

# Marketing Appeals on Indonesian E-cigarette Packaging

## Background

- In Indonesia, 6.2 million adults (5.8% of men and 0.3% of women) use e-cigarettes and 19.2% of adolescents aged 13–15 use tobacco products
- Research shows exposure to tobacco marketing is associated with future cigarette and e-cigarette use
- Indonesia lacked regulations on the sale or marketing of e-cigarettes until recently
- We collected e-cigarette products in Indonesia and assessed the packaging for marketing and flavor appeals

## Methods

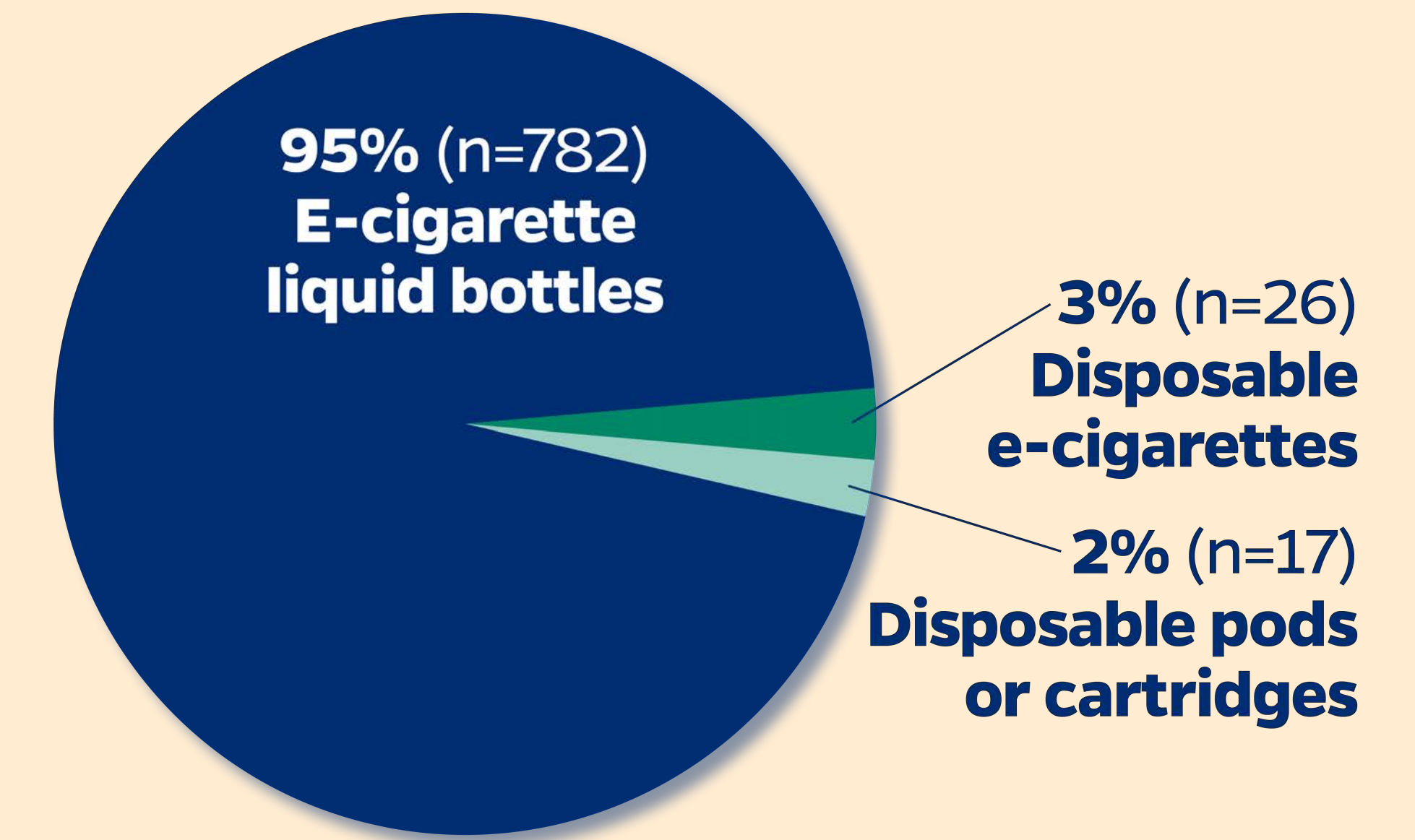
- The Tobacco Pack Surveillance System (TPackSS) protocol was used to collect unique e-cigarette liquid bottles, disposable e-cigarettes, and disposable pods/cartridges in Jakarta, Surabaya, and Medan, in 2022
- The layer of packaging visible to consumers was double coded for marketing and flavor appeals
- Descriptive statistics were calculated

# E-cigarette products in Indonesia contained marketing elements that appealed to youth with **flavors** and **fun**



## Results

- 825 unique products:



- 96% of collected products featured **flavor terms**: fruit (58%), concept flavors (22%), desserts (22%)
- Two-thirds displayed **flavor imagery**: fruit (41%), desserts (16%), beverages (14%)
- 58% contained **youth-oriented appeals**: cartoons (36%), fun fonts (26%), fun brand names (17%)
- 80% referenced **brand websites/social media**
- 218 packs (26%) featured **Indonesian cultural elements**

## Conclusion

Results support the need for strong policies and enforcement to prevent youth-targeted packaging.

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Access additional resources related to this study

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	Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
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