



Marketing in the News

Donald Trump vs. E-Cigs

By,

Brandon Browning and Parker Susolik

Recap

- Deaths surrounding the vaping industry still mysterious
 - 6 recent deaths
 - Almost 200 more hospitalizations that are assumed to be from vaping
 - Very hot topic right now
 - health effects of vaping still unknown
 - Some of the world's most famous celebrities have been seen with juul products or other smoking devices



Altria

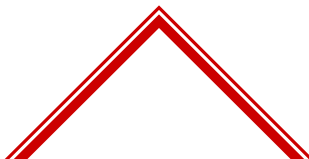
JUUL
SMOKING EVOLVED



Trump Administration



- On September 11, 2019 Trump Admin proposed a ban on flavored e cigs to reduce teen vaping
- These companies say their goal is to help people trying to stop smoking
- A quarter of high school teens vaped in the last 30 days
 - up 5% from 20-25%
- New E-cigs are visually attractive
 - Easy to hold in hand
 - Devices like these appeal to teen users
- Been proven that the flavors attract young people
- Juul marketing to minors



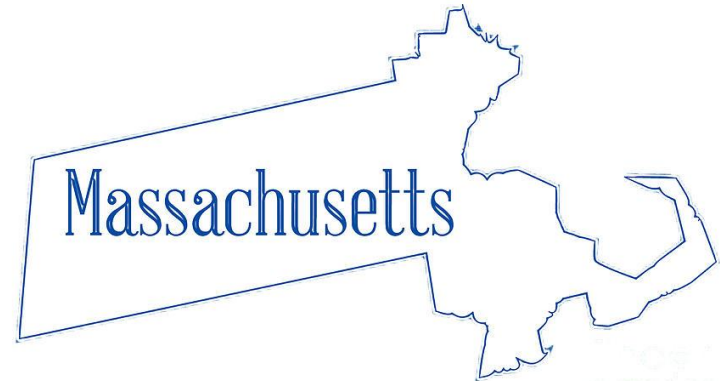
Possible Effects on the Vaping Industry

- Companies like Juul labs and the overarching company of Altria would lose a significant amount of their current products and therefore a large amount of their current revenue/value
- Critics are skeptical of the ban, as they believe kids will just fill their own pods with 3rd party juice



Actions that have been Taken

- Michigan became the first state to prohibit the sale of flavored e-cigarettes.
- Gov. Andrew M. Cuomo of New York also called for a ban
- Massachusetts and California are considering similar measures.



What's Next

- A Lot of young users don't even know that they are smoking nicotine
 - Kids do it for the flavor, then end up hooked
- Alex M. Azar II, the health and human services secretary said that the FDA would outline a plan
 - removing flavored e-cigarettes and nicotine pods from the market
 - excluding tobacco flavors
- FDA has declined to speak on the specific issue at the moment
 - In the coming weeks an outline will be laid out

