

---

## ASPIRE2025 plain packaging research

### Why NZ should introduce plain packaging

[Plain Packaging: The time for implementation is now](#). New Zealand Medical Journal, 128(1417), 47-51.

[Strong public support for plain packaging of tobacco products](#). Aus NZ J Pub Health 2012; 36 (5) 405-407

### Changing Stick Appearance

[Dissuasive cigarette sticks: the next step in standardised \('plain'\) packaging?](#) Tobacco Control.  
doi:10.1136/tobaccocontrol-2015-052533

[How do young adult female smokers interpret dissuasive cigarette sticks? A qualitative analysis](#). Journal of Social Marketing, 5(1), 21-39.

### Better Control Over Variant Names

[Effects of brand variants on smokers' choice behaviours and risk perceptions](#). Tobacco Control,  
doi:10.1136/tobaccocontrol-2014-052094.

### New and More Salient On-Pack Warnings and Information

[Young adult smokers and prior-smokers evaluations of novel tobacco warning images](#). Nicotine and Tobacco Research, 10.1093/ntr/ntv041.

[A comparison of on-pack Quitline information formats](#). Tobacco Control. doi: 10.1136/tobaccocontrol-2014-051820

[A qualitative exploration of young adult smokers' responses to novel tobacco warnings](#). BMC Public Health, 13(609). doi: 4374126090846971

[A qualitative analysis of messages to promote smoking cessation among pregnant women](#). BMJ Open, 4(11), e006716.

### The importance of packaging in choice of brand

[A cross-sectional analysis of how young adults perceive tobacco brands: Implications for FCTC signatories](#). BMC Public Health. DOI: 10.1186/1471-2458-12-796

[Young adults' interpretations of tobacco brands: Implications for tobacco control](#). Nicotine and Tobacco Research, 13 (10), 911-918. doi: 10.1093/ntr/ntr094

## **The likely effect of plain packaging**

[Estimating the 'consumer surplus' for branded versus standardised tobacco packaging.](#) Tobacco Control. doi:10.1136/tobaccocontrol-2015-052488.

[Tobacco branding, plain packaging, pictorial warnings and symbolic consumption.](#) Qualitative Health Research, 22, 630-639.

[The effects of dissuasive packaging on young adult smokers.](#) Tobacco Control, 20,3, 83-88. doi: 10.1136/tc.2010.037861

For more information please email [aspire2025@otago.ac.nz](mailto:aspire2025@otago.ac.nz)