

March 2023

# Tobacco Marketing and Football: A Losing Game

The 2022 FIFA World Cup and Tobacco Marketing  
on Social Media in Indonesia, India and Mexico



**TOBACCO  
MARKETING**

## Acknowledgements

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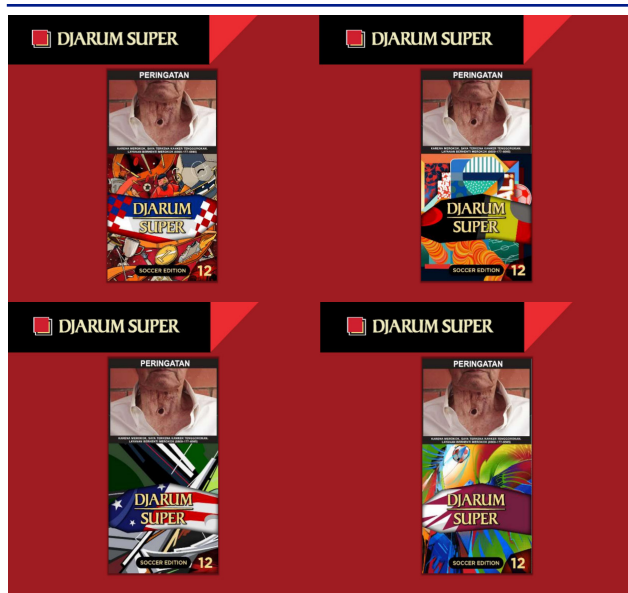
**Football\* is the world’s most popular sport, and every four years, billions tune in to its largest tournament: the FIFA Men’s World Cup.† This global fandom makes the sport and the World Cup an alluring target for tobacco advertising and promotion.**

FIFA, the governing body of world football and the World Cup, banned tobacco advertising, promotion and sponsorship at the tournament in the late 1980s. However, in many countries, tobacco marketers continue to use the tournament to promote products at the national and local level. This is a concern because tobacco marketing in sports drives youth experimentation and endears tobacco brands to them. Not much is known about online tobacco marketing activities pegged to the World Cup tournament held Nov. 20 to Dec.18, 2022 in Qatar. This report analyzes marketing instances on social media in Indonesia, India and Mexico leading up to and during the tournament to explore how the World Cup and football stars were used to promote tobacco.

## Definitions

**Tobacco advertising, promotion and sponsorship:** Any form of commercial communication, recommendation or action or a contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use, either directly or indirectly.

**Tobacco company-extended brands:** Non-tobacco brands in a tobacco company’s portfolio that use the established brand name or trademark of the tobacco company.



In Indonesia, limited-edition World Cup cigarette packs were promoted on social media accounts and at live events.

## Summary of Key Findings

- Football-themed tobacco marketing was observed on social media leading up to and during the World Cup.** We found 354 such marketing instances. Most originated from Indonesia (92%), primarily from the accounts of football brands associated with tobacco companies. Most were observed on Instagram (75%).
- In Indonesia, World Cup viewing parties for all ages were sponsored by football brands associated with tobacco companies. These events were promoted to mass general audiences by non-football community accounts.** The live screenings of World Cup matches were sponsored by Intersoccer, the tobacco company Gudang Garam’s football brand, and Super Soccer, the tobacco company Djarum’s football brand, with numerous other partners in technology and media. The screenings were held at an entertainment center in Yogyakarta and in stores of a national mini mart chain, which promoted the events through their accounts.
- Djarum’s Super Soccer brand was the most active marketer leading up to and during the World Cup. The brand heavily promoted its series of in-person “Soccerphoria” events, which were created especially for the 2022 World Cup and were held in four major cities.** The events featured concerts with leading young artists, live mural painting, and other activities that appeal to youth and to those with interests other than sports. The events also displayed Djarum’s limited edition World Cup-themed cigarette packs designed by local artists.
- In India, most World Cup-related tobacco marketing was via brand extensions, primarily for ultra-processed foods, another well-established risk factor for noncommunicable diseases.** Tobacco company-manufactured ultra-processed products were promoted using memes related to Lionel Messi and the Argentina national team, with the tobacco company logo clearly visible.
- In Mexico, online retail accounts promoted e-cigarettes using images of football players and offering price promotions.** This included a digitally altered image of national team goalkeeper Guillermo Ochoa promoting e-cigarette use.

\* We use football though in some countries the sport is known as soccer.

† Reference to the World Cup in this report is to the men’s World Cup; FIFA also organizes the women’s World Cup, which takes place every four years.

## Recommendations

- FIFA's ban on tobacco promotion is good but not enough. FIFA and football celebrities must work more actively and explicitly to distance themselves from the tobacco industry by calling out its underhanded youth-oriented marketing practices. They must actively promote tobacco control using evidence-based methods to urge tobacco users to quit, encourage youth not to use tobacco, and support government policies that reduce tobacco use.
- Countries should be alert to the rise in tobacco marketing during major sporting events so they can monitor marketing and engage in relevant enforcement efforts.
- Policies to regulate online tobacco marketing should be introduced or strengthened and should explicitly ban indirect and cross-border advertising, promotion and sponsorship.
- Government agencies and stakeholders should work toward better coordination between various stakeholders vis-à-vis marketing restrictions across health-harming products. As reported here, company brand extensions frequently occur across health-harming products, such as ultra-processed foods. A coordinated effort at implementation of policies is essential in view of the health burdens and risks.
- Though they are framed as harm reduction devices in some policy contexts, e-cigarettes are being promoted as desirable and harmless consumer products despite increasing evidence of their risks. Policies must be developed to prevent e-cigarette companies from using football—a sport loved by youth—to promote their products.

## Background

### **When Addictive and Deadly Products Are Attached to the World's Most Popular Sport, Youth Pay the Price**

Tobacco is the leading cause of preventable death globally, claiming more than 8 million lives a year.<sup>1</sup> The advertising, promotion and sponsorship of tobacco (TAPS) has significantly contributed to the problem by exposing billions of people to tobacco products and making them appear socially acceptable and “cool,” encouraging initiation.<sup>2</sup>

Even though tobacco is the antithesis of athleticism, health and physical activity, sports and sporting events have been used for many years to reach global audiences with messaging promoting tobacco.<sup>3,4</sup> The thinking that underlies this strategy is multifaceted: first, connecting tobacco with healthy physical activity sows doubt and undermines the connection between tobacco and disease; second, associating tobacco with sports aligns products with health and success and can be used to undermine TAPS restrictions; and third, sports advertising and endorsements from popular players can serve as a conduit to reach youth.<sup>5</sup>

These efforts have indeed been successful in reaching younger audiences: After British American Tobacco sponsored the 1996 India–New Zealand cricket series held in India, children in the state of Goa who had watched matches were almost twice as likely to experiment with tobacco than those who had not.<sup>6</sup> Similarly, in Australia, cigarette brand preference among children 12 to 14 corresponded with the brand that sponsored the major-league football competition in their state.<sup>7</sup>

### Football and the FIFA World Cup, the Most-Watched Global Sporting Event, Present an Alluring Target for Tobacco Promotions

Football is known as the world's sport, with billions of fans following its games and players.<sup>8</sup> This global fandom has made it an enticing target for the tobacco industry, which uses several strategies to connect tobacco and football. These strategies include: releasing special football-related tobacco packs; endorsing football stars (often without their permission);<sup>9</sup> sponsoring broadcasts and match screenings; and sponsoring teams and tournaments.<sup>10</sup> The e-cigarette industry has also worked to align itself with the sport, with several brands sponsoring teams and creating special edition products.<sup>11,12</sup>



This Djarum-associated account that focuses on photography offers a “behind the photo” look at a famed composite image of Cristiano Ronaldo and Lionel Messi, the two most-followed personalities on Instagram at the time of the 2022 World Cup.

**Source:** *lensacommunity Instagram*



This digitally altered image posted by an e-cigarette retailer in Mexico uses Guillermo Ochoa, the goalkeeper for the Mexican national team, to promote e-cigarettes.

**Source:** *Kapital Smoke & Vapor Facebook*

The FIFA World Cup is the world's most watched sporting tournament, making it an ideal advertising moment. Tobacco companies were permitted to sponsor and advertise at the tournament until FIFA banned tobacco industry sponsorships in the late 1980s.<sup>13</sup> For the 2002 World Cup, which coincided with World No Tobacco Day, FIFA and the World Health Organization joined forces to ban smoking and make it the first tobacco-free tournament.<sup>14</sup> However, tobacco companies sought to link their tobacco advertising, promotion and sponsorship activities to football at the national or local level.<sup>13</sup> For the 2022 tournament in Qatar, FIFA, Qatar's Ministry of Health and the World Health Organization partnered to impose the strongest anti-tobacco policies at a tournament yet, which were highly publicized.<sup>15</sup> So far, little is known about tobacco advertising, promotion and sponsorship activities related to the tournament.

Digital platforms are increasingly used to undermine tobacco control efforts and reach audiences with tobacco promotions. This brief offers a first-of-its-kind look at digital tobacco marketing on social media in Indonesia, India and Mexico, leading up to and during the 2022 FIFA World Cup in Qatar. Our analysis examines online marketing activities in each country—some of which extended offline—and offers insight into how sporting events may be used to market tobacco products, and recommendations to address this. The analysis is based on three months of data collected by Vital Strategies' digital media monitoring system, the Tobacco Enforcement and Reporting Movement (TERM), between Sept. 15 and Dec. 31, 2022, from publicly available posts on social media platforms including Facebook, Instagram and Twitter.<sup>‡</sup>

### About TERM

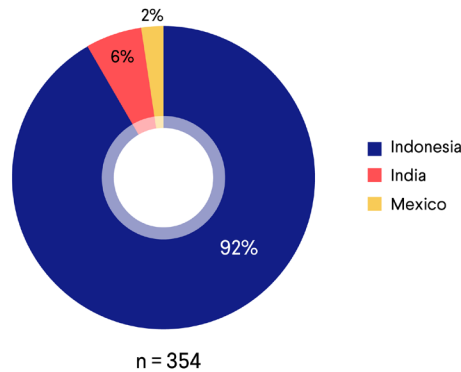
Vital Strategies' [Tobacco Enforcement and Reporting Movement \(TERM\)](#) is a digital media monitoring system that provides evidence of tobacco marketing on social media platforms and news sites. Vital Strategies collects and analyzes data on the volume and type of tobacco marketing, which is then presented through situation reports and in-depth special reports on emerging issues. These reports provide governments, advocates and other key stakeholders with critical data that can be used to inform tobacco control policymaking, particularly laws on tobacco advertising, promotion and sponsorship. TERM is currently operating in India, Indonesia and Mexico.

<sup>‡</sup> Please note that this study uses purposive sampling, which means our observations are based on a proportion of the marketing that is out there. Specifically, our study relied on text-based searches and was not able to capture any content that solely contains images. This may have led to an undercounting of marketing content on heavily visual media such as YouTube or TikTok.

### General Findings

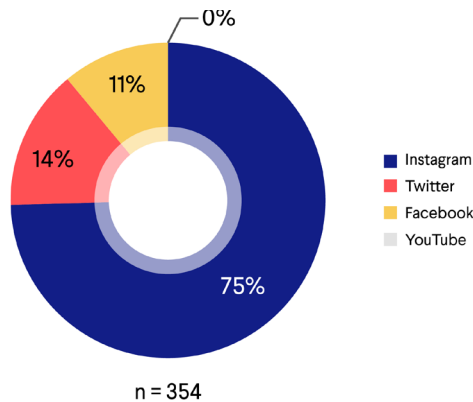
During this period, we found 354 instances of tobacco marketing, most which originated from Indonesia (92%), followed by India (6%) and Mexico (2%) (Figure 1).

**Figure 1**  
Volume of Marketing Instances by Country



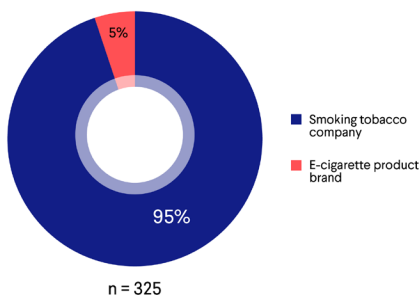
Most marketing instances were observed on Instagram (75%) (Figure 2).

**Figure 2**  
Volume of Marketing by Platform

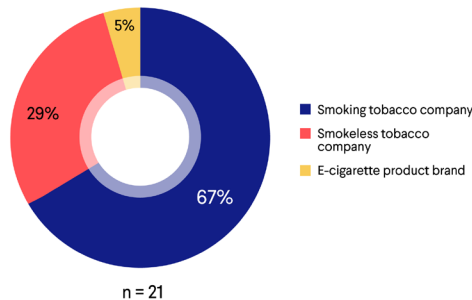


In Indonesia, World Cup-related marketing was primarily associated with companies that manufacture cigarettes (95%) (Figure 3); in India with companies that manufacture cigarettes (67%) (Figure 4); and in Mexico it was divided equally between e-cigarette product brands (50%) and retailers selling e-cigarettes (50%) (Figure 5).

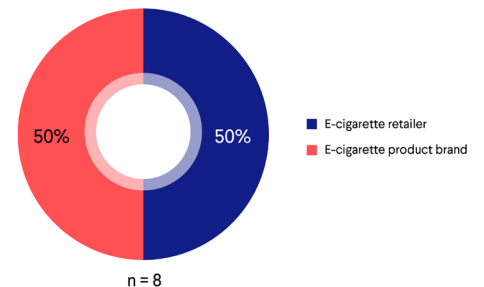
**Figure 3**  
Volume of Marketing in Indonesia by Marketer Type



**Figure 4**  
Volume of Marketing in India by Marketer Type



**Figure 5**  
Volume of Marketing in Mexico by Marketer Type



Note: Values add to more than 100% due to rounding off

# Indonesia

## Background

Historically, tobacco advertising, promotion and sponsorship has been prevalent in many popular sports in Indonesia, including badminton, football and auto racing.<sup>16</sup> Sports sponsorships continue to proliferate especially on the internet due to the absence of online TAPS regulation. In particular, Djarum, one of Indonesia's largest cigarette producers, has invested heavily in aligning its public identity with sports.<sup>17</sup> The company sponsors international badminton tournaments and engages in related "corporate social responsibility" activities by awarding badminton scholarships to children.<sup>17</sup> To capitalize on Indonesians' love for local, national and international football or sepak bola, Djarum also runs national youth football development programs and was the main sponsor of Indonesia's top football league from 2005 to 2011, which they named the "Djarum Super League."<sup>18</sup> In 2019, the company bought an Italian football club.<sup>19</sup>

During the 2010 FIFA World Cup, Djarum promoted its sponsorship of football through its Super Soccer brand, with billboards erected in Jakarta.<sup>20</sup> That same year, the tobacco company Gudang Garam sponsored the tournament's telecast in the country.<sup>20</sup> During the 2018 FIFA World Cup, Djarum organized community-based screenings and promoted World Cup promotional materials, a strategy that they were anticipated to repeat in 2022.<sup>10</sup> Understanding what tobacco marketing activities occurred related to the 2022 FIFA World Cup in Indonesia is especially important because the country is set to host the youth version of the competition, the FIFA U-20 World Cup, in 2023.<sup>21</sup>

## Findings

**In Indonesia, World Cup viewing parties for all ages were sponsored by football brands associated with tobacco companies. These events were promoted to mass general audiences by non-football community accounts.**

Posts from the accounts of an entertainment center in Yogyakarta and national mini market chain promoted live all-ages World Cup screening series held at their establishments. The screenings at the entertainment venue JNM Bloc was sponsored by the tobacco company Gudang Garam's Intersoccer brand and ran from Nov. 25 to Dec. 18, 2022. The screening series at the national mini market chain, Indomaret, which is one of Indonesia's largest, was sponsored by both Intersoccer and Djarum's Super Soccer brand, along with technology and media companies, and ran from Nov. 20 to Dec. 18 in 50 locations across the country.



Gudang Garam's Intersoccer and partners sponsored a series of World Cup screenings at an events center in Yogyakarta. The imagery in this post makes it clear that young people are welcome.

Source: jnmbloc Instagram

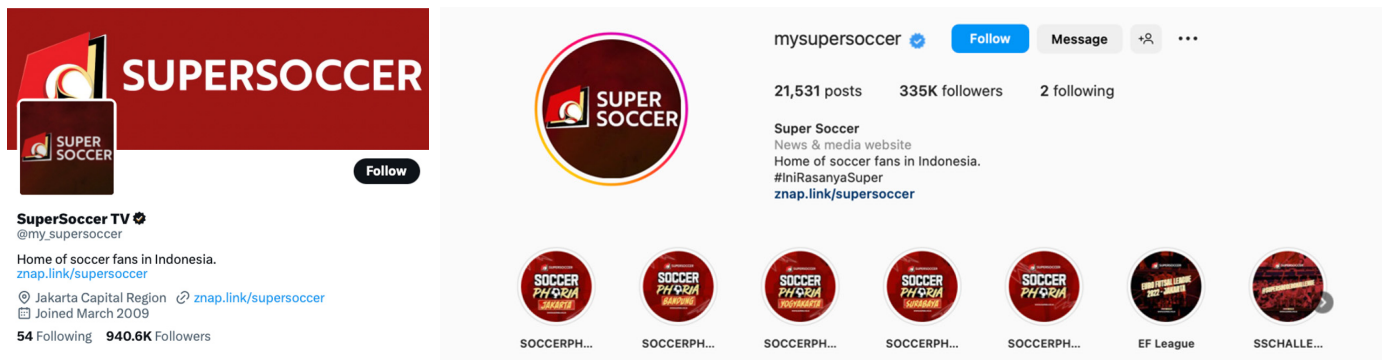


Tobacco company-related brands and partners sponsored World Cup viewing parties in 50 stores of the popular mini market chain Indomaret.

Source: indomaret Instagram

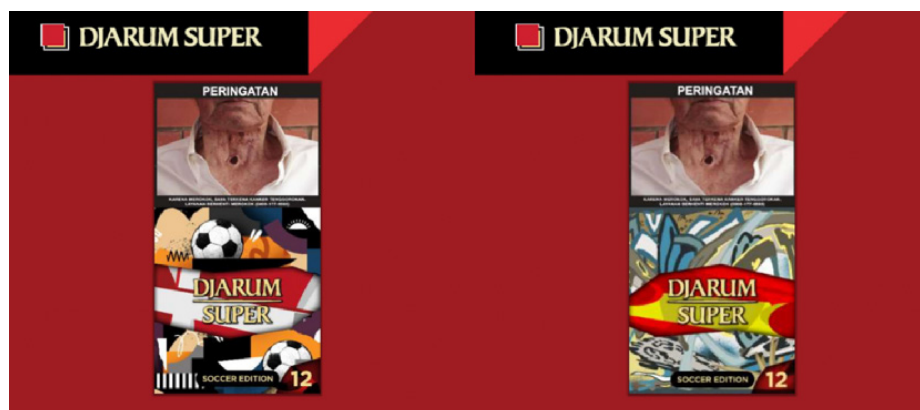
**Djarum's Super Soccer brand was the most active marketer leading up to and during the World Cup. The brand heavily promoted its series of in-person "Soccerphoria" events, which were created especially for the 2022 World Cup and were held in four major cities.**

The most frequently observed type of digital tobacco marketing in Indonesia during the World Cup was marketing associated with Djarum's Super Soccer<sup>8</sup> brand. This brand, which has been active for years, identifies as the "home of soccer fans in Indonesia" and promotes its activities, which include sponsoring football events and sharing football news and match highlight reels, on social media to hundreds of thousands of followers.



As of February 2023, the Super Soccer Twitter account had 940,600 followers and the Instagram account had 335,000 followers.

Super Soccer developed the "Soccerphoria" event series and campaign specifically for the 2022 World Cup and heavily promoted it across its accounts; promotions using the hashtag #Soccerphoria began in November 2022. The event series, which took place on four dates from Nov. 26 to Dec. 18, featured concerts, live painting murals, branded clothes and other items for sale, and live viewing parties in four major cities: Jakarta, Surabaya, Yogyakarta and Bandung. These events displayed the Djarum limited-edition World Cup cigarette packs, which were designed by local artists. The Super Soccer Instagram account also promoted the packs by sharing videos of the artists creating them. Drawing the arts into the Soccerphoria series, through the visually appealing cigarette packs and profiles of artists behind them, and the live painting murals and musical concerts at the events that featured young, rising artists, likely helped expand the audience beyond sports fans to people who like music and art, especially young people. Leading up to the events, there were posts promoting giveaways for tickets to Soccerphoria events and Soccerphoria gear. The Soccerphoria events were also cross-promoted on other Djarum-associated accounts that are part of the Super series, including Super Adventure, Super Challenge and Super Music.



*The limited-edition World Cup cigarette packs were promoted on Super Soccer social media accounts and at the live events.*

<sup>8</sup> Super Soccer is part of Djarum's Super series, which is a series of brands that sponsor content and events related to consumer interests such as music, adventure, etc.





This video features one of the artists who designed a Djarum Super limited-edition World Cup cigarette pack. At first, he is depicted struggling to create, but after lighting up a cigarette he suddenly has a creative burst of energy.

Source: mysupersoccer Instagram



Djarum's limited-edition World Cup cigarette packs were promoted at Soccerphoria events.

Source: mysupersoccer Instagram.



Posts promoting the Soccerphoria events were cross-posted to other Super accounts.

Source: superchallenge.id Instagram



The Soccerphoria events featured live music, including popular young singers like Jason Ranti and Danilla.

Source: mysupersoccer and supermusic\_id

**Online retail markets promoted Djarum’s limited edition World Cup cigarette packs.**

Show Case Mart, Djarum’s online grocery store, sold the limited-edition World Cup cigarette packs (also called “soccer edition packs”) in bulk; urging buyers to snatch them up quickly since they were only available for a limited amount of time. “Unique” limited edition packaging has been found to be the packaging type that is most appealing to consumers,<sup>22</sup> and colorful branded packaging increases youth susceptibility to smoking.<sup>23</sup>



Show Case Mart, Djarum’s online grocery store, sold limited edition and collectible cigarette “soccer packs.”

Source: showcasemart Instagram

**Djarum-associated non-football community accounts promoted the World Cup in relation to their topic area.**

TERM has also uncovered a separate series of accounts associated with Djarum that focus on different general interest topic areas (e.g., scooters, badminton, photography, electronic music) and promote content and sponsor events related to these areas, with logos that visually map to those of different Djarum cigarette brands. We observed World Cup-related marketing instances from several of these accounts. These included Comfort Zone (associated with Djarum’s Forte brand), a lifestyle account, promoting Qatar as a destination—using a prominent image of a water pipe. Comfort Zone also shared a video of a talk show, where guests smoked and discussed World Cup favorites. The account LensA (associated with Djarum’s LA Lights brand), which focuses on photography, offered a “behind the photo” look at a composite image of the football stars Lionel Messi (Argentina) and Cristiano Ronaldo (Portugal), who are the most-followed personalities on Instagram.<sup>24</sup> Other accounts associated with Djarum’s Super brand also linked their topic area to the World Cup. For example, Super Challenge, which focuses on competitions, promoted the World Cup 2022 Tournament Mode in FIFA Mobile, while Super Music, which focuses on music entertainment, promoted a song made for the World Cup by the artist Lil Baby.



Qatar, the host of the 2022 World Cup, is promoted as a destination with images of water pipes.

Source: comfartezone.id Instagram



Guests on this talk show discuss who they think is going to win the World Cup, while smoking.

Source: [comfartezone.id Instagram](#)



This Djarum-associated account offers a “behind the photo” look at a famed composite image of Cristiano Ronaldo and Lionel Messi, the two most-followed personalities on Instagram at the time of the 2022 World Cup.

Source: [lensacommunity Instagram](#)

**Global e-cigarette product brands promoted special edition World Cup products and offered contests with product giveaways.**

GeekVape, a popular global e-cigarette brand with a presence in Indonesia, has been known to use football to reach audiences, especially younger ones. In 2021, it entered into a partnership with French football giant Paris Saint-Germain, which is also Lionel Messi’s club team.<sup>25</sup> The brand has since released several co-branded e-cigarette products. Leading up to the 2022 World Cup, the brand released special edition World Cup products as part of its Wenax U line that were promoted on Indonesian social media.<sup>12,26</sup> The e-cigarettes each featured a different flag from countries participating in the tournament. Another common tactic used by e-cigarette accounts in Indonesia during the World Cup was conducting contests with product giveaways, which often included guessing the final score of matches. Social media contests and giveaways, which frequently involve users following the account and tagging peers, are used to foster brand engagement, recognition and loyalty.<sup>27</sup>



Geekvape’s limited edition World Cup e-cigarettes were promoted on Facebook.

Source: [GeekVape Indonesia Facebook](#)



To win e-cigarette prizes, viewers were encouraged to post a story about this giveaway, follow the geekvape.indonesia accounts, and directly mention three friends in a comment guessing the winner of the France vs. Morocco game.

Source: [geekvape.indonesia Instagram](#)



SMOK, a global e-cigarette brand, runs a gift pack giveaway for those who vote for their favorite World Cup team. The giveaway directs people to a page on the SMOK website, which also houses the brand’s online store.

Source: [smok\\_indonesia Instagram](#)



# India

## Background

Tobacco advertising, promotion and sponsorship in sports in India has been well-documented in cricket, which is the country's most popular sport. For example, during the Indian Premier League's 2018 season, smokeless tobacco companies selling pan masala, zarda and gutkha were the sixth largest advertisers for the tournament.<sup>28</sup> A study on the 2020 season found that two teams were sponsored by tobacco company-extended brands,\*\* Shudh Plus' Niine Hygiene and Personal Care and Indian Tobacco Company Limited's (ITC Ltd.) Sunfeast.<sup>29</sup> There was also an advertising campaign running during the tournament for Sunfeast cookies.

Much less is known about tobacco marketing in football in India, which has a large and growing fan base of approximately 160 million.<sup>30</sup> During the 2018 World Cup, a bidi company promoted a line of products called the "Messi Biri" that had packaging featuring Messi, who is beloved in India.<sup>31</sup> The association of celebrities with tobacco products is a well-known strategy to glamorize and encourage their use.<sup>31</sup>

## Findings

**Most World Cup-related tobacco marketing was via brand extensions, primarily for ultra-processed foods, another well-established risk factor for noncommunicable diseases.**

We did not observe marketing for tobacco product brands pegged to the 2022 World Cup in India, however, we did observe such marketing for tobacco company-extended brands. Many of these brands were fast-moving consumer goods, specifically ultra-processed foods.

The observed World-Cup related marketing often focused on Lionel Messi, leveraging his large fan base in India. In this case, most accounts observed to be taking advantage of the World Cup marketing moment were for ultra-processed snack foods (and a cinema chain promoting its snacks). The posts encouraged people to snack during the games. This included a meme using a famous composite image of Lionel Messi and Cristiano Ronaldo playing chess, with a movie theater snack bowl digitally added, as well as meme promotions for chips and chewing gum, among other products.

This is consistent with larger World Cup advertising trends: though there has been action on tobacco marketing and a reduction in its prevalence, ultra-processed foods and alcohol continue to be marketed ubiquitously through the sport and its tournaments.<sup>32</sup> For example, Budweiser and McDonald's were major sponsors of the 2022 event, while Coca-Cola was an official partner.<sup>33</sup> A viral Pepsi ad launched in advance of the 2022 World Cup used football stars including Lionel Messi, Paul Pogba and Ronaldinho, to link drinking Pepsi with football and football greatness.<sup>34</sup> A study on the 2018 World Cup found that in the U.K., in 13 matches there were approximately 1,806 appearances of alcohol and ultra-processed foods advertisements, delivering approximately 7.5 billion impressions.<sup>35</sup>



An image of surrogate ads for pan masala at a cricket stadium, that was submitted to the TERM Facebook account in India. Learn more about TERM's early efforts to crowdsource tobacco marketing instances in India [here](#).

\*\* Company brand extension is when the tobacco company's brand, such as logo and trademark, is applied to non-tobacco products and services. By strengthening affiliation with the company brand, this practice promotes the association with tobacco products and their normalization.



This post for Bingo! snacks uses Argentina’s blue and white colors and makes a play on Messi’s title as the GOAT (greatest of all time) to claim that their chips are the “Greatest of All Trends.” Note the branding on the top left for tobacco company ITC Ltd.

Source: *BingoSnacks* Twitter



This post promotes Chingles gum using Messi’s name and fame. Note the logo for Dharampal Satyapal Group (DS Group), manufacturer of smokeless tobacco, on the top left.

Source: *ChinglesGums* Twitter



This post from smokeless and smoking tobacco manufacturer Miraj Group’s Miraj Cinemas turns a famed composite image of Cristiano Ronaldo and Lionel Messi into an ad for the cinema’s new snack menu.

Source: *MirajCinemas* Twitter



This post offers a prize giveaway for those who predict the score of the World Cup final. Note the ITC Ltd. logo in the top right.

Source: *sunfeast\_yippee* Instagram

# Mexico

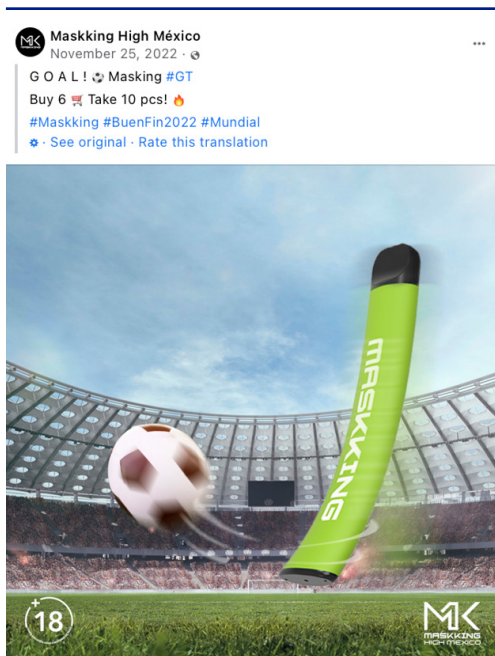
## Background

Football, or fútbol, is by far the most popular sport in Mexico. In 1986, the country hosted the World Cup, which was the last to have a tobacco sponsor (RJ Reynolds' Camel), before tobacco sponsorship was banned.<sup>10</sup> At the national level, tobacco advertising, promotion and sponsorship is not permitted in Mexico's national football league, Liga MX. However, tobacco promotions, including for e-cigarettes, can still be found in Formula 1 (F1) motor racing events, like the Mexico Grand Prix. Mexico has among the world's largest F1 fan bases, with more than 45 million fans.<sup>36</sup> Recently, e-cigarettes have increased in popularity in Mexico; in a national survey, nearly a quarter of respondents reported having seen e-cigarette advertising at "festivals, sports events and concerts."<sup>37</sup>

## Findings

### Online retail accounts promoted e-cigarettes using images of football players and offering price promotions.

TERM observed multiple marketing instances using the World Cup and football to promote e-cigarettes from e-cigarette retailers and product brands. This included several posts promoting price promotions pegged to the World Cup from the official store of Masking disposable e-cigarette products in Mexico, which were also timed with November sales known as "El buen fin"—an annual nationwide shopping event. Posts from general e-cigarette retailers promoted products alongside images of football players, including one featuring Guillermo Ochoa, the goalkeeper of the Mexican national team, holding an e-cigarette and with smoke coming out of his nose. The caption says "Vamos México" ("Let's Go Mexico"), thus connecting e-cigarettes with a national hero and national pride. Another post promotes e-cigarette use as a common interest among friends, just as football is. E-cigarettes are often promoted as being connected with community and communal identity.<sup>38</sup>



This post promotes a "Buen Fin" and World Cup promotion where viewers can get 10 pieces for the price of six and uses the #Mundial (#WorldCup) hashtag.

Source: Masking High México Facebook



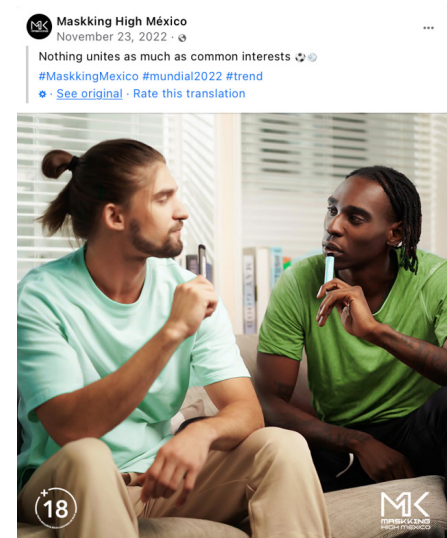
This digitally altered image posted by an e-cigarette retailer uses Guillermo Ochoa, the goalkeeper for the Mexican national team, to promote e-cigarettes. The caption says: Don't let the cravings eat you up in this world cup, give yourself a break by vaping like the greats.

Source: Kapital Smoke & Vapor Facebook



This post from an e-cigarette retailer uses an image of a female football player to promote the number of puffs available in the Dash disposable device. Note the active imagery evoked by the name "Dash."

Source: kapitalismokeandvapor Instagram



This post encourages people to unite around their common interests of football and using e-cigarettes; it uses the #Mundial2022 (#WorldCup2022) hashtag.

Source: Masking High México Facebook

## Conclusion

Despite FIFA's strong position of banning tobacco involvement and use at the World Cup itself, third parties are still undertaking unofficial, related and youth-oriented tobacco advertising, promotion and sponsorship in countries such as Indonesia—host of the upcoming 2023 FIFA U-20 World Cup. In addition, the growing trend of e-cigarette sponsorship of football teams and the use of football to promote products is cause for concern. Finally, while progress has been made on World Cup-connected tobacco advertising, other health-damaging products manufactured by tobacco companies, such as ultra-processed foods, are using the sport and its biggest tournament to encourage snacking on unhealthy products. Monitoring digital platforms for trends around major events like the World Cup helps identify and analyze these patterns—equipping governments and advocates with information they can use to better control tobacco advertising, promotion and sponsorship.

## Methodology

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 from publicly available social media posts posted from Sept. 15 to Dec. 31, 2022, to characterize marketing trends before, during and after the 2022 FIFA World Cup, which took place from Nov. 20 to Dec. 18, 2022. Tobacco marketing posts were gathered using an artificial intelligence-driven monitoring tool from social media platforms including Facebook, Instagram, Twitter, YouTube and TikTok. The TERM team also manually searched relevant hashtags and links used by these tracked social media accounts to find additional marketing instances. Data coding was first conducted automatically and was then reviewed by Vital Strategies researchers using a theory-driven codebook. The analysis was restricted to content in English, Hindi, Indonesian and Spanish. Certain accounts and posts created specifically for the World Cup event were taken down after a few days and were not tracked by the monitoring platform. These "disappearing posts" may have resulted in an undercounting of marketing instances.

**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**

To learn more visit [termcommunity.com](https://termcommunity.com)  
or follow us  [@termcommunity](https://twitter.com/termcommunity) and  
 [termcommunity](https://www.instagram.com/termcommunity)

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## Appendix 1. Companies and product brands associated with tobacco marketing during the 2022 FIFA World Cup

Company associated with marketing	Product brand/Business	Direct marketing of tobacco product	Count	%
<b>INDIA</b>			<b>21</b>	<b>6%</b>
Biff Bar	Biff Bar e-cigarette product brand	Yes	1	0.3%
DS Group	DS Group brand extension product: Chingles	No	3	1%
ITC Ltd.	ITC Ltd. brand extension products: Classmate, Nimwash Vegetable & Fruit Wash, Bingo snacks, Master Chef, Sunfeast Yippee	No	14	4%
Miraj Group	Miraj Group brand extension product: Miraj Cinemas	No	3	1%
<b>INDONESIA</b>			<b>325</b>	<b>92%</b>
Djarum PT	Djarum online grocery store: Showcasemart	Yes	7	2%
GeekVape Technology Co., Ltd.	Geekvape e-cigarette product brand	Yes	8	2%
Upods Indonesia	UPODS e-cigarette product brand	Yes	3	1%
Shenzhen IVPS Technology Co., Ltd.	SMOK e-cigarette product brand	Yes	2	1%
Shenzhen Uwell Technology Co., Ltd.	UWELL e-cigarette product brand	Yes	2	1%
ICCP	VOOPOO e-cigarette product brand	Yes	1	0%
Oxva Indonesia	Oxva e-cigarette product brand	Yes	1	0%
Djarum PT	Djarum cigarette products: Super, MLD, Forte, LA Lights, Coklat, Black, LA Ice	No	270	76%
Djarum PT	Djarum sponsored World Cup live viewing parties in Berani Adaptasi, an event space, Indomaret supermarket stores, and Nice space.ps (a video game rental store). Information on Djarum sponsored live events were shared by Pirates of Young and Halo Bogor accounts.	No	10	3%
Gudang Garam PT	Gudang Garam cigarette product: Inter	No	18	5%
Gudang Garam PT	JNMBloc, an event space. World Cup live viewing party co-sponsored by Gudang Garam	No	3	1%
<b>MEXICO</b>			<b>8</b>	<b>2%</b>
Masking Technology Co., Ltd.	Masking e-cigarette product brand	Yes	4	1.1%
Kapital Smoke & Vapor retailer	Ivg e-cigarette product brand (Acme Vape Labs Ltd.), Dash e-cigarette product brand	Yes	4	1.1%