

Welcome to today's webinar:

# When Cigar Packages Speak: Overview and Some Findings from the Chatterbox Project

Muhannad Malas, Shawn O'Connor, Emily Di Sante, Robert Schwartz, & Lindsay Kochen

**Start time:** 10:30 A.M.

For **audio**, call **(647)723-3984** (if you are located within the GTA)

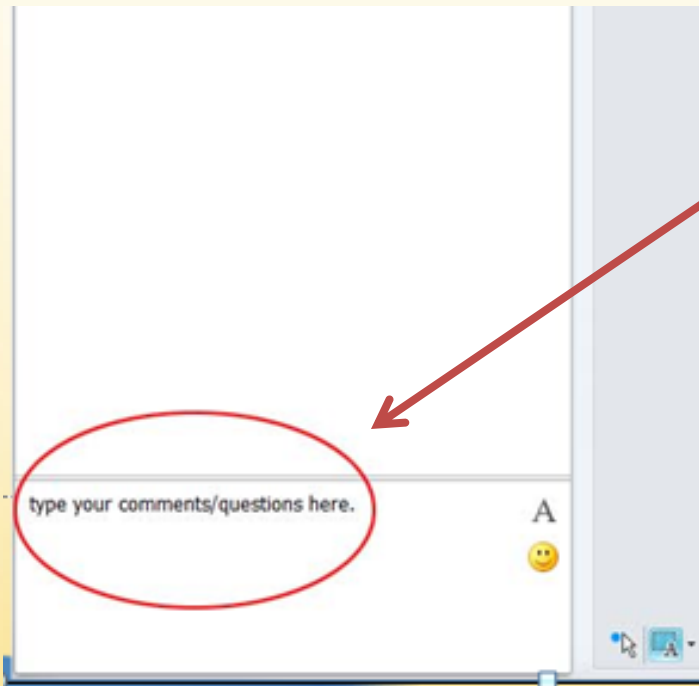
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When prompted, enter the access code: **7281777#**



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## How to submit any comments or questions during the webinar:



Enter your comments/questions  
in this chatbox to share with  
everyone in the webinar

## Speaker Introductions...



**Dr. Shawn O'Connor**

**Senior Research Associate  
Ontario Tobacco Research Unit  
Dalla Lana School of Public Health  
University of Toronto**

# Speaker Introductions...



**Muhannad Malas**

**Dalla Lana School of Public Health  
University of Toronto**

# The Chatterbox Project



# Semiotics: The study of meaning. . .

. . .to investigate, decipher, document, and  
explain the what, how, and why of signs

Danesi, 2007

# Semiotic Analysis



Tobacco Industry Documents

Market Research

Scientific Literature

Trademark Database





# Design Elements (Signs)

<b>Textual</b>	<b>Visual</b>	<b>Physical Components</b>
<b>Brand Family Name</b>	<b>Colour</b>	<b>Pack Size &amp; Shape</b>
<b>Brand Descriptor</b>	<b>Finishes</b>	<b>Inner Foil Wrap</b>
<b>Slogan</b>	<b>Hot Foil Stamping</b>	<b>Cigarette Filter Tip</b>
<b>Monogram</b>	<b>Coat of Arms</b>	<b>Cellophane</b>
	<b>Typography</b>	<b>Peelies</b> <b>Embossing &amp; Debossing</b>



**AVERTISSEMENT**  
**LA FUMÉE DU**  
**TABAC NUIT**  
**AUX BÉBÉS**

L'usage du tabac pendant la grossesse accroît le risque d'un accouchement prématuré. Les bébés prématurés font face à des risques plus grands de mort infantile, de maladies et d'incapacités.

Santé Canada



BENSON & HEDGES

*de Luxe*

SAPHIR

25 CIGARETTES • 100



## Pack Size and Shape



"Today's packs are certainly turning heads with glitz and glamour – flashy foils, fancy paperboard featuring unique curves, and etching and embossing that you just have to touch."

Brinson, "Sexy Packs" in Tobacco Reporter Magazine, March 2008

## Filter Tip



## Typography



Belmont

"Script typefaces create a personalized feel."  
Ambrose and Harris, 2005



## Foil



"Foil increases the product's overall appeal and brand imagery, and it can create more purchase interest."

Brinson, 2008

## Monogram

"A nice clear, crisp, uniform monogram is an implied value of workmanship and attention to detail."

American Tobacco Company, 1991



Trademark Database: Canadian International Patent Office. Filed 2007-01-11

## Coat of Arms



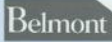
"Use of crests on the packaging creates a feeling of a high quality, more premium cigarette."

Greenfield Consulting Group for Philip Morris, 1998



Trademark Database: Canadian International Patent Office. Filed 2007-08-15

## Brand Family



"Things [products] with names have a personality."

Danesi, 2008



BY BENSON & HEDGES

## Brand Descriptor



"Brands are no longer to be things just for consumption; they are seen mainly as a means of...attained popularity and prestige..."

Danesi, 2008

Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.

Health Canada

PREMIUM QUALITY



BENSON & HEDGES

de Luxe

SAPPHIRE

25 CIGARETTES • 100's

## Slogan



"Slogans can serve as 'hooks' or 'handles' in capturing the meaning of a brand and in relaying what makes the brand special."

Kohli, Leuthesser, and Suri, 2007

## Colour

Sapphire suggests jewels, riches, and high quality.  
Black has a history as chic, sophisticated and elegant.  
Silver is classy and stylish.  
Red symbolizes nobility.



# Little Cigar Packaging



# Overview

- Industries response to regulation
- Decoding pack messages
- What does it all mean

# Bill C-32 (2009)

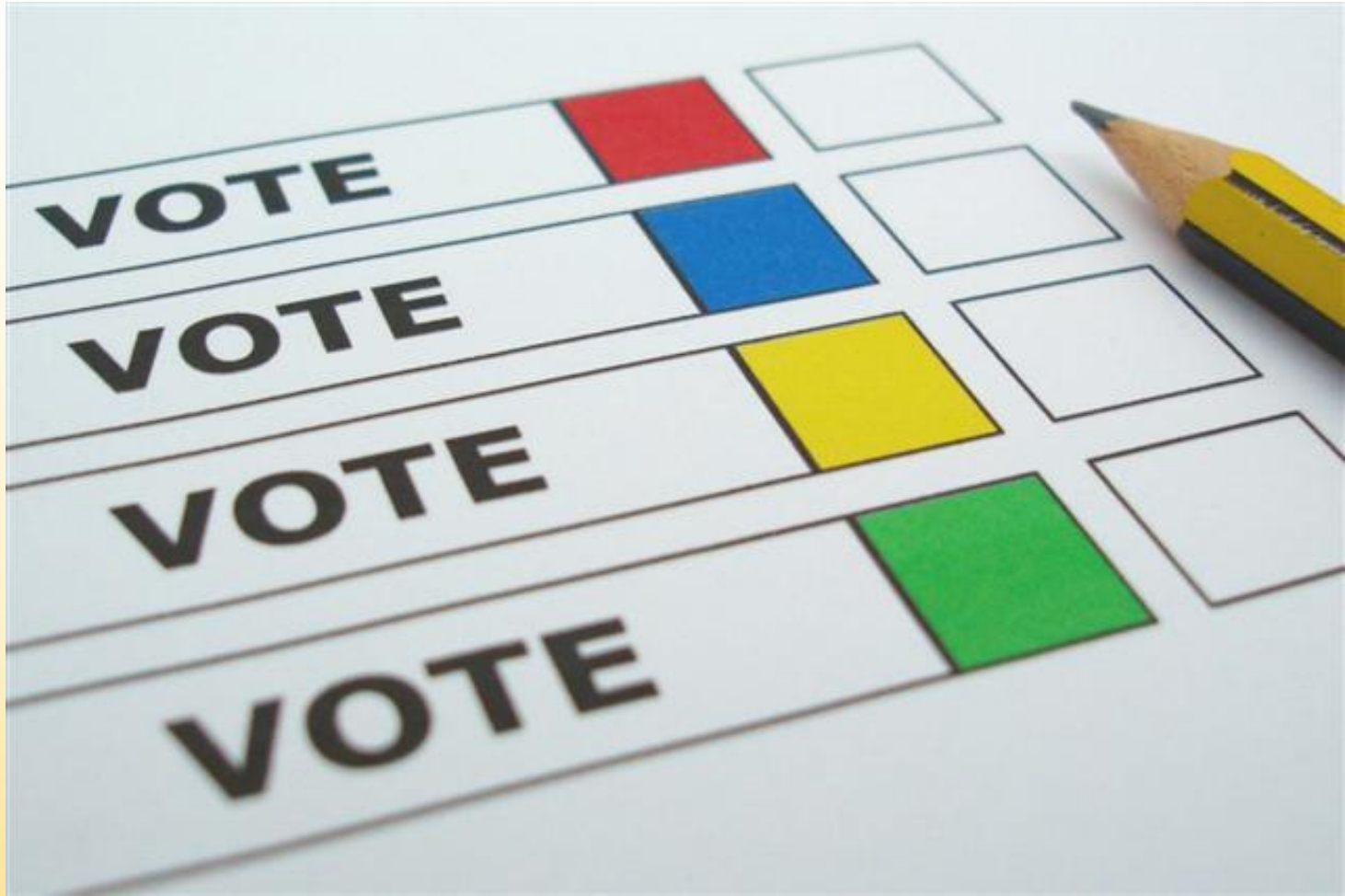
- Redefined a little cigar as a cigar that has “a cigarette filter or weighs no more than 1.4 grams...”\*
- Little cigars cannot be flavoured.
- Little cigars cannot be sold in packs containing less than 20 little cigars.

\* *Federal Tobacco Act*

# Current Regulations

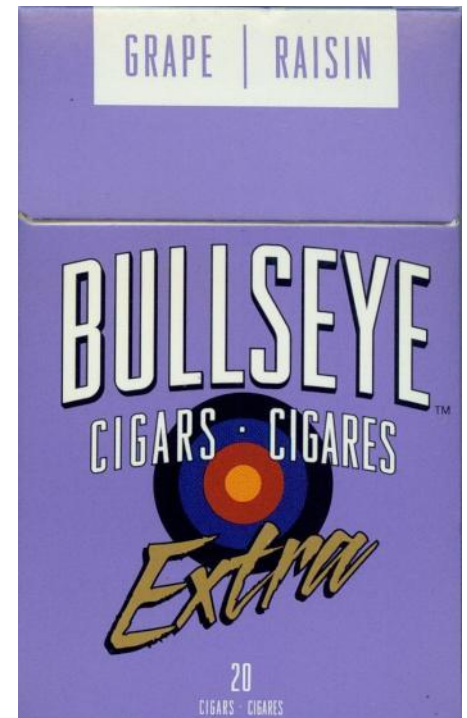
	Federal ( <i>FTA</i> )	Provincial ( <i>SFO Act</i> )
Flavour ban in little cigars/cigarillos	"...Ingredient other than tobacco leaves" (provides a list of prohibited flavouring additives, excluding menthol)	"...flavouring agent or that is presented by its packaging, by advertisement or otherwise as being flavoured "
Definition of little cigars/cigarillos	"Roll or tubular construction that is intended for smoking Contains filler composed of natural or reconstituted tobacco; has a wrapper, or a binder and a wrapper, composed of natural or reconstituted tobacco; has a cigarette filter or weighs no more than 1.4 grams, excluding the weight of any mouthpiece or tip"	"tobacco product that is sold as cigarillo; weighs less than 1.4 grams; in the form of a roll or a tube; has a wrapper that contains natural or reconstituted leaf tobacco; has a cellulose, acetate or other type of filter."







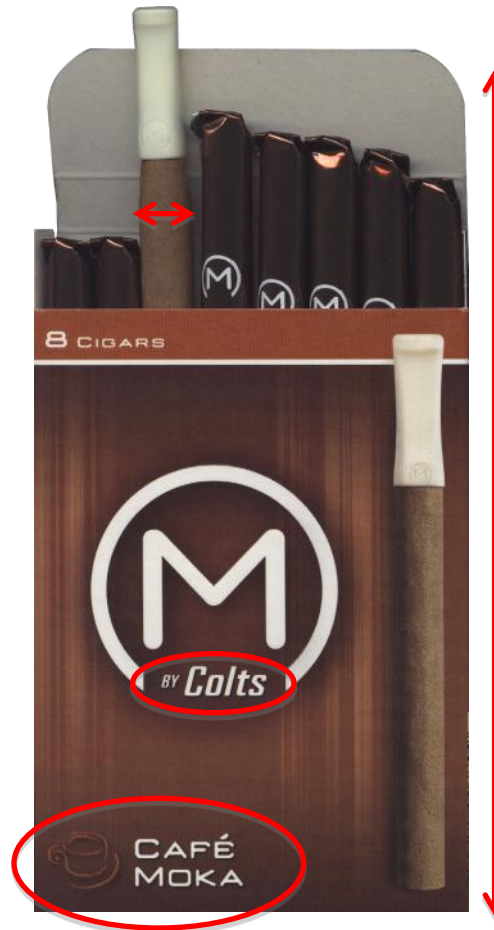
# Polling Question 1: Before or After Bill C-32?



# Bill C-32



Before



After

# PRIME TIME

CANADA'S FAVOURITE FLAVOURED CIGAR

## NEW LIMITED EDITION 20 PACKS

IN A FEW MONTHS, CASA CUBANA WILL UNVEIL A WHOLE NEW PRIME TIME. UNTIL THEN, WE'RE PLEASED TO OFFER YOU CANADA'S FAVOURITE FLAVOURED CIGAR IN A SPECIAL LIMITED-EDITION 20-PACK FORMAT. THESE VERY SPECIAL PACKS ARE AVAILABLE AT A VERY SPECIAL PRICE DESIGNED TO MAXIMIZE YOUR PROFITS WITH A MINIMUM OF EFFORT. IT'S OUR VERY SPECIAL WAY OF SAYING THANK YOU FOR MAKING PRIME TIME CANADA'S #1 FLAVOURED CIGAR. QUANTITIES ARE LIMITED - ORDER YOURS TODAY!



AVAILABLE IN 6 BEST-SELLING FLAVOURS

CHERRY • GRAPE • PEACH  
VANILLA • STRAWBERRY • RUM



275 STINSON MONTREAL, QC H4N 2E1

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# THE NEXT GENERATION OF FLAVOUR

NEW PRIME TIME PLUS & BULLSEYE EXTRA CIGARS

100% C-32 COMPLIANT • ALL-NATURAL FILTRATION  
SUPERIOR FLAVOUR DELIVERY



AVAILABLE IN 10  
AND 20ct HARD PACKS  
(BOX 808 AVAILABLE IN WESTERN CANADA)

CHERRY • GRAPE  
PEACH • VANILLA  
STRAWBERRY • RUM



AVAILABLE IN  
20ct HARD PACKS

CHERRY • GRAPE  
PEACH • STRAWBERRY  
RASPBERRY • VANILLA



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YCM May/June 2010

YCM July/August 2010



**Colts**  
cigars are  
**100%**  
compliant  
with Bill C-32



**SAME TASTE,  
DIFFERENT SIZE**

To conform to Canadian law Colts cigars are now **8mm longer**

Now available



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Redesign of Colts to be Compliant with Bill C-32

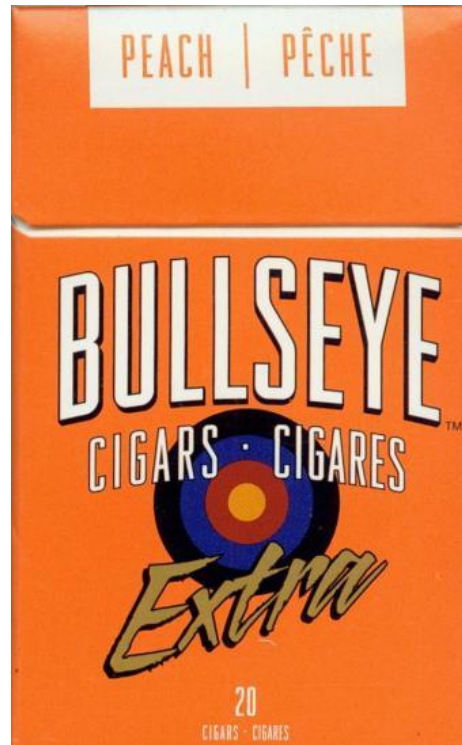


# Emerging Themes/Design Elements

## Polling Question #2: *Bullseye Extra* Packaging Themes?

Open-ended polling question:

**What potential themes characterize the Bullseye Extra cigar package?**

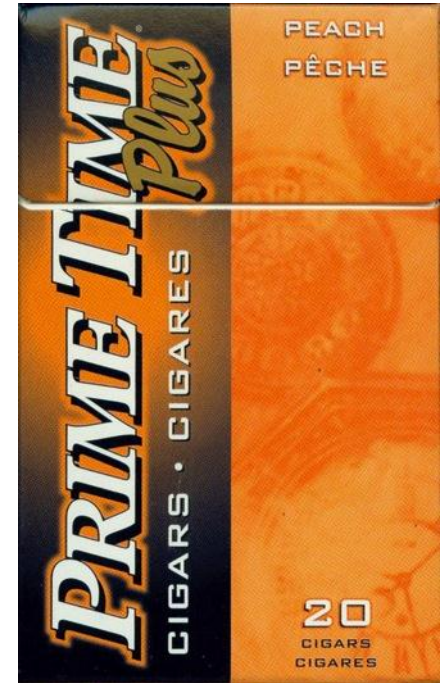
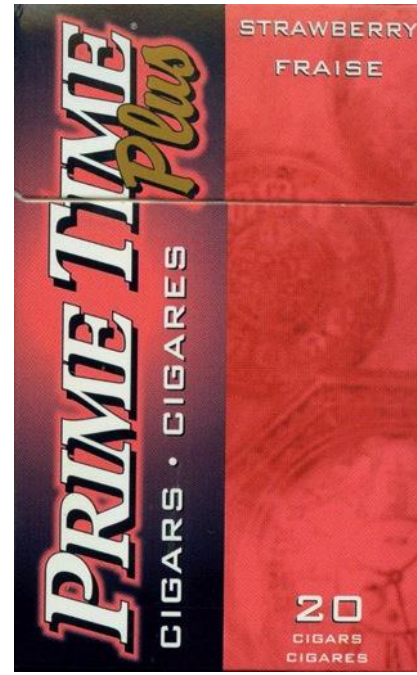
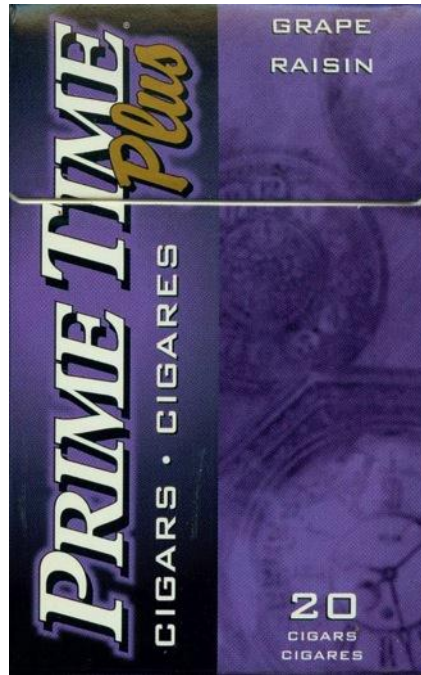
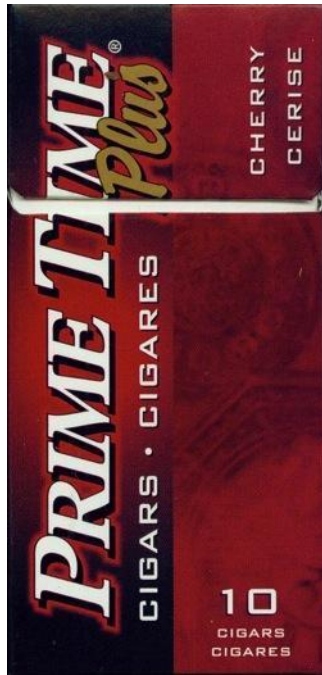


# Candy-Like Flavours





# Candy-Like Flavours



*Apples connote goodness and freshness and we see many possibilities for our youth oriented cigarette with this flavor. Apple cider is also a possibility... It's a well known fact that teenagers like sweet Products. Honey might be considered.*

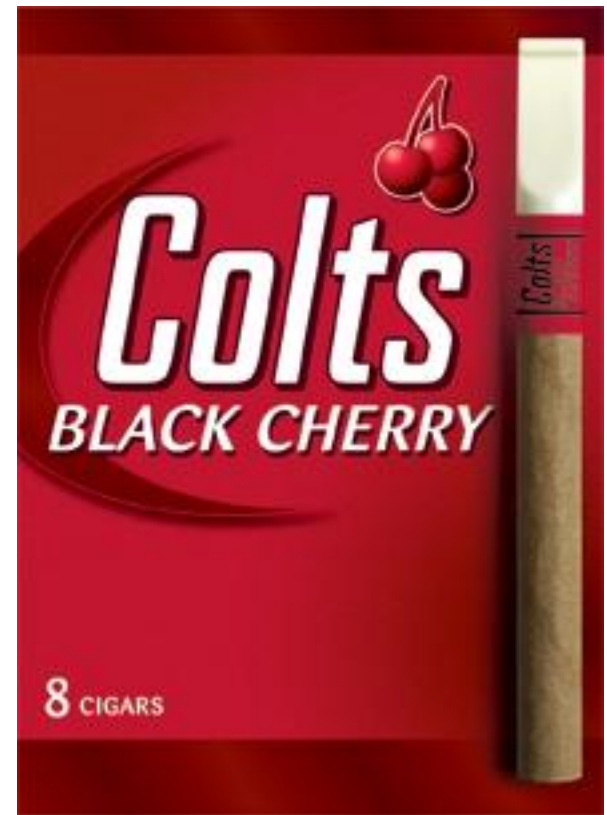
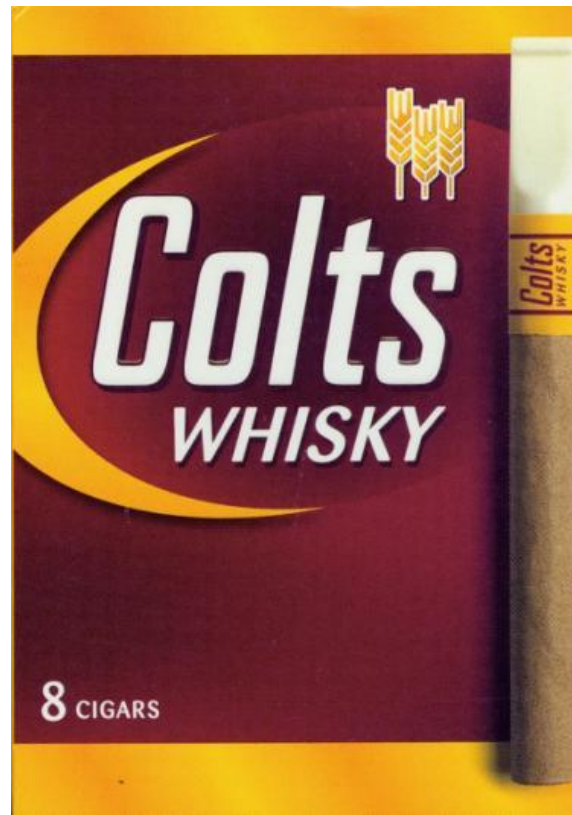
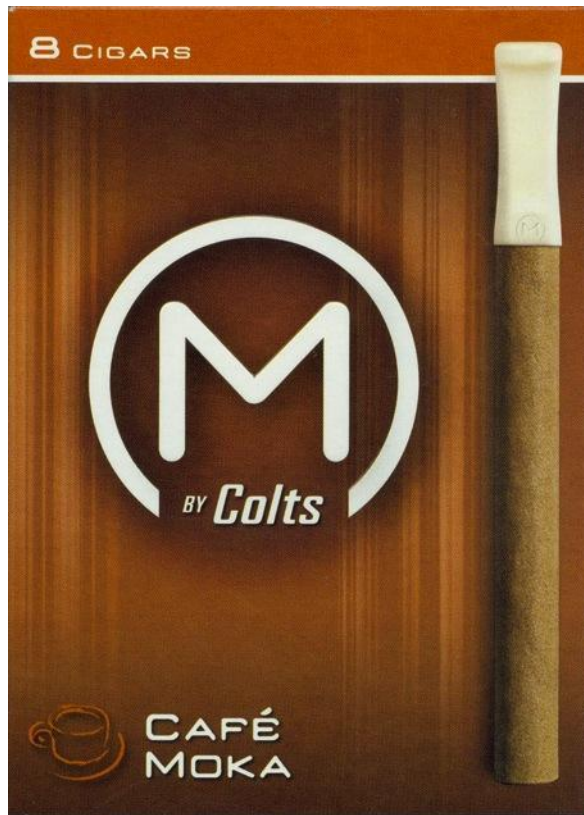
Brown & Williamson, 1972

# Candy-Like Flavours





# Other Flavour Themes



**Youthfulness**

# Youthfulness

Seize the **M**oment  
Colts

Capture the **new** generation

the new generation of flavours,  
appealing to a new generation of smokers.

100% C-32 compliant product

SCANDINAVIAN TOBACCO GROUP  
CANADA

Colts Old Port M CAFE CREME CAO white out SALT IRONORE BOURBON RYE



THE NEXT GENERATION OF  
**FLAVOUR**

NEW PRIME TIME PLUS & BULLSEYE EXTRA CIGARS

100% C-32 COMPLIANT • ALL-NATURAL FILTRATION  
SUPERIOR FLAVOUR DELIVERY

AVAILABLE IN 10  
AND 20CT HARD PACKS  
(BOX SIZE AVAILABLE IN WESTERN CANADA)

CHERRY • GRAPE • VANILLA  
PEACH • STRAWBERRY • RUM

CHERRY • GRAPE • RASPBERRY  
PEACH • STRAWBERRY • VANILLA

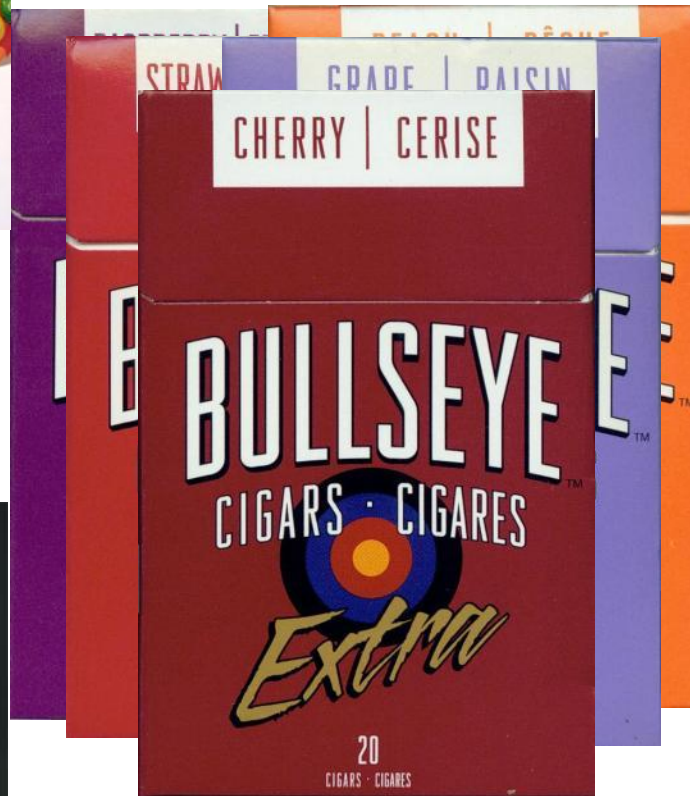
CASA  
DURANA

275 STINSON MONTREAL, QC H4N 2E1  
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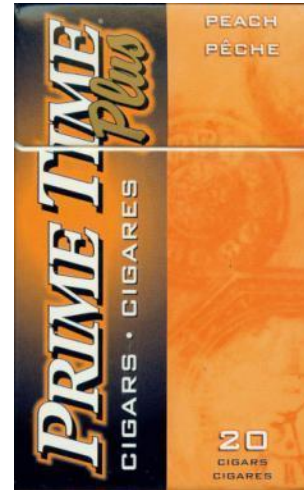




# Youthfulness



# Youthfulness



# Youthfulness



*“The fourth group of smokers are the Millennials. These are younger consumers, mostly males, who are obsessed with technology, fascinated by travel, and want to tap into new products for the next generation...” – Cigar Company Executive*

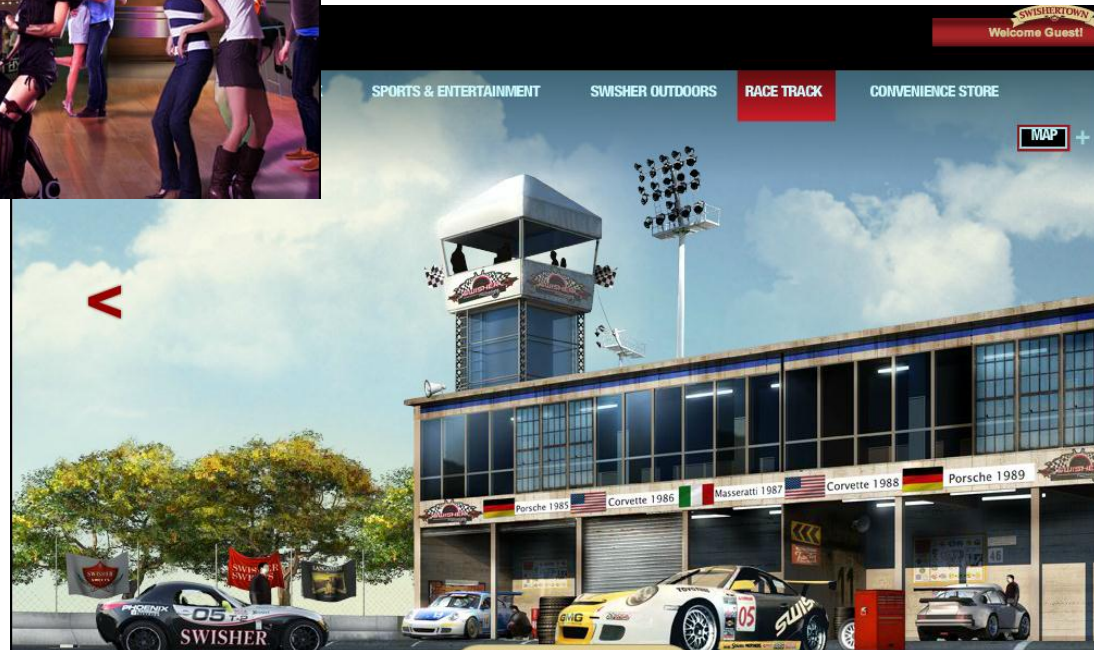
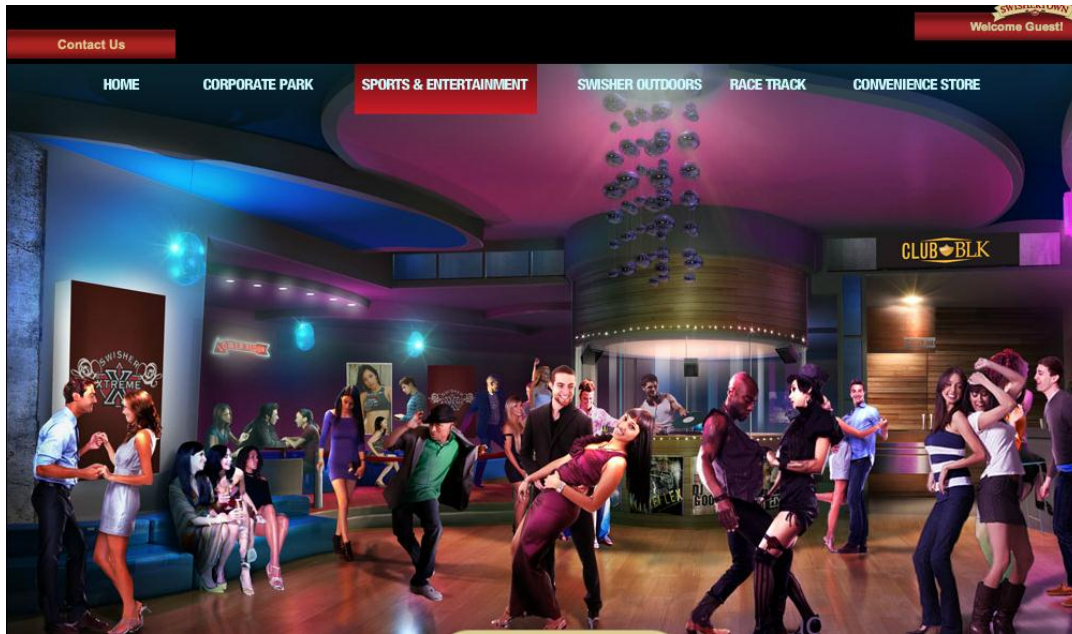


# Youthfulness



# Youthfulness

([www.swisher.com](http://www.swisher.com))



**Healthfulness**

# Healthfulness



It's the Right Time for  
**PRIME TIME**  
FLAVORED CIGARS



- CHERRY
- CHOCOLATE MINT
- CINNAMON
- GRAPE
- PEACH
- RASPBERRY
- RUM
- SPEARMINT
- STRAWBERRY
- VANILLA
- WATERMELON
- WILD BERRY

LITTLE CIGARS

HAPPY HOUR

PT RILLOS

WHERE TO BUY

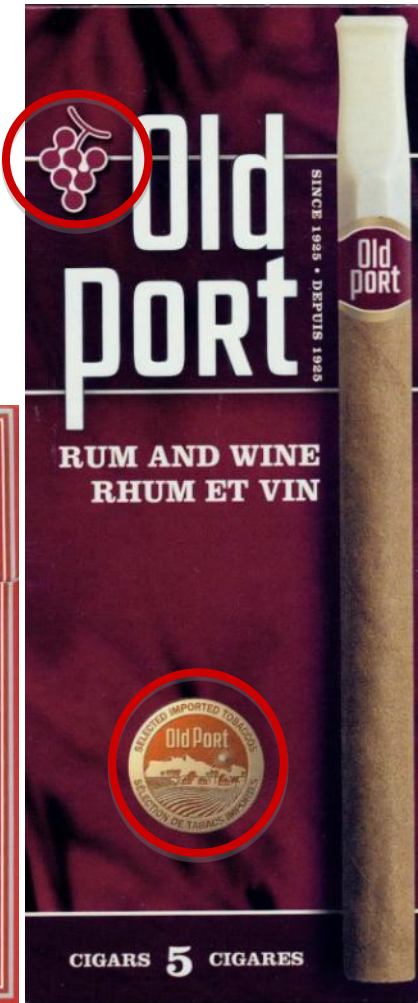
CLUB PT



**Plump, juicy, and ripe...** No, we're not talking about your Aunt Betty. We're talking about Prime Time Peach Little Cigars. Open a pack or tube and it's like you just picked them off the tree. And the taste? Sweet, mild, and mellow as a Georgia spring day. We've packed so much flavor into these, you'll think you need to wipe the juice off your chin! Which, as far as we're concerned, is just peach-y. (You had to know that was coming.)

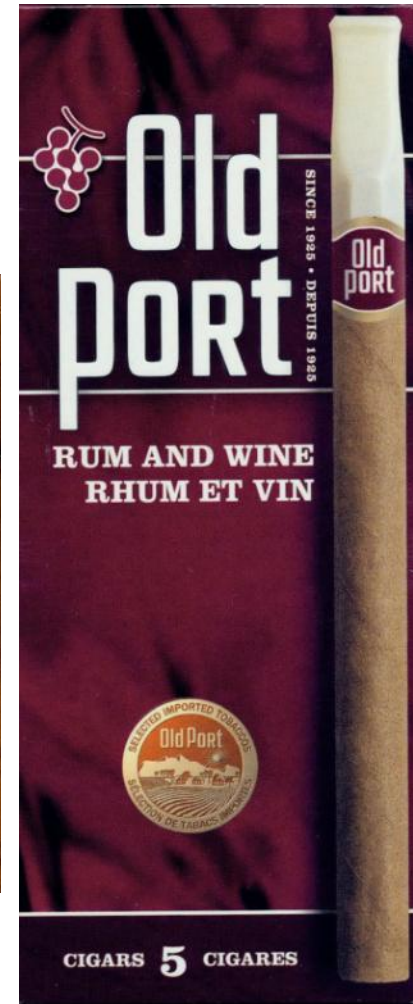
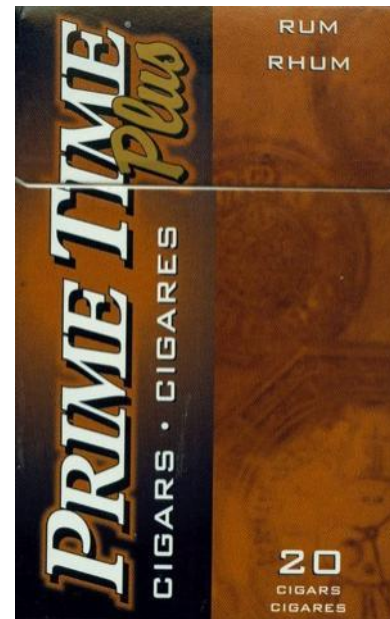


# Healthfulness



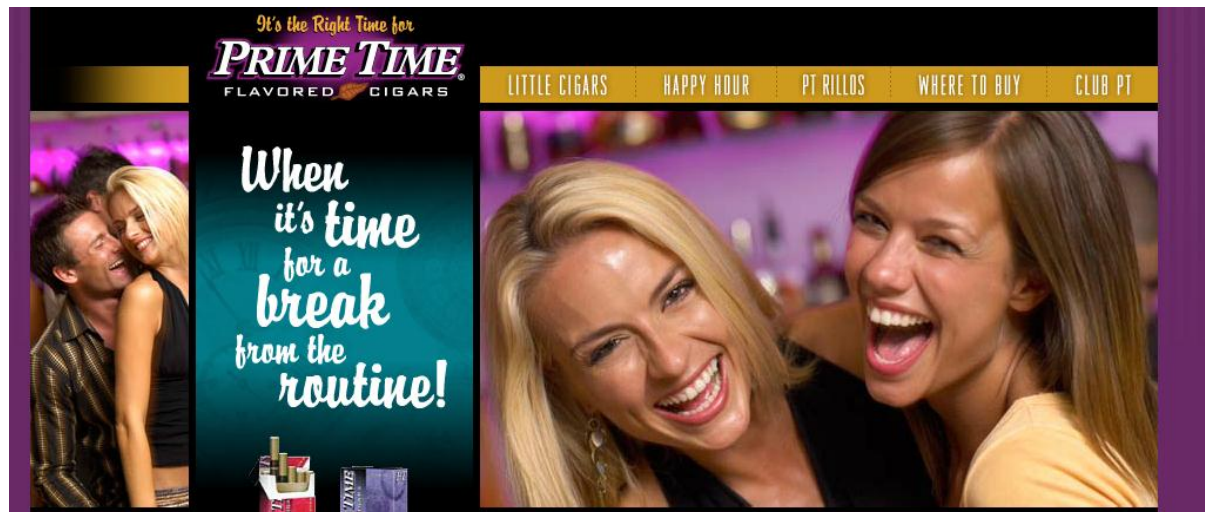
# Alcohol Culture

# Alcohol Culture





# Alcohol Culture





# Alcohol Culture (Gender?)



appletini

cosmo

bellini

piña colada



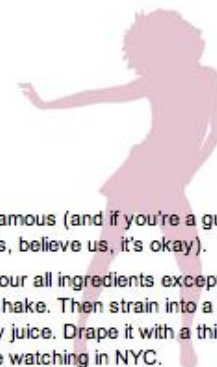
## cosmo

2 parts vodka  
1 part triple sec  
juice of half a lime  
cranberry juice

The drink that Carrie Bradshaw made famous (and if you're a guy and you don't know who the heck that is, believe us, it's okay).

Pull bottle of vodka out of the freezer, pour all ingredients except cranberry juice over cracked ice, and shake. Then strain into a martini glass. Add a splash of cranberry juice. Drape it with a thin sliver of lime, and pretend you're people watching in NYC.

[Download](#) printable .pdf version



## Polling Question #3: *M by Colts* Packaging Themes?

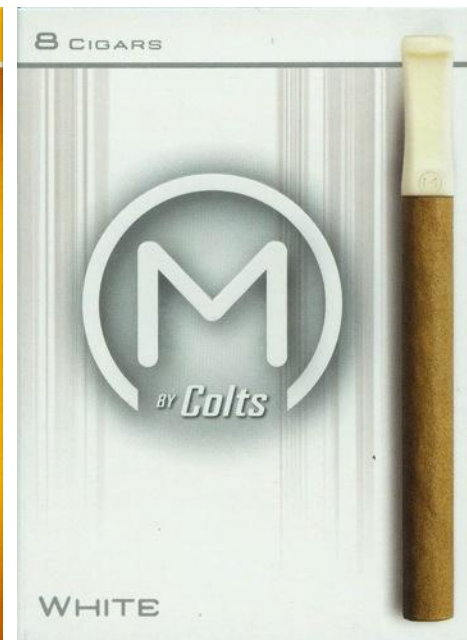
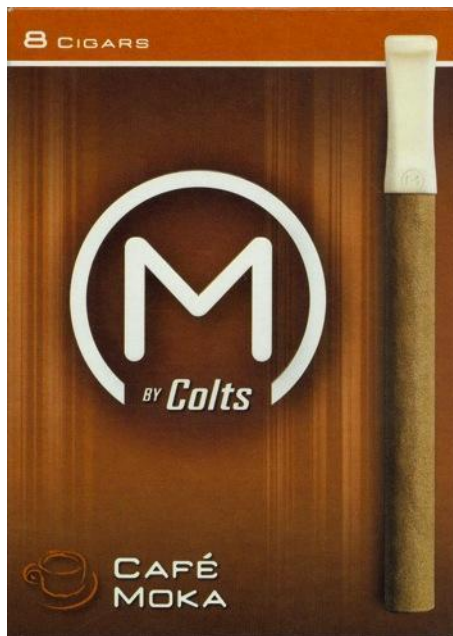
Open-ended polling question:

**What potential themes characterize the M by Colts Cream cigar package?**



# Coffee Culture

# Coffee Culture





*First coffee flavored cigar on the market:*

## **Café Latte**

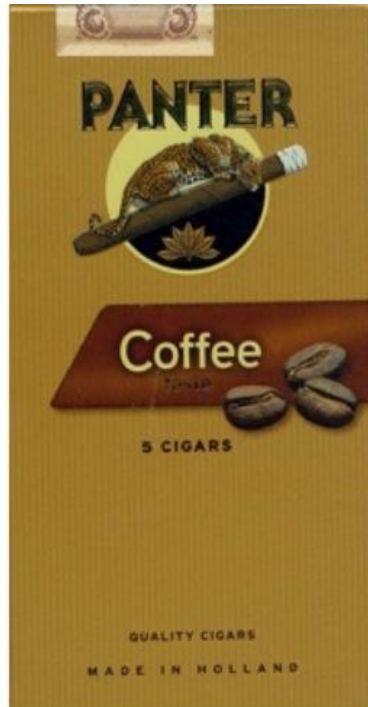


This document is not intended for smokers.  
For use by tobacco wholesalers and retailers only.

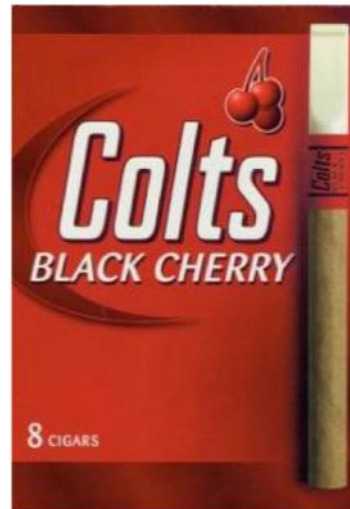




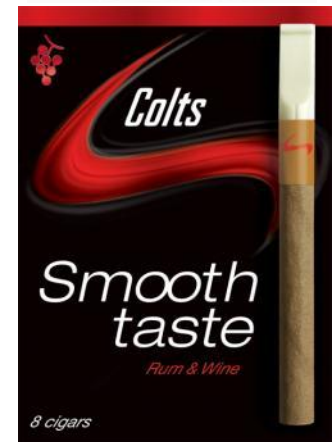
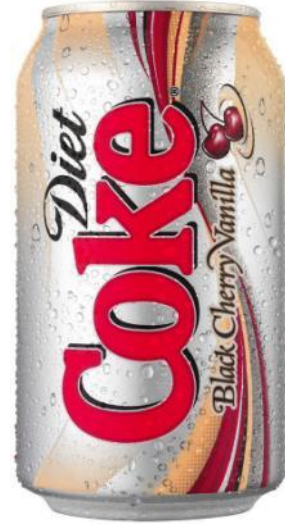
# Coffee Culture



# Relative Strength







# Relative Strength (Tipping)



“The illusion of filtration is as important as the fact of filtration.” – *Philip Morris*

# Conclusions

# Conclusions

Cigar manufactures have successfully refreshed their cigar brands.

- Flavours available
- Single sticks and packs of < 20 available



# Policy Options

**Prohibition of flavours** for all tobacco products,  
with no exceptions

To prevent the (re)launching of slightly modified  
products (circumventing) new regulations,  
**prohibit** introduction of **new products**

# Conclusions

Pack design elements imbue the product with a host of connotations including youthful, healthfulness, relative perceived strength, alcohol/coffee culture

# Conclusions

## Result

- Makes product attractive
- Establishes a brand identity
- Creates wide appeal to a number of lifestyle segments

# Policy Options

Prohibit specific design elements?



Better option is to implement **plain** and  
**standardized** packaging

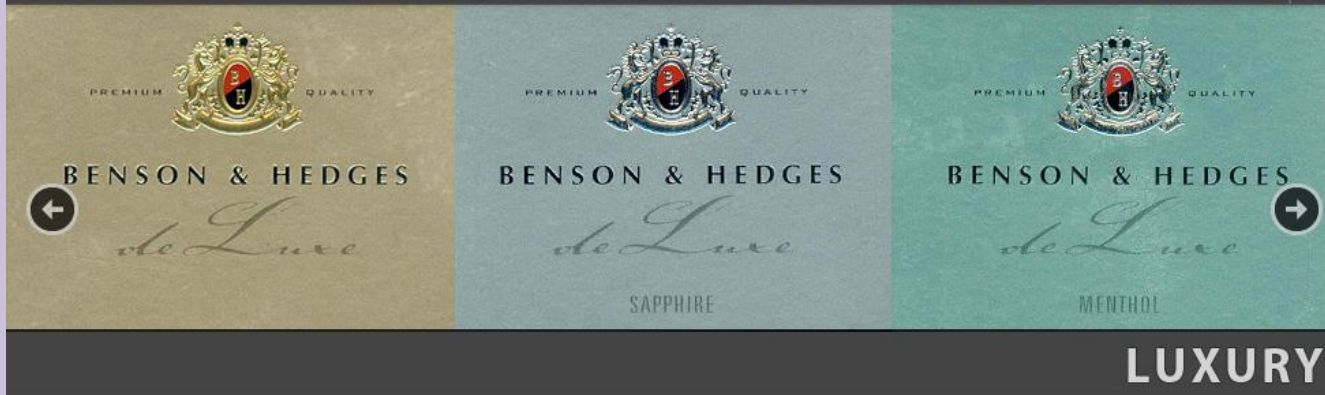


# Chatterbox Glossary

## A Glossary of Cigarette Packaging Design Elements



## Visual Elements »



A cigarette package contains not only cigarettes but also meanings. This site explores the culturally informed meanings, or connotations, of the main physical, textual, and visual aspects of cigarette packs.

*"Smokers are self-image buyers...they're attracted to a cigaret [sic] not because it contains a better grade of tobacco but because it conveys an image they like to identify with."*<sup>2</sup>

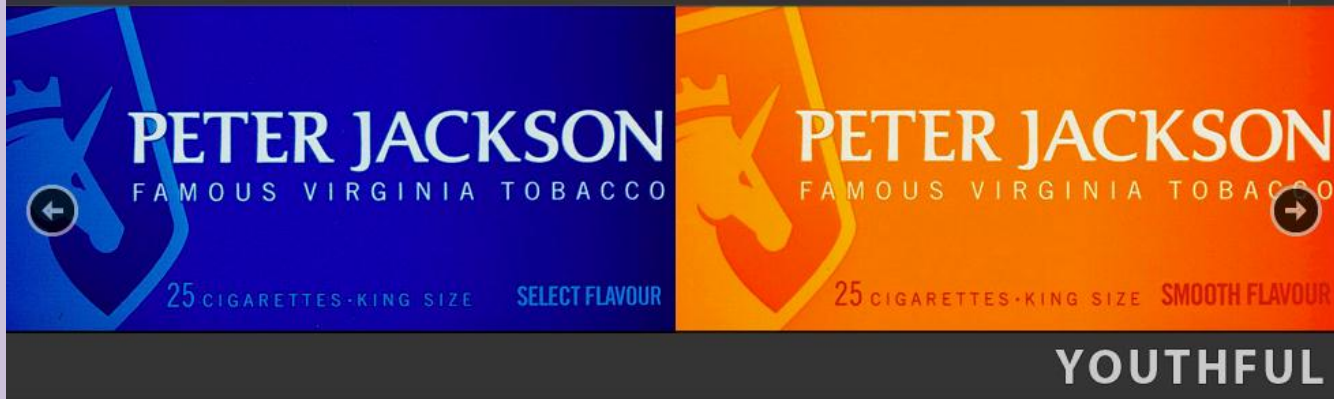
*"Today's packs are certainly turning heads with glitz and glamour – flashy foils, fancy paperboard featuring unique curves, and etching and embossing that you just have to touch."* <sup>3</sup>

This Glossary aims to be an authoritative source of information about cigarette package design elements. It includes clear definitions of design elements, and it identifies social functions that these elements serve. For instance, many elements imbue the product with messages of lifestyle or

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*"The cigarette product is ultimately the same but by repackaging in a newer style of carton the perception of the brand can change and this can have a major effect on the sales."*<sup>1</sup>

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# Design Elements (Signs)

<b>Textual</b>	<b>Visual</b>	<b>Physical Components</b>
<b>Brand Family Name</b>	<b>Colour</b>	<b>Pack Size &amp; Shape</b>
<b>Brand Descriptor</b>	<b>Finishes</b>	<b>Inner Foil Wrap</b>
<b>Slogan</b>	<b>Hot Foil Stamping</b>	<b>Cigarette Filter Tip</b>
<b>Monogram</b>	<b>Coat of Arms</b>	<b>Cellophane</b>
	<b>Typography</b>	<b>Peelies</b> <b>Embossing &amp; Debossing</b>

# Brand Family Name



## Denotative Meanings

A *brand family name* is used to relate all product variations within the same category. *Family branding*, also known as *umbrella branding*, is a marketing strategy that involves selling several brands under one name.

Naming a product serves both denotative and connotative functions: <sup>1</sup>

- Denotative function: to help differentiate the product from other similar products, while capitalizing on customer trust and loyalty to the brand <sup>2</sup>
- Connotative function: to generate images beyond the actual product

Typography, colour, finishes, and embossing and debossing, and other visual features can affect the interpretation of the Brand Family Name. The brand family name can also interact with other textual elements on the pack, such as the **brand descriptor**, **slogan**, and **monogram**.

## Importance

"Brand names, clearly, do much more than just identify a product....They are constructed to create connotative signification systems for the product. At a practical informational level, naming a product has, of course, a denotative function; i.e. it allows consumer to identify the product they desire to purchase (or not). But at a connotative level, the product's name generates images that go well beyond this simple identifier function." <sup>3</sup>

## Connotations

Overarching Theme	Sub-Theme	Connotative Chains
Lifestyle	Luxury / Glamour	<p>Examples of brand family names that connote luxury:</p> <ul style="list-style-type: none"> <li>■ Viscount, Parliament → Nobility, aristocracy → Wealth, luxury</li> <li>■ B&amp;H Gold, B&amp;H De Luxe → Wealth, luxury</li> <li>■ Belmont, du Maurier, and Vogue → French culture → Sophistication, style, and glamour</li> </ul>
Lifestyle	Gender	<p>Examples of brand family names that are stereotypically and widely considered to fall within the male domain include:</p>





# REPORT

## Packaging Cigars: Surveillance of Current Trends (A Chatter Box Project)

Contributing Authors:

- ❖ Muhannad Malas
- ❖ Shawn O'Connor
- ❖ Emily Di Sante
- ❖ Robert Schwartz

# Chatterbox Team

## Investigators

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- ❖ Robert Schwartz (PI)
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