

## Design an Addictive Product

You and your partner will develop and design a product that you know may cause harm to your customers (with an emphasis on addiction) based on the knowledge you have gained about the marketing and advertising tactics of the tobacco and vaping industries after completing the Everfi Modules on vaping.

### Criteria:

- You should identify a target customer base for your product.
  - Is it your peers? Is it young adults? Older adults? Pre-teens?
- You should accompany your product idea with a clear written description in paragraph format of what risks are involved in using your product.

### Prompts:

- How would they market this product?
- What media would they buy?
- Would they use social media to market?
- Would they put it in every convenience store near schools?
- What flavors would you have available?
- Would they add something to it to reduce immediate negative consequences? (e.g., menthol suppresses the coughing reflex)
- Would they make it small enough to be concealed?
- Would they make it look like another device so it is not detected?
- Would they sell it online?
- Would they use youthful models or make the packaging look more like other brands that are already on the market?

### Checklist:

- Pick a partner
- Decide on a addictive product
- Create the product
- Create a digital advertisement for your product **on Canva**
- Create presentation
  - Answer the Prompt Questions in your presentation.
- Type your warning paragraph