

# The Tobacco Industry is After Youth

Tobacco companies are trying to make tobacco acceptable again and promote addictive products to the next generation so they can keep making money. STOP is exposing some of their tactics designed to manipulate youth.



Due to a lack of age verification measures, minors in Ukraine were able to get HEETS tobacco sticks delivered via a service offered by PMI through a Ukrainian courier service.



British American Tobacco used Instagram influencers under the age of 25 to advertise its heated tobacco product, glo — despite its own policy against doing so.



Japan Tobacco International promoted its Winston cigarette brand at music festivals in Kazakhstan, Kyrgyzstan and the Philippines, using brand promoters, photo opportunities and cigarette promotions.

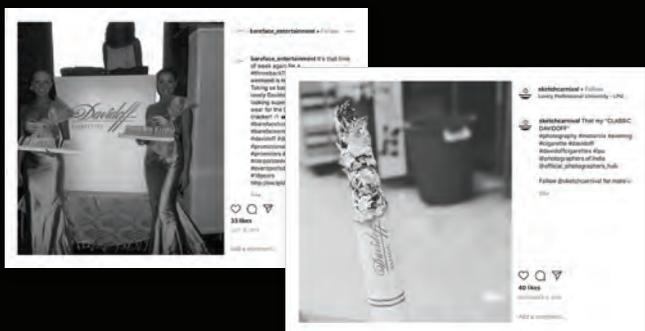


British American Tobacco extended the reach of its e-cigarette social media promotions by using hashtags related to youth-oriented, pop culture events, including #Oscars2019 and #LondonFashionWeek.



Philip Morris International attempted to appeal to youth by associating IQOS with luxury and glamour, using a five-year marketing campaign to boost sales in Russia and Romania.

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Imperial Brands launched social media campaigns for its Davidoff cigarettes in Bosnia, Malaysia and Egypt, which were reportedly viewed over 24 million times.



British American Tobacco invited Instagram influencers to attend the Defected Croatia music festival, where BAT's heated tobacco product, glo, sponsored a boat party, shared photos of the influencers on Instagram and organized Instagram giveaways for parties in Ibiza.



Philip Morris International advertised its Marlboro cigarettes in Israel by promoting music-themed limited-edition cigarette packs to youth.



During a peak of the COVID-19 pandemic, British American Tobacco revealed new branding that's been criticized for trying to market to a younger, savvier generation — dropping its tobacco leaf logo, and featuring rainbow-themed colors and a new slogan: "A Better Tomorrow."



PMI introduced a new cigarette brand in Indonesia, Philip Morris Bold, and launched its "You Decide" campaign, using the youth-focused themes of independence and spontaneity.