (1) Overall explicit youth appeal on the primary panels
    (0) No youth imagery

G15. National - Lexical

    (1) Present (Describe. Ex: mentions of any town; country-specific traditional and cultural items)
    (0) Not present

G16. National - Imagery

    (1) Present (Describe. Ex: country's flag, country animals, mythical creatures, famous buildings or landscapes)
    (0) Not present

G17. Foreign/International (excluding USA) - Lexical

Foreign refers to outside of the country where the packs were collected (except for USA).

   (1) Present (Describe. Ex: "International", "World", mention of famous foreign buildings or city)
   (0) Not present

Reminder: exclude company information ("made-in," etc.) for question G18-G23.

G18. Foreign/International (excluding USA) - Imagery

   (1) Present (Describe. Ex: foreign flag imagery, foreign buildings or public figures)
   (0) Not present

G19. United States - Lexical

   (1) Present (Describe. Ex: "America", "USA", any mention of any city, town or state in the US)
   (0) Not present

G20. United States - Imagery

   (1) Present (Describe. Ex: USA flag, bald eagle, US landscape)
   (0) Not present

G21. Less Harm - Lexical

   (1) Light/Lights
   (2) Mild, low
   (3) Safe, safer
   (4) Soft, smooth, mellow
   (5) Any qualitative description of the levels of nicotine, tar or carbon monoxide
   (6) Numbers potentially indicating strength (enter strength number)
   (7) Mentions long life or good health (excluding fortune, luck, or prosperity)
   (88) Other (describe)
   (0) None of the above

G22. Less Harm - Imagery

   (1) Image of filter
   (2) Dots potentially indicating strength (enter number of dots)
   (88) Other (describe)
   (0) None of the above

G23. Less Harm – Filters [Cigarettes, kreteks or cloves, and cigarillos only]

Does the pack have any mention of the word "filter," "filters," or "filtered"?

[Filter descriptors must be specifically and blatantly about the filter (i.e. technology descriptors such as "recessed filter," "triple-action filter" or quality descriptors such as "premium filter," "luxury filter"). This excludes color or size descriptors about the cigarette (e.g. "king size filter cigarettes," "filter-tipped," "black filter cigarettes).]

- (1) Yes, alone or with "cigarettes"
- (2) Yes, accompanied by a descriptor about the filter (enter descriptor with context)
- (0) No

G24. Taste/Sensation - Lexical

- (1) Any mention of "taste"
- (2) Rich/Full flavor/Full (when referring to taste)
- (3) Fresh, freshness, refreshing
- (4) Cool, ice, cold, chill, frost
- (5) Pleasure, satisfaction, enjoyment, relaxing
- (6) The word "sensation"
- (7) Aroma or smell terminology
- (8) Balanced
- (88) Other (describe)
- (0) None of the above

G25. Flavor - Lexical

- (1) Caramel/Vanilla/Chocolate
- (2) Cinnamon/"canella" or other spice
- (3) Clove/Kretek
- (4) Menthol
- (5) Mint (other than menthol)
- (6) Fruit or Citrus
- (7) Coffee
- (8) Alcoholic beverages
- (9) Energy drink
- (10) Flavor, Flavored, Flavors
- (88) Other (describe)
- (0) None of the above

G26. Flavor - Imagery

    (1) Caramel/Vanilla/Chocolate
    (2) Cinnamon/"canella" or other spice
    (3) Clove/Kretek
    (4) Menthol
    (5) Mint (other than menthol)
    (6) Fruit or Citrus
    (7) Coffee
    (8) Alcoholic beverages
    (9) Energy drink
    (88) Other (describe)
    (0) None of the above

G27. Special Edition - Lexical

    (1) "Special Edition" or "Limited Edition"
    (2) Limited Time: National/community event occurring one time (Olympics, other commemoration) or Holiday (Christmas, Holi, etc)
    (3) Limited Time: Brand event (ex: 100 year anniversary)
    (88) Other (describe) (ex: music edition, color edition)
    (0) None of the above

G28. Animal Imagery and Terminology

    (1) Any depiction of an animal
    (2) Animal print
    (3) Lexical: any mention of an animal
    (88) Other (describe)
    (0) None of the above

G29. Religion

    (1) Mentions of religion by name (e.g. Buddhism, Christianity, Islam)
    (2) "God" or higher power/afterlife (e.g. Allah, Jesus, Buddha)
    (3) "Amen", "Blessing", or other prayer like synonyms
    (4) Religious imagery (describe)
    (88) Other (describe)
    (0) None of the above

G30. Promotions

      (1)   Win money
      (2)   Win items
      (3)   Win cigarettes
      (4)   Win trip
      (88) Other (describe)
      (0)   No promotion

G31. Unique capsule(s) [only if C8 (change stick flavor) is answered yes or answer option '8' is selected for D4 (stick detail)]

Enter how many unique capsules are present on one stick. _____

Section H: Other Appeals

H1. Other Appeals

Is there an additional appeal on the pack that does not fit into the categories above?

      (1)   Yes (describe)
      (0)   No

H2. Internet Research

Was outside research necessary to clarify an appeal?

      (1)   Yes (describe appeal and issue)
      (2)   No