

Tobacco Enforcement and Reporting Movement (TERM) Online Marketing of Tobacco Products

Background

Article 13 of the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) recommends banning all forms of tobacco advertising, promotion and sponsorship (TAPS) across all channels. Online platforms, which are more difficult to oversee than traditional media channels, pose a significant challenge to controlling and curbing tobacco marketing. Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring system that tracks tobacco marketing on social media platforms and news sites. This situation report is part of a series that summarizes observed examples of online tobacco marketing in Indonesia. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws. Visit the TERM website to learn more and to view all reports.

Definitions used in this report:

Brand-extended products and services: Otherwise referred to as brand extensions, are non-tobacco products or services that use the established brand name or trademark of a tobacco company.

General interest community/brand accounts associated with tobacco companies: Accounts for brands or campaigns associated with tobacco companies that focus on general interest topics such as music or sports, but that indirectly promote the company, its products and tobacco use.

Direct marketing: Marketing of tobacco products with clear visuals of the product and/or its use, or the product brand name.

Indirect marketing: Promotion of the tobacco company and/or product and its use through brand extension, surrogate marketing, price discounts and giveaways, and sponsorship of events or activities.

Key Highlight

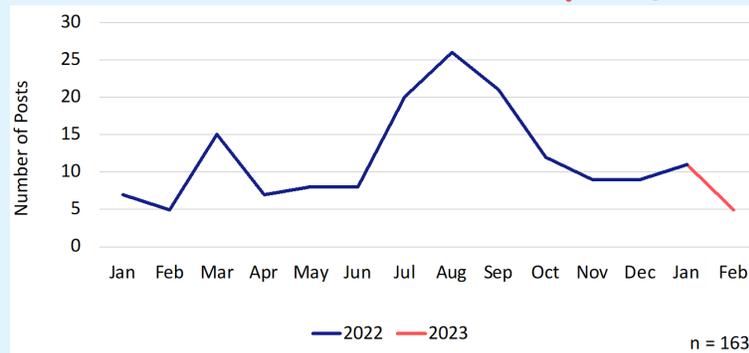
- Most tobacco marketing observed online during this period was indirect and disguised. Out of the 4,679 tobacco marketing instances monitored between Dec. 16, 2022 and Feb. 28, 2023, 93% was indirect marketing. Nearly all of this marketing was from general interest community/brand accounts associated with tobacco companies.
- The use of community-based marketing was the most common tactic (86%). This tactic was mostly used by Djarum (94%), which used general interest topics like football tournaments and motorcycles living to indirectly promote the company, its products and tobacco use. Sampoerna was also observed marketing the company (3%) via brand extension (2%), including by promoting the launch of its new IQOS production factory in Karawang, West Java.
- Direct marketing, where the products were clearly pictured for sale, was observed for electronic cigarettes (9%) and heated tobacco products (1%).
- A significant amount of messaging during this period was informational (87%), which largely focused on sports including badminton and football. Djarum-associated community and brand accounts dominated this online marketing. These accounts provided sports trivia, team and player stats and offered contests to see live matches.
- Most of the observed marketing was on Instagram (70%), followed by Facebook (16%) and Twitter (11%).

¹ TERM has uncovered a separate series of non-tobacco accounts, the majority of which are associated with Djarum, that focus on different general interest topic areas (e.g., scooters, badminton, photography, electronic music, football) and promote content and sponsor events related to these areas, with logos that visually map to those of different Djarum cigarette brands.

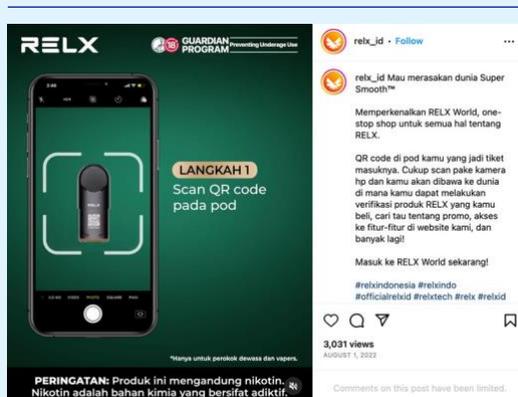
Case Study: Trends in Price Promotions for Electronic Cigarettes and Heated Tobacco Product From January 2022 to February 2023

Price promotion are a common strategy to undermine pricing policies and are used to attract new customers— especially price-sensitive teenagers. From January 2022 to February 2023, TERM documented 163 price-related promotions. These were primarily observed for electronic cigarette brands (99%) such as SMOK (37%), VOOPOO (26%) and UPODS Indonesia (15%). Price-related promotions included price discounts, product bundling and special members-only benefits. Throughout the year, discounts on electronic cigarettes were heavily promoted during holiday celebrations including New Year (January), Eid-al Fitr (April), Eid-al Adha and Islamic New Year (July), Independence Day (August). In September, the companies promote their new store locations.

Figure 1
Price Promotion Trends 2022-February 2023



There were also some promotions available to valued customers, for example a QR code in the RELX device can be used to gain membership to the RELX Club, which gives exclusive member-only promotions and discounts. Heavy discounts on products were offered during “payday sales” and for those who attended the INVEX 2023 International Vape Expo. To entice customers into newly opened physical stores to make purchases, SMOK accounts announced huge in-store discounts. Price bundling of various models was observed for UPODS disposables products.



RELX posted a video with detailed information on how to use QR code in the RELX device as an entry ticket to join RELX Club. This post has more than 3,000 views.

Source: @relx_id Instagram page
<https://www.instagram.com/p/CgtuQyEBBvN/>



IQOS promoted their limited offers for their followers who want to join IQOS member and get price discount for their product from IDR 749k to IDR 547k.

Source: @iqos_id Instagram page
<https://www.instagram.com/p/CnRiN7essfp/>

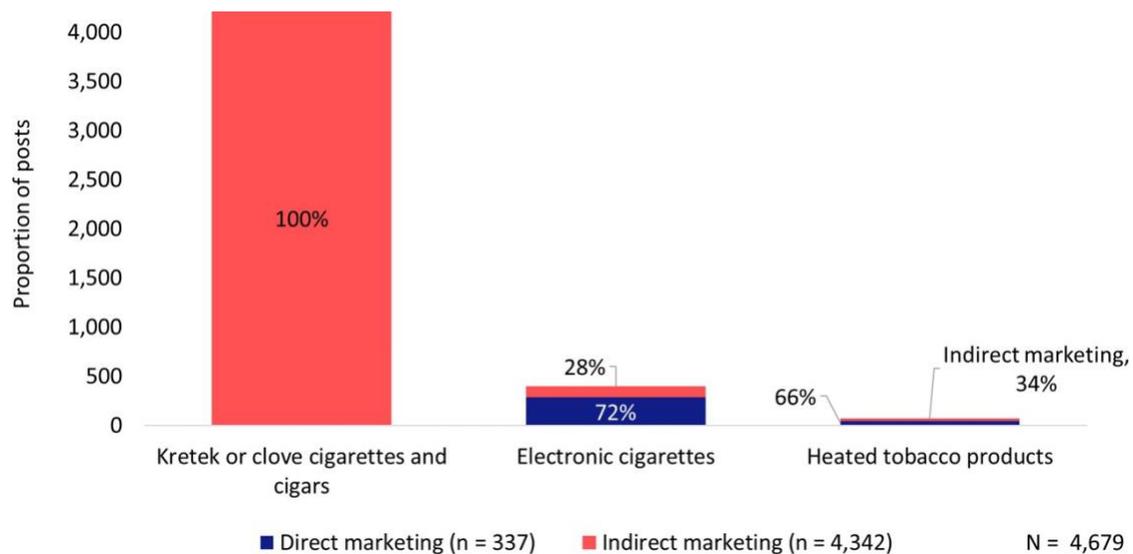
A recent report by STOP² highlighted the need to monitor and report the tobacco industry’s pricing strategies to help with the implementation of stronger policies. [Download the report here.](#)

² STOP is dedicated to rigorously exposing the tobacco industry’s efforts to derail tobacco control and hook a new generation of users. STOP works around the world, with a special focus on low-and middle-income countries where the industry is aggressively targeting communities and where the biggest populations are at risk for tobacco-related disease burden. For more information about STOP visit www.exposetobacco.org.

Detailed Insight

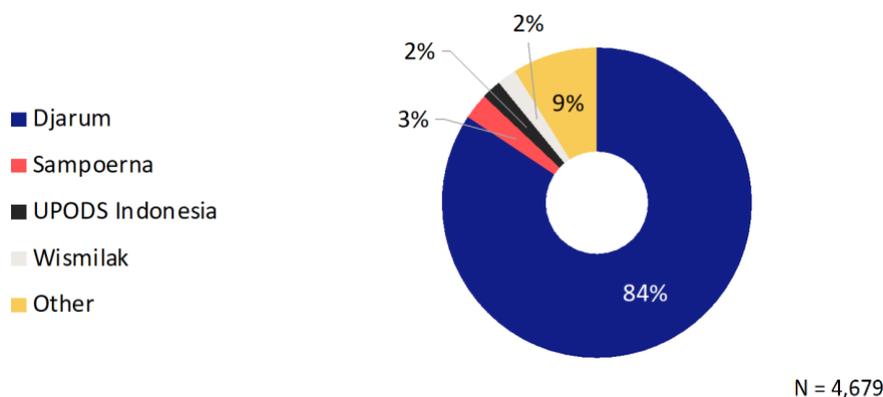
How much marketing was observed? A total of 4,679 tobacco marketing instances from 116 social media accounts and 39 news sites were observed between Dec. 16, 2022 and Feb. 28, 2023. Most observed marketing instances was the indirect marketing of cigarettes via general interest community and brand accounts associated with tobacco companies (4,212 instances, Figure 2), and to a much lesser extent, cigars. Tobacco companies build and manage these online communities especially on social media platforms to drive engagement with their brand and to cultivate relationships with prospective customers. There was also a significant amount of marketing for electronic cigarettes (397 instances); most of which clearly depicted products for sale (72%). Marketing for heated tobacco products (70 instances) was also mostly direct (66%).

Figure 2
Volume by Product and Marketing Type



Who are the key players? The vast majority of tobacco marketing instances observed were associated with Djarum (84%, Figure 3). This was followed by Sampoerna, the Indonesian subsidiary of Philip Morris International (3%); both companies sell kretek cigarette products. Accounts associated with the electronic cigarette product brand UPODS and cigarette company Wisnilak were also observed actively marketing (2%). When we look exclusively at the kretek or clove cigarette brands that were associated with marketing (Figure 3a), Gudang Garam (1%) and Taru Martani (<1%) were also observed actively marketing. Though marketing for cigarettes was mostly dominated by one company (Djarum), marketing for electronic cigarettes was far more diffused among many product brands (Figure 3b). There was a significant amount of marketing for IQOS products this period (15%, Figure 3b).

Figure 3
Tobacco Companies and Brands Associated With Marketing



Note: The “Other” category includes companies that sell cigarettes, cigars, heated tobacco products and electronic cigarettes

Figure 3a
Kretek or Clove Cigarette Companies Associated With Marketing

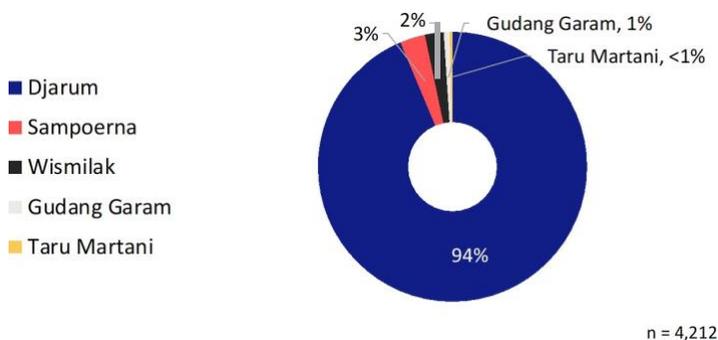
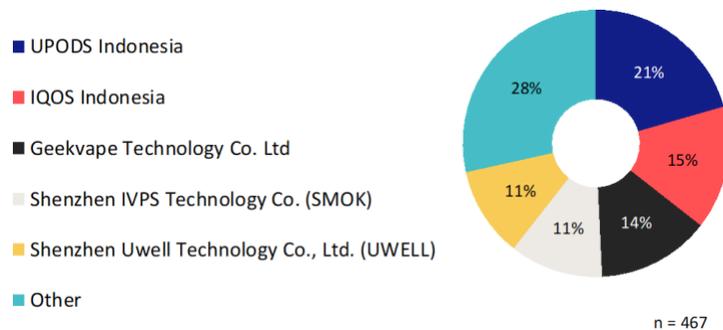


Figure 3b
Electronic Cigarette or Heated Tobacco Product Brands Associated With Marketing



Note: The “Other” category includes HexOHm, RELX, OXVA, and VOOPOO electronic cigarettes.

Examples of marketing from each key player³

Djarum

This example of marketing from the LensA Community, which is an account for photography enthusiasts that is affiliated with Djarum's LA cigarette brand, shares techniques for wedding photography. This post received more than 12,700 likes. Note that the "L" and "A" in the LensA logo are designed to stand out. The integration of Djarum's cigarette brand product logos into the logos of its general interest community/brand accounts was observed consistently.

Source: @lensacommunity Instagram page
<https://www.instagram.com/p/CmRVkPaSFoY/>

Sampoerna

The post from Sampoerna's official account features the inauguration of a new production facility for IQOS heated tobacco products, sold under the brand HEETS, in Karawang, West Java. The post claims this is how the company supports the transformation of the manufacturing sector and the first export of innovative tobacco products free of smoke. The post garnered more than 1,500 likes.

Source: @indidesampoerna Instagram page
<https://www.instagram.com/p/CnWej1TOUep/>

UPODS Indonesia

This post from UPODS Indonesia associates rainy days with electronic cigarette use, by posting this giveaway that encourages their followers to use electronic cigarettes while making tea on a rainy day, and to comment on the post, like it and repost it, to get a bundling package of UPODS V3 for free. The post received more than 300 likes.

Source: @upods_id Instagram
<https://www.instagram.com/p/CpCWC93vLIw/>

Wismilak

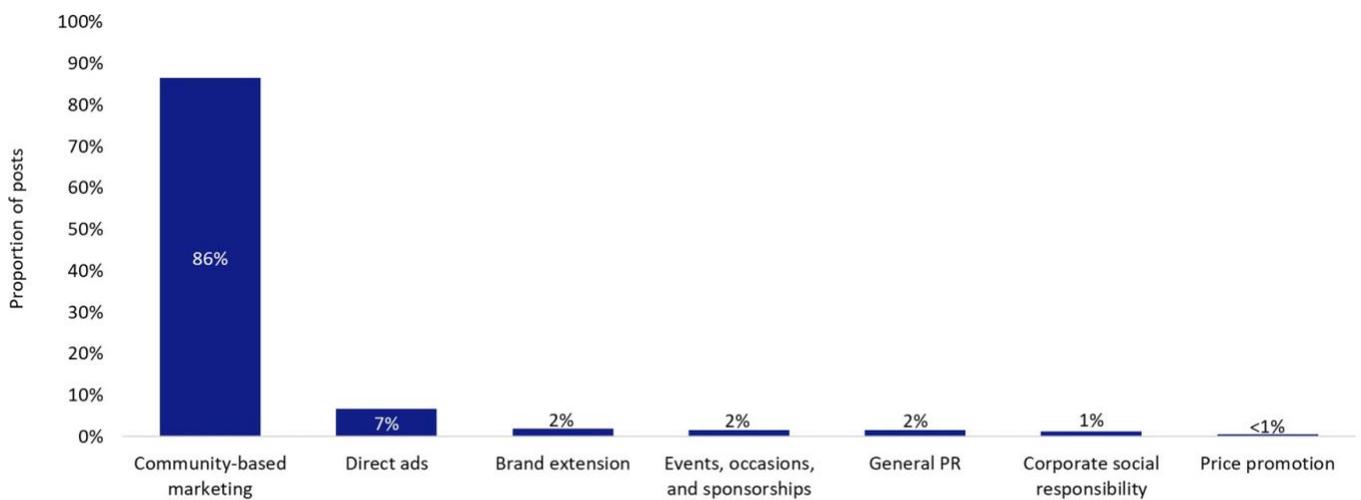
The Wismilak Diplomat account posted a large logo of their cigarette product as a video. Generally, this account posts about an entrepreneurship program challenge, and claims to be committed to strengthening the Indonesian entrepreneurial ecosystem. This post received 3,900 likes.

Source: Wismilak Diplomat Facebook
<https://www.facebook.com/215721976038/posts/10158996913551039/>

³ Key players here refer to tobacco companies and brands associated on chart 3

What marketing tactics were used? The use of indirect marketing tactics was the most prominent form observed online. Community-based marketing was observed the most (86%, Figure 4). With this tactic that was primarily used by Djarum, the tobacco company builds communities of followers interested in sports, music, travel, and other areas, as a way to indirectly market their company and products and encourage tobacco use. The account and its posts either use the official tobacco company logo (e.g., Djarum badminton) or a logo that subtly matches on to the company’s different tobacco brands (e.g., LensA Community of Djarum LA kretek cigarettes). The next largest category was direct marketing (7%), which was mostly observed for electronic cigarettes Events, occasions, and sponsorships (1%) was used by electronic cigarette product brands and general interest community/brand accounts associated with tobacco companies to share holiday greetings, announce contests and giveaways and “vape meetups.” Price promotions are a tactic that was observed for electronic cigarettes and heated tobacco products (<1%).

Figure 4
Marketing Tactics Used



N = 4,679

Where was the marketing observed?⁴ More than two-thirds of marketing was observed on Instagram (70%), followed by Facebook (16%) and Twitter (11%) (Figure 5). News articles (<1%) (Figure 5) mostly captured activities by Sampoerna, including the new IQOS factory in West Java beginning exports to the Philippines and Malaysia. Meta platforms, Instagram and Facebook, were used for marketing all product types (Figure 5a). Electronic cigarettes had the most marketing of any products on Instagram (82%). There was no marketing for electronic cigarettes observed on Twitter, though there was for cigarettes/cigars (12%) and heated tobacco products (7%). During this period, there were articles promoting IQOS on news sites (12%).

Figure 5
Digital Platforms Used for Marketing

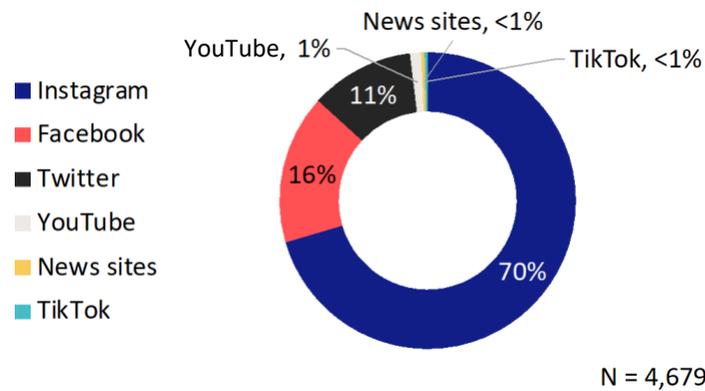
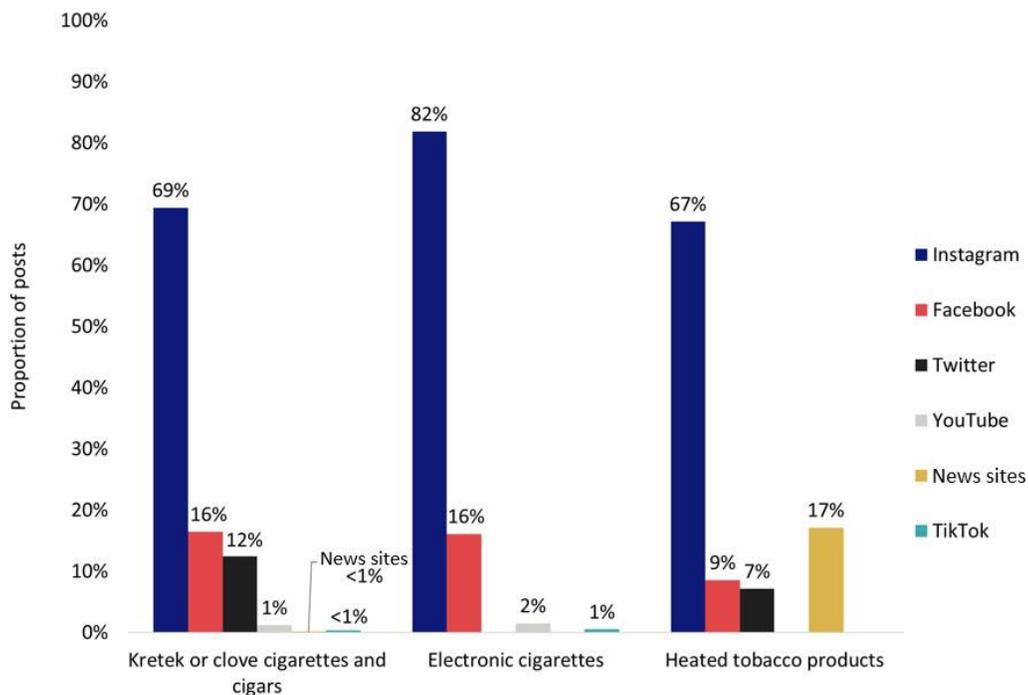


Figure 5a
Digital Platforms Used for Marketing by Product Type



Note: Refer to Figure 1 for breakdown of indirect and direct marketing per product type

N = 4,679

⁴ TERM relies heavily on text-based searches and is not able to capture any content that solely contains images. This may lead to an undercounting of marketing content on heavily visual media such as YouTube or TikTok.

Examples of marketing on YouTube and news sites

YouTube



OTW INVEX 2023 Yogyakarta, Banyak Kerandaman Team Yang Terjadi...

VaperSTUFF Indonesia
856K subscribers

25K views 2 months ago

This video was posted by VaperSTUFF Indonesia's YouTube channel, which is an account that reviews different electronic cigarette product devices and equipment. This video features the host visiting several electronic cigarette stores on his way to the INVEX 2023—an international electronic cigarette expo that was held in Jogjakarta on Feb. 18 and 19. The expo was [said to feature](#) more than 60 electronic cigarette brands and 40,000 visitors. The VaperSTUFF account has more than 850,000 subscribers, and this video alone had more than 25,000 views.

Source: VaperSTUFF Indonesia YouTube
<https://www.youtube.com/watch?v=WN3BmjMGjew&t=858s>

News Site

home / Financial Exchange

Targeting 40 Countries, HMSP Exports Smoke-Free Tobacco Products to Malaysia and the Philippines for the First Time

Adventia Elisabeth · Friday, 13 January 2023 - 15:53 WIB

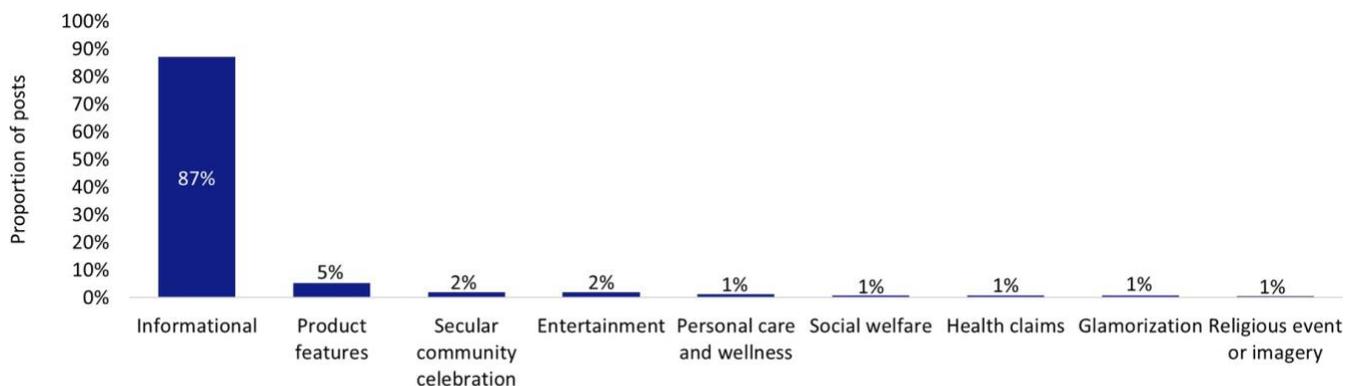


This article discusses how Sampoerna is exporting 'IQOS HEET' products to Malaysia and the Philippines and looks to expand to 40 countries.

Source: [sindonews.com](https://ekbis.sindonews.com/read/994857/178/bidik-40-negara-hmsp-ekspor-perdana-produk-tembakau-bebas-asap-ke-malaysia-dan-filipina-1673596890)
<https://ekbis.sindonews.com/read/994857/178/bidik-40-negara-hmsp-ekspor-perdana-produk-tembakau-bebas-asap-ke-malaysia-dan-filipina-1673596890>

What messaging was used? Most of the marketing provided information about general interests (87%) (Figure 6), which this period largely focused on sports. The second most-used messaging focused on product features (e.g., available colors and portability) and technical specifications (5%); this messaging was mostly observed for electronic cigarettes. Health claims messaging was mostly used in promotions for IQOS, UPODS, and RELX (1%). Health claims by those brands highlighted the benefits of being smoke-free and not affecting others with secondhand smoke or the smell of cigarettes.

Figure 6
Message Framing Used in Marketing



Examples of message framing

Informational



This post encourages UPODS Indonesia’s followers to attend a “Vape Meet” event to meet local “heroes” in Serang, Banten. The event offered an electronic cigarette competition, giveaways and live music performance.

Source: @upods_id Instagram
<https://www.instagram.com/p/CmOgbGPqXB/>

Product features



This post highlights new gold and green color Geekvape devices that are claimed to suit those, especially man who want a unique product for the New Year.

Source: @geekvape.indonesia
<https://www.instagram.com/p/CmqeU7LPQke/>



Djarum’s Super Soccer posts about a giveaway to win a trip to England to watch a Premier League match. The post asked their followers to collect points to be entered into the raffle to win the trip by attending in-person football events.

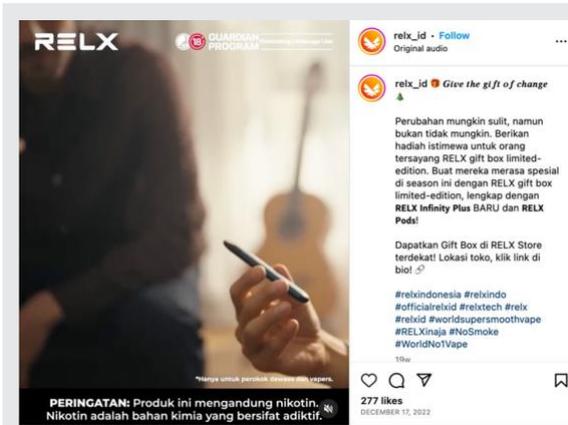
Source: @my_supersoccer Twitter
https://twitter.com/my_supersoccer/status/1610571039603580928



This post highlights the “dramatic” color and design of the SMOK product SOLUS G-BOX.

Source: @smok_indonesia Instagram
https://www.instagram.com/p/Cn_tu4Rv798/

Health Claims



RELX posted “Give the gift of changes,” which encourages their followers to give smokers electronic cigarettes as a “gift” to encourage them to switch over. This post markets a limited-edition gift box, to “make people feel special during the holidays.”

Source: @relx_id Instagram
<https://www.instagram.com/reel/CmQGNJcBbS2>

What were the most frequently used hashtags? The word cloud below is a visual representation of the hashtags that were used most frequently in tobacco marketing observed across all social media platforms. The larger the word in the visual, the more commonly it appeared in tobacco marketing messages. Most of the marketing observed was indirect marketing via general interest community and brand accounts associated with tobacco companies, which is intended to make companies more relatable, improve brand visibility and indirectly promote tobacco products.

The most frequently used hashtags during this period were used to promote Djarum’s series of Super brands, this included: Inirasanyasuper, Superlive, Supersoccer, Supermusic, and Superadventure. Hashtags related to badminton were also frequently used to promote content from Djarum’s badminton account, which uses the company’s official name. These hashtags included: #TeruskanSemangatJuara, #Badminton, #Badmintonclub, #Badmintonindonesia, #Djarumbadminton (see Table 1 for more details).

Figure 7
Frequently Used Hashtags



Table 1. Details on the frequently used hashtags and the company/product brand they are associated with

Social media account/ hashtags	Theme	Company/brand
#INIRASANYASUPER (It tastes super), #SOCCERPHORIA	These hashtags were used to promote a campaign, sponsored by Djarum's Super Soccer, that was pegged to the 2022 FIFA World Cup. The campaign featured a series of events in four major cities.	Djarum Super kretek cigarettes
SUPERLIVE, SUPERMUSIC, SUPERSOCCER SUPERADVENTURE	These hashtags are used to promote Djarum's different general interest super brands, that represent: adventure lifestyle, music entertainment, sports event, and information, esports.	Djarum Super kretek cigarettes
#Tembakau	A hashtag used to promote Taru Martani cigars.	Taru Martani cigars
#Backtoblack #Blackxperience	This hashtag is used by Djarum-associated accounts that focus on motorcycle and auto racing.	Djarum Black kretek cigarettes
#PBDjarumofficial #PBDjarum, #Djarumbadminton, #bulutangkis, #badmintonclub, #badmintonindonesia #teruskansenangjuara (keep it up)	These hashtags are used by Djarum-associated accounts that focus on badminton-related information and news.	Djarum kretek cigarettes
#lensavideografi, #fotografi #lensacommunity	These hashtags are used by Djarum-associated accounts that focus on photography.	Djarum LA kretek cigarettes
#switchgang #kitapakeupods	These hashtags are used by UPODS product brand accounts to encourage switching from smoking tobacco to electronic cigarettes.	UPODS electronic cigarettes
#Vapefam, #Vapegirls, #Vapecommunity, #Vapelove, #Vapeon, #Vapeindo, #Vapor, #Vapeaddict, #Vapedaily, #Vapelife, #Vapemurah, #Vapetricker	These hashtags used by electronic cigarette product brands uses the misnomer "vape" or "vapor" to refer to aerosols released by these devices. "Vape" gives the misleading impression that electronic cigarette aerosols are harmless. In addition, these hashtags also normalize electronic cigarette use, including among women and girls.	Generally used by electronic cigarette product brands

Methods

The Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring system that offers rapid, qualitative insights into online tobacco marketing. The primary purpose of TERM is to identify instances of tobacco marketing, a known public health risk. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws.

This report summarizes information gathered by an artificial intelligence-driven monitoring tool from publicly available posts on social media platforms including Facebook, Instagram, Twitter, YouTube and TikTok, and from online articles on news sites. Instances of tobacco marketing on social media are identified using keyword-based queries and through the regular monitoring of social media accounts that were identified purposively via input from tobacco control experts, market research data and keyword searches. News articles are identified by tracking the top 20 newspapers based on circulation in English and the commonly spoken language in each country through their social media accounts, RSS feeds and Google Alerts and via LexisNexis if behind a paywall. Data coding is first conducted automatically and is then reviewed by Vital Strategies researchers using a theory-driven codebook.

The analysis is currently restricted to content in English and Indonesian. Data restrictions and privacy laws followed by social media platforms may lead to undercounting of marketing activity. [Read our full methodology here.](#)

Other TERM reports: Indonesia

Recent situation reports:

- September-December 2022 – [English](#)
- May-August 2022 – [English](#) | [Indonesian](#)

Issue briefs:

- Tobacco Marketing and Football: A Losing Game — The 2022 FIFA World Cup and Tobacco Marketing on Social Media in Indonesia, India, and Mexico
[English](#) | [Indonesian](#)
- Protecting Youth From Online E-Cigarette Marketing: Findings From a New Study in India, Indonesia and Mexico
[English](#) | [Indonesian](#)
- Findings from a TERM Content Analysis of E-Cigarette Marketing on Social Media — Indonesia
[English](#)
- Vape Tricks in Indonesia: How E-Cigarette Companies Use Social Media to Hook Youth
[English](#) | [Indonesian](#)

About the Tobacco Enforcement and Reporting Movement

Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is a real-time digital media monitoring system that tracks tobacco marketing online on social media platforms and news sites. TERM is currently operating in India, Indonesia and Mexico.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by equitable and effective public health systems. We partner with governments, communities and organizations to reimagine public health, and the result is millions of people living longer, healthier lives. Our goal is to build a future where better health is supported across all facets of our lives, in our families, communities, in our environment and our governments.

Join the movement



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