

FACTS ABOUT TOBACCO INDUSTRY TACTICS AND TRICKS TO TARGET YOUNG PEOPLE

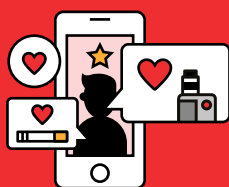
The tobacco industry spends billions of dollars each year on marketing tobacco products.

Tobacco and related industries target young people through aggressive marketing strategies and promotion of novel nicotine and tobacco products that are produced to be more appealing to young people. By doing this, the tobacco industry, as it has itself recognized, ensures its long-term profit.



DIRECT ADVERTISING

- Advertising in entertainment media like films 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



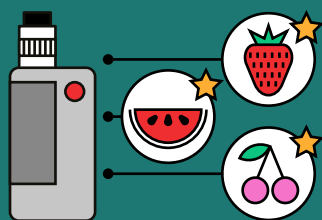
PROMOTION

- 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

Source

Tobacco industry interference with tobacco control. Geneva: World Health Organization; 2008 (<https://apps.who.int/iris/handle/10665/83128>, accessed 15 June 2023).



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