

E-Cigarettes: Behind the Marketing

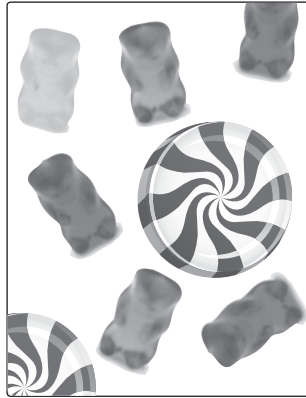
You may have noticed that marketing for e-cigarettes seems to be more common than advertising for tobacco cigarettes. That's because many types of ads for tobacco products are banned, but e-cigarettes don't yet fall under the same rules. Marketers for e-cigarettes may use sophisticated tactics to grab viewers' attention and transmit obvious and not-so-obvious messages.

Below are some features you may see used in e-cigarette ads. Analyze each feature and answer the questions that follow.

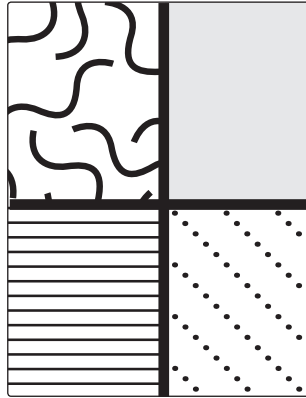
**Fun
Images**



Flavorings



**Patterns
and Colors**



**Cool
Images**



Think It Through *(Write your answers on a separate piece of paper.)*

Use information from the images above and the article "E-Cigarettes: What You Need to Know" in your responses.

- 1. a.** Overall, what messages about e-cigarettes do the advertising features above imply?
 - b.** How could these messages be dangerous for teens?
 - c.** How can teens protect themselves from being influenced by messages that may be dangerous?
- 2.** Why might e-cigarette ads be an unreliable source of information about health and safety?
- 3.** Tobacco advertisements are required by law to contain a warning regarding harmful health effects.
 - a.** What information could be useful to include in a warning on an e-cigarette ad?
 - b.** In your opinion, should the rules about cigarette advertising also apply to e-cigarettes? Why or why not?