

Tobacco in Australia

Facts & Issues

Recent news and research

10.9 Brand portfolio strategies in the Australia market

Last updated June 2018

News reports and research:

1. 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>
2. Rossel S. Fit to burst. Tobacco Reporter 2017. Last update: Viewed Available from: <http://www.tobaccoreporter.com/2017/01/fit-to-burst/>.
3. 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.
4. NSW Retail Tobacco Traders' Association. The Australian Retail Tobacconist, 2016; 99(July-August-September).
5. Greenland SJ. The Australian experience following plain packaging: The impact on tobacco branding. Addiction, 2016; Online first 24 August 2016.
6. 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>
7. 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>
8. 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>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

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

10. 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