

## Tulare County Office of Education | CHOICES TUPE Newsletter

GRADES 5-12 | ISSUE 8: OCTOBER 23, 2020

### Vaping Media Influence

The *CHOICES TUPE* program helps students discover and maintain resources so they can successfully transition through important life milestones. In this newsletter, we will discuss media influences and how it can change our perspectives on experimenting with vaping.



#### Media

Media is a form of communication and includes publications or broadcasts and modes of artistic expression. There are different types of media such as television, radio, internet, magazines, billboards, social media applications, newspapers, movies, and music.

#### Media influence

Media is powerful and is meant to alter our behavior and thoughts toward material items, how we view famous actors, singing artists, athletes, social media influencers, etc.



#### Tobacco media influence

According to the Centers for Disease Control (CDC), it is reported that in 2018, the U.S. spent nearly \$560 billion dollars on advertising. Tobacco companies spend \$8.7 billion on tobacco and \$759.3 million on smokeless tobacco.

#### Source of e-cigarettes advertisement exposure

Tobacco and e-cigarette companies are investing more money in e-cigarette advertisements than ever before. Companies spend the majority of their money on advertisement in four areas:

- \$14.4 million at retail stores
- \$10.5 million in internet advertisements
- \$9.6 million in T.V. and movies
- \$8 million in magazines and newspapers



# Identifying marketing techniques

The techniques used in ads usually include both a stated message and an implied or hidden message. E-cigarette companies like JUUL have been known to use several different marketing techniques to promote their products.

## Top 4 marketing techniques

- **Celebrity endorsements**  
Famous or well-known people talk about how great the product is or even claim they use it themselves.
- **Maturity/sophistication appeal**  
Implies that if you buy a certain product you will be more grown-up, sophisticated, and fashionable.
- **Fun/relaxation appeal**  
Tries to convince you that buying a product will help you to have more fun or feel more relaxed.
- **Popularity appeal**  
Implies that buying and using a certain product will make you more popular.

## Tips on avoiding marketing tactics

- **Do your research**  
Research reliable internet resources. Be aware that everything you see or read may not be real.
- **Read between the lines**  
The purpose of advertising is to sell products. Take a deeper look to understand the hidden message behind the advertising.
- **Be yourself**  
Adopt your own ideas and views about products being advertised.



### Keep in mind

- ▶ Many advertisements are deceptive and can mislead consumers by focusing on some appeal rather than the product itself. Tobacco companies will use various marketing techniques to sell vape products.



### Social media inspiration

- ▶ Tobacco companies claim they no longer target young people, but they still use techniques to attract kids to use their products. They use flavors, colorful packaging, and names or logos similar to candy. The tobacco industry also promotes their products on social media, and advertises in magazines and by direct mail.



### Resources:

[www.tobacco.freeca./com](http://www.tobacco.freeca./com)  
[www.cdc.gov/vitalsigns/ecigarette-ads/](http://www.cdc.gov/vitalsigns/ecigarette-ads/)

### Additional Resources:

[youtu.be/sa3bHhibb0E](https://youtu.be/sa3bHhibb0E)  
[youtu.be/vkbB4725AwY](https://youtu.be/vkbB4725AwY)  
[youtu.be/Xqtv5HvjVPE](https://youtu.be/Xqtv5HvjVPE)

*"A good advertisement is one which sells the product without drawing attention to itself." David Ogilvy*



Website: [tcoe.org/Choices](http://tcoe.org/Choices)  
Past newsletters at:  
[tcoe.org/CHOICESNewsletter](http://tcoe.org/CHOICESNewsletter)



Contact: 559-651-0155



Email: [jeffl@tcoe.org](mailto:jeffl@tcoe.org)



**Tulare County**  
**Office of Education**  
Tim A. Hire, County Superintendent of Schools