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.

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<thead>
<tr>
<th>Fun Images</th>
<th>Flavorings</th>
<th>Patterns and Colors</th>
<th>Cool Images</th>
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<tbody>
<tr>
<td><img src="https://i.imgur.com/123456.png" alt="Fun Images" /></td>
<td><img src="https://i.imgur.com/789012.png" alt="Flavorings" /></td>
<td><img src="https://i.imgur.com/345678.png" alt="Patterns and Colors" /></td>
<td><img src="https://i.imgur.com/901234.png" alt="Cool Images" /></td>
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**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?