

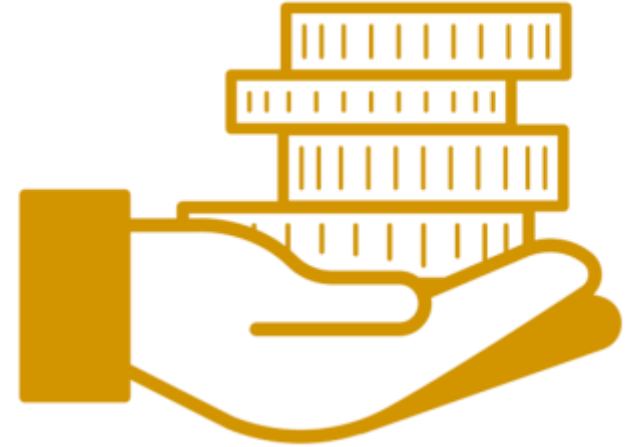
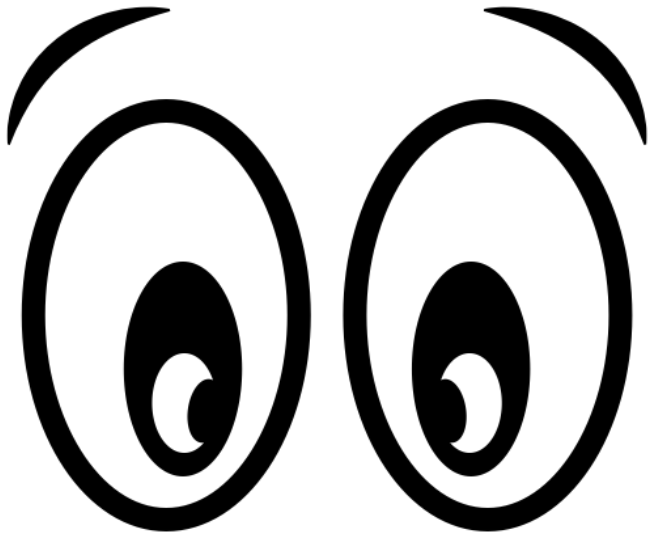


Unit 4: Why Do E-cigarettes and Vapes Matter to Young People?

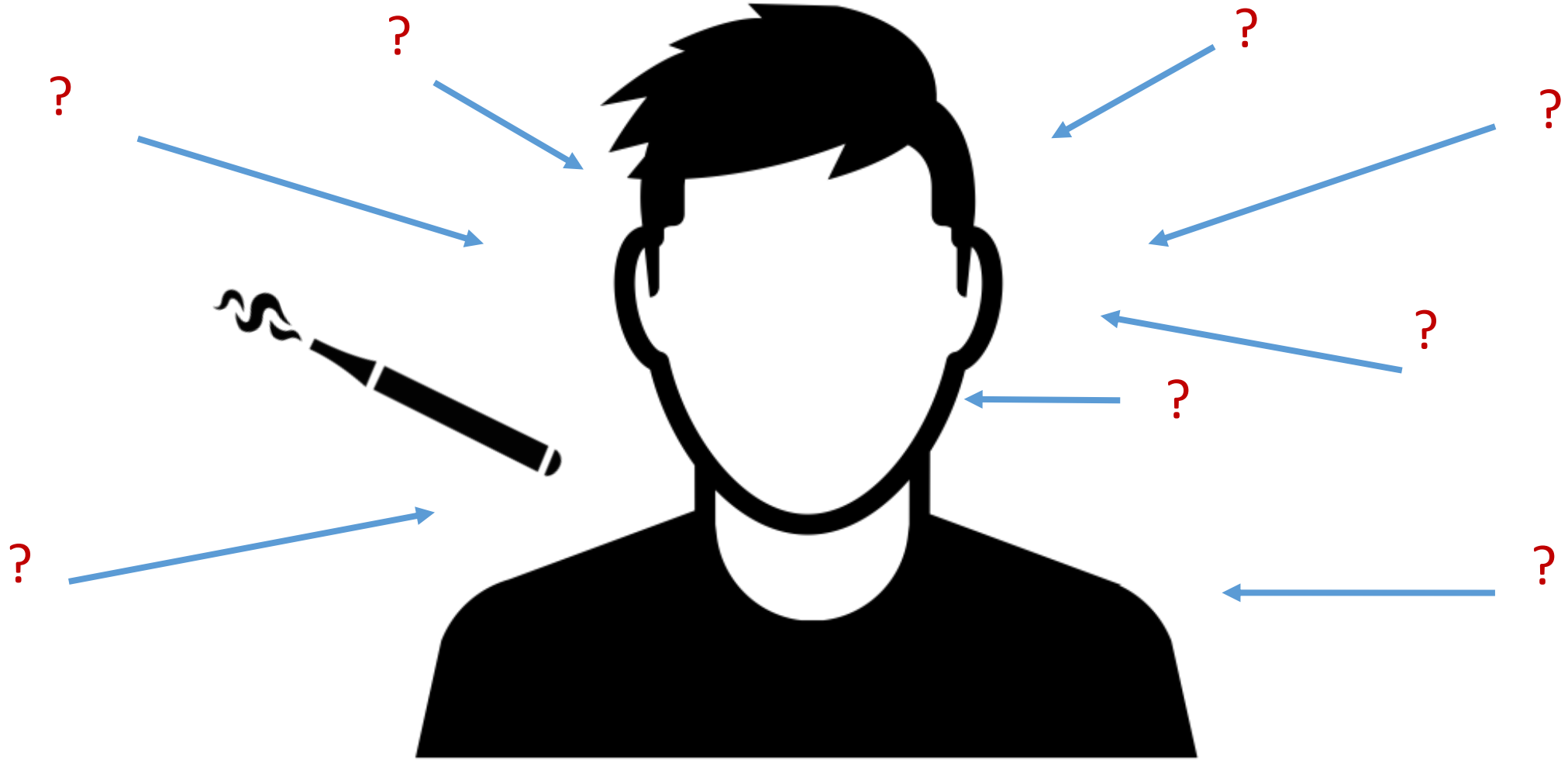


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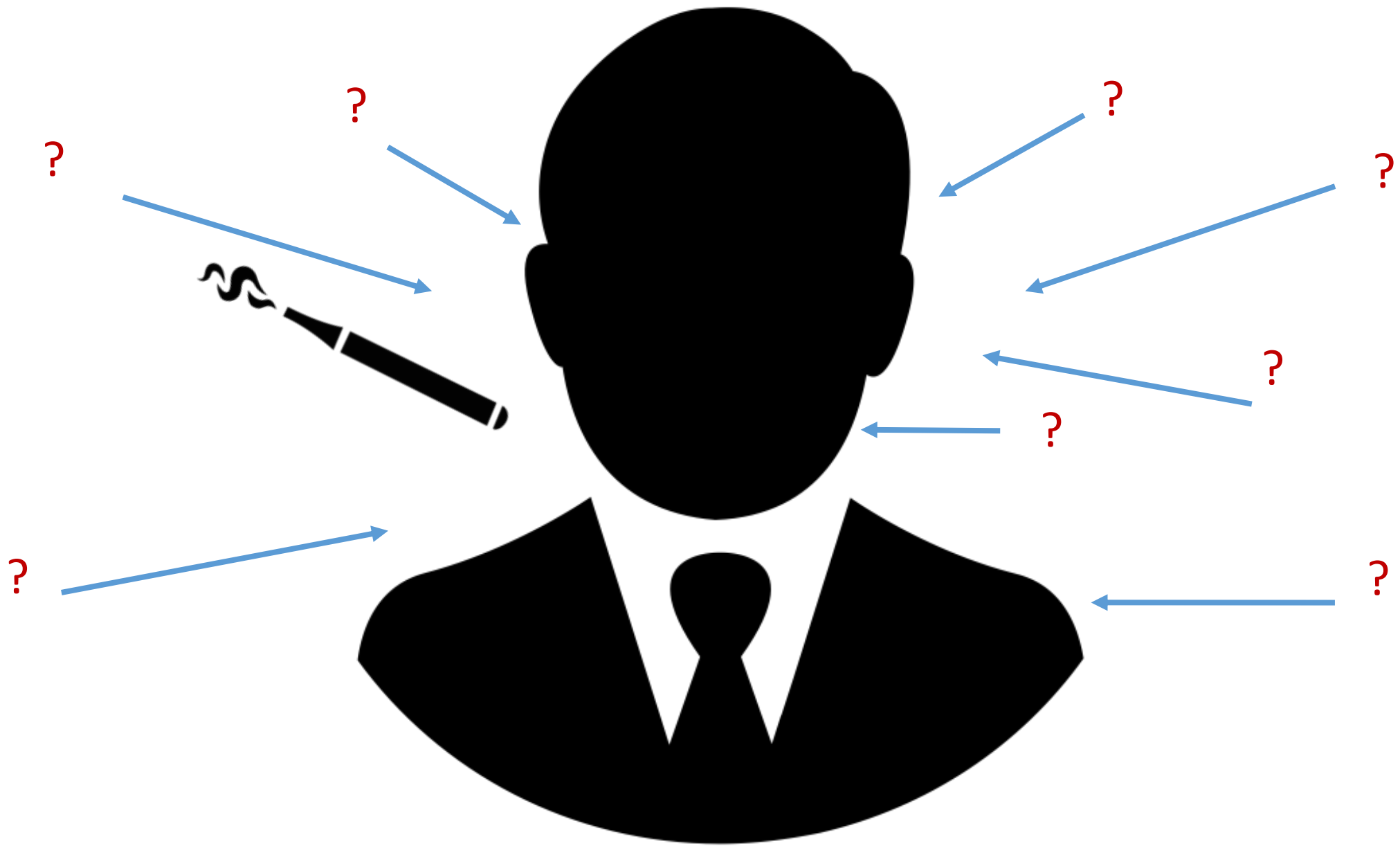
© Stanford University



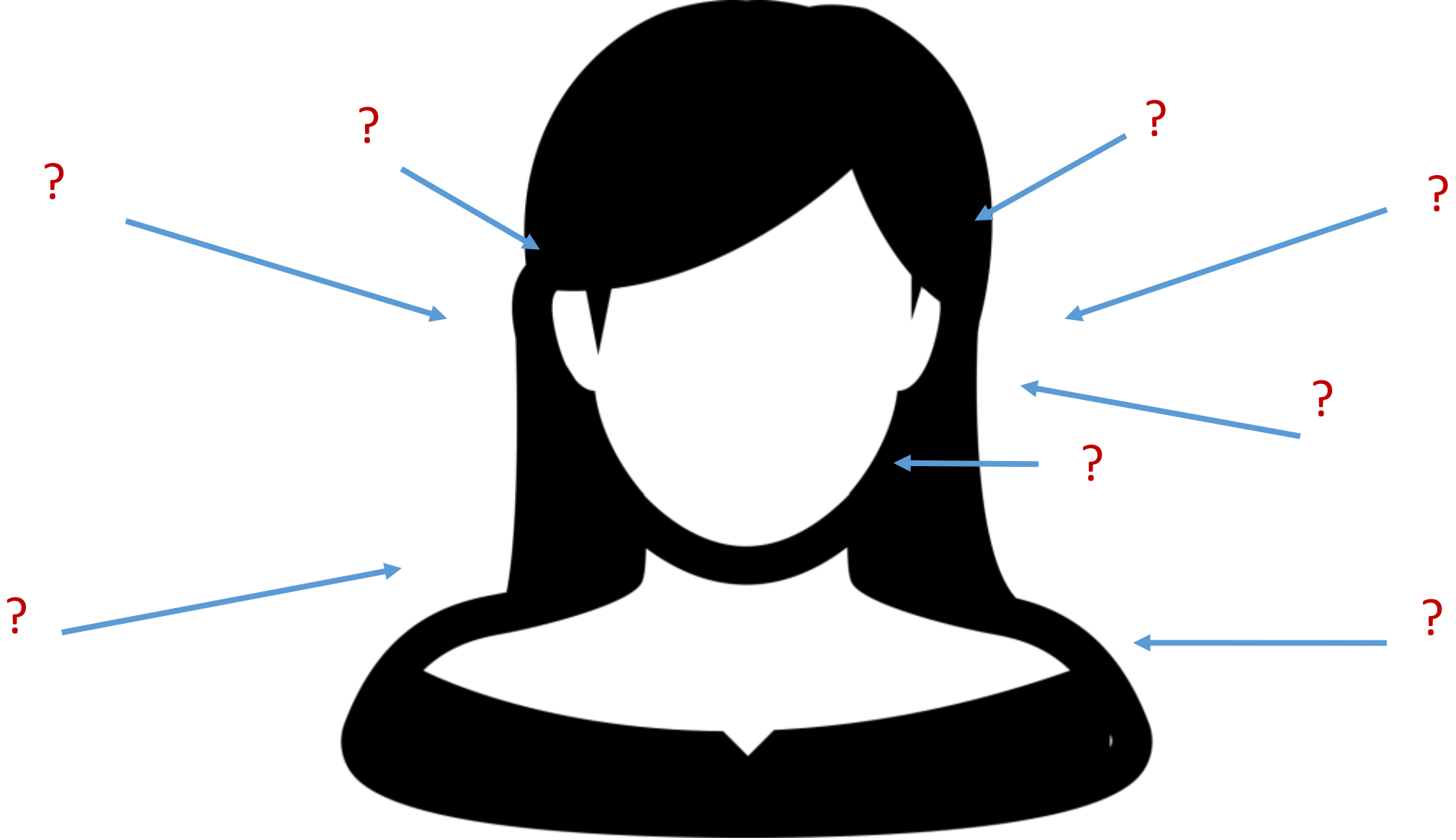
UNIT 4: Activity 1: What is the Appeal of E-cigs/vapes?



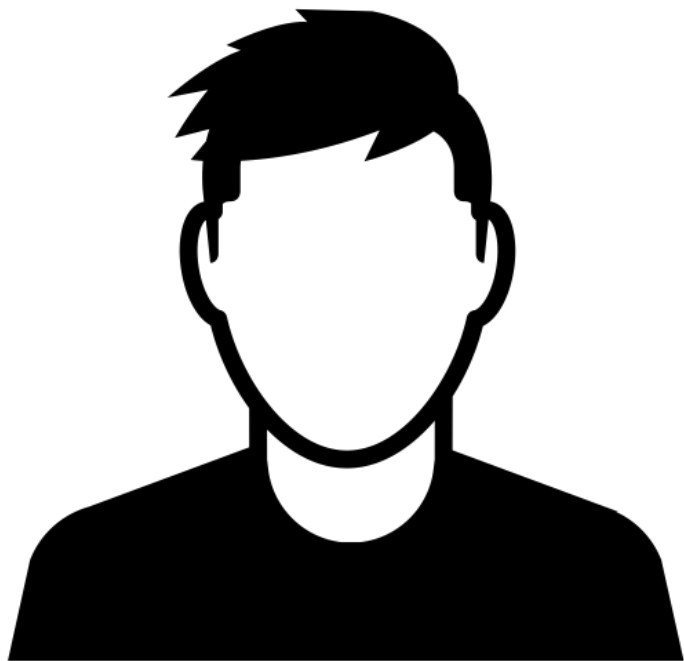
Why do you think people your age use e-cigs/vapes?



Why do you think adults use e-cigs/vapes?



**Why do you think people your age DON'T
use e-cigs/vapes?**



**What do you notice about our responses?
What similarities or differences stand out to
you?**




UNIT 4: Activity 2: Flavors, Manipulation, and Targeting

The Usual Suspects



Who is going to replace the old smokers?





YOUNG PEOPLE YOUR AGE

88% of adult smokers started before 18



“Today's teen-ager is tomorrow's potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens. . . .”

-March 31, 1981 Philip Morris Report (1)

“At least a part of the success of Marlboro Red during its most rapid growth period was because it became the brand of choice among teenagers who then stuck with it as they grew older. ”

-March 31, 1981 Philip Morris Report (2)



“The ability to attract new smokers and develop them into a young adult franchise is key to brand development.”

-1999 Philip Morris Report (3)

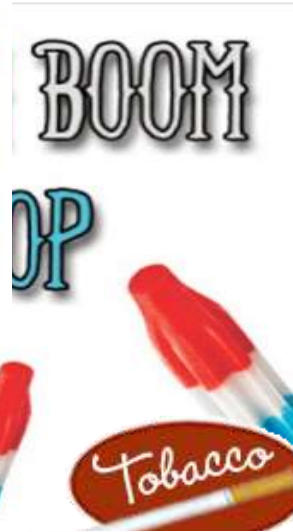
“They represent tomorrow's cigarette business. . . As this 14-24 age group matures, they will account for a key share of the total cigarette volume -- for at least the next 25 years.”

-September 30, 1974 R.J. Reynolds Tobacco Co (4)

How are e-cig manufacturers reaching young people?



Flavors



#1 Flavor Selection with 19 Flavors!



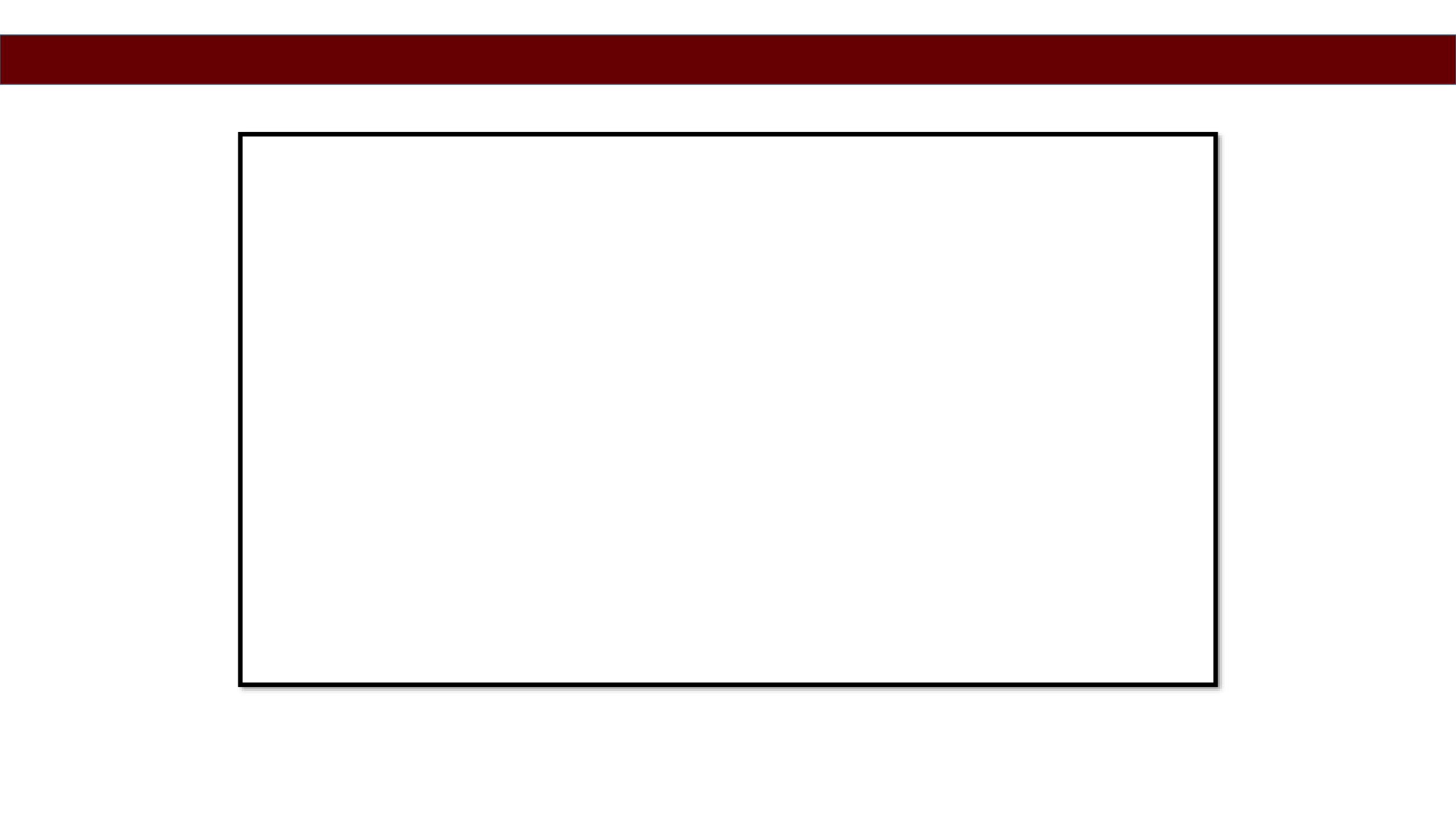
What's Your Taste?

Choose E-cigarette Cartridge From 7 Delicious Flavors by XEO E-cigarettes !!

World's Most Powerful E-cigarette Available in 7 Flavors!!



XEO



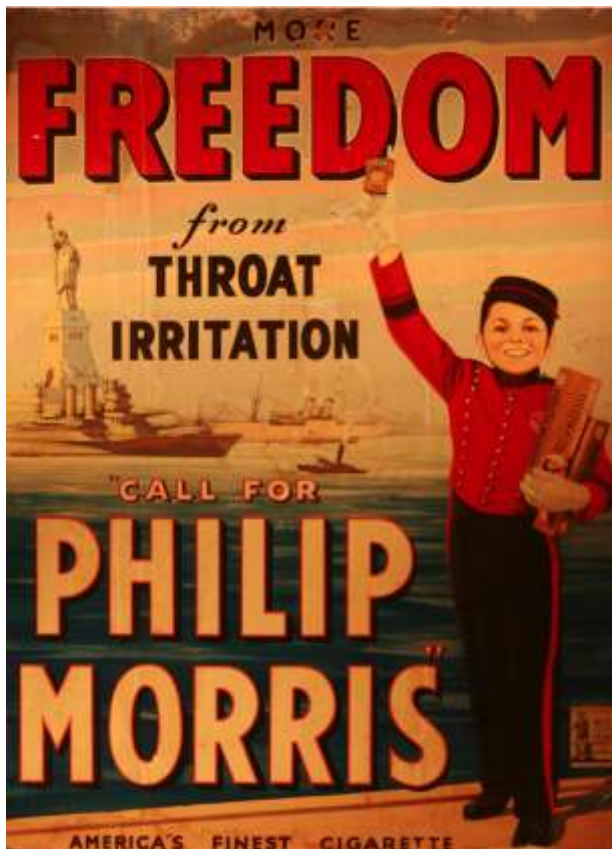
“Trendy” Products



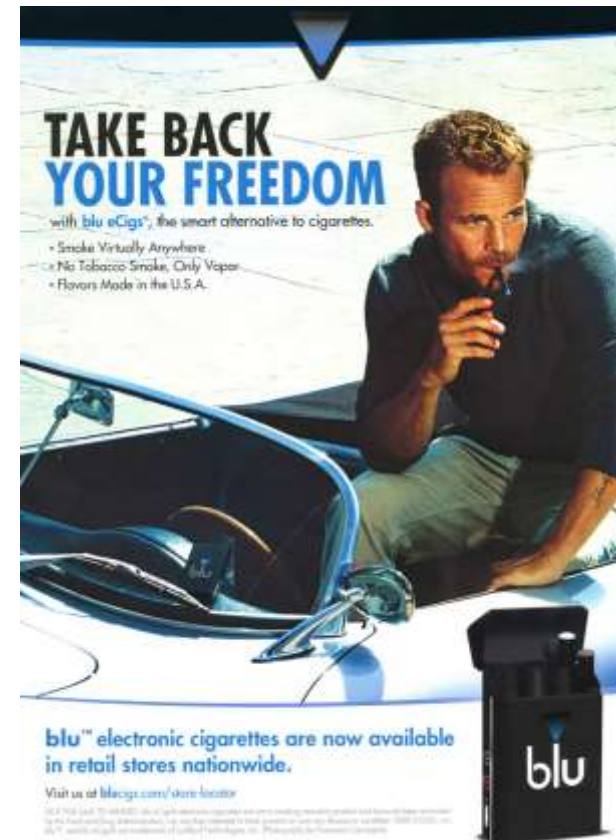


Cigarettes vs. E-cigs/Vapes Ads

Philip Morris Ad [1941]



Blu Ad [2013]



Cigarettes vs. E-cigs/Vapes Ads

Camel Ad [1993]

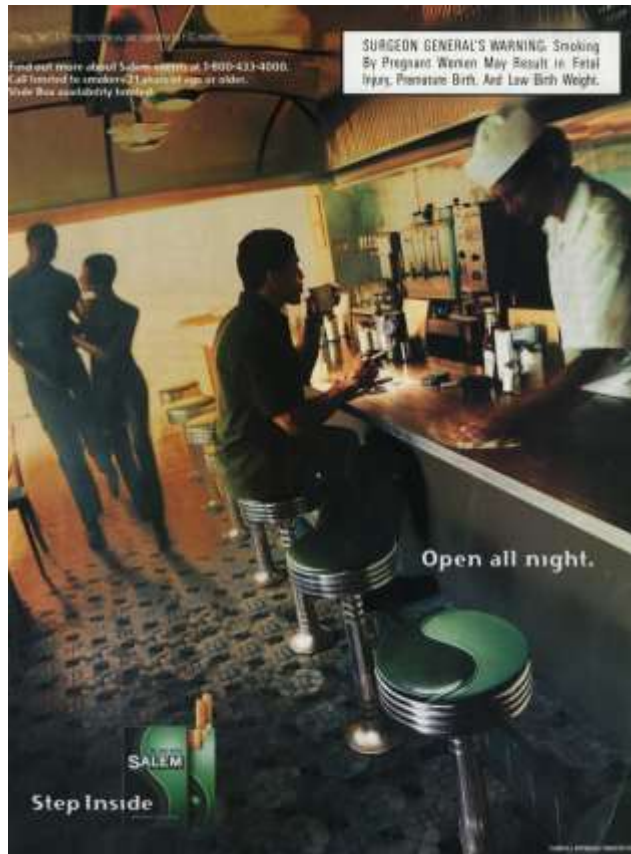


Veppo Ad [2013]



Cigarettes vs. E-cigs/Vapes Ads

Salem Ad [2000]



Fin Ad [2013]



Cigarettes vs. E-cigs/Vapes Ads

Chesterfield Ad [Date Unknown]



GENEVIEVE
36-21-36

Finding pretty young ladies who smoke Chesterfield King to decorate these pages is not at all difficult. For example, we simply look our camera to the shore, opened a pack of Chesterfield Kings (ex infallible love!) and out of the waves stepped Genevieve.

"Call me Jenny," she said as we snapped the picture, "and give me a wonderful Chesterfield King." Why are they wonderful? Because Chesterfield King has the advantages of extra length—and more. Only this king gives you the taste of 21 great tobacco—tobacco too mild to filter, pleasure too good to miss.

Jenny is an excellent swimmer, by the way, and very proud of it. In fact, she says she'll challenge any reader to 100 yards free-style. Any takers? Just send us 2130 empty Chesterfield King packs and we'll see if she's still game.

CHESTERFIELD
KING
21-20

South Beach Smoke Ad [Date Unknown]



HOT
SUMMER
SAVINGS!
20% OFF
CARTRIDGES

SOUTH BEACH


SHOP CARTRIDGES »



UNIT 4: Activity 3: Deconstructing and Reconstructing Ads for E-Cigs/Vapes

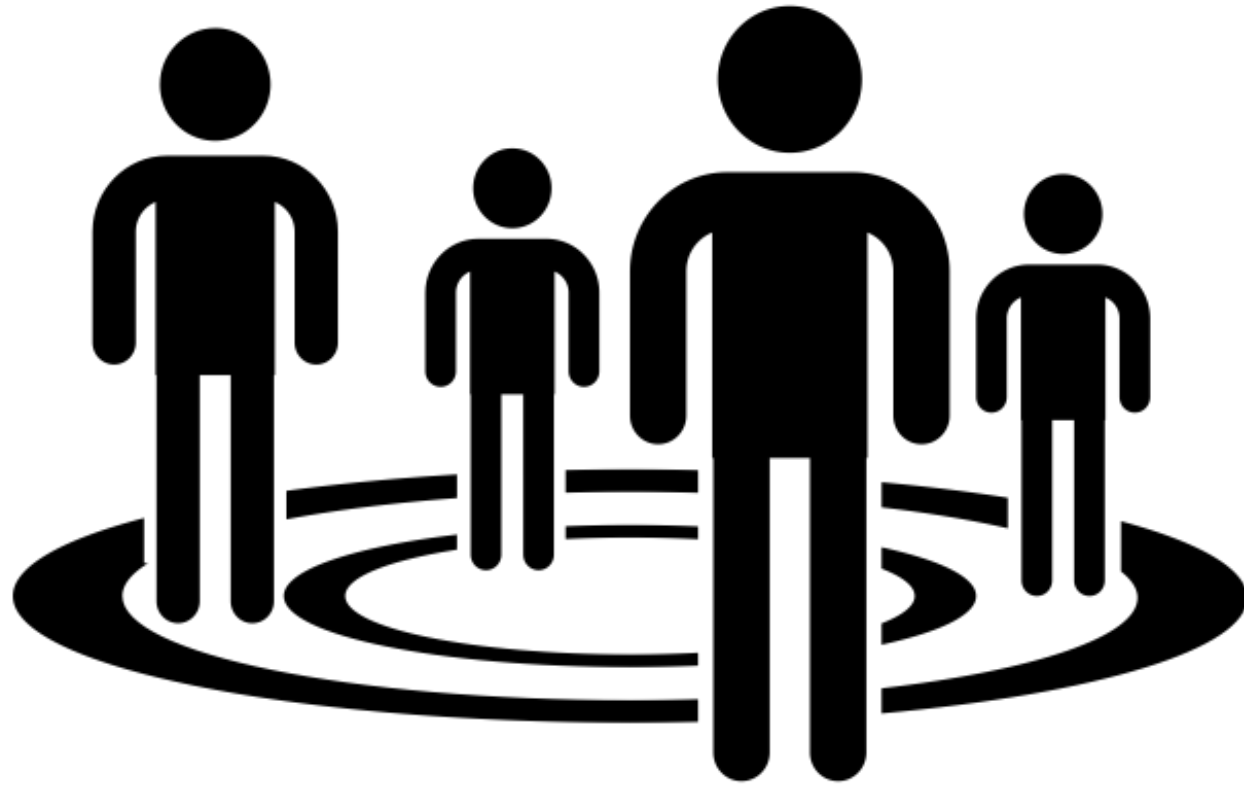
What is an advertisement that you really like, or one that really annoys you?





\$88.1

Million



What is a *target audience*?

Deconstruction and Reconstruction Activity

