

# BIG TOBACCO NEEDS YOU (TH)

The tobacco industry uses proven and effective marketing tactics to capture new users. The 4 P's of marketing: Product, Promotion, Price, and Placement are key tools used to hook new users.

**90%**  
90% of today's current adult smokers first tried smoking before the age of 18.

OVER **2 MILLION**  
Youth are estimated to be current e-cigarette users

<b>Their goals are clear</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
	Keep those who already smoke or vape and get them to use more.	Get people who don't smoke or vape to start smoking or vaping.	Get smokers & vapers to switch tobacco or vape brands.	Create a good public image, fighting off public criticism, and regulation.

## The 4 P's: How They Influence Behavior



### PRODUCT

- FLAVORS
- E-CIGARETTES
- VAPE PENS
- HOOKAH PENS
- E-JUICE
- PODS SUCH AS JUUL & SOURIN

Modern and eye-catching product designs are utilized to appeal to younger audiences. High-quality design paired with the use of flavored tobacco make today's tobacco products very attractive to new younger audiences.



### PROMOTION

- SOCIAL MEDIA
- BILLBOARDS
- INTERNET ADS
- EVENT SPONSORSHIPS
- DONATIONS
- MOVIES
- TELEVISION
- ENDORSEMENTS

There are more than 50,000 tobacco advertisements that have been produced with imagery and messages that deceptively portray "new" tobacco as a safer alternative.



### PRICE

- PROMOTIONS
- DISCOUNTS
- COUPONS
- PROMO CODES
- GIFTS
- FREE SAMPLES

The tobacco industry balances low pricing and profitability in order to continue to attract new users. Pricing strategies also include give-aways, free samples, coupons, and more to attract and keep customers.



### PLACEMENT

- ONLINE
- SOCIAL MEDIA
- DELIVERIES
- NEAR CANDY
- CASH REGISTERS
- EYE-LEVEL

Product placement is a key factor in purchasing behavior. The more convenient and easy to find tobacco products, the more likely people are enticed to buy. Nearly 40% of youth said getting e-cigs or vape pens was "very easy".



There are many misconceptions about vape tobacco advertisements. Marketing glamorizes the products, sometimes promoting them as a safer alternative to tobacco. Labels do not state all the harmful ingredients these products contain.

**\$1,000,000/HR**

The tobacco industry spent nearly \$1 million per hour marketing their products in 2017 increasing to \$22.5 million on daily marketing in 2019.



**94-97%**

Studies have shown that youth were able to successfully purchase e-cigarettes over the internet 94 to 97 percent of the time.



**#theyneedyouth**

for a list of references visit: [fridaynightlive.tcoe.org/areas-of-focus/tobacco](http://fridaynightlive.tcoe.org/areas-of-focus/tobacco)

