

MAKING SENSE OF CIGARETTE BRANDS: How do they work and who are they for?

Monday May 9th, 2005 noon – 1:30

A presentation by:

Stacy Carter MPH (Hons) BAppSc

Stacy is a researcher from the School of Public Health at the University of Sydney, Australia. She recently submitted her PhD dissertation, a study of the communication strategies used by transnational tobacco corporations in Australia. She is currently conducting a qualitative investigation of Australian smokers' and non-smokers' responses to tobacco control policy.

Brands are under-studied in tobacco control, despite being an important element of a smoker's relationship to their cigarettes. In this presentation Stacy will provide an interpretive account of how Australian cigarette brands work and who they are for, based on internal tobacco industry documents and magazines published for Australian tobacco retailers. Three distinct categories of cigarette brand have evolved in Australia, high-profit premium brands, mainstream brands and supervalue brands. Each category is targeted to smokers from a particular socio-economic group, and gender differentiation is provided within categories. Cigarette brands that do not fit comfortably into one of these categories have generally failed: the Philip Morris flagship brand Marlboro is an example. Given that cigarette brands are at the heart of the tobacco industry's relationship with smokers, a better understanding of how brands work could provide useful guidance for our own communication with smokers.

Location:

BCCEWH Room E311,
BC Women's Health Centre,
4500 Oak Street
Vancouver

*(Note: Entrance to
the Women's Health
Centre is at Heather
and 29th Streets,
Parking Lot 3)*

**Admission is FREE.
Everyone welcome!**

**For information
and to RSVP:**

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