

Evaluating Tobacco Branding: Implications for Tobacco Control

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Abstract

Branding theory predicts tobacco packaging creates symbolic meanings that enhance the appeal of the product. A study of young people's perceptions of ten tobacco brands showed that they ascribe different images to different brands when exposed to the packaging alone, regardless of whether they had seen or heard of the brands before. This finding emphasises the importance of tobacco packaging as a promotion tool, and provides support for measures, such as plain packaging, designed to reduce the exposure of smokers and non-smokers to tobacco branding.

Keywords: Tobacco branding, smoking, brand image, packaging