

Carmen Washington, MPH, Joanna Cohen, PhD, Jennifer Brown, MPH, Laura Kroart, BS, Cerise Kleb, BS, Jacqueline Ferguson, MHS, Katherine Clegg Smith, PhD

Background

The tobacco industry has used market segmentation, the introduction of brand variants and the extension of a brand line for over 40 years to promote their products and drive sales. This study examines the micro-segmentation of cigarette brands and variants in the Russian Federation.

Methods

- One of every different tobacco pack design was purchased from 36 vendors in Moscow, St. Petersburg and Kazan
- Brand assessed using company websites, Euromonitor, retail sites, visual audit of packs



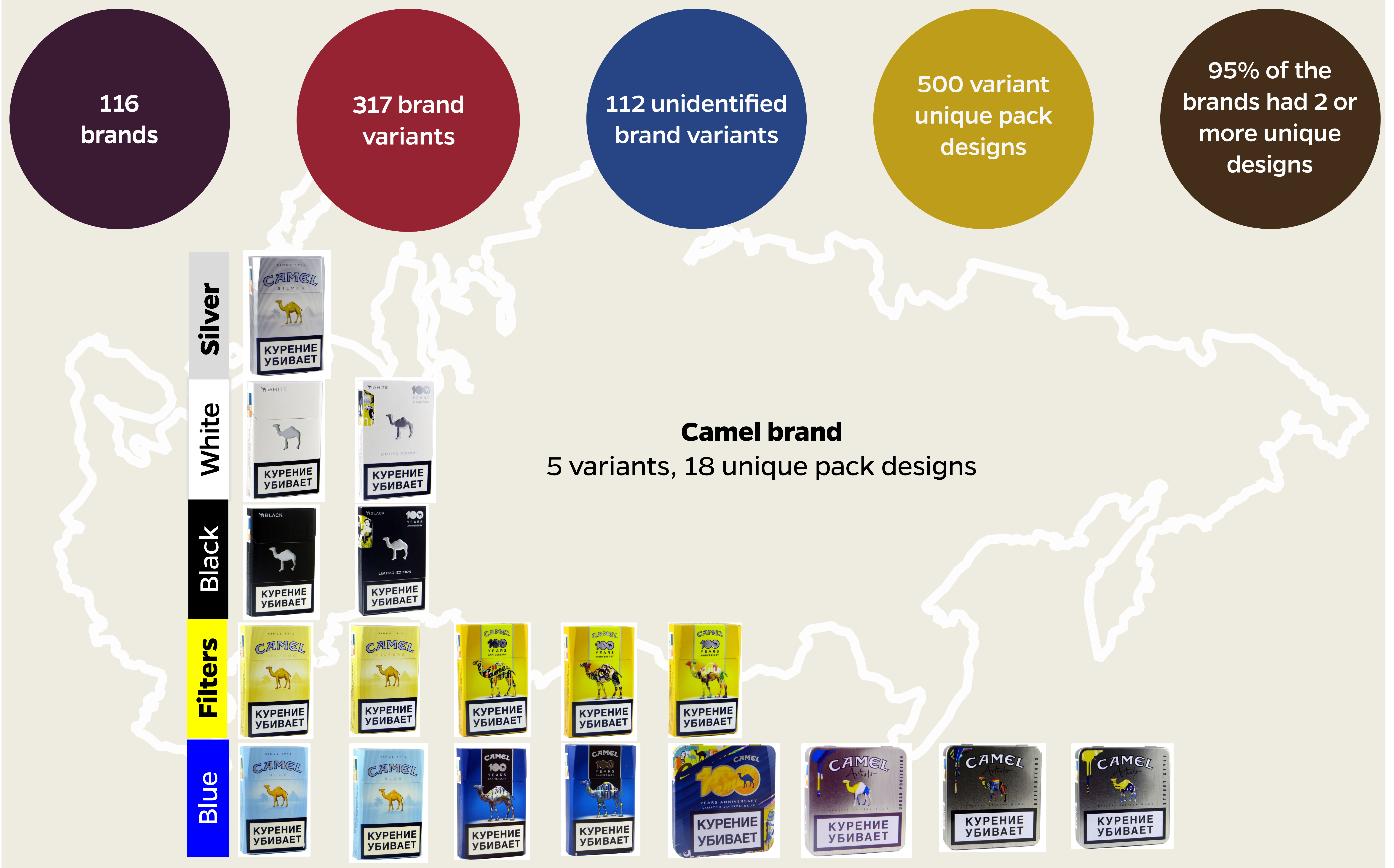
Brand: primary name on the pack

Brand variant: color descriptor or other primary descriptor word



Variant unique pack design: different design elements, imagery, additional descriptors

Results



Conclusions

- Offering brand variants and unique pack designs is an appeal strategy to target specific audiences and retain consumer interest.
- Our findings can inform discussions on the value of limiting brands to one pack design.
- Next steps: repeating the pack collection protocol following the June 1, 2014 implementation of a total display ban would be useful in assessing the impact of the ban on the number of brand variants and unique variant designs available.

Acknowledgements: This work was supported by a grant from the Bloomberg Initiative to Reduce Tobacco Use to the Johns Hopkins Bloomberg School of Public Health