

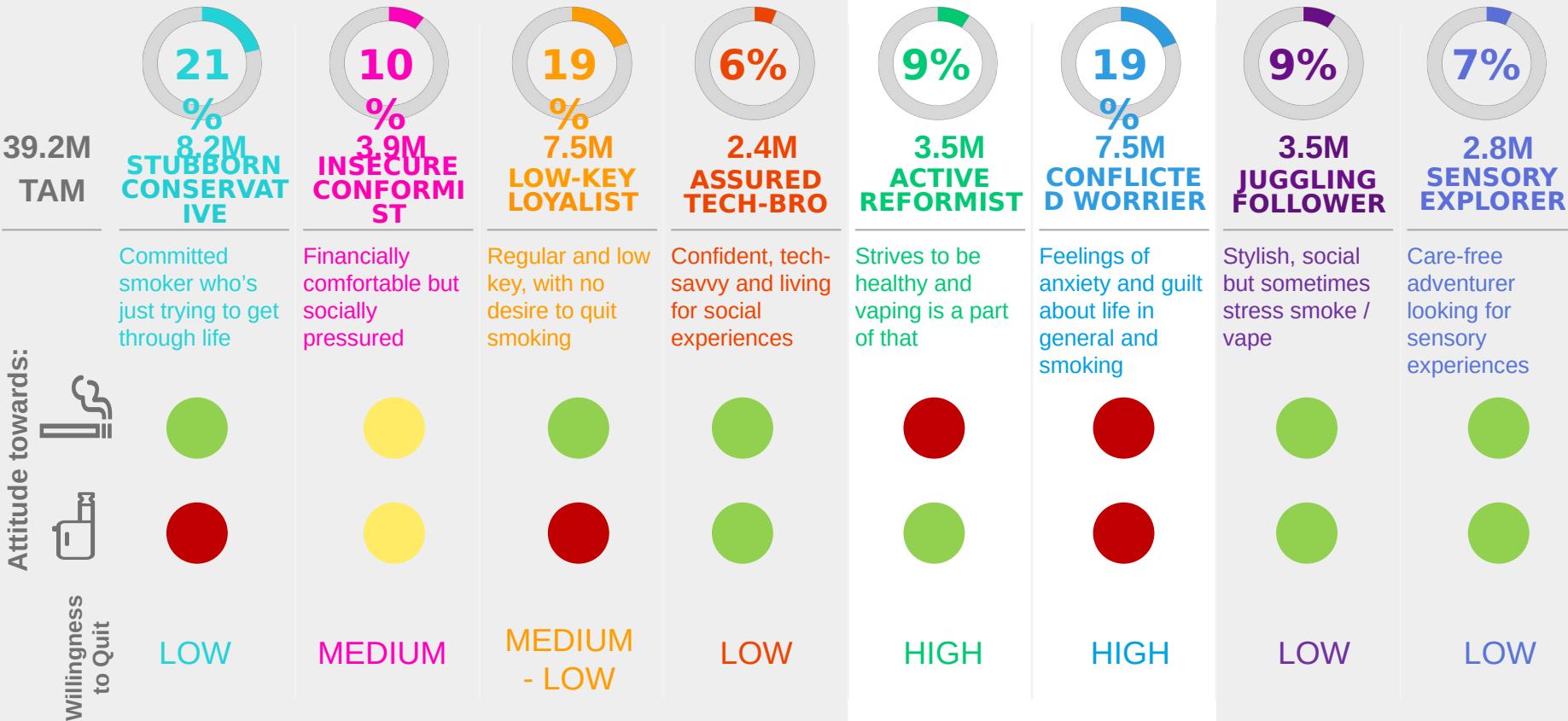
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U.S. — Q2 Testimonial Strategy
021519

Segmentation: Targeting Growth Opportunity

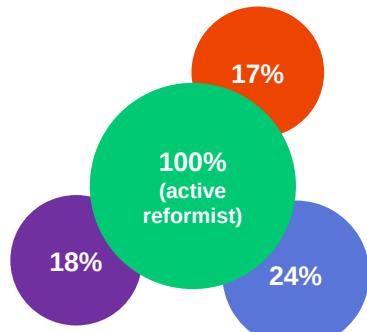
Segmentation Overview



Why #5 & #6?

Halo effect. Targeting 2 top segments plus halo effect will allow us to reach 7 of 8 Segments = 45% of TAM

TARGET: Active Reformist



HALO:

- Sensory Explorer
- Juggling Follower
- Assured Tech-Bro

TARGET: Conflicted Worrier



HALO:

- Low-key Loyalist
- Stubborn Conservative
- Juggling Follower

- Activations targeted at the **Active Reformist** will impact 3 other segments
- Opportunity to reach **5.4M** smokers / vapers – 14% of the addressable market

- Activations targeted at the **Conflicted Worrier** will impact 3 other segments
- Opportunity to reach **12.1M** smokers / vapers – 31% of the addressable market

How can we reach them?

Address their core consideration points.



Active Reformist (#5)

Already in the e-cig category but not JUUL users

Smoking negatively impacts family (56%) and friends (50%) and feels guilty about it (60%)

87% plan to quit nicotine in the next 12 months and 80% would consider e-cigarettes in that process

Constantly think about the health impacts of smoking (67%) and 66% believe vapes are less harmful

21% currently use JUUL



Conflicted Worrier (#6)

Want to end their cig use but don't believe in e-cigs or JUUL

Smoking negatively impacts family (48%) and friends (31%) and feels guilty about it (57%)

86% plan to quit nicotine in the next 12 months but only 27% would consider e-cigarettes in that process

Concerned about the long-term impact of e-cigs (55%) and only 7% believe they are less harmful

13% currently use JUUL

Green Text = over-index versus other segments

How can we reach them?

STRATEGY

For two target smoker segments, build credibility and drive consideration by addressing their key needs/attitudes featuring testimony from smokers they will identify with. There will be a halo effect for 4 other segments.

ACTIVE REFORMIST (#5)

Insights: Key needs/attitudes we know today...

Guilt their smoking habit negatively impacts family/friends

Guilt surrounding the negative health effects of the smoking habit, causing harm to self.

Execution: Use testimonials to effectively communicate...

1. Your friends/family will appreciate if you don't smoke
2. You'll feel personal accomplishment
3. People like you use JUUL

CONFICTED WORRIER (#6)

Insights: Key needs/attitudes we know today...

Guilt their smoking habit negatively impacts family/friends

Skepticism about vaping being a better alternative

Execution: Use testimonials to effectively communicate...

1. Your friends/family will appreciate if you don't smoke
2. Initial skepticism about vaping, but experience positive change

**ORIGINAL QUOTE**

Jon: "I love JUUL. I can just go out and like 10 seconds later come back in ... I get to spend the time that I didn't have with my family."

REVISED GRAMMAR

Jon: "I love JUUL because I get to spend time with my family that I didn't have. I can just go out and like 10 seconds later come back in."

NEW W/REAL LANGUAGE

Kim: "He'd tried other types of e-cigarettes before so I was surprised when he brought this home. But it was like a game-changer."

FAMILY**PERSONAL ACCOMPLISHMENT****SKEPTICAL / POSITIVE CHANGE****ORIGINAL QUOTE**

"I smoked about a pack a day for like 12 years...switched to JUUL... my mother was overjoyed."

REVISED GRAMMAR

"Switching from smoking to JUUL was a big accomplishment for me."

NEW W/REAL LANGUAGE

"I carried the smell of smoking even when I tried to hide it. Enough was enough. Switching to JUUL was a big accomplishment for me."

ORIGINAL QUOTE

"I was buying two to three packs a day for the both of us... Switching from smoking is a huge accomplishment."

REVISED GRAMMAR

"We were buying two to three packs a day, so switching to JUUL has been a huge accomplishment."

NEW W/REAL LANGUAGE

"We've both been smoking a long time, yet since switching to JUUL we don't miss anything about cigarettes."

ORIGINAL QUOTE

"I hadn't planned to switch. It took only about a week of having the JUUL in my hand...I'm super grateful."

REVISED GRAMMAR

"I hadn't planned to switch. But after about a week of having the JUUL in my hand, I started reaching for it over my pack of cigarettes."

ORIGINAL QUOTE

Ramona: "I've been a smoker a long, long, time...I'm pleased for Paul and we've done it together."

REVISED GRAMMAR

Ramona: "I've been a smoker a long, long, time, but the transition has been really positive. I'm pleased we've done it together."

NEW W/REAL LANGUAGE

RAMONA: "When looking at smoking alternatives, I was fussy in that I wanted something small, easy, and elegant. I found that with JUUL."

Testimonial design exploration: full bleed

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



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



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



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



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



- DDB 2018

- Change testimonial type to Twentieth Century
- Update footer to Global Standard

- 'Make the Switch' as a headline

- 'Make the Switch' locked up with the Logo

- 'Make the Switch' locked up with the Logo
- no quotation marks

Testimonial design exploration: white space

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



- DDB 2018

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



Make the switch.

JUUL

INTENDED FOR ADULT SMOKERS. NOT FOR SALE TO MINORS.
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- Change testimonial type to Twentieth Century
- Update footer to Global Standard

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

Make the Switch



JUUL

Designed for adult smokers. Not for sale to minors.
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- 'Make the Switch' as a headline

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

JUUL
Make the Switch



Designed for adult smokers. Not for sale to minors.
© 2016 JUUL Labs, Inc. All rights reserved. JUUL is a registered trademark of JUUL Labs, Inc.

- 'Make the Switch' locked up with the Logo

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

JUUL
Make the Switch



**It's a smart,
really well
thought-out
alternative
to smoking.**

Carolyn, 54
New York, NY
Switched to JUUL, October 2016

Designed for adult smokers. Not for sale to minors.
© 2016 JUUL Labs, Inc. All rights reserved. JUUL is a registered trademark of JUUL Labs, Inc.

- 'Make the Switch' locked up with the Logo
- no quotation marks

Testimonial Content Audit By Segment Appeal

SEGMENT #5



Smokers: 17% 34

Vapers: 40% 274

Dual: 43% 123

JUUL users: 21% 84

SMOKING ATTITUDES Top 2 Box

My smoking negatively impacts my friends	50%	216
I often feel guilty when smoking	60%	192
My smoking negatively impacts my family	56%	184
I constantly think about the health impacts of my smoking	67%	164
Tobacco cigarettes are becoming increasingly unacceptable	64%	134
I wish there was a safer way to smoke	69%	131

Bottom 2 Box

I often feel good when smoking	23%	60
I love the taste of tobacco when smoking	25%	58

DISCOMFORT LEVEL WITH NICOTINE, SMOKING & VAPING



VAPING ATTITUDES Top 2 Box

E-cigs are less harmful than tobacco cigarettes	66%	225
E-cigs are cheaper than tobacco cigarettes	56%	210
E-cigs are less intrusive for everyone else	66%	179
E-cigs are the new way of smoking	68%	161
E-cigs are becoming more socially acceptable than tobacco cigarettes	64%	153
My e-cig is always by my side for easy use	66%	153

Bottom 2 Box

I'm concerned about the long-term health effects of e-cigs	11%	32
E-cigs will never replace traditional cigarettes	11%	26

LIFE ATTITUDES

I'm always the first to have the latest technology	35%	118
I have an easy time teaching myself how to use new technologies and...	58%	115
I work hard to lead a healthy lifestyle	40%	113

REASONS FOR E-CIG ADOPTION

Healthier than tobacco cigarettes	71%	149
Less expensive than tobacco cigarettes	60%	138
To help me quit smoking tobacco cigarettes	70%	137

QUITTING ATTITUDES

I felt really bad when I relapsed	44%	156
I stayed away from tobacco cigarettes for a long period of time	22%	154
I did not miss the feeling of smoking	17%	144

QUITTING BEHAVIORS TOP 2 BOX

	80%	152
	68%	114
	57%	109

Jon (37) & Kim (36)
Segment 5

[LINK TO VIDEO](#)



Switched to JUUL in February, 2018.
Smoker for 18 years.

Selected Quote:

Jon: "I love JUUL. I can just go out and like 10 seconds later come back in ... I get to spend the time that I didn't have with my family."

Legal approved

REVISED

Jon: "I love JUUL because I get to spend time with my family that I didn't have. I can just go out and like 10 seconds later come back in."

NEW Quote:

Jon: "I no longer have to have that wreath of tobacco and ash and all the rest of it."

Backup Quote(s):

Kim: "I am super pleased. I've gotten my husband back. Thank you JUUL."

Legal approved

REVISED

Kim: "I'm super pleased I got my husband back. Thank you JUUL."

NEW Quote:

Kim: "He'd tried other types of e-cigarettes before so I was surprised when he brought this home. But it was like a game-changer."

Jon (37) & Kim (36)

[LINK TO VIDEO](#)



Switched to JUUL in February, 2018.
Smoker for 18 years.

Video Script: *Note: below reflects the JUUL produced video script (produced June 2018) that is cleared for everything but NO TV.

I'm Jon. I'm 37 and I work in post production. And I'm Kim. I'm 36 and a stay at home mom.

Uh, I started smoking when I was 18, so that's 1998. And I think within six months I was smoking about a pack a day.

I was a pretty heavy smoker, but I also was a habitual smoker, meaning that I- I had a system. Like I would smoke in this place and not in this place. I would smoke at this time and not at that time.

My wife will tell you, I- I would come home and I would change. Yep.

Like shirt, pants, t-shirt, new completely and then...

That was a lot of laundry. And then I would like hang out with them for a while, then be like, "Cool, now it's time to go have a cigarette," and then I would, I would smoke.

Disappear. I would disappear, then I'd come back and I would change again, and then I would go to bed.

When he found the JUUL it was like a game changer. And he had tried other um, types of e-cigarettes before that.

And it seemed like they were more hassle than they were worth. And I was really surprised when he brought this one home. **And it was like a different husband.**

I can just go out and like 10 seconds later come back in. And, you know, **it's my JUUL.** It's the moment that I can take for myself and then I come back in and I don't have to have that wreath of tobacco and, and cigarette ash and all the rest of it, or like the grease on the end of my fingertips.

Uh, **it's been amazing. It really has changed our relationship in a better way because I really did get you back.**

Jon (37) & Kim (36)

LINK TO VIDEO



Switched to JUUL in February, 2018.
Smoker for 18 years.

Video Script: *Note: below reflects the latest draft from DDB of their TV edit. Pending Legal Approval.

Kim: Yeah, there's a picture of you smoking at the alter, waiting for me.

Jon: No, there's definitely no picture of me..

Kim: Yes, there is!....Oh yeah, I'll find it..

Well..you can clearly see that he's blowing smoke and you could see the cigarette

if you zoom in really closely in his hand..(Laughs)

Jon: Oh my God..I can't even..don't even remember that..most of it.

Kim: (laughs)..I knew there's a picture!

Jon: When I started using the JUUL more often and then when I completely transitioned over to it..I actually felt guilty and stupid for all the times that I've missed..

Kim: **It's made a big difference in our relationship I think..even if we don't do anything important, I get to spend time with him. We fight more now.**

Jon: Do we? Okay..

Kim: We do, 'cause we spend more time together.

Jon:...so we talk more..and we disagree more.

LINK TO VIDEO



Switched to JUUL in May, 2016.
Smoker for 12 years.

Selected Quote:

"I smoked about a pack a day for like 12 years...switched to JUUL... my mother was overjoyed."

Legal approved

REVISED

"I smoked about a pack a day for like 12 years. When I switched to JUUL my mother was overjoyed. Misty eyed and everything."

NEW QUOTE

"After 12 years of smoking a pack a day I switched to JUUL. My mother is still overjoyed."

NEW QUOTE

"I'd been looking to replace cigarettes because my mom was giving me grief. JUUL was the first thing I tried I could actually use."

Backup Quote(s):

"I smoked about a pack a day for like 12 years...switched to JUUL... it's been a huge, huge positive force."

Legal approved

REVISED

"I smoked about a pack a day for like 12 years. But I was able to switch to JUUL and it's been a huge, huge positive force."

NEW QUOTE (better for segment 6)

"I'd already been trying to find vapes but none of them were really working out for me. But from the first second I tried JUUL, I was like, "Oh, this I could actually use."

NEW QUOTE

"It's been a huge positive force. My best friend even gave a toast at our wedding and mentioned how I switched to JUUL during the course of my relationship with my husband."

Teru, 31

LINK TO VIDEO



Video Script:

I'm Teru. I'm 31 years old, and I'm a producer on a television show.

So, I started smoking when I was 14 or 15.

I smoked about a pack a day for like 12 years, I think.

Got a lot of flack from my mother and, uh, just kind of felt generally not great about it.

The way I was introduced to JUUL was at the LA Food and Wine Festival. Um, I'd gone with a friend and at this point I had already been trying to, you know, find vaporizers or other devices, or E-cigs to try out and none of them were really working very well for me.

I remember being like, "Oh, what's this? This is new. I haven't seen this before." And I remember just from the first second that I tried it, I was like, "Oh, this I could actually use."

My best friend gave a, uh, toast at my wedding and she mentioned that I had, you know, switched to JUUL, um, during the course of my relationship with my husband, and my mother was just, you know, overjoyed. I could see her in the corner just getting misty eyed and everything. So um yeah, it's been a huge, huge positive force.

Switched to JUUL in May, 2016.

Smoker for 12 years.

Ashanna, 35



Switched to JUUL in February, 2018.
Smoker for 2 years.

Selected Quote:

**"I switched from smoking to JUUL
... it was a big accomplishment."**

Legal approved

REVISED

**"Switching from smoking to JUUL
was a big accomplishment for me."**

NEW QUOTE

**"I carried the smell of smoking
even when I tried to hide it.
Enough was enough. Switching to
JUUL was a big accomplishment for
me."**

NEW QUOTE

**"I was so tired of people knowing I
smoked because of the smell." I'm
so happy I switched to JUUL."**

Backup Quote(s):

**"I switched from smoking to JUUL ... I
feel happy."**

Legal approved

REVISED

**"I'm so happy I switched from smoking
to JUUL."**

NEW QUOTE

**"I was tired of smoking. People
could tell I smoked even when I
tried to hide it. I'm very excited
about the transition to JUUL."**

NEW QUOTE (for segment 6)

**"I was tired of smoking, so I was
very excited that all the flavors
made switching to JUUL easy."**

Ashanna, 35



Video Script:

My name is Ashanna. I'm 35 years old and I'm an educator.

I started smoking consistently around 33.

The point where I felt like "enough was enough" and I was tired of smoking was I really couldn't hide it, because I carried the smell with me even when I tried to cover it up. **People could tell that I had smoked.**

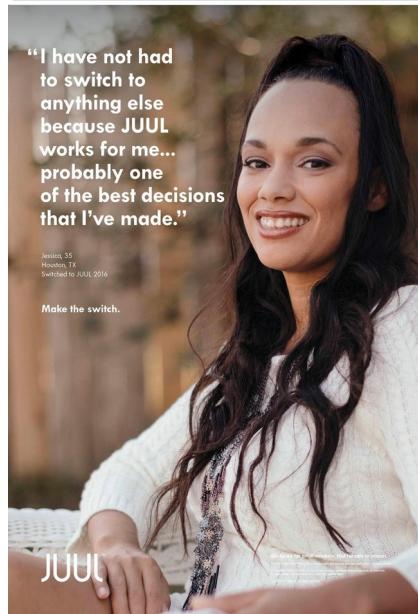
So, I first **heard about JUUL from my friends** who were also looking for alternatives to smoking. I feel from **switching smoking cigarettes to JUUL was easier** because there was a variety to choose from, as far as flavors. My favorite flavor of Juul pods is Mango.

I'm very excited about the transition and how easy it was for me.

Switched to JUUL in February, 2018.
Smoker for 2 years.

Jessica, 35

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



Switched to JUUL in 2016.
Smoker for 18 years.

Selected Quote:

"I have not had to switch to anything else because JUUL works for me... probably one of the best decisions that I've made."

Legal approved

REVISED

"I have not had to switch to anything else because JUUL works for me. It's probably one of the best decisions that I've made."

NEW QUOTE

"As a single mom of 4 sons, I think about how much time smoking takes away. JUUL works for me."

NEW QUOTE

"I think about how much time smoking takes away. As a single mom of 4 sons, I'm very proud that I'm not a smoker anymore."

Backup Quote(s):

"I have not had to switch to anything else because JUUL works for me... Very proud that I'm not a smoker anymore."

Legal approved

NEW QUOTE (segment 6)

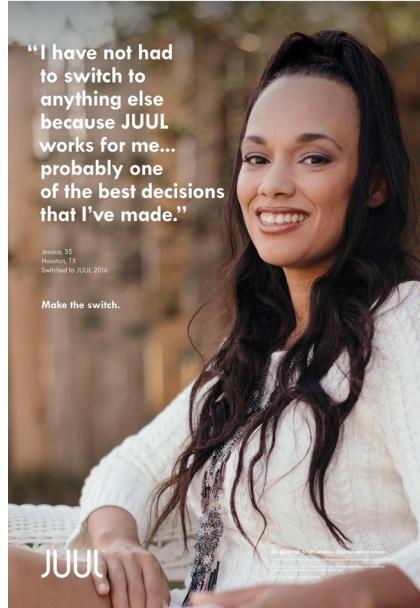
"The alternatives I'd tried in stores weren't working, but then I switched to JUUL. It's probably one of the best decisions I've made."

NEW QUOTE (segment 6)

"I wanted to quit smoking and, oh my gosh, this is so easy. All you do is pull on it. It's absolutely amazing."

Jessica, 35

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



Switched to JUUL in 2016.

Smoker for 18 years.

Video Script:

Please note: Jessica's video is in editorial - there is no finished script at this time.

My name is Jessica and I am a paralegal and I'm 35 years old.

So I spend three hours in my car a day. So it's an hour and a half there, an hour and a half back.

I have to cook, and I have to clean, and I have to iron, and I have to wash clothes, and I have to read bedtime stories and do homework as a **single mom of four sons**.

I think about the fact that I used to smoke a pack a day of cigarettes. I start to think how much time it's taking away from me of getting ready to do what I need to do. I knew that I wanted to not smoke anymore and I knew that the alternatives that I had tried in stores and things like that weren't working.

I made the switch to JUUL in 2016.

I remember how easy it was, I am the worst person at assembling anything, like if it says 'assembly required' I legit won't buy it. So, I remember buying it and remember it just being, you know, THIS, and THIS and THAT, and I'm like what? And it's like all you do is like pull on it from there and I'm like 'Oh my gosh this is so easy'.

I tell people who smoke, 'Try this', it was **absolutely amazing and I have not had to switch to anything else, because JUUL works for me**.

Pending legal approval

Source: <https://www.industrydocuments.ucsf.edu/docs/xmvg0299>



SEGMENT #6

Total Size: 19 %

Feelings of anxiety and guilt about life in general and smoking

WHO I AM

I'm a family person. I worry a lot about the future and finances. I don't care much for tech or style.

HOW I FEEL ABOUT SMOKING

I feel really guilty about smoking and worry constantly about the impact on me and my family.

HOW I FEEL ABOUT VAPING

I worry about the long terms impacts of vaping and think about it constantly.

OPENNESS TO QUITTING

Very open

GENDER



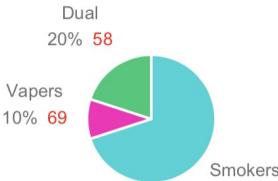
AGE

18-34	15%
35-44	19%
45-54	29%
55-64	24%
65+	13%

INCOME

<\$20k	21%
\$20-35k	25%
\$35-50k	13%
\$50-75k	18%
\$75-100k	9%
\$100-150k	8%
\$150k+	4%

USAGE



JUUL Users: 13% 52

SEGMENT #6

Smokers: 70% 138

Vapers: 10% 69

Dual: 20% 58

JUUL users: 13% 52



SMOKING ATTITUDES Top 2 Box

I often feel guilty when smoking	57%	181
I constantly think about the health impacts of my smoking	67%	163
My smoking negatively impacts my family	48%	157
I spend too much money on tobacco cigarettes	74%	140
Everyone should try to limit their tobacco usage	80%	139
My smoking negatively impacts my friends	31%	136

Bottom 2 Box

Smoking makes me feel nostalgic, it reminds me of home or family	7%	29
Smoking helps me socialize with others	4%	15

DISCOMFORT LEVEL WITH NICOTINE, SMOKING & VAPING



39%
249



41%
225



17%
215

VAPING ATTITUDES Top 2 Box

I'm concerned about the long term health-effects of e-cigs	55%	162
I constantly think about the health impacts of my vaping	36%	126
Electronic cigarettes will never replace tobacco cigarettes	42%	101
I spend too much money on electronic cigarettes	23%	97
I don't like the appearance of electronic cigarettes	16%	94
Electronic cigarettes are the new way of smoking	39%	93

Bottom 2 Box

Electronic cigarettes are less harmful than tobacco cigarettes	7%	25
Vaping helps me socialize with others	7%	23

LIFE ATTITUDES

I'm always the first to have the latest technology	13%	42
I feel financially secure	14%	44
I prefer to live for today rather than worry about the future	18%	59

REASONS FOR E-CIG ADOPTION

Less smell than tobacco cigarettes	61%	109
To help me quit smoking tobacco cigarettes	55%	107
To satisfy a nicotine craving	55%	100

QUITTING ATTITUDES

I felt really bad when I relapsed	45%	162
My concern about the health impacts of smoking drove me to quit	58%	155
My primary goal was to quit all forms of nicotine	35%	152

QUITTING BEHAVIORS Top 2 Box

Planning to quit tobacco cigarettes in next 12 months	86%	27%	51%	54%
Icon of a cigarette with a crossed-out symbol	51%	95		
Icon of a person sitting and resting	54%	91		

[LINK TO VIDEO](#)



Switched to JUUL February, 2018.
Smoker for 23 years.

Selected Quote:

"I hadn't planned to switch. It took only about a week of having the JUUL in my hand...I'm super grateful."

Legal approved

REVISED

"I hadn't planned to switch. But after about a week of having the JUUL in my hand, I started reaching for it over my pack of cigarettes.

NEW QUOTE

I hadn't planned to switch, but the JUUL had a real good pull and gave me the same sensation that I had been used to. I'm super grateful.

NEW QUOTE

The pull, the sensation, the form factor, they're all similar to what I'm used to. I'd catch myself reaching for the JUUL over my cigarettes.

Backup Quote(s):

"I hadn't planned to switch. I would catch myself reaching for my JUUL before I would reach for my pack of cigarettes... I'm super grateful."

"I hadn't planned to switch. I'm super grateful."

Legal approved

NEW QUOTE

I hadn't planned to switch. Of everything I'd tried, JUUL was the only one that gave me a real good pull and the sensation I'd grown accustomed to.

Sage, 41

[LINK TO VIDEO](#)



Switched to JUUL February, 2018.
Smoker for 23 years.

Video Script:

My name is Sage. I'm 41 years old, and I'm in the film and television industry.

I was 17 years old when I first started smoking.

My smoking was affecting people in my life, uh, on a multitude of levels.

Mostly, I would say my family, uh, my parents and my sisters, who just loathed it and despised the fact that I smoked and just could always give me a hard time. But that was probably the, the most challenging component of it, I would say.

I hadn't planned to switch. I was in Costa Rica with my girlfriend, and I had run out of cigarettes, and she had a JUUL, and there was nowhere to buy any cigarettes, 'cause we were in a remote area.

Um, she gave it to me, I tried it, and I really, it was the first electronic cigarette or, you know, vape, that I'd ever tried and used that not only had a real good pull for, for me, and, and gave me the same sensation that I had been used to and accustomed to. But also just the form factor of it was really similar to what I'd already been experiencing.

It only took about a week of having the JUUL in my hand, and starting to use it, before I realized, I would catch myself reaching for my JUUL before I would reach for my pack of cigarettes.

Reuben (46) & Malissa (47)

LINK TO VIDEO



Switched to JUUL September, 2017
(Reuben) and February, 2018
(Malissa).

Smokers for 30 years.
JUUL Labs, Inc. — Privileged and Confidential

Selected Quote:

"I was buying two to three packs a day for the both of us... Switching from smoking is a huge accomplishment."

Legal approved

REVISED

"We were buying two to three packs a day, so switching to JUUL has been a huge accomplishment."

NEW QUOTE (segment 5, too)

REUBEN: "JUUL has helped me be more engaged. I don't have to pull out of a conversation or party for a cigarette anymore. I don't miss smoking."

NEW QUOTE (segment 5, too)

REUBEN: "I was self-conscious about the smell. You're very aware when you're the only smoker in the room. JUUL changed all that and I like the change."

Backup Quote(s):

Reuben: "We've both been smoking a long time... Switching from smoking is a huge accomplishment."

Legal approved

NEW QUOTE (segment 5, too)

REUBEN: "JUUL fulfills all the things smoking does for me, but doesn't make me awkwardly leave the dinner table to go catch a cigarette. I like the change.

NEW QUOTE

"We've both been smoking a long time, yet since switching to JUUL we don't miss anything about cigarettes.

Reuben (46) & Malissa (47)

[LINK TO VIDEO](#)



Video Script:

I'm Reuben. And I'm Malissa, and we've been married for 25 years.

When we first started dating, smoking was a big part of our relationship. Yeah, I was **buying two to three packs a day for the both of us.** We would go out to eat dinner and I would smoke a cigarette between the salad and the dinner. **It's kind of an awkward thing to have to leave your family and friends at a dinner table to go outside to smoke.**

So, I was looking for something that would fill every aspect of it and get rid of that portion of my life.

The transition from smoking to **using the JUUL has helped me be more engaged.** You know? Having to pull out from the family or dinner or from a conversation or the party to go catch a smoke and nobody else is smoking. Then I have to come back in and try to re-engage. I like the change.

You're very aware of it when you're the only smoker in the room.

Yeah. You're very aware of it. Just the odor alone from the cigarette was something I was self-conscious about.

I do not miss anything about smoking. Nah, I don't miss anything about smoking either.

Switched to JUUL September, 2017
(Reuben) and February, 2018
(Malissa).

Smokers for 30 years.
JUUL Labs, Inc. — Privileged and Confidential

Source: <https://www.industrydocuments.ucsf.edu/docs/xmvg0299>

Ramona (60) & Paul (60)

LINK TO VIDEO



Switched to JUUL in October, 2017.
Smokers for over 30 years.

Selected Quote:

Ramona: “I've been a smoker a long, long, time...I'm pleased for Paul and we've done it together.”

Legal approved

REVISED:

Ramona: “I've been a smoker a long, long, time, but the transition has been really positive. I'm pleased we've done it together.”

NEW QUOTE:

RAMONA: “The transition to JUUL has been really positive. It's small, really easy to use and it's saved us a lot of money.”

NEW QUOTE:

RAMONA: “When looking at smoking alternatives, I was fussy in that I wanted something small, easy, and elegant. I found that with JUUL.”

Backup Quote(s):

“It's been really positive. And I'm pleased we've done it together.”

Legal approved

REVISED:

Ramona: “The transition to JUUL has been really positive. I'm pleased we've done it together.”

NEW QUOTE:

RAMONA: “I've been a smoker for a long, long time, but the transition has been surprisingly easy. JUUL really hit the spot.”

Ramona (60) & Paul (60)

[LINK TO VIDEO](#)



Switched to JUUL in October, 2017.
Smokers for over 30 years.

Video Script:

Hi, my name's Ramona. I work in the events industry, and I'm 60 years young. My name's Paul. I'm 60 years old, and I work in the tech industry.

My personal history with smoking started very young. I was 14 or 15 years old and was introduced to my first cigarette by my grandmother.

And the slippery slope went all the way from there, so **I've been a smoker a long, long, time.** I started smoking when I was in my late twenties. You can blame me if you want. I do blame you. (laughs)

The smell was one of the worst things that really struck me. I got used to it. You got used to it. (laughs)

So, our oldest son was **looking into alternatives for us.** Predominantly me 'cause **I was more fussy** on having something that was not just elegant, but hit the spot.

I loved the design predominantly because it looked not just for a woman, for a man, too. It looked elegant. It looked smart.

This is so convenient because it's easy, you know. You get these pods, you put them in. Um, **I wasn't really interested in anything big.** I can put this in my top pocket. (laughs)

With regards to the transition, the only reason I would've maybe then had a cigarette is 'cause my JUUL might not have been charged, or we weren't really familiar on the ... you know, 'cause we're old.

We didn't really realize that you have to plug the thing in and let it charge up. Once we got into the habit of that, it wasn't, you know -- that was it. **It was really easy, relatively easy, surprisingly.**

Financially, certainly here, we've saved quite a lot of money. Where we've noticed the big difference was if you go obviously overseas, particularly Europe, you're paying, on average, 15 to 20 dollars a packet of cigarettes.

It's been really positive. Saved some money. **And I'm pleased we've done it together.**

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



Switched to JUUL in May, 2017.
Smoker for 17 years.

Short form (quotation):

"I was a full-time smoker... I tried all the other products... When I have the JUUL, I don't think about smoking."

Legal approved

REVISED

"I was a full-time smoker and I'd tried all the other products. It was only with the JUUL that I didn't think about smoking."

NEW QUOTE

"I tried all the other products but JUUL gave me that hit. That satisfaction. For me, it was exactly what I was looking for."

NEW QUOTE

"I tried all the other products but JUUL gave me that hit. That satisfaction. For me, it was exactly what I was looking for."

Backup Quote(s):

"I tried all the other products...but when I have the JUUL, I don't think about smoking."

"I tried all the other products. But the JUUL gives you that satisfaction, that hit that I'm looking for, which keeps me away from going to the cigarette."

Legal approved

REVISED

"I'd tried all the other products. It was only with the JUUL that I didn't think about smoking."

NEW QUOTE

"Switching was a transition. I was using both, but soon found I was looking for my JUUL instead of my cigarettes."

NEW QUOTE (maybe better for segment

5)

"No more cleane at my desk. No more

Jared, 39



Switched to JUUL in May, 2017.
Smoker for 17 years.

Video Script:

My name is Jared, I'm 39 years old, from Long Beach, New York, and I'm in advertising sales.

I started smoking in my college years. It started off small, going out at night, one here, one there, but it just kind of snowballed into a big habit. By the time I was out of college into the workforce, **I was a full-time smoker.**

The worst part was just the smell, that I didn't like, you know, and it's 2018, people don't like, you know, it offends people. I mean I didn't like the smell, but it started to get embarrassing. You know, walking into a meeting or in the elevator at the office, you know, stinking up the whole place.

I tried all the other products. But the JUUL gives you that satisfaction, that hit that I'm looking for.

When I have the JUUL, I don't think about smoking. And I did switch over, it was a transition. I was doing both, but soon I found I was looking for the JUUL instead of that pack of cigarettes.

Just alone, walking into meetings and not being self-conscious of just stinking. You know, no more hand sanitizer and cologne at the desk.

JUUL for me is exactly what I was looking for.

