



# 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

What you should know about the new 'Juuling' trend



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 Lynh Bui May 10 [Email the author](#)

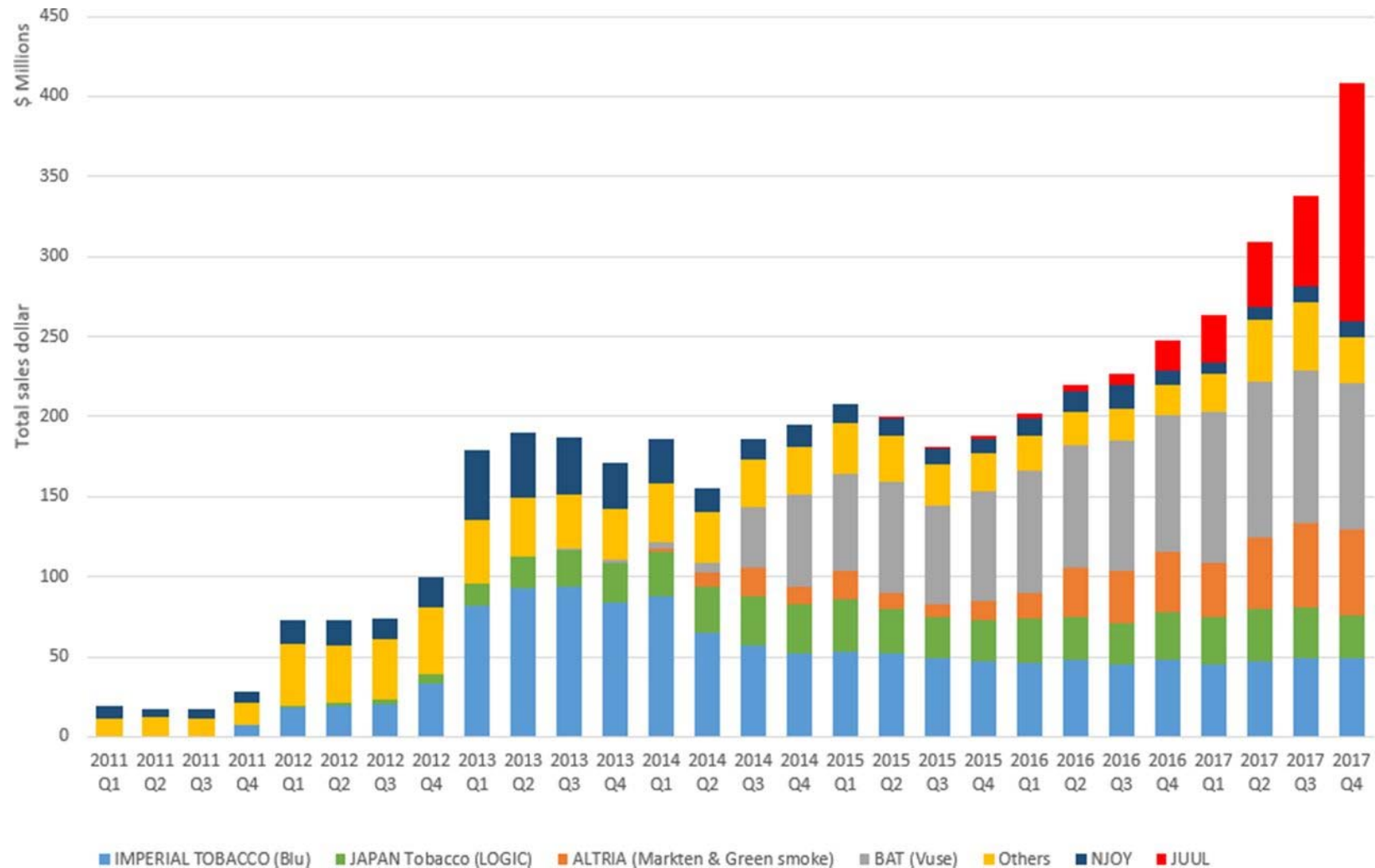
At a high school in Maryland's capital city of Annapolis, the principal ordered doors removed from bathrooms to keep students from sneaking hits in the stalls.

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](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.

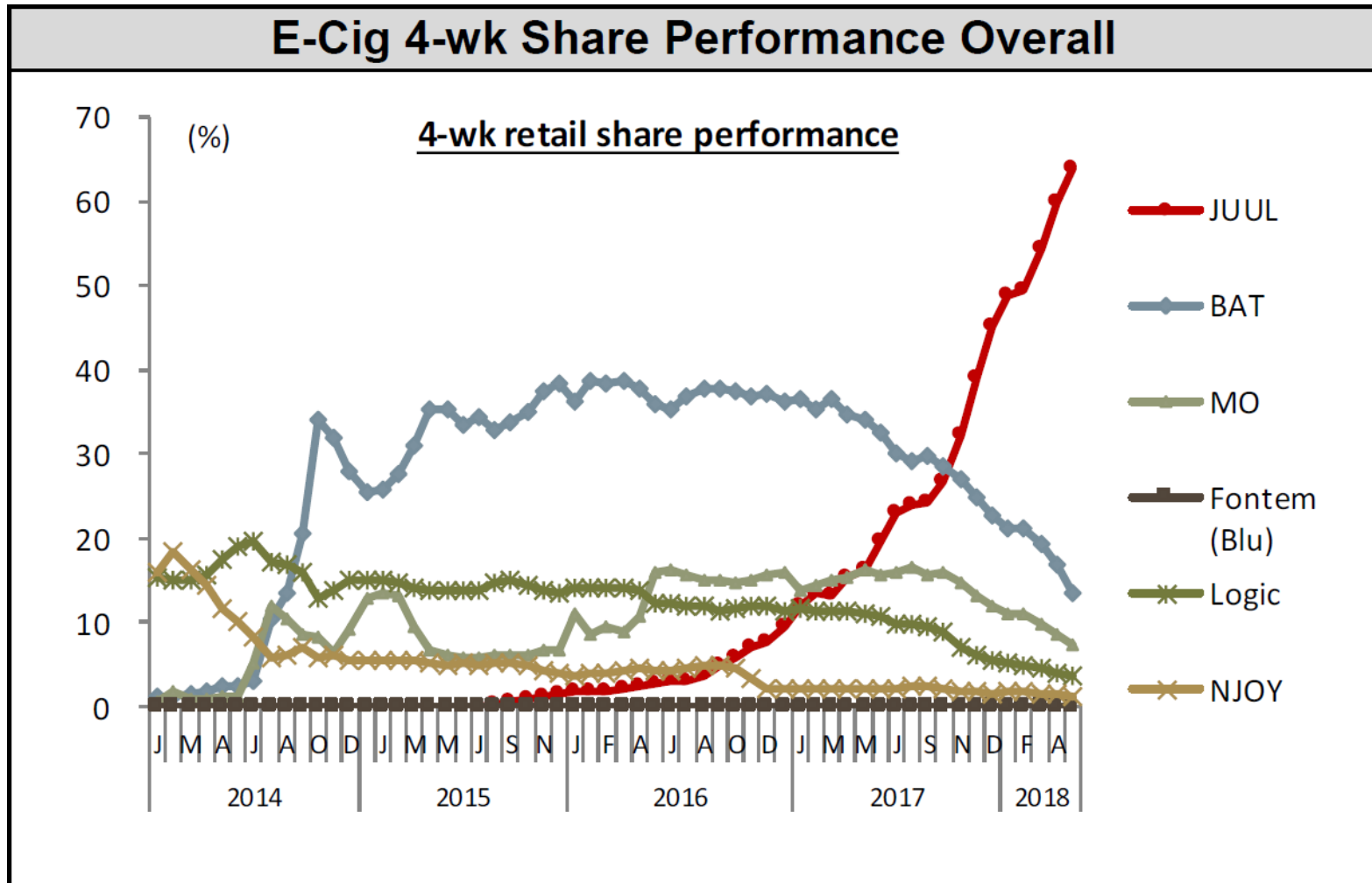


Jidong Huang et al. Tob Control  
doi:10.1136/tobaccocontrol-2018-054382

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





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

Jidong Huang,<sup>1</sup> Zongshuan Duan,<sup>1</sup> Julian Kwok,<sup>1</sup> Steven Binns,<sup>2</sup> Lisa E Vera,<sup>2,3</sup> Yoonsang Kim,<sup>2</sup> Glen Szczypka,<sup>2</sup> Sherry L Emery<sup>2</sup>

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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 retail 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,<sup>1–3</sup> a development that raised significant public health concerns about the creation of a new generation of nicotine dependency.<sup>3–6</sup> 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-cigarettes;<sup>7</sup> to the recent emergence of a sophisticated, sleekly designed, discreet high-tech device called JUUL<sup>8–9</sup> a flat, rectangular portable e-cigarette device fashioned to look like a computer flash

drive and rechargeable at a USB port.<sup>7</sup> 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.<sup>8–9</sup> 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.<sup>8</sup>

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.<sup>9–14</sup> 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.<sup>15</sup> 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.<sup>16</sup> The characteristics that purportedly make JUUL more popular among youth than its predecessors include its trendy design (called the 'iPhone of e-cigarettes')<sup>17</sup>; youth-friendly flavours like Fruit Medley and Crème Brûlée; and JUUL's discreet profile—teens even report having vaped in class.<sup>18–19</sup> 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.<sup>20</sup> 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,<sup>21</sup> an attribute appealing to both young and adult smokers.<sup>7</sup>

Previous research demonstrated that the rapid growth in e-cigarette use was accompanied by a marked increase in advertising and promotion.<sup>22–24</sup> Similarly, several news articles have covered JUUL's marketing.<sup>7,25</sup> 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.<sup>26</sup> JUUL is also highly discussed on social media platforms such as Twitter, Instagram, YouTube and Reddit.<sup>7–27</sup> Because the audiences of these platforms disproportionately represent youth and young adults,<sup>28</sup> JUUL's marketing and promotion on social media

- 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, <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

 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



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>





# 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



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



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**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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# Use of Sponsored Content

SPONSORED

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



StudioAtGawker for PAX Labs

8/28/15 12:00pm • Filed to: JUUL



### 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](#).

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

# Twitter – Sensual Imagery



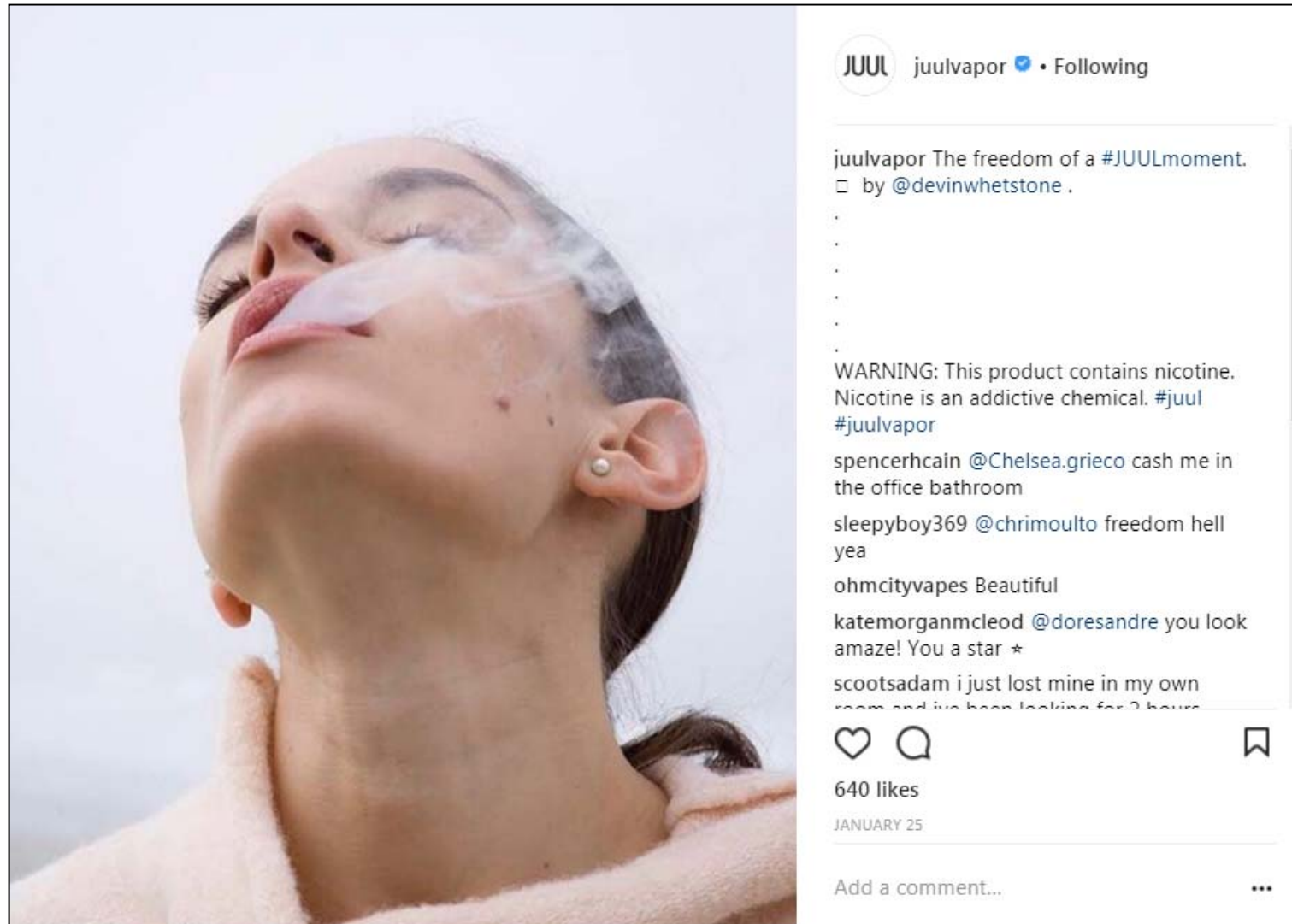
October 20, 2015

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



# Instagram – Imagery

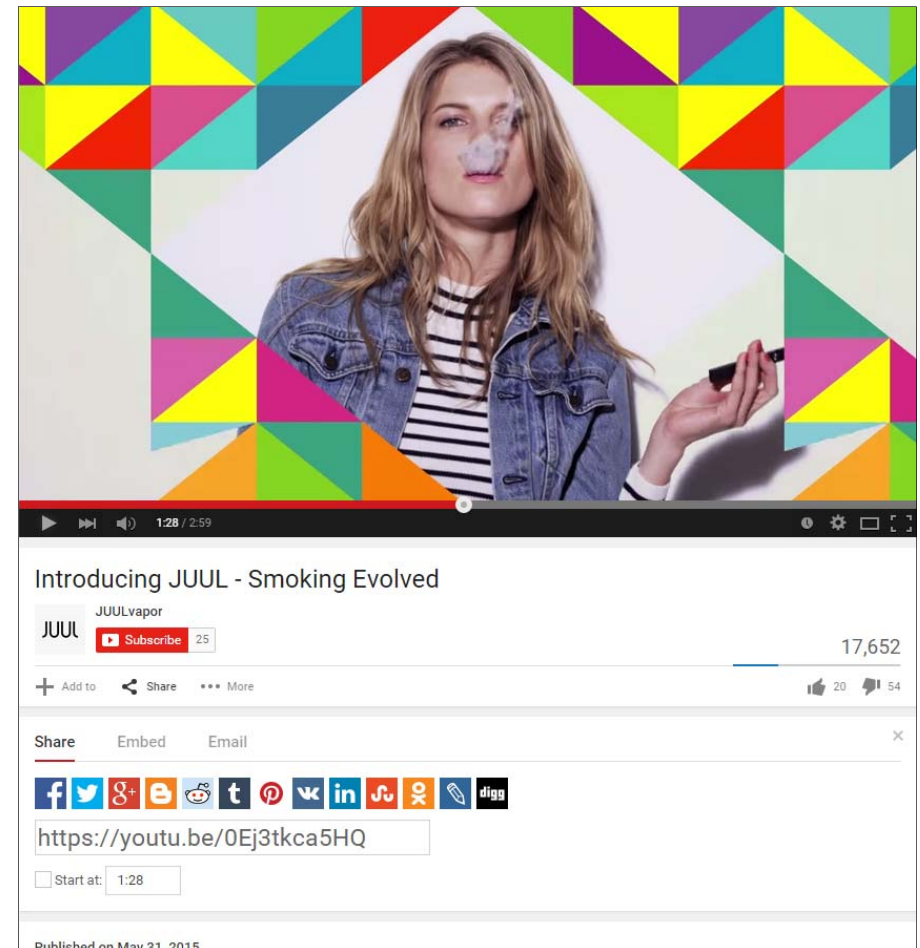
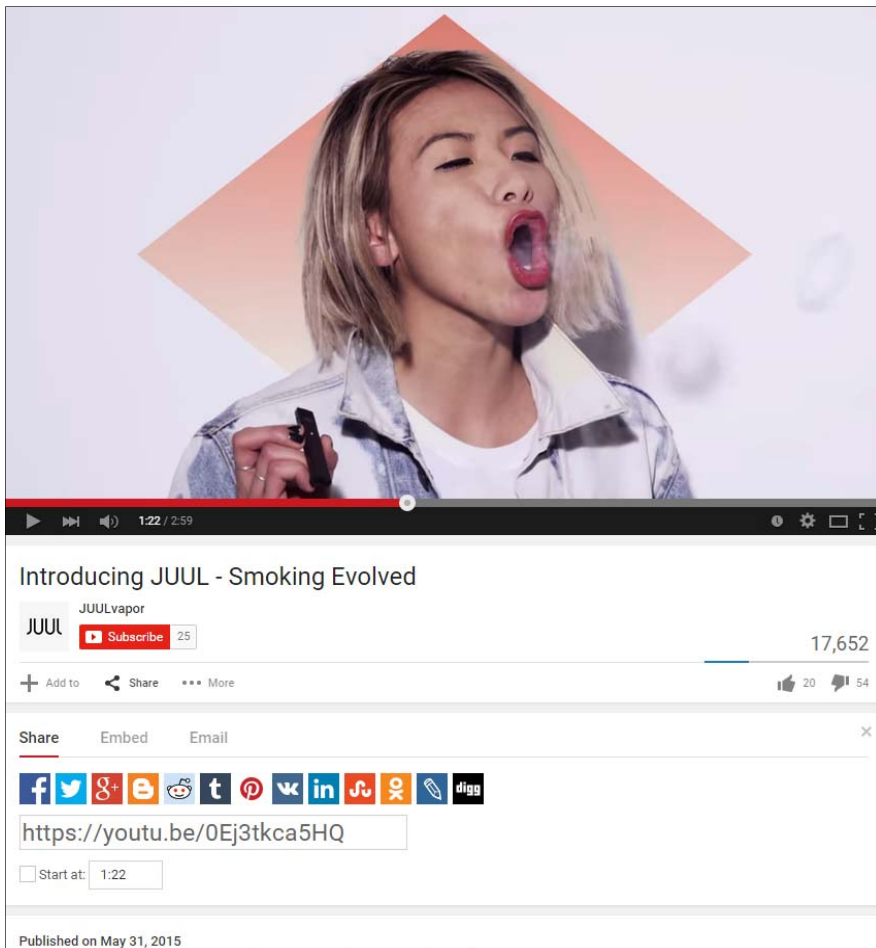
## “The Freedom of a Juul Moment”



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>

# Instagram – Sponsored Ads



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



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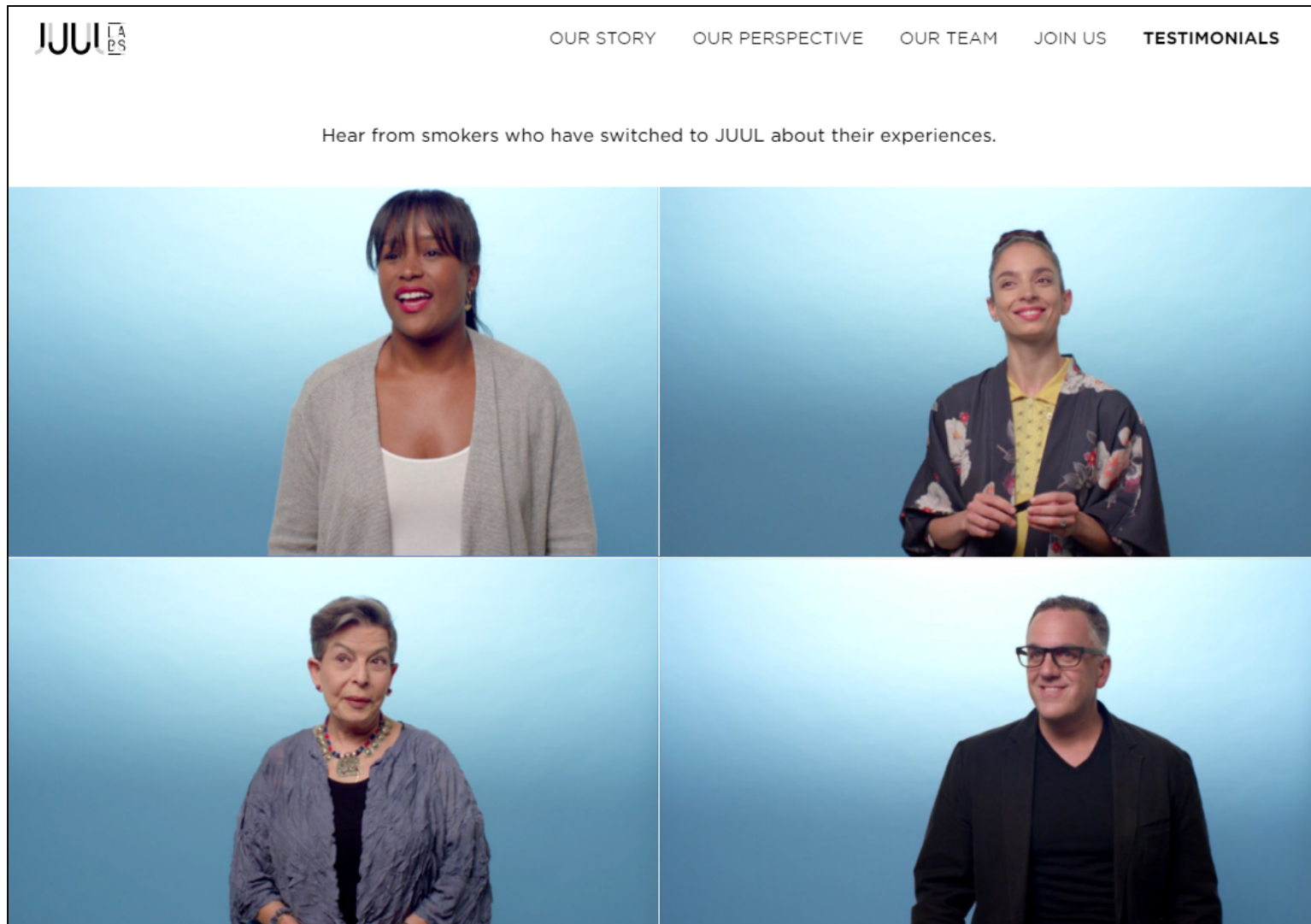
## “Love this Look”



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



# Website – Promoted Testimonials



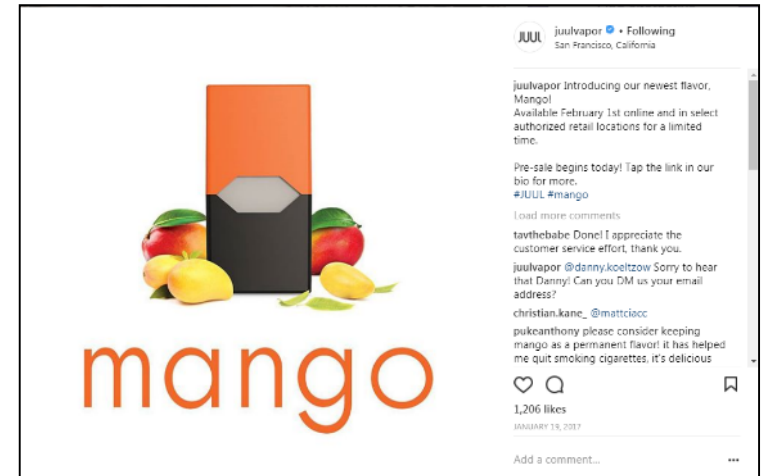
Accessed 3.14.18, <https://www.juullabs.com/testimonials/>



# *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





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### Research paper

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Supplemental Table 1. JUUL-focused Accounts/Profile on Instagram (As of February 15<sup>th</sup>, 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 <a href="https://www.eonsmoke.com/">https://www.eonsmoke.com/</a>
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. <a href="https://juulwraps.com/">https://juulwraps.com/</a> (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 <a href="https://www.uulskins.com/">https://www.uulskins.com/</a> (Premium Skins & Accessories for JUUL, Phix, & Rubi).
<b>Total</b>	<b>4,230</b>	<b>278,172</b>	<b>22,613</b>	





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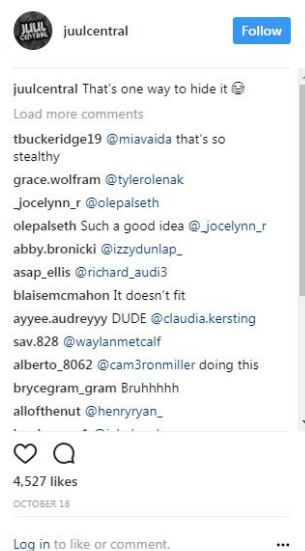
**New flavor! Pineapple Crush**

**BUY NOW!**

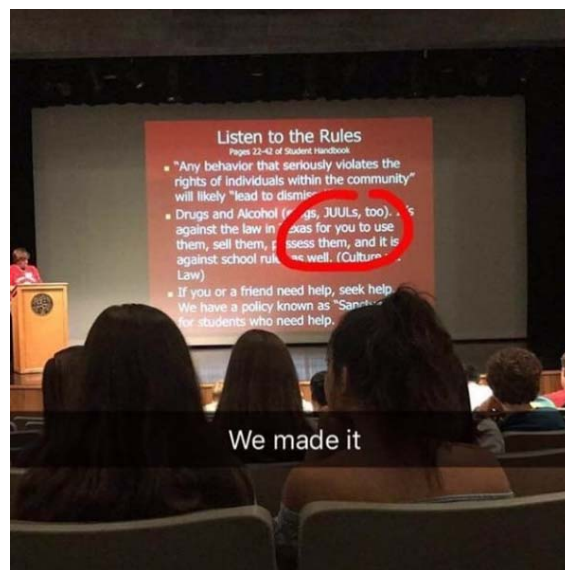
**Juul Compatible 1ml Pods**

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





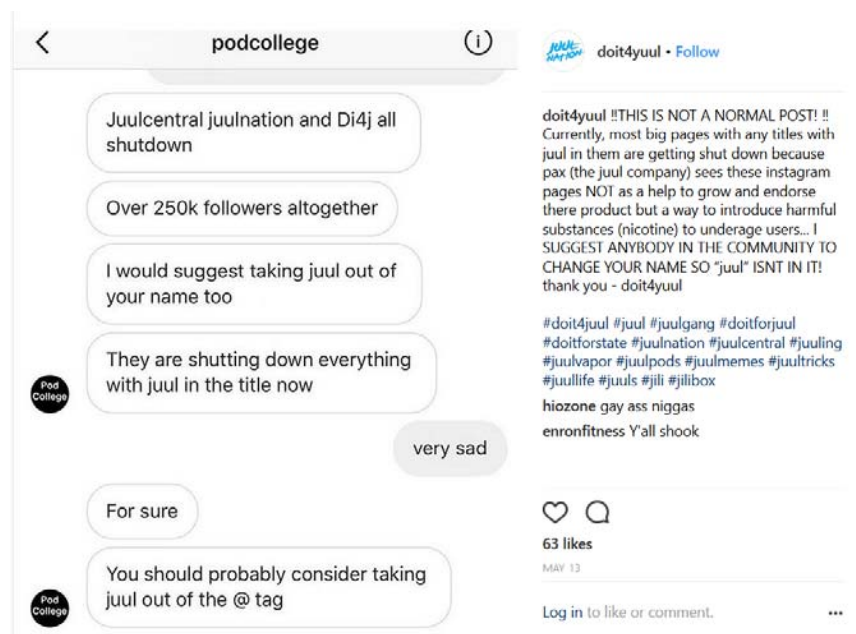
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## Vaping versus JUULing: how the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market

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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 retail 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,<sup>1–3</sup> a development that raised significant public health concerns about the creation of a new generation of nicotine dependency.<sup>3,4</sup> 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-cigarettes<sup>5</sup>; to the recent emergence of a sophisticated, sleekly designed, discreet high-tech device called JUUL<sup>6</sup>—a flat, rectangular portable e-cigarette device fashioned to look like a computer flash

drive and rechargeable at a USB port.<sup>7</sup> 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.<sup>6–8</sup> 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.<sup>8</sup>

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.<sup>9–14</sup> 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.<sup>15</sup> 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.<sup>16</sup> The characteristics that purportedly make JUUL more popular among youth than its predecessors include its trendy design (called the 'iPhone of e-cigarettes')<sup>17</sup>; youth-friendly flavours like Fruit Medley and Crème Brûlée; and JUUL's discreet profile—teens even report having vaped in class.<sup>18,19</sup> 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.<sup>20</sup> 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,<sup>21</sup> an attribute appealing to both young and adult smokers.<sup>7</sup>

Previous research demonstrated that the rapid growth in e-cigarette use was accompanied by a marked increase in advertising and promotion.<sup>22–24</sup> Similarly, several news articles have covered JUUL's marketing.<sup>7,25</sup> 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.<sup>26</sup> JUUL is also highly discussed on social media platforms such as Twitter, Instagram, YouTube and Reddit.<sup>7,27</sup> Because the audiences of these platforms disproportionately represent youth and young adults,<sup>28</sup> JUUL's marketing and promotion on social media

- 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

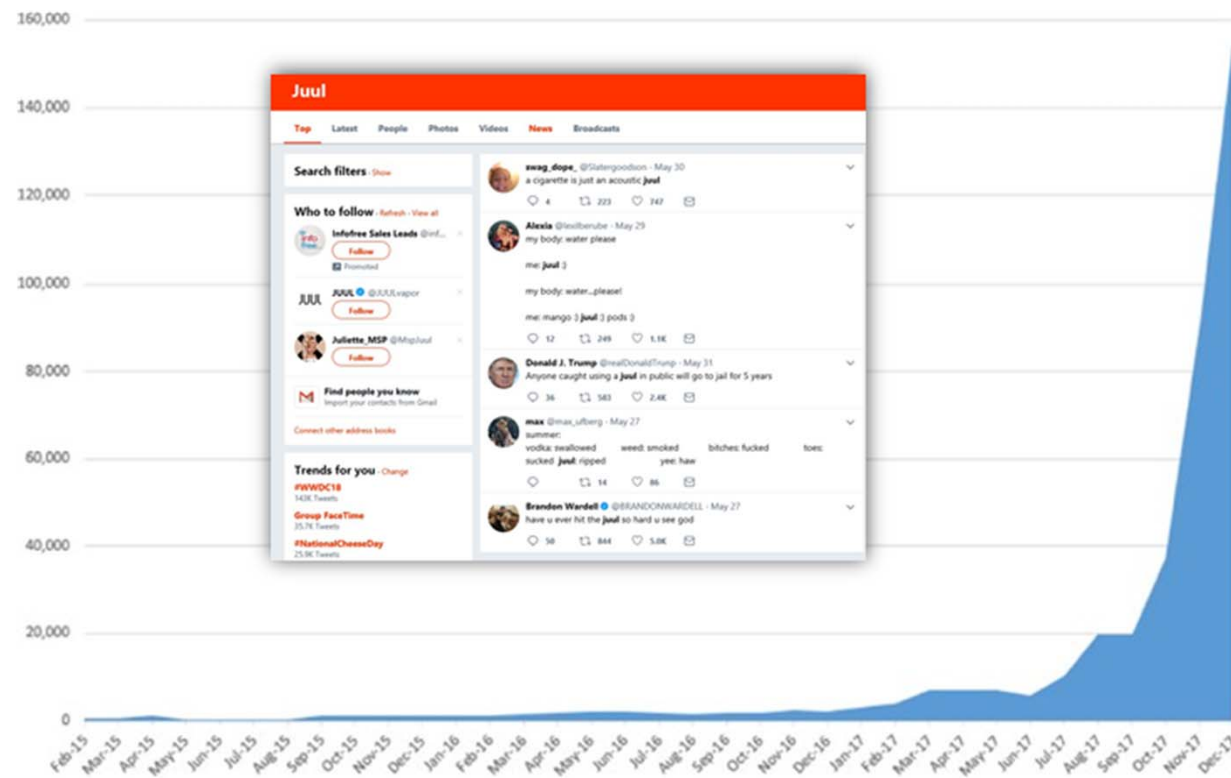
- Seven Juul related accounts amassed over a QUARTER MILLION followers
- Juul related YouTube videos exceeded 100,000
- More than 15,000 members discussed Juul on Reddit
- The Campaign began in 2015 but continued at least through 2017. It was not short term and its popularity was well documented

*Huang J et al. Tobacco Control 2018:*





# Number of JUUL-related Tweets on Twitter 2015- 2017



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***