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European Communities Trade Mark Association

32nd ANNUAL CONFERENCE

THE JURY IS STILL OUT

BUCHAREST, 19-22 June 2013





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All that glitters is not gold

Plain packaging – Quo vadis?

An industry perspective



John Noble
British Brands Group

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Why can't I be different and unusual....like everyone else?

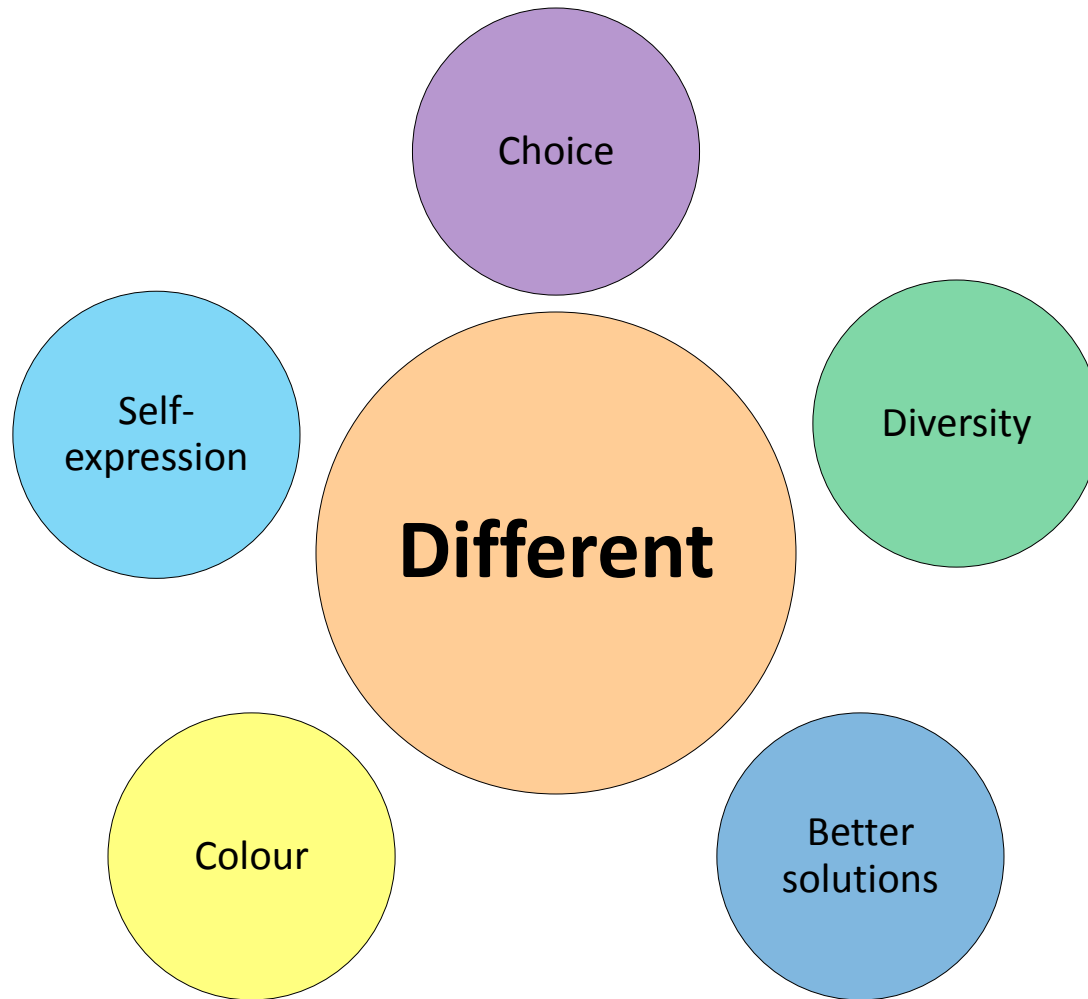
Viv Stanshall, singer-songwriter

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Plain packaging – Quo vadis?

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Plain packaging – Quo vadis?



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Quo vadis? – for consumption?



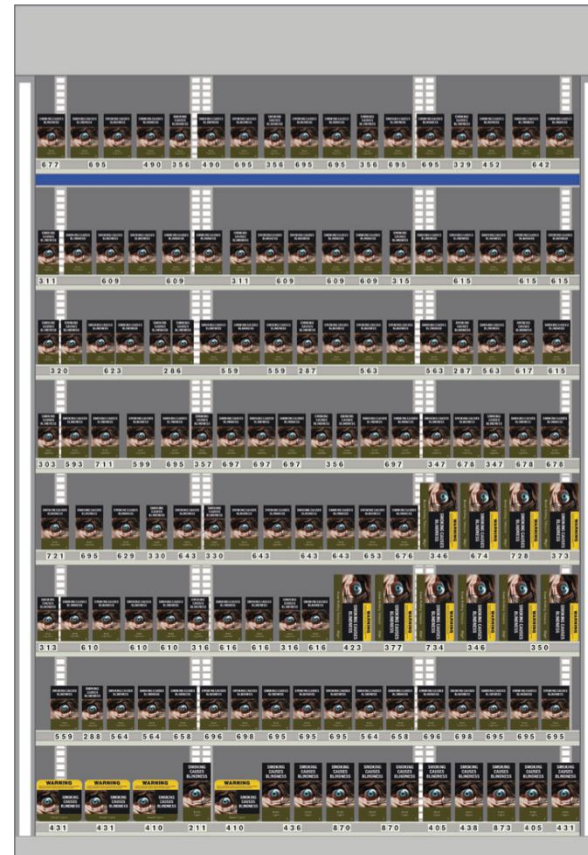
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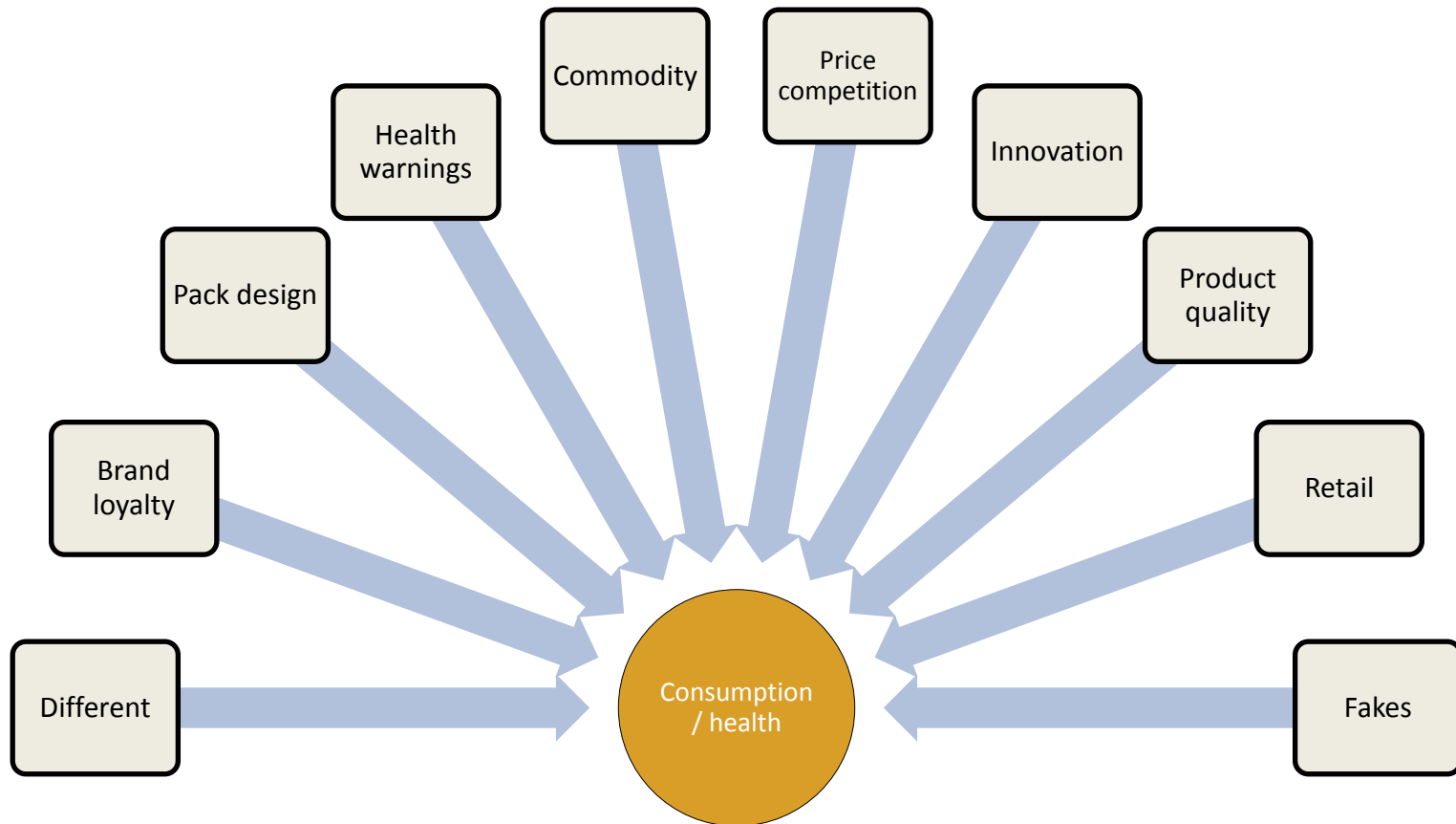
Quo vadis? – for consumption?



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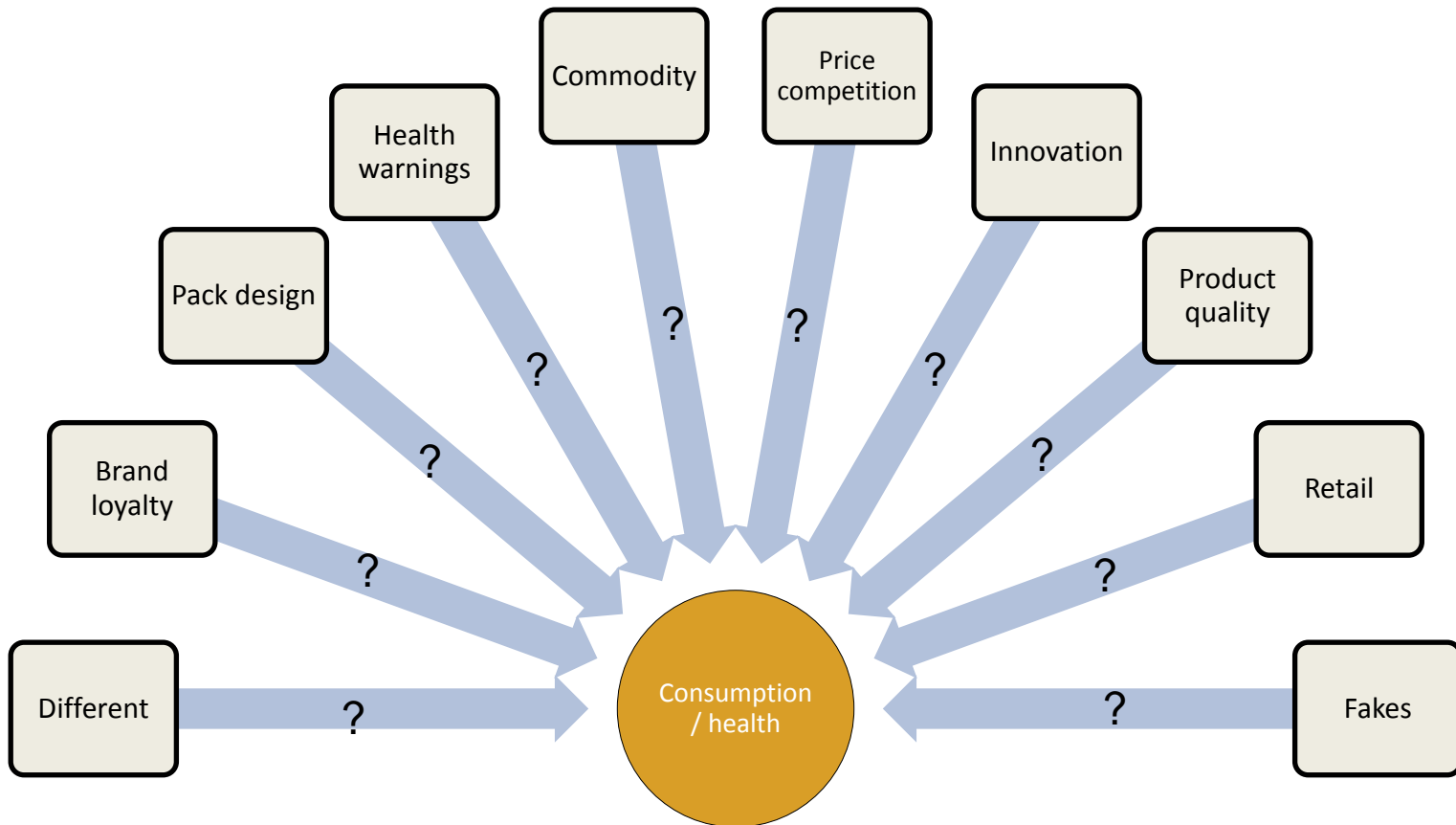
Quo vadis? – for consumption?



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Quo vadis? – for consumption?



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Quo vadis? – for counterfeiters?

Supply side

- Fewer designs to copy
- No pack shape variations
- No specialist production
- No extra enforcement?



=

Greater economies of scale

Lower costs

Increased demand?

Demand side

- Harder to spot?
- Greater price sensitivity?
- Reduced brand loyalty?
- Access without age control

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Quo vadis? – for wider industry?

- Impact on the “brand” of IP?
- Tobacco a special case?
- UK: Health Committee review of Government’s alcohol strategy
- Tobacco a guinea pig for policy, with wide implications....

Consumption

Competition

Innovation

Illicit trade

Trade agreements

Intellectual property

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British Brands Group

100 Victoria Embankment, London EC4Y 0DH

jn@britishbrandsgroup.org.uk

www.britishbrandsgroup.org.uk

The voice for brands

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