



Advertising Changes Made by Tobacco Companies in the Wake of PMTA Regulations.

Partha Krishna and Dr. Robert Jackler
Pxalo Alto High School



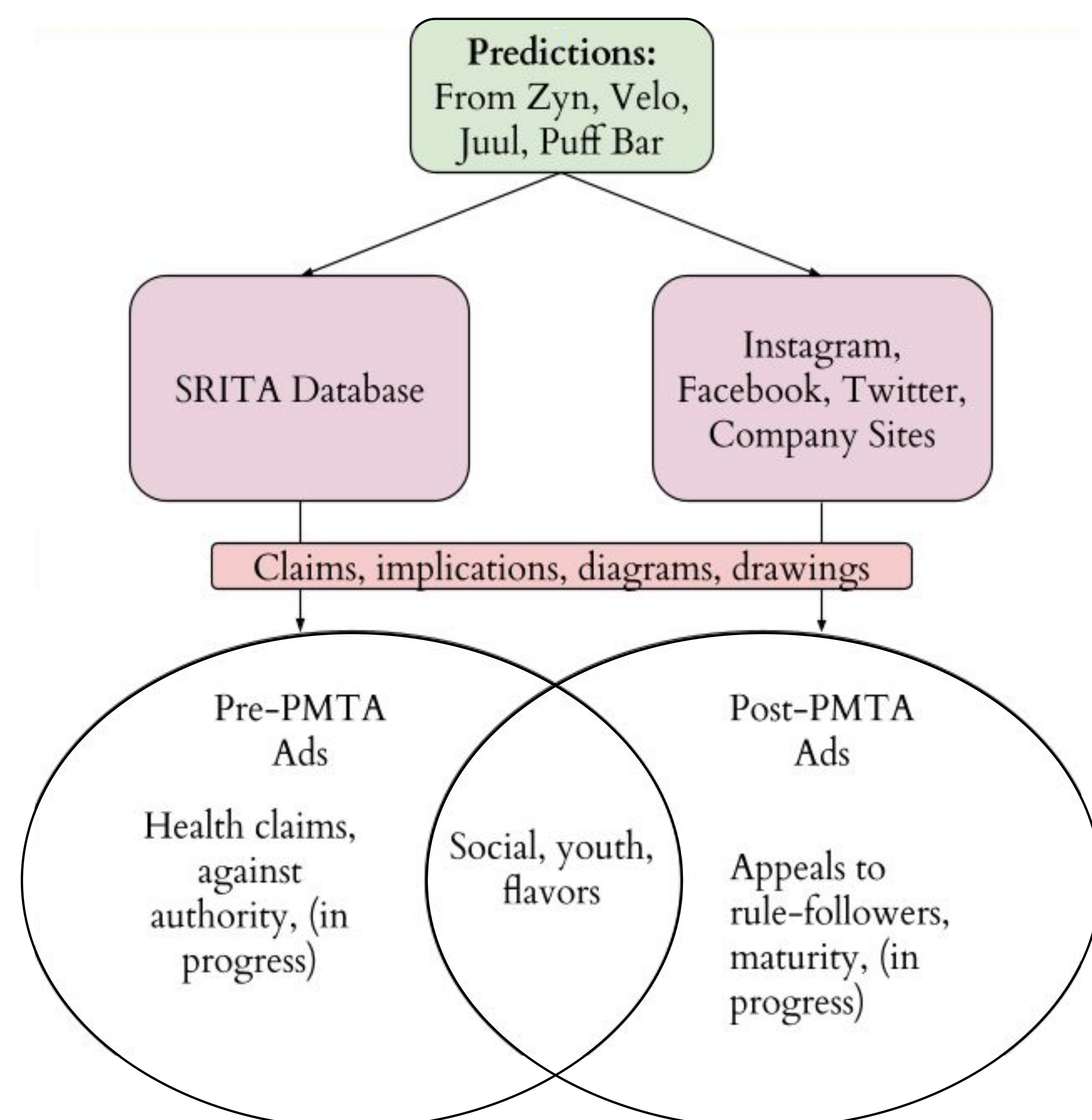
INTRODUCTION

PMTA tobacco regulations are one part of the government’s effort to stop the tobacco industry from engaging in predatory marketing and branding practices. This paper will research how the marketing strategies of the tobacco industry have changed due to new PMTA regulation policies. This research is particularly important in protecting children, who are more likely to smoke if they are exposed to it through advertising or perceive it to be a normal activity as portrayed in the mass media” (Selekman, 2019).

RESEARCH METHODOLOGIES

This was an observational study that compared the marketing practices of tobacco companies before and after PMTA regulations. Analysis was done by comparing ads of different tobacco products before and after PMTA regulations. Ads for the same product were compared to each other; specifically, the claims that ads make, the flavors that are advertised, and the overall theme of the ad was compared. A content analysis was conducted, and the data was coded in order to find the main themes in the study.

METHODOLOGIES INFOGRAPHIC



Before

After

Fliq

Give 15%, Get 20% Deal

- Fliq Vape inside Louis Vuitton Bag

- Fliq XL Buy Page
- All Flavors Shown

Bidi Stick

50 Cigarettes

500 Puffs

- Smooth Hits
- Flavor Variety
- Eco-Friendly Battery

- Pre-Charged, Pre-Filled
- Smooth Hits
- Eco Friendly Battery

Puff Bar

“Open. Use. Throw Away”

Catchphrase

- Many flavors shown
- “20+ Flavors to choose from” written

- Only one flavor shown
- “Satisfyingly Simple” Catchphrase
- Theme surrounding quality

CONCLUSIONS AND ANALYSIS

1. One overall theme that has become very clear through the data is the removal of discounts and other deals, made clear by Fliq’s branding. Considering the fact that discounts that encourage users to buy more product are not really a great look, it makes sense that Fliq removed these deals.
2. Another theme is that puff count and liquid measurements are being removed from product sites, as indicated by both Bidi and Relx. It essentially advertises the product as being full of nicotine and tobacco.
3. The final theme that is being removed from marketing is repeated use, which is particularly clear for Puff Bar and Velo. It is super clear that such a marketing tactic is not a good look, so it would make sense that companies got rid of it.

IMPLICATIONS AND NEXT STEPS

While the study is limited in the fact that it only analyzed a small amount of arguments, it still makes quite clear how companies will attempt to change their themes and advertising in order to get through regulatory measures. In a way, trying to catch the tobacco industry is like a game of cat and mouse. There is no way to permanently prevent the industry from manipulative advertising, but it is important that research continues to encourage legislation like this that will force the industry into other directions. In the future, the industry likely will latch onto new keywords or new advertising tactics that will net them more sales, and it is important that research points them out. Future research will revolve around this very idea, highlighting and exposing the new practices as they come.

ACKNOWLEDGEMENTS / REFERENCES

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Works Cited:

Selekman, J. (2019). Vaping: It's All a Smokescreen." *Pediatric Nursing* 45, 12-15.

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