

# VAPING MARKETING

## STATION 1: VAPING ADVERTISEMENTS



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## STATION 2: POPULAR VAPE FLAVOURS

1

### **Cosmic Cotton Candy:**

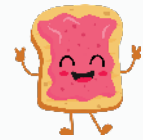
This flavour resembles drifting in a sweet cloud, just like having cotton candy at the fair!



2

### **Peanut Butter Jelly Time:**

A return to your favourite sandwich from when you were little, with no crusts to cut off!



3

### **Sizzling Sriracha Surprise:**

For the fearless people who like a little heat- like hot sauce in a puff.



4

### **Velvety Vanilla Voyage:**

A smooth, velvety taste that feels like wrapping your taste buds in a soft blanket.



5

### **Zesty Lemon Zinger:**

Like a lemonade stand in your mouth, this flavour is super tangy with a zing at the end!



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## STATION 3: VAPE DESIGN AND PACKAGING



**Example A**



**Example B**



**Example C**

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## STATION 4: WARNING LABELS

### Example A - Vaping



**“Warning: Nicotine is highly addictive”**

### Example B - Smoking



**“Warning: This is what dying of lung cancer looks like. Barb Tarbox died at 42 of lung cancer caused by cigarettes. You can quit. We can help.”**