

BUY JUUL

BUY JUULpods

VAPORIZED

SIGN UP TO GET
25% OFF
YOUR FIRST PURCHASE

BUY JUUL

BUY JUULpods

VAPORIZED

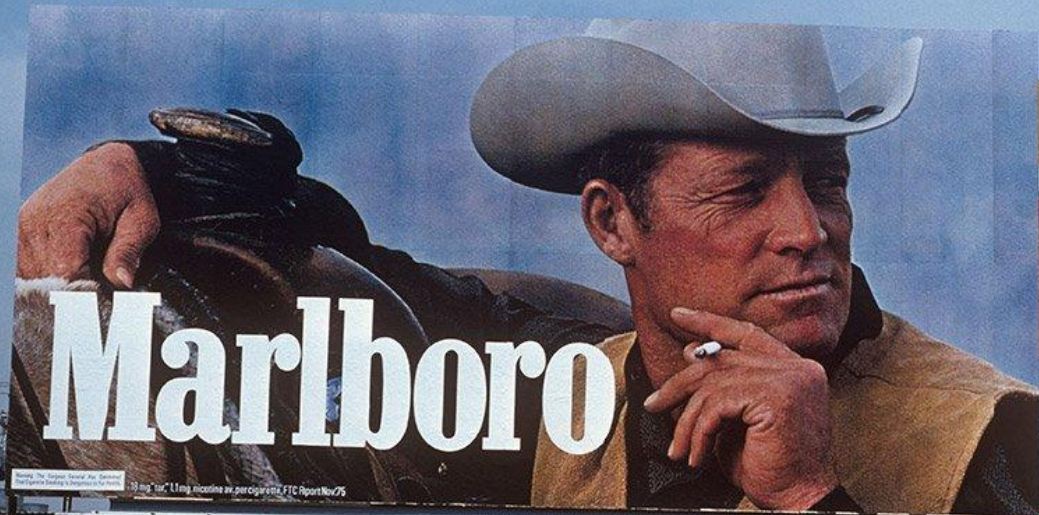
JUUL

JUUL

VAPORIZED

#SMOKINGEVOLVED

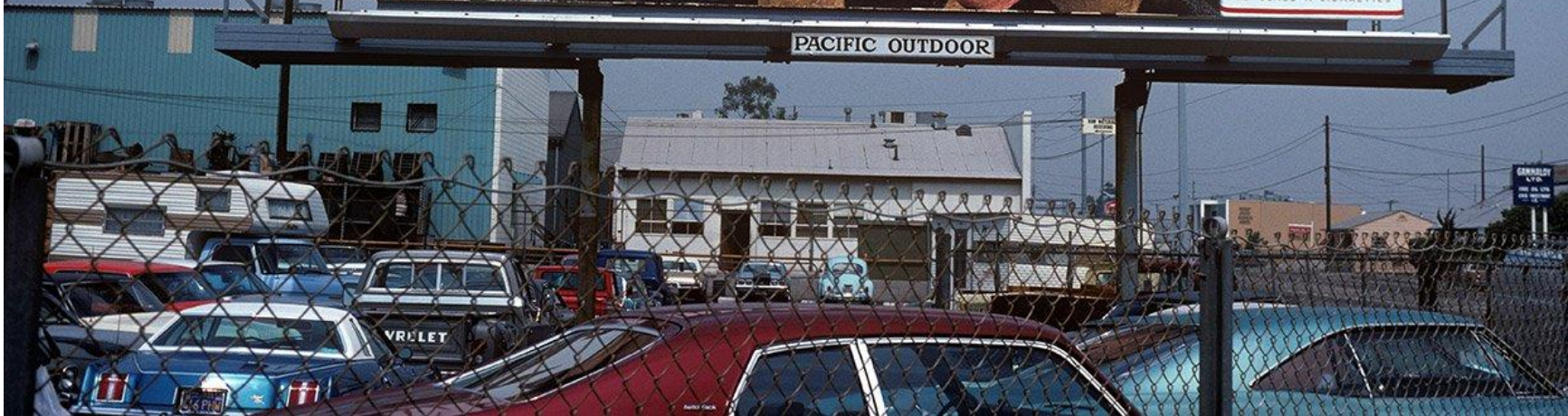
JUULvapor.com



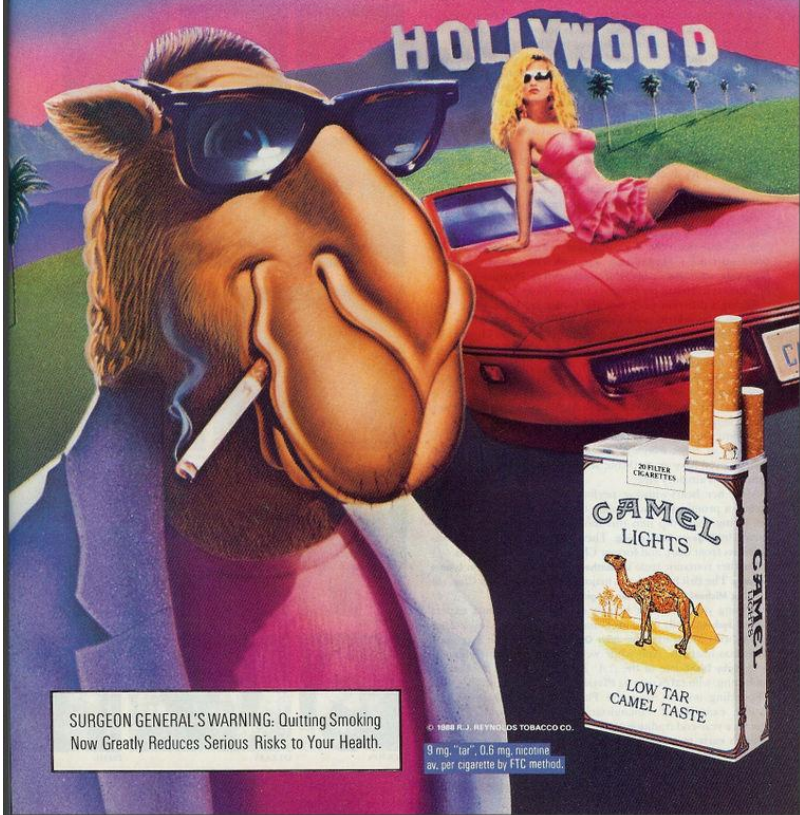
Having The Lowest Level Of Tar Contains Tar & Nicotine Levels As Reported On Pack
19 mg "tar", 1.1 mg nicotine av. per cigarette, FTC Report Nov/75



PACIFIC OUTDOOR



Smooth character.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© 1988 R.J. REYNOLDS TOBACCO CO.

9 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.



TASTE ISN'T THE ONLY REASON I SMOKE

"People are always telling me that smoking causes low birth weight. Talk about a win-win-win! An easy labor, a slim baby, and the Full Flavor of Winstons!"

Winston

when you're smoking for two



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

History of Notable Legislation Marketing Changes

1971 - Nixon signs legislation banning cigarette ads on TV and radio

1998 - Master Settlement Agreement - Bans on:

- Transit and billboard advertisements
- Paid brand product placement
- Cartoons
- Tobacco brand sponsorships of sporting events and concerts,
- Advertising and marketing practices that targeted individuals under 18

2009 - Banned the use of vending machines (except in adult-only facilities), and retail establishments restricted to face-to-face transactions.

JUUL Labs, Inc (Founded in 2015)

JUUL is an electronic cigarettes company that packages nicotine salts from tobacco into cartridges.

Nicotine salts (vs free-base nicotine) allow users to consume higher nicotine concentrations

High-tech design (USB Flash Drive), fruity flavors, and ease of concealment are attractive to young customers

Nicotine content is almost double the amount of other brands



Early Marketing Strategy



christinazayas • Follow
New York, New York

christinazayas When smoking cigarettes is not an option, I've turned to @juulvapor. Read why, via the link in my bio! #JUULmoment #ad 🌐

View all 47 comments

theparisianman Enjoy the moment babe 🍷👍👍

irinaliakh Ohhh I need it in my life 🥰🥰

cpwears Damn girl you look like "it was all a dream" - Nelly

1,507 likes
NOVEMBER 13, 2017

Add a comment...

- Used Social Media & Influencers
- Aimed at young adults
- Labeled as an alternative to cigarettes

STP - Segmentation

Mission Statement: Our mission is to improve the lives of the world's 1 billion adult smokers.

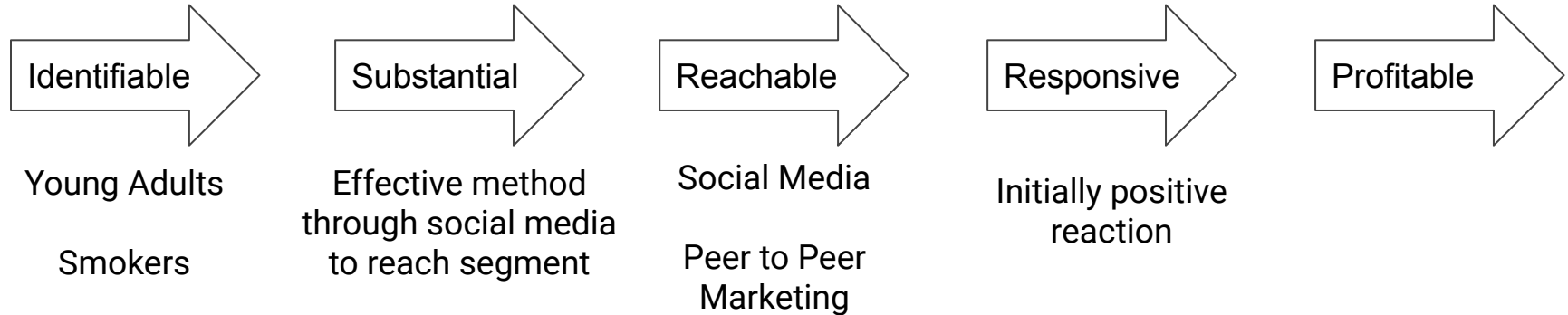
Segmentation Methods:

- Demographics: Younger adults
- Psychographic: Lifestyles



STP - Targeting

Segment Attractiveness



Selected Target Market → **Concentrated Marketing Strategy**

STP - Positioning

Positioning Methods:

Competition: It was advertised as an alternative to cigarettes.

Flavored Juul such as Mango, Mint, Cucumber, Fruit Medley, Creme Brulee.

Value: One Juul Pod replaced 1 pack of 20 cigarettes or around ~200 puffs. Possible Savings of ~\$600 a year.



Backlash

Deaths linked to Juul

Advertisement targeting young adults became mainstream information

Government ban on flavored Juul

WARNING: This product contains nicotine. Nicotine is an addictive chemical.




October 1st, 2019 - JUUL Stops Backing Prop C

In June, San Francisco voted **in favor** of a prohibition on physical and online stores from selling e-cigarettes.

If voters pass **Prop C** on Nov 5th, this will nullify the ban

JUUL announced it will **stop lobbying** to pass Prop C, thus losing it's only financial backer (\$19 mil)

The e-cigarette industry and Juul face mounting scrutiny from federal and local governments over youth vaping and as the 14th U.S. **death** linked to vaping was reported in Nebraska



The teen claims the company used strategies from the traditional tobacco industry to “**manipulate**” users to keep them hooked

He claims he **didn't know** the product was addictive and contained high levels of nicotine

Now suffers from shortness of breath, chest pain and increased mucus

Accused Juul of employing marketing campaigns that associated vaping with “**love, attractiveness, sexuality, popularity, parties, social events, celebrity and being cool.**”

The suit is one of several filed against the vape-maker.

Long Island teen sues Juul alleging ads ‘manipulate’ users

By [Andrew Denney](#)

October 1, 2019 | 7:39pm | Updated



Juul's Response & New Marketing Campaign

- Juul started a new, more adult focused campaign.
- More and more cases of young adults becoming sick.



<https://www.ispot.tv/ad/lb1b/juul-carolyn#>

CEO is Stepping Down

Last week, Juul announced that its CEO is stepping down and that it was ceasing **all** of its **advertising**.

According to a **JUUL spokesperson**:

“Our product has always only been intended to be a viable alternative for the one billion current adult smokers in the world. We have **never** marketed to youth and do not want any non-nicotine users to try our products.”



Works Cited

- <https://www.npr.org/2019/09/25/764201798/juul-will-agree-to-ban-on-flavored-vaping-products-says-its-ceo-is-stepping-down>
- <https://www.forbes.com/sites/kathleenchaykowski/2018/11/16/the-disturbing-focus-of-juuls-early-marketing-campaigns/#29f5afe914f9>
- <https://www.healthline.com/health-news/whats-behind-juuls-new-e-cigarette-television-ads>
- <https://www.ispot.tv/ad/lb1b/juul-carolyn>
- <https://nypost.com/2019/10/01/long-island-teen-sues-juul-alleging-ads-manipulate-users/>
- <https://www.bloomberg.com/news/articles/2019-10-01/juul-retreats-from-effort-to-overturn-san-francisco-vaping-ban>
- <https://www.thestar.com/news/world/us/2019/10/01/juul-stops-funding-san-francisco-vaping-measure.html>

