

# 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} Cloves or Kreteks
- {3} Cigarillos
- {4} Roll-your-own
- {5} Heated tobacco product insert

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?

- {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

A2. Other Country - Describe \_\_\_\_\_

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

[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**

B1. Is there any English on the front of the larger 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.

B2. 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	(pack_type_lar_other)	

B2. Describe other pack type: \_\_\_\_\_

B3. Does the outside of the larger pack have any of the following features? Select all that apply.

**Embossing or debossing can be tested by feeling the features of the outside of the pack. Holographic printing is any multilayered image that changes content when viewed from different angles. Iridescent printing refers to any image that changes color when viewed from different angles.**

- {1} Any embossing or debossing
- {2} Shiny or metallic finish that covers the entire front of pack
- {3} Shiny metallic detailing
- {4} Holographic text, logo, or image
- {5} Iridescent text, logo, or image
- {6} Unsure (need the physical pack – coding by image)
- {88} Other: describe
- {0} No fancy features

B3. Describe other feature: \_\_\_\_\_

B4. Does the larger pack indicate any way that the user is able to change the stick flavor (e.g. convertibles, click and roll, activate freshness)?

**Note: this includes flavor capsule imagery.**

- Yes
- No

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B5. Is there any reference to a web presence on the larger package? Select 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

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B5. Describe other web presence: \_\_\_\_\_

B6. Is a phone number for the company listed anywhere on the larger package?

- Yes  
 No

B7. 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.]**

B8. Describe the size or sizes of the stick listed on the larger 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 (100's, 120's, 84mm, 100mm, etc.)  
 {88} Other (describe)  
 {0} No size listed

B8. Describe other size listed: \_\_\_\_\_

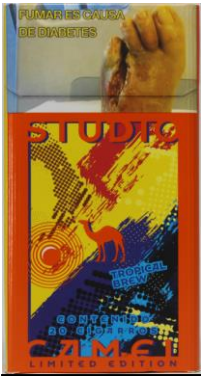
B9. Select the background color **AND** one other main prominent color of the entire larger package.

- {1} Red  
 {2} Orange  
 {3} Yellow  
 {4} Green  
 {5} Blue  
 {6} Violet or Purple  
 {7} Pink  
 {8} Brown  
 {9} Black  
 {10} White  
 {11} Grey  
 {12} Gold  
 {13} Silver  
 {14} Burgundy  
 {15} Tan/Sand  
 {16} Many (prominent) colors  
 {0} No other main color

**First, select the background color of the primary package, i.e. the dominant color upon which other items are printed. Next, select a second color. Excluding the background color and the color of the brand name text, what is the one other main prominent color (if any)? If there is no other main**

**color, select "no other main color." The second color should be the other prominent and obvious color at first sight of the pack.**

**Examples: note that when there are truly competing colors, like Camel and Chesterfield, which you can differentiate background and one main, the option "Many (prominent) colors" will be selected.**



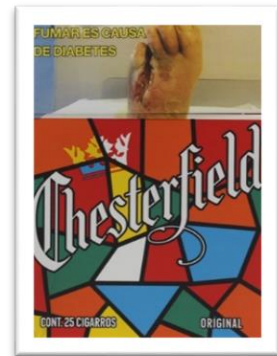
Red background/many prominent colors



Many prominent colors



Black background/many prominent colors



Many prominent colors

B10. How is the brand family name indicated on the larger pack?

- {1} By text and/or number (describe)
- {2} By symbol or image only (describe)

**A brand family name relates different varieties of products under one umbrella term, number or symbol. Examples: Marlboro, Players, 555. If the brand family is indicated by both text and/or number and symbol and/or image, select text and/or number. This includes all panels of the pack.**

B10a. Is the brand family name written in Roman numerals characters and/or Arabic numerals?

- {1} Yes, in Roman characters and/or Arabic
- {2} Both Roman characters and/or Arabic numerals AND other alphabet
- {0} No, in any other alphabet

B11. Are there any color descriptors written on the larger pack (not including brand name)? Any spelling, translation, or synonym of the following (select all that apply):

**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"). Descriptors should be recorded in English. This also excludes 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
- {88} Other
- {0} No color descriptors

B11. Enter Color Descriptor: \_\_\_\_\_

B12. What is the level of tar on the larger pack (in mg)? If no level listed, enter 99. **Note: the info for questions B12, B13, B14, and B15 will likely be available on the side of the pack. Tar is "alquitran" in Spanish.**



\_\_\_\_\_ (in milligrams)

B13. What is the level of nicotine on the larger pack (in mg)? If no level listed, enter 99. **Note: nicotine is "nicotina" in Spanish.**

\_\_\_\_\_ (in milligrams)

B14. What is the level of carbon monoxide on the larger pack (in mg)? If no level listed, enter 99. **Note: carbon monoxide is "monoxido de carbono" in Spanish.**

\_\_\_\_\_ (in milligrams)

B15. Is there any language on the pack preventing sale to minors? (e.g. "For Adults Only", "Not for Sale to Youth", etc.) **Note: In Spanish it would be something along "Venta prohibida para menores."**

- {0} No
- {1} Yes



**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 other and add**

**“Unsure – coding by picture.”**

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

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)

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:

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

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



C6. Does the outside of the pack have any of the following features?

- {1} Any embossing or debossing  
 {2} Shiny or metallic finish that covers the entire front of pack  
 {3} Shiny metallic detailing  
 {4} Holographic text, logo, or image  
 {5} Iridescent text, logo, or image  
 {6} Unsure (need the physical pack – coding by image)  
 {88} Other: describe  
 {0} No fancy features

**Embossing or debossing can be tested by feeling the features of the outside of the pack.**

**Holographic printing is any multilayered image that changes content when viewed from different angles. Iridescent printing refers to any image that changes color when viewed from different angles.**

C6. Describe other feature:

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C7. Does the inner foil of the pack have any embellishments? Choose all applicable statements.



- {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)
- {99} N/A: There is no foil or paper present on the inner part of the pack

The Pall Mall would be coded as “Yes, written words or imagery” because of the logo. The Lucky Strike as “Yes, a color or pattern, which is carried through from the outside of the pack” because of the black color AND “Yes, written words or imagery (not including patterns or PULL)” because it says “Make it luckies” and because of the three dots.

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	

C8. 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.



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

C8. Describe other content:

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C9. 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

C10. 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

C10. Describe other web presence:

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C11. Is a phone number for the company listed anywhere on the primary package?

- Yes  
 No

C12. 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



C13. 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.**

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

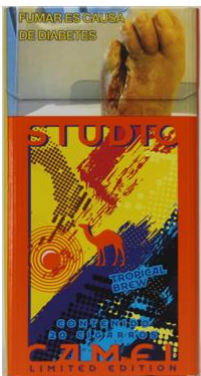
C13. Describe other size listed: \_\_\_\_\_

C14. Select the background color and one other main prominent color of the entire primary package.

**First, select the background color of the primary package, i.e. the dominant color upon which other items are printed. Next, select a second color. Excluding the background color and the color of the brand name text, what is the one other main prominent color (if any)? If there is no other main color, select "no other main color." The second color should be the other prominent and obvious color at first sight of the pack.**

**Examples: note that when there are truly competing colors, like Camel and Chesterfield, which you can differentiate background and one main, the option "Many (prominent) colors" will be selected.**

- {1} Red
- {2} Orange
- {3} Yellow
- {4} Green
- {5} Blue
- {6} Violet or Purple
- {7} Pink
- {8} Brown
- {9} Black
- {10} White
- {11} Grey
- {12} Gold
- {13} Silver
- {14} Burgundy
- {15} Tan/Sand
- {16} Many (prominent) colors
- {0} No other main color



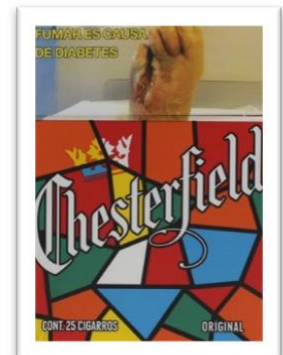
Red-background/many-prominent-colors



Many-prominent-colors



Black-background/many-prominent-colors



Many-prominent-colors

C15. How is the brand family name indicated on the pack?

- {1} By text and/or number (describe)
- {2} By symbol or image only (describe)

C15a. Is the brand family name written in Roman characters and/or Arabic numerals?

- {1} Yes, in Roman characters and/or Arabic numerals
- {2} Both Roman characters and/or Arabic numerals AND other alphabet
- {0} No, in any other alphabet

C16. 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"). Color descriptors should be recorded in English. 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.**



- {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
- {0} No color descriptors

C16. Enter Color Descriptor:

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



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

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

C18. What is the level of nicotine on the primary pack (in mg)? If no level listed, enter 99. **Note: nicotine is "nicotina" in Spanish.**

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

C19. What is the level of carbon monoxide on the primary pack (in mg)? If no level listed, enter 99. **Note: carbon monoxide is "monoxido de carbono" in Spanish.**

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

C20. 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 Spanish it would be something along "Venta prohibida para menores."**



## Section D: Stick Features

D1.A. How many sticks are inside of the pack?

- {1} 20  
 {2} 16  
 {3} 14

- {4} 12
- {5} 10
- {6} N/A (coding image)
- {88} Other (enter number)

D1.A. Other number of sticks in pack: \_\_\_\_\_

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

- D2. 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)?
- {0} No design
  - {1} Yes (describe)
  - {99} N/A: No filter

D2. Describe filter design: \_\_\_\_\_

- D3. 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	

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 in regards 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.

- {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). (brand_descr_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	
<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: "there is a thin navy blue band, then the brand name in the same color, then a series of tan lines in a "cane" pattern running the length of the filter in a diagonal, then a dark blue power button in the middle of the filter"**



D5. What is the color of the stick?

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

### Section E: Cellophane Wrapping

E1. Is there anything printed on the cellophane aside from health warnings? Select all that apply.

**NOTE: This might include a sticker on the cellophane as it is not possible to differentiate when coding the pictures. See examples below – they would both be coded as "Yes: any kind of branding related to appeals other than the pull tab."**

- {1} Yes: a pull tab that is plain and all one color
- {2} Yes: a pull tab that has the manufacturer or brand name
- {3} Yes: a pull tab that has any kind of branding related to appeals
- {4} Yes: any kind of branding related to appeals other than the pull tab
- {5} Yes: a pull tab or cellophane that has health warning labeling
- {6} Yes: a pull tab that has duty free labeling
- {7} Unsure (need the physical pack – coding by image)
- {0} No: Cellophane is plain/translucent or no cellophane



## 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

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## 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/ 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"  
 {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

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)



This is an example of a stick filter image



{3}  
{88} Other (describe)

{0} None of the above

---

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

\_\_\_\_\_

---

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

---

G3. If you chose "other" please describe

\_\_\_\_\_

## G4. Environmentalism &amp; 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 &amp; 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

G5. If you chose "other" please describe

\_\_\_\_\_

## G6. Organics &amp; 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

\_\_\_\_\_

## G7. Processing of Tobacco -- Lexical

- {1} Blended, blend, mixture
- {2} Sun-ripened, slow-roasted, toasted
- {3} No added flavor, no additive
- {4} Any other description of how tobacco is processed or made into a cigarette (e, g, dipped, fine-cut)
- {88} Other (please describe)
- {0} None of the above

G7. If you chose "other" please describe

\_\_\_\_\_

G8. Luxury/ Quality -- Lexical

- {1} "Quality," "finest" or "fine," "special," "premium"
- {2} Class A or 1, world class, "five star"
- {3} Gold
- {4} Precious stone, gem, diamond, metal terminology (pearl, bronze)
- {5} Traditionally expensive or luxurious items such as silk, etc.
- {6} "Export," "Exported," "Import," "Imported"
- {7} "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.)
- {8} Master, Professional, Expert, Connoisseur
- {88} Other (describe)
- {0} None of the above

G8. If you chose "other" please describe

---

G9. 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. If you chose "other," describe:

---

G10. Classic/Timeless -- Lexical

- {1} Classic
- {2} Original, Signature
- {3} Traditional
- {4} Authentic, Genuine, Real
- {5} Since/Established (year) (includes standalone year)
- {6} Well-known, famous, etc.
- {88} Other (please describe)
- {0} None of the above

G10. If you chose "other" please describe

---

G11. Classic/ Timeless -- Imagery

- {1} Crest, seal, coat of arms (includes manufacturer's crest if present)
- {2} Castle, knights, helmets, etc. (if standalone; not part of crest)
- {3} Pegasus, Griffin, Lion (if standalone; not part of crest)
- {4} Signature
- {88} Other (describe)
- {0} None of the above

G11. If you chose "other" please describe

---

---

G12. 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

---

G12. If you chose "other" please describe

---

---

G13. 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

---

G13. If you chose "other" please describe

---

---

G14. Masculinity -- Lexical

- {1} Present (Describe)
- {0} None of the above

---

G14. Describe

---

---

G15. 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

---

G15. If you chose "other" please describe

---

---

G16. Youth -- Lexical

- {1} Present (Describe)
- {0} None of the above

---

G16. If you chose "present" please describe

---

---

G17. Youth -- Imagery

- {1} Overall explicit youth appeal on the primary panels
- {0} No youth imagery

G18. National -- Lexical  
**See this website for some context re: Mexican mythical creatures:**  
<https://blog.xcaret.com/en/mythological-creatures-mexico/>

“Viva Mexico Septiembre 2021” should be coded as “Country-specific traditional and cultural items identified by an expert” (September is the month of Mexican independence).

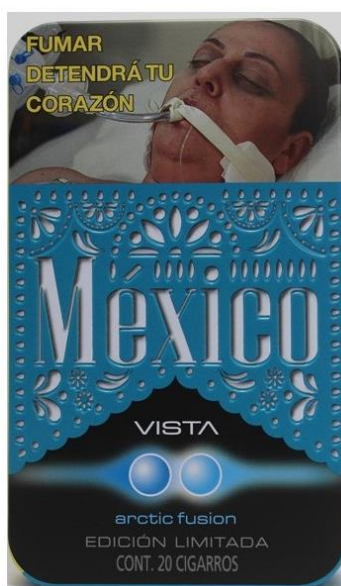
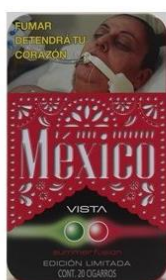


- {1} Mentions of any town, city, state or country in which the product was purchased (excluding adjective form)
- {2} Famous foreign buildings, structures, statues or famous foreign landscapes (e.g. rivers, mountains)
- {3} Famous resident or leader
- {4} Country animals (e.g. Panda, MX: quetzal, xoloitzcuintle, ajolote)
- {5} Mythical creatures (e.g. Dragon, MX: nahual, chaneque, dzulúm, atotolin)
- {6} Country-specific traditional and cultural items identified by an expert
- {88} Other
- {0} None of the above

G18. If you chose "other" please describe: \_\_\_\_\_

G19. National – Imagery

**All the packs below would be coded as “Country-specific traditional and cultural items identified by an expert.”**



- {1} Use of country flag imagery (must have exact imagery and colors from flag)
- {2} Famous foreign buildings, structures, statues or famous foreign landscapes (e.g. rivers, mountains)
- {3} Famous resident or leader
- {4} Country animals (e.g. Panda)
- {6} Country-specific traditional and cultural items identified by an expert
- {88} Other
- {0} None of the above

G19. If you chose "other" please describe: \_\_\_\_\_

G20. Foreign / International (excluding U.S.A.) -- Lexical

{1} "International," "world"  
{2} Mentions of any town, city, state or country foreign to the country in which the product was purchased (excluding adjective form)  
{3} Famous foreign buildings, structures,

- statues or famous foreign landscapes (e.g. *page 26*)
- rivers, mountains)
- {4} Famous foreign resident or leader
- {88} Other
- {0} None of the above
- 

---

G20. If you chose "other" please describe

---

---

G21. Foreign / International (excluding U.S.A.) -- Imagery

- {1} Use of foreign flag imagery (must have exact imagery and colors from flag)
- {2} Famous foreign buildings, structures, statues or famous foreign landscapes (e.g. rivers, mountains)
- {3} Famous foreign resident or leader
- {88} Other (describe)
- {0} None of the above



G21. If you chose "other" please describe

---

G22. United States -- Lexical

- {1} Any mention of America or USA
- {2} Any mention of any city, town or state in the US (excluding Virginia)
- {3} Virginia
- {4} Famous resident or leader
- {88} Other (describe)
- {0} None of the above

G22. If you chose "other" please describe

---

G23. United States -- Imagery

- {1} USA flag (must have exact imagery and colors from flag)
- {2} US landscape or architecture
- {3} Bald eagle
- {4} Idealized / stereotypical Native Americans
- {5} Famous resident or leader
- {88} Other (describe)
- {0} None of the above

G23. If you chose "other" please describe

---

G24. 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
- {7} Mentions long life or good health (excluding fortune, luck, or prosperity)
- {88} Other (describe)
- {0} None of the above

G24. Enter strength number on pack

---

G24. If you chose "other" please describe

---

G25. 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).

G25. Enter number of dots

---

G25. If you chose "other" please describe

---

G26. 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

**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").**

G26. Enter descriptor with context.

---

G27. 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

G27. If you chose "other" please describe

---

G28. 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

G28. If you chose "other" please describe

---

G29. 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 (please describe)  
 {0} None of the above

G29. If you chose "other" please describe

---

G30. 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

G30. If you chose "other" please describe

---

G31. 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

G31. If you chose "other" please describe

---

G32. 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  
 {88} Other  
 {0} None of the above

G32. If you chose "religious imagery" please describe

---

G32. If you chose "other" please describe

---

G33: 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

G33: Describe promotion

---

G34. Considering the entire package (including the stick) and using both imagery and lexical references, is there any filter technology present in the pack?

- Yes  
 No

**Note: if there is flavor capsule, then this should be yes.**

G35. Twist, remove, or cut the filter from the entire stick. Cut the filter portion lengthwise in half. What is inside the filter?

- {1} Capsule  
 {2} Thread  
 {3} Other (specify)  
 {4} None - nothing inside

**Just leave empty because we are coding from the pictures. The following questions should not appear, i.e., this will be the last question from section H.**

Specify "other" that is inside the filter: \_\_\_\_\_

G36a. Indicate the color of the thread located inside of the filter

- {1} Green  
 {2} Blue  
 {3} Yellow, Gold, Orange  
 {4} Black, Brown, Red  
 {5} Violet, Pink, Purple  
 {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver  
 {7} Multi-color  
 {8} Other main color

Indicate all colors:

- {1} Green  
 {2} Blue  
 {3} Yellow, Gold, Orange  
 {4} Black, Brown, Red  
 {5} Violet, Pink, Purple  
 {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver  
 {7} Other main color

G36b. Write in any features associated with the thread  
 \_\_\_\_\_

G37. Considering the entire package, using both imagery and lexical references, how many unique capsules are communicated on the package?  
 \_\_\_\_\_

G38. Write-in any flavor descriptors (including non-characterizing) associated with the capsules  
 \_\_\_\_\_

**This includes concept descriptors, such as Alaska Dusk, Ibiza Sunset, Artic Fusion.**

G39. Indicate the capsule/activation symbol located on the stick

- {1} Ball  
 {2} Play button  
 {3} Power button  
 {4} Skip Track button  
 {5} Other  
 {0} N/A

G39a. Indicate "other":

---

G40. Indicate the locations of the capsule/activation symbol on the package:

- {1} Front
- {2} Back
- {3} Bottom
- {4} Top
- {5} Left or Right Side
- {6} Under the flip-top
- {7} Panel foil
- {8} Insert
- {9} Sleeve
- {10} Bevel
- {11} Cellophane

G41. What is the primary color of each capsule/activation symbol located on the package (If there is more than one colored capsule select all that apply)?

- {1} Green
- {2} Blue
- {3} Yellow, Gold, Orange
- {4} Black, Brown, Red
- {5} Violet, Pink, Purple
- {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver
- {7} Multi-color
- {8} Other main color
- {0} N/A

G41a. Indicate all colors

- {1} Green
- {2} Blue
- {3} Yellow, Gold, Orange
- {4} Black, Brown, Red
- {5} Violet, Pink, Purple
- {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver
- {7} Other main color

G42. Is there an image instruction(s) located on the package or stick, describing how to activate the capsule?

- Yes
- No

G42a. Indicate the location(s) of the image instructions on the package

- {1} Front
- {2} Back
- {3} Bottom
- {4} Top
- {5} Left or Right Side
- {6} Under the flip-top
- {7} Panel foil
- {8} Insert
- {9} Sleeve
- {10} Stick
- {11} Cellophane

G43. Are there any descriptors located on the package to describe the capsule/activation?

- Yes
- No

G43a. Write-in the capsule/activation descriptors or statements used anywhere on the package:

---

G43b. Indicate the location(s) of the capsule/activation descriptors on the package:

- {1} Front
- {2} Back
- {3} Bottom
- {4} Top
- {5} Left or Right Side
- {6} Under the flip-top
- {7} Panel foil
- {8} Insert
- {9} Sleeve
- {10} Bevel
- {11} Cellophane

G44. Enter how many unique capsules are present on one stick

---

G45. Are there any descriptors located on the stick to describe the capsule/activation?

- Yes
- No

G45a. Write-in the capsule/activation descriptors or statements used on the stick:

---

G46. Indicate the capsule/activation symbol(s) located on the stick:

- {1} Ball
- {2} Play button
- {3} Power button
- {4} Skip Track button
- {5} Other
- {0} N/A

G46a. Indicate "other"

---

G47. What is the primary color of the capsule symbol located on the stick (If there is more than one colored capsule select all that apply)?

- {1} Green
- {2} Blue
- {3} Yellow, Gold, Orange
- {4} Black, Brown, Red
- {5} Violet, Pink, Purple
- {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver
- {7} Multi-color
- {8} Other main color



G47a. Indicate all colors:

- {1} Green
- {2} Blue
- {3} Yellow, Gold, Orange
- {4} Black, Brown, Red
- {5} Violet, Pink, Purple
- {6} White (includes off-whites, creams, pearls, etc.), Grey, Silver
- {7} Other main color

---

**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:

\_\_\_\_\_