



# Examples of PMI's Global Marketing of iQOS

# IQOS Availability

IQOS is available in at least 37 countries



Source: <https://www.pmi.com/smoke-free-products/iqos-our-tobacco-heating-system>

# Retail Stores

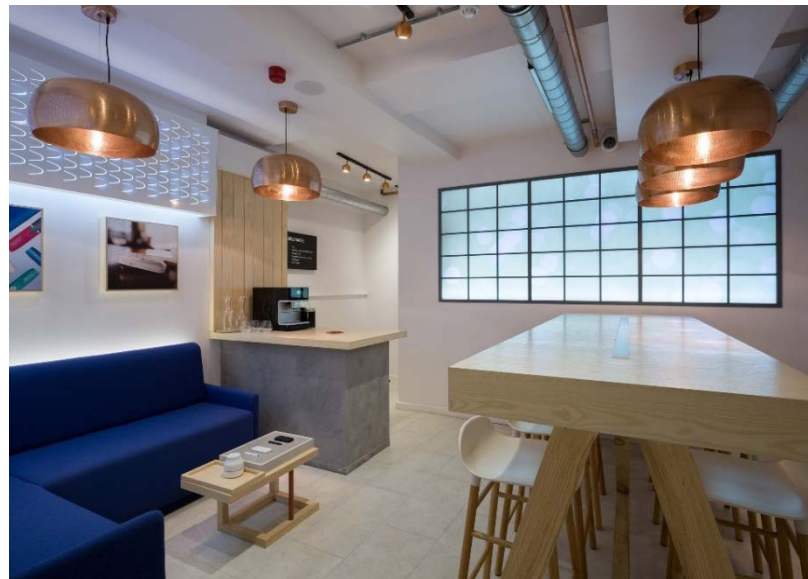
Where: Canada (top);  
UK (bottom)

Description:  
PMI has opened sophisticated IQOS stores in several countries, with sitting spaces and product sampling.



Source: [https://signarama-toronto.ca/signarama-toronto-made-new-signs-for-iqos/?no\\_redirect=true](https://signarama-toronto.ca/signarama-toronto-made-new-signs-for-iqos/?no_redirect=true)

Source: <http://thelinkpaper.ca/?p=63323>



Source: <https://www.martynhicks.com/iqos-store/>

# Retail Stores (cont'd)

Where: Cape Town,  
South Africa

Description:  
IQOS store at the V&A  
Waterfront mall, near a  
“Marlboro Originals”  
clothing store.



Source: TFK, Picture taken March 2018

Source: TFK, picture taken March 2018

Source: TDC&Co, <https://www.behance.net/gallery/60509159/IQOS-Store-V-A-Waterfront>

# Outdoor Ad



Where: Berlin, Germany

Description:

Outdoor advertisement on the sidewalk of a shopping area.

# Vehicle Advertisements



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



Picture taken in 2016



Строкань Юрий

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

Where: Russia and Ukraine

When: 2016

Description:

Shown are a few different IQOS branded cars seen around Russia and Ukraine.

# Child and IQOS Display



senor\_babbar • Follow

senor\_babbar Just having photo with beautiful 🍷 at @onesalonica  
#instakidsphoto #instakid #instakids  
#kidsofinstagram #pose #poser #model  
#kidsmodel #kidsmodeling #kidsfashion  
#notendorsing #notendorsingsmoking  
#nosmoking #beautifulbird #birdphotography  
#birdphoto #iqos #iqosstore  
#iqosthessaloniki #onesalonica #thessaloniki  
#thessalonikimou #salonica #shopping #mall  
#shoppingmall #salonika #saloniki #greece  
#greece2018  
babybib\_plus 🍷👉!!



51 likes

FEBRUARY 15

Log in to like or comment.



Where: Greece

When: February 2018

Source: [https://www.instagram.com/p/BfOGwJT19LT/?taken-by=senor\\_babbar](https://www.instagram.com/p/BfOGwJT19LT/?taken-by=senor_babbar)

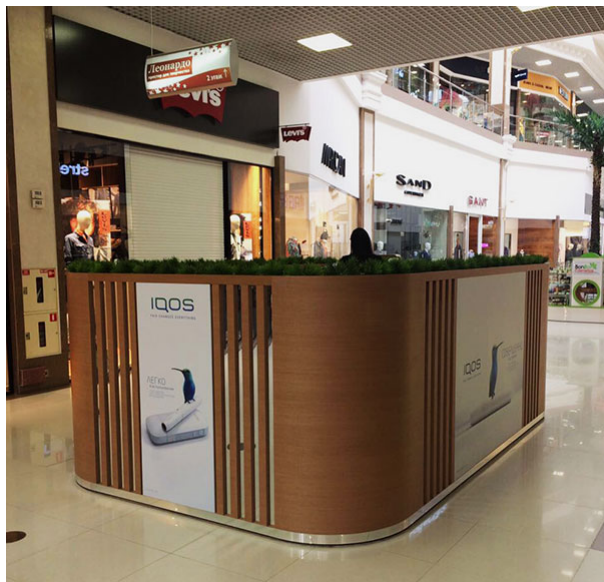
# IQOS Kiosks in Shopping Malls



Located in Greece. Source: <http://www.voria.gr/article/thessalonikisti-tsimiski-to-flagstore-gia-to-enallaktiko-tsigaro-iqos>



Located in Greece. Source: <http://my-spectrum.com/iqos-at-golden-hall/>



Located in Russia. Source: <http://inter-tabak.ru/project/iqos/>



# Launch Events



Where: Cape Town & Johannesburg

Description:

These are images from two South African IQOS Launch events. 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.



# Launch Events (cont'd)

Additional images from Cape Town & Johannesburg events



# Sponsored Parties



Where: Italy

When: July 2017

Description:  
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/](http://www.welookaround.com/portfolio_page/philip-morris-iqos-night/)

Additional video at: <https://vimeo.com/233679380>, [http://www.welookaround.com/portfolio\\_page/philip-morris-iqos-night/](http://www.welookaround.com/portfolio_page/philip-morris-iqos-night/)

# Street Food Festival Marketing



Where: Kyiv, Ukraine

When: July 2017

Description:

This is a booth set up at the Ulichnaya Eda street food festival. As can be seen in the bottom right image, children were also present at the festival.



# Street Food Festival Marketing (cont'd)



Additional images from the festival showing representatives offering free sampling inside the IQOS booth and around the festival grounds.



# Music Festivals

Where: Bogota, Colombia

When: March 2017

Description:  
Advertising balloon and booths at the  
2017 Estereo Picnic music festival.



Source: company that helped design the balloon:  
[http://www.aeromedios.com/esp/globos\\_aire\\_frio.html](http://www.aeromedios.com/esp/globos_aire_frio.html)

Source: <https://www.instagram.com/iqos.co/?hl=en>

# Sponsored Concerts



Where:  
St. Petersburg, Russia

When: May 2017

Description:  
This is an image from a concert sponsored by IQOS. The popular group “Leningrad” played the concert. The concert was put on for IQOS users and their friends.

# Marie Claire Partnership



Where: Russia

When: October 2016

Description: Public Marie Claire event in conjunction with IQOS held in an IQOS space within a mall.





# Marie Claire Partnership (cont'd)



# Interview Magazine Russia Event

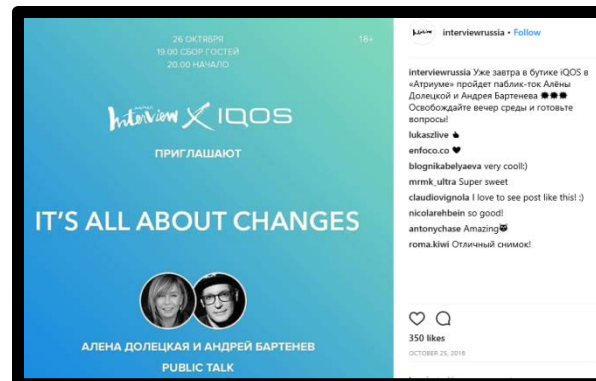


Where: Russia

When: October 2017

Description:

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



# Philip Morris International Renews Ferrari Sponsorship 2018 to Include IQOS

February 20, 2018

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

### PRESS INQUIRIES

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Media@pmi.com

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.

*"We want to give the world's 1.1 billion men and women who smoke the opportunity to make better and informed choices. We are committed to use all available resources, including our motorsports related activities, to accelerate momentum around this revolutionary change for the benefit of people who smoke, public health and society at large. We deeply appreciate Scuderia Ferrari's support in this cause,"* said PMI's Chief Executive Officer, André Calantzopoulos.

# Sponsored Art Events

## Photographic ART EVENT

**7 pm** Wednesday the **18th January** 2017  
at DER 4TE RAUM by IQOS, Bleicherweg 7, 8001 Zurich

"Event curated and sponsored by IQOS, a brand of Philip Morris Product S.A. During the event, the adult smokers will have the opportunity to discover IQOS." Access restricted to adults only (18+)



This event is by invitation only  
Please let us know if you are attending on email:  
EVENT@ART4FUN.ch  
We are looking forward to seeing you at our vernissage.  
Camilla & Michala

ART4FUN.CH



### Opening Hours of the Store:

TUE/WED 10am - 8pm, THU/FRI/SAT 10 am - 10 pm, (SUN/MON closed)

The artwork will be at DER 4te RAUM from the 10th until the 18th of January

WEBSITE: DERVIERTERAUM.IQOS.CH - PHONE: +41 (0) 77 459 8977



Where: Zurich, Switzerland

When: January 2017

Description:

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

# “Creative Hub” Qreator by IQOS

Where: 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

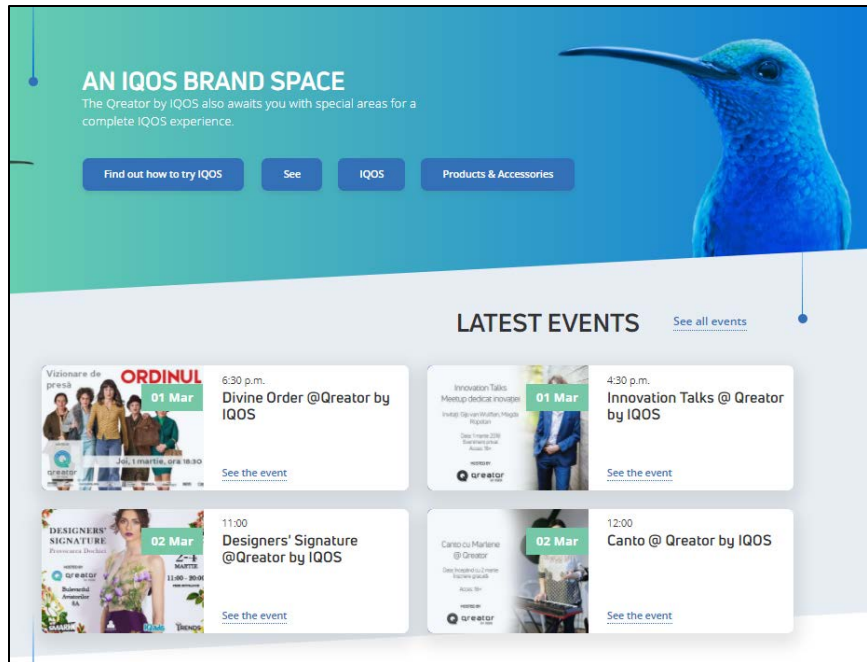
Website quotes (Google translated):

- “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>

Source: <https://www.auto-bild.ro/advertorial/iqos-deschide-qreator-noul-hot-spot-pe-harta-creativa-bucurestiului-130550.html>

# “Creative Hub” Qreator by IQOS (cont’d)



Source: <https://www.qreator.ro/>



Source: <https://www.instagram.com/explore/tags/qreator/?hl=en> (zoom in added)