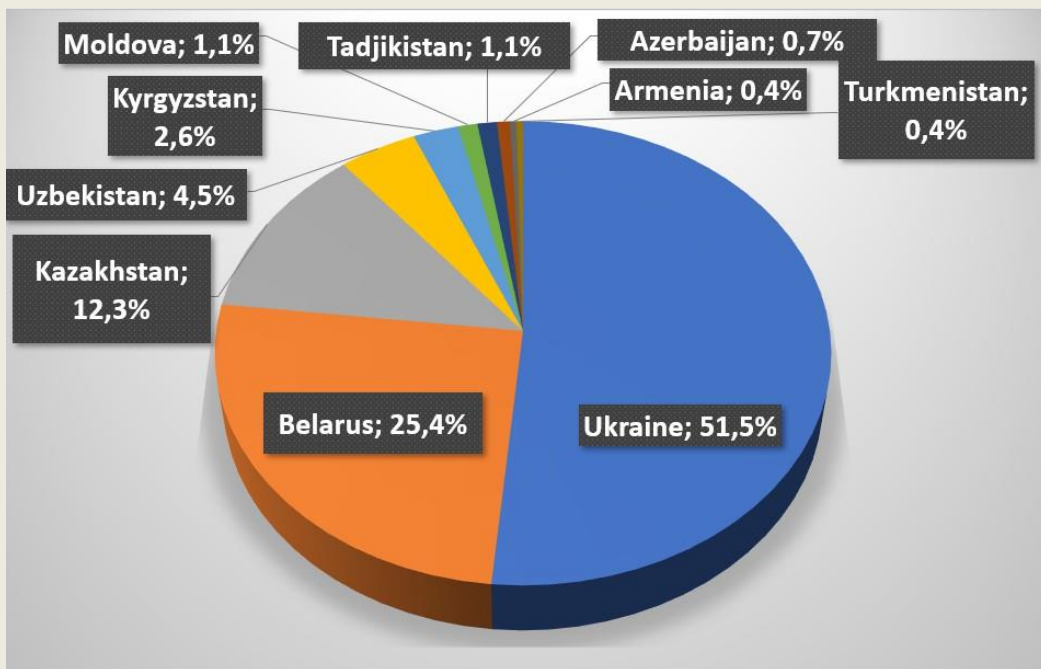


Tobacco and E-cigarette Social Media Marketing in CIS countries

- The aim of this study is to **identify hidden advertisements for ICOS and GLO smokeless tobacco devices distributed on social networks**, aimed at attracting individuals under the age of 18.
- The research method is a substantive analysis of a sample of publications mentioning smokeless tobacco devices from social networks: **Instagram, Facebook, Twitter, VKontakte, Odnoklassniki, YouTube, TikTok.**
- Study period: **January 2023 – March 2025**
- Geography of the study: **Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Uzbekistan, Ukraine, Turkmenistan.**
- Study tools – manual and semi-automatic **keyword search**: IQOS, GLO, ILUMA, HYPERPRO and their derivatives, with geotags for the above countries and hashtags: #discoverglo, #myglo, #glo.uzb, #glo.kz, #glo.az, #icos, #iluma, #iqosuzbekistan, #iqostashkent, #Iqosarmenia, #iqoserevan, #iqoskazakhstan, #iqosalmaty, #iqosazerbaijan, #iqosbaku, #iqoskyrgyzstan, #iqosbishkek, #icosmoldova, #iqostogetherx, #glo_ukraine, #glo_kiev, #iqos_ua

Tobacco and E-cigarette Social Media Marketing in CIS countries

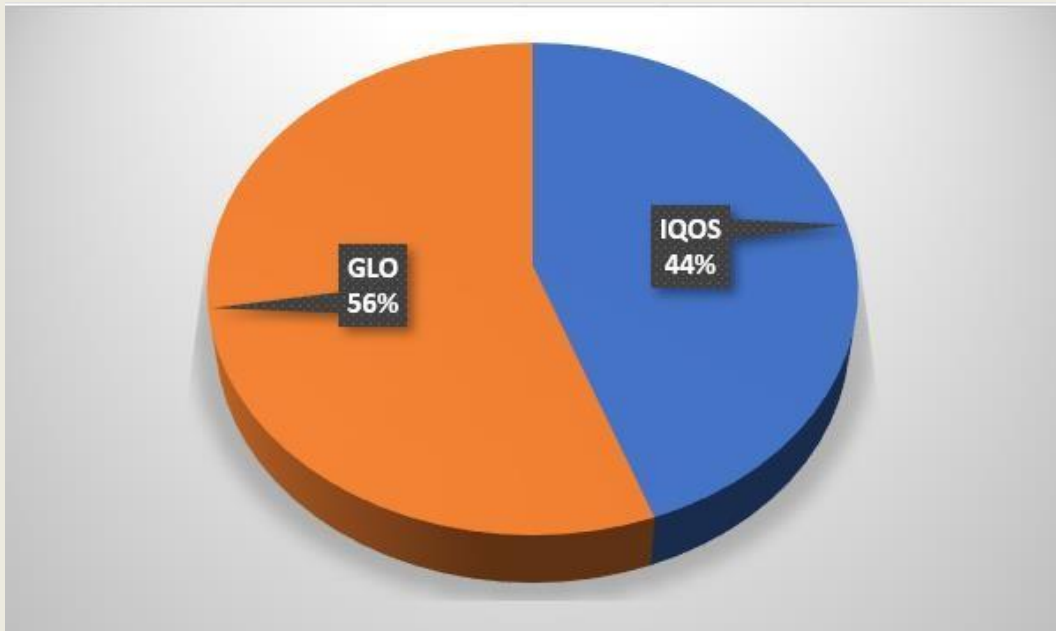
- In total, more than **6 thousand posts** mentioning smokeless tobacco devices were recorded across all countries.
- In spite of the significant number of posts, the number of examples found with clear signs of engaging advertising is not very large.
- The distribution of content by country is uneven. Users from **Ukraine and Belarus** are particularly active:



- The most active influencers associated with IQOS or GLO smokeless systems have a **combined audience of more than 3.3 million subscribers** and open accounts.

Tobacco and E-cigarette Social Media Marketing in CIS countries

- **Advertising posts mainly on Instagram**
- **British American Tobacco** is most active with its **GLO** systems
- **Philip Morris** is more cautious about the distribution of its content.



- Brands try to organize **contests and interactive events based on their platforms**, accessible only to subscribers. There were also **promotions announced on local platforms (retail stores) or closed audiences (armed forces)**, which were not distributed on social networks and **did not have a single hashtag to unify the content**.

Tobacco and E-cigarette Social Media Marketing in CIS countries

- The study looked at both **major marketing campaigns and brand collaborations with media personalities** that could **influence young people's opinions** about tobacco use, as well as individual social media posts that were publicly available.
- Judging by the number of examples found, **tobacco companies prefer to work with influencers through personality-brand collaborations.**
- In general, it can be said that the **advertising of smokeless devices has become quite cautious in recent years**, taking into account the legislation and prohibitions on popularizing the product among young people.
- However, **brands are still using "stealth" marketing techniques** by integrating their products into **social campaigns, the creativity of celebrities, podcasts, etc.**
- Brands are also actively working to attract and retain audiences on their platforms, but are attempting to formally block users under the age of 18 with phone number verification.

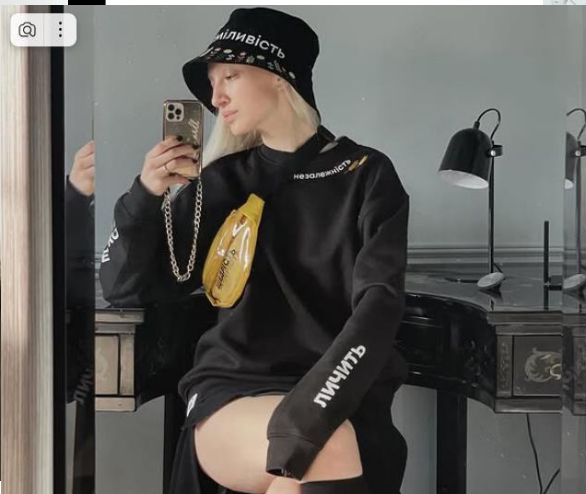
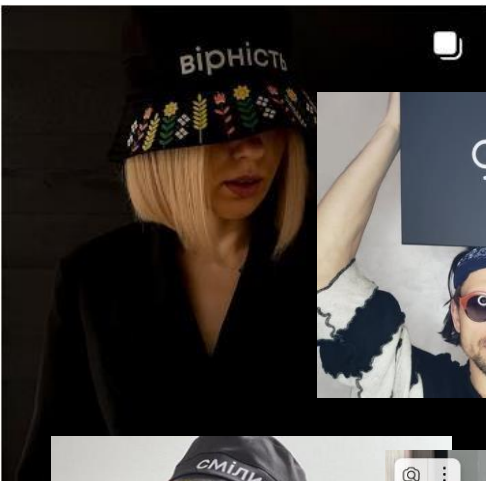
GLO_UKRAINE:

#мапа_української_ідентичності

In 2023, the **@glo_ukraine** brand, together with the editorial staff of VGORODE media, conducted an interactive study of the main characteristics of modern Ukrainians and created a project called

"Map of Ukrainian Identity"
("Мапа_української_ідентичності").

In total, more than **11,000 Ukrainians** participated in the project. As a result, merchandise was produced and bloggers were asked to post photos on their Instagram accounts.



10 influencers posted with the hashtags

#мапа_української_ідентичності #ad @glo_Ukraine:

- @taniaaboronok (104 065 followers)
- @v.scherbinina (126 128 followers)
- @leonid.martynchyk (115 633 followers)
- @k.a.d.n.a.y (91 669 followers)
- @siniciliya (199 347 followers)
- @yegorgordeev (102 955 followers)
- @i.amartem (20 660 followers)
- @tanyaparfileva (1 602 438 followers)
- @slavademin_official (199 732 followers)
- @orest_murii (240 914 followers)



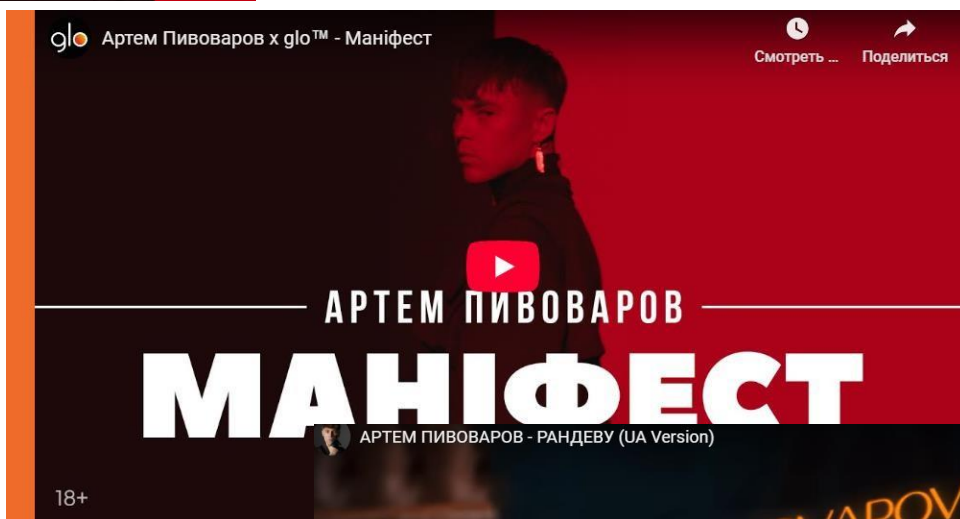
GLO_UKRAINE:

#мапа_української_ідентичності

One of the participants of the project "**Мапа української ідентичності**" was the famous Ukrainian singer **Artem Pivovarov**. A video for the song "Manifest" (Маніфест) was shot with the support of the Glo brand.

Artem Pivovarov's audience is:

- more than **1,000,000 followers** on the popular youth social network **TikTok** (**@artempivovarov**)
- more than **2 700 000 followers** in **Instagram** (**@pivovarovmusic**)



Artem Pivovarov has also released other videos in partnership with the **Glo brand**.



АРТЕМ ПИВОВАРОВ - РАНДЕВУ (UA Version)

11 просмотров • 12 авг 2024



Ольга Разина

Подписаться

Класс

Поделиться

Еще

#АртемПивоваров #Рандеву #Музыка #ArtemPivovarov #Music #RendezVous #myglo

IQOS UKRAINE: PRESENTATION OF THE IQOS ILUMA DEVICE

In April 2024, **IQOS** introduced a new device, **ILUMA**. Bloggers posted their impressions of the event. However, there is no single hashtag for the presentation. It is also impossible to say that the reviews were paid for.

The most notable posts were written by the following bloggers:

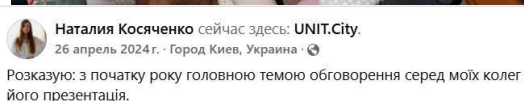
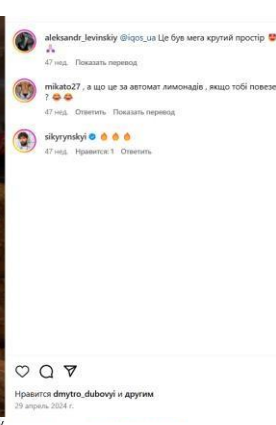
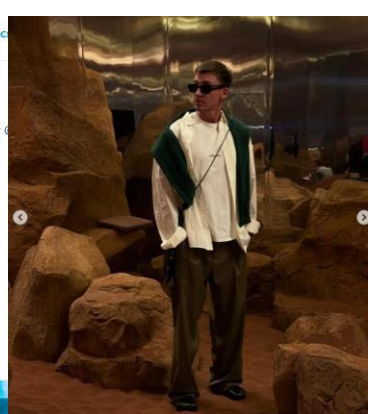
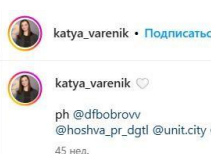
@bogdanov.info (5 900 followers Facebook)

@aleksandr_levinskiy (4 288 followers Instagram)

@nastyachernikinaofficial (4 200 followers Facebook)

@liudmyla_andreeva (1 372 followers Instagram+Facebook)

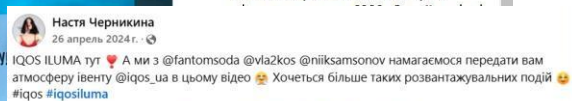
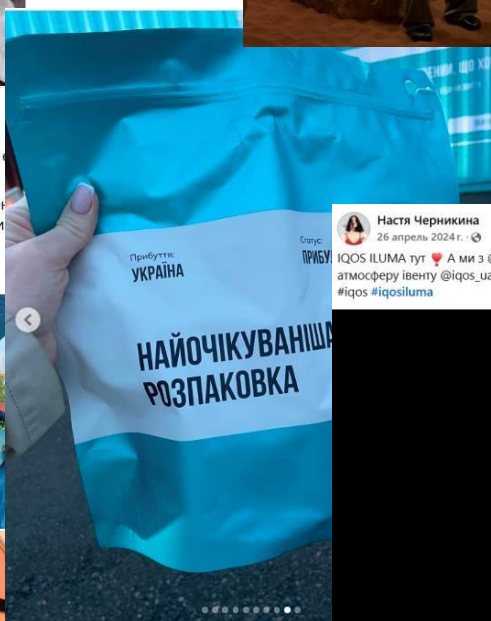
@kosyachenko.natali (1 300 followers Facebook)



Розкажую: з початку року головною темою обговорення серед моїх колег його презентація.

Захід на цих фото — це презентація на загал нового айкоса, але не від аген бо програли тендер. Відчуття, наче я знаю вже всі його характеристики презентували його для співробітників компанії.

Івент-презентація — просто розрив, дуже дуже круто 🤩



GLO.BELARUS: glo™ HYPER XS

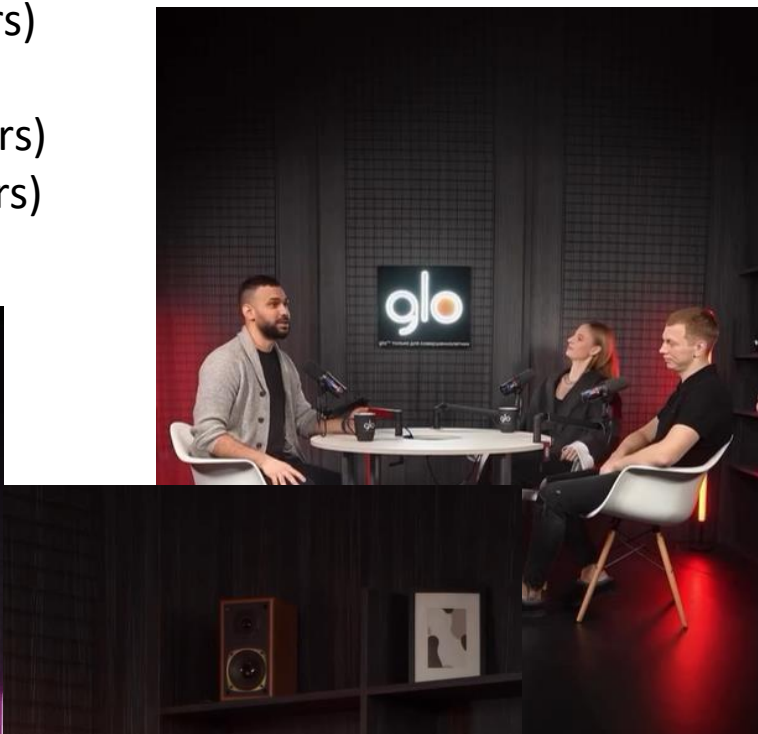
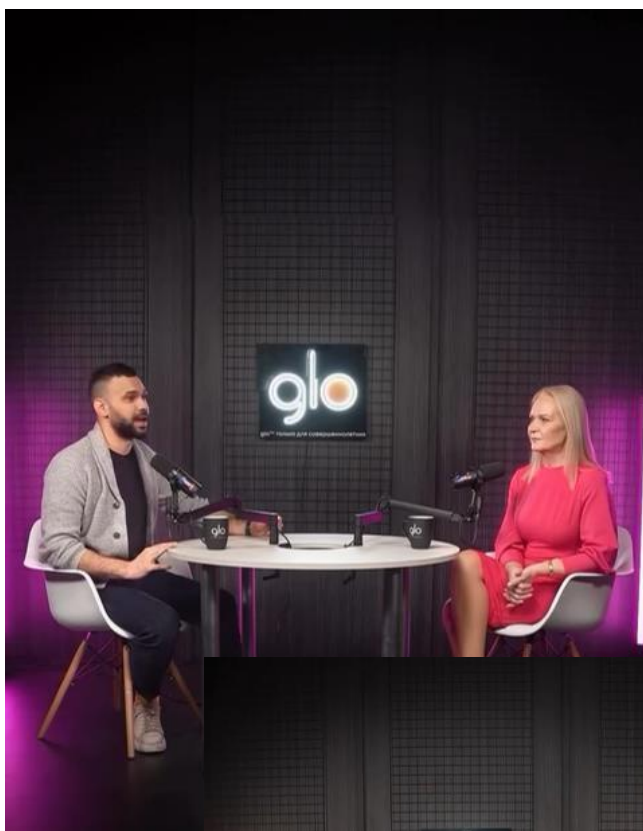
In March 2024, **glo.belarus** launched a series of podcasts with famous bloggers and public figures.

@marychigur (16 203 followers)

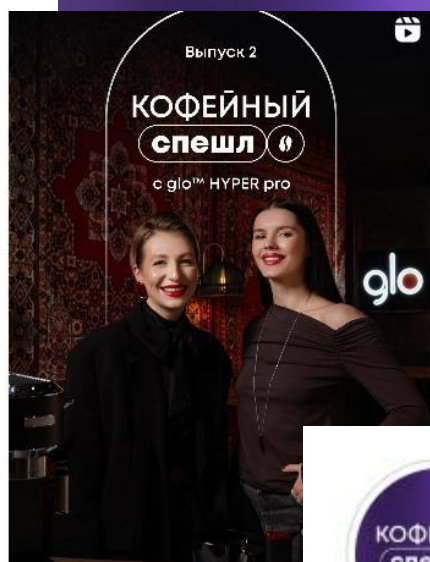
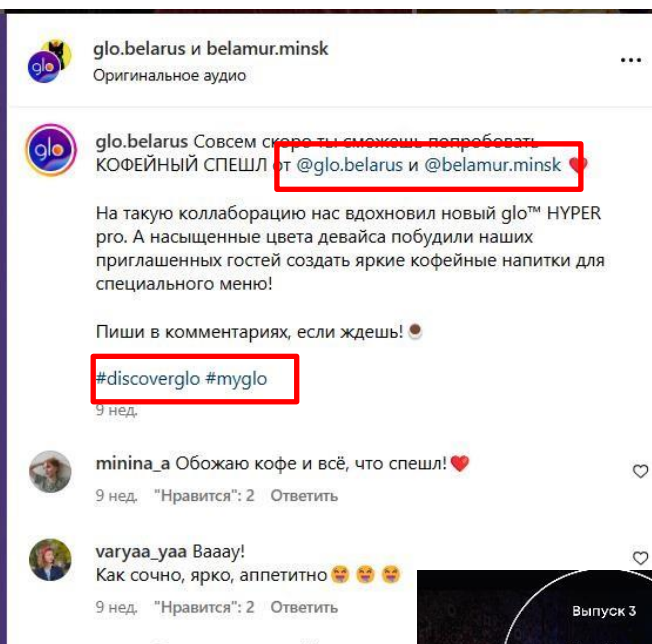
@gdehodil (49 473 followers)

@stotskaya__(24 048 followers)

@pizzaeffects (11 751 followers)



In December 2024, **glo.belarus** and the **Belamur cafe** (13,784 followers on Instagram) launched a joint project **"COFFEE SPECIAL"**.



Total:

- 5 posts
- more than 2000 likes

GLO.BELARUS

In January 2025, **glo.belarus** posted a video with the famous host of TV shows and offline events **Alexey Kholod** (12,545 followers on Instagram) talking about Glo devices.



Alexey Kholod is also the host of the popular **TV show "Heroes"** on the main state TV channel "Belarus 1". The show features **young people** who are interested in firefighting and rescue sports.



GLO.UZB: YAMADZHI

In February 2025, **Glo Uzbekistan** collaborated with a popular rapper **Yamadzhi** in the advertising campaign for its new **glo HYPER PRO** device.



Yamadzhi (@yamadzhi) has **427,000 followers** on the popular youth social network **TikTok**.

Total:

- 4 posts
- more than 700 likes



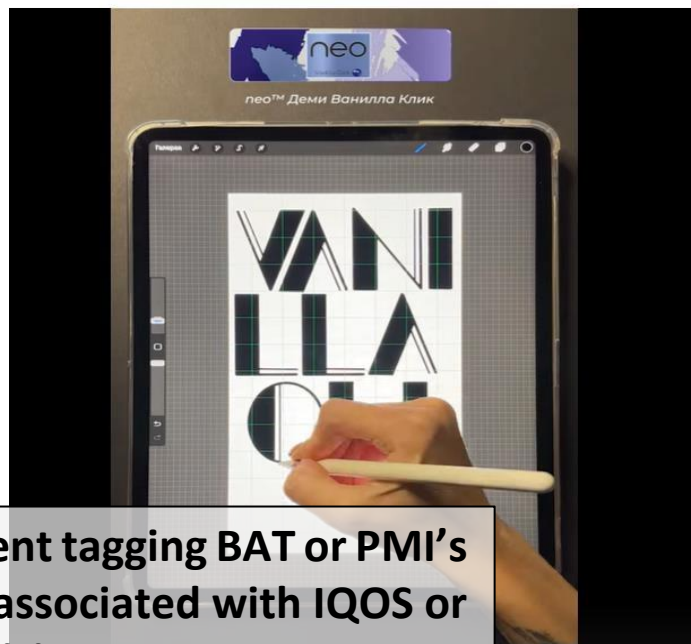
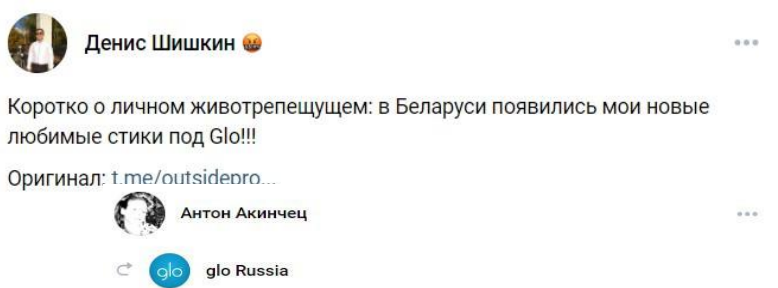
CASE STUDY: #iqostogetherx

In June 2024, the open-air event Picnic by Partners took place in Shymkent (Kazakhstan).

There were many people who came to the picnic with their entire families, including very young children.



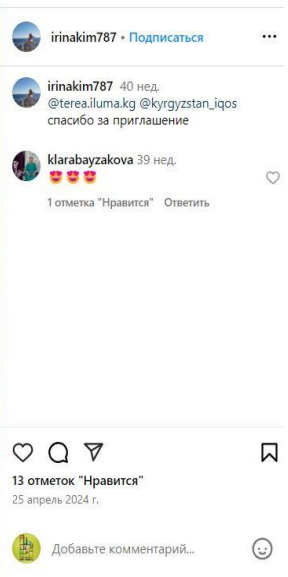
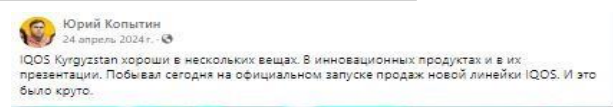
At the same time, one of the central locations was the **IQOS** photo zone with SMARTCORE INDUCTION SYSTEM™ technology, which was presented in Kazakhstan in 2023. Visitors were introduced to IQOS **ILUMA** and informed about the **Together X** project.



Example posts showing content tagging BAT or PMI's accounts or using a hashtag associated with IQOS or Glo advertising.



У нас в glo о вкусах не спорят – ими делятся!
Поговорим о своих предпочтениях? Какие вкусы нравятся больше? В опросе ниже можно выбрать сразу несколько. Если что-то не нашли, добро пожаловать в комментарии и, может быть, именно ваш вкус стиков для glo окажется на полках!



Камбура Михаела сейчас
здесь: Arena Chişinău.
22 марта 2024 г. · 🌐

Добрый вечерок однако был 🍷
Презентация новых IQOS ILUMA, вкусов и прочее
не понятной для меня темы сигарет 🤔
Но атмосфера огоньк



Example posts showing content tagging BAT or PMI's
accounts or using a hashtag associated with IQOS or
Glo advertising.

Юрий Копытин · Подписаться
24 апр. 2024 г. · 🌐

IQOS Kyrgyzstan хороши в нескольких вещах. В
инновационных продуктах и в их презентации.
Побывал сегодня на официальном запуске
продаж новой линейки IQOS. И это было круто.

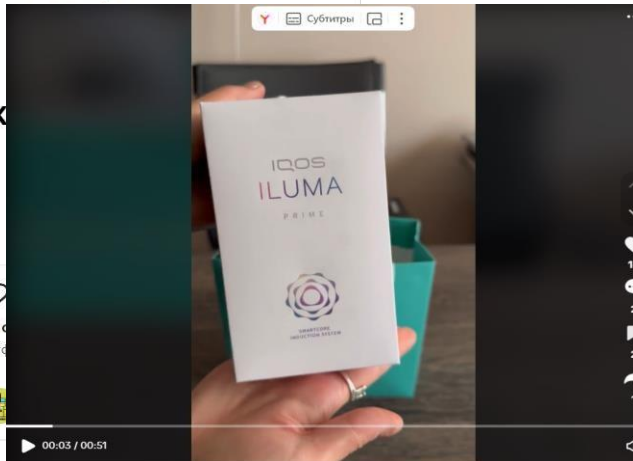


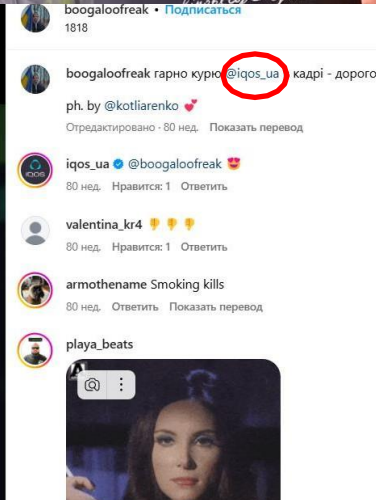
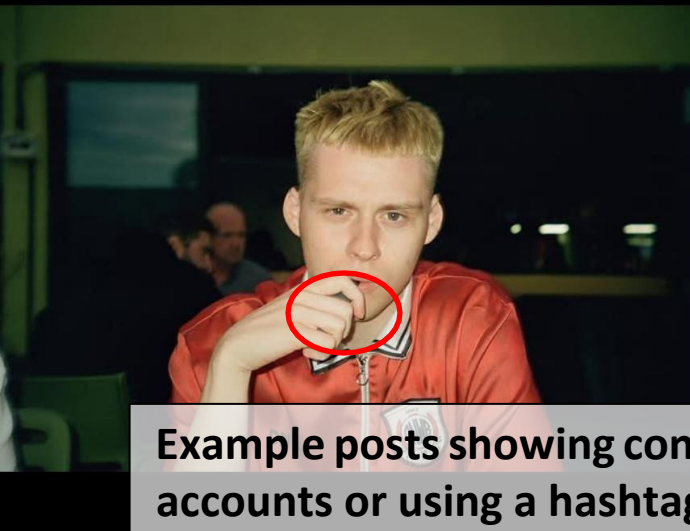
👍 🍷 7



yarikzhan · Подписаться
Алма-Ата

yarikzhan · 49 нед.
Теперь и я на моде по моде, пасиб тебе,
кисуня 🍷 🍷 🍷 🍷 🍷 🍷
Ваше такая заботливая, ништячки дарит
топовые, прям не могу 🤔 самое
главное то, что всё в тему - нужное 🍷
#iluma #iqos





Example posts showing content tagging BAT or PMI's accounts or using a hashtag associated with IQOS or Glo advertising.

Магазин на Хрещатику прикрасили триметровими витинанками ручної роботи

