

Tobacco Marketing Loopholes? The Case of Electronic Cigarettes

ASPIRE 2025

SEMINAR

Wednesday 19 November 2014
University of Otago,
Mein St, Newtown, Wellington

Marketing is everything a tobacco company does to persuade people to buy its products. As tobacco control has closed off many marketing channels of influence so the tobacco industry has sought loopholes. Advertising bans have led to innovation in packaging; tax increases to discount brands and roll-your-own product innovations.

Closing loopholes takes time and resources. It is vital that we try to anticipate how the industry will exploit changes in the tobacco control environment; to do this we must learn to think like tobacco marketers.

This presentation will illustrate this need using the example of **e-cigarettes** – arguably the biggest change in the tobacco market in a generation. It will address the question: what potential loopholes do e-cigarettes offer the tobacco marketer? Thereby it will explain tobacco marketing, bring the problem of loopholes to life and suggest ways of not just closing, but forestalling them.

We invite you to register now for this ASPIRE2025 seminar with Dr Marisa de Andrade

Keynote Address: Dr Marisa de Andrade

Marisa is a Lecturer and Programme Director at the School of Health in Social Science at the University of Edinburgh. She completed an Impact Fellowship at the Institute for Social Marketing, University of Stirling under the mentorship of Prof Gerard Hasting.

She works on various projects in the fields of social policy and pharmaceutical regulation. Recent Cancer Research UK funded projects include investigating the marketing of e-cigarettes and establishing a research agenda and policy directions for tobacco harm reduction. For the NHS, she engages with marginalised communities using innovative methods and asset-based approaches.



Seminar Schedule

- 2.15pm Coffee & registration
- 2.30pm Welcome
- 2.35pm Keynote address
- 3.25pm Questions & discussion

There is no cost to attend this seminar, but places are limited.

To register, please contact Fran Wright at the University of Otago, Wellington by Monday 17th November . Email: fran.wright@otago.ac.nz

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.

ASPIRE2025 conducts research to inform the Smokefree 2025 goal. We are proud to be partners with the Health Promotion Agency.