# Marketing Tobacco to Women

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#### **Promotion**

## Smoking has been promoted to girls and women as being:

glamorous sociable

sophisticated relaxing

fun calming

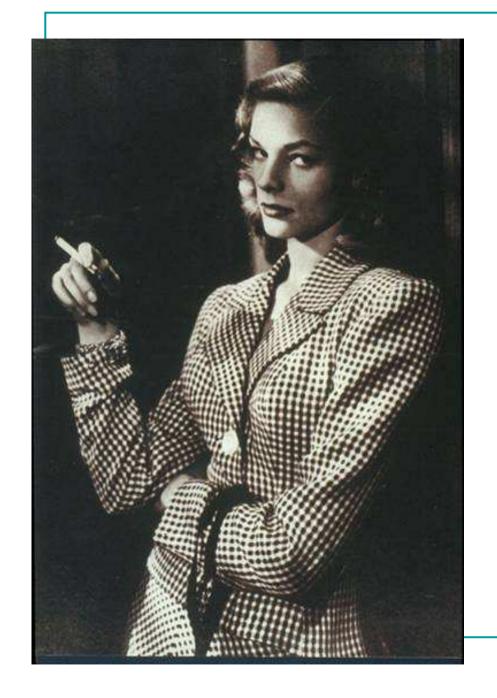
romantic emancipated

sexy liberating

healthy rebellious

sporty slimming

fashionable cool





### Marketing challenges

To make cigarettes and smoking:

- Aspirational (desirable and fashionable)
- Acceptable (socially and culturally)
- Accessible (available and affordable)
- Addictive (long term behaviour)

### The marketing mix

- Promotion- eg advertising (billboards, press), sponsorship, point of sale, merchandising, mail, internet, brandstretching, product placement
- Product- eg cigarette, packet, pack size
- Price- eg range, smuggling
- Place eg shops, vending machines

### The marketing mix- Ireland

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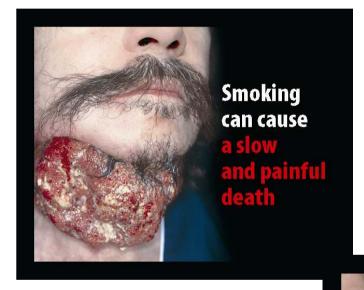
### Ireland Gemini packs

# UK '14' packs





# Pictorial health warnings- also need to address gender





Protect children: don't make them breathe your smoke



BAT has done well on innovations. Product and packaging innovations are very important, particularly in relation to the consumer. We have recently introduced new flavours, new formats, new filter technologies, new blends and new packaging in terms of design and functionality – anything that delights or excites the consumer. Judging from the growth of our global drive brands, this is the right strategy."

#### **BAT's Chief Executive, Paul Adams**

Tobacco Journal International, Aug/Sept 2006















Ireland

**United Kingdom** 

**France** 





















Germany

**Poland** 













Italy

Greece

### UK



### **Ireland**







# 'Super-slim, elegant Silk Cut for women'

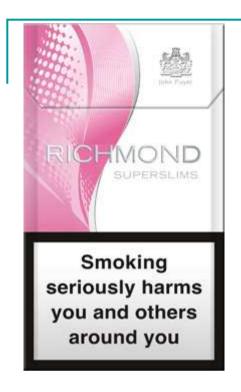
Gallaher is launching a range of super-slim cigarettes under its Silk Cut brand packaged in "perfume-shaped" boxes to appeal to the female market. Silk Cut Superslims is positioned as a premium cigarette that rivals Vogue Superslims from BAT. The female-friendly pack design would give it an edge, said Jeremy Blackburn, head of communications at Gallaher. "The new design brings elegance and quality to the super-slim cigarette sector, which is in its infancy but offering great potential,".

The Grocer 18/10/08

# BAT unveils the UK's first demi-slim cigarette (April 2011)

'Vogue Perle delivers a new modern format for the female smoker. The premium quality cigarette provides a satisfying taste experience similar to standard King Size (KS) cigarettes, only designed into a new feminine format and style. The new packaging, designed in Paris also reflects the more refined and accessible cigarette size, with rounded edges, and a soft yet tactile texture.'







Imperial Tobacco is delighted to announce the arrival of Richmond Superslims, the UK's first 'superslim' brand in the 'value priced' cigarette sector. Super slim and super stylish, the unique pack design provides a smaller, discreet format that is convenient to complement busy modern lifestyles. Richmond Superslims' novel size and contemporary design delivers added value and its proposition and price-point will undoubtedly prove to be a popular addition to Imperial Tobacco's categoryleading portfolio in the UK...The superslim and menthol segments of the tobacco category have seen significant, and consistent, growth in recent years and our on-going market monitoring told us the time is right to launch this new elegant superslim brand, at a great value price." Talking Retail 2/8/11

### Women and Smoking, Qualitative Research, Irish Cancer Society/Ask Chili 2012.

- Packaging developments across various brands were well known- word of mouth is the most powerful way of discovering new packaging
- New packaging generates a buzz among female smokers and a desire to try them – 'for a change', 'when cutting down', the 'novelty effect'
- Brands have definite consumer profiles white packs appeal more to women especially social smokers, as more feminine and elegant looking

## Women and Smoking study - Conclusions

- Packaging makes a difference. Smoking is perceived as anti-feminine by many, thus any efforts to counteract this are welcomed wholeheartedly- Vogue and Marlboro Lights were most commonly mentioned as female oriented.
- While there may be no commitment to permanently switch, new packaging generates interest, motivation to purchase and a general buzz among female smokers.

### The future- the cigarette (UK)



# The future- the cigarette (Germany)





Rauchen fügt Ihnen und den Menschen in Ihrer Umgebung erheblichen Schaden zu.

selection of

### The future- plain packaging

We view generic packaging as the biggest regulatory threat to the industry as packaging is the most important way tobacco companies have communicate with the consumer and differentiate their products. Adam Spielman of Citigroup, April 2010



### What would plain packaging achieve?

#### **FCTC** and WHO position

Plain packaging would:

- 1. Reduce the appeal of smoking
- Increase salience of health warnings
- 3. Reduce consumer confusion about harms arising from misleading colours and descriptors

Supported by a recent systematic review of the evidence carried out for the British Government.

'The lion's share of our attention has to be on driving sales'

Alison Cooper, Chief Executive of Imperial Tobacco, April 2010



### Conclusion

The Irish Government should seriously consider introducing plain packaging and restrictions on cigarette modifications.

Also need to work with media to eliminate positive images of female smoking.



