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## Why Plain Packaging is a Proportionate Measure



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## Overview

- New Zealand govt has agreed in principle to introduce plain packaging
  - Recognises role of packaging as an advertising medium
- Tobacco companies strongly oppose this idea
  - Mis-appropriate brand property
  - Lacks proportionality
    - Same outcomes could be achieved with less radical measures



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## Study Aims

- To test tobacco companies' claims
  - What are the relative effects of plain packaging and pictorial health warnings?
- Answer key question:
  - Is plain packaging the most proportionate measure to decrease the appeal of smoking?

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## Approach taken

- Online study of 1044 young adult smokers and non-smokers
  - Stratified by gender, smoking status and ethnicity
- Two versions of a choice experiment
  - Smokers asked which pack they would be most and least likely to buy for themselves
  - Non-smokers asked which pack they would buy for a friend who smoked, but who they wanted to quit smoking

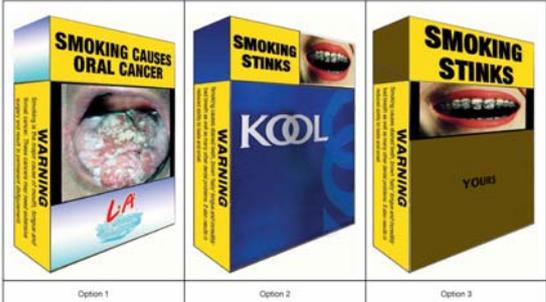
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## Approach taken

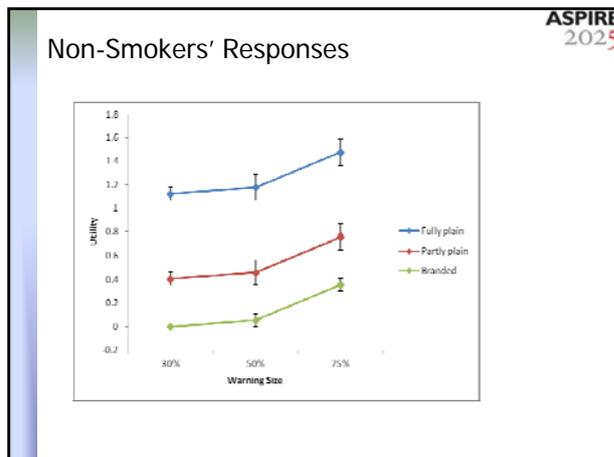
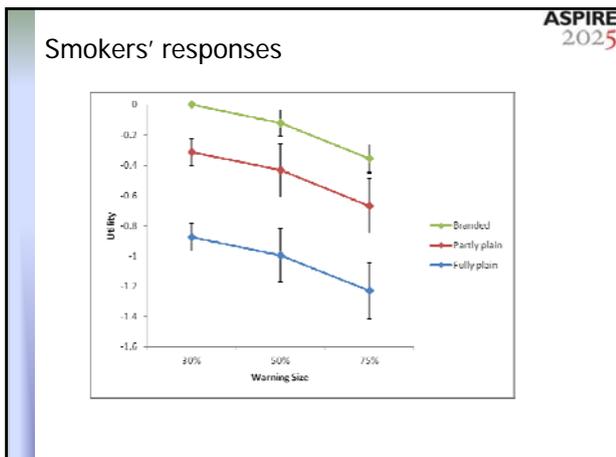
- Experiment tested different pack features:
  - Brand
    - Three brands tested
  - Level of branding
    - Fully branded pack, partial plain pack, full plain pack
  - Warning size
    - 30%; 50% and 75%
  - Warning theme
    - Social or health

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## Choice Task



Option 1      Option 2      Option 3



- ### Implications for 2025
- Plain packaging had more aversive effect on smokers' choice behaviour than warning size or warning theme
    - Non-smokers' results a mirror image of this outcome
  - Warning size next most important attribute
    - 75% warning most effective
    - 50% warning no more effective than 30% warning
  - Full plain packaging optimal way to reduce the attractiveness of smoking
    - Retaining any 'brand echo' substantially weakens this effect

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