



VAPING INSIGHTS: INFLUENCERS & PREDATORY MARKETING

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



AI-DRIVEN social media insights



REPORT FOCUS

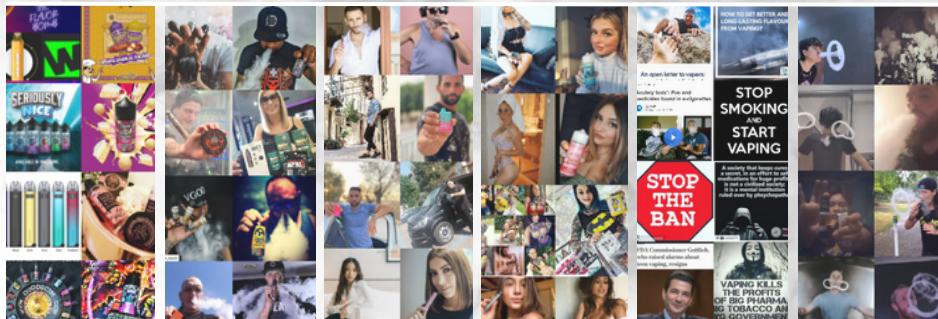
Identify & analyze Australia-specific vaping influencers on Instagram with analysis on harmful marketing behaviours

PREDATORY MARKETING BEHAVIOURS



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 Tricksters
66%	29%	1%	2%	1%	1%

FOCUSED NEXT STEPS

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