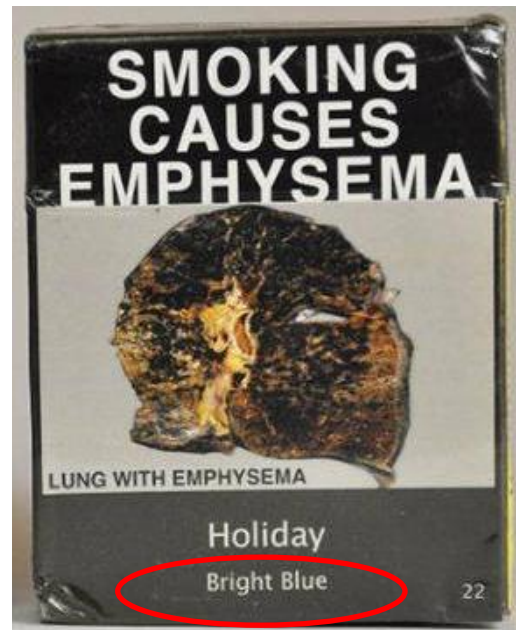
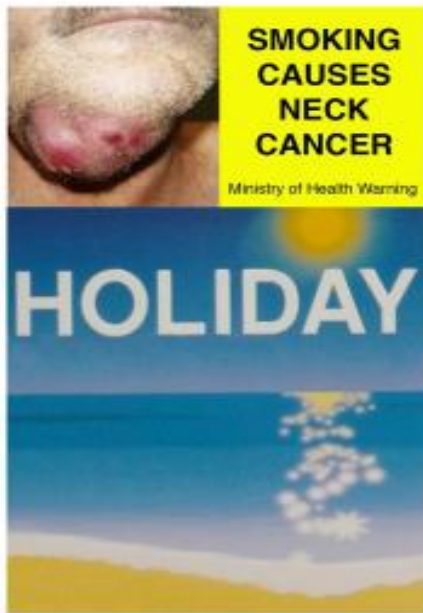


Could Evocative Brand Variant Names Undermine Plain Packaging?



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Quantitative study of choice and perception

Aim:

To estimate how variant descriptors affected:

- Choice behaviours
- Perceptions of harm and quitting ease

Methods:

- On-line study of 254 young adult smokers (18-35)
 - Best-worst experiment
 - Tested colour, quality, taste and non-flavour attributes
 - Compared perceptions of two packs



Key findings

Choice Behaviours

- Colour Control, Red, Blue, White
- Quality Control, Premium
- Taste Control, Smooth, Rich, Fine
- Non-characterising Control, Classic, Infinite, Midnight

Perceptions

Compared two packs: Red and Premium Rich Midnight Red

- No overall difference in perceived harm or quitting ease

BUT

- Males saw PRMR as significantly less harmful than females
- Quit intenders saw both variants as more harmful
 - Within this group, PRMR seen as significantly less harmful

In summary...

Some evidence that variant descriptors:

- Enhance preference and reduce perceptions of harm

Effects strongest where familiar descriptors used

- Perhaps plain packaging offsets novelty of new descriptors, but not learned associations

Need to compare across-colour as well as within-colour effects

- Assess wider behavioural effects on a more diverse group

In the interim

- Regulators should take a cautious approach to allowing descriptors