

The logo for IQOS, featuring the letters 'I', 'Q', 'O', and 'S' in a stylized, rounded font. The letters have a vertical gradient from light green at the top to blue at the bottom. The 'I' is a simple vertical bar, the 'Q' has a small tail at the bottom right, the 'O' is a simple circle, and the 'S' is a simple curve. The background is a light gray grid pattern.

IQOS

## **Marketing in the News**

Angela Cao

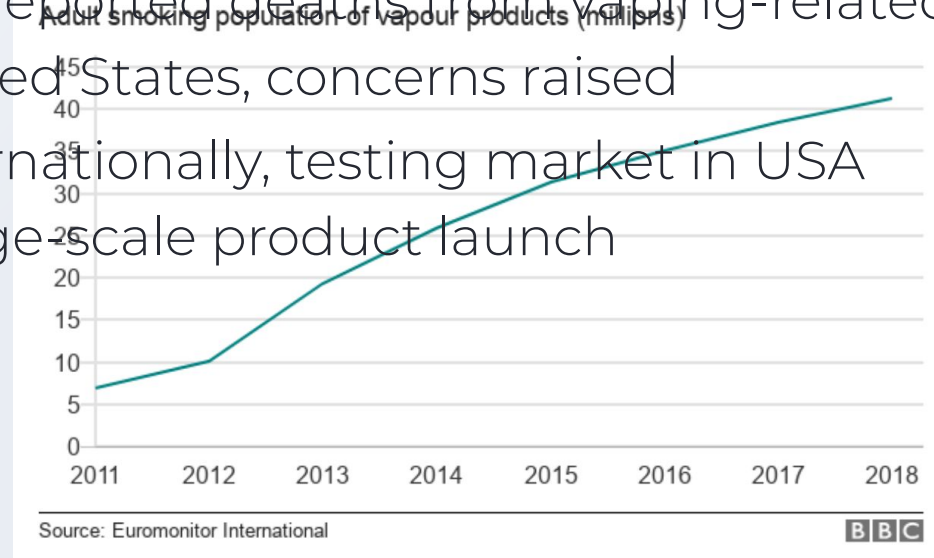
Philip Timothy Harry Urbano Lagus Andersson Bettencourt

## Context

E-Cig Market grew over 180% in past 5 years (7bn to 19bn)

Recent deaths - 18 reported deaths from vaping-related illnesses in the United States, concerns raised

IQOS available internationally, testing market in USA (Atlanta) before large scale product launch



## What is IQOS?

- ❑ Heats tobacco instead of burning it, releasing the “true” taste of tobacco and reducing harmful chemicals
- ❑ Target market: Current smokers over 21

“I quit ordinary smoking”



# 1. Marketing Mix

Price, Product, Promotion, Place

## Price

- ❑ Kits retail \$125-\$400
- ❑ Luxury feel



## Product

- ❑ Minimalistic, sleek design
- ❑ Specialty product
- ❑ Offers unique characteristics

## Promotion

Word of Mouth Promotion

Market testing in Atlanta,  
limited promotion allowed  
by FDA

## Place

IQOS Stores

Order online



# SWOT Analysis

## Strengths

- Health Benefits
- Unique characteristics
- Big Brand backing (Altria, PMI)

## Opportunities

- Death scare
- Regulation against competitors
- Expanding in America, testing

## Weaknesses

- High Price
- Advertisement restrictions

## Threats

- Strong competition (JUUL)
- FDA Restrictions and promotion difficulties

**Thank You!**



## Sources

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