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# Marketing Tobacco to Women

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**AVOID** that future **SHADOW**



"Lucky Strike Cigarettes  
are the only cigarettes  
that are toasted."

*When Tempted*  
**Reach  
for a  
LUCKY**



"It's toasted"

To keep a slender figure  
*No one can deny...*



*Reach  
for a*  
**LUCKY**  
*instead of a  
sweet*



"It's toasted"

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# Promotion

Smoking has been promoted to girls and women as being:

glamorous

sophisticated

fun

romantic

sexy

healthy

sporty

fashionable

sociable

relaxing

calming

emancipated

liberating

rebellious

slimming

cool

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A vintage advertisement for Chesterfield cigarettes. At the top, a sign reads "COME and OVER THERE IT'S CHESTERFIELD". Below the sign, three women are smiling and looking towards the camera. The woman on the left is wearing a dark suit, the woman in the middle is wearing a light-colored jacket, and the woman on the right is wearing a light-colored blouse and holding a glass. In the bottom right corner, there is a pack of Chesterfield cigarettes. The background features palm trees and a sign that says "WELCOME TO THE BEACH".

COME and OVER THERE IT'S CHESTERFIELD

Good Tobacco. Yes... the  
right combination of the Wonders  
Red Creamy Tobacco

It isn't enough to have the best tobacco... tobacco  
is Chesterfield's own combination of blends of  
these tobaccos that makes them so smooth, so  
rich and so satisfying.

Good Tobacco, yes... but the Blend - the Right  
Combination - that's the key.

Smoke Chesterfield and find out how truly  
good a cigarette can be.

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# Marketing challenges

To make cigarettes and smoking:

- Aspirational (desirable and fashionable)
  - Acceptable (socially and culturally)
  - Accessible (available and affordable)
  - Addictive (long term behaviour)
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# 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
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# The marketing mix- Ireland

- *Promotion*- eg advertising (billboards, press), sponsorship, point of sale, merchandising, mail, internet, brandstretching, product placement
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# Ireland Gemini packs



# UK '14' packs





# Pictorial health warnings- also need to address gender



Smoking  
can cause  
**a slow  
and painful  
death**



Smoking may **reduce  
the blood flow  
and causes impotence**



**Protect children: don't make  
them breathe your smoke**

# tobacco**reporter**

January 2010

[WWW.TOBACCOREPORTER.COM](http://WWW.TOBACCOREPORTER.COM)

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## THE POWER OF PACKAGING



### TABINFO

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that went on  
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Tobacco  
The business  
of pleasure  
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Tobacco's strategic  
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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

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*Ireland*

*United Kingdom*

*France*



*Germany*

*Poland*



*Italy*

*Greece*

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UK



# Ireland



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# '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

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# 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 category-leading 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

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## 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
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## 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.
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# The future- the cigarette (UK)



# The future- the cigarette (Germany)



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



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# 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

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# What would plain packaging achieve?

## **FCTC and WHO position**

Plain packaging would:

1. Reduce the appeal of smoking
2. 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.*

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

Alison Cooper, Chief  
Executive of Imperial  
Tobacco, April 2010





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# 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.

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