



## E-cigarette ads model big tobacco ads of old

Jolie Lee, USA TODAY Network 4:03 p.m. EST November 11, 2013

*Correction: An earlier version of this story included a quote that suggested the Food and Drug Administration regulated alcohol. The FDA does not have jurisdiction over alcoholic beverages.*

Some e-cigarette companies are following in the marketing footsteps of tobacco companies: celebrity appeals and flavors that could attract kids. The Food and Drug Administration restricts how regular cigarettes are advertised, but e-cigarettes fall into a loophole for federal regulation.

The head of the Centers for Disease Control and Prevention said these [new kinds of cigarettes threaten the next generation](#) and some members of Congress are [urging the FDA to regulate e-cigarette ads](#) as well.

**MORE:** [Big Tobacco back in TV viewers' faces as FDA cuts in](#)

About 4 million Americans now use e-cigarettes and sales have grown dramatically since 2010, according to the Tobacco Vapor Electronic Cigarette Association. E-cigarette manufacturers have cited their product's potential to get smokers to give up tobacco cigarettes.

But critics of e-cigarettes have raised concerns that the industry is targeting non-smokers, including young people. The CDC says 10% of middle and high students have tried e-cigarettes, a rate that doubled from 2011 to 2012.

Here's a look at how e-cigarette ads compare to tobacco marketing strategies, many of which targeted young people.

### Ads in front of kids

Vype e-cigarettes were advertised in a children's iPad game last month.



25 Oct

**E-Cigarette Forum** @ecigaretteforum @GrahamBM @neil\_october Damn. I hope @BATPress do the right thing then, and pull the ads. Seems Apple also needs to seriously rethink things

**Graham Brown-Martin** @GrahamBM

Follow

.@ecigaretteforum agreed, so over to @batpress why are you advertising to kids via iPad games?

[pic.twitter.com/aVstTSrFPM](http://pic.twitter.com/aVstTSrFPM)

12:33 PM - 25 Oct 2013

1 FAVORITE

Reply

Retweet

Favorite

British Tobacco Company, the owner of Vype, apologized for the ad placement, citing a "breach of protocols by third party used by ad agency," according to a company tweet.



**BAT Press Office** @BATPress

Follow

We apologise that this has happened and are working to ensure this never happens again #ecigs #vype

4:14 PM - 25 Oct 2013

Reply

Retweet

Favorite

Decades earlier — before they were pushing vitamins, the Flintstones were [lighting up Winstons in a 1960 commercial](#).

"Cigarette ads have always tried to exploit kids' aspirations that they want to be glamorous, rugged, rebellious," said Vince Willmore, spokesman for the Campaign for Tobacco-Free Kids. "Now e-cigarettes are appealing to those same aspirations."

The FDA is considering expanding regulations to the e-cigarette industry,

including how products are advertised. TVECA's position is that e-cigarettes should be regulated like tobacco, co-founder Tom Kiklas said, noting the possibility that localities could impose strict regulations on the use of e-cigarettes unless the FDA provides guidelines for their sale.

## Cartoon mascots

E-cigarette company eJuiceMonkeys has a smiling, smoking monkey as its mascot.

Camel started using the cartoon Joe Camel in its advertising campaigns starting in 1988. Joe Camel retired in 1997 — the same year big tobacco reached a \$365 billion settlement, which included an end to marketing to kids.

## Fun flavors

E-cigarettes come in a variety of flavors, including chocolate, gummy bears and even [waffles](#) topped with maple syrup and butter. To get in the fall spirit, V2 Cigs offers a pumpkin spice e-cigarette

An advertisement for V2 Cigs Pumpkin Spice e-cigarettes. The background is a light beige with a subtle pattern of pumpkins. On the left, the text reads "Your V2 Pumpkin Spice is AVAILABLE a la carte!" with "AVAILABLE" in large, bold, orange letters. Below this is an orange rounded rectangle button with the text "Shop Now". On the right, there is a product shot of a V2 Cigs Pumpkin Spice 18 pack and several individual e-cigarette cartridges. The pack is white and orange, featuring a pumpkin illustration and the text "1.8% NICOTINE PUMPKIN SPICE 18". The cartridges are orange and white with the V2 logo.

**V2 Cigs** @v2cigs

**Follow**

Don't miss out on our DELICIOUS Pumpkin Spice Flavor Carts:

<http://www.v2cigs.com/categories/e-cig-limited-editions>

...

3:46 PM - 6 Nov 2013

- . Reply
- . Retweet
- . Favorite

The Food and Drug Administration banned flavors for regular cigarettes in 2009, saying cigarettes characterizing fruit, candy and cloves "[have special appeal for children.](#)"

Kiklas, though, disputes the need to extend these regulations to e-cigarettes. He cited the FDA's approval of cherry-flavored nicotine lozenges. "Is that marketing to kids?" he said.

"We support any flavor that assists in a smoker's transition to e-cigarettes," he said.

Before the FDA ban on flavored cigarettes, Camel was offering tropical flavors such as "Kauai Kolada" with a hint of pineapple and coconut, as well as "Twista Lime."

### **Kids in ads**

The British e-cigarette company E-Lites features a baby dancing Gangnam-style. The U.K.'s Advertising Standards Authority [banned the ad](#) on TV and radio.

E-cigarette company Bull Smoke tweets, "Everybody is doing it!" with pictures of celebrities, including movie stars Katherine Heigl and Dennis Quaid, reality TV star JWoww and actor Kevin Connolly.

The tobacco industry enacted a self-imposed ban on ads featuring entertainers, athletes and personalities in 1964. Before then, tobacco companies used A-list stars to sell their product.

<http://www.usatoday.com/story/news/nation/2013/11/11/e-cigarettes-kids-advertising/3467475/>