

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 real-time 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.

Summary of Findings

How much marketing was observed? A total of 8,126 tobacco marketing instances were observed between Aug. 16 and Dec. 15, 2022, via 62 social media accounts (8,112 posts) and nine news sites (14 news articles).¹ There was approximately six times more marketing observed for cigarettes (85% or 6,861 posts) than for e-cigarettes (15% or 1,200 posts); marketing for cigarettes was indirect, while marketing for e-cigarettes was mostly direct (more details below). A small volume of marketing was observed for heated tobacco products (1% or 65 posts).

Who are the key players? The majority of instances observed were associated with Djarum (93%), followed by Sampoerna² (3%); both companies sell cigarette products. Most of this marketing was indirect via social media accounts associated with the tobacco company that focused on lifestyle topics (e.g., sports, music, automotive). The marketing was primarily conducted through Djarum community and brand accounts, such as Djarum Super (@mysupersoccer, @superchallenge_id, @supermusic_id), Djarum Badminton, and Djarum Coklat (@dcdc.official and @coklatkita). These accounts use logos with similar fonts and colors to the cigarette brands they are meant to be associated with. Marketing by Sampoerna's brand-extended products and services, including Sampoerna Academy and Mobile Banking Sampoerna, was also observed. Accounts for the e-cigarette product brands UWELL and VOPOO were observed actively marketing products. Marketing for the heated tobacco product IQOS was observed via its official Instagram brand account.

Where was the marketing? More than two-thirds of marketing was observed on Instagram (71%), followed by Facebook (20%). Marketing for cigarettes was observed across all platforms studied (Facebook, Instagram, TikTok, YouTube, news sites, Twitter); marketing for e-cigarettes was observed on most platforms, with the exception on Twitter. During this period, articles promoting new e-cigarette products were observed on news sites and marketing for heated tobacco products was observed on Instagram.

¹ Please note that fluctuations in the volume of observed marketing may be attributable to the addition of new tobacco marketing accounts discovered by refinements in web searches and expert inputs.

² Sampoerna is the Indonesian affiliate of Philip Morris International

What marketing tactics were used? The use of events, occasions and sponsorship (86%) tactics were observed most often for cigarette products, which were indirectly marketed through general interest community and brand accounts that were associated with Djarum. Direct marketing tactics (6%) were mostly observed for e-cigarettes, which were promoted through brand accounts that prominently featured product images in posts.

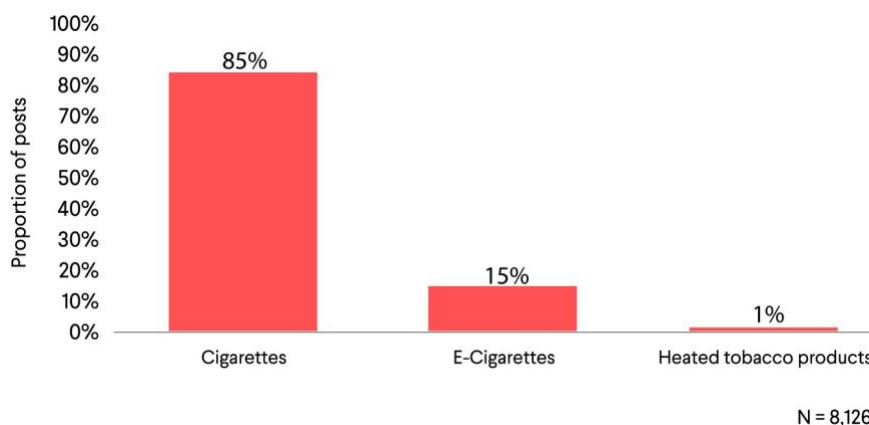
What messaging was used? Most of the marketing originated from tobacco company-associated general interest community and brand accounts. These accounts provided information that is of interest to followers of the account (93%), which during this period included football brands associated with Djarum (Super Soccer) and Gudang Garam (Inter Soccer) promoting in-person events connected to the FIFA World Cup 2022, including match viewing parties, as well as promotions for the television series “Stage Bus Jazz Tour,” which is sponsored by Djarum’s Mild brand. Framing focusing on product features (e.g., available product flavors, design, and colors) and technical specifications was commonly used for e-cigarettes (71%).

Visual Snapshot

8,126 instances of tobacco marketing were observed during the four-month period.

The most tobacco marketing was observed for cigarette products (85%), which were marketed indirectly, followed by e-cigarettes (15%) which were mostly marketed directly. Heated tobacco products (1%) used both approaches.

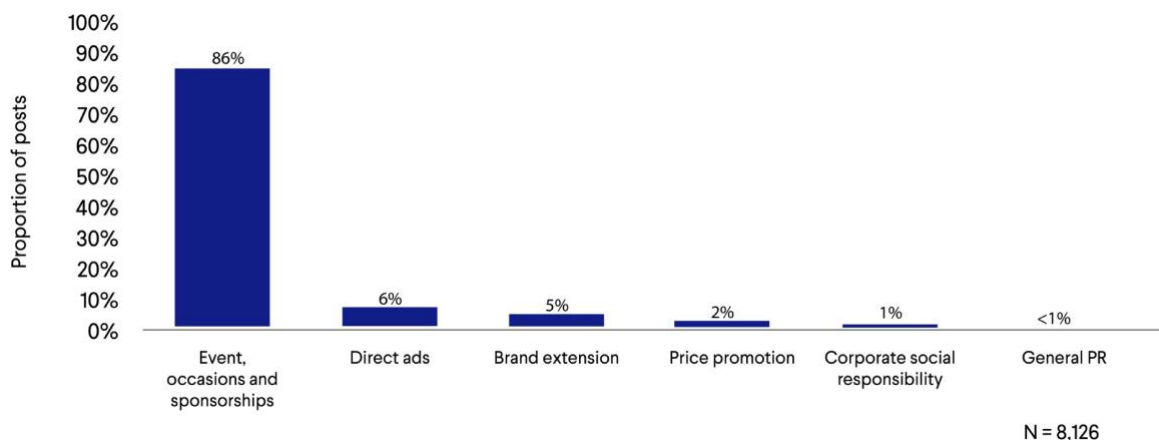
Figure 1
Volume of Marketing by Product Type



Most observed marketing was indirect tobacco promotions (94%), while only 6% was direct marketing, primarily for e-cigarettes.

The most common tactic used was events, occasions and sponsorships (86%), which encompasses the indirect marketing for cigarettes that was conducted through community and brand accounts.

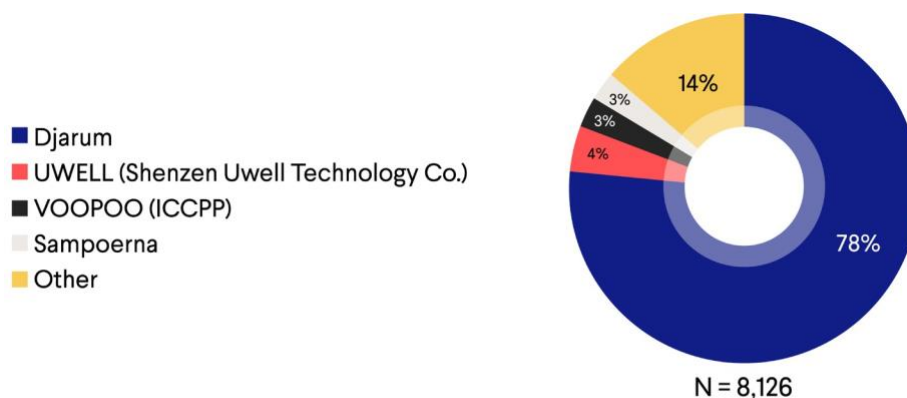
Figure 2
Marketing Tactic Used



Most observed marketing instances were associated with the tobacco company Djarum (78%), followed by the e-cigarette product brand UWELL (4%),

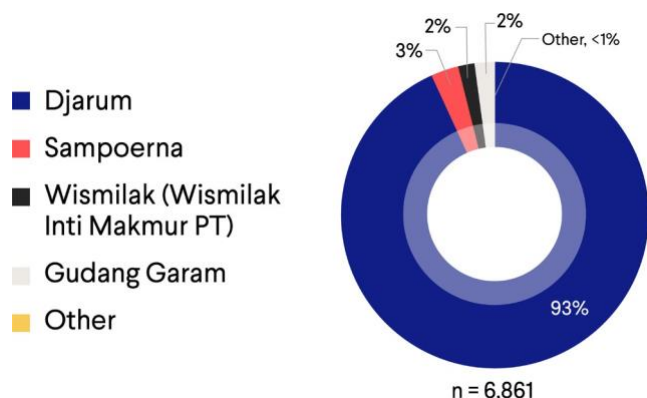
Marketing instances associated with the tobacco company Sampoerna (3%) and e-cigarette product brand VOOP00 (3%) were also popular.

Figure 3
Cigarette Product Companies and E-Cigarette Product Brands/Parent Companies Associated with Marketing



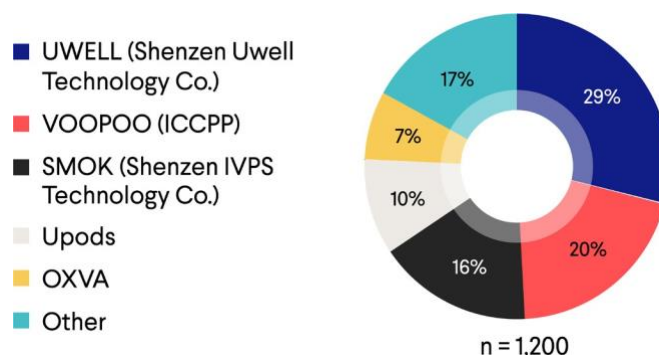
Note: The "Other" category includes companies that sell, cigarette products, heated tobacco products and e-cigarette products

Figure 3a
Cigarette Product Companies Associated with Marketing

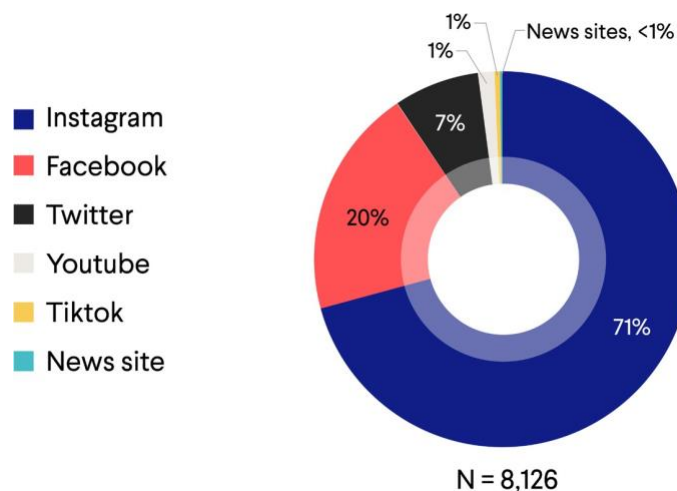


Marketing associated with the cigarette companies Wismilak (2%) and Gudang Garum (2%) was also observed.

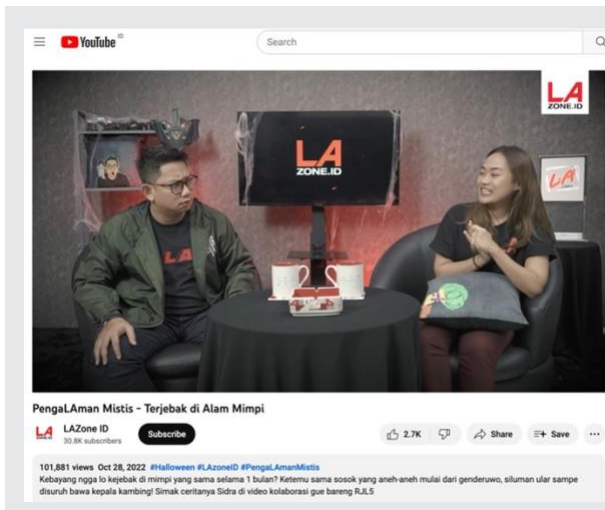
Figure 3b
E-Cigarette Product Brands/Parent Companies Associated with Marketing



Marketing associated with the e-cigarette product brands SMOK (16%), Upods (10%) and OXVA (10%) was also observed.



Example of indirect cigarette marketing on YouTube



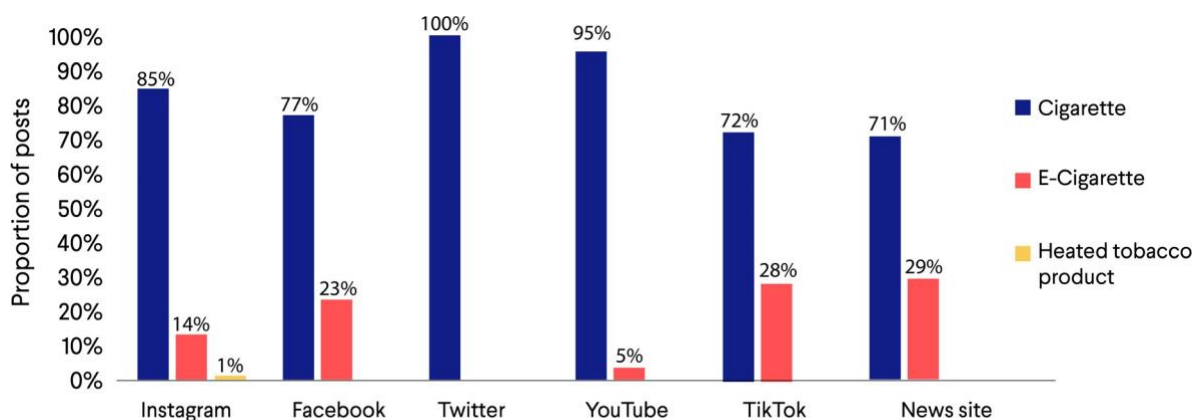
This video from LAZone ID, which is a community account associated with Djarum's LA brand that focuses on lifestyle content, features an interview with a horror stories YouTuber for Halloween. The YouTuber, RJI 5 - Fajar Aditya, has 2.8 million subscribers. Note the ashtray with the LAZone ID log in the background set of this video, and that the "L" and "A" in the LAZone ID logo is designed to stand out. The integration of Djarum's brand logos into the logos of its community and brand accounts was observed consistently. In the video description, people were encouraged to visit a website with information on other Djarum-associated accounts, including LensA, Scooterland and LA Street Ball.

Source: LAZone ID YouTube

Instagram marketing for IQOS heated tobacco products was observed during this period.

E-cigarette marketing was observed on all platforms, except Twitter, while indirect marketing for cigarettes was observed across all platforms.

Figure 4a
Digital Platforms Used for Marketing



N = 8,126

Example of a news article promoting an e-cigarette product



An article posted to the news site Antara promotes the e-cigarette product brand UWELL by providing information on the launch of its new product line, Caliburn A3. The article also mentions that the Caliburn series is available in 80 countries globally.

Source: antaranews.com

The most common message framing observed across all products was informational (80%). This largely included brand and community accounts associated with Djarum and Gudang Garam sharing information on general interest topics including sports, music and automotives (93%).

Most messaging for e-cigarettes highlighted product features like design, e-liquid flavors, available colors, and technical specifications, and was clearly developed to sell the product (71%).

Figure 5
Message Framing Used in Marketing (All Product Types)

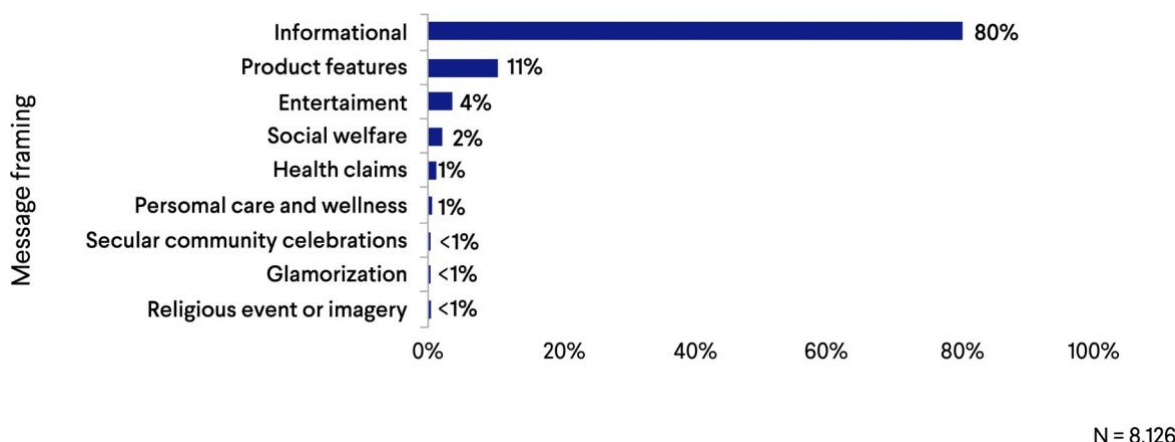
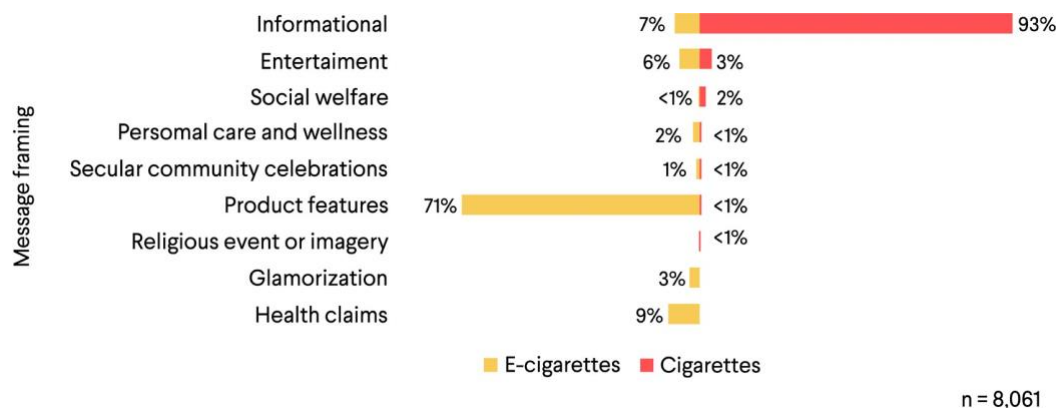


Figure 5a
Message Framing (E-Cigarette vs Cigarettes)



Product feature framing of e-cigarettes

This unboxing tutorial was posted by Geekvape in collaboration with an influencer who has 188,000 followers, to promote their new product -Aegis touch. The video received more than 1,600 likes.

Source: [geekvape.indonesia](https://www.instagram.com/geekvape.indonesia) Instagram

Informational framing of indirect cigarette marketing

This video posted by the official account of Djarum's badminton club, PB Djarum, on TikTok showed the former badminton athlete, Lilyana Natsir, participating in a #Shuttlebalancechallenge, while wearing Djarum branded clothing. TikTok challenge videos are a strategy to engage followers and have content go viral. The post received more than 12,000 likes

Source: PB Djarum official TikTok

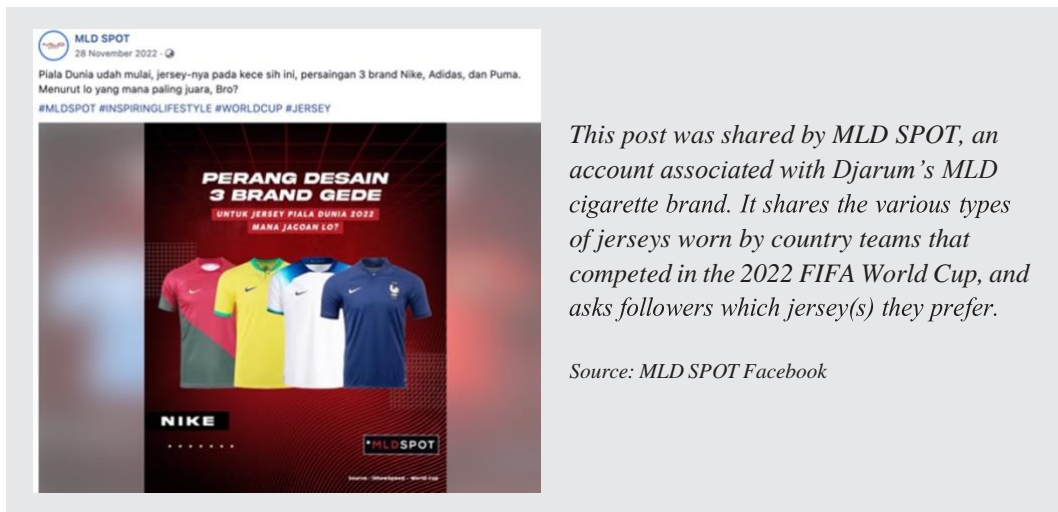



Table 1. Details on the frequently used hashtags and the company/product brand they are associated with

Social media account/ hashtags	Theme	Company/brand
#INIRASANYASUPER (this is 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, SUPERFRIEND, SUPERMUSIC, SUPERSOCCER	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
#BackToBlack, BlackXperience #BlackAuto	These hashtags are used by Djarum-associated accounts that focus on racing and automobiles.	Djarum Black kretek cigarettes
#BoldRiders	This hashtag is used by Djarum-associated accounts that focus on motorcycle racing.	Djarum Black kretek cigarettes
SUPERCHALLENGE, SUPERADVENTURE, #DARETOEXPLORE, #DARETOPERFORM #DARETOWIN, #DARETOSCORE	These hashtags are connected to Djarum's "Dare To Be You" campaign, which focuses on adventure and an active, fun lifestyle.	Djarum Super MLD and Black Series
#SUPERPRENEUR	This hashtag is connected to a Djarum-associated campaign that focuses on entrepreneurship.	Djarum Super kretek cigarettes
MLDSPOT #INSPIRINGLIFESTYLE	These hashtags are used by Djarum-associated accounts that focus on music videos and daily lifestyle content.	Djarum Super Mild kretek cigarettes
#PBDjarumofficial #PBDjarum #Djarumbadminton, #bulutangkis, #badmintonclub #badmintonindonesia	These hashtags are used by Djarum-associated accounts that focus on badminton-related information and news.	Djarum kretek cigarettes
#Stagebusjazztour #teruskansemangatjuara (keep it up) #inspiringlifestyle	These hashtags are used on posts promoting the "Stage Bus Jazz Tour," television series sponsored by Djarum's Mild brand.	Djarum Super Mild kretek cigarettes

#intersports, #intersport_soccer, #priapunyaSelera	These hashtags are connected to Gudang Garam-associated accounts that provide content on sport particularly on football.	Gudang Garam International kretek cigarette
#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 e-cigarettes.	UPODS e-cigarettes
#Vapefam, #Vapecommunity, #Vapelove, #Vapeon, #Vapegirl, #Vapeindo, #Vapor, #Vapeaddict, #Vapedaily, #Vapelife, #Vapemurah, #Vapetricks	These hashtags used by e-cigarette product brands uses the misnomer “vape” or “vapor” to refer to aerosols released by these devices. “Vape” gives the misleading impression that e-cigarette aerosols are harmless. In addition, these hashtags also normalize e-cigarette use, including among women and girls.	Generally used by e-cigarette product brands
#sparkyourlife	These hashtags are used by VOOP00 product brand accounts to glamorize e-cigarettes.	VOOP00 e-cigarettes

Example of tobacco promotion through entrepreneurship



CAFE YANG BERASAL DARI KUDUS DENGAN KONSEP JAWA TRADISIONAL, INDUSTRIAL, RUSTIC, DAN MODERN. MENU-MENU SIGNATURE DI SINI DINAMAI DENGAN NAMA PEWAYANGAN

DARE TO BE THE NEXT SUPERPRENEUR

superadventure_id • Follow

superadventure_id Cafe di Kudus ini cukup unik, karena konsep dan penamaan menu yang beda dari cafe pada umumnya. Selain jadi tempat nongkrong, beragam event pun sering digelar di Kopi Tinul ini. Dari Kudus, siap menuju final di Jakarta!

Ayo join keseruan final Dare To Be The Next Superpreneur 2022 tanggal 1-2 Oktober 2022, di Sky Deck Lt 3, Sarinah, Jakarta!

#NIRASANYASUPER
#SUPERLIVE
#SUPERADVENTURE
#DARETOBETHENEXTSUPERPRENEUR2022

122 likes
September 28, 2022

Log in to like or comment.

Superadventure_id, an account associated with Djarum, promoted a café in Kudus as an example of entrepreneurship. The post also encouraged followers to join the brand's contest "Dare To Be The Next Superpreneur." Note that the design of the Superadventure_id logo is similar to the logo for Djarum's Super brand.

Source: superadventure_id Instagram

Methods

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 news media articles collected via LexisNexis. Instances of tobacco marketing 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. 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.](#)

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