

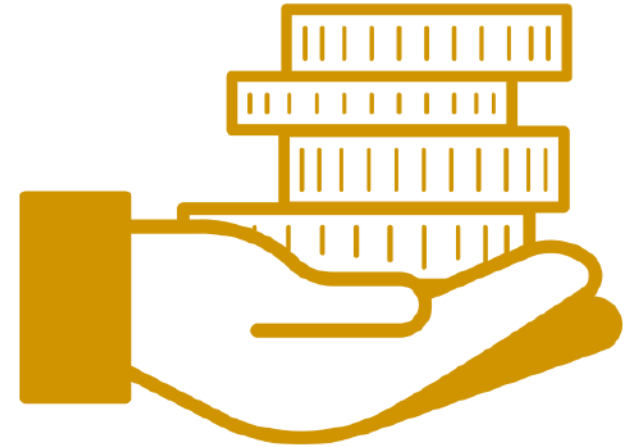
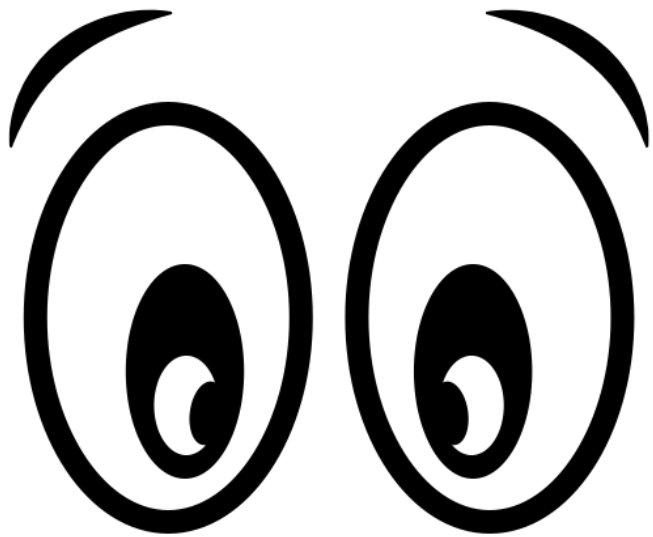


# Unit 4: Why Do E-cigarettes and Vapes Matter to Young People?

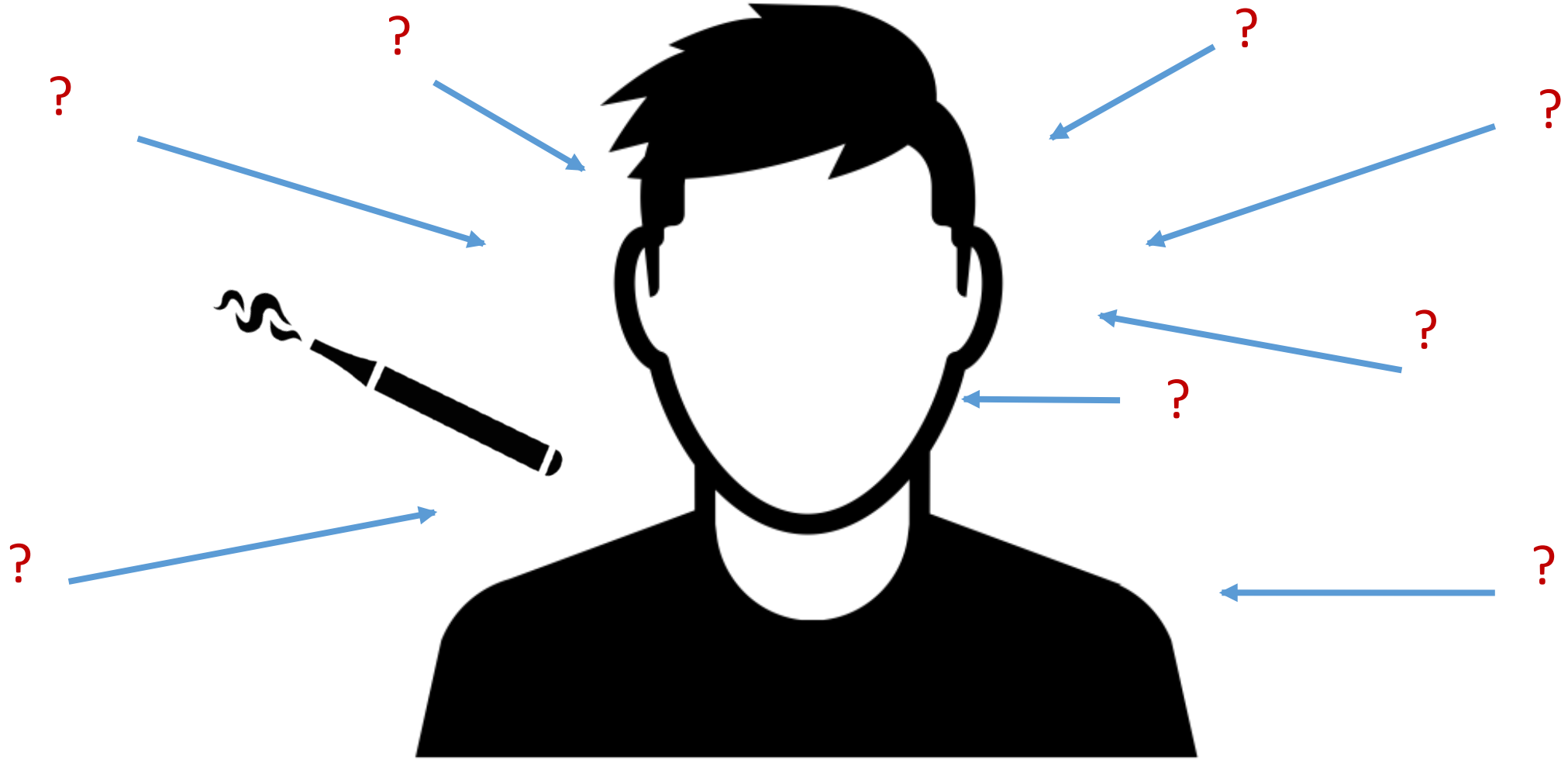


STANFORD  
UNIVERSITY

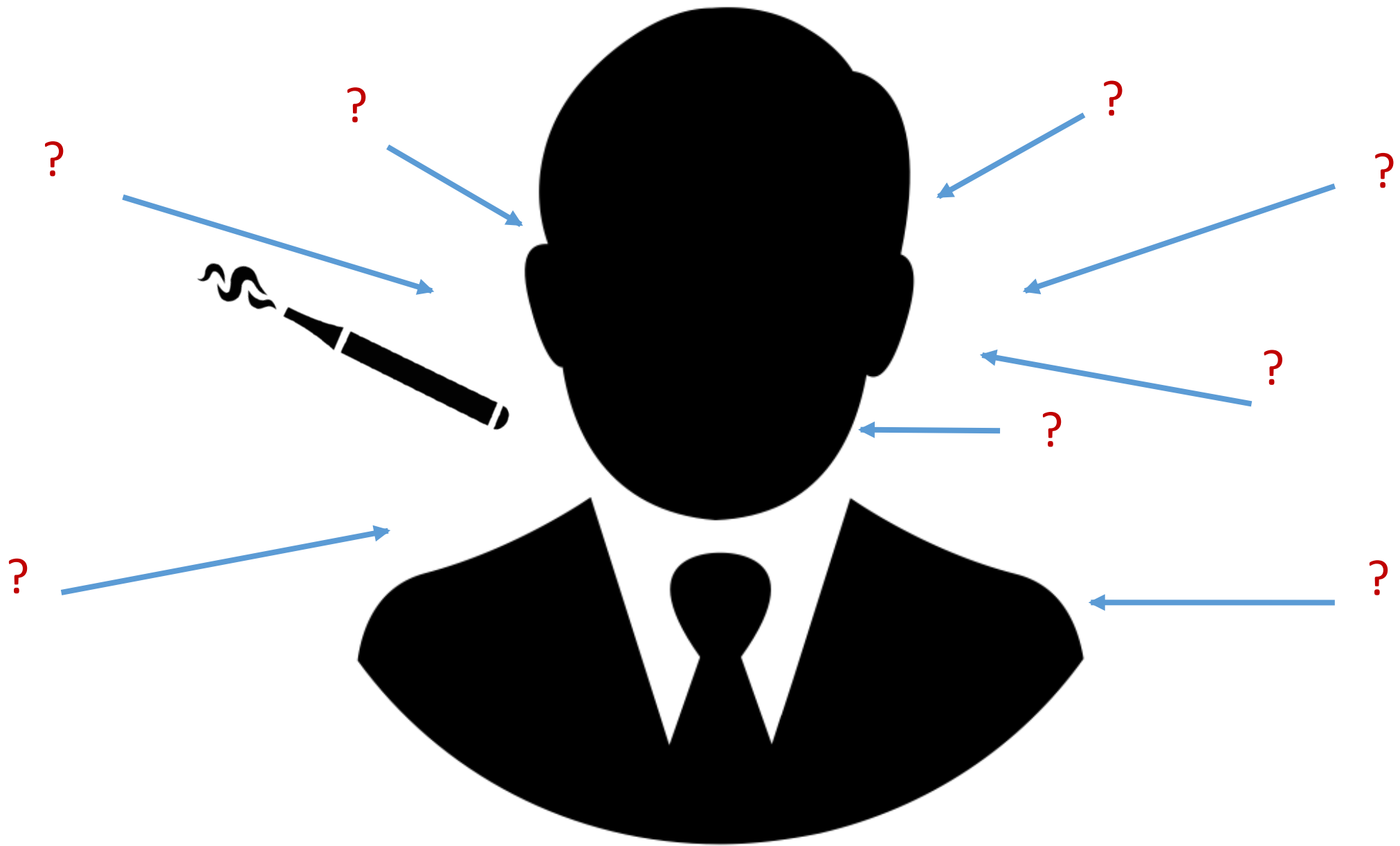
© Stanford University



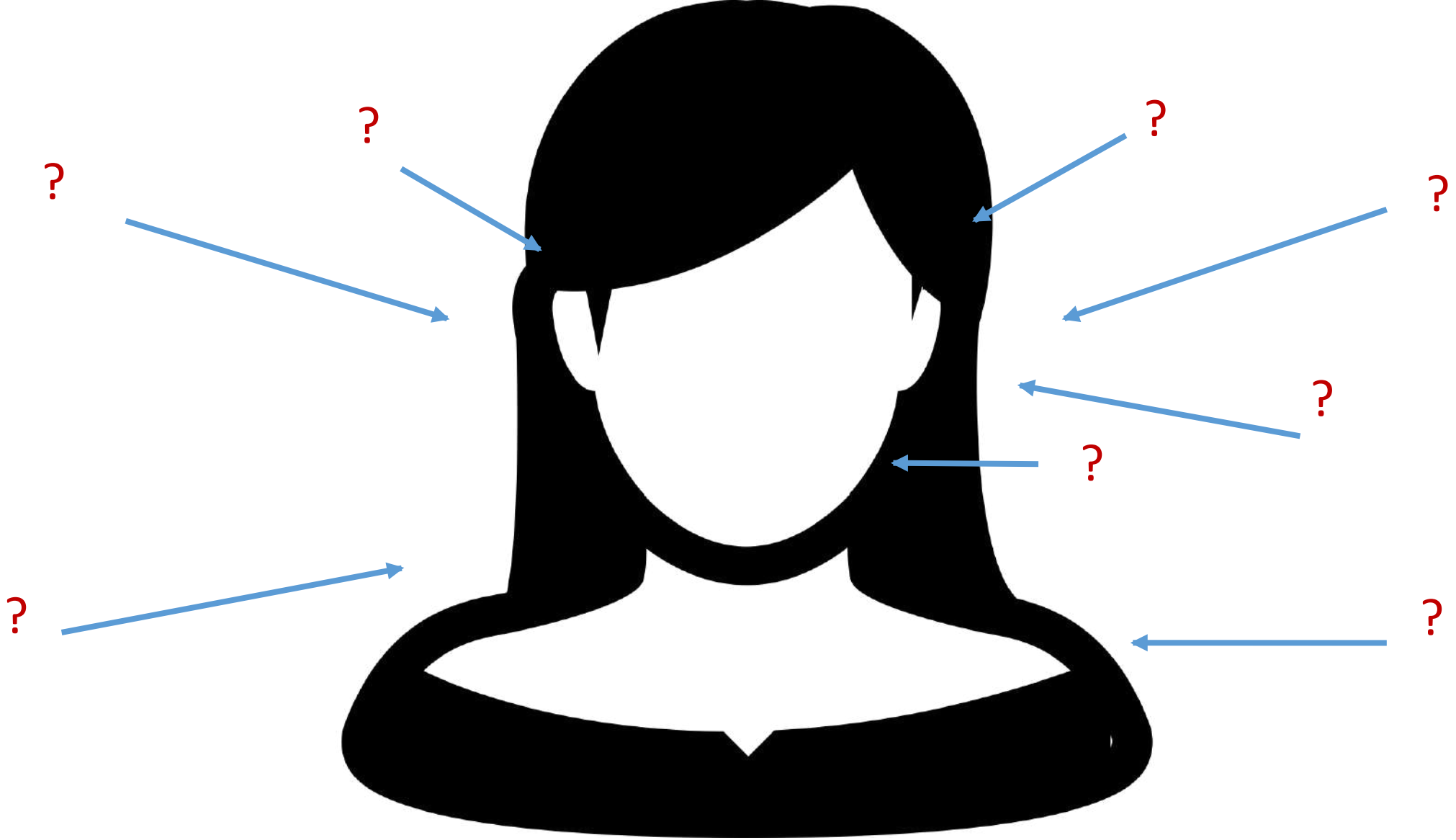
## **UNIT 4: Activity 1: What is the Appeal of E-cigs/vapes?**



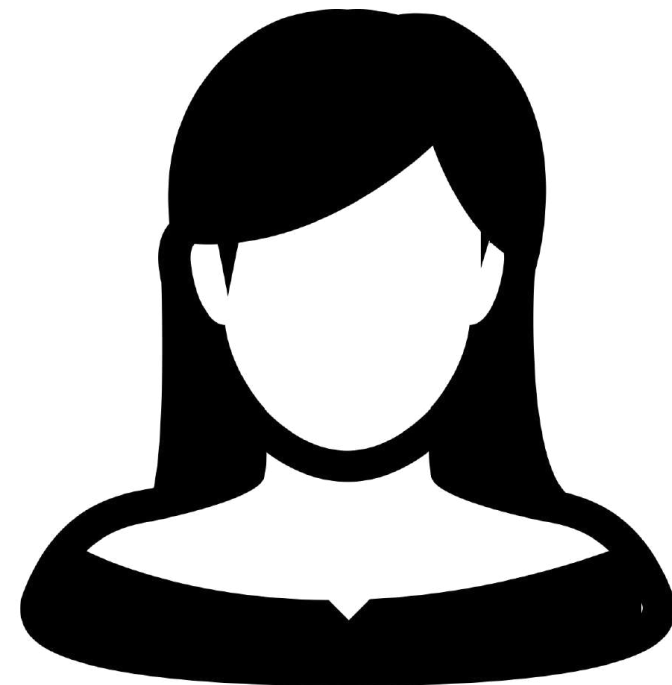
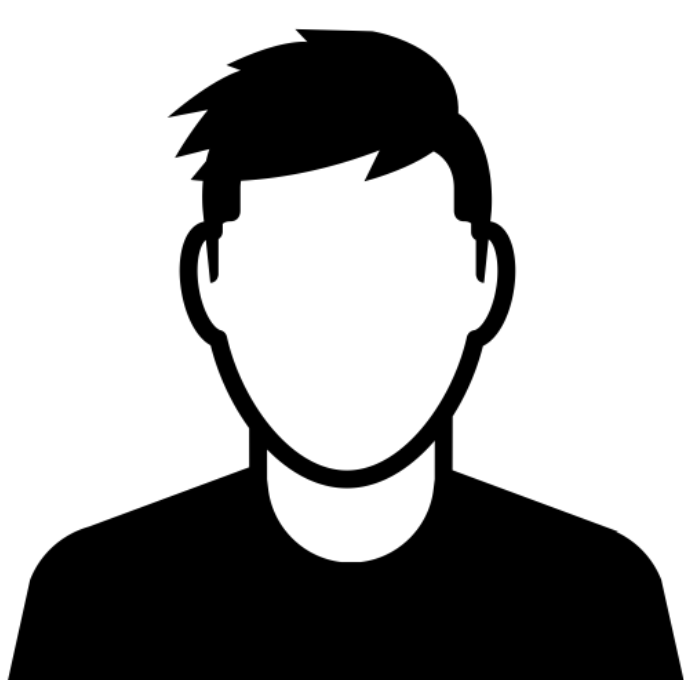
**Why do you think people your age use e-cigs/vapes?**



**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<sup>s</sup> 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?





The image shows three bottles of Baby's Own Tablets. From left to right, they are:
 

- Lemon Low:** A clear bottle with a yellow cap. The label is light blue with the word 'Lemon' in large black letters, 'Low' in smaller black letters, and storage instructions in small text.
- Banana Medium:** A clear bottle with an orange cap. The label is light blue with the word 'Banana' in large black letters, 'Medium' in smaller black letters, and storage instructions in small text.
- Coffee High:** A clear bottle with a dark orange cap. The label is light blue with the word 'Coffee' in large black letters, 'High' in smaller black letters, and storage instructions in small text.

BOOM

Cherry Limeade

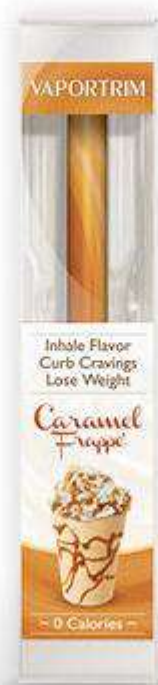


				
Tobacco	Cowboy	Menthol	Almond	Apple
				
Banana	Cherry	Chocolate	Cinnamon	Clove
				
Coffee	Grape	Orange	Peach	Pineapple
				
Strawberry	Vanilla	Mellon	Mild Menth	Variety

LOVE SWEETLY

Strawberry Vanilla

free



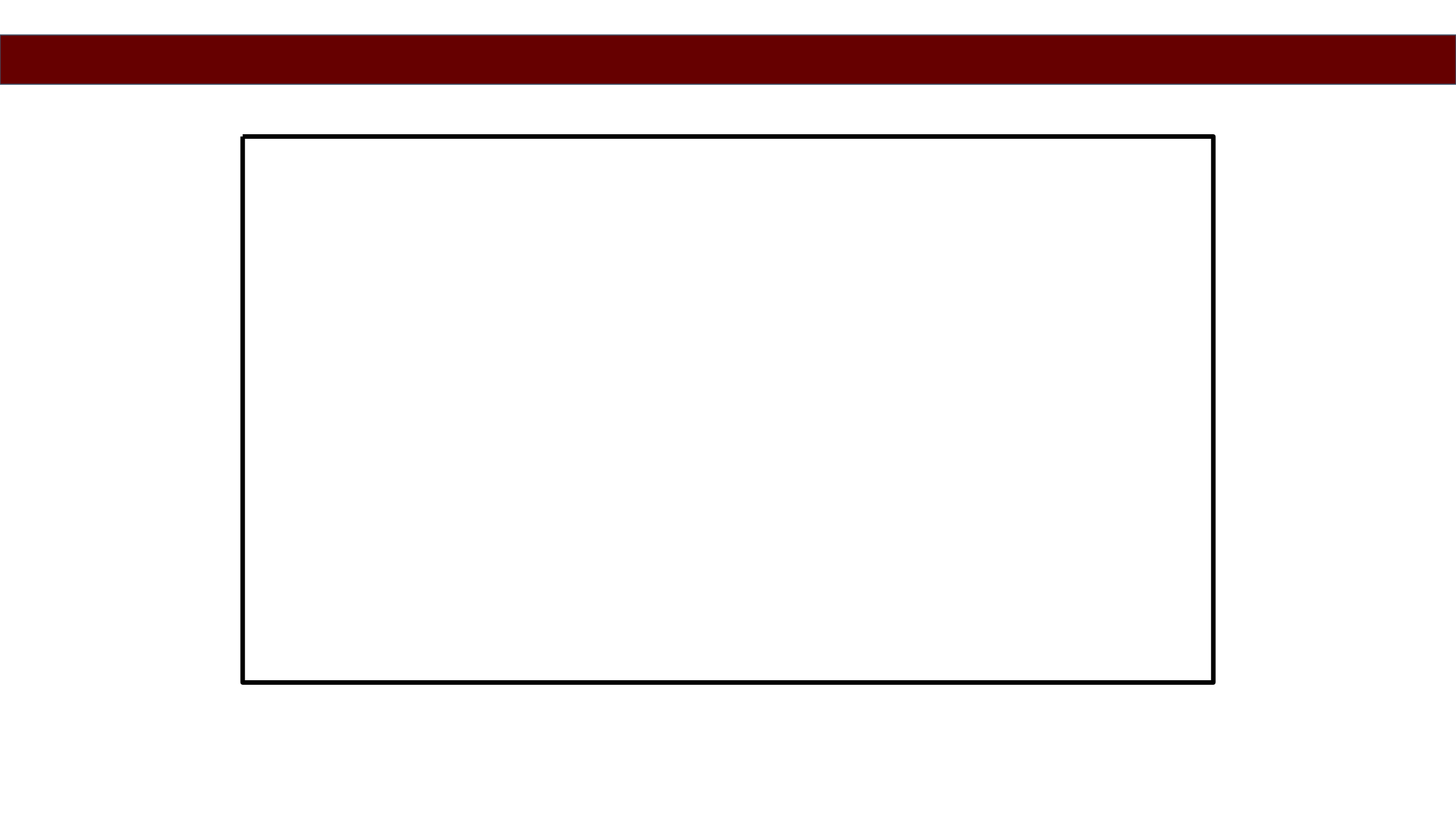
Choose E-cigarette Cartridge From 7  
Delicious Flavors by XEO E-cigarettes !!

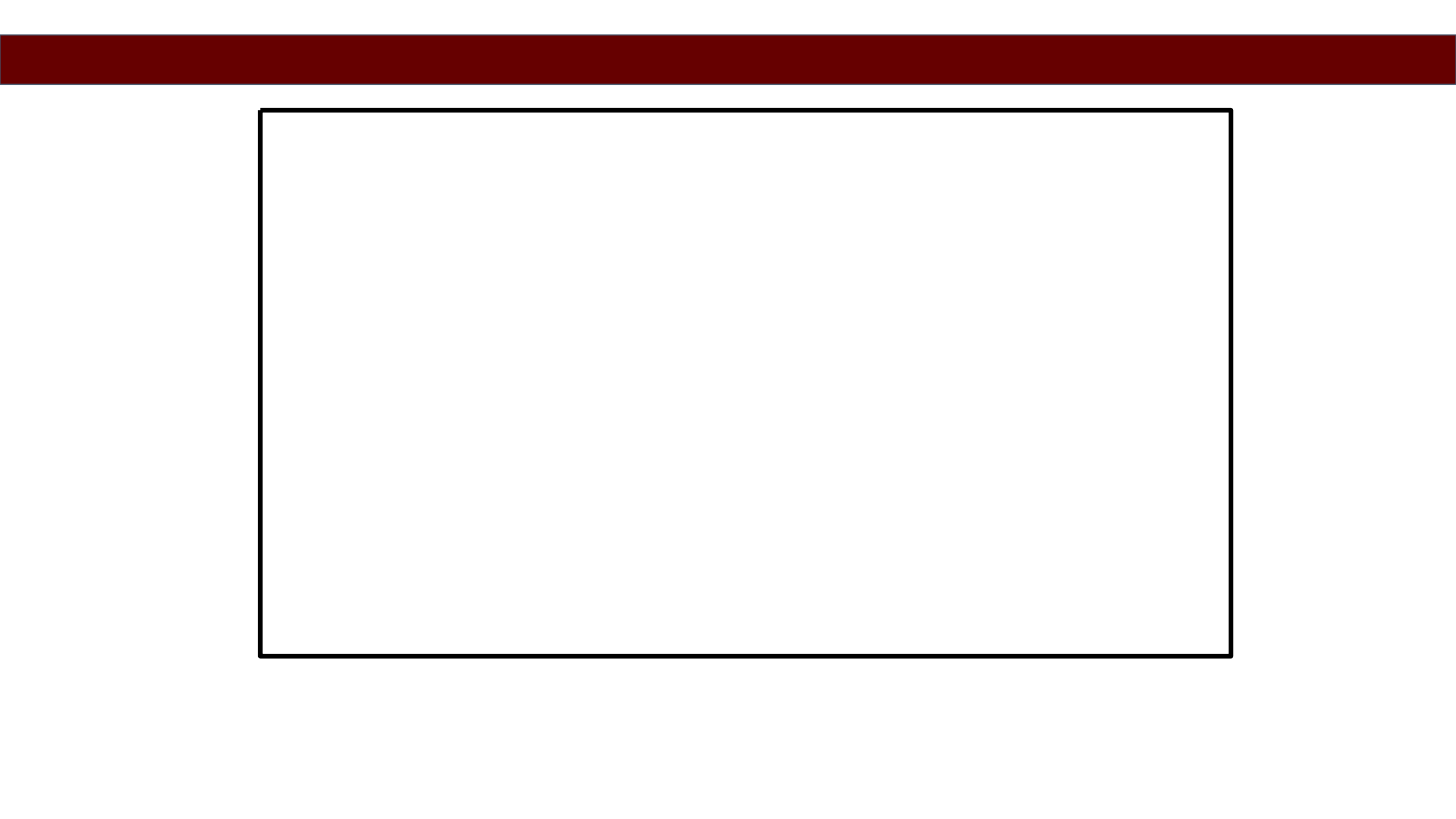
World's Most Powerful E-cigarette  
Available in 7 Flavors!!

Tastes your Mouth Crave For,  
Which Flavor you Smoke?

The advertisement features three XEO e-cigarette cartridges: Apple (red), Green Apple (green), and Watermelon (yellow). The background is a collage of various fruits including apples, strawberries, cherries, and melons. The XEO logo is visible in the bottom left corner.









# “Trendy” Products



# Targeted Marketing

**PHILLY** **SMOKIN' PHILADELPHIA Summer** **CONCERT CALENDAR**

**blu PLUS** **blu** **blu**

**JUNE**

**JUNE 1** **BEASTIE BOYS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 2** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 3** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 4** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 5** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 6** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 7** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 8** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 9** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 10** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 11** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 12** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 13** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 14** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 15** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

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**JUNE 19** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 20** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 21** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 22** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

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**JUNE 27** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 28** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 29** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**

**JUNE 30** **THE KID ON THE BUS** **THE KID ON THE BUS** **THE KID ON THE BUS**



**blu** **ELECTRONIC CIGARETTES** **PRESENTS**

**electric lounge**

**MARCH 14-16, 2013 • 418 E. 9th St. • AUSTIN, TX**

**Thursday**

**DAY** **DIEM MAIR** **DIEM MAIR** **DIEM MAIR**

**NIGHT** **DIEM MAIR** **DIEM MAIR** **DIEM MAIR**

**Friday**

**DAY** **DIEM MAIR** **DIEM MAIR** **DIEM MAIR**

**NIGHT** **DIEM MAIR** **DIEM MAIR** **DIEM MAIR**

**Saturday**

**DAY** **DIEM MAIR** **DIEM MAIR** **DIEM MAIR**

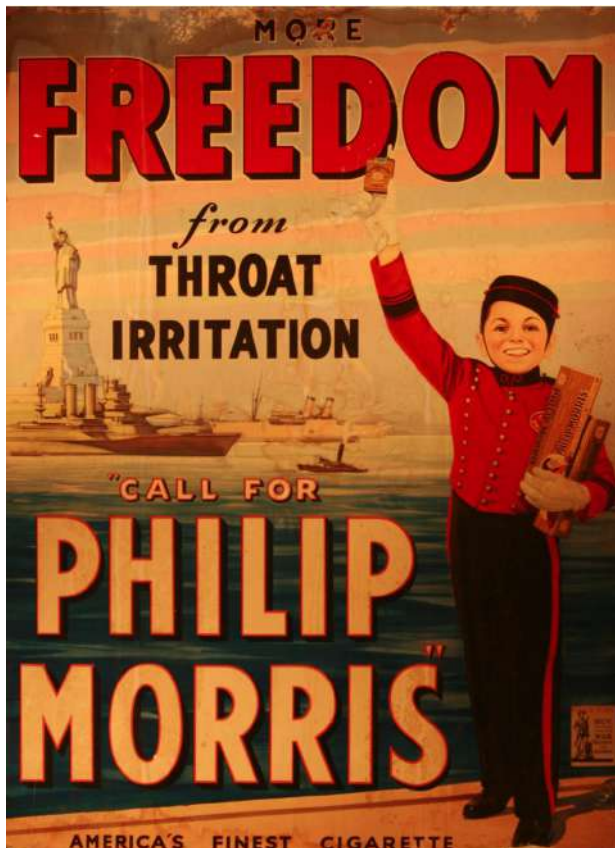
**NIGHT** **DIEM MAIR** **DIEM MAIR** **DIEM MAIR**



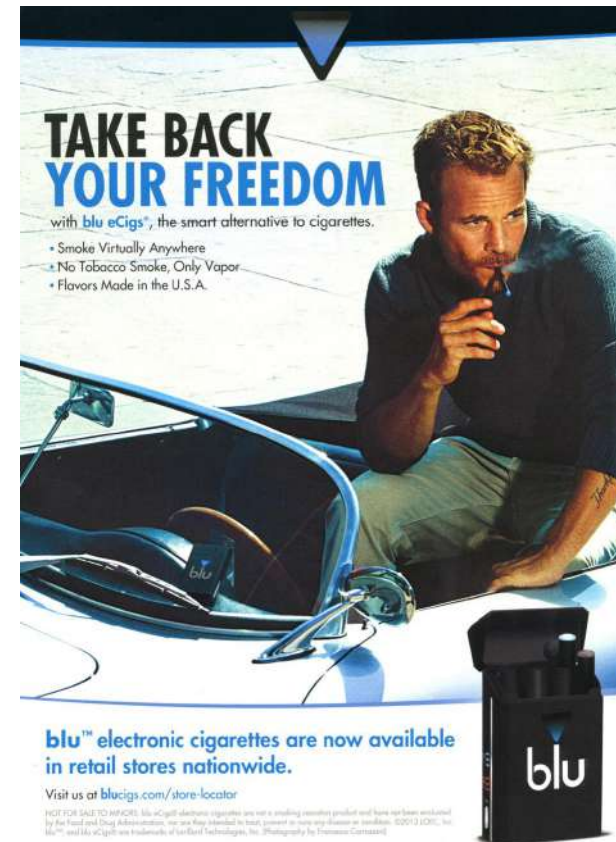


# Cigarettes vs. E-cigs/Vapes Ads

*Philip Morris Ad [1941]*



*Blu Ad [2013]*



# Cigarettes vs. E-cigs/Vapes Ads

*Camel Ad [1993]*

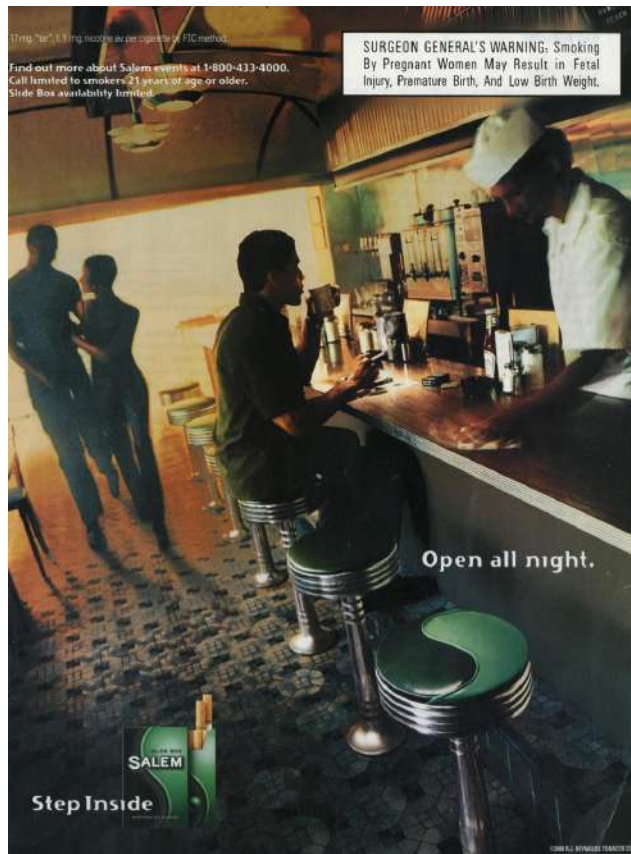


*Veppo Ad [2013]*



# 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 here) 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.

**CHESTERFIELD KING**  
**21-20**

*South Beach Smoke Ad [Date Unknown]*



**HOT SUMMER SAVINGS!**  
**20% OFF CARTRIDGES**

**SOUTH BEACH SMOKE**

**SHOP CARTRIDGES »**




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

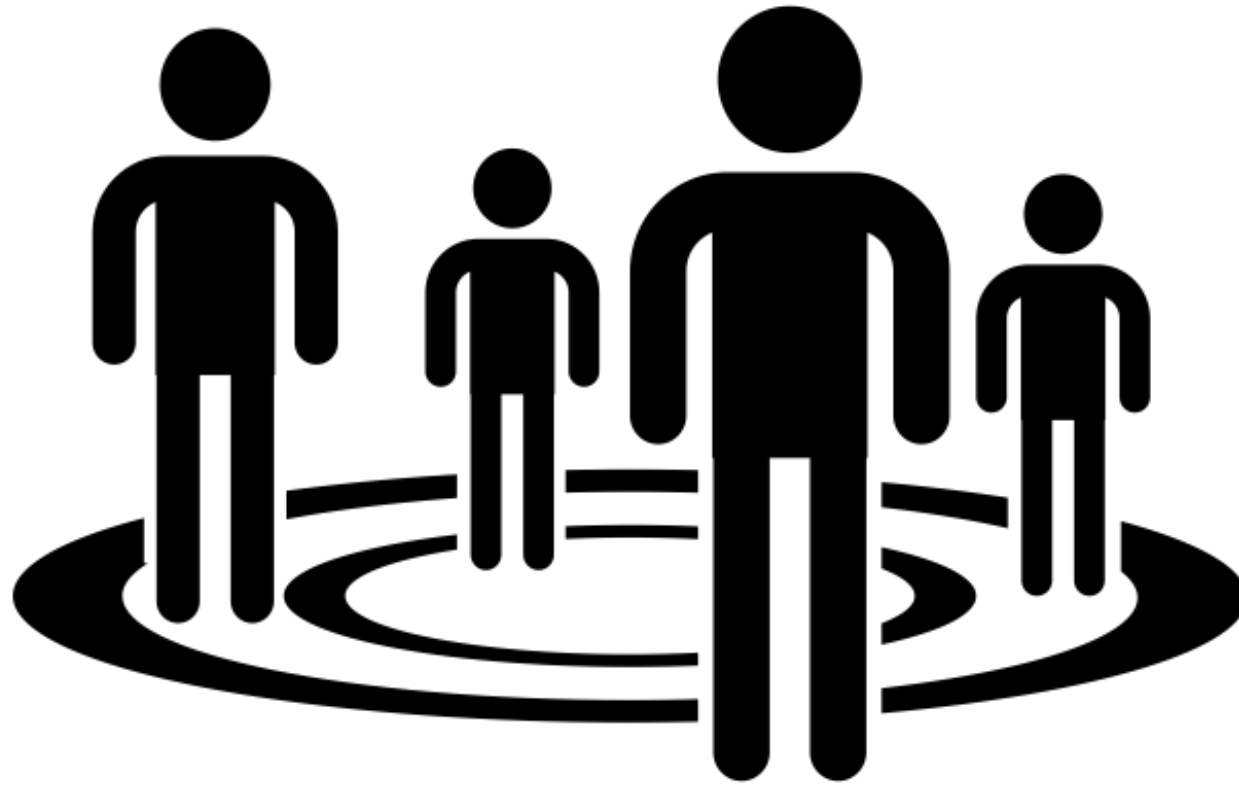
What is an advertisement that you really like, or one that really annoys you?







\$88.1  
Million



**What is a *target audience*?**

---

# Deconstruction and Reconstruction Activity

