Decide the Marketing Message

One factor that people think contributes to the increase in teen vaping is the way that e-cigarette companies promote their products. Answer the following questions to analyze how e-cigarettes are marketed and why the images and methods companies use may put teens at risk.

1. E-cigarette ads and packaging often include features like images of candy, bright colors, and images of “cool” people. What audience do you think these features are designed to draw in? Explain why.

2. Some e-cigarette companies such as Juul have recruited social media influencers who have large numbers of followers on apps like Instagram to help promote their products. Some influencers were paid to promote e-cigarettes by talking positively about them in their posts. How do you think this might impact the number of teens who try e-cigarettes?

3. How might the images and methods used by e-cigarette companies to market their products mislead people into thinking they are safe? Use specific examples to support your answer.

4. In 1970, the U.S. government passed the Public Health Cigarette Smoking Act, which banned tobacco companies from advertising cigarettes on radio and television. Do you think advertising laws affect the choices people make with respect to trying e-cigarettes or traditional tobacco products? Explain your reasoning.