

JUUL spent at least \$1.6M on marketing its launch.

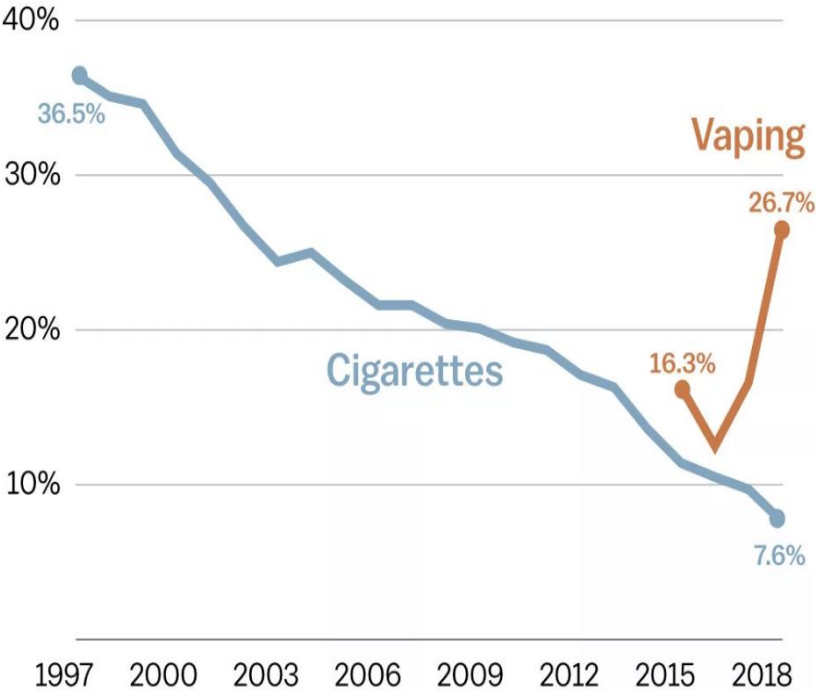
There are clear resemblances to marlboro advertising, Juul comes with a sleek high tech design, is easy to conceal and leaves no tell tale odor on a user's breath



Juul used images that associated with being cool, hip, having fun, freedom and sex appeal. Juul Paid for a social media campaign using Twitter, Instagram and YouTube using sponsored “ambassadors” supplemented by social media promoted by other Juul vendors. Clearly marketed towards the teen demographic.

Teen vaping is surging

Trends in use of cigarettes and vape devices in the past 30 days among 12th-graders

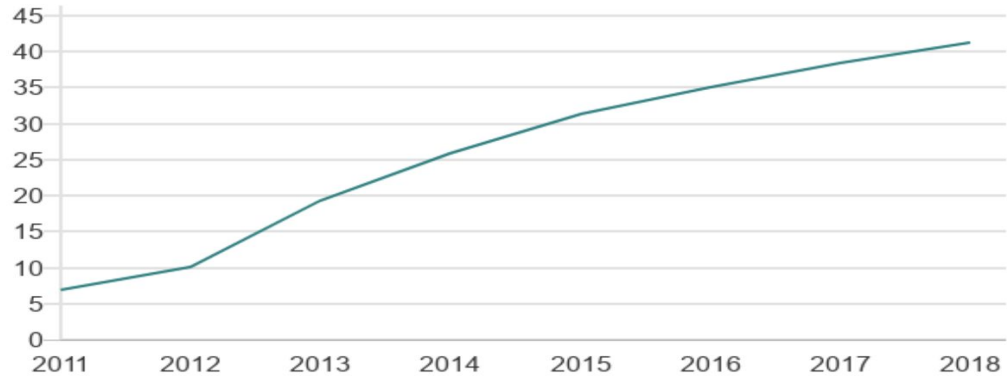


Source: "National Adolescent Drug Trends in 2018," NEJM



Number of vapers globally

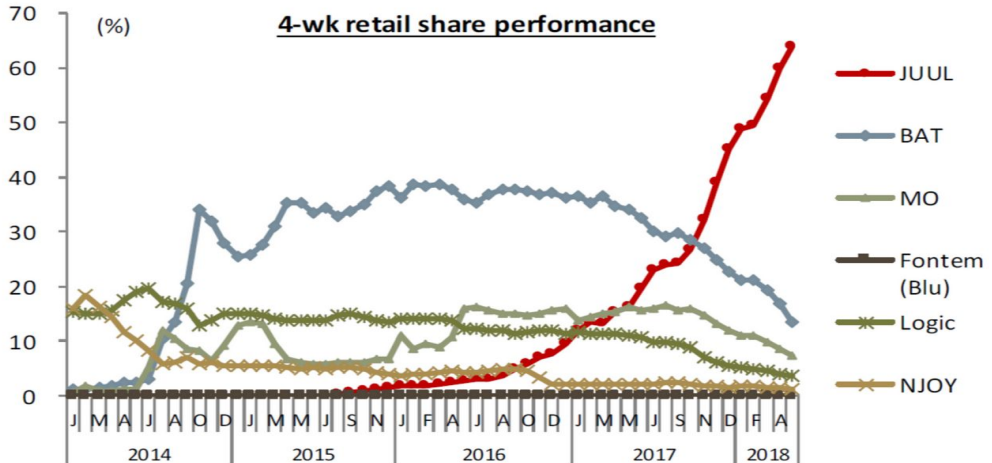
Adult smoking population of vapour products (millions)



Source: Euromonitor International



E-Cig 4-wk Share Performance Overall





**KIDS WANT CANDY.
THE TOBACCO INDUSTRY
WANTS CUSTOMERS.**



"Mood Swings Reflection" :30 TV

1,131,711 views • Aug 16, 2019

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https://www.youtube.com/watch?v=haAcyUTx9_k

Juul Illegally Marketed E-Cigarettes, F.D.A. Says

The agency sent a warning letter to the company, saying it violated regulations by touting its vaping products as safer than traditional tobacco cigarettes.

To meet the FDA's demands, Juul has pulled its flavored products from more than 90,000 retail outlets carrying them. The products are still available online, but anyone wanting to use the JUUL website will, moving forward, have to provide their social security number and phone number before they can make a purchase.

CASE TYPE: PR CRISIS

How Does a company like Juul, when there is a youth vaping epidemic, a mysterious lung disease spreading across the nation, heavy government and public backlash, win back their trust?

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OBJECTIVES

- **Prove to the public that they are committed to the youth vaping prevention effort**
- **Continue to show growth as a company to shareholders of Altria**
- **Rebrand**

Juul immediately identified a problem, exited social media and began rebranding to appeal less to teens. Juul began a new campaign called “make the switch” encouraging those to switch from cigarettes which aligns more with their original stated intent as a company.

Juul Will Feature Former Smokers in New \$10 Million Ad Campaign

By [Emily Price](#) January 8, 2019



Carolyn, 54
Smoker for 30 years

Patrick, 47
Smoker for 34 years



TECH-BASED SOLUTIONS

Committed to developing tech-based solutions to further restrict underage access and use, including work on our Bluetooth-connected device. This new product, that allows users to lock their device, launched in select markets in 2019.



RESTRICTING FLAVORS

Stopped selling non-tobacco and non-menthol-based flavored JUULpods to all of our traditional retail store partners (over 90,000 stores), which represented 50 percent of our revenue at that time.



ONLINE AGE VERIFICATION

Enhanced our industry-leading third-party age-verification process online that limits sales to adults 21+ regardless of jurisdiction, and added more stringent online bulk-purchasing restrictions.

PAGE PRINCIPLE: Conduct PR as if the whole enterprise depends on it



T21 TOBACCO 21

Stepped up our advocacy for Tobacco 21 legislation. Since the beginning of 2019, nearly a dozen states passed such laws – over 50% of the U.S. population is now covered by T21 laws – and federal legislation was introduced in Congress.



RETAIL CONTROLS

Expanded our retailer compliance program from 500 to over 2,000 secret shop visits per month. Since March of 2019, we have issued almost 500 violations to the FDA to be investigated for further action.



SOCIAL MEDIA

Shut down our U.S.-based Facebook and Instagram accounts and are constantly working to remove inappropriate social media content generated by third-parties. To date, we have helped remove 31,889 social media posts and listings.

Vaping appears to be making hundreds of people sick. Doctors have no idea why.

The mysterious spike in respiratory illnesses has sickened 805 people in 46 states and one territory.

By Julia Belluz | @juliaoftoronto | julia.belluz@voxmedia.com | Updated Sep 26, 2019, 1:18pm EDT

A sixth person died from vaping-related lung disease. Here's what you need to know

 By **Jacqueline Howard**, CNN
Updated 5:16 AM ET, Thu September 12, 2019

Vaping illness outbreak surpasses 1,000 cases, 18 deaths with no sign of slowing, CDC says

PUBLISHED THU, OCT 3 2019-4:05 PM EDT | UPDATED THU, OCT 3 2019-5:29 PM EDT

Juul CEO steps down amid sudden spike in vaping-related illnesses

Kevin Burns exits as hundreds of illnesses have been reported in the US and nine deaths have been linked to the lung ailments



<https://www.youtube.com/watch?v=JKfRgQNkulw>

EVALUATION

This rebranding campaign showed to be successful in its beginning stages, however when getting blamed in the media for the vaping illness epidemic, it took a turn for the worse once again. We believe that this could have been a very successful PR effort if this uncontrollable factor of diseases didn't arise when it did.

