

**FCTC**WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT - KNOWLEDGE HUB

**icmr**
INDIAN COUNCIL OF
MEDICAL RESEARCH**NICPR**NATIONAL INSTITUTE OF CANCER
PREVENTION AND RESEARCH

The Tobacco Industry is targeting our **NEW GENERATION** with their **TRICKS & TACTICS**. HERE'S HOW:

Direct Advertisement

- Advertising in entertainment Media like TV shows & movies
- Attractive displays at children's eye level, near toys, Sweets and sugary drinks
- Tobacco Product ads that imitate popular memes to appeal children and young adults



Indirect Advertisement

- Use of Social Media & Sponsoring influencers to promote certain tobacco and vaping products

BABA Elaichi



Promotions

- Promotions of tobacco products at popular events for young people
- Distribution of free samples and promotional material to young people



Sponsorship

- Apprenticeships, school and university scholarships for students, other support for schools
- Sponsorship of major sporting events/teams, including placement of logos of tobacco companies



Other marketing tactics

- Adding flavors appeal to children in Smokeless Tobacco products, shisha and e-cigarettes and kiddies packs

