

2022 TPackSS Codebook for Indonesia E-cigarettes

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

Unique ID

Enter the Unique ID of the pack _____

Section A: Basic Product Information

A1. Purchase date

What was the purchase date?

MM-DD-YY

A2. Price

What is the price (in local currency)? _____

[If not present in pack images, enter "N/A." Please enter the price without punctuation.]

A3. Product type

What is the product type?

- (1) E-cigarette bottle/liquid
- (2) Disposable electronic cigarette
- (3) E-cigarette disposable pod/cartridge
- (88) Other (describe)
- (0) Not clear/needs discussion

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.]

A4. External packaging layers

Identify the external packaging that contains the product. (Select all that apply regardless of the layer you are coding)

[Check for and indicate ALL layers of packaging.]

[External packaging is any layer of packaging outside of the packaging/bottle in direct contact with the product (e.g., box containing plastic dropper bottle that contains the e-cigarette liquid).]

- (1) Box
- (2) Shrink-wrap/cellophane/outer plastic wrap
- (3) Other
- (0) No external packaging

A5. Brand name

Enter the most prominent brand name on the pack in Roman characters. _____

[Only record brand/collaborator name from what appears to be the front of the pack.]

[If the brand name is not in Roman characters, enter the direct translation of the name in English (if available). If the brand name is not in Roman characters and no translation is available, enter "other characters" in the response field.]

[Use only lowercase letters]

A5. Additional name 1

Enter the name of additional brands/distributors/collaborators/etc. on the product starting at the top left and moving clockwise around the pack face. _____

[Only record brand/collaborator names from what appears to be the front of the pack.]

[If the name is not in Roman characters, enter the direct translation of the name in English (if available). If there are no additional names on packaging, enter "n/a". Use only lowercase letters]

A5. Additional name 2

Enter the name of additional brands/distributors/collaborators/etc. on the product starting at the top left and moving clockwise around the pack face. _____

[Only record brand/collaborator names from what appears to be the front of the pack.]

[If the name is not in Roman characters, enter the direct translation of the name in English (if available). If there are no additional names on packaging, enter "n/a". Use only lowercase letters]

A5. Additional name 3

Enter the name of additional brands/distributors/collaborators/etc. on the product starting at the top left and moving clockwise around the pack face. _____

[Only record brand/collaborator names from what appears to be the front of the pack.]

[If the name is not in Roman characters, enter the direct translation of the name in English (if available). If there are no additional names on packaging, enter "n/a". Use only lowercase letters]

A5. Additional name 4

Enter the name of additional brands/distributors/collaborators/etc. on the product starting at the top left and moving clockwise around the pack face. _____

[Only record brand/collaborator names from what appears to be the front of the pack.]

[If the name is not in Roman characters, enter the direct translation of the name in English (if available). If there are no additional names on packaging, enter "n/a". Use only lowercase letters]

[Moving forward, code only packaging visible to the customer at point-of-sale.]

[Please keep in mind, we only want to code what is visible to the consumer when the product is displayed in a store. This includes the external packaging and any part of the product or packaging that is visible through the transparent external packaging or external packaging cut-outs. If there is no external packaging, code the packaging that is in direct contact with the product]

A6. Coding packaging layer

Indicate what layer of packaging you are coding for this pack.

[External packaging is any layer of packaging outside of the packaging/bottle in direct contact with the product (e.g., box containing plastic dropper bottle that contains the e-cigarette liquid).]

[If you indicated that shrinkwrap is the main external packaging, you should select that you are coding both external packaging & the product due to transparency. If there are both shrinkwrap and a box as external packaging, you should select that you are coding just the box (unless the box has transparency - in that case it would be external & product). Only mark #1 if there are no outer layers besides the bottle in contact with e-cigarette liquid.]

(1) Product container only

(2) External packaging only

(3) Both external packaging and product container (due to transparency or cut-outs in outer packaging)

A7. English on packaging

Is there any English on the packaging?

- (1) Yes
- (0) No

A8. Web presence

Is there any reference to a web presence on the package? (Select all that apply)

- (1) Facebook
- (2) Twitter
- (3) Company website
- (4) Company email
- (5) QR code
- (6) Instagram
- (7) TikTok
- (88) Other (describe)
- (0) No reference to web presence

A9. Inserts or onserts

Does the 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" is 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 package.]

- (1) Yes, the package contains an insert
- (2) Yes, the package contains an onsert
- (0) No, the package does not have inserts or onserts

Section B: Nicotine

[Do not use information on the tax stamp/sticker to answer questions about liquid volume or nicotine concentration]

B1. Mention of nicotine

Does the product packaging specifically mention nicotine?

[Examples: "nicotine," "nikotin," "nic sal," "sal nic," "saltnic," "nic,+ bio/level/strength," "salt nicotine," etc.]

(1) Yes

(0) No

(88) Not clear/needs discussion

B2. Nicotine type

What kind of nicotine composition is in the products?

[Phrases like "sal nic" and "saltnic" indicate a salt-base nicotine composition. If you are unsure, please only select "not clear/needs discussion."]

(1) Salt-base

(2) Freebase

(3) Hybrid (a combination of salt and freebase)

(0) Not specified

(88) Not clear/needs discussion

B3. Liquid amount

What is the total amount of e-cigarette liquid? _____mL

[Enter the amount in mL.]

[Do not enter units. If not given, please enter "n/a."]

B4. Nicotine concentration

What is the concentration of nicotine? Select all that apply.

(1) Given as a percent, (describe)

(2) Given as mg, (describe)

(3) Given as mg/mL, (describe)

(0) Not given (no amount or units)

(87) Not given (amount/number given, but no units are indicated)

(88) Not clear/needs discussion (e.g., has both 3mg & 6mg, but does not indicate which concentration for this pack)

B5. Nicotine percentage [if concentration of nicotine is given as a percent]

Enter the nicotine concentration as a percentage. _____

[Do not include percent sign.]

B5. Nicotine unit 1 [if concentration of nicotine is given as mg]

Enter the nicotine concentration (mg). _____

[Do not add units.]

B5. Nicotine unit 2 [if concentration of nicotine is given as mg/mL]

Enter the nicotine concentration (mg/mL). _____

[Do not add units.]

Section C: Warning Label

C1. Warning label

Are there one or more text and/or image warnings on the pack?

(1) Yes, text only

(2) Yes, image only

(3) Yes, both text and image

(0) No

Section D: Features & Appeals

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

[Text and imagery for specific appeals should be prominent/noticeable to consumers. Specific attention should not be given to features that are small, overshadowed, or not a main part of pack design.]

[Code the entire product pack, looking for the specific appeal described in each field. This includes all descriptors on the pack, including brand name.]

[If any part of the pack design fits a particular appeal, select the appropriate item(s) from the list for that category. Some elements also include “other” write-in category. This category is meant to be used for items that fit the appeals listed here but are not included on the list and are different from the other options.]

[Words or phrases in quotation marks that are presented as response options should only be selected when they appear on the pack as descriptors and are verbatim. For example, do not select the response option “Special Edition” unless that exact wording is on the pack. Words and phrases not in quotation marks signify general themes.]

[Please pay careful attention to whether the field refers to “terminology” (words) or “imagery” (pictures).]

D1. Marketing claims

Are any of the following marketing messages present on the packaging? (Select all that apply) ☐

- (1) Lack of smell/odor/combustion
- (2) Realistic smoking experience
- (3) Can be used anywhere, not subject to most public smoking laws
- (4) “Smoke free future” or phrase with equivalent claim/meaning
- (5) Other non-health claims to support the notion that ‘e-cigarettes are superior to cigarettes’
- (0) None of the above

D2. Cessation aid

Does the packaging convey the product as a smoking cessation aid?

- (1) Yes
- (0) No

D3. Taste/Sensation - Lexical

Review for taste/sensation terminology. (Select all that apply)

- (1) Fresh, freshness, refreshing
- (2) Cool, ice, cold, chill, frost, freeze
- (3) The word "sensation"
- (4) Aroma or smell terminology
- (88) Other (describe)
- (0) None of the above

D4. Flavor - Lexical

Indicate the presence of flavor terminology. (Select all that apply)

- (1) Tobacco
- (2) Menthol/Mint
- (3) Nuts
- (4) Spices
- (5) Coffee/Tea
- (6) Alcohol
- (7) Other Beverages (soda, energy drink, lemonade, milk, etc.)
- (8) Fruit (berries, citrus, tropical, etc.)
- (9) Dessert (cake, pie, cookie, custard, ice cream, muffin, waffle, etc.)
- (10) Candy (gummy bears, cotton candy, bubble gum, etc.)
- (11) Other sweets (chocolate, honey, caramel, vanilla)
- (88) Other characterizing flavor terminology (describe)
- (89) Concept flavor descriptor
- (0) None of the above flavor terminology

D5. Flavor - Imagery

Indicate the presence of flavor imagery. (Select all that apply)

- (1) Tobacco
- (2) Menthol/Mint

- (3) Nuts
- (4) Spices
- (5) Coffee/Tea
- (6) Alcohol
- (7) Other Beverages (soda, energy drink, lemonade, milk, etc.)
- (8) Fruit (berries, citrus, tropical, etc.)
- (9) Dessert (cake, pie, cookie, custard, ice cream, muffin, waffle, etc.)
- (10) Candy (gummy bears, cotton candy, bubble gum, etc.)
- (11) Other sweets (chocolate, honey, caramel, vanilla)
- (88) Other flavor imagery (describe)
- (89) Don't know/not sure
- (0) None of the above

D6. Full flavor name [if packaging displays flavor terminology]

Please enter the full flavor name, as written on the pack (in English or Bahasa Indonesia). _____

[Include information about flavor series like “menthol/fruity series” with the flavor name. If the flavor name is in a language besides English or Bahasa Indonesia, enter “other language”.]

[Use lowercase letters only.]

D7. Flavor name in English [if packaging displays flavor terminology]

If the flavor name is written in another language besides English on the pack, please enter the English translation of the full flavor name as it appears in the pack translation spreadsheet. _____

[If the flavor name is in English on the pack, enter “n/a”. Include information about flavor series like “menthol/fruity series” with the translated flavor name. If a flavor is written in another language and no English translation is available, enter “not given”.]

[Use lowercase letters only.]

D8. Femininity - Lexical

Review for feminine terminology. (Select all that apply)

- (1) Flower terminology
- (2) Fashion terms (when paired with other feminine appeals)

(3) Terms for women, like "Lady" or "Girl"

(4) "pink"

(88) Other (describe)

(0) None of the above

D9. Femininity - Imagery

Review for feminine imagery. (Select all that apply)

(1) Flowers / Butterflies

(2) Fashion imagery

(3) Pink color

(4) Non-sexualized female form

(88) Other (describe)

(0) None of the above

D10. Masculinity - Lexical

Review for masculine terminology. (Select all that apply)

(1) Terms for men, like "Gentleman," "Boy," or "Cowboy"

(2) Terms related to violence (e.g., "fight," "duel," etc.)

(3) References to sports like playoff, goal, race, etc.

(4) References to vehicles for transportation (e.g., cars, planes, ships, trains)

(88) Other (describe)

(0) No

D11. Masculinity - Imagery

Review for masculine imagery. (Select all that apply)

(1) Cars

(2) Other vehicles for transportation (e.g., planes, ships, trains)

(3) Non-sexualized image of male

(4) Sports imagery

(88) Other (describe)

(0) None of the above

D12. Youth

Excluding youth-specific flavors, do you think this pack would be appealing to young people (aged 10-24)?

(1) Yes

(0) No

(89) Don't know/not sure

D13. Youth appeals [If package would be appealing to youth]

Please indicate the youth appeals present on the pack. (Select all that apply)

[Focus on prominent features of the pack when selecting appeals.]

(1) Fun brand name

(2) Bright/vibrant colors or colorful pattern

(3) Cartoons/animations/memes

(4) Depictions of recreation, action or adventure (e.g., sports)

(5) Depictions of anything related to pop culture (e.g., social media influencer, well known figure)

(6) Depictions related to entertainment (e.g., music, television)

(7) Pack shape resembles candy or another sweet treat (e.g., juice pack, soda)

(8) Youth-oriented language or slang (e.g., "fun," "chill," "lit")

(9) Party scene (at a bar, club, party, concert, etc.)

(10) Joke or Humorous (contains a pun, an understatement, joke, something ludicrous, satire, exaggeration, irony, or humorous intent)

(11) Romance (people are holding hands, showing affection, kissing, etc.)

(12) Interactive components/games on packaging (+ collectables)

(13) Reusable packaging (e.g., external packaging can function as a cup)

(14) Depictions of alcohol or other substances (e.g., cannabis)

(15) Prominent font considered fun, cute, or cool to youth

(88) Other (describe)

D14. Notable other

Is there anything else notable about the pack that has not been captured by the previous questions?

[If yes, please describe] _____

Section E: Follow-Up

E1. Follow-Up

Are there any aspects of this product or packaging that need further discussion?

(1) Yes (describe question number and issue)

(0) No