

## Section 7.

# How the tobacco and vaping industries target young people

## Activity



### Materials:

- Ads printed on poster paper or displayed on screen
- Activity sheet

## Deconstructing advertisements

1. Pass out both activity sheets.
2. Looking at the first activity sheet with the ads, explain:
3. "Companies spend millions of dollars figuring out how to get the attention of the people whom they would like to buy their product, especially through social media advertising! Let's deconstruct an advertisement to see what messages they are selling."
4. Then using the second activity sheet, discuss each/any questions regarding one or many ads, for 5-10 mins.
5. If time permits, 'reconstruct' the advertisements using a healthier or more appropriate message.

Ad 1

**THE BTS MEAL**

Introducing Sweet Chili and Cajun sauces, picked by BTS

Order on the app

For a limited time at participating McDonald's. © 2021 McDonald's

Ad 2

Elevate Your Look with

# Natural Makeup

#Whimsy The Beauty Enhancer. Its Child safe Make up Brand.

Shop Now

Ad 3

**#WarriorsWanted**  
goarmy.com/warriors

Ad 4

PRIME

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### **ACTIVITY: Deconstructing advertisements**

#### **AD 1. DISCUSSION STARTERS/HINTS:**

- *Product:* McDonald's meal in collaboration with Korean group BTS
- *Imagery:* A high-fat, high-salt fast food meal on a BTS-purple background, the BTS logo and the word "BTS" used twice.
- *Messaging:* BTS appeals mainly to young women, this ad implies they can feel closer to their favourite pop stars by eating a meal chosen by them.
- *Reconstruction (example):* It's very unlikely that the active, healthy members of BTS want their fans to gorge on a McDonalds meal of 740 calories and 40 grams of fat!

#### **AD 2. DISCUSSION STARTERS/HINTS:**

- *Product:* Whimsy skincare and makeup designed for children
- *Imagery:* The child looks like she's at a spa, ready for a day of beauty pampering.
- *Messaging:* Some makeup can look "unnatural" on young people or harm their skin; your "natural look" isn't good enough and needs to be "elevated"
- *Reconstruction (example):* The safest, most natural look is to go makeup-free!

#### **AD 3. DISCUSSION STARTERS/HINTS:**

- *Product:* Enrollment in the US Army
- *Imagery:* Army personnel involved in combat using large artillery and technology, similar imagery to a first-person shooter video game
- *Messaging:* Appealing to youth who view themselves as "warriors", a word popularly used in video and other gaming areas
- *Reconstruction (example):* Joining the US Army will put you in potentially dangerous real-life situations that are nothing like the video games you play from the comfort of your couch.

#### **AD 4. DISCUSSION STARTERS/HINTS:**

- *Product:* Prime Energy Drink
- *Imagery:* Vibrant colours, popular YouTubers (Logan Paul, KSI) holding an array of drink options
- *Messaging:* Young, wealthy influencers use trendy energy drinks to give them an edge  
*Reconstruction (example):* The effect of sugar-rich energy drinks is only temporary, make longer-term investments in your health with exercise and healthy eating.

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#### ACTIVITY: Deconstructing advertisements

Who paid for the ad?

Who is the target audience? Why do you think that?

What story is this ad telling (messages)? How do you know? (text, images, etc)

What strategies did the company use to make their product appealing?

Was the ad successful? If yes, why? If no, why not?