

Institute for Global Tobacco Control

# The Presence of English on Cigarette Packs in Five Non-English Speaking Low- and Middle-Income Countries



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#### Background

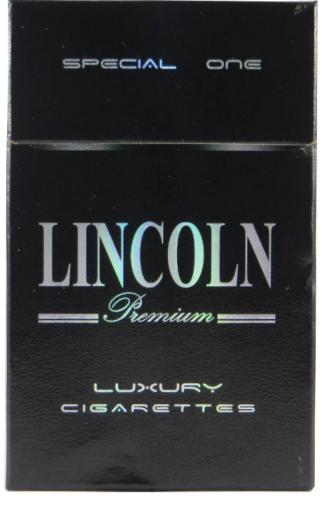
- The cigarette pack is increasingly a primary communicator of brand messaging.
- English is the most frequently used language in global advertising.
- English has both communicative and symbolic value.
- Research on the use of English in marketing in non-Anglophone settings has primarily focused on advertisements (not packaging) in high-income countries.

#### Methods

- In 2013, we collected one of every available unique cigarette pack from 36 vendors across three cities in 14 countries. **Total cigarette packs collected = 3,017**
- Five countries analyzed from five WHO Regions:
   Bangladesh, Brazil, Egypt, Ukraine, Viet Nam
- English terminology is coded as a marketing appeal.
- Taxonomy developed from existing literature:
- 1. Symbolic enhancement: Associations between English and stereotypical American and/or British cultural attributes.
- 2. Global standardization: English used to create common branding and taglines across countries.
- 3. Attention grabbing: English used to draw audience attention.
- **4. Lexical gap:** English used where a language does not have a word for a given concept.
- 5. Utility: English used to communicate to a broader audience.
- **6. Ego enhancement:** English used to create connection with audience with linguistic proficiency.

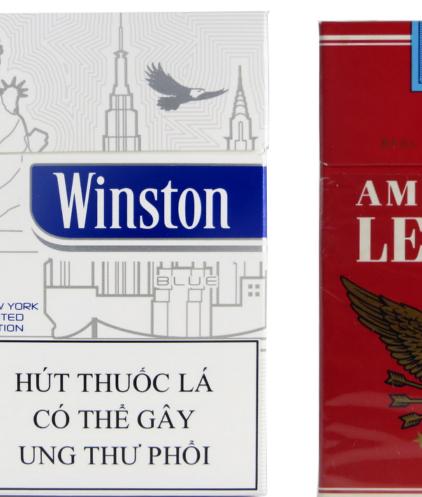
### Results











**Symbolic enhancement:** 

U.S.

**Attention grabbing** 





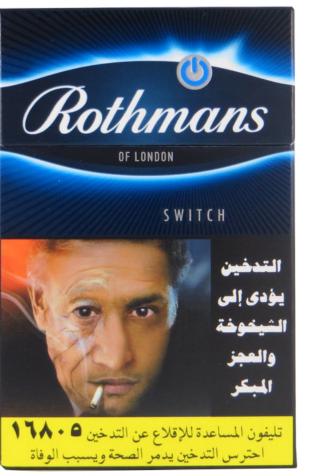
**Symbolic enhancement:** 



Symbolic enhancement: Non-Anglophone

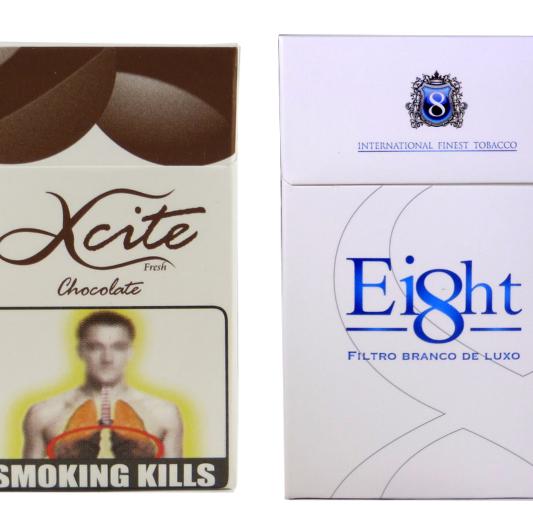
Symbolic enhancement: Luxury











Britain

Inclusion of English beyond brand name

Country

# of packs
collected

Egypt

58

97

# of packs % with English collected 97 58 145 97 Viet Nam 109 Brazil 84 186 98 Bangladesh 324 Ukraine 84 822 90 **Total** 

**Global standardization** 



**Utility** 



Lexical gap





**Ego enhancement** 

## **Emergent issues**

- Lexical utility of English is reinforced by imagery.
- English on packs is used to serve purposes identified in previous work and some novel applications.
- Both code-mixed and monolingual formats used.
- English has utility even when explicit references are being made to other cultures and countries.

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