

Marketing on E-cigarette and HTP Brand Social Media in the Philippines and Vietnam

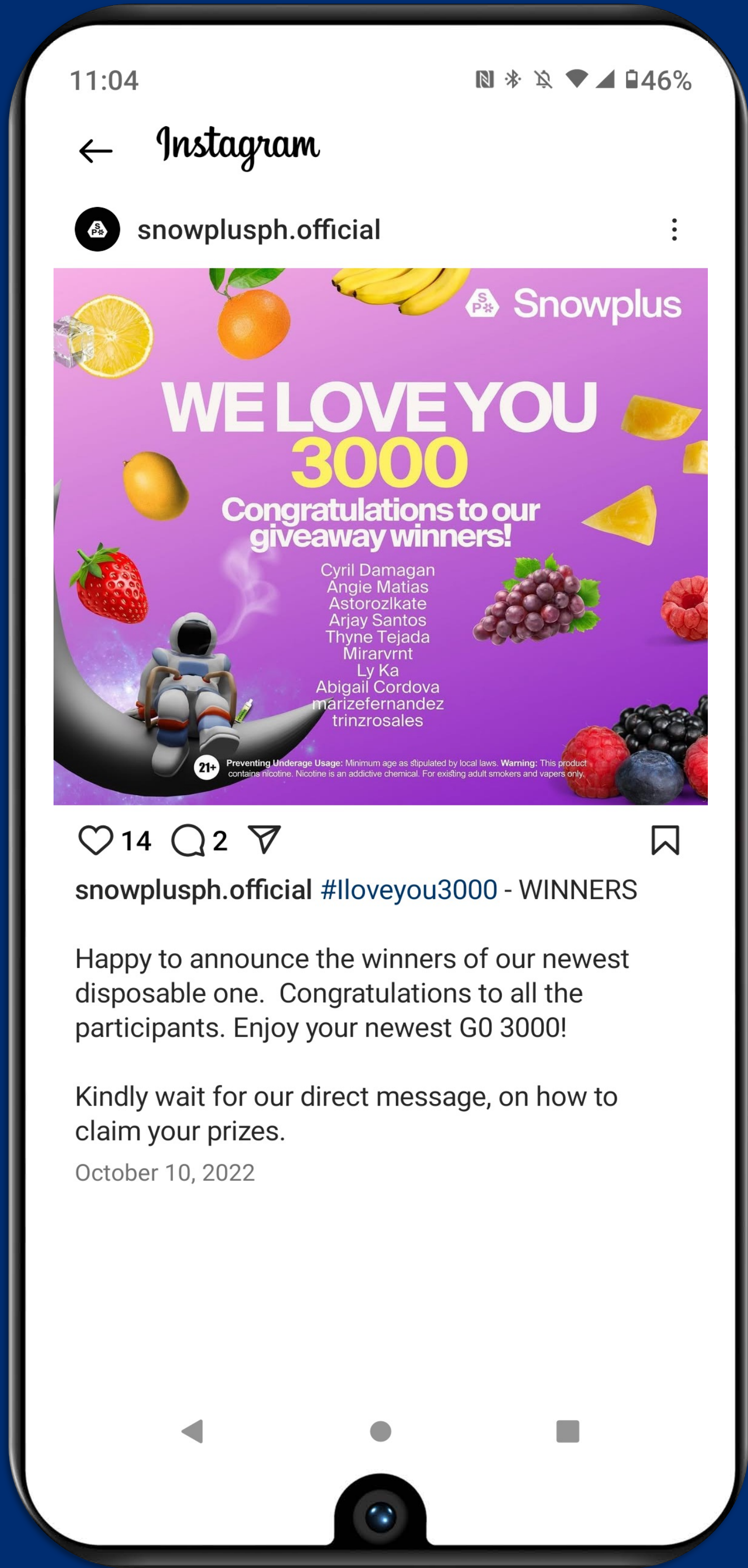
Background

- 14% of youth (13–15) used e-cigarettes in the Philippines in 2019; 2% of young people (15–24) used e-cigarettes in Vietnam in 2020
- E-cigarettes and heated tobacco products (HTPs) are legal and regulated in the Philippines and, at the time of data collection, were unregulated in Vietnam
- We examined marketing tactics used and product characteristics advertised by e-cigarette and HTP brands on social media

Methods

- E-cigarette and HTP brand accounts were identified on Facebook, Instagram, TikTok, and YouTube
- All posts published from August 2022–January 2023 were catalogued
- A random sample of 358 posts from the Philippines and 186 posts from Vietnam were coded for product characteristics, promotional strategies, marketing appeals, health warnings, age restrictions, and engagement strategies

Youth-appealing marketing tactics to promote e-cigarettes and HTPs are widespread on brand social media pages



Results

- 34% of Filipino posts (n=120) and 88% of Vietnamese posts (n=164) did NOT display age restrictions
- Many posts featured characterizing flavors:
 - Of 78 Filipino posts advertising flavored products (22%), the most commonly observed flavors were fruits (n=44, 56%) and sweets (n=23, 30%)
 - Of 85 Vietnamese posts advertising flavored products (46%), the most commonly observed flavor was fruits (n=63, 74%)
- Emoticons (pictured below) and cartoons were popular appeals in the Philippines (n=251, 70%; n=67, 19%) and in Vietnam (n=143, 77%; n=40, 22%)



Conclusion

The implementation and strengthening of policies that address product marketing are needed to limit the appeal to youth and young people.

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Access the fact sheet based on this study

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Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
NO	NO	NO
NO	NO	NO