

Tobacco in Australia

Facts & Issues

Relevant news and research

10.9 Brand portfolio strategies in the Australia market

Last updated October 2020

Research:

Lund, I, & Lund, M. (2019). Associations between emotional tobacco brand attachment and quitting plans among Norwegian smokers and snus users. *Psychol Addict Behav*, 33(6), 561-566. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31512887>

Nogueira, SO, Tigova, O, Castellano, Y, Mons, U, Kyriakos, CN, McNeill, A et al. (2018). Cigarette brand loyalty among smokers in six European countries: Findings from the EUREST-PLUS ITC Europe Surveys. *Tob Induc Dis*, 16, A12. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31516466>

Apollonio, DE, & Glantz, SA. (2019). Tobacco industry promotions and pricing after tax increases: An analysis of internal industry documents. *Nicotine & Tobacco Research*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31058282>

Malone, RE. Keeping tobacco cheap: how tobacco companies undermine government tax measures. *Tob Control*. 2018 Sep;27(5):483. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30127059>

Xu, SS, Gravely, S, Meng, G, Elton-Marshall, T, O'Connor, RJ, Quah, ACK, Feng, G, Jiang, Y, Hu, GJ, Fong, GT. Impact of China National Tobacco Company's 'Premiumization' Strategy: longitudinal findings from the ITC China Project (2006-2015). *Tob Control*, Aug 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30158207>

10.9.5 Proliferation of roll-your-own product offerings

Jackson, SE, Shahab, L, Garnett, C, & Brown, J. (2019). Trends in and correlates of use of roll-your-own cigarettes: a population study in England 2008-2017. *Nicotine Tob Res*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31095329>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

Breslin, E, Hanafin, J, Clancy, L. It's not all about price: factors associated with roll-your-own tobacco use among young people - a qualitative study. BMC Public Health. 2018 Aug 8;18(1):991. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30089477>

Bayly, M, Scollo, MM, Wakefield, MA. Who uses rollies? Trends in product offerings, price and use of roll-your-own tobacco in Australia. Tob Control, Jul 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30030409>

News reports:

No authors listed. British American Tobacco Says Intends To Consolidate New Category Portfolio Into Fewer Brands. Reuters, 2019. June 12, 2019. Available from: <https://www.reuters.com/finance/stocks/BTI.N/key-developments>

Perkins, Kenneth A and Karelitz, Joshua L. Acute perceptions of preferred cigarettes when blinded to brand. Tobacco Control, July 2018. Available from: <https://tobaccocontrol.bmj.com/content/tobaccocontrol/early/2018/07/10/tobaccocontrol-2018-054388.full.pdf>

Scollo M, Bayly M, White S, Lindorff K, and Wakefield M. Tobacco product developments in the Australian market in the 4 years following plain packaging. Tobacco Control, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28993520>

Rosell S. Fit to burst. Tobacco Reporter 2017. Last update: Viewed Available from: <http://www.tobaccoreporter.com/2017/01/fit-to-burst/>.

Bayly M, Scollo M, and Wakefield M. Tobacco price boards as a promotional strategy—a longitudinal observational study in Australian retailers. Tobacco Control, 2017; Online first: 22 July 2017.

NSW Retail Tobacco Traders' Association. The Australian Retail Tobacconist, 2016; 99(July-August-September).

Greenland SJ. The Australian experience following plain packaging: The impact on tobacco branding. Addiction, 2016; Online first 24 August 2016.

Greenland S, Johnson L, and Seifi S. Tobacco manufacturer brand strategy following plain packaging in Australia: Implications for social responsibility and policy. Social Responsibility Journal, 2016; 12(2):321–34. Available from: <http://www.emeraldinsight.com/doi/abs/10.1108/SRJ-09-2015-0127>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

Scollo M, Occleston J, Bayly M, Lindorff K, and Wakefield M. Tobacco product developments coinciding with the implementation of plain packaging in Australia. *Tobacco Control*, 2015; 24(e1):e116–22. Available from:

<http://tobaccocontrol.bmj.com/content/early/2014/04/30/tobaccocontrol-2013-051509.short>

Greenland SJ. Cigarette brand variant portfolio strategy and the use of colour in a darkening market. *Tobacco Control*, 2015; 24:e65–e71. Available from:

<http://tobaccocontrol.bmj.com/content/24/e1/e65>

NSW Retail Tobacco Traders' Association. Winfield charcoal filter advertisement: Smooth as. *Australian Retail Tobacconist*, 2006; 66(8):8–9.

Carter SM. The Australian cigarette brand as product, person, and symbol. *Tobacco Control*, 2003; 12 Suppl 3:iii79–86. Available from: http://tobaccocontrol.bmj.com/content/12/suppl_3/iii79.full.pdf

10.9.5 Proliferation of roll-your-own product offerings

No authors listed. Turkey bans sale of hand-rolled cigarettes, sellers to be sentenced. *Daily Sabah*, 2020. July 1, 2020. Retrieved from <https://www.dailysabah.com/turkey/turkey-bans-sale-of-hand-rolled-cigarettes-sellers-to-be-sentenced/news>

No authors listed. Tobacco giant pulls pouches. *The Age*, 2020. Feb 12, 2020. Retrieved from https://customreport.mediaportal.com/#/articlepresenter/47b89338-0c03-461f-8f59-db179d81e8a5/568752060/1354183593?_k=yvu05e

Riell, Howard. RYO Tobacco Earns Irreplaceable Status. *Convenience Store Decisions*, 2018. June 11, 2018. Available from: <https://cstoredecisions.com/2018/06/11/ryo-tobacco-earns-irreplaceable-status/>

tobaccoinaustralia.org.au