



DECODE

THE MARKETING MESSAGE

Follow the steps below



Name _____

E-cigarette companies often use advertising tactics that are misleading. Many companies try to persuade consumers that these products are beneficial to their health when they may not be. Answer the following questions within the corresponding text boxes to analyze how e-cigarettes are marketed and why the images and methods used by companies may encourage teens to try e-cigarettes.

- 1** E-cigarette ads and packaging often include features like images of candy, bright colors, and images of “cool” people. Do you think these features are designed to attract the attention of youth or adults? Explain.
- 2** Some e-cigarette companies have partnered with social media influencers who have large numbers of followers on apps like Instagram. Some influencers are 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 advertising methods used by e-cigarette companies mislead people of all ages 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. What do you think was the goal of this law?