Review of Industry Documents Regarding Dissolvable Tobacco Products: *Marketing Research and Marketing Practices*

January 2012

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Purpose and disclaimer

- To inform Tobacco Product Scientific Advisory Committee (TPSAC) about **dissolvable tobacco product marketing**

- To identify industry documents of potential interest to TPSAC

- Although the work reported was done under contract with Center for Tobacco Products at FDA, the content and conclusions of this presentation are those of RTI International.
Our review process

- A team of four coders assessed documents related to marketing research and practice.

- Review team:
  - Brian Southwell, PhD
  - Suzanne Dolina, MPH
  - Caroline Lawson, BA
  - Cynthia Soloe, MPH
What we reviewed

- **261** documents

- Both self-identified and via search strategy

  - Note: Data reported in the open meeting are limited to information deemed not commercial confidential. The commercial confidential information will be presented to TPSAC SGEs in closed session.
What we reviewed

- Dates ranged from 1999 through 2011.

- Most documents were research and planning reports and memos.

- Some “documents” were raw data sets or copies of packaging.

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Results

- Emphasis on dissolvable tobacco as:
  - an impulse purchase
    - emphasis on point-of-sale marketing
    - little emphasis on long-term considerations
  - an accessory item for current smokers
  - of interest to range of current tobacco users
  - something new and different

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Areas of emphasis in marketing documents

% of documents mentioning

- Audience
- Communication channels
- Cigarette smoking
- Smoking cessation
- Other tobacco products
- Dissolvable trial
- Products benefits
- Product costs
- Survey questionnaire
- Copy of ad or packaging
- Data set

Bars represent the percentage of documents mentioning each area.
Areas of emphasis in marketing documents

% of documents mentioning

- Audience: 77%
- Cigarette smoking: 77%
- Smoking cessation: 23%
- Other tobacco products: 50%
- Dissolvable trial: 50%
- Products benefits: 50%
- Product costs: 44%
- Survey questionnaire: 33%
- Data set: 33%
- Copy of ad or packaging: 33%
Areas of emphasis in marketing documents

% of documents mentioning

- Audience: 70%
- Communication channels: 20%
- Cigarette smoking: 30%
- Smoking cessation: 25%
- Other tobacco products: 40%
- Dissolvable trial: 65%
- Products benefits: 56%
- Product costs: 38%
- Survey questionnaire: 10%
- Data set: 5%
- Copy of ad or packaging: 15%
Areas of emphasis in marketing documents

% of documents mentioning

- Audience: 70%
- Communication channels: 20%
- Cigarette smoking: 50%
- Smoking cessation: 60%
- Other tobacco products: 40%
- Dissolvable trial: 56%
- Products benefits: 30%
- Product costs: 20%
- Survey questionnaire: 10%
- Data set: 10%
- Copy of ad or packaging: 10%
Emergent themes

- Relatively little attention to simple channel selection or audience *demographics* in documents
  - Most attention to general recruitment of current tobacco users
  - Greater attention to psychology than demography

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Relevance of other tobacco products

- Tobacco companies considering more than just adult smokers as audiences for dissolvables
- References to moist smokeless tobacco (MST) users
- References to snus use in prospective markets

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Dissolvables as replacement product?

- Little evidence prospective users see dissolvables purely as smoking cessation aid
- More focus on dissolvables curbing craving temporarily

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Understanding the range of dissolvable products

- Much tobacco product use is about more than simple nicotine delivery
- Hand-to-mouth activity important benefit for many

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Other perceived benefits

- Impression management
- Convenience

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Summary

- To date, marketing efforts appears to promote:
  - Impulse buys
    - Prominence of point-of-sale promotion in channel discussion
    - Focus on emotion in advertising
    - Focus on immediate positive consequences
    - Little focus on long-term costs
  - Dissolvables as *accessory item* rather than wholesale cigarette replacement
  - Dissolvables as array of choices
    - Development of *different* dissolvable products for different groups
    - Recruitment of both MST users and smokers

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