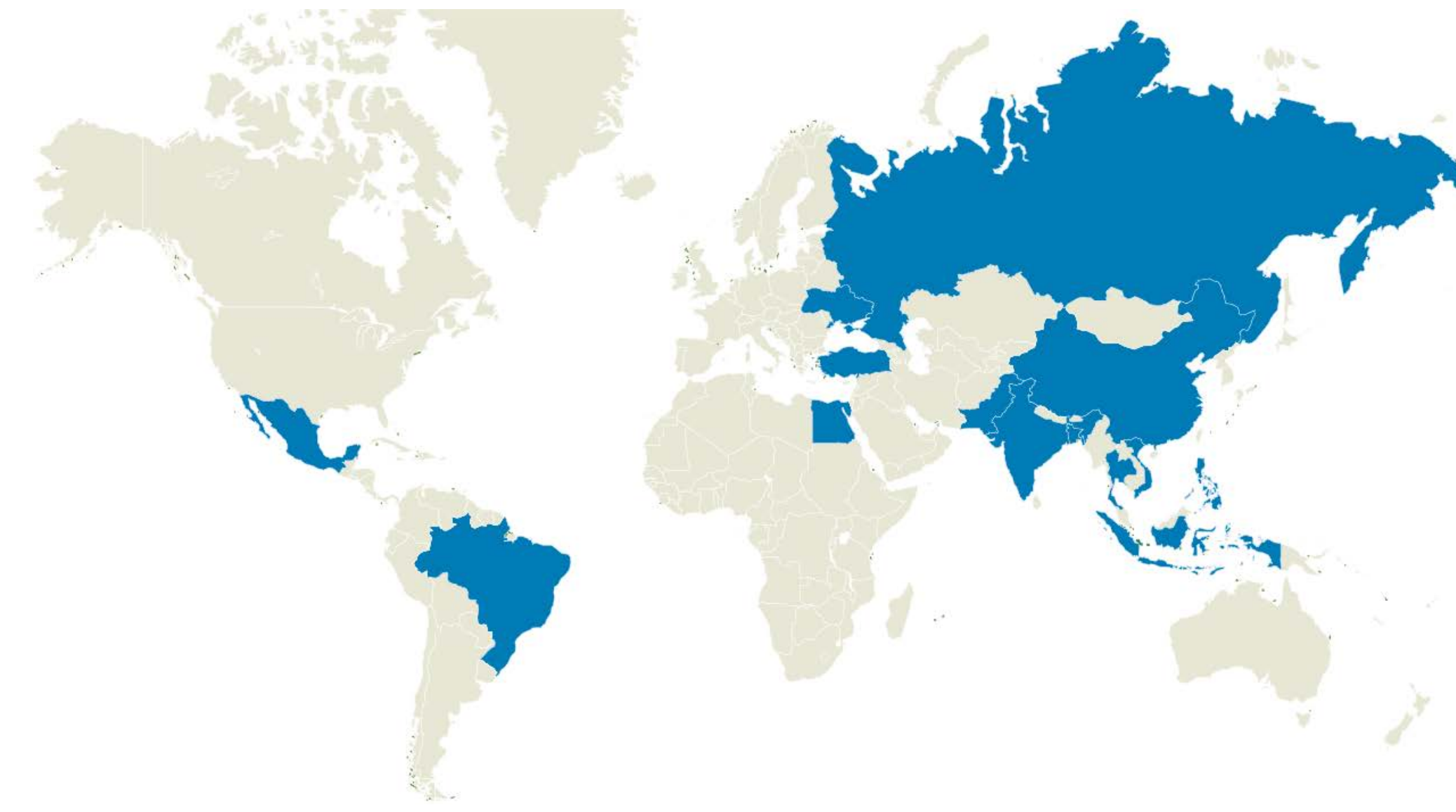


Background: The Stick as Communicative Space

- The Framework Convention on Tobacco Control (FCTC) Article 13 calls for greater restrictions on marketing and advertising of tobacco products.
- The cigarette pack and the stick are increasingly important as communicators of brand messaging.



TPackSS Sampling & Coding

- In 2013, we collected 1 of every available, unique cigarette pack from 36 vendors across three cities in 14 countries. Total packs collected = 3,232
- 2 coders assessed a stick from each pack for branding, decorative & communicative elements.



Communication on the stick is universal

99.75% of sticks (n=3,225) were branded or decorative



Color carried through from pack

95% (n=3,080) carried color through from the pack



Designs carried through from pack

13% (n=413) carried through design elements from the pack



Brand name & logo

91% (n=2,936) included the brand name and 32% (n=1,046) included the brand logo



Fancy filter tips

8% of filtered cigarettes (n=224) had 'fancy' filter ends

Policy Implications

- Cigarette sticks are clearly valuable communication 'real estate' currently dominated by industry messaging.
- Standardized packaging policies should consider the stick as a key element to branding efforts.
- Stick branding is especially critical when considering sale of single cigarettes.
- FCTC Article 11 recommends communication policies that extend beyond the pack to the stick itself.



Crush technology

83 sticks (2.6%) included an indication of 'crush' feature