

E-cigarette ad goes live on South African TV, cinema

Cape Town based e-cigarette company Twisp has launched a campaign on TV and cinema for its electronic cigarettes, displaying the use of e-cigarettes or 'vaping'...



This is the first to show an e-cigarette since the Tobacco Products Control Amendment Act, 1999 banned cigarette advertising.

It has been aired by a satellite broadcaster and national free-to-air broadcaster and will run at cinemas countrywide for the next two months.

The brand's Marketing Director, Nathan Smith said, "Twisp is aimed at adults and, as such, all adverts will appear in suitable programmes after the watershed period. E-cigarettes have been shown to be a healthier alternative to tobacco and this is about helping people who want to smoke to make a healthier choice. E-cigarettes contain nicotine but not tobacco and have been marketed as a safer alternative."

Having received a variety of opinions regarding smoking - many supporting e-cigarettes whilst others arguing that e-cigarettes could encourage smoking among young people, Smith said the brand would continue to encourage informative discussions around the benefits of e-cigarettes. He said they would continue to debate the restrictive regulations as suggested by the World Health Organisation (WHO) to prevent more people from being aware of e-cigarettes and using them as an alternative to smoking.

"The company prides itself on driving awareness and conversation regarding this lifestyle alternative. We are also delighted with the recent publication of a study by Public Health England (PHE) showing that using e-cigarettes can save lives and that the use of e-cigarettes is 95% safer than smoking tobacco. We believe that our product leads to many people quitting smoking," concluded Smith.

The launch advert features three upwardly mobile South Africans experiencing the three new devices - the Aero, Solo and Edge - in three social scenes, with the closing credits of 'Taste Today Tomorrow'. The advert will stream online via www.yourtwisp.co.za.

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