Juul

The Rise in the Use of Juul Among Young People:

The Power of Design and Social Media Marketing
‘I Can’t Stop’: Schools Struggle With Vaping Explosion

By Kate Zernike
April 2, 2018

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 Plat Middle School in March.


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

By Lynne Mai
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

Jidong Huang et al. Tob Control
doi:10.1136/tobaccocontrol-2018-054382
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
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
Creating a Buzz on Instagram

April 4, 2018, [Link to Instagram Post](https://www.instagram.com/p/BhKfDqrg9Xz/?taken-by=juulvapor)
Use of Twitter - Flavors

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

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

June 4, 2015 https://twitter.com/JUULvapor/status/606656253885038592
More Launch Party Images

Billboards

Magazine Advertising

Vice Magazine 2015, http://cultideas.com/case-study/juul and
http://gaia.adage.com/images/bin/image/jumbo/juul_vicespreadFinalpage001.jpg
Promotions – JUUL Vapor Lounge

September 6, 2015  https://twitter.com/NocturnalWland/status/640418999856144384
• JUUL spent at least $1.6M on marketing for their launch

• Strategy to supplement Launch with social media

• Outside of “official” content, other JUUL related accounts were even more popular

• Social media growth (tweets in particular) “highly correlated” with JUUL sales
Use of Sponsored Content

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

August 28, 2015,
https://studioatgizmodo.kinja.com/everything-you-wanted-to-know-about-vaping-but-were-afr-1723407016

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.

Ready to start vaping? Get yourself a JUUL now.

This post is a sponsored collaboration between PAX Labs and Studio@Gawker.
Twitter – Sensual Imagery

October 20, 2015
https://twitter.com/JUULvapor/status/656539736689930240
Instagram – Imagery
“The Freedom of a Juul Moment”

January 25, 2018  https://www.instagram.com/p/BeYqi10gTKe/?taken-by=juulvapor
YouTube – Promoted Images

PAX Labs’ Juul e-cigarette, May 31, 2015, https://www.youtube.com/watch?v=0Ej3tkca5HQ
Twitter - Sponsored Ads

November 10, 2017  https://twitter.com/CaribbeanKing/status/928991378880819200
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 #vapagram #denimondenim #lafashion #shorthairstyles #ootd #fashionblogger

View all 24 comments

ontheracks @azaleasf yay thanks! I love @hemsmithnyc.. SO GOOD!
ontheracks @exoskinsimple hmmm I wonder why! 😊
vidaellner Nice!
ontheracks @vidaellner 😊😊
ienaminnie stunning

437 likes
DECEMBER 9, 2017

Add a comment...
Instagram – Sponsored Ads
“Love this Look”

Website – Promoted Testimonials

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

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

<table>
<thead>
<tr>
<th>Account/Profile</th>
<th># of Posts</th>
<th># of Followers</th>
<th># of Following</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juulvapor</td>
<td>129</td>
<td>32,300</td>
<td>401</td>
<td>Official account of JUUL</td>
</tr>
<tr>
<td>Juulnation</td>
<td>632</td>
<td>81,000</td>
<td>7,492</td>
<td>Account belongs to EonSmoke, an online outlet <a href="https://www.eonsmoke.com/">https://www.eonsmoke.com/</a></td>
</tr>
<tr>
<td>Juulcentral</td>
<td>1,192</td>
<td>58,000</td>
<td>6,827</td>
<td>Account belongs to EonSmoke, an online outlet</td>
</tr>
<tr>
<td>Juulwraps</td>
<td>53</td>
<td>10,500</td>
<td>0</td>
<td>Account belongs to JuulWraps, an online outlet. <a href="https://juulwraps.com/">https://juulwraps.com/</a> (Custom And Designer Skins For Juul)</td>
</tr>
<tr>
<td>Juul_university</td>
<td>333</td>
<td>14,100</td>
<td>879</td>
<td>Account belongs to EonSmoke, an online outlet</td>
</tr>
<tr>
<td>Doit4juul</td>
<td>1,850</td>
<td>81,800</td>
<td>6,882</td>
<td>Account belongs to EonSmoke, an online outlet</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,230</strong></td>
<td><strong>278,172</strong></td>
<td><strong>22,613</strong></td>
<td></td>
</tr>
</tbody>
</table>
https://www.instagram.com/p/BaaUZ1OFbOI/

https://www.instagram.com/p/BYb8907l_VZ/?taken-by=juulcentral

https://www.instagram.com/p/Bb9_zcAAmsP/?taken-by=juulnation
JUUL spent at least $1.6M on marketing for their 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
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


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