



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?

FIRST THE
VELO BURN*



WEIRD

THEN A BLAST OF FLAVOUR
WONDERFUL



THE WEIRDLY
WONDERFUL
NICOTINE
POUCH



ENJOY
ANYTIME
ANYWHERE

THAT VELO
TINGLE
FEELS LIKE...



FRESH NEW LOOK



SAME VELO



XOS™

DO YOURSELF
A FLAVOUR

FRUIT
RUSH



MADE BY SWEDEN 🇸🇪

FOR THE COOL
SEEKERS



FOR THE ZEST
ADVENTURERS



18+

This product contains nicotine. Nicotine is an addictive substance.

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bagz



bagz



bagz



slim premium nicotine bagz
bagz

BAGZ? YES YOU CAN!

BAGZ nicotine pouches can be used anywhere, at any time and in any situation. They allow you to satisfy your nicotine cravings in an instant and discreet way. The can packaging has been designed so that the user does not have to worry about where to dispose the used pouch. In the upper part of the can under the lid, there is a container for the used pouches.



WHITE is the new **BLACK!**

KELLY WHITE
SWEET PEACH

available now at
 **nicpouchesdirect**




NEW




KELLY WHITE
SPARKLING STRAWBERRY

SLIM



CHOOSE YOUR CHARACTER

- TOBACCO FREE**
- SMOKE FREE**
- HANDS FREE**
- DISCREET**
- INDULGENT**

WHAT YOUR ÜBBOS FLAVOUR CHOICE SAYS ABOUT YOU:



BUBBLY AND POPULAR



RULE BREAKER



FIERCELY OUTGOING



OUTSPOKEN AND CONFIDENT



TRADITIONAL AND WELL-CULTURED



THE QUIRKY ONE WHO EVERYONE LOVES DEEP DOWN





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vaping? Help Me Quit Wales
supports anyone age 12+**

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Text: "HMQ" to 80818

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