Recent news and research

11.10 Packaging as promotion: Evidence for and effects of plain packaging

Last updated March 2018

News reports:

11.10.2 Packaging to increase product appeal


Lempert, LK and Glantz, S. Packaging colour research by tobacco companies: the pack as a product characteristic. Tob Control, 2016Available from: http://tobaccocontrol.bmj.com/content/early/2016/06/02/tobaccocontrol-2015-052656.abstract


11.10.3 Plain packaging as a solution to end to the misleading and promotional power of packaging


11.10.4 Predicted effects of plain packaging


11.10.5 Australian announcement of plain packaging legislation

11.10.5.1 Health sector response to proposed legislation

11.10.5.2 Financial market response

11.10.5.3 Response from retail groups

11.10.5.4 Direct response by tobacco companies


11.10.6 Analysis of major industry arguments against plain packaging


No authors listed. Implementation and evaluation of the Australian tobacco plain packaging policy. Tobacco Control, 2015. Available from: http://tobaccocontrol.bmj.com/content/24/Suppl_2.toc


11.10.6.1 Won’t work


11.10.7 Milestones in adoption of legislation


11.10.8 Major milestones in legal challenges to the legislation


No authors listed. PHILIP MORRIS ASIA LIMITED (“Claimant”) and THE COMMONWEALTH OF AUSTRALIA (“Respondent”, and together with the Claimant, the “Parties”) Final Award Regarding Costs. Permanent Court of Arbitration, 2017. Available from: https://pcacases.com/web/sendAttach/2190


No authors listed. The High Court of Justice decision upholding the UK’s standardized packaging laws: key points for other jurisdictions. McCabe Centre for Law and Cancer, 2016. Available from: http://www.mccabecentre.org/downloads/McCabe_Centre-_Key_Points_on_UK_plain_packaging.pdf


No authors listed. WTO register of cases. World Trade Organization, 2015. Available from: [https://www.wto.org/english/tratop_e/dispu_e/dispu_subjects_index_e.htm#selected_subject](https://www.wto.org/english/tratop_e/dispu_e/dispu_subjects_index_e.htm#selected_subject)

No authors listed. DISPUTE SETTLEMENT: DISPUTE DS434. Australia — Certain measures concerning trademarks and other plain packaging requirements applicable to tobacco products and packaging. World Trade Organization, 2015. Available from: [https://www.wto.org/english/tratop_e/dispu_e/cases_e/ds434_e.htm](https://www.wto.org/english/tratop_e/dispu_e/cases_e/ds434_e.htm)


11.10.9 International flow-on effects


No authors listed. There here! the first standardised pack in the UK have been spotted! #trackthepack in Leeds station @breathe2025. Twitter, 2016. Aug 12, 2016. Available from: https://twitter.com/breathe2025/status/764033137277964288


11.10.12 Effects of plain packaging in Australia post-implementation


No authors listed. Plain packaging in the UK: opposition following January 2015 announcement. Tobacco Tactics, 2015. Available from:


11.10.12.1 Effects on smokers


11.10.12.2 Effects on sales


11.10.12.3 Effects on use of illicit tobacco


11.10.12.4 Effects on retailers
Research:


**11.10.2 Packaging to increase product appeal**

Lempert, LK and Glantz, S. Packaging colour research by tobacco companies: the pack as a product characteristic. Tob Control, 2016. Available from: [http://tobaccocontrol.bmj.com/content/early/2016/06/02/tobaccocontrol-2015-052656.abstract](http://tobaccocontrol.bmj.com/content/early/2016/06/02/tobaccocontrol-2015-052656.abstract)

**11.10.3 Plain packaging as a solution to end the promotional power of packaging**


11.10.4 Predicted effects of plain packaging


11.10.4.1 Effects of plain packaging on effectiveness of health warnings


11.10.4.3 Effects on plain packaging on appeal of product


11.10.6 Analysis of major industry arguments against plain packaging


11.10.6.3 Acquisition of intellectual property

11.10.7 Milestones in adoption of legislation

11.10.8 Major milestones in legal challenges to the legislation


11.10.9 International flow-on effects


11.10.12 Effects of plain packaging in Australia post-implementation


Nagelhout, GE et al. Was the media campaign that supported Australia's new pictorial cigarette warning labels and plain packaging policy associated with more attention to and talking about warning labels?. Addictive behaviors, Oct 2015. Available from: http://www.ncbi.nlm.nih.gov/pubmed/26050643


White V, Williams T, and Wakefield M. Has the introduction of plain packaging with larger graphic health warnings changed adolescents’ perceptions of cigarette packs and brands? Tobacco Control, 2015; 24:ii42-ii49. Available from: http://tobaccocontrol.bmj.com/content/24/Suppl_2/ii42.full

White V, Williams T, Faulkner A, and Wakefield M. Do larger graphic health warnings on standardised cigarette packs increase adolescents’ cognitive processing of consumer health information and beliefs about smoking-related harms? Tobacco Control, 2015; 24:ii50-ii57. Available from: http://tobaccocontrol.bmj.com/content/24/Suppl_2/ii50.full


11.10.12.1 Effects on smokers
