



SPOT THE VAPING SCAM

A classroom activity exposing tobacco's
oldest tricks in today's vape ads

VIDEO AND DISCUSSION ACTIVITY

Objective

Students analyse vape and tobacco companies' real marketing tactics and learn to spot manipulation.

Learning outcomes

- Compare past tobacco and present vaping marketing tactics
- Explain how companies manipulate people through advertising
- List practical ways to resist marketing manipulation

Activity



1. Watch Video (9 minutes)

Show students this video about tobacco and vape marketing history:

https://youtu.be/EJpMZ_Yp4dk?si=fw22EQsUBiYCcrEg

2. Then & Now Detective Work (8 minutes)

Setup (1 minute)

- Split class into small groups (3-4 students)
- Each group finds in the video:
 - a. One OLD tobacco marketing trick
 - b. One NEW vaping marketing trick

Group Task (7 minutes)

For each marketing trick from the video:

1. What was the trick?
2. How did the companies fool people?
3. What can you do to avoid falling for this trick?

Example for teachers:

OLD trick: Companies paid doctors to recommend cigarettes in ads

- What they did: Put doctors in white coats in their ads
- How they fooled people: Made it look like doctors thought smoking was safe
- What you can do: Question when famous people or experts promote products

3. Quick Share (5 minutes)

Each group shares their best THEN & NOW comparison from the video.

Teacher tips

- Students only need to use examples shown in video
- Keep responses short – one THEN, one NOW per group
- Groups might spot same tactics – that's okay
- If students get off track, ask "Where did we see that in the video?"



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