Diversity of Cigarillo Packaging Designs and Visual Attention to Package Images

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Introduction

- Cigarillo product packaging is an understudied part of tobacco products, and a key vehicle of marketing to consumers

Objectives

- To audit current cigarillo packaging sold in Cleveland, Ohio
- To describe visual attention to specific package attributes

Methods

Cigarillo Package Audit
The Cleveland Food and Tobacco Retail Database has documented the location of all food retail locations and completing a brief store audit in each to ascertain types of food and tobacco sold since 2012. A random sample (n=50) stores retail stores was visited to purchase each unique brand and flavor of cigarillos was purchased to ensure maximum saturation of packages. Resulting product packages (n=101) were coded by two coders to document the following attributes: package color; product flavor; package type; number of cigarillos per package; price; and presence of flavor or tobacco images.

Eye tracking Study
Adult (18+) non-tobacco users (n=31) in a consumer products study were shown images of two types of cigarillo products – one locally available (Black & Mild) and another brand (Splitarillos) not sold in local stores. An infrared camera measured visual attention (see below) to capture precise viewing time for all packaging attributes.

Eye tracking system

Results

Among 101 cigarillo packages:
- 90% untipped cigarillos
- 91% in foil pouches
- Fruit flavor most common (n=44)
- Most common primary color:
  - Red (n=19)
  - Green (n=14)
  - Blue (n=10)
  - Black (n=10)
- 92% had price promotion
- 52% in pack of 2 cigarillos

Fig 1. Heat map of visual attention: Black & Mild package

Fig 2. Heat map of visual attention: Splitarillos packages

- Cigarillo products are currently sold in packaging that varies in flavor, package quantity, pricing, and color.
  - Most cigarillo packages contain untipped cigarillos
  - Visual attention was spread across varying product attributes in the eye tracking experiment. Flavor, brand, and pricing information attracted visual attention from consumers.

Conclusions

- The number of packaging variations is greater compared to other tobacco products (cigarettes, smokeless).
- Adult non-users split their visual attention across the varying product attributes.
- Prominent placing of pricing and flavor elements attracted visual attention from consumers.

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