

## **Abstract**

This project evaluates the dynamics of marketing in the tobacco and nicotine industries and explores how they have applied marketing strategies that significantly impact consumer behavior and health. The research poses a critical question: how have ethical considerations in the marketing of tobacco influenced consumer choices and public well-being? The focus is particularly on the ethical implications of targeting vulnerable populations and their overall societal impact.

The research methodology is comprised of an extensive literature review and analyses presented through cases representing historical and contemporary marketing practices in these industries. The approach allowed for acquiring detailed information into how the marketing strategies and their ethical frameworks have changed over time.

The findings indicate a pattern of advertising strategies that were designed to appeal to young and vulnerable demographics. Additionally, this thesis provides examples of alternative marketing materials that demonstrate how the inclusion of ethics in a campaign doesn't have to compromise its effectiveness. These examples were designed with transparency and public health in mind, and are intended to challenge the industry standards and promote a shift toward more responsible marketing.

This research highlights a significant gap between current marketing practices and the ethical standards needed to protect the interests of the consumer. It also identifies the need for stricter regulatory measures and greater transparency within the industry, while

suggesting that ethical marketing practices can align with public health objectives and build consumer trust that ensures the long-term sustainability of the industry.

This project contributes to the ongoing discussion on ethical marketing and can be used as a basis for understanding how to ethically shape consumer behavior and public health outcomes. It emphasizes marketing's ability to affect social norms and individual interests and advocates for a future where marketing practices are more aligned with ethical standards and public health priorities.

## **Introduction**

In the evolving landscape of marketing, the relationship between ethical dilemmas and advertising power has come to the forefront of contemporary discussions. This thesis explores that relationship by investigating tobacco and nicotine advertising, industries shrouded in controversy due to their complex relationship with consumer psychology and public health. By analyzing the methods that define marketing strategies, the influence of these industries on American culture can be revealed. The objective is not only to criticize the advertising itself, but to suggest innovative, ethically grounded strategies that can make the advertising landscape more socially responsible.

This research is guided by an interdisciplinary approach that includes psychology, design, marketing, and ethics. Through the lens of tobacco and nicotine advertising, it will identify the ethical issues that arise when consumer manipulation becomes an objective of advertising campaigns. This becomes especially important today, with the continued

evolution of marketing channels and techniques that blur the lines between ethical and unethical ways of persuasion.

In addition to the conventional confines of academic research, this thesis incorporates a practical dimension: examples of advertisements that incorporate the principles of ethical marketing. The purpose is to bridge the gap between theoretical discussion and tangible applications to show how ethical considerations can be seamlessly integrated into effective advertising strategies. It also contributes to the ongoing discussions on responsible advertising practices while offering a blueprint for future marketing efforts that blend commercial objectives with ethical standards.

The thesis, in essence, is a call for action to the marketing industry to reflect and realign its strategies with ethical imperatives to ensure that the pursuit of commercial success doesn't come at the expense of societal well-being. Through the enrichment of academic discourse and future marketing trend predictions, marketing can and should be a force for good, inspiring positive change and providing value to the consumer in a responsible, respectful culture.

## **Marketing**

In today's dynamic marketing landscape, the need for ethical practices has become a cornerstone for creating genuine consumer relationships. Chaykowski (2019) argues that "Ethical marketing is not just a strategy but a commitment to transparency and honesty, ensuring customers feel valued and respected" (para. 4). This principle lays the groundwork

for a deeper conversation of marketing practices that emphasize integrity and trustworthiness. Thus, ethical marketing deviates from traditional approaches and steers the industry towards a more authentic and consumer-focused approach.

The investigation of ethical marketing also explores the impact of such practices on a company's image. Neely (2023) emphasizes the transformative effect of ethics on brand perception: "Adopting ethical marketing practices isn't just good ethics; it's good business, shaping consumer perceptions and establishing a brand image that resonates with values of honesty and integrity" (para. 5). It is clear that, from this point of view, ethics defines the views audiences have toward a brand. There is an emerging trend of consumers aligning their purchasing decisions with their values, which makes ethical marketing a crucial component of a brand's strategy to maintain relevance and appeal in a competitive market.

The discussion of ethical marketing naturally extends to the topic of sensory marketing. Hultén (2015) proposes that "sensory marketing leverages the human senses to create a stronger emotional and psychological connection with consumers, influencing decision-making processes in a profound way" (p. 105). Hultén's research on how sensory stimuli can shape consumer behavior offers a unique opportunity for brands to engage with their audience beyond what is visual or textual. By integrating sensory elements ethically, marketers can create more engaging consumer experiences that resonate on a deeper emotional level and encourage a sense of loyalty and attachment to the brand.

As the digital landscape continues to evolve, the significance of innovative marketing strategies becomes increasingly pronounced. Daoud (2023) and Kaur (2022) both discuss

the pivotal role of technology in enhancing brand engagement. Daoud notes, "The application of augmented reality in marketing presents an immersive experience that can significantly enhance consumer engagement with a brand" (p. 60), while Kaur adds, "The digital revolution has ushered in a new era of marketing, where technology plays a central role in crafting strategies that are both innovative and aligned with consumer expectations" (p. 49). These insights emphasize the dynamic nature of digital marketing, and how technological improvements create new chances for interaction and engagement. Brands must use this technology only for campaigns that resonate with consumers' values and build trust.

The COVID-19 pandemic has further demonstrated the need for marketing strategies that are adaptable and empathetic. Suttikun et al. (2023) articulate the profound impact of the pandemic on marketing practices: "The COVID-19 pandemic has necessitated a reevaluation of marketing strategies, emphasizing the need for approaches that are not only flexible but also deeply empathetic and aligned with the evolving needs of consumers" (para. 6). Suttikun et al. reference a significant shift in marketing strategies, where the focus has expanded to ensuring the well-being of consumers and communities, accentuating the importance of ethics in crises management.

Shifting to the topic of branding, Lerman (2013) explains: "The essence of a powerful brand lies in its ability to tell a story that connects with consumers on a personal level, embodying values and experiences that resonate deeply" (p. 117). This approach to branding emphasizes the importance of storytelling in forging connections that go beyond

superficial sentiments and highlights the potential of marketing to foster a sense of community and shared purpose.

Summarizing these insights, it becomes clear that the exploration of ethical marketing practices, sensory marketing, digital innovations, and the response to challenges from global crises presents a broad view of a marketing paradigm that is ethically grounded, consumer-centric, and driven by innovation. These facets of marketing emphasize the role that integrity plays in crafting marketing strategies that serve not only business objectives but also the well-being of society. Reflecting on these findings offers a path for this industry going forward, underscoring how imperative the strategies are. Engaging and responding to the rapidly changing dynamics in the global landscape not only contributes to the discourse of marketing ethics but also sets the stage for marketing practices that are based on consumer welfare, ethical engagement, and innovation, driving the industry toward a more responsible, consumer-driven future.

## **Psychology**

The research of consumer psychology in marketing has uncovered profound insights into how businesses can leverage psychological principles to forge stronger connections with their audience. Maryville Online (2023) presents the fundamental premise: "Understanding the psychological drivers that influence consumer behavior provides a prism for marketers to view and mold the consumer journey" (para. 2). This perspective stresses the role of consumer psychology in the crafting of marketing

strategies that resonate deeply with consumers. To create a successful campaign, marketers must first understand them before influencing their choices and loyalty.

Delving deeper into applications of psychological tactics, Indeed (2022) suggests that psychological tactics in marketing can powerfully increase the efficacy of marketing by "aligning marketing messages with the psychological predispositions of the target audience, thereby enhancing receptivity and engagement" (para. 4). Luke Buesnel (2022) goes on to detail seven core principles of marketing psychology, including the importance of storytelling and power of social proof in building audience growth and engagement. These principles offer a strategic framework for marketers to use psychological principles that engage consumers, adhere to ethical marketing practices, and ensure that the influence exerted is positive and respectful of consumer autonomy. Ana Ivars (2022) affirms this method by stating how "embedding psychological insights into marketing campaigns can lead to a more engaging and relatable consumer experience, driving brand loyalty and advocacy" (para. 5). Resonating on a personal and emotional level is the primary goal of these types of campaigns in order to develop an engaged audience.

Using a more unethical angle of emotional appeals, the phenomenon of impulse buying presents new issues in the digital commerce field. Bing Chen (2022) examines the nuances of impulsive purchasing behaviors in the context of livestreaming e-commerce: "Strategic marketing initiatives that capitalize on the spontaneity of consumer impulses can significantly bolster sales in the dynamic environment of livestreaming platforms" (p. 77). Understanding (and more importantly leveraging) the psychological triggers that drive

impulse buying can lead to all kinds of ethical issues for marketers; and with the rise in popularity of "livestreaming platforms," the pull for impulse buying only becomes more prevalent.

Incorporating diverse perspectives can provide a comprehensive understanding of the intersection between marketing strategies and psychological insights. Irina Gedarevich (2022) contributes her independent stance, describing an experiment she conducted with her company:

When you trigger an emotion in an individual, it is more likely to cause the individual to react, ultimately triggering the decision-making process. One popular emotion that marketers try to trigger is a sense of urgency. They use phrasing like "limited time", "few are left in stock", etc. For example, we ran two ads in order to prove this point. One ad stated, "10% off Digital Marketing Courses!", while the other one said, "Learn Digital Marketing in Just a Month | 2 Spots Left!" As a result of this experiment, we received more lead inquires regarding the ad that mentions that only two spots are left. Conversely, the ad giving 10% off received little attention. As a result, it is important to remember that everyone can offer discounts on their products or services, but evoking the emotion of, perhaps, feeling left out is very powerful and thus makes people act. Phrases like these evoke that sense of cut panic, causing an individual to make a rash decision (para. 9, 10).

She also describes how "the fusion of psychological insights with creative marketing strategies holds the potential to redefine consumer engagement, offering a pathway to

more authentic and impactful marketing endeavors" (para. 6). This is a view that broadens the conversation's basis while still affirming the findings of earlier scholars.

The synergy between psychology and marketing opens up plenty of opportunities to improve the effectiveness and ethicality of marketing practices. The integration of psychological principles into marketing strategies, campaigns, and digital commerce initiatives represents a shift towards more consumer-centric and psychologically informed marketing efforts. This journey through the landscape of consumer psychology and marketing prompts the creation of a future where the boundaries of marketing are controlled by the psychological principles of consumer behavior. The ideas presented in this research highlight the transformative potential of psychology in reshaping marketing strategies and pave the way for future research/trends to integrate psychology into campaigns. This evolution enriches the academic and practical discourse of marketing while setting the stage for the forthcoming discussion on ethics itself.

## **Ethics**

The exploration of ethics in the context of business and everyday life begins with an understanding of its core principles and implications. Velasquez et al. (2010) from Santa Clara University define ethics as "a well-founded standard of right and wrong that prescribes what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues" (para. 2). The application of ethics spans most of human history by influencing individual behavior, shaping professional conduct, and

informing the operational ethos of organizations, accentuating its fundamental importance in both personal and business contexts.

Delving into the practical applications of ethics, "Ethics in Life and Business" (2019) from Santa Clara University draws parallels between how ethical principles are woven into the fabrics of daily living and professional environments. It is a lifestyle rather than a discipline: "Choosing an ethical lifestyle will ensure our impact is positive. Business leaders have a unique opportunity to create and influence the ethical culture of their businesses and among their stakeholders. Even bringing ethics into your business mindset will help you approach situations in a more ethical way" (para. 13). SCU also discusses the role of social responsibility in ethics:

Social responsibility is the idea that an individual (or organization) has an obligation to act for the benefit of society at large...[It] can be practiced in big or small ways every day. Businesses can volunteer with local organizations, donate funds to a chosen cause, sponsor a neighborhood group or sports team, and much more. When businesses give back, they not only contribute to the common good, they engage with their communities in meaningful ways, build morale among employees, and create positive regard for the business (para. 8, 9).

Santa Clara University celebrates the opportunities presented by ethical considerations in business and emphasizes its impact on shaping professional conduct and organizational policies.

Another aspect of business ethics involves examining the repercussions of unethical practices. Limestone University's article "Why are Business Ethics Important?" (2021) shares the detrimental effects of unethical behavior, including erosion of consumer trust, legal penalties, and damage to a company's reputation. The article also further emphasizes the advantages of ethical business practices posed by SCU, such as fostering trust with consumers, ensuring legal compliance, and cultivating a positive corporate image. Through statistical evidence and case studies, the tangible benefits of ethical commitment demonstrate how they not only contribute to the well-being of society but also serve as a competitive advantage in the marketplace. Customers are increasingly seeking out businesses that align with their values:

Brands are no longer owned only by the companies they represent. Employees, consumers, and stockholders increasingly feel that a brand belongs to them too. That's why 42 percent of consumers will stop doing business with a company if they disagree with its words or actions on a social issue. And more than 60 percent say their purchasing decisions are driven by a company's ethical values and authenticity (para. 3).

This analysis demonstrates the profound impact of ethics on consumer perceptions, corporate responsibility, and societal health.

It is evident that ethics plays a crucial role in shaping both business operations and societal norms. The exploration of ethics in business and everyday life illustrates the value of ethical principles in fostering fair, responsible, and sustainable practices. Looking ahead,

the future of ethical practices in business appears to be a double-edged sword, but driven toward benevolence by the increasing awareness and demand for transparency and accountability. Through this examination, ethics is proven as a way of guiding trends, individual actions, and corporate strategies as a fundamental pillar in the pursuit of a more ethical, just, and equitable society.

## **Design**

The joining of UX design and psychology signifies an important evolution in creating visually appealing interfaces that resonate with users on a subconscious level. Core insights from Abu Experience (2018) highlight the role of psychology in UX design: "A deep understanding of the psychological principles that drive user behavior is paramount for designing interfaces that are intuitive, engaging, and effortlessly navigable" (para. 3). The creation of these interfaces that cater to the functional and psychological needs of users focus on the end-user experience. Expanding on the principles of design psychology, Manish Sinha (2023) elaborates on the essential strategies that resonate with audiences in his article "The 7 Principles of Design Psychology." These principles (balance, contrast, unity, proximity, repetition, alignment, and white space) take into account the significance of simplicity in design and offer a general framework for creating things that engage users.

The role of design in marketing strategies further exemplifies how design elements can shape consumer behavior and its impact. Rajeev Batra (2016), in "The Psychology of Design: Creating Consumer Appeal," articulates the transformative power of design:

"Design elements, strategically deployed, can significantly alter consumer perceptions and foster deeper engagement with the brand" (p. 122). This perspective is enriched by Ross Johnson's (2012) discussion on "10 Psychological Principles to Design With," which showcases how enduring psychological principles have guided design practices over the past decade, influencing user behavior and preferences in profound ways. One principle in particular seeks to describe reactionary behavior to designs:

Much of human behavior is still rooted and influenced by our "old brain," the part of our mind controlling the survival instincts that kept our ancestors alive. The old brain reacts much faster than conscious thought and is triggered anytime we're exposed to a representation of food, shelter, danger, or reproduction. These are called "visceral reactions" as they originate from the central nervous system...I recommend using design elements representing old brain triggers. Specifically, use elements representing survival, threat, or reproductive opportunities (sex sells.) For example, you could use an aqua blue similar to fresh water, bright colors reminiscent of fruit, or a clean open design similar to a safe environment (para. 3-5).

This concept is popular among all types of design, and will become even more apparent in the later discussion of tobacco and nicotine advertisements.

Looking forward, Tianyu Hua et al. (2022) delve into the futuristic space of advanced simulations that enhance human visual perception in their scholarly article "Visual Cognitive Model Modeling Based on Design Psychology." This research concludes that memory and retention improve at a measurable rate when different aspects of a design

are changed. The outlook of future UX design practices suggests innovative methods for creating interfaces that align with human cognitive and visual processing patterns.

The culmination of findings at the intersection of design and psychology draws attention to the need for devising user-centered marketing strategies. Anticipating future developments in the field, it is evident that design and psychology are set to further converge, propelled by research and technological advancements. This promising trajectory suggests a landscape where marketing strategies are not just visually compelling but also catered to users' precognitions. The indispensable role of psychology in design is a fundamental driver of marketing strategies that are more personalized, engaging, and effective, truly resonating with the needs of digital-age users.

### **Tobacco and Nicotine Industries**

Marketing practices of the tobacco industry represent a long history of ethical dilemmas, particularly those aimed at attracting young audiences. The American Lung Association shares some of these methods, including candy-flavored products, cartoon characters, celebrity endorsements, and sweepstakes opportunities (ALA, 2023). This offers a starting point for examining the broader context of deceptive marketing practices, which the ALA article "Tobacco Industry Marketing" (2023) further elaborates on:

Tobacco products are one of the most heavily marketed consumer products in the U.S. In 2021, the latest year for which information is available, the five largest cigarette manufacturers spent a total of \$8.06 billion—or close to \$23 million dollars

a day—to promote and advertise their products. The five largest smokeless tobacco manufacturers spent \$575.5 million on advertising and promotion in 2021. Only a few states are funding their tobacco control programs at the levels currently recommended by the Centers for Disease Control and Prevention (CDC), meaning that tobacco company marketing efforts are largely occurring without effective, well-funded state tobacco control programs to respond (para. 1, 2).

These practices have been refined over the years and showcase a persistent effort by the industry to maintain and grow its consumer base amid increasing awareness of smoking's health risks.

Decades in the making, legal and scientific battles against the marketing practices of the tobacco industry are punctuated by notable milestones in "The Tobacco Deal" by PBS, which features a timeline of major lawsuits and corporate activities between 1950 and 1998. Additionally, the National Library of Medicine (2001) presents a timeline that reveals a pattern of discrepancies between scientific findings and public statements from tobacco companies. For example, in 1969, the "Surgeon General's report [made] solid conclusions regarding the relationship between maternal smoking and infant low birthweight. It also defines evidence of increased incidence of prematurity, spontaneous abortion, stillbirth, and neonatal death" (para. 30). Meanwhile, tobacco companies are enjoying their profits and introducing new kinds of products, including puffed, expanded, and freeze-dried tobaccos.

The evolution of advertising tactics and the targeting of specific demographics have demonstrated the industry's ability to change social norms and regulations. Exploiting gender roles, particularly women, is discussed by Digital History - Histoire Numérique: "The tobacco industry's sexist advertising strategies not only undermined women's health but also exploited their aspirations for independence and equality" ("History of the American Tobacco Company and Tobacco Advertising"). Furthermore, Tobacco Stops With Me (2023) describes how "tobacco marketing has historically been a chameleon, constantly shifting its shapes and colors to best blend into the lives of its intended audience" ("The History Of Tobacco Marketing: It's a Scary Story"). The CDC's fact sheet on "Tobacco Industry Marketing" (2022) emphasizes the significant impact of these tactics on public health by highlighting the industry's role in perpetuating smoking-related illnesses. It found that the majority of middle and high school students in 2016 preferred smoking the three most heavily advertised brands: Marlboro, Newport, and Camel. In targeting women, tobacco companies utilize marketing strategies centered on themes of attractiveness, empowerment, and independence, often featuring slim and athletic models to enhance the appeal.

Furthermore, brands like Rio and American Spirit are promoted for Hispanics and Native Americans, while African American communities are heavily marketed menthol products. The tobacco industry also engages with Asian American communities by sponsoring cultural events, utilizing heavy advertising in these neighborhoods, and supporting local organizations.

The relationship between Big Tobacco and healthcare is described in POLITICO's article "Ethical Concerns as Big Tobacco Hustles into Health Care" which uncovers that Phillip Morris International (the manufacturer of Marlboro cigarettes) "makes no secret of its strategy: The aim of these deals is to leverage pharma expertise and capabilities in inhaled technologies and respiratory health, an area that cigarette companies have themselves also spent decades building expertise in" (para. 17). Andre and Velasquez further discuss the morality of such strategies: "The glamorization of smoking through the Marlboro Man obscured the grave realities of tobacco use, presenting an ethical paradox in marketing deadly products" ("The Morality of Marketing the Marlboro Man").

Shifting to a modern example, famous with most teens, the vape company JUUL's strategies have prompted new debates. In her Vox article, Julia Belluz critically examines JUUL's early advertisements and their appeal to teenagers, challenging the company's assertions regarding its target audience:

Many have noted that the discreet design and flavors appear to be targeted to young people, and not elderly people with cancer who can't kick their cigarette habit...In the summer of 2015, Juul's product launch coincided with sampling events in major US cities. Good-looking young people distributed free Juuls at movie and music events...The same year, Juul launched a "Vaporized" campaign. Again, its colorful ads — blasted out on billboards, in magazines, and on social media — featured happy, playful 20-something models. Juul also appeared to mimic tobacco

industry marketing, creating ads that look unmistakably similar to cigarette ads, according to another analysis by the same Stanford group. (para. 8-14).

In 2018, JUUL faced a \$462 million lawsuit for misleading the public about the risk of their products, claiming that their pre-filled pods had the same amount of nicotine as a pack of cigarettes when they actually contained significantly more. As reported by Larson and Nayak/Bloomberg for Time Magazine:

“California will use its share of the money to fund research, education and enforcement efforts related to e-cigarettes...Among other things, the accord requires Juul to secure its products behind store counters and verify the age of consumers that directly sell or promote its products online, according to the statement. The Food and Drug Administration in June banned Juul products on U.S. shelves, citing a lack of evidence demonstrating their overall safety. The regulator also noted Juul’s “disproportionate role in the rise in youth vaping.” Juul won a court order temporarily blocking that decision, and the agency separately stayed its ban, allowing the company to continue selling products for now (para. 10-14).

This court case sets a precedent for how strictly tobacco and nicotine advertising will be regulated in the future.

Reflecting on the marketing practices of tobacco and nicotine companies exposes how much influence they have over public health and societal perceptions. From historically deceptive advertisements to modern digital campaigns, this research illustrates the need for marketing practices to change within the industry. Consequently, it is evident

that accountability and ethical consideration must be at the forefront of any marketing endeavor. To facilitate new, refreshing ideas the next section of this thesis introduces original marketing content for JUUL that has been created to embody the principles of ethical marketing discussed throughout this essay. These examples not only demonstrate a commitment to public health and transparency but also pave the way for a future where marketing strategies are aligned with ethical standards. Ideally, this project will invite the tobacco and nicotine industries to reconsider their practices and advocate for a marketing landscape that prioritizes ethical integrity, consumer health, and societal well-being.

### **Marketing Campaign Plan for JUUL: Clear choices. Clear conscience.**

#### *Campaign Overview: "Breathe Responsibly: Know Your Vape"*

This campaign aims to reposition JUUL as a leader in responsible vaping by directly addressing adult smokers while actively dissuading non-smokers, particularly the youth, from vaping. Using the previous analysis of marketing psychology and tobacco/nicotine advertising, the campaign reinforces the critical need for transparency, public health prioritization, and new ethical standards.

#### *Objective:*

To redefine JUUL's brand identity while focusing on harm reduction for adult and underage smokers and championing environmental sustainability and product transparency.

### Target Audience:

Primarily adult smokers who are seeking less harmful alternatives to traditional cigarettes. The campaign explicitly targets a demographic legally permitted to use nicotine products and prioritizes education and transparency to prevent youth exposure and engagement.

### Key Messages:

- Health-Centric Approach: "Making informed choices is your right - understand vaping's relative risks and benefits."
- Transparency: "Every puff is free from mystery - full disclosure on what's in your vape."
- Environmental Responsibility: "Our planet's health matters as much as ours."
- Adults Only: "Vaping is a choice for adults, not youth - take the test to see if you qualify."

### Strategic Pillars:

- Educational Outreach: Develop educational materials that discuss the nuances of vaping, harm reduction, and the importance of making informed choices.
- Environmental Sustainability: Highlight JUUL's initiatives aimed at reducing environmental impact, including but not limited to, packaging innovations, recycling programs, and sustainable product design.
- Community and Health Advocacy: Collaborate with health organizations to contribute to research on smoking cessation and harm reduction, and support community programs that teach about smoking alternatives.

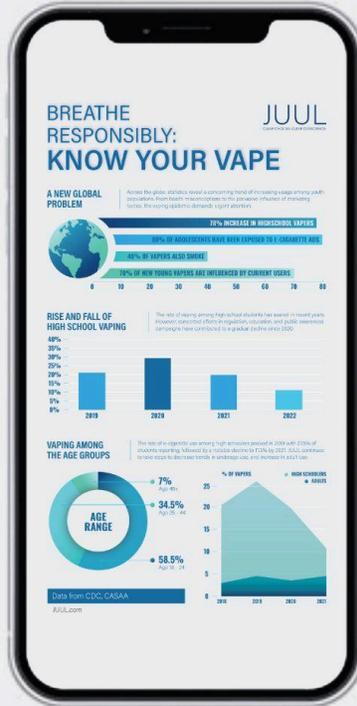
- Enhanced Age Verification: Implement industry-leading age verification technology across all sales and marketing channels to prevent underage access and usage.

Measurement and Evaluation:

- Utilize web and social media analytics to measure engagement and the effectiveness of age verification.
- Conduct periodic surveys to assess changes in the public perception of JUUL and the impact of the campaign on target demographics.
- Partner with third-party auditors to evaluate the environmental impact of new sustainability initiatives.

# KNOW YOUR VAPE®

Redefine JUUL's brand identity by focusing on harm reduction for adult smokers and championing environmental sustainability and product transparency.



## "Breathe Responsibly: Know Your Vape"

This campaign aims to reposition JUUL as a leader in responsible vaping by directly addressing adult smokers. It responds to the need for transparency, public health prioritization, and new ethical standards.

**JUUL**  
CLEAR CHOICES. CLEAR CONSCIENCE.

*This overview of the "Breathe Responsibly" campaign showcases a central infographic as well as a few examples of age-verified social media ads.*

# BREATHE RESPONSIBLY: KNOW YOUR VAPE

**JUUL**  
CLEAR CHOICES. CLEAR CONSCIENCE.

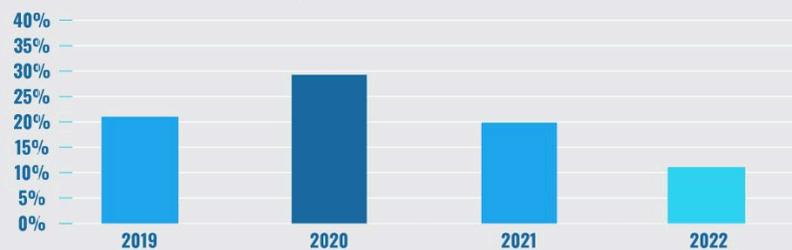
## A NEW GLOBAL PROBLEM

Across the globe, statistics reveal a concerning trend of increasing usage among youth populations. From health misconceptions to the pervasive influence of marketing tactics, the vaping epidemic demands urgent attention.



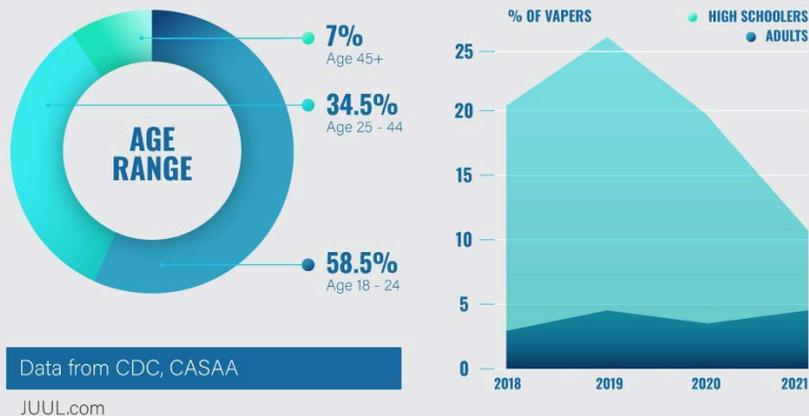
## RISE AND FALL OF HIGH SCHOOL VAPING

The rate of vaping among high school students has soared in recent years. However, concerted efforts in regulation, education, and public awareness campaigns have contributed to a gradual decline since 2020.



## VAPING AMONG THE AGE GROUPS

The rate of e-cigarette use among high schoolers peaked in 2019 with 27.5% of students reporting, followed by a notable decline to 11.3% by 2021. JUUL continues to take steps to decrease trends in underage use, and increase in adult use.



*A closer look at this infographic showcases the staggering but promising trend of vaping among young people.*

**Before juul pic**

## **Reflection on the Marketing Campaign**

The design of the "Breathe Responsibly: Know Your Vape" campaign for JUUL was deeply informed by the multifaceted issues identified through research of the tobacco and nicotine industries. This reflection outlines the foundation of the campaign, which is guided by ethics, public health prioritization, and the need for a significant shift in marketing narratives.

The campaign's emphasis on targeting adult smokers directly addresses ethical concerns highlighted in previous industry practices. The goal was to mitigate the potential for youth addiction and also align with broader public health goals to ensure that JUUL's marketing efforts contribute positively to societal discourse on smoking and vaping.

By integrating the intent of transparency and environmental sustainability into the campaign, JUUL can be put in the position to pioneer a new standard in the industry. This idea was informed by the World Health Organization's critique of the environmental impact of tobacco products, and therefore broadens the conversation from the narrow scope of health implications to global stewardship.

Additionally, educational outreach through infographics is a cornerstone of the campaign in order to promote informed consumer choices. By providing accessible and simple information on the relative risks and benefits of vaping, JUUL positions itself as a more transparent and responsible entity in the eyes of adult consumers. This educational initiative is complemented by a social media ad that uses robust age verification

mechanisms already on the JUUL website, demonstrating the brand's commitment to preventing underage use.

In crafting this campaign, significant emphasis was placed on differentiating it from past marketing strategies. The thought process behind each element aims to foster informed consumer decisions and promote a healthier, more sustainable, and transparent approach to selling tobacco and nicotine products. By aligning marketing strategies with ethical standards, prioritizing consumer and environmental health, and advocating for informed decision-making, the "Breathe Responsibly: Know Your Vape" campaign embodies a forward-thinking approach that can redefine the narrative around vaping and tobacco consumption.

## **Conclusion**

This thesis, which involved a literature review of the core principles of marketing and investigation of the tobacco and nicotine industries, attempts to reveal advertising tactics to consumers that impact them. Additionally, the research offered a comprehensive perspective of these tactics, consumer psychology, the impact of design on user experiences, and the critical importance of ethical guidelines in marketing. This comprehensive framework assuredly illuminates the complex dynamic between marketing practices and their effects on individual behavior and societal health.

At the heart of this thesis is the scrutiny of unethical practices within the tobacco and nicotine industries. Thorough analysis revealed the profound consequences of

unethical marketing, especially when targeting youths and marginalized groups.

Optimistically, this emphasizes the urgent need for a new installment of ethical principles within marketing frameworks, serving as a reminder of marketing's ability to mold societal norms and individual behaviors.

Furthermore, an examination of the psychological and design principles within marketing unveiled the strategic choices in campaigns that were aimed at influencing consumer decisions. The tobacco and nicotine industry's reliance on such methods walks the line between ethical persuasion and manipulation. Advocacy emerged as a possible transformative approach where marketing transcends traditional objectives to advocate for public health, informed decision-making, and the welfare of society. Similarly, education equips both industry professionals and the wider consumer base with an understanding of ethical marketing principles, creating a marketplace where informed, discerning participants uphold and demand high ethical standards.

This thesis goes beyond the simple critique of past marketing within the tobacco and nicotine industry and points toward a future where ethical marketing practices are the standard. A marketing environment that uplifts and engages consumers with honesty and respect harnesses the industry's creative energies for societal benefit, suggesting that through enlightened, ethical marketing practices, a pathway toward a healthier, more ethically conscious society is possible. The thesis, therefore, is a call for action to the marketing industry to reflect and realign its strategies with ethical imperatives to ensure that the pursuit of commercial success doesn't come at the expense of societal well-being.

Through the enrichment of academic discourse and future marketing trend predictions, marketing can and should be a force for good, inspiring positive change and providing value to the consumer in a responsible, respectful culture.

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