Examples of PMI’s Global Marketing of iQOS
IQOS Retail Stores

IQOS store in Lisbon, Portugal

IQOS store in Tokyo, Japan, with cafe
https://jp.iqos.com/iqos-store

IQOS store in UK
https://www.boxpark.co.uk/shoreditch/shopping/iqos/

IQOS store in Moscow, Russia
http://poliansky.com/portfolio/427/
IQOS Advertisements to General Public: Outdoor Ad, Berlin, Germany

Source: TFK, Picture taken July 1, 2017
IQOS Advertisements to General Public: Displays in Non-Tobacco Related Places

These displays in Italy clearly do not adhere with PMI’s claim that it intends to introduce adult smokers to these products in adult-only device stores. By placing these displays in everyday venues, such as workout gyms, cafes, and barber shops, these products are being linked to an everyday lifestyle.

Instagram post from June 10, 2017, https://www.instagram.com/p/BVKXj7ejTa0/?taken-by=iqos_friends


IQOS Advertisements to General Public:
Advertisements throughout a shopping mall in Sofia, Bulgaria.
IQOS Advertisements to General Public: Advertisements on Vehicles

IQOS branded cars seen around Russia and Ukraine in 2016

Source: https://www.drive2.ru/l/8529919/

Source: https://geometria.ru/events/other/2016/5/12/924708/pictures/53985492

Picture taken in 2016
IQOS Kiosks in Shopping Malls


Located in Russia. Source: http://inter-tabak.ru/project/iqos/
IQOS Kiosks in Shopping Malls: Exposure to Children


IQOS-Sponsored Parties: Launch Events

These are images from two South African IQOS Launch events, in Cape Town and Johannesburg. The images show there were DJs, drinks available, differing lounge areas, and IQOS products themselves. Not shown were the acrobatic entertainment acts and food served.

http://thirst.co.za/portfolio/iqos-launch/
IQOS-Sponsored Parties: Italy, July 2017

An exclusive IQOS event hosted at “Qubba” a dance/night club in Catania, Italy. There was a special guest Saturnino Celani.

Source: http://www.welookaround.com/portfolio_page/philip-morris-iqos-night/
IQOS-Sponsored Parties: Party Series in Romania

These examples of IQOS sponsoring a series of parties is from across Romania. The Brunch Affair hosts members-only themed parties and then posts about them on social media using IQOS-related hashtags including #thischangepseverything and #daretobedifferent. Social media advertisements for these parties clearly identify IQOS as the sponsor.

IQOS Party Invitations to Non-Smokers

This Instagram post, from a blogger in Bulgaria with over 23,000 followers, shows that non-smokers were invited to and attended a sponsored event featuring the new IQOS 3 product. This contradicts PMI’s claims that its sponsored events are for smokers only.


(Translation by Google Translate)
An IQOS-sponsored beach bar, where IQOS branding is ubiquitous. These types of sponsorships and “IQOS-Friendly Place” messages are beyond PMI’s claimed focus on adult smokers, but rather normalizes use of the product and links it to everyday activities.

https://www.instagram.com/shutupbeachmamaia/
IQOS-Sponsorships at Events: Street Food Festival, Kyiv, Ukraine, July 2017

An IQOS booth set up at the Ulichnaya Eda street food festival. Children were present at the festival. IQOS representatives also wandered around the festival grounds to show the product to attendees and offer free samples.

Source: https://geometria.ru/events/other/2017/7/22/993787/pictures/62686985
IQOS-Sponsorships at Events: “IQOS Zone” at 2017 Belgrade Beer Fest

IQOS sponsored a stage and lounge area at the Belgrade Beer Fest, extending its brand recognition beyond adult smokers.

IQOS-Sponsorships at Events: IQOS Area at Oktoberfest Romania

Instagram post by IQOS team member, September 8, 2018, https://www.instagram.com/p/BneIUqKFwDU/?taken-by=iasmiina

IQOS-Sponsorships at Events: IQOS Lounges at Music Festivals in Portugal, Summer 2018

These IQOS-sponsored lounges included Instagram-ready photo opportunities, which attendees could then share on their personal Instagram accounts. This extends the IQOS-related marketing beyond the companies’ reach to the followers of the individuals who post these images.


MEO Sons de Mar, Instagram post, September 1, 2018, https://www.instagram.com/p/BnMb1XnnQfS/?tagged=mundosemfumo
IQOS-Sponsorships at Events: Estereo Picnic Music Festival, Bogota, Columbia, March 2017

Source: company that helped design the balloon: 
http://www.aeromedios.com/esp/globos_aire_frio.html

Source: https://www.instagram.com/iqos.co/?hl=en
IQOS-Sponsorships at Events: Concert in St. Petersburg, Russia, May 2017

The popular group “Leningrad” played the concert. The concert was put on for IQOS users and their friends.

Source: http://www.sobaka.ru/photo/photo/58059
IQOS Fashion Partnerships: Marie Claire Magazine Event
Public Marie Claire event in conjunction with IQOS held in an IQOS space within a mall in Russia, October 2016.

Source: https://www.youtube.com/watch?v=fPRaz3Qeu5Q
IQOS Fashion Partnerships: Collaboration with Designer Karim Rashid

PMI has recruited fashion and lifestyle designers to create limited edition “sleeves” for IQOS devices. These images were posted on the designer’s Instagram account, which means people who follow him for his designs and who are not necessarily tobacco users are exposed to these brand-positive images.

IQOS sponsored an area at the Mercedes-Benz Fashion Days event in Ukraine, where it linked the brand with fashion, created an interactive display for people to take pictures and share, and, as seen in the top image, also exposed children to its brand and product. The “95% less don’t’s” message could be a tongue-in-cheek reduced risk claim.

https://geometria.ru/places/kvc-parkovij/events/941713
IQOS Sponsorships at Fashion Events: Harper’s Bazaar Ukraine Magazine’s Best Dressed Event

Another example of IQOS sponsoring a fashion event in Ukraine where, again, attendees can take pictures of themselves and share on their personal account. Note the young girl in the post on the top right.
IQOS-Sponsored London Fashion Week Blog Post

March 2018, https://www.toularose.com/2018/03/05/london-fashion-week-x-iqos-rosewood-hotel/

The rooms were IQOS friendly. If you guys smoke but don’t know about IQOS then you’ll be glad you’ve read this post.

It uses heat technology rather than burning tobacco, which gives you the true taste of tobacco with no smoke, no ash and a lot less smell. One of the things that I hated about normal smoking was the smell that can get left on you, whereas with IQOS your hair or clothes don’t smell of smoke at all afterwards! So I was fashion week ready! The device is super sleek and comes in a variety of colours.

Shop IQOS here

See what I wore on the first day of fashion week below:

Be sure to check out IQOS for a way better alternative to normal cigarettes.

Thanks to IQOS + The Rosewood Hotel for a fantastic fashion week experience!
My winter is associated with a ski suit, and IQOS becomes a real salvation at this time of the year. Now I don’t need to go out to a cold balcony in winter and even open windows in the car. The device does not smoke at all and does not produce smells characteristic of smokers. And how did my last winters go without him?


(Translated by Google Translate)
IQOS Fashion Partnerships: Interview Magazine Russia Event

Interview Magazine Russia and IQOS partnered to host an event at the Atrium Mall in Moscow in October 2017. The event was held at an IQOS boutique and was an open interview with art innovator Andrey Bartenev and magazine editor Aliona Doletskaya.

Sources: https://www.linkedin.com/pulse/public-talk-interview-iqos-kate-volgina/, https://www.instagram.com/p/BL_gUXrFPBh/?taken-by=interviewrussia
PMI-Ferrari Sponsorship

PMI announced its renewal of its Ferrari sponsorship in early 2018. Sports sponsorships, and particularly Marlboro’s sponsorship of Formula 1 racing has long been recognized as a successful way to present its brand to millions of viewers and elevate its image as a “winning” product.¹

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Philip Morris International and Scuderia Ferrari Partner Together to Advance the Vision of a World Free of Tobacco Smoke

February 20, 2018

LAUSANNE, Switzerland--(BUSINESS WIRE)--Feb. 20, 2018-- Philip Morris International Inc. (NYSE/Euronext Paris: PMI) and Scuderia Ferrari have extended their partnership until 2021. Their successful collaboration spans more than 40 years. As of today, the partnership will be exclusively focused on advancing the cause of a smoke-free world – a world in which all people who would otherwise continue smoking switch from the most harmful form of nicotine consumption – cigarettes – to scientifically substantiated less harmful alternatives that are smoke-free.


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IQOS-Sponsored Cultural Events: Zurich, Switzerland, January 2017

This was an art event sponsored by IQOS where photographic art was displayed and attendees were provided the opportunity to “discover IQOS”.

IQOS-Sponsored Cultural Events: “Creative Hub” Qreator by IQOS, Bucharest, Romania

Description:
• Provides spaces and technological resources for the creative community, as well as information about IQOS and product testing.
• Hosts weekly free events and workshops for dance, music, theatre, film, photography, and art communities

Website quotes (Google translated):
• “More than 500 square feet of creativity, inspiration and innovation... a space for creative energies looking for new opportunities and perspectives.”
• “If you are from Bucharest, we are waiting for you at QREATOR by IQOS where, besides developing your talents in the 7 dedicated rooms, you can try IQOS... the revolutionary alternative to cigarettes.”

Video Tour: https://www.qreator.ro/despre#video
IQOS Marketing on Social Media Posts: Brand Ambassadors

These are only a few examples of Instagram posts and accounts by paid brand ambassadors for IQOS. These types of images do not at all portray adult smokers trying to quit, but rather present a glamorous lifestyle for IQOS users.


https://www.instagram.com/iasmiiina/

https://www.instagram.com/adrianaturtle/

https://www.instagram.com/iasmiiina/

https://www.instagram.com/adrianaturtle/
IQOS Marketing on Social Media Posts: Brand Ambassadors


Instagram post, August 21, 2018, https://www.instagram.com/p/BmwFT8VhN4C/

IQOS Marketing on Social Media Posts: Brand Ambassadors

Instagram post from @mariandivalo (6.3 million followers, 12 percent in the US) that uses the hashtags #iqos and #ad. The image was taken in front of a backdrop featuring the iQOS logo. September 24, 2017, https://www.instagram.com/p/BZcHOxDCrh/.

Instagram post from @christina_ich (429k followers, nine percent in the US) that uses the hashtags #iqos and #ad. April 28, 2018, https://www.instagram.com/p/BiH3JrlmAq/.
IQOS Marketing on Social Media Posts: PMI Science with Russia Interview Magazine

PMI Science posted on its Instagram account about the Russia Interview Magazine editor in chief learning about IQOS, but failed to mention she identifies herself as an IQOS Ambassador (note hashtag in her personal post).

Instagram post, August 31, 2018,
https://www.instagram.com/p/BnHDcdClcOJ/?taken-by=pmiscience

Instagram post, June 7, 2017,
https://www.instagram.com/p/BjuA8sFHajb/?taken-by=alionadol