Do you know what the tobacco industry has lurking in your community? Have you seen where they put their products and place their advertisements? Every day, we see tobacco advertisements or displays in the same stores we buy our groceries, gas, and medicine...
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. In fact, the tobacco industry spends over $9 billion marketing their products in the US each year, which is more than $1 million every hour! Exposure to POS advertising and promotions encourages smoking initiation and tobacco use, while also challenging quit attempts. Youth are three times more sensitive than adults to tobacco advertising. Each day, nearly 4,000 kids in the US try their first cigarette and an additional 1,000 kids under age 18 become new, daily smokers. The purpose of this activity is to raise awareness of the marketing and promotional tactics the tobacco company uses to lure consumers, especially those that are youth.

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: Bingo cards, store lists, pens, clipboards, cameras
Cost: $0-$50

Best Suited For: This activity can be easily adapted to suit the needs of groups based on their levels of familiarity with POS, age, mobility, and technological savvy. We suggest this activity for middle school (with chaperones), high school, or college-aged youth who can easily access stores, either by walking or driving.

What will participants do during POS Bingo?

Participants will visit stores in the community to find and document industry POS marketing materials and products.
POINT-OF-SALE BINGO
- THE ACTIVITY

Get ready!

- Print the bingo card provided or create your own by filling in the blank bingo card. Prepare enough copies of bingo cards for all participants.
- Create a list of stores to visit. We suggest gas stations, vape stores, convenience stores, and grocery stores. Divide the stores up among the teams, making sure there are enough stores listed for the total number of teams participating. Each team should be designated approximately 3 stores.
- Get together all other necessary materials, like pens, pencils, and clipboards. We suggest participants take pictures of what they find. If you choose to integrate this into the activity, encourage participants to bring a camera or use the camera on their phone.

Get set!

- Divide participants into teams to turn this activity into a competition. Generally, 2-3 people per team works best as this allows them to all fit into one car and will prevent overwhelming retailers when they enter.
- Review the bingo cards with all participants. Discuss any items or point-of-sale language that may be unfamiliar.
- Determine a place, like a school or community center, to be a central point that all teams are to return to. Designate a supervisor or leader who will remain at this location and wait for all teams to return. Set a time in which all groups will meet back at this central location.
- If you can’t go to stores within your community but have access to computers and the internet, you can do a virtual bingo activity. Search online or check out the gallery on Countertobacco.org to find images of the items included on the bingo card.

Go!

- Each team, when out in the community doing the activity, should have at least one scribe and one photographer. As the group finds items on the bingo card, the scribe should mark the box and the photographer should take a picture to document the item.
- On the bottom of the bingo card, write the name and addresses of the stores that are being visited. When an item is found, mark it on the bingo card and place the store number in the box on the lower righthand side.
- BINGO! Participants complete the activity once all items in a row are found. These rows can be vertical, horizontal, or diagonal. You can also have a set number of items that need to be found (there are 24 items in total), or you can encourage groups to try to find all items on the card. You can also see which teams find the most items within a specific amount of time.
- When all groups return or at the next group meeting, have participants discuss what items they were able to find and any other surprising items they may have come across. You can also have them share the photos they took.
- Prizes can be given to the group that finishes the activity first or that takes the best photos.

Next steps!

The information collected in the POS bingo activity can be used in the following ways:

- Make a slideshow of pictures detailing examples of the POS strategies the tobacco industry uses in your community
- Send your photos to countertobacco@gmail.com to have the photos be uploaded on our website
- Print the best photos from the activity and either send them to policymakers or present them during visits with legislators. These photos can be extremely powerful additions to advocacy efforts.
- Create a visual display mapping the stores that were visited with the photos that were taken.
- Visit Countertobacco.org’s page on POS marketing, advertising, and promotions to find more resources as well as policy solutions to combat the tobacco industry in your neighborhood.
Teams and Time Frame:

Let the group you’re working with determine the way you complete this activity. Keep in mind that chaperones will be needed for each team if the participants are young. Also, make sure you get guardians to sign releases if this is necessary for your organization. Some possible variations include:

- Giving each team a specific route or section of the community to cover
- Having individuals complete this activity between group meetings. In one meeting, you can make and distribute the bingo cards. Participants can then, on their own, find items from the bingo cards. If you do it this way, prizes can be given to those who find the most items. At the following meeting, have participants share their findings and their photos. Having participants do the activity this way can help show how often POS items are seen during someone’s normal routine.

Creating the Bingo Cards:

Feel free to tailor the bingo cards to your group. Think about how much time you have to complete this activity, how familiar the group is with POS and what you would like to do with the findings after the activity. Some possible options for cards include:

- Printing the bingo card below or using it as inspiration to create you own card using the blank one provided.
- Having the group brainstorm their own list of items and using these to fill the blank card provided
- Limiting the items to specific store types (e.g. gas stations) or brands. Focusing the activity on these features can be useful if you plan on using the findings to target a certain issue in your community.

References

Mark each square you find. Try to get five in a row – horizontal, vertical or diagonal!

<table>
<thead>
<tr>
<th>Exterior ad for e-cigarette</th>
<th>E-cigarettes for sale</th>
<th>Mobile coupon for tobacco product accepted</th>
<th>Kids’ toy or candy that looks like a tobacco product</th>
<th>Buy one get one tobacco product deal</th>
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<tbody>
<tr>
<td>Flavored e-liquids for sale</td>
<td>Tobacco product ad on a functional item</td>
<td>Tobacco ad within 3 feet of ground at children’s eye level</td>
<td>Flavored cigars or cigarillos for sale</td>
<td>Interior ad for tobacco product other than e-cigarette</td>
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<tr>
<td>Self-service display of tobacco products</td>
<td>Power wall</td>
<td>FREE</td>
<td>Discount or special price for tobacco product</td>
<td>Pods or cartridges for e-cigarettes for sale</td>
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<tr>
<td>Interior ad for e-cigarette</td>
<td>Little cigar or cigarillo being sold for less than $1.00</td>
<td>Fruit-flavored e-cigarette or e-liquid for sale</td>
<td>Signage claiming vapes are safer/cheaper than cigarettes</td>
<td>Tobacco product advertised as low cost or low price</td>
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<tr>
<td>Tobacco product that looks like candy or a toy</td>
<td>Exterior ad for tobacco product other than e-cig</td>
<td>Tobacco product within arm’s reach of candy or ice cream</td>
<td>More than 4 different flavors of e-cigarettes for sale</td>
<td>Disposable flavored e-cigarette for sale</td>
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Keep track of which stores you go to. When you find an item, put the corresponding store number in the box located in the lower righthand corner of the square.

Store 1: ________________________________
Store 2: ________________________________
Store 3: ________________________________
**Tobacco products:**

- **Cigarettes**
  Common brands include Camel, Marlboro and Newport

- **Cigars/Cigarillos**
  Common brands include Black & Mild, Swisher Sweets and White Owl

- **Other Tobacco Products**
  Includes smokeless tobacco like chew or snuff, snus (spit-free tobacco pouch), and dissolables
  Common brands include Skoal, Grizzly and Copenhagen

- **E-cigarettes**
  Common brands include Njoy, Blu, and Juul

- **E-liquids**
  Nicotine solutions used in refillable e-cigarettes

- **Pods/Cartridges**
  Disposable or refillable replacement pods for vaping devices (not the devices themselves)
  Common brands include Juul and Vuse

- **Disposable e-cigarettes**
  Common brands include Blu, Mojo and Puff Bar
Displays:

Exterior Ads
Includes ads on the windows, doors, walls, fences, or inside of store facing outward

Interior Ads
Includes ads on the interior of the store including at the counter, hanging from the ceiling, or on the windows facing inwards

Ads on Functional Items
Items that serve a functional purpose like a trashcan, windshield washing station, or door mat that have a company logo or brand name

Self-service Displays
Display case in which consumers can access tobacco products without the assistance of a clerk

Powerwall
Prominent shelving and advertising of tobacco products, usually behind the counter
Pricing Strategies:

**Mobile Coupons**
Signage stating mobile coupons are accepted or detailing instructions on signing up for mobile promotions.

**Buy One Get One**
Includes any wording about buying a set number of tobacco products and getting a certain number free of charge.

**Discount/Special Price**
Includes words like ‘special value’, ‘special offer’, ‘discount’, ‘reduced price’, ‘sale price’ or ‘special promotion’.

**Low Cost/Low Price**
Reference to the product or brand being ‘low price’, ‘low cost’, or a ‘savings brand’.

Youth Appeal:

**Any candy or toy/item designed for children that looks similar to a tobacco product**

**Any tobacco product that looks like candy, a children’s toy or any other item that might be designed for or attract children**
Point-of-Sale Bingo

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