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

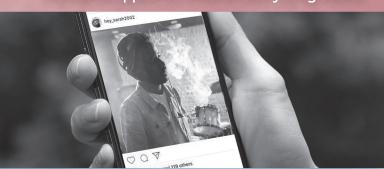
WITH THEIR TRICKS AND TACTICS. **HERE'S HOW:**



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
- 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

