



**COUNTER  
TOBACCO**

# POINT-OF-SALE SCAVENGER HUNT

*Do you know what the tobacco industry has lurking in your community? Have you seen where it's lurking? Every day we see tobacco advertisements and displays in the same stores where we buy milk and medicine...*

**HELP OPEN EYES**

**to POS issues in your community with this activity**



# POINT-OF-SALE SCAVENGER HUNT



## *Why is this important?*

Point of sale (POS), or tobacco marketing at retail locations, has been a primary venue for tobacco industry advertising and promotions. Exposure to POS advertising and promotions prompts smoking initiation, encourages tobacco use, and undermines quit attempts.<sup>1,2</sup> Youth are three times more sensitive than adults to tobacco advertising.<sup>3</sup> Each day, almost 4,000 kids in the United States try their first cigarette and an additional 1,000 kids under age 18 become new, daily smokers.<sup>4</sup> That's over 400,000 new underage daily smokers each year.<sup>4</sup> The purpose of this activity is to raise awareness of youth exposure to tobacco marketing and products.

## *This activity is best suited for*

**Age Group:** 8th – 12th grade, College

**Number of Participants:** Teams of 2-3

**Preparation time:** 1 week or less

**Activity Duration:** 1-2 hours

**Materials:** Scavenger hunt cards, store lists, pens, clipboards, camera

**Cost:** \$0-\$50

**Best suited for:** This activity can be easily adapted to suit the needs of groups based on their level of familiarity with POS, age, mobility, and technological savvy. Generally it is most successful with middle school (with chaperones), high school or college aged youth groups who can easily access stores (either by walking or driving).



## *What will youth do during a POS Scavenger Hunt?*

Participants will visit stores to find and document tobacco industry point-of-sale marketing materials and products.



## Get Ready!

- Create scavenger hunt lists! Print one of the cards provided or create your own using the blank card. Make enough copies for everyone participating.
  - Identify a list of stores to visit. Common store types include grocery stores, supermarkets, gas stations, convenience stores, news stands, and pharmacies. Divide the stores up among the teams. Make sure you have enough stores for the number of teams participating (3-5 stores per team)
  - Gather the other necessary materials (pens/pencils, cameras—phone cameras work well and are easily accessible)
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## Get Set!

- Divide your group into teams. Turn it into a competition!
    - 2-3 people per team works best; they can all fit in a car and won't overwhelm most stores when they enter.
  - Review the scavenger hunt cards. Discuss any items or POS language that is unfamiliar.
  - Designate a scavenger hunt supervisor who will stay and wait for the teams to return to a central point, like your school or community center.
  - Determine when and where the groups will meet back.
  - If you can't go to actual stores, but have access to computers, have a virtual scavenger hunt! Search online or check out the Countertobacco.org gallery for images of the items.
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## Go!

- Let the hunt begin!
    - Each team should have a photographer and a scribe. As each group finds items:
      - Check it off your list and make notes about what you saw. If you can, take a picture to document it!
    - Record the address and store name where the item was found.
      - If they group is tech savvy have them 'drop pins' on a map on their smart phones and create a map. Learn how to make a custom Google map [here](#).
  - When the groups return, debrief about what was found and share photos.
    - Prizes can be given for the best finds from each category!
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## Next Steps

There are many ways to use the information you gathered in your POS scavenger hunt. Here are some ideas:

- Use the photos to make a slide show showcasing the best examples of POS strategies used in your community.
- Upload your photos to the gallery at [countertobacco.org](http://countertobacco.org).
- Print out your best photos and either send them to policymakers or present them during friendly visits with your legislators. These photos can be extremely powerful additions to advocacy efforts.
- If you don't have a local licensing list in your community, use the store addresses to build a list documenting retailer density.
- Use the map of the stores you visited and the photos you took to create a visual display of what you found. Be creative!
- Visit [Countertobacco.org](http://Countertobacco.org)'s POS Marketing, Advertising and Promotions page to find more resources and policy solutions to combat the tobacco industry in your neighborhood!

## ***Teams and Time Frame:***

Let the group you are working with inform the way you divide up to complete this activity. If you are working with younger youth, keep in mind that you will need chaperones for each team. Make sure you get guardians to sign releases if this is necessary for your organization!

Some variations include:

- Giving each team a specific route (for instance, to a school, park, place of worship, or community center) or section of town to cover.
- Having individuals complete this activity between group meetings. Make and distribute the scavenger hunt cards at one meeting and share the findings at the following meeting. This can help demonstrate how often POS materials are seen during someone's normal routine.

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## ***Creating the Scavenger Hunt Cards:***

Tailor the cards to your group. Take in to account how much time you have, how familiar the group is with POS, and what you would like to do with this information after the activity.

- Print one of the scavenger hunt cards below or use them as inspiration to create your own card using the blank one provided.
  - Have the group brain storm their own list of items and fill these into the blank card provided.
  - You can also decide if you want to search for items from specific store types or brands. This can be helpful if you're using the game to help collect information to target a certain issue in your community.
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## ***References***

1. Lavack, A. M. & Toth, G. (2006). Tobacco point-of-purchase promotion: examining tobacco industry documents. *Tobacco Control*, 15(5), 377-84.
2. Pollay, R.W. (2007). More than meets the eye: on the importance of retail cigarette merchandising. *Tobacco Control*, 16(4), 270-4.
3. Pollay, R.W. (1996). The last straw? Cigarette advertising and realized market shares among youths and adults. *Journal of Marketing*, 60(2):1-16.
4. Substance Abuse and Mental Health Services Administration (SAMHSA), HHS. (2011). Results from the 2010 National Survey on Drug Use and Health, NSDUH: Summary of National Findings. <http://oas.samhsa.gov/2k10NSDUH/tabs/Sect4peTabs10to11.pdf>.



# POS SCAVENGER HUNT- CARD 1



✓	<b>Can You Find:</b>	<b>Describe What You Find!</b> (These questions are just suggestions. Record anything you find interesting!)	<b>Store #</b>
<input type="checkbox"/>	<b>Multi Pack Discount Promotion</b>	What is the discount? Which brand?	
<input type="checkbox"/>	<b>Special Price Promotion</b>	What is the discount? Which brand?	
<input type="checkbox"/>	<b>Exterior Branded Cigarette Signs</b>	What does it advertise? Which brand?	
<input type="checkbox"/>	<b>Interior Branded Cigarette Signs</b>	What does it advertise? Which brand?	
<input type="checkbox"/>	<b>Interior Branded Non-Cigarette Signs</b>	What does it advertise? Which brand?	
<input type="checkbox"/>	<b>Branded Display</b>	Which brand? How big is it?	
<input type="checkbox"/>	<b>Power Wall Display</b>	Is it branded? How big is it?	
<input type="checkbox"/>	<b>Youth Appeal Marketing</b>	What type of marketing is it? What tricks is the industry trying to use?	
<input type="checkbox"/>	<b>Youth Appeal Product</b>	What is the product? What tricks is the industry trying to use?	
<input type="checkbox"/>	<b>Flavored Cigars (Regular, Little or Cigarillo) Sold</b>	What flavors are present?	
<input type="checkbox"/>	<b>E-cigarette Marketing</b>	What type of marketing is it? What tricks is the industry trying to use?	
<input type="checkbox"/>	<b>Tobacco Product or Advertising near Candy</b>	How close is it? Does the product look like candy too?	
<input type="checkbox"/>	<b>Little Cigar or Cigarillo for less than \$0.80</b>	What is the cheapest you could find?	
<input type="checkbox"/>	<b>Most Unusual Flavor</b>	What flavor?	

**Store Addresses:** Record the addresses of the stores you visit here! Make sure to keep track of which store items are from in the table above!

**Store #1** \_\_\_\_\_

**Store #2** \_\_\_\_\_

**Store #3** \_\_\_\_\_

**Store #4** \_\_\_\_\_

**Store #5** \_\_\_\_\_

# POS SCAVENGER HUNT- CARD 2



✓	<b>Can You Find:</b>	<b>Describe What You Find!</b> (These questions are just suggestions. Record whatever you find interesting!)	<b>Store #</b>
<input type="checkbox"/>	<b>Buy One, Get One Promotion</b>	What product(s) is the promotion for? Which brand?	
<input type="checkbox"/>	<b>Special Price Promotion</b>	What is the discount? Which brand?	
<input type="checkbox"/>	<b>Exterior Branded Non-Cigarette Signs</b>	What does it advertise? Which brand?	
<input type="checkbox"/>	<b>Interior Branded Cigarette Signs</b>	What does it advertise? Which brand?	
<input type="checkbox"/>	<b>Branded Functional Item</b>	Which brand? What is the item?	
<input type="checkbox"/>	<b>Power Wall Display</b>	Is it branded? How big is it?	
<input type="checkbox"/>	<b>Counter Marketing</b>	What type of marketing is it? How does it counter tobacco ads?	
<input type="checkbox"/>	<b>Youth Appeal Marketing</b>	What type of marketing is it? What tricks is the industry trying to use?	
<input type="checkbox"/>	<b>Flavored Cigars (Regular, Little or Cigarillo) Sold</b>	What flavors are present?	
<input type="checkbox"/>	<b>E-cigarettes Sold</b>	Where are they in the store?	
<input type="checkbox"/>	<b>Tobacco Products or Advertising displayed below 3 ft.</b>	What was the product or advertising?	
<input type="checkbox"/>	<b>Stores near Schools</b>	How close? Can you see advertising from the school?	
<input type="checkbox"/>	<b>Little Cigar or Cigarillo for less than \$0.80</b>	What is the cheapest you could find?	
<input type="checkbox"/>	<b>Non-Cigarette Product that looks like Candy</b>	What does the product mimic?	

**Store Addresses:** Record the addresses of the stores you visit here! Make sure to keep track of which store items are from in the table above!

**Store #1** \_\_\_\_\_

**Store #2** \_\_\_\_\_

**Store #3** \_\_\_\_\_

**Store #4** \_\_\_\_\_

**Store #5** \_\_\_\_\_

# POS SCAVENGER HUNT-CARD 3

## Youth Appeal & E-cigarettes



✓	Can You Find:	Describe What You Find! (These questions are just suggestions. Record whatever you find interesting.)	Store #
<input type="checkbox"/>	Exterior E-Cigarette Advertisements	Which brands? Where on the outside of the store?	
<input type="checkbox"/>	Interior E-Cigarette Advertisements	Which brands? Where on the inside of the store?	
<input type="checkbox"/>	E-Cigarette Signage Claims	Any signage claiming vaping is safer or cheaper than traditional cigarettes?	
<input type="checkbox"/>	Special E-Cigarette Price Promotions	Any promotions like clearance sales or buy one get one deals? Which brands?	
<input type="checkbox"/>	Mobile E-Cigarette Coupons	Which brands?	
<input type="checkbox"/>	Cheap E-Cigarettes	Which brand has the cheapest e-cigarette? What is the price?	
<input type="checkbox"/>	E-Cigarette Pods/ Cartridges	Are there pre-filled pods for sale? Which brands?	
<input type="checkbox"/>	E-Liquids	Approximately how many different brands? How many different flavors?	
<input type="checkbox"/>	Flavors	Are there any candy or fruit flavored vaping products? What is the most unusual flavor?	
<input type="checkbox"/>	E-Cigarette Displays	Are there self-service displays of e-cigarettes? Is there a menu of flavors displayed?	
<input type="checkbox"/>	E-Cigarette Targeted Messaging	Was there any specific messaging directed towards college students or young adults?	
<input type="checkbox"/>	Heated Tobacco Products	Any heated tobacco products (called 'heat-not-burn' by the industry)? Which brands?	
<input type="checkbox"/>	Vaping	Was anyone in the store vaping while you completed this (including store staff)?	
<input type="checkbox"/>	E-Cigarette Products or Advertisements Near Candy?	Which products or advertisements? Near other youth-friendly items like toys?	
<input type="checkbox"/>	E-Cigarette Products that Look like Candy or Children's Toys?	What do the products mimic? Do any kid's toys or candy look like e-cigarettes?	

**Store Addresses:** Record the addresses of the stores you visit here! Make sure to keep track of which store items are from in the table above!

**Store #1** \_\_\_\_\_

**Store #2** \_\_\_\_\_

**Store #3** \_\_\_\_\_

# POS SCAVENGER HUNT - CARD 4



Display

Pricing

Youth Appeal

E-Cigarettes

✓	Can You Find:	Describe What You Find! (These questions are just suggestions. Record whatever you find interesting!)	Store #
<input type="checkbox"/>	Exterior Branded Tobacco Product Signage	What products are advertised? Which brands?	
<input type="checkbox"/>	Interior Branded Tobacco Product Signage	What products are advertised? How many different brands have advertisements?	
<input type="checkbox"/>	Power Wall Display	Is it branded? Are the products in a locked cabinet?	
<input type="checkbox"/>	Price Promotions like Buy One Get One Free or Special Discounts	What is the promotion? Which type of tobacco products and brands have promotions?	
<input type="checkbox"/>	Mobile Coupon Promotion	What products are mobile coupons accepted for? Which brands?	
<input type="checkbox"/>	Tobacco Products or Advertisements Near Candy	Which products or advertisements? Near other youth-friendly items like toys?	
<input type="checkbox"/>	Tobacco Products or Advertising at Children's Eye Level	Which products or advertisements are within 3 feet of the floor?	
<input type="checkbox"/>	Tobacco Products that Look Like Candy or Children's Toys	What do the products mimic?	
<input type="checkbox"/>	Children's Toys or Candy that Look Like Tobacco Products	What do the products mimic?	
<input type="checkbox"/>	E-Cigarette Pods/Cartridges	Are there pre-filled pods for sale? Which brands?	
<input type="checkbox"/>	E-Liquids	Approximately how many different brands? How many different flavors?	
<input type="checkbox"/>	Flavors	Are there any candy or fruit flavored vaping products? What is the most unusual flavor?	
<input type="checkbox"/>	Heated Tobacco Products	Any heated tobacco products (called 'heat-not-burn' by the industry)? Which brands?	
<input type="checkbox"/>	E-Cigarette Signage	Any signage claiming e-cigarettes are safer or cheaper than traditional cigarettes?	
<input type="checkbox"/>	Self-Service Displays	Are there self-service displays of e-cigarettes? Which brands?	

**Store Addresses:** Record the addresses of the stores you visit here! Make sure to keep track of which store items are from with the table above!

**Store #1** \_\_\_\_\_

**Store #2** \_\_\_\_\_

**Store #3** \_\_\_\_\_



# POS SCAVENGER HUNT



✓	Can You Find:	Describe What You Find! (These questions are just suggestions. Record whatever you find interesting.)	Store #
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**Store #2** \_\_\_\_\_

**Store #3** \_\_\_\_\_