

# THE TOBACCO INDUSTRY IS TARGETING A **NEW GENERATION**

WITH THEIR TRICKS AND TACTICS.

HERE'S HOW:



## Direct advertising

- Advertising in entertainment media like movies and TV shows
- Attractive displays at children's eye level, near toys, sweets and sugary drinks
- Tobacco product ads that imitate popular memes to appeal to children and young adults

## Indirect advertising

- Use of social media and sponsoring influencers to promote certain tobacco and vaping products



## Promotion

- Promotion of tobacco products at popular events for young people
- Distribution of free samples and promotional material to young people

## Sponsorship

- Apprenticeships and school and university scholarships for students, and other support for schools
- Sponsorship of major sporting events/teams, including placement of tobacco company logos



## Other marketing tactics

- Flavours appealing to children in smokeless tobacco, shisha and e-cigarettes
- Kiddie packs and single stick sales



World Health  
Organization