

# Pack Features and Appeals

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: General Pack Information

Enter Unique ID \_\_\_\_\_

## Section A: Pack Information

A1. What is the product type?

- {1} Manufactured Cigarettes
- {2} Kreteks
- {3} Cigarillos
- {4} Roll-your-own
- {5} Heated tobacco product insert

The rule of thumb to help identify the product type:

- a. Cigarette: there is usually an abbreviation written as “SPM” (machine-rolled white cigarette) or “SPT” (hand-rolled white cigarette) on the pack (usually on the side of the pack).
- b. Kretek: there is usually an abbreviation written as “SKM” (machine-rolled kretek) or “SKT” (hand-rolled kretek) on the pack (usually on the side of the pack).
- c. Cigarillo: there is usually an abbreviation written as “CRT” on the pack (usually on the side of the pack)
- d. Heated tobacco inserts: there is usually an abbreviation written as “EET” (tobacco extract and essence) on the pack (usually on the side of the pack)

If there are two product types found on the pack, e.g., “sigaret kretek” or “kretek cigarettes”, choose the non-cigarette product type (e.g., “sigaret kretek” choose kretek as the product type).

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. Where was the pack made?



Use the manufacturer's location/address to answer this question. It is usually placed on the bottom or side of the pack.

- {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} Malaysia
- {14} Mexico
- {15} Nepal
- {16} Pakistan
- {17} Philippines
- {18} Russian Federation
- {19} Thailand
- {20} Turkey
- {21} Ukraine
- {22} UAE (United Arab Emirates)
- {23} United Kingdom
- {24} USA
- {25} Uzbekistan

- {26} Viet Nam
- {27} Germany
- {28} Switzerland
- {88} Other Country (describe)
- {50} London
- {89} Any other city (describe)
- {0} No "made-in" location

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A2. Other Country - Describe

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A2. Other City - Describe

A3. Is the primary pack of sticks contained in any kind of larger package?

- {1} Yes, primary package is contained in a larger package
- {0} No, primary package is not contained in a larger package

Will skip to C1 if {0}

[Definition of “primary package” and “larger package”: The primary package of cigarettes is defined as the package in which the cigarettes are contained. The larger package is defined as the package in which the primary package is contained (e.g., metal can, sleeve). The left is box and the right one is a slider]



**Section B: Larger Package**




For hard packs, the front of 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.

B1. What is the pack type of the larger package?

- {1} Slider
- {2} Slider with fold-out
- {3} Box
- {88} Other (describe)



This would be coded as “other” and described as a “Box with fold-out.”

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 area for branding	
(3) Box	Pack made of tin, other metal or hard plastic, or cardboard box that contains the primary pack of sticks	
(88) Other	<b>(pack_type_lar_other)</b>	

B1. Describe other pack type: \_\_\_\_\_

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B2. Does the larger package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.

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

**[Insert: 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 stick package.]**

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## Section C: Primary Package

C1. Is there any English on the front of the pack (excluding brand family name or brand image/crest, and manufacturer name)?

- {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

**For hard packs, the front of 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.**

C2. What is the pack type of the primary package?

- {1} Hard Pack  
 {2} Soft Pack  
 {3} Box  
 {4} Sachet  
 {88} Other (describe)

Pack Type	Description	Example
(1) Hard Pack	Pack with defined shape often constructed out of paper cardboard, which will hold its shape when sticks are 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	(pack_type_pri_other)	





C2. Describe other pack type: \_\_\_\_\_

C3. What is the opening style of the primary pack?

**Note: if you cannot tell by the picture, select “Unsure – coding by picture.”**

Branching logic (show if): C2 = '1' or '3'

- {1} Flip-top  
 {2} Cigar-box  
 {3} Push-pack  
 {4} Slide-pack  
 {5} Pull-out tab  
 {88} Other (describe)  
 {99} Unsure -- coding by picture

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 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 sticks	
(3) Push-pack	Pack slides open horizontally	
(4) Slide-pack	Pack slides open vertically	
(5) Pull out tab	Pack has a tab that is pulled out	
(88) Other	<b>(opening_style_pri_other)</b> All other opening styles, including packs that have <b>both</b> a flip-top and slide open	

C3. Describe other opening style:



C4. What is the shape of the primary pack?

- {1} Traditional  
 {2} Wide pack, Extra-Wide pack  
 {3} Lipstick pack  
 {88} Other (describe)

Branching logic (show if): C2 = '1', '2' or '3'

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	<p>For a wide pack: Similar to the traditional pack with wider front and back panel with a width to height ratio greater than 2:3. .</p> <p>For an extra wide pack: Any pack which has a width that is equal to or greater than its height (1:1 or 1:&gt;1).</p>	 
(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	<b>(pack_shape_pri_other)</b> All other pack shapes, e.g. packs that appear traditional but unfold further	

C4. Describe other shape:

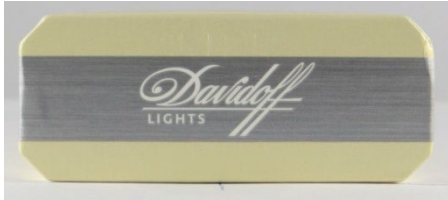


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C5. Does the pack have beveled or rounded edges (corners of the pack have been removed)?

Branching logic (show if): C2 = '1'

- {0} No, the corners are at 90 degree angles
- {1} Yes, the edges have been flattened/beveled
- {2} Yes, the edges have been rounded



Beveled edges



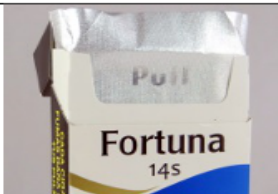



Rounded edges

C6. Does the inner foil of the pack have any embellishments? Choose all applicable statements.

Note: make sure to zoom in so details are more visible.

Branching logic (show if): C2 = '1' or '3'

- {1} No, the foil or paper is plain and unembellished (except for instructions like PULL)
- {2} Yes, a color or pattern, which is carried through from the outside of the pack (excluding plain silver foil)
- {3} Yes, a color or pattern not otherwise found on the outside of the pack (excluding plain silver foil).
- {4} Yes, written words or imagery (not including patterns or PULL)
- {5} 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

Characteristics of foil or paper:	Example
(0) No, The foil or paper is plain and unembellished (except for instructions like PULL). Silver foil 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).  Silver foil never represents a color carried through from the outside of the pack. 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 pattern.	
(99) N/A: There is no foil or paper present on the inner part of the pack	

C7. 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.

Branching logic (show if): C2 = '1' or '3'



This says "Throw the butts in the trash" so it would be coded as "Other branding/appeals" as it is an environmental claim.

- {1} Contact information for the company
- {2} Recycling symbol or terminology
- {3} Instructions for how to use stick
- {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

C7. Describe other content:

C8. 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)? **Note: this includes flavor capsule imagery.**

- Yes  
 No

C9. Is there any reference to a web presence on the primary package? Please choose all that apply.

**Note: the example below should be coded as "other" as it is not the company website.**



- {1} Facebook  
 {2} Twitter  
 {3} Company website  
 {4} Company email  
 {5} QR Code  
 {88} Other (describe)  
 {0} No Reference to a Web Presence

C9. Describe other web presence:

\_\_\_\_\_

C10. Does the primary package contain any inserts or onserts (not including those with only health warning information)? Select all that apply.

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

**[Insert: 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 stick package.]**

C11. Describe the size or sizes of the stick listed on the primary pack. Choose all that apply.

**This refers to the stick size and not quantity. Therefore, “contains 20 cigarettes” does not apply here.**



Example: This Marlboro pack has “100’s” printed on the pack. This should be coded as “Stick size indicated by a number” (option 6)

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

C11. Describe other size listed: \_\_\_\_\_

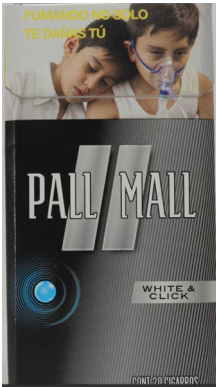
C12. Are there any color descriptors written on the primary pack?

**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 descriptors, use commas between entries in the text box. Note that flavors are not color descriptors (e.g. “orange mint,” “green apple”). This also excludes filter color (e.g. “black filter cigarettes”). Do not include “golden leaf” or “gold leaf” as a color descriptor as it is a type of tobacco. Color descriptors should be recorded in English.**

- {1} Red (Bahasa: Merah)
- {2} Orange/Amber (Bahasa: Oranye)
- {3} Yellow (Bahasa: Kuning)
- {4} Green (Bahasa: Hijau/ljo)
- {5} Blue (Bahasa: Biru)
- {6} Violet/Purple/Lilac (Bahasa: Ungu)
- {7} Pink/Rose (Bahasa: Merah muda)
- {8} Brown (Bahasa: Coklat)
- {9} Black (Bahasa: Hitam /item)
- {10} White (Bahasa: Putih)
- {11} Grey (Bahasa: Abu-abu)
- {12} Gold (Bahasa: Emas)
- {13} Silver/Platinum (Bahasa: Perak)
- {88} Other
- {0} No color descriptors

C13. Enter Color Descriptor: \_\_\_\_\_

For this, please insert exactly what the pack says, for example, for the pack below, enter "white & click".



C14. What is the level of tar on the primary pack (in mg)? If no level listed, enter 99. **Note: tar is "tar" in Bahasa Indonesia. The info for questions C17, C18, C19, and C20 will likely be available on the side of the pack.**

\_\_\_\_\_ (in miligrams)

C15. What is the level of nicotine on the primary pack (in mg)? If no level listed, enter 99. **Note: nicotine is "nikotin" in Bahasa Indonesia.**

\_\_\_\_\_ (in miligrams)

C16. Is there any language on the pack preventing sale to minors? (e.g. "For Adults Only", "Not for Sale to Youth", etc.)

- {0} No  
 {1} Yes

**Note: In Bahasa Indonesia it would be "dilarang menjual atau memberi kepada anak berusia di bawah 18 tahun dan perempuan hamil" or "dilarang menjual/memberi pada anak usia dibawah 18 thn dan perempuan hamil"**

**Section D: Stick Features**

D1. 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

D1. Other number of sticks on pack: \_\_\_\_\_

D2. If there is a filter on the stick, what color is the filter?

- {1} Cork/Tan
- {2} White
- {3} Black
- {4} Brown
- {88} Other color
- {99} N/A: No filter

	Example
(1) Cork/Tan	
(2) White	
(3) Black	
(4) Brown	
(88) Other color	
(99) No filter	



(99) No filter (note: you see the tobacco leaf, not filter)



D3. If there is a filter on the stick, is the end of the filter embellished in any way?

- {0} No design
- {1} Yes (describe - e.g., smiley face)
- {99} N/A: No filter



D3. Describe filter design:







Examples of decorative filter tips: colored dots, smiley faces, hearts, circles, and stars.

D4. What branding elements are present on the stick?  
Select all that apply.

**Select all that apply. Write all descriptors exactly as they appear on the pack. All text should be entered in lowercase. If the descriptor is in a language other than English, write the English translation of the descriptor. The stick includes the filter as well.**

- {1} Brand family name (text or number)
- {2} Brand family image/logo/symbol
- {3} Descriptor (ex: lights, menthol, red, king size)
- {4} Color carried through from outside of 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} Any other branding (describe)
- {0} None: stick has no branding



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). <b>(brand_descr_describe)</b>	
(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	
<b>(88) Other: any other branding (stick_detail_other)</b>	

D4. Enter descriptor on filter: \_\_\_\_\_

D4. Describe other branding on filter: \_\_\_\_\_

**Note: please do not add "flavor capsule", we are aiming to describe the design of the filter. Example: "a blue band, the brand name in the same color, a series of tan lines, a dark blue power button"**



D5. What is the color of the stick?

- {1} White
- {2} Black
- {3} Brown
- {88} Other Color

**Section F: Topics for Further Discussion**

F1. Is there any aspect of this pack that needs further discussion?  Yes  No

Describe the question number and issue that requires further discussion \_\_\_\_\_

**Section G: Appeals - Which of the following appeal elements appear anywhere on the packaging? Select all that apply.**

**Code the entire primary 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, but excludes health warning label, 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/ Established (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" (Bahasa: "teknologi")
  - {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 "inovasi", 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

G1. Other - describe: \_\_\_\_\_

- 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

G2. If you chose "other," please describe. \_\_\_\_\_

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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 (please describe)
- {0} None of the above

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G3. If you chose "other" please describe \_\_\_\_\_

G4. Environmentalism & Civic Responsibility – Imagery

Example of tidy man.



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

G4. If you chose "other" please describe

\_\_\_\_\_

G5. Organics & Nature -- Lexical

- {1} Any mention of "natural" or "organic" (Bahasa: "alami" or "organik")
- {2} Tobacco plant, leaf, leaves ("daun") (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 ("matahari"), moon ("bulan"); excludes "luxury" stars like "Five Stars")
- {88} Other (describe)
- {0} None of the above

G5. If you chose "other" please describe

\_\_\_\_\_

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

G6. If you chose "other" please describe

\_\_\_\_\_

\_\_\_\_\_

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G7. Luxury/ Quality -- Lexical

- {1} "Quality," "finest" or "fine," "special," "premium"
- {2} Class A or 1, world class, "five star" ("bintang lima")
- {3} Gold ("emas"), precious stone, gem, diamond ("berlian"), metal terminology (pearl "Mutiarā", bronze "perunggu")
- {4} Traditionally expensive or luxurious items such as silk ("sutra"), 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 ("pilihan"), chosen, exceptional, excellence, exclusive ("eksklusif"), etc.)
- {7} Master, Professional, Expert ("ahli"), Connoisseur
- {88} Other (describe)
- {0} None of the above

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G7. If you chose "other" please describe

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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 (for a rating)
- {88} Other (describe)
- {0} None of the above

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G8. If you chose "other," describe:

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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" ("Wanita") or "Girl" ("perempuan")  
 {5} "pink"  
 {88} Other (describe)  
 {0} None of the above
- 

G9. If you chose "other" please describe

\_\_\_\_\_

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G10. Femininity -- Imagery

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

G10. If you chose "other" please describe

\_\_\_\_\_

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G11. Masculinity -- Lexical

- {1} Present (Describe. Ex: "auto")  
 {0} None of the above
- 

G11. If you chose "present" please describe

\_\_\_\_\_

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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
- 

G12. If you chose "other" please describe

\_\_\_\_\_

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G13. Youth -- Lexical

- {1} Present (Describe. Ex: "young and dynamic people" ("muda dan dinamis"), "music edition" ("edisi musik"), "rhythm of your life" ("ritme hidupmu"))  
 {0} Not present
- 

G13. If you chose "present" please describe

\_\_\_\_\_

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G14. Youth -- Imagery

- {1} Overall explicit youth appeal on the primary panels (e.g. cartoons, toys/games, imaginary creatures, sports, music)  
 {0} No youth imagery
-

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G15. Foreign / International (excluding U.S.A.) --  
Lexical

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

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G15. If you chose "Present" please describe

\_\_\_\_\_

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G16. Foreign / International (excluding U.S.A.) --  
Imagery

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



G16. If you chose "Present" please describe

\_\_\_\_\_

G17. United States -- Lexical

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

G17. If you chose "Present" please describe

\_\_\_\_\_

G18. United States -- Imagery

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

G18. If you chose "Present" please describe

\_\_\_\_\_

G19. Less Harm – Lexical

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

G19. Enter strength number on pack

\_\_\_\_\_

G19. If you chose "other" please describe

\_\_\_\_\_

G20. Less Harm – Imagery



- {1} Image of filter
- {2} Dots potentially indicating strength
- {88} Other (describe)
- {0} None of the above

Attention: image of Flow Filter (present on some Lucky Strike packs) and Firm Filter (Marlboro packs) on the side of the pack is not an example of filter image as less harmful (image on the side).

G20. Enter number of dots

\_\_\_\_\_

G20. If you chose "other" please describe

---

G21. Does the pack have any mention of the word "filter," "filters," or "filtered"?

- {1} Yes, alone or with "cigarettes"  
 {2} Yes, accompanied by a descriptor about the filter  
 {0} No

G22. Taste/Sensation -- Lexical

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

G22. If you chose "other" please describe

---

G23. Flavor -- Lexical

- {1} Caramel / Vanilla / Chocolate (Bahasa: karamel, vanilla, coklat)  
 {2} Cinnamon or other spice (Bahasa: kayu manis, rempah-rempah)  
 {3} Clove / Kretek (Bahasa: cengkeh/kretek)  
 {4} Menthol (Bahasa: mentol)  
 {5} Mint (other than menthol)  
 {6} Fruit or Citrus (bahasa: buah)  
 {7} Coffee (Bahasa: kopi)  
 {8} Alcoholic beverages (Bahasa: alkohol, bir)  
 {9} Energy drink  
 {10} Flavor, Flavored, Flavors (Bahasa: rasa)  
 {88} Other (describe)  
 {0} None of the above

G23. If you chose "other" please describe

---

G24. Flavor -- Imagery

- {1} Caramel / Vanilla / Chocolate  
 {2} Cinnamon 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 (please describe)  
 {0} None of the above

G24. If you chose "other" please describe

---

G25. Special Edition -- Lexical

- {1} "Special Edition" ("edisi spesial") or "Limited Edition" ("edisi terbatas")
- {2} Limited Time: National/community event occurring one time (World Cup, other commemoration) or Holiday (Christmas, "Ramadhan", "Idul Fitri" etc)
- {3} Limited Time: Brand event (ex: 100 year anniversary)
- {88} Other (describe) (ex: music edition, color edition)
- {0} None of the above

G25. If you chose "other" please describe

---

G26. 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

G26. If you chose "other" please describe

---

G27. Religion

- {1} Mentions of religion by name (e.g. Buddhism, Christianity, Islam)
- {2} "God" ("Tuhan") or higher power/afterlife (e.g. Allah, Jesus, Buddha)
- {3} "Amin", "Blessing", or other prayer like synonyms
- {4} Religious imagery (e.g., a person wearing a hijab)
- {88} Other
- {0} None of the above

G27. If you chose "religious imagery" please describe

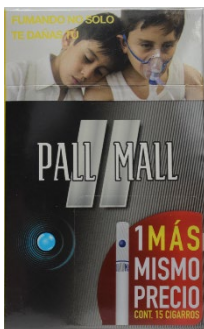
---

G27. If you chose "other" please describe

---

G28: Promotions

- {1} Win money
- {2} Win items
- {3} Win cigarettes
- {4} Win trip
- {88} Other
- {0} No promotion



Example of promotion, "other". Please write "plus one, same price" in the description

G28: Describe promotion

---

G29. Enter how many unique capsules are present on one stick\_\_\_\_\_

Examine the stick(s) to answer this question.

Branching logic (show if): C8 = 'Yes' or D4= 6

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**Section H: Other Appeals**

H1. Is there is an additional appeal on the pack that does not fit into the categories above?

- Yes
- No

H1. Describe the additional appeal

---

H2. Was outside research necessary to clarify an appeal?

- Yes
- No

H2. Describe appeal and issue:

---

Questions for native coders only:

G30. National -- Lexical

- {1} Present (Describe. Ex: Mentions of any town: "Kudus", "Pekalongan"; Country-specific traditional and cultural items: "batik)
- {0} Not present

G31. National – Imagery

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

## List of concept descriptors and characterizing flavors and their associated coding

Text of the descriptor	Flavor	Taste/sensation	Organics/nature	Additional appeal (section H)
<b>Tropical</b>	(88) other		(3) Nature terminology	
<b>Sunny</b>			(4) Space/star terminology	
<b>Splash</b>		(88) other		
<b>Breeze</b>		(88) other		
<b>Spring</b>			(3) Nature terminology	
<b>Charcoal</b>			(3) Nature terminology	
<b>Water</b>			(3) Nature terminology	
<b>Salt</b>			(3) Nature terminology	
<b>Boost</b>				Yes
<b>Punch</b>	(88) other*			Yes*
<b>Pop</b>				Yes
<b>Bold</b>				Yes
<b>Strong</b>		(88) other*		Yes*
<b>Confidence</b>				Yes
<b>Style</b>				Yes

\*Depends on the context (how it is used in the description)