



Juul

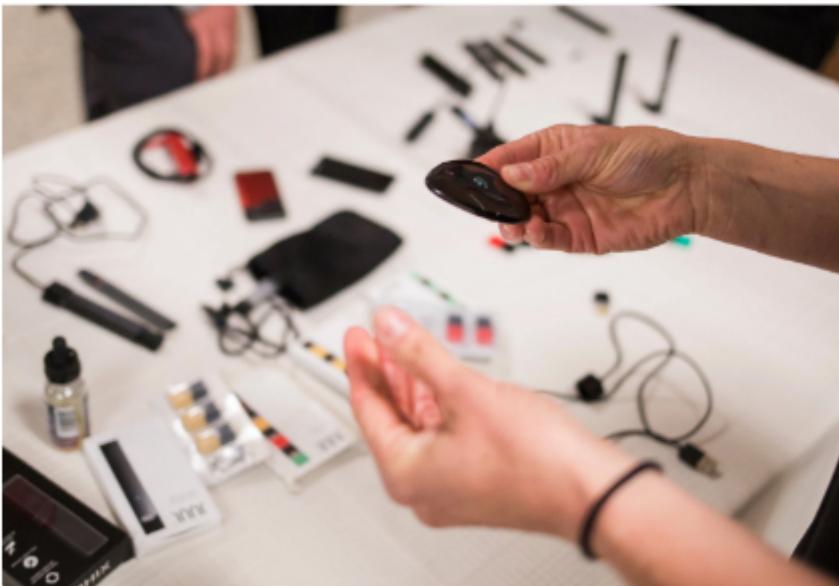
The Rise in the Use of Juul Among Young People:

The Power of Design and Social Media Marketing



The New York Times

'I Can't Stop': Schools Struggle With Vaping Explosion



Liz Blackwell, a school nurse in Boulder, Colo., showed a collection of vape pens that had been confiscated from students during a presentation at Nevin Platt Middle School in March.
Nick Cote for The New York Times

By Kate Zernike

April 2, 2018



<https://www.nytimes.com/2018/04/02/health/vaping-ecigarettes-addiction-teen.html>

The Washington Post

Public Safety

Juuling: If you don't know what it is, ask your kids



E-cigarette use among teens, while illegal, isn't new. What's different about the Juul is the easy way it can be concealed from parents and teachers.
(Victoria Walker/The Washington Post)

By Lynch Bui May 10 Email the author

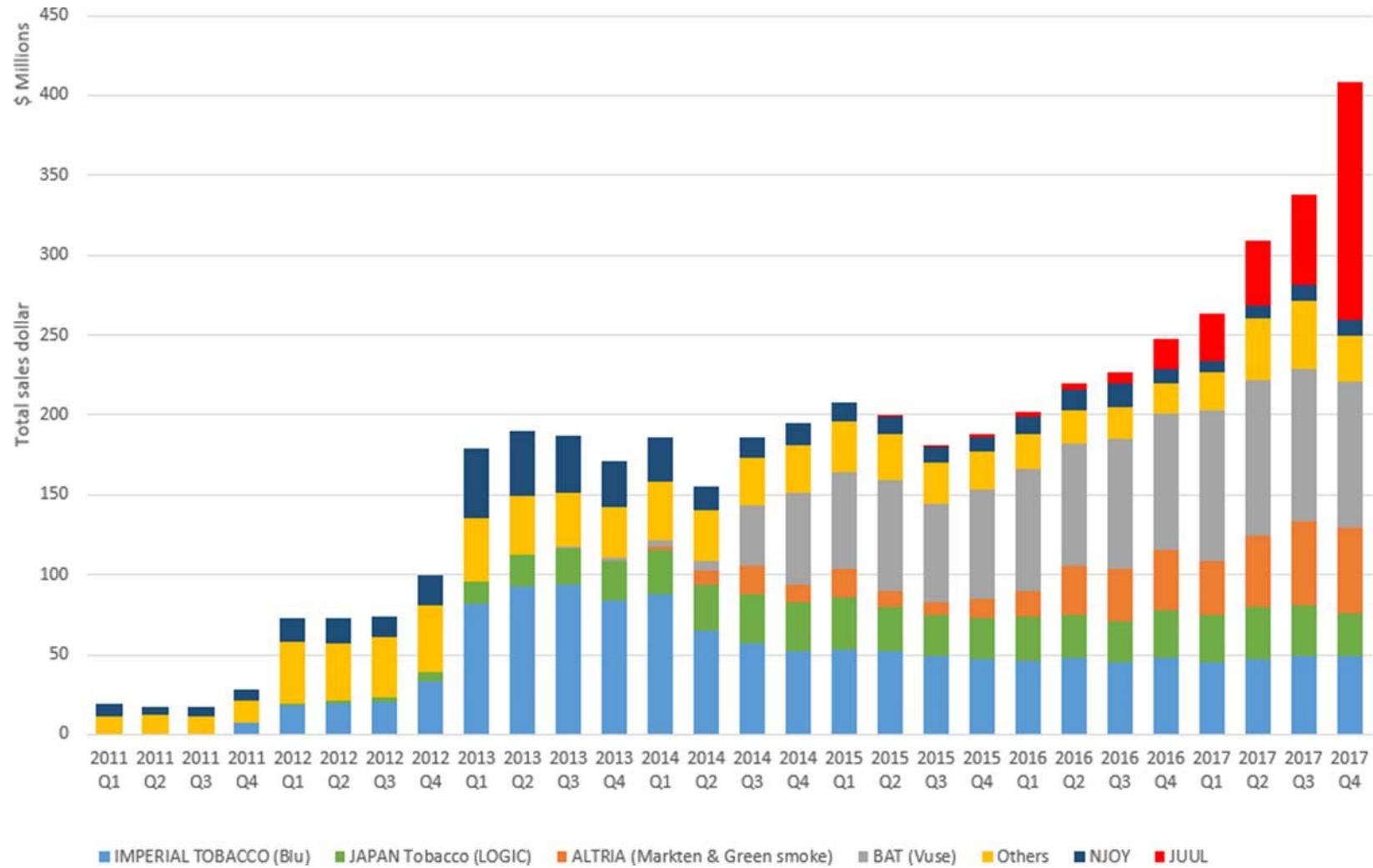
At a high school in Maryland's capital city of Annapolis, the principal ordered doors removed from bathrooms to keep students from sneaking hits in the stalls.

A school system in New Jersey installed detectors in its high schools to digitally alert administrators to students looking for their next "rip."

https://www.washingtonpost.com/local/public-safety/juuling-if-you-dont-know-what-it-is-ask-your-kids/2018/05/09/37e2f026-4d65-11e8-84a0-458a1aa9ac0a_story.html?utm_term=.58104e55fd64

TobaccoFreeKids.org >

Sales dollar of e-cigarettes in Nielsen-tracked retail channels: by brand 2011–2017.

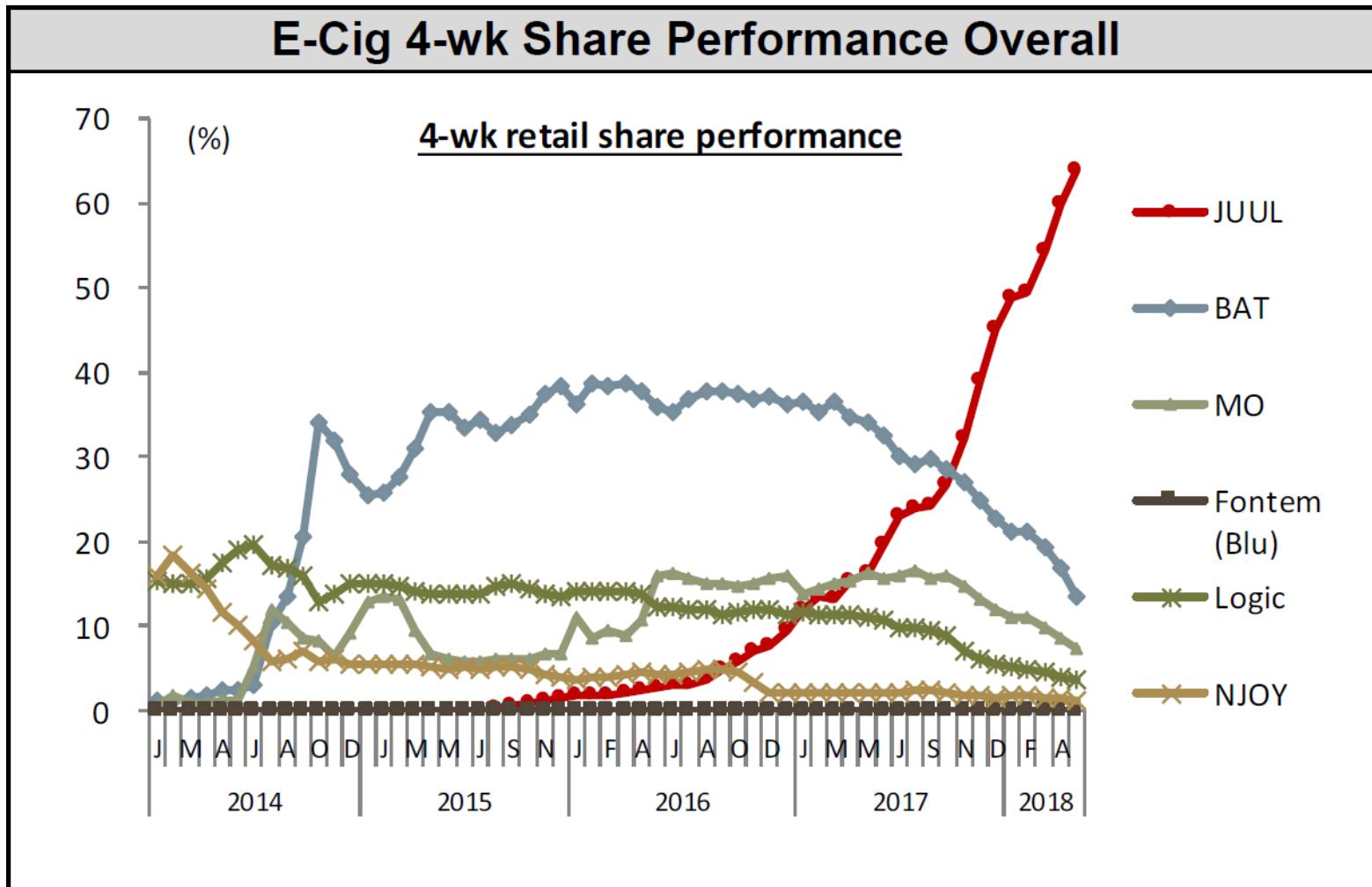


Jidong Huang et al. *Tob Control*
doi:10.1136/tobaccocontrol-2018-054382

TC



64% of the Market Share



Source: Nielsen Total US xAOC/Convenience Database & Wells Fargo Securities, LLC



A Perfect Storm

- Juul's delivery of high levels of nicotine to youth increases the risk of dependence and addiction
- The Rise in the use of Juul should not surprise anyone
 - Juul comes with a sleek high tech design, is easy to conceal and leaves no tell tale odor on a user's breath
 - It Directed its marketing to the Social media used by Adolescents
 - It Used Images that associate Juul with being cool, hip, having fun, freedom and sex appeal
- The Solution Requires FDA to Adopt Rules Governing the entire industry. Voluntary action will not work for E-Cigarettes any better than it has for Cigarettes.



Claims of Innocence Undermined By A Deliberate Marketing Effort

Juul Executives claim*

- “We do not want underage kids using our products”
- “all of the things you see on social media, we have absolutely nothing to do with. We actively try to take these things down”

The Facts could not be more different

- Juul launched its product with a campaign using images that are virtually the same long used by the cigarettes industry
- Juul Paid for a social media campaign using Twitter, Instagram and YouTube using sponsored “ambassadors” supplemented by social media promoted by other Juul vendors

* Sharfstein, J., “How Do You Solve a Problem Like Juul”, Milbank Quarterly, 2018, pp 2,3



6
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Vaping versus JUULing: how the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market

Jidong Huang,¹ Zongshuan Duan,¹ Julian Kwok,¹ Steven Binns,² Lisa E Vera,^{2,3} Yoonsang Kim,² Glen Szcypka,² Sherry L Emery²

► Additional material is published online only. To view please visit the journal online (<http://dx.doi.org/10.1136/tobaccocontrol-2018-054382>).

¹School of Public Health, Georgia State University, Atlanta, Georgia, USA
²Health Media Collaboratory, NORC at the University of Chicago, Chicago, Illinois, USA
³VeraCite Inc, La Jolla, California, USA

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ABSTRACT

Background While national surveys showed declines in e-cigarette use in the USA between 2015 and 2016, recent reports indicate that JUUL, a sleekly designed e-cigarette that looks like a USB drive, is increasingly being used by youth and young adults. However, the extent of JUUL's growth and its marketing strategy have not been systematically examined.

Methods A variety of data sources were used to examine JUUL retail sales in the USA and its marketing and promotion. Retail store scanner data were used to capture the retail sales of JUUL and other major e-cigarette brands for the period 2011–2017. A list of JUUL-related keywords was used to identify JUUL-related tweets on Twitter; to identify JUUL-related posts, hashtags and accounts on Instagram and to identify JUUL-related videos on YouTube.

Results In the short 3-year period 2015–2017, JUUL has transformed from a little-known brand with minimum sales into the largest retail e-cigarette brand in the USA, lifting sales of the entire e-cigarette category. Its US\$150 million total sales in the last quarter of 2017 accounted for about 40% of e-cigarette retail market share. While marketing expenditures for JUUL were moderate, the sales growth of JUUL was accompanied by a variety of innovative, engaging and wide-reaching campaigns on Twitter, Instagram and YouTube, conducted by JUUL and its affiliated marketers.

Conclusions The discrepancies between e-cigarette sales data and the prevalence of e-cigarette use from surveys highlight the challenges in tracking and understanding the use of new and emerging tobacco products. In a rapidly changing media environment, where successful and influential marketing campaigns can be conducted on social media at little cost, marketing expenditures alone may not fully capture the influence, reach and engagement of tobacco marketing.

INTRODUCTION

Use of electronic cigarettes has increased rapidly over the past decade in the USA, particularly among youth^{1–2}—a development that raised significant public health concerns about the creation of a new generation of nicotine dependency.^{3,4} E-cigarette devices that youth prefer have also evolved substantially over time: from early-generation cigalike e-cigarettes; to more advanced modifiable tank-style e-cigarettes⁵; to the recent emergence of a sophisticated, sleekly designed, discreet high-tech device called JUUL⁶—a flat, rectangular portable e-cigarette device fashioned to look like a computer flash

drive and rechargeable at a USB port.⁷ A JUUL has two basic components: the device, which includes a battery and temperature regulation system, and the prefilled e-liquid cartridge, called a 'JUULpod' which also serves as the mouthpiece. JUUL is manufactured to be a closed system, that is, non-modifiable.^{6–8} JUUL and its competitors, such as Suorin e-cigarettes, are colloquially known as 'pod vaporizers' or 'vape pods.' JUUL is made by the San Francisco-based JUUL Labs, which was founded in early 2017 by two former Stanford graduate students as a spinoff of the Pax Labs, manufacturers of the hybrid Pax brand vaporizers.⁸

Recent news is abuzz with the stories of JUUL's striking appeal to teens and the dramatic increase in JUUL use among the youth population since its mid-2015 market debut.^{9–11} A 2017 survey reported that 8% of American youth and young adults (aged 15–24 years) used JUUL in the 30 days prior to the survey.¹² The reported popularity of JUUL among youth has prompted enforcement actions from FDA to stop youth use of, and access to, JUUL and other e-cigarettes.¹³ The characteristics that purportedly make JUUL more popular among youth than its predecessors include its trendy design (called the 'iPhone of e-cigarettes')¹⁷; youth-friendly flavours like Fruit Medley and Crème Brûlée; and JUUL's discreet profile—teens even report having vaped in class.^{18,19} JUUL is reported to contain high levels of nicotine (0.7 mL or 59 mg/mL per pod) and uses a proprietary e-liquid formula (JUULsalts) based on the nicotine salts found in leaf-based tobacco rather than free-based nicotine.²⁰ Consequently, JUUL is said to deliver a nicotine peak in about 5 min, and can create an experience more like combustible cigarette smoking than found with other e-cigarettes on the market,²¹ an attribute appealing to both young and adult smokers.⁷

Previous research demonstrated that the rapid growth in e-cigarette use was accompanied by a marked increase in advertising and promotion.^{22–24} Similarly, several news articles have covered JUUL's marketing.^{7,25} Concerns have been voiced regarding the youth of the men and women portrayed in JUUL's advertising in combination with the product design, which critics believe 'misleads about risk' of addiction.²⁶ JUUL is also highly discussed on social media platforms such as Twitter, Instagram, YouTube and Reddit.^{7,27} Because the audiences of these platforms disproportionately represent youth and young adults,²⁸ JUUL's marketing and promotion on social media

Research paper

- **JUUL spent at least \$1.6M on marketing Its launch**
- **Strategy to supplement with social media**
- **Outside of “official” content, other JUUL related accounts even more popular**
- **Social media growth (tweets in particular) “highly correlated” with JUUL sales**

Check for updates

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BMJ

Huang J, et al. *Tob Control* 2018;0:1–6. doi:10.1136/tobaccocontrol-2018-054382

1

TobaccoFreeKids.org >

Creating a Buzz on Instagram

A photograph of a Juul device, a small rectangular e-cigarette, wrapped in a long, shiny gold ribbon. The Juul is positioned diagonally across the frame, with the gold ribbon looping around it. The background is a soft, out-of-focus gold color.

juulvapor It's an Auto-Ship Gold Rush. Limited Edition Blush Gold is now available online while supplies last, exclusively for #JUUL Auto-Ship Subscribers. Clink the link in our bio to learn more..

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

#juulvapor

Load more comments

dancquach @phillyfreeze1 @dnovakowski @kay_rey

pauldedo @juulvapor thank you!

mxkeyyh kids like u

advxcadxs @666whoami666 creme brule same thing

klake10 @xo__lala

3,231 likes

4 DAYS AGO

Add a comment... ...

April 4, 2018, <https://www.instagram.com/p/BhKfDqrg9Xz/?taken-by=juulvapor>

Use of Twitter - Flavors

JUUL  @JUULvapor · 28 Dec 2017

Visit the tropics this winter with mango #JUULpods. Shop: bit.ly/2loR4oP



mango
Experience a new kind
of tropical getaway.

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

6 17

JUUL Twitter post, 12/28/17, <https://twitter.com/JUULvapor/status/946451968637186048>

Launched with Cool Parties

SPONSORED

Last Week's Invite-Only Party with Phantogram Was (Literally) Smokin'



Anna Schumacher for PAX Labs
6/05/15 3:55pm • Filed to: JUUL

26.4K 5

All around us, vapor drifts in sultry wisps from the clusters of effervescent fashion types, blazered tech aficionados, and Bushwick hipsterati who have gathered in Chelsea's Jack Studio to celebrate the launch of **JUUL Vapor**, a new e-cigarette from PAX Labs.

June 5, 2015 <https://studioatgizmodo.kinja.com/last-nights-invite-only-party-with-phantogram-was-lite-1709286886>

Launch Party Images

JUUL

JUUL ✅ @JUULvapor · 4 Jun 2015

Having way too much fun at the #JUUL launch party #LightsCameraVapor #NYC



June 4, 2015 <https://twitter.com/JUULvapor/status/606656253885038592>

More Launch Party Images



<http://ads.gawkerassets.com/creative/ads/live/Juul/Launch%20Party/carousel/carousel.html>

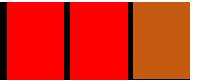


Billboards



Times Square, New York City, <https://www.spencer-pederson.com/work-1/2017/2/23/juul-go-to-market>

CAMPAIGN
for
TOBACCO-FREE
Kids®



Magazine Advertising



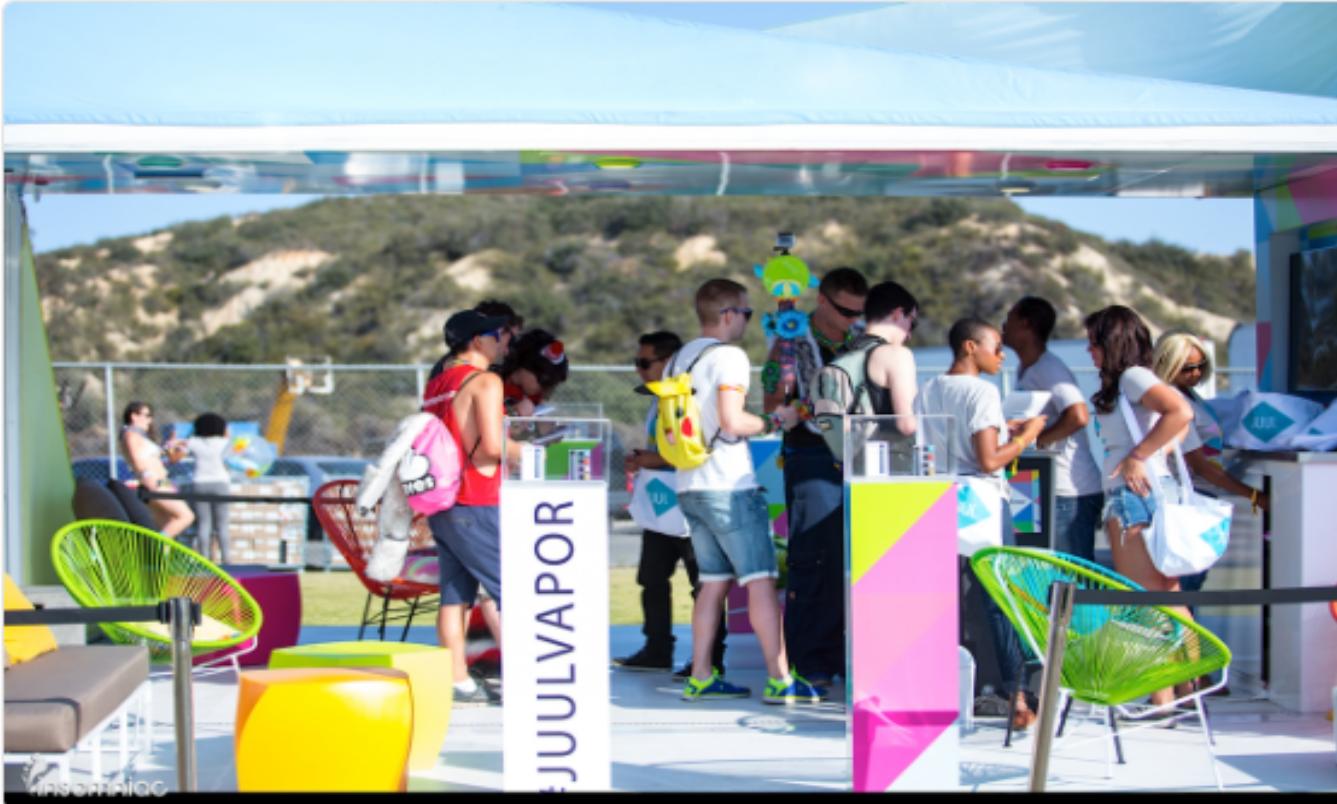
Vice Magazine 2015, <http://cultideas.com/case-study/juul> and
<http://gaia.adage.com/images/bin/image/jumbo/juulvicespreadFinalpage001.jpg>

Promotions – JUUL Vapor Lounge

JUUL Retweeted

Nocturnal Wonderland • @NocturnalWland · 6 Sep 2015

Get #VAPORIZERED with @juulvapor at #NocturnalWonderland!



1 3 8

September 6, 2015 <https://twitter.com/NocturnalWland/status/640418999856144384>



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BMJ

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1

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Use of Sponsored Content

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Everything You Wanted to Know About Vaping But Were Afraid to Ask



StudioAtGawker for PAX Labs
8/28/15 12:00pm • Filed to: JUUL ▾

30.9K ⚡ 4



What Makes the JUUL Different?

- It's super-easy. You pop in a cartridge of e-juice and start puffing. The juice comes in four flavors, with options for both traditionalists and more adventurous types.
- It looks cool. The JUUL has a sleek, modern-looking design that resembles neither a toy cigarette or a Victorian contraption. The designers (the same people who brought you PAX) actually took some time to make this thing look distinctive.
- The JUUL produces satisfying, consistent vapor. Plus, the device's proprietary firmware regulates temperature to ensure that it's always delivering just the right amount of power, which makes the flavor quality just as consistent.
- It actually feels like smoking. Just like tobacco cigarettes, the JUUL uses nicotine salts, rather than the freebase nicotine that most other e-cigarettes use. Because of the nicotine salts, the nicotine delivery is akin to a cigarette.

August 28, 2015,

<https://studioatgizmodo.kinja.com/everything-you-wanted-to-know-about-vaping-but-were-afr-1723407016>

Ready to start vaping? [Get yourself a JUUL now.](#)

This post is a sponsored collaboration between [PAX Labs](#) and [Studio@Gawker](#).

Twitter – Sensual Imagery

JUUL [JUUL](#) @JUULvapor

Follow ▾

Share a #JUULmoment

#JUUL #JUULvapor #VAPORIZED



1:37 PM - 20 Oct 2015

2 Retweets 1 Like

October 20, 2015

<https://twitter.com/JUULvapor/status/656539736689930240>

Instagram – Imagery “The Freedom of a Juul Moment”

A close-up photograph of a woman's face, viewed from the side and slightly below. She has her eyes closed and is exhaling a large, white, billowing cloud of vapor from a Juul device. Her hair is pulled back, and she is wearing a small pearl earring. The background is a plain, light color.

JUUL juulvapor • Following

juulvapor The freedom of a #JUULmoment.
by @devinwhetstone .
.

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

spencerhcain @Chelsea.grieco cash me in
the office bathroom

sleepyboy369 @chrimoulot freedom hell
yea

ohmcityvapes Beautiful

katemorganmcleod @doresandre you look
amaze! You a star *

scootsadam i just lost mine in my own
room and its been looking for 2 hours

640 likes

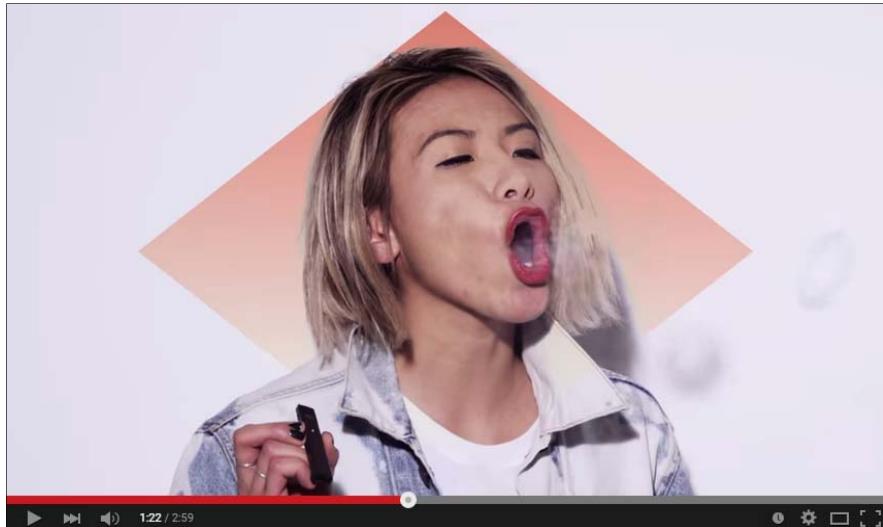
JANUARY 25

Add a comment... ...

January 25, 2018 <https://www.instagram.com/p/BeYqi10gTKe/?taken-by=juulvapor>



YouTube – Promoted Images



Introducing JUUL - Smoking Evolved

JUUL 25

17,652

+ Add to Share More

Like 20 Dislike 54

Share Embed Email



<https://youtu.be/0Ej3tkca5HQ>

Start at: 1:22

Published on May 31, 2015



Introducing JUUL - Smoking Evolved

JUUL 25

17,652

+ Add to Share More

Like 20 Dislike 54

Share Embed Email



<https://youtu.be/0Ej3tkca5HQ>

Start at: 1:28

Published on May 31, 2015

PAX Labs' Juul e-cigarette, May 31, 2015, <https://www.youtube.com/watch?v=0Ej3tkca5HQ>

TobaccoFreeKids.org >

Twitter - Sponsored Ads

JUUL Retweeted

 **Christian Bendek**  @CaribbeanKing · 10 Nov 2017

Having a @JUULvapor moment... #JuulMoment #Soho #Ad #fuch



JUUL, Coach and Maison Kitsuné

1 2 16

November 10, 2017 <https://twitter.com/CaribbeanKing/status/928991378880819200>

Instagarm – Sponsored Ads



ontheracks • Follow
Silver Lake, Los Angeles

ontheracks NEW POST: Discover @juulvapor! The smart, simple, satisfying #vape alternative, designed for adult smokers. Click the LINK IN BIO to learn why I love this little device! 🙌

#ad #quitsmoking #juul #vapegram #denimondenim #lafashion #shorthairstyles #ootd #fashionblogger

[View all 24 comments](#)

ontheracks @azaleasf yay thanks! I love @hemsmithnyc. SO GOOD!

ontheracks @exoskinsimple hmmmm I wonder why! 😊

vidaellner Nice!

ontheracks @vidaellner ☺☺

iennaminnie stunning

437 likes

DECEMBER 9, 2017

Add a comment... 

December 9, 2017 <https://www.instagram.com/p/BcgXC-Fnfsi/?taken-by=ontheracks>

Instagram – Sponsored Ads “Love this Look”



A woman with dark hair, wearing a light blue and white striped button-down shirt, is sitting on a couch and smoking a Juul device. She is looking off to the side with a relaxed expression. The background shows a brick wall and a lamp.

christinazayas • Follow
New York, New York

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

Load more comments

soheatherblog Love this look!!
liiraven Love the look
priscillatethecreator I love his shot of you
cosmicchristine Love this look and going to try this out

1,515 likes

NOVEMBER 13, 2017

Add a comment... ...

November 13, 2017 <https://www.instagram.com/p/BbcjDW3nMuO/?taken-by=christinazayas>

Website – Promoted Testimonials

The image shows a screenshot of a website featuring four video testimonial frames arranged in a 2x2 grid. In the top-left frame, a woman with dark hair, wearing a grey cardigan over a white top, is smiling. In the top-right frame, a woman with light-colored hair, wearing a dark kimono-style jacket over a yellow top, is smiling and holding a small object. In the bottom-left frame, an older woman with short grey hair, wearing a grey cardigan over a black top and a necklace, is looking directly at the camera. In the bottom-right frame, a man with glasses and short hair, wearing a dark suit jacket over a dark shirt, is smiling. All four individuals are set against a solid blue background. At the top of the page, there is a navigation bar with the JUUL LABS logo on the left and five menu items on the right: OUR STORY, OUR PERSPECTIVE, OUR TEAM, JOIN US, and TESTIMONIALS. Below the navigation bar, a sub-headline reads "Hear from smokers who have switched to JUUL about their experiences."

OUR STORY OUR PERSPECTIVE OUR TEAM JOIN US **TESTIMONIALS**

Hear from smokers who have switched to JUUL about their experiences.

Accessed 3.14.18, <https://www.juullabs.com/testimonials/>



Documented Characteristics of Instagram Posts by the Official JUUL Account

- **Lifestyle Appeal (Freedom, Sex Appeal, Social Success)**
- Fashion Images
- Flavor Images
- Product Images

Huang, J., Tobacco Control 2018





6
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Use of electronic cigarettes has increased rapidly over the past decade in the USA, particularly among youth^{1–2}—a development that raised significant public health concerns about the creation of a new generation of nicotine dependency.^{3,4} E-cigarette devices that youth prefer have also evolved substantially over time: from early-generation cigalike e-cigarettes; to more advanced modifiable tank-style e-cigarettes⁵; to the recent emergence of a sophisticated, sleekly designed, discreet high-tech device called JUUL⁶—a flat, rectangular portable e-cigarette device fashioned to look like a computer flash

drive and rechargeable at a USB port.⁷ A JUUL has two basic components: the device, which includes a battery and temperature regulation system, and the prefilled e-liquid cartridge, called a 'JUULpod' which also serves as the mouthpiece. JUUL is manufactured to be a closed system, that is, non-modifiable.^{6–8} JUUL and its competitors, such as Suorin e-cigarettes, are colloquially known as 'pod vaporizers' or 'vape pods.' JUUL is made by the San Francisco-based JUUL Labs, which was founded in early 2017 by two former Stanford graduate students as a spinoff of the Pax Labs, manufacturers of the hybrid Pax brand vaporizers.⁸

Recent news is abuzz with the stories of JUUL's striking appeal to teens and the dramatic increase in JUUL use among the youth population since its mid-2015 market debut.^{9–11} A 2017 survey reported that 8% of American youth and young adults (aged 15–24 years) used JUUL in the 30 days prior to the survey.¹³ The reported popularity of JUUL among youth has prompted enforcement actions from FDA to stop youth use of, and access to, JUUL and other e-cigarettes.¹⁶ The characteristics that purportedly make JUUL more popular among youth than its predecessors include its trendy design (called the 'iPhone of e-cigarettes')¹⁷; youth-friendly flavours like Fruit Medley and Crème Brûlée; and JUUL's discreet profile—teens even report having vaped in class.^{18,19} JUUL is reported to contain high levels of nicotine (0.7 mL or 59 mg/mL per pod) and uses a proprietary e-liquid formula (JUULsalts) based on the nicotine salts found in leaf-based tobacco rather than free-based nicotine.²⁰ Consequently, JUUL is said to deliver a nicotine peak in about 5 min, and can create an experience more like combustible cigarette smoking than found with other e-cigarettes on the market,²¹ an attribute appealing to both young and adult smokers.⁷

Previous research demonstrated that the rapid growth in e-cigarette use was accompanied by a marked increase in advertising and promotion.^{22–24} Similarly, several news articles have covered JUUL's marketing.^{7,25} Concerns have been voiced regarding the youth of the men and women portrayed in JUUL's advertising in combination with the product design, which critics believe 'misleads about risk' of addiction.²⁶ JUUL is also highly discussed on social media platforms such as Twitter, Instagram, YouTube and Reddit.^{7,27} Because the audiences of these platforms disproportionately represent youth and young adults,²⁸ JUUL's marketing and promotion on social media

Research paper

- JUUL spent at least \$1.6M on marketing for their launch
- Strategy to supplement with social media
- “official” Juul accounts supplemented by other JUUL vendors and related accounts
- Social media growth (tweets in particular) “highly correlated” with JUUL sales

Check for updates

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Supplemental Table 1. JUUL-focused Accounts/Profile on Instagram (As of February 15th, 2018)

Account/Profile	# of Posts	# of Followers	# of Following	Note
Juulvapor	129	32,300	401	Official account of JUUL
Juulnation	632	81,000	7,492	Account belongs to EonSmoke, an online outlet https://www.eonsmoke.com/
Juulcentral	1,192	58,000	6,827	Account belongs to EonSmoke, an online outlet
Juulwraps	53	10,500	0	Account belongs to JuulWraps, an online outlet. https://juulwraps.com/ (Custom And Designer Skins For Juul)
Juul_university	333	14,100	879	Account belongs to EonSmoke, an online outlet
Doit4juul	1,850	81,800	6,882	Account belongs to EonSmoke, an online outlet
Juul.girls	41	472	132	Account belongs to UUL Skins, an online outlet https://www.uulskins.com/ (Premium Skins & Accessories for JUUL, Phix, & Rubi).
Total	4,230	278,172	22,613	



20% OFF COUPON CODE: **vapeeon**

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Welcome Log in | Your Account



Cart: (empty)



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SALT BASED 6% NICOTINE JUUL COMPATIBLE

FOUR PODS PINEAPPLE CRUSH

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

TOTAL NICKOTINE

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

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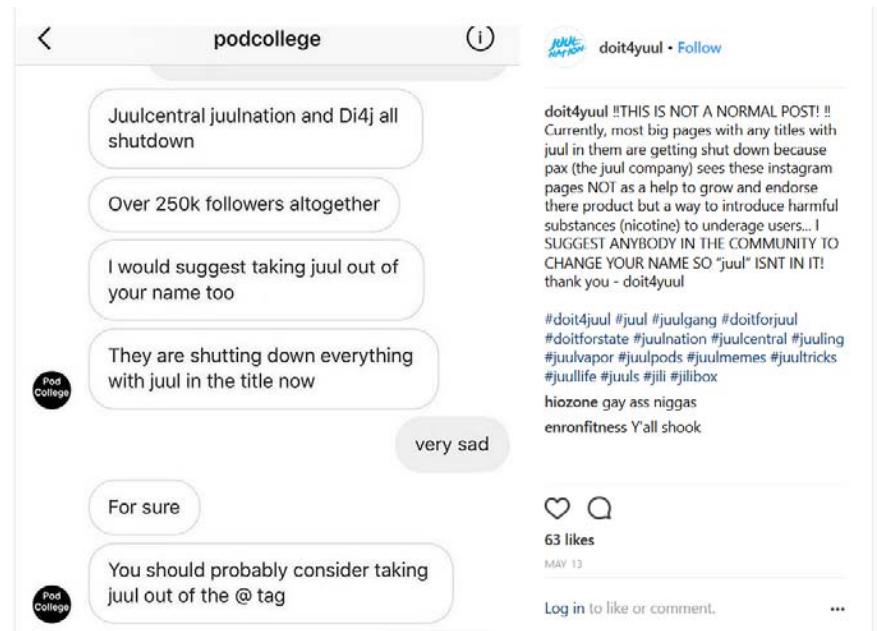
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OPEN ACCESS

Vaping versus JUULing: how the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market

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ABSTRACT

Background While national surveys showed declines in e-cigarette use in the USA between 2015 and 2016, recent reports indicate that JUUL, a sleekly designed e-cigarette that looks like a USB drive, is increasingly being used by youth and young adults. However, the extent of JUUL's growth and its marketing strategy have not been systematically examined.

Methods A variety of data sources were used to examine JUUL retail sales in the USA and its marketing and promotion. Retail store scanner data were used to capture the retail sales of JUUL and other major e-cigarette brands for the period 2011–2017. A list of JUUL-related keywords was used to identify JUUL-related tweets on Twitter; to identify JUUL-related posts, hashtags and accounts on Instagram and to identify JUUL-related videos on YouTube.

Results In the short 3-year period 2015–2017, JUUL has transformed from a little-known brand with minimum sales into the largest retail e-cigarette brand in the USA, lifting sales of the entire e-cigarette category. Its US\$150 million total sales in the last quarter of 2017 accounted for about 40% of e-cigarette retail market share. While marketing expenditures for JUUL were moderate, the sales growth of JUUL was accompanied by a variety of innovative, engaging and wide-reaching campaigns on Twitter, Instagram and YouTube, conducted by JUUL and its affiliated marketers.

Conclusions The discrepancies between e-cigarette sales data and the prevalence of e-cigarette use from surveys highlight the challenges in tracking and understanding the use of new and emerging tobacco products. In a rapidly changing media environment, where successful and influential marketing campaigns can be conducted on social media at little cost, marketing expenditures alone may not fully capture the influence, reach and engagement of tobacco marketing.

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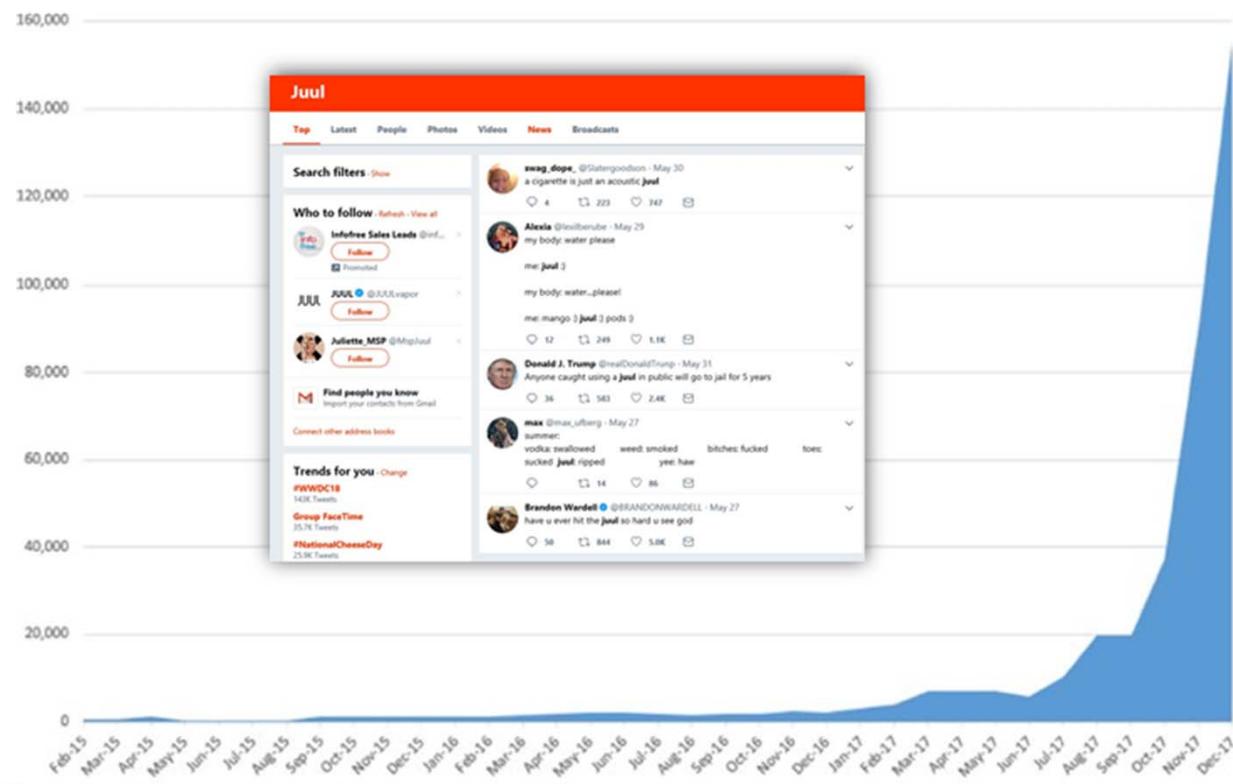
The Masterful Use of Social Media

- Seven Juul related accounts amassed over a QUARTER MILLION followers
- Juul related YouTube videos exceeded 100,000
- More than 15,000 members discussed Juul on Reddit
- The Campaign began in 2015 but continued at least through 2017. It was not short term and its popularity was well documented

Huang J et al. Tobacco Control 2018:



Number of JUUL-related Tweets on Twitter 2015- 2017



Source: Huang J, Duan Z, Kwok J, et al Vaping versus JUULing: how the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market Tobacco Control Published Online First: 31 May 2018. doi: 10.1136/tobaccocontrol-2018-054382

Slide credit: Brian King, CDC-OSH, "Prevalence and Trends in the Use of Alternative Tobacco Products," June 11, 2018



You Can't Put the Genie Back Into The Bottle

After FDA Challenged the Company, Juul Labs said it will stop using models in social media to promote its product (June 14, 2018 Bloomberg News)

- **Too Little; Too Late:** Having created the problem and denied their role in its creation, Juul's decision to stop its marketing campaign won't solve the problem or prevent it from happening again
- **It Isn't Just Juul:** Juul Copycats are already hitting the market. And Juul's demonstration of the power of social media as a marketing tool is guaranteed to be followed by others.

The Juul Problem was Caused by One Company Acting Irresponsibly and then – like the cigarette companies – denying any responsibility for the problem;

It will only be Solved if FDA Takes Steps to Prevent Any Company from doing it again