

**From:** Jessica Edmondson on behalf of Jessica Edmondson <jessica@juul.com>  
**To:** Redacted  
**Sent:** 12/7/2017 2:09:26 PM  
**Subject:** Fwd: Interested in sharing more #JUULmoments ?

FYI on the below - this is the general template I use for UGC outreach, and then I walk them through the give/get. Essentially I provide a guide + coupon codes and request they send me a dropbox link of photos for me to select from.

----- Forwarded message -----

**From:** Jessica Edmondson <jessica@juul.com>  
**Date:** Tue, Oct 17, 2017 at 10:43 AM  
**Subject:** Interested in sharing more #JUULmoments ?  
**To:** Redacted

Hey Redacted

Thanks again for sharing your #JUULmoment with us on Instagram ([love this!](#)). I'm reaching out because I'm the new influencer manager here at JUUL and am starting a program that I thought might interest you.

In a nutshell, we're interested in building long-term relationships with those content creators who best fit our brand and who actively JUUL. Our goal is to keep enabling great content to be made from you so that we can keep sharing on our channels, as fan-based content is the most engaged and loved content on our Instagram. However, since we're in a highly regulated industry, not all content created by our fans can be re-shared on our channels. So I'm hoping to work with influencers in creating brand-friendly content.

Let me know if you'd be open to a collaboration -- would love to send over more details on the significant discounts I'm able to offer in exchange for creating #JUULmoments we can re-share.

Cheers,  
Jessica

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Jessica Edmondson, Influencer Manager

Juul Labs 660 Alabama Street, Second Floor, San Francisco, CA 94110

photo juul labs sig2 zpsb4v2zjvf.jpg

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Jessica Edmondson

Juul Labs 660 Alabama Street, Second Floor, San Francisco, CA 94110

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