

# 烟草制品的简单包装



烟草制造商所设计的包装，目的在于促销烟草制品，并削弱有关烟草包装的各项法律的效果。这些法律，包括强制规定必须显示健康忠告、禁止误导性或欺骗性的信息。

烟草包装不仅是烟草制品的包装品，而且是主要的促销手段，所以应该当作烟草主要促销手段予以监管，而且必须要求烟草制品采用“简单包装”。

简单包装的意思是包装标准化，去掉所有的色彩、品牌形象、徽标和商标，只允许出现品牌名称、产品名称、制造厂家的名称与联络方式、产品数量，以及政府强制性规定的信息或标记（例如健康忠告和税务标记），而且必须采用规定的字体和大小，印在包装的上面或内面；包装的形状、大小和材料都必须符合规定。

简单包装将会对使用包装作为促销手段加以遏制，增强健康忠告的效果，削弱烟草业制造误导性、欺骗性包装的能力。

## 烟草包装作为促销手段

产品包装是产品营销必不可少的要素。包装使品牌“能够形成传递给消费者的信息，并成为推广品牌名称、提升品牌价值的一种很有价值的方式”。<sup>1</sup> 包装也是最直接地与消费者发生联系的营销工具。<sup>2</sup> 它的作用对烟草制品而言更加重要，因为这类产品通常被认为是“标记产品”，能够引导用户识别产品及其品牌形象的个性和特征。<sup>3</sup> 烟草包装“在打开之后，仍然会留在消费者那里，而且会在社交场合反复出现，因此成为品牌移动广告的一种直接方式”。<sup>4</sup> 烟草业深知包装的促销价值。例如，在1995年，Brown and Williamson 公司的雇员说：

“……如果你吸烟，一个香烟盒就是你经常使用的少数东西之一，能够表明你的个性。没有别的东西像香烟盒这样，你每天从衣袋里掏出20次，而且让每个人都看得见。这跟买一包普通包装的肥皂粉大不相同”。<sup>5</sup>

由于其他形式的烟草广告和促销手段被禁止，烟草包装作为一种促销手段就显得更加重要，对年轻人更是如此。<sup>6</sup> 事实上，英美烟草公司和菲利·普莫尔斯公司已经预言，仅凭包装设计就能促进品牌形象。<sup>7</sup> 多年来，烟草包装一直被用于创造具有感召力的形象，例如：豪华、自由、迷人、有地位、男子气概或女子气质等等。<sup>8</sup> 烟草包装通过品牌徽标、色彩、字体、图像、包装材料和包装形状来传递品牌个性。由于印刷技术的进步，在包装设计中已经能够在内框卡纸、外膜和撕条印上包装图像，而且把全息图、可收藏艺术品、金属表面、印在多折贴纸上的相片及图像结合起来。<sup>9</sup> 一旦去掉品牌形象，烟草制品就会失去大部分的吸引力。<sup>10</sup>

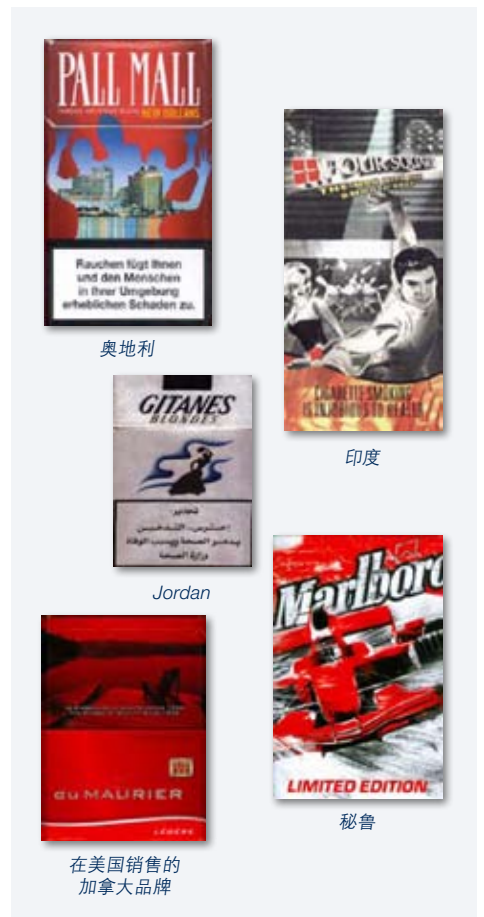
国际上有许多包装创新的例子,包括改变包装的大小和形状,<sup>11</sup> 限定版本设计,<sup>12</sup> 以及对目标群体——例如妇女和青年——有吸引力的形象。<sup>13</sup> 国内的烟草业文件已经表明包装设计如何经过精心设计,用以吸引某个特定的市场细分。<sup>14</sup>

研究表明了烟草包装对于引发正面形象的作用。Scheffels证明了香烟品牌和香烟包装设计如何“被赋予有关个性、社会身份以及在等级社会中所处地位的含义……”。<sup>15</sup> Roper和Shah 表明了品牌形象对于未成年人的重要性,能让他们感到属于其参照群体,还能帮助不够富裕的儿童掩盖他们的劣势。<sup>16</sup> Rootman和Flay表明,青年人利用品牌香烟显示自己时髦,受欢迎,精明。<sup>17</sup>

研究还表明,烟草的简单包装可能会使产品显得“呆板、令人失去兴趣”,而且会减少吸引目标用户的时髦风格和吸引力。<sup>19</sup> Wakefield 等人最近的研究表

明,如果逐渐减少香烟包装的品牌元素,并且采用普通的棕色,“不受吸烟者欢迎的认知就会增加”。<sup>20</sup> “去掉额外的设计元素,会使吸烟者对包装的评价,可能使用有这种包装的香烟的吸烟者数目以及他们的体验都发生可以测量的下降。”<sup>21</sup>

“有些女士承认,她们晚上出去的时候会购买Virginia Slims、Benson and Hedges等,因为她们希望自己显得更有女人品味,更时髦。……更时髦的女性化包装可以增强我们一些品牌的相关性。”(Philip Morris 1992)。<sup>18</sup>



## 烟草包装设计削弱包装法规效果

除了促销效果之外,烟草业还利用包装来削弱健康忠告的效果,并误导大家认为一些品牌的危险比其他品牌小。

烟草业利用品牌形象和色彩来分散对于健康忠告的注意力。有些品牌将健康忠告的颜色跟包装设计融合起来,使健康忠告跟整个包装设计融为一体,变得很不显眼。<sup>22</sup> 研究已经表明,去掉包装的色彩和品牌形象,能够增强健康忠告的可信度和记忆度。以及对于烟草危险性的全面认知程度。<sup>23</sup>

简单包装减少了认为一些品牌的危险比其他品牌小的误导。消费者习惯于

利用品牌设计的颜色和各種元素来判断一些品牌的害处是否比其他品牌小。例如,Hammond等人表明,在英国最近的一个调查报告中,与红色包装、其他方面完全一样的香烟相比,将近一半的成年吸烟者认为淡灰色包装的香烟的焦油量和健康危险性都比较小。<sup>24</sup> 当同一品牌的香烟采用简单包装、没有彩色和品牌形象时,吸烟者在焦油量、健康危险性、戒烟难度等方面认为有差异的可能性显著降低。这些研究跟烟草业关于消费者对色彩的感受的研究是一致的,<sup>25</sup> 跟Hammond最近的研究也是一致的。Hammond的这项研究

发现,超过四分之三的成年人认为采用较浅颜色包装的(产品)对健康造成的危险较小。<sup>26</sup>

没有品牌形象的包装仅仅是“盛装香烟的盒子”,而不是一种广告载体。<sup>27</sup>



健康忠告的颜色融入包装的颜色(澳大利亚的Dunhill品牌)



利用色彩暗示较小的害处(加拿大的Player's品牌)



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