



IT'S THE NEXT
GENERATION
CIGARETTE.*



IT'S THE NEXT
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CIGARETTE.*
*FOR THE NEXT
GENERATION
OF ADDICTS.



Wake Up Advertising Campaign

Valerie Quinn, M.Ed., Media Campaign
California Tobacco Control Program
February 4, 2016



Background

- Unregulated (so far)
- Wild West e-cigarette advertising and marketing
- Escalating use
- Renormalizing smoking

PROMISE LANDED

A PERFECT PUFF FIRST TIME, EVERY TIME



THE WORLD'S FIRST DIGITAL VAPOR CIGARETTE

VUSE



VAPING FREEDOM

Life doesn't take smoke breaks. Why should you?

SHOP NOW

WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com



* New blu Smart Pack



VAPORIZED

PREMIUM ELECTRONIC CIGARETTE

18+ only. CALIFORNIA PROPOSITION 65 - Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

JUICY

Vape™



Get Juicy!



BUTTERSCOTCH

NJOY January 13

This year spare your interior. No one likes to smell st...

#NJOYment #NewCarSmell #ItsTime



PARTY WITH PLAYMATES AT PLAYBOY'S TOP PARTY SCHOOL



GET YOUR AUTOGRAPH FROM PLAYMATES PAMELA HORTON (MISS OCTOBER 2012) AND VAL KEIL (MISS AUGUST 2013)

FRIDAY
OCTOBER 18, 2013
10:00PM - 1:00AM

SHINGO STAR
STREET BAR
501 S. MILL AVE TEMPE, AZ 85281



Hookah Stix™

BUY NOW!



Bruno Mars @BrunoMars

Day 1 E-Cig. Gotta do it!!! This is for you mor...

pic.twitter.com/QFg80wBIUa

Hide photo Reply Retweeted Favorite



salad bowles @pic0nico · 4 Nov 2012
FYI, an Ecig is just water vapor. No smoke. It's supposed to be like a cigarette without the negative side effects!



Mahay @Mahaleyfayeking · Oct 7
Well, my boyfriend is suspended. 😂. Because he HOLDING my ecig. A completely harmless, water vapor, ecig. Lmao. Teachers are DUMB.



Artisan Vaper @ArtisanVaper · Dec 11
Billboards don't lie :) #notblowingsmoke #vapelite #artisanvaper #whatyouknowaboutthat #yuuuup #vapingsavedmylife

VAPING IS A CONSUMER CREATED SOLUTION TO THE TOBACCO PROBLEM.
NOTBlowingSmoke.org



Amber @MaeLikeDaMonth · Apr 13
But smoking isn't good for health. — Yeah well I'm not a religious smoker. An ecig is just water vapor so thst n... ask.fm/a/afid9658



Glen @glen_waters · Dec 5
Make it a good one Vapers! We're here all weekend if you run it #vapeon #vapefam #notblowingsmoke



07-01-2013, 09:53 PM

BennyBlanco

Senior Member

Join Date: Apr 2013

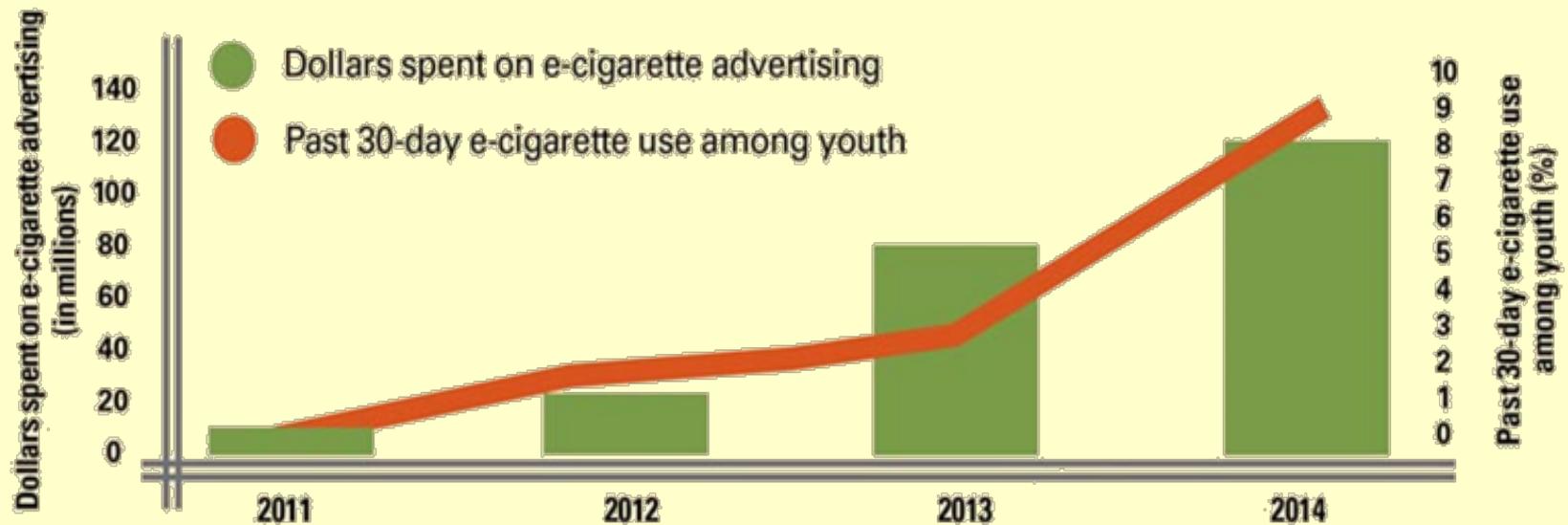
- the stuff you exhale is water vapor

TacoMcNasty @TacoisNasty · Nov 29
Did vaping help you stop smoking? #vape #vapelite #vapeation #dontsmoke #vapingsavedmylife



ostapha and Milkhonev like this.

E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015).

Advertising Objectives

1. Raise awareness about health risks of e-cigarettes
2. Stem the explosive growth of e-cigarette market, especially among young adults and nonsmokers
3. Prevent e-cigarettes from re-normalizing smoking behavior



Target

- **Young adult, at-risk of starting**
 - Where new social norms are being shaped
 - Most advertised to and exposed
 - In best position to slow the expansion and acceptance of e-cigs as the new normal.
- **Parents & active community members**
 - Aware but ambivalent
 - Engaged in their community and expressive when sharing opinions

Formative Research



Focus Groups



High Awareness *low information*

- Despite high awareness and high recognition, most actually know very little about e-cigarettes.
- Insight- Lack of knowledge breeds lack of concern.



misinformation...

- ...**little knowledge**
- *Nicotine???*
- Only 'WATER vapor'
- Youth targeting? (flavors, ads)
- Unregulated??
- *Poisonous?*
- Where/how/WHO makes them
- **Uncertainty-----Breeds apathy**

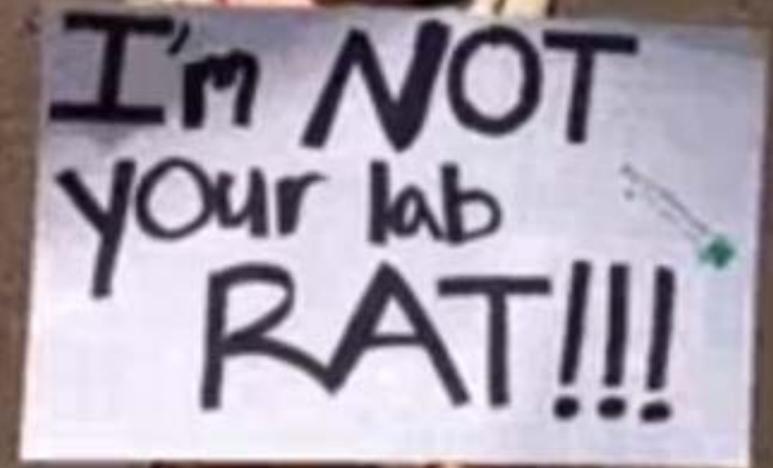


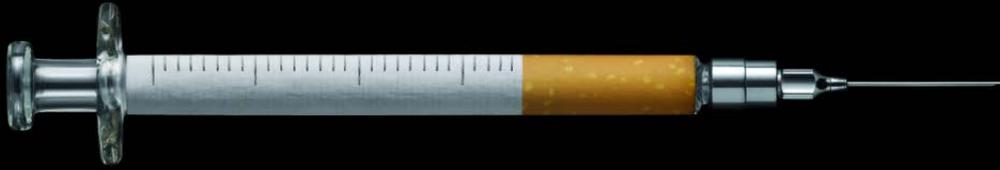
COMPELLING FACTS





MOST EFFECTIVE MESSAGES





Are you a nicotine junkie?

EFFECTIVE MESSAGES





CHALLENGING MESSAGES



Making an Impact



**FACTS OVER SPECULATION
MAKING IT PERSONAL
GUILTY BY ASSOCIATION**

Social uncertainty





APATHY

OUTRAGE



APATHY

OUTRAGE



OUTRAGE
EDUCATE



EDUCATE
EMOTION

Kids Aren't Alright – TV



What Could Go Wrong – TV



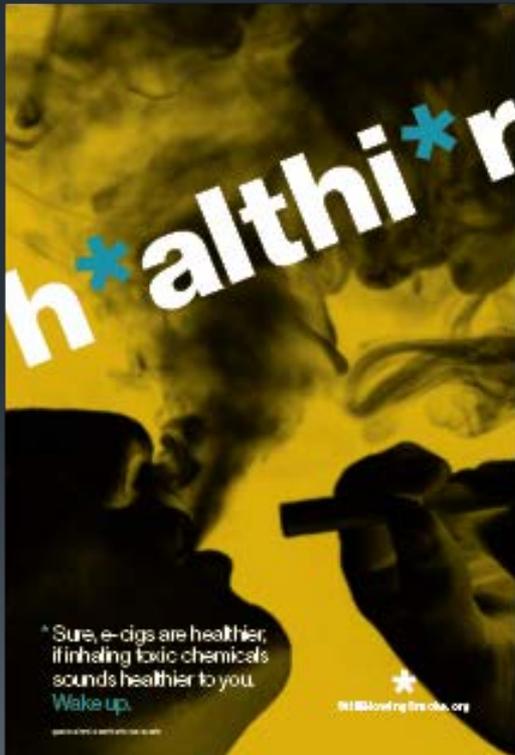
Outdoor



**E-CIGS:
NEITHER WATER
NOR VAPOR
NOR HARMLESS**

✱ StillBlowingSmoke.org

© 2014 California Department of Public Health



h*althi*r

* Sure, e-cigs are healthier, if inhaling toxic chemicals sounds healthier to you. **Wake up.**

✱ StillBlowingSmoke.org

© 2014 California Department of Public Health

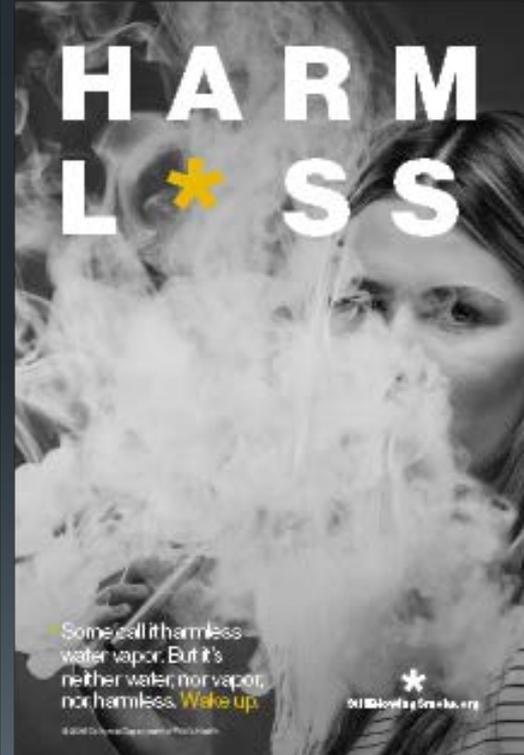


**IT'S THE NEXT
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CIGARETTE.*
*FOR THE NEXT
GENERATION
OF ADDICTS.**

Wake up. There's a lot the e-cig industry isn't telling us about wiping.

✱ StillBlowingSmoke.org

© 2014 California Department of Public Health



**H A R M
L * S S**

Some call it harmless water vapor. But it's neither water, nor vapor, nor harmless. **Wake up.**

✱ StillBlowingSmoke.org

© 2014 California Department of Public Health

Radio



BIG TOBACCO SAYS VAPING IS A SMARTER ALTERNATIVE TO SMOKING.*
***WE CAN TRUST THEM, RIGHT?**

WAKE UP

StillBlowingSmoke.org
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H A R M L E S S S S

*Some call it harmless water vapor. But it's neither water, nor vapor, nor harmless.

WAKE UP

StillBlowingSmoke.org



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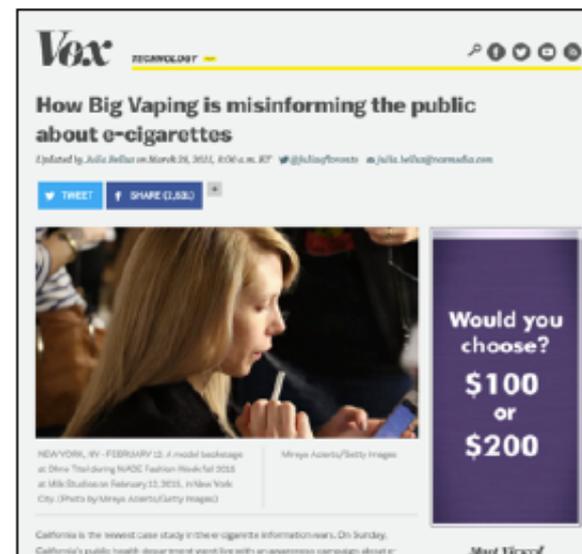
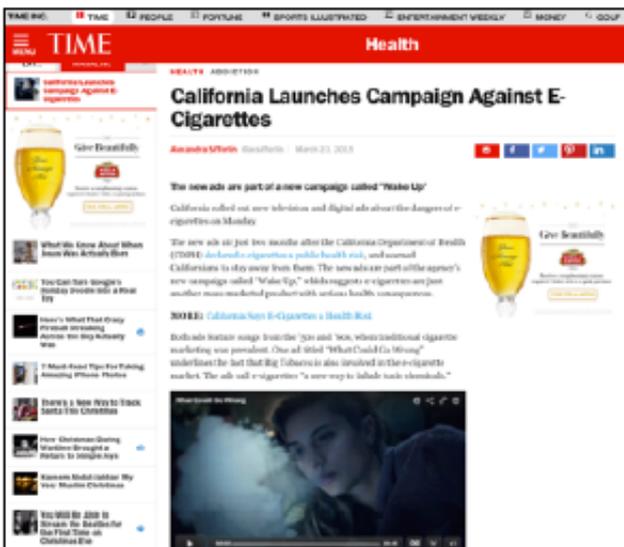
StillBlowingSmoke.org

**E-CIGARETTES POSE RISKS TO HEALTH,
TURN KIDS INTO ADDICTS, AND GIVE
BIG TOBACCO BIG OPPORTUNITIES.
WAKE UP.**

Campaign webpage

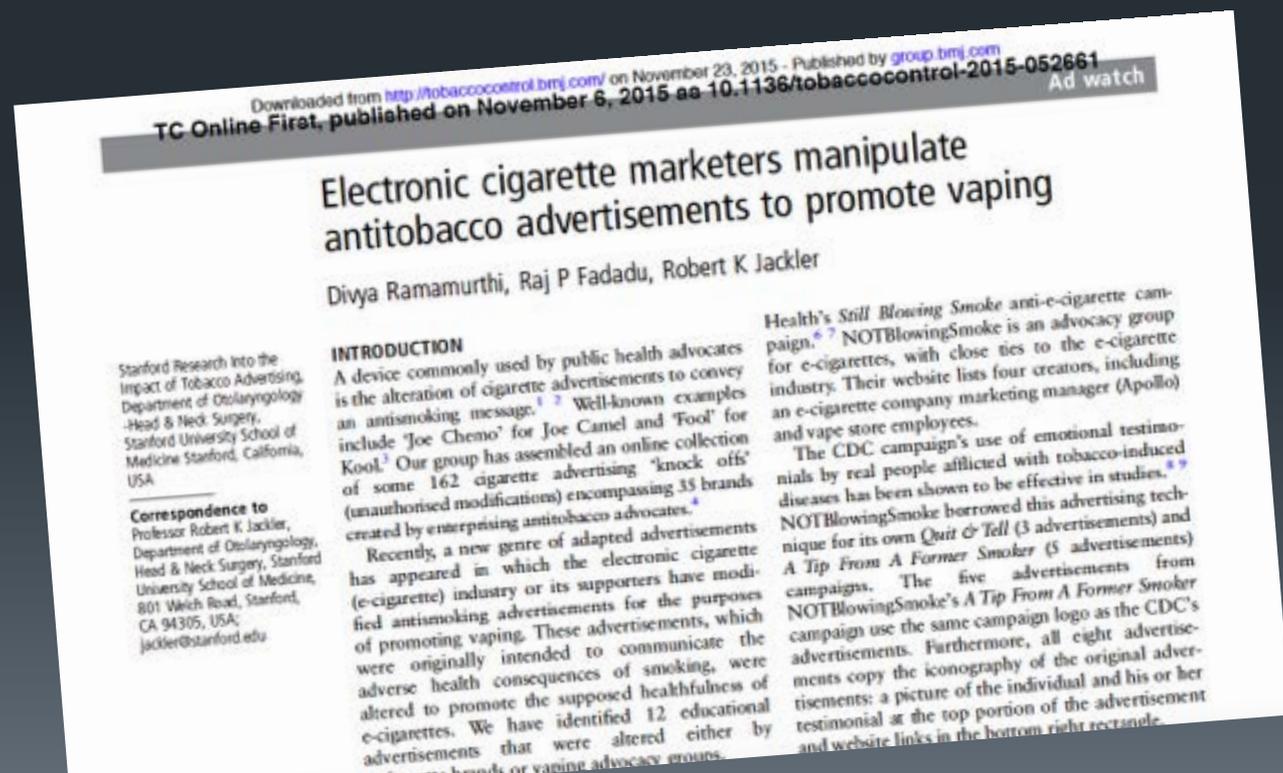
Results

- Attracted national coverage from top-tier publications like Wired, Vox and The Wall Street Journal.



Results

- Vapor community feedback including copycat website backed by the Smoke-Free Alternatives Trade Association. Within hours, the vaping community was spreading news of both sites across social media, complete with anonymous threats on Twitter.





SICK OF BEING MISLEAD BY HARMFUL PROPAGANDA?

THERE'S A LOT THAT CA* PUBLIC HEALTH ISN'T TELLING US ABOUT VAPING.

SUCH AS... VAPING IS SMALL BUSINESS, NOT BIG TOBACCO!

WHAT ARE THEY NOT TELLING US?

NOTBLOWINGSMOKE.ORG

PROTECT YOUR FAMILY FROM RON CHAPMAN & THE CDPH

THE FACTS YOU NEED TO KNOW ABOUT E-CIGARETTES



A TIP FROM A FORMER SMOKER

27 Year Smoker

Smoke and tobacco free for nearly 3 years thanks to vapor products and candy flavors.

Stefan, age 43, California



Sick of being misled
By harmful propaganda?
Learn the truth about
big tobacco...



NOTBlowingSmoke.org
CASAA.org
#NOTBlowingSmoke
#VapingSavedMyLife

Strategic focus!



Thank you!

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