

Student Name: _____

Pre-Activity: Vape Marketing

Today, you'll be learning how vaping companies try to get the attention of kids and teens through their ads and products. You'll look at things like fun-sounding vape flavours, colourful packaging, and cool designs. Then, you'll talk about why these might look interesting to young people and how they might affect someone's choices.

INSTRUCTIONS:

1. You'll be split into groups.
2. Each group will start at a different station around the room.
3. At each station, you'll see different ads, vape flavours, designs, packages, and warning labels.
4. Your job is to look carefully, answer the questions at the station, and talk with your group about what you notice.
5. You'll have **5 to 7 minutes** at each station before moving to the next one.

Let's see how companies try to catch people's attention, and how you can recognise these tricks!

Station 3: Vape Design and Packaging

QUESTIONS:

1. What are some common themes in the vape designs pictured?
2. How does the design of the vapes make them seem appealing? Think about the size, shape, and colour.
3. Consider the packaging for Example C. Does it remind you of anything? Do you think this was done on purpose to make the vape more appealing?
4. How do you think vape design and packaging might impact the environment?

