

E-cigarette Advertising

Rob Morrison

Senior Regulatory Policy Executive
Committee of Advertising Practice



Two bodies, shared goals



writes and enforces the Advertising Codes



assesses if ads breach the Advertising Codes



2014: Implementation of rules across the sector



2016: Consultation on the inclusion of TPD ad bans in the advertising Codes



Feb 2017 onwards: TPD ad bans appear in the CAP Code. Enforced by the ASA.



2017: Reviewing the prohibition on health claims

The status of different media

Permitted

- Outdoor advertising, including digital outdoor advertising
- Posters on public transport (not leaving the UK)
- Cinema
- Direct hard copy mail
- Leaflets
- Publications / websites etc. targeted exclusively to the trade
- Activities by private individuals (blogs, tweets etc.)

Prohibited

- TV & radio
- Newspapers, magazines and periodicals
- Online advertising of all types
- Paid-for search
- Marketers' online sales promotions / prize promotions
- Email
- Text message

TPD Enforcement



THE HEALTHIER OPTION TO CIGARETTE SMOKING

**PREMIUM QUALITY
100%
GUARANTEED**

**LOVE YOUR LUNGS
GO SMOKE FREE!**

If you vape, you need Vape Station. We are the region's favourite supplier of electronic cigarettes, e-liquids and next-generation vaping devices, with a huge array of high quality e-cig accessories to match. Electronic Cigarettes are simple, refreshing and SMOKE FREE!

**VER 80 UK Manufactured
flavours to choose from**

**MATONAY UK E-LIQUIDS AND
ELECTRONIC CIGARETTES**

**VAPE STATION ELECTRONIC CIGARETTES & E LIQUIDS,
1 IRWELL STREET, BACUP, ROSSENDALE, OL13 0AD.**

01706 550145

Vape Station, 16 Aug 2017

VCUP Trading Ltd t/a Vape Cloud
24 May 2017



POYNTON VAPES

ADDRESS: 49C LONDON RD 9, POYNTON, STOKPORT SK12 1LA

PHONE: 0330 053 5670

HOURS: MONDAY 10AM-7PM • TUESDAY 10AM-7PM
WEDNESDAY 10AM-7PM • THURSDAY 10AM-6PM
FRIDAY 10AM-7PM • SATURDAY 10AM-6PM
SUNDAY CLOSED

WWW.VAPECLOUD.CO.UK

Marketers' own websites

Marketers can still retain their own websites provided the content thereon is **factual** rather than **promotional**.


Factual	Promotional
<ul style="list-style-type: none">• Names of products• Descriptions of product components• Price statements• Instructions as to how products can be used• Product ingredients• Flavours• Nicotine content	<ul style="list-style-type: none">• Descriptive language that goes beyond objective, factual claims• Promotional marketing• Significant imagery that is not related to the product• Comparative claims with other e-cigarette products or the general market.

Nicoventures Trading Ltd



Vype Pebble
Say hello to the Vype Pebble.
The small and mighty vaping device.

[Buy Now](#)



Video player interface showing hands holding a play button. Below the main video are three smaller thumbnails: the first shows hands holding a red pebble, the second shows hands holding a blue pebble, and the third shows a man's face with the text 'Mark Robinson Lead Product Engineer'.

BUY 5 GET 1 FREE

INCLUDES VYPE PEBBLE CARTRIDGES,
ePEN CARTRIDGES & eLIQUID BOTTLES*

[SHOP NOW >](#)

*EXCLUDES COOL COLLECTION, FRUIT COLLECTION, VPRO ePEN CAPS AND CLEARANCE PRODUCTS



Product display featuring a Vype eLiquid bottle (18mg nicotine, golden tobacco flavor), three ePen cartridges (18mg nicotine, dark cherry flavor), and two Pebble cartridges. A red badge indicates 'NOW INCLUDES PEBBLE CARTRIDGES'. A warning text states: 'This product contains nicotine which is a highly addictive substance'.

Legal, decent, honest and truthful

CAP 

2017: Health claims

- CAP and BCAP Codes currently prohibit health claims, e.g. claims that e-cigarettes are healthier / safer than tobacco.
- However, due to improvements in product quality CAP and BCAP have recently consulted on a proposal to remove that prohibition.
- If that prohibition is removed marketers will need robust evidence that shows that any claims made (even general ones) are true for their product.
- Announcement expected early in the new year.

Scotland

- Health (Tobacco, Nicotine etc. and Care) (Scotland) Act empowers ministers to ban all e-cigarette advertising, bar point of sale.
- Whether they will do this is still an open question.
- SG are likely to consult soon.



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Our Advice:am seminars provide an insight into what the UK Advertising Codes require and how they're interpreted by the ASA.

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