



New Troy Strategies

700 South Washington Street, Suite 310
Alexandria, VA 22314

Memorandum

To: Deryck Spooner
From: Mary Cheney
Date: June 13, 2018
Re: Juul Options – Non-Form Letters

Deryck –

This morning, John Hilinski reached out to the FDA through a personal contact. He managed to have a 3-minute phone conversation with Scott Gottlieb, FDA Commissioner. While he didn't ask for, or receive any information regarding how the FDA will rule, he was told that the FDA will be discounting submitted comments from both sides that appear to be form letters. He then followed up with one of the staffers in charge of the FDA docket for this issue who told him basically the same thing. The staffer also told him that they never anticipated receiving this many comments, so they are still trying to figure out how they will divide the comments into form letters and individual letters.

When you and I originally spoke about the comment campaign, you mentioned that one of the main reasons Juul did not originally approve the comment campaign was because they didn't want to get political. Since that time, however, they have gone after their own email list very aggressively. They've emailed those people at least three times over the last few days asking them to submit comments. I have no way of knowing how many comments those emails have provided, but if it matches typical email response rates, it will not be nearly enough.

Given all of that, we thought it would be good to provide you with some alternative comment solutions, ones that focus solely on editable, personalized comments. These options would (a) generate more of the individualized letters that the FDA is looking for and (b) by focusing only on vapers and Juul consumers, we would be staying within the lines that Juul has already drawn for this campaign.

Option 1 – 50,000 comments – Juul Specific

Media Type: Display/Mobile

Target Audience Segment: Juul Specific Consumers

Flight Dates: June 15 – June 29

Total Budget: \$1.06 million

50,000 comments would come from Juul specific consumers. The messaging would be that vaping has helped me smoke less and live healthier. The creative would be "Vaping has helped me become _____" The letter would include scientific data to support positive claims and could be edited by the user. The letters would be editable by the user and would be submitted through the FDA website.

Site Examples: _____, _____, _____, _____

Option 2 – 170,000 comments

Media Type: Display/Mobile

Target Audience Segment: Regular Vaping Consumers, Juul Specific Consumers

Flight Dates: June 14 – June 22

Total Budget: \$1.65 million

70,000 comments would come from people targeted as regular vape users. We would target them through mobile and display. The message would be something along the lines of a quiz “Which of your favorite flavors does the FDA want to ban.” Choice selects could include Fruit, candy, bakery dessert or spice. Each answer is correct and will take the person directly to the landing form page. They will see a pre-filled out letter which they can either submit (once they add their information) or they would also have the option to modify the letter.

Site Examples: _____, _____, _____, _____

100,000 comments would come from Juul specific consumers. The messaging would be that vaping has helped me smoke less and live healthier. The creative would be “Vaping has helped me become_____” The letter would include scientific data to support positive claims and could be edited by the user. The letters would be editable by the user and would be submitted through the FDA website.

Site Examples: _____, _____, _____, _____

Option 3 – 335,000 comments

Media Type: Display, Mobile, Search and Social

Target Audience Segment: Regular Vaping Consumers, Juul Consumers

Flight Dates: June 14 – June 20

Total Budget: \$4.1 million

135,000 comments would come from people targeted as regular vape users. We would target them through mobile and display. The message would be something along the lines of a quiz “Which of your favorite flavors does the FDA want to ban.” Choice selects could include Fruit, candy, bakery dessert or spice. Each answer is correct and will take the person directly to the landing form page. They will see a pre-filled out letter which they can either submit (once they add their information) or they would also have the option to modify the letter.

Site Examples: _____, _____, _____, _____

200,000 comments would come from Juul specific consumers. The messaging would be that vaping has helped me smoke less and live healthier. The creative would be “Vaping has helped me become_____” The letter would include scientific data to support positive claims and could be edited by the user. The letters would be editable by the user and would be submitted through the FDA website.

Site Examples: _____, _____, _____, _____

Partner Organization

You expressed a desire to partner with a 3rd party organization for this campaign. The Alliance for Freedom is a right of center 501c4 who's principles are a good match for this campaign. I have reached out to the group. They are interested in being involved and would be willing to be the face of the campaign. As part of the partnership with them, they would bring on a spokesperson who could respond to media inquiries or put out public statements regarding the campaign.