

THE TRUTH ABOUT NICOTINE POUCHES ACTIVITY PACK

THE SALES PITCH CHALLENGE PITCH SHEET

BRAND NAME

SLOGAN

PACKAGING DESIGN

What colours, images, or designs will make it stand out?:

FLAVOURS

List at least three unique flavours and why they would be popular:

LIFESTYLE MESSAGE

What are you promising consumers?) what does it help with? what makes it different?

YOUR 30-SECOND SALES PITCH (WRITE OR PLAN YOUR KEY SELLING POINTS)

Branding & Packaging - What will your product look like? Flavours - What flavours will attract customers? Lifestyle & Benefits - What will your product promise? Will it help with focus, energy, relaxation?

When your team is ready, one person will present your sales pitch to the class. Another team will challenge your pitch with tough questions.

THE SALES PITCH CHALLENGE QUESTION SHEET

WHAT DO YOU EXPECT THE SALES TEAMS TO FOCUS ON?

The flavours, freshness, convenience, lifestyle

WHAT ARE THEY LIKELY TO LEAVE OUT?

Health risks, addiction, nicotine strength

WHAT KEY FACTS MIGHT THEY BE LEAVING OUT?

WHAT WOULD YOU WANT TO KNOW BEFORE TRYING THIS PRODUCT?

HOW COULD THEIR MARKETING BE MISLEADING?

YOUR TOUGH QUESTIONS (WRITE OR PLAN)

Now, turn your ideas into strong questions. Here are some question starters to help:

- Why don't you mention ____?
- What does _____ really mean?
- How does this compare to _____?
- Would people still buy this if they knew _____?

DECODE THE ADVERT

You will work in groups to analyse a real nicotine pouch advertisement. Your goal is to break down how the ad tries to make the product seem appealing while avoiding mention of health risks. At the end, each group will present their findings to the class.

VISUAL APPEAL

What colours, fonts, and images are used? How do these make the product look attractive?

MESSAGING & SLOGANS

What words or phrases do they use to convince people to buy it?

TARGET AUDIENCE

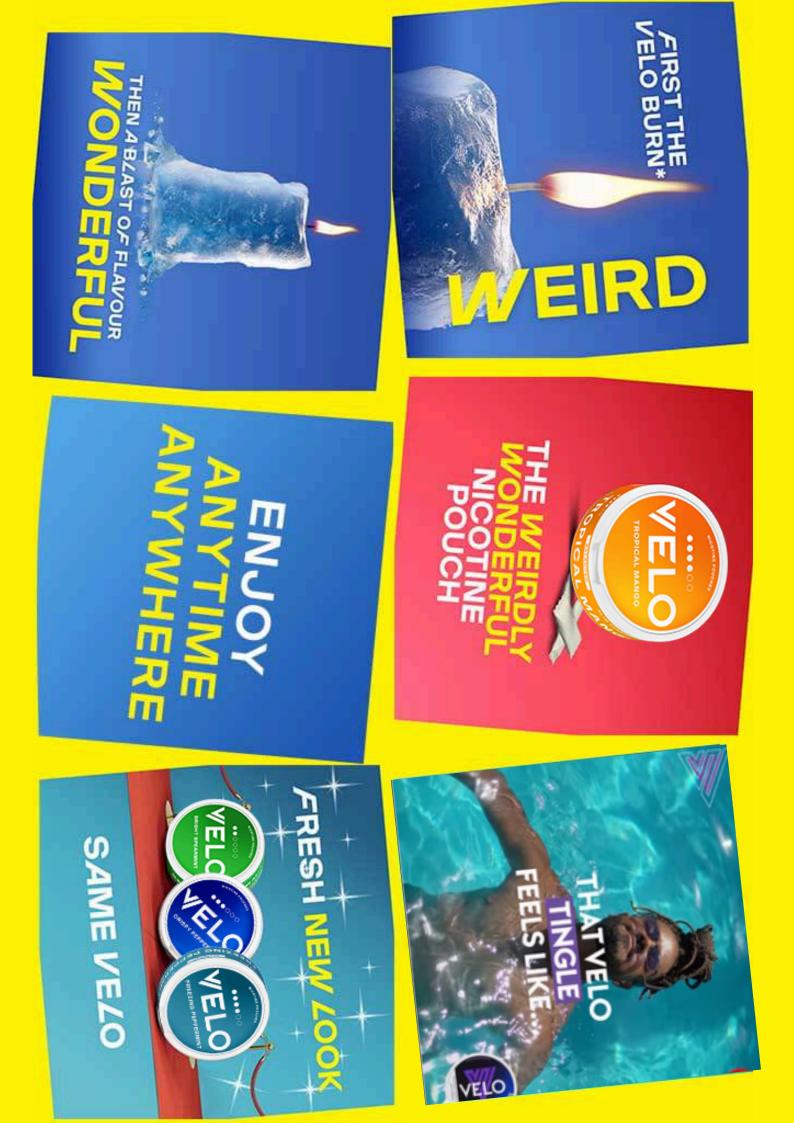
Who do you think this ad is aimed at? How do you know?

WHAT'S MISSING?

What are they not telling you about this product?

WOULD THIS BE ALLOWED FOR CIGARETTES?

If this were a cigarette ad, would it be legal? Why or why not?





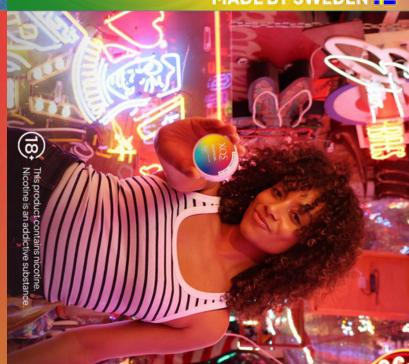
TROPICAL

SOX



MADE BY SWEDEN 📘

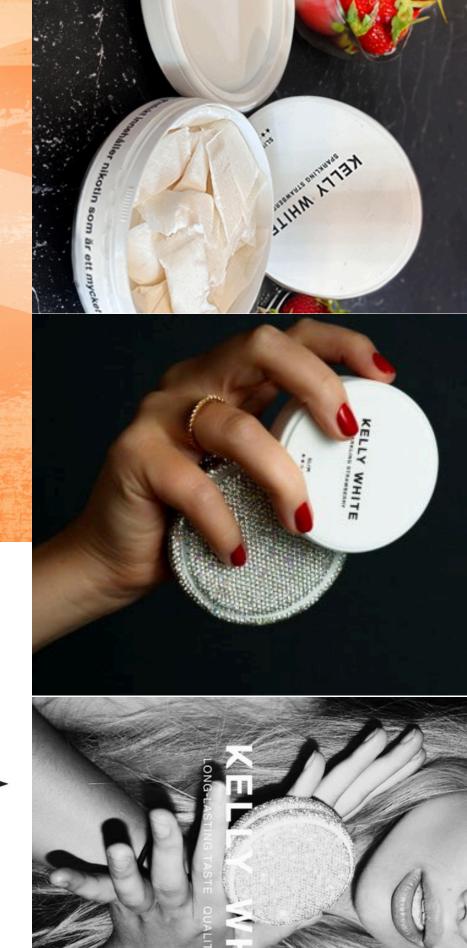
FOR THE ZEST Adventurers





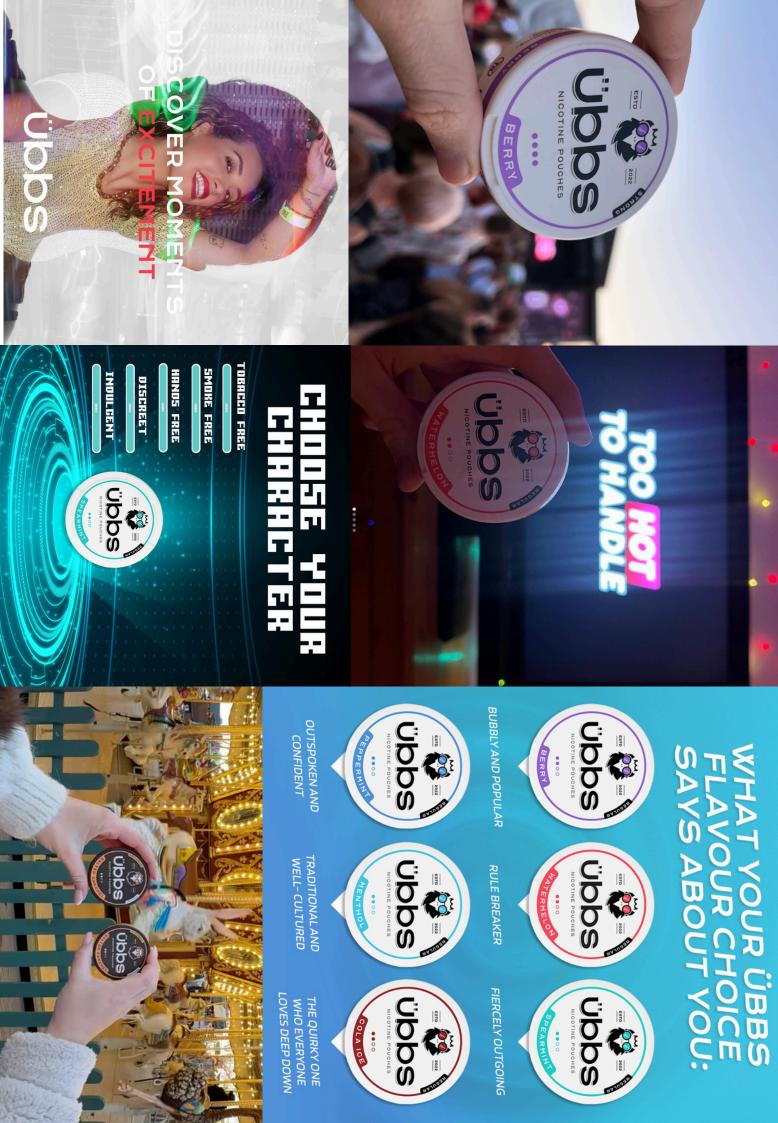


HITE IS the new BLACK!



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