



VAPE INVESTIGATOR

A two-part activity revealing how
influencer marketing targets young people

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Social media marketing exposed

A two-part activity revealing how influencer marketing targets young people

Why this works

Students discover how vaping companies use social media to influence teens. By playing an investigative game then watching real evidence, they see through marketing tactics.

Activity (30 minutes)



1. Be the Investigator (15 mins)

Play at: <https://blurredminds.github.io/vape-investigator/>

While playing:

- Uncover how influencers promote vapes
- See how marketing targets young people
- Experience being an investigative reporter

2. The real story (10 mins)

Watch video: "How Juul got Millions of Kids Hooked on Nicotine"

<https://www.youtube.com/watch?v=7fvxhavni4>

Shows actual marketing tactics used

- Reveals:
 - Ads on teen websites
 - Social media influence
 - Youth-focused campaigns
 - Influencer recruitment

Continued overpage

DISCUSSION

Activity Cont'd



3. Leading the discussion (5 mins)

a. Opening

- Ask what tricks they spotted in the game
- Have students share real social media examples
- Name platforms where they see vape content

b. Moving to solutions

- "How do we spot hidden marketing?"
- "What makes us trust influencers?"
- "How can we resist these tactics?"

Teacher tips:

- Start with game examples
- Build real-world connections
- Keep tone curious, not judging
- End with practical actions



CONTACT US

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