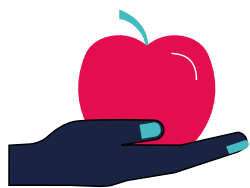


# HOW THE TOBACCO AND NICOTINE INDUSTRY TARGETS YOUNG PEOPLE

The tobacco and nicotine industry claims to market exclusively to adults. However, it uses ingenious tactics to reach teenagers, a customer base essential to its long-term survival<sup>1</sup>.

## Cigarettes as the forbidden fruit



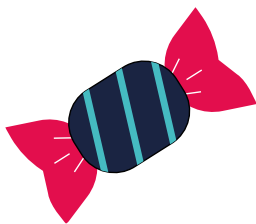
Tobacco companies exploit the psychological mechanisms of adolescence to make their products appealing. For example, they portray cigarettes as forbidden fruit and a symbol of the transition to adulthood.

## Playing on Teenage Cues



The tobacco industry capitalizes on themes that are particularly appealing to young people: independence, risk-taking, a spirit of rebellion, the need to belong, and the importance of friendship.

## Products Designed to Appeal



Colorful packs, manga-inspired characters, fruity flavors, and attractive prices: everything is designed to attract young people.

## THE INDUSTRY IS EVERYWHERE YOUNG PEOPLE ARE

### Strong presence on social media



Social media enables the tobacco industry to reach its audience through targeted advertising, influencers and sponsored content.

### Product placement in movies and TV shows



Seeing people smoke on screen significantly increases the risk of starting to smoke<sup>2</sup>.

### Sponsorship of festive events



Festivals, sporting events, and more: the industry associates its brands with festive and special moments.

### Retail locations near schools



To make purchasing easier and normalize consumption from a young age<sup>3</sup>.

### Free distribution of samples



Free samples offered at festive venues to build loyalty among future consumers<sup>4</sup>.

## KEY FIGURES

× 4

In less than 10 years, the presence of tobacco has quadrupled in TV shows aimed at young people<sup>5</sup>.

44 000

More than 44 000 young people aged 15 to 17 use tobacco and/or nicotine products, despite the ban on sales to minors.

Aged 15-17

15 to 17 year-olds are proportionally the age group that uses novel nicotine products the most<sup>6</sup>.

## BECAUSE, AS THE INDUSTRY PUTS IT

“Today’s teenager is tomorrow’s potential regular customer.”

Myron E. Johnston (Philip Morris USA), 1981<sup>7</sup>

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