Pack Innovation and Product Designs in ASEAN Countries

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Outline of Presentation

- Introduction
- Method
- Trend in Pack Innovations
- Trend in Product Designs
- Conclusion
“Innovation in cigarettes is a vital element in maintaining consumer perceptions of international brands, whilst boosting value sales in the face of falling volumes and increasing the share of premium brands.”

Why Innovate?

- Packaging innovation is the most immediate way of adding value to a brand and attracting smokers
- Product innovation to cater for selected market segments – young and females
- To circumvent tobacco control law
Method

- Evidence from SEATCA tobacco industry surveillance (SIS)
- Established in 2006
- Conducted in seven ASEAN countries
- Monitor, Alert and Counter (MAC) approach including using a web-based reporting system to compile and record up-to-date information on tobacco industry activities in each country
- Data from 2010 to current
Leading Cigarette Innovations

- Flavoured cigarettes
- New filter technology (Capsule filters)
- Pack size
- Superslims
Trends in Pack Design

- Use of new **descriptors** to communicate deceptive differences in the risk of different brands

- **Colour coding** - used to depict strengths of product designs, to replace descriptors and flavour differences in cigarettes

- **New packaging** designs to promote products and brand identity
Flavoured Cigarettes

• Targeting youth and female

• Colours are used to depict different flavours
Fruit Flavoured Cigarettes

Malaysia

Vanilla
Strawberry
Green Apple
Orange

Philippines

Sunny Peach
Sweet Melon
Menthol Orange
Green Apple

Lao PDR
Confectionery Flavoured Cigarettes

Indonesia

Philippines
New Filter Design Technology

WRC-Wrapped Re-Functional Charcoal Filter Technology

Triple Filter Charcoal Technology

Malaysia

2010
Quality of charcoal filter

Cambodia 2012

Insert

2010 Malaysia

Mintek Charged Filter Technology
A special icon has been developed to be printed on the pack to visually associate the unique product features with the new cigarette.

The new Dunhill Switch give the choice between a normal flavored smoke and menthol in one cigarette.
Release Mint by crushing the capsule

Crush the capsule to experience extreme freshness

For an extreme menthol sensation
Sampoerna Flava offers 2-in-1 taste products - Mint Cigarettes

When smokers click the filter (a mint ball) to release the flavor from the capsule while smoking, they can indulge in a second taste.
Superslims and ‘Purse packs’ Targeting Women

Indonesia
A volution kretek Slims

Malaysia
A volution Menthol Slims

Lao PDR
Slim/Super Slim Cigarettes Designed for Women

- Indonesia
- Thailand
- Philippines
- Cambodia
- Vietnam

- Elegant slims influence beliefs about smoking and weight control
- Colours intended for smokers to coordinate with outfits/mood
Ten clove cigarettes

ARA-12 Sticks: BAT introduced kiddy packs to target teenagers

Clas Mild low tar and slim packaging

Kiddie pack in the form of sachet packaging

Cambodia

Indonesia

Philippines

Vietnam
Use of New Descriptors/Terms on Packs

Word or descriptor used to promote different product design such as “light”, “ultra light”, “mild”, “cool”, “extra”, “low tar”, “special”, “full flavour”, “premium”, “rich”, “famous”, “slim”

- Communicate strength
- Convey the impression of lower tar or milder cigarettes
- Suggest superiority or variations in quality of the product
Product Variants Using Descriptors

Indonesia

Cambodia

Vietnam

Lao PDR

Philippines

Thailand
With descriptor ban in 2009, colours were used to replace descriptors such as blue (Light), red (Regular) and green (Menthol).

Colour coding has been used to sensitize smokers to different product designs prior to descriptor ban.
Sensitize Consumers to the Types of Product Design Using Colours

Different colour coding to differentiate product designs such as red colour for regular cigarette, blue for light cigarette and green for menthol cigarette.
Attractive Pack Designs Targeting Youth

Cambodia

2011

Indonesia

2010
Indonesia 2011

Targeting Youth

Neslite Music Edition: Version 1 (Dancer)

Neslite Music Edition: Version 2 (Disk Jockey (DJ))

Neslite Music Edition: Version 3 (musical note)

Marlboro Limited Edition
Innovative packaging designs help to promote products and brand identity.

Limited editions coinciding with various events:

- **Laos**
  - Lao New Year in April 2011

- **Indonesia**
  - 2010 FIFA World Cup
  - F-1
Special Edition

New Packaging Design

2012

"New International Look, Same Great Taste"

The Top of DOUBLE HAPPINESS

Cambodia

New blue pack design with new style of eagle image

New Davidoff Superslims
New Packaging Design

New Kretek Product Design

Sejati Gold: kretek" version for Bentoel Sejati brand

Apache Kretek: kretek version for Apache brand

A Mild Limited Time Only Regular and Menthol

Djarum Black Menthol New Look

Indonesia

Special promotion

2011

New Packaging Design
Indonesia

New Cigarette Brands and Product Designs (2011)

- **Halim Filter**
- **Esse Golden Leaf**
- **Djarum Super Mild**: New Mild version from Djarum
- **Tambora**: New product from PT Tambora Mulyorejo, Malang

Indonesia

Lao PDR
Exploiting the loopholes in the Control of Tobacco Product (Amendment) Regulations 2008

Malaysia

No specification of size of the pack, thus allowing the tobacco industry to introduce cigarette packs in the shape of small ‘lipstick’ boxes

Lipstick pack

Tax stamp concealing pictorial health warning

Distortion of the picture warning as the cigarette packaging is smaller in size
Conclusion

- Tobacco industry exploits existing tobacco control legislation across the ASEAN region
- Countries are encouraged to adopt plain packaging that requires a standardized packaging removing all product advertising including colours, logos, brand imagery to effectively counter industry’s creative pack designs
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