# Fun with JUUL messaging





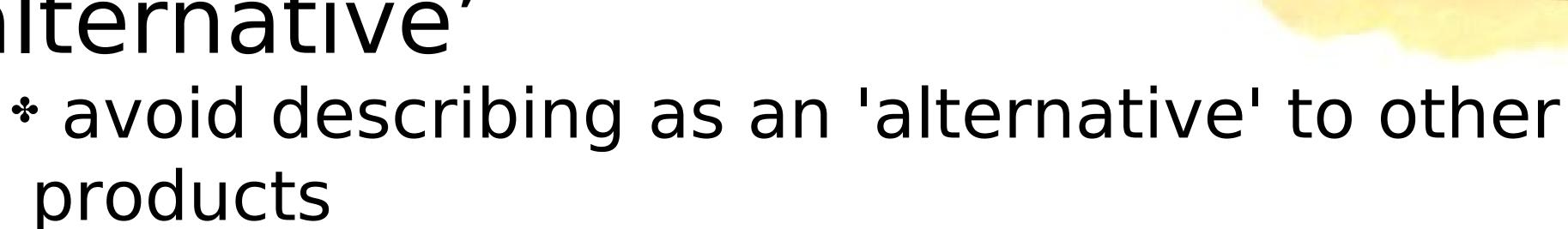
## 1. Avoid competitor comparisons

- \* use absolute vs. relative terms
- \* avoid superior comparisons like 'better tasting'
- \* do say 'satisfying', or 'enjoyable'

JUUL is smarter, cooler, tastier and better than Blu.

JUUL is the shi\*t.

### 2. Avoid the word 'alternative'



\* ok to carefully apply concept of alternative



JUUL is for smokers who are interested in vapor products.

JUUL is a smoking alternative.



3. Avoid health refer only to what FDA say

- \* ok to cite public health groups don't frame as company views
- \* ok to affirm 'no tobacco product is safe/without risk'

Nicotine is addictive and is not appropriate for minors.

Nicotine is dangerous but using vapor products is better for you than smoking.



#### 4. Avoid quitting

- \* do not state or suggest JUUL can be used for smoking cessation or reduction
- \* if asked, JUUL has 'not been approved for this purpose'

If you start using JUUL, you'll probably stop using cigarettes as much.

JUUL is not an approved cessation device.

### 5. Avoid nicotine comparisons

- \* ok to report on nicotine content
- \* do not report nicotine content relative to another product unless you qualify it



The nicotine content in 1 JUULpod = 1 pack of cigarettes.

The nicotine content in 1 JUULpod is approximately equivalent to 1 pack of cigarettes.



### 6. Avoid youtl

\* affirm this is for adults (implied age 30+) where possible & appropriate

### College kids who are 18 years old will probably like JUUL.

JUUL is only intended for adult smokers.

- 7. What others say is A-OK \* it's appropriate to link to articles or statements that others make about JUUL
  - \* marketing will approve the official use of all quotes in official material

