

## **If $1P = 10^3 W$ , What Does $B=0$ Mean?**

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### **Abstract**

The Australian government has recently announced its intention to introduce plain packaging of tobacco products as part of a suite of new tobacco control measures. This policy measure raises important questions about the power of branding and how its removal would affect smokers and potential smokers. To explore these questions, we report on group discussions conducted with young adult smokers and non-smokers that explored perceptions of plain packaging and the likely effects this would have on smoking experimentation and cessation. The findings reveal young adults regard plain packages as dull and unattractive; non-smokers had stronger negative reactions, raising the possibility that plain packaging could not only promote cessation, but deter initiation.

**Keywords:** Branding, tobacco control, plain packaging, young adults