



VAPING INSIGHTS: INFLUENCERS & PREDATORY MARKETING

Who is marketing vaping to underaged audiences & how are they doing it?



AI-DRIVEN social media insights



REPORT FOCUS
Identify & analyze Australia-specific vaping influencers on Instagram with analysis on harmful marketing behaviours

REPORT METHODOLOGY

Triangulation of DHI-proprietary AI-driven data collection; Qualitative Analysis, Data Visualisation and Profile-level Analysis of text copy & imagery

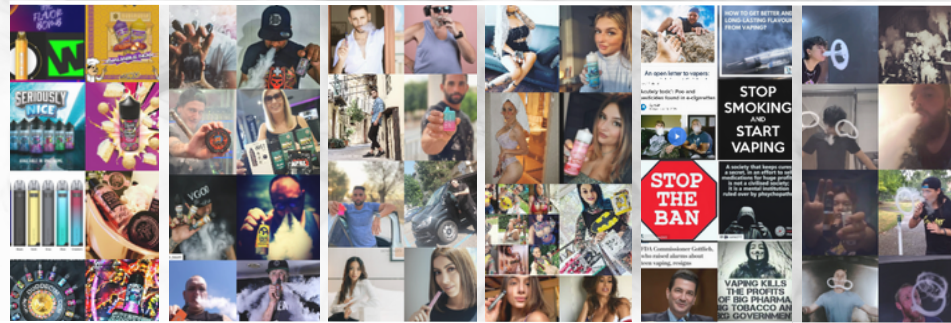
PREDATORY MARKETING BEHAVIOURS

Colorful & Youthful Imagery	Childish & Enthusiastic Language	Popular Promotions	Youthful Apertures	Confectionary Flavours	Animated Memes	Colorful Packaging	Iconic Mascots
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TOP INFLUENCERS

Main archetypes of vaping profiles are categorized based on varying styles and approaches to impact their target audience.



Retail, Wholesale & Brand	Product Pushers	Vape Models	Sexy Vapers	Vape Crusaders	Vape Trickers
66%	29%	1%	2%	1%	1%

FOCUSED NEXT STEPS

Extended & continuous scope to include motion and videos on Youtube/TikTok