

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'

- * avoid describing as an 'alternative' to other products
- * 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 youth

- * 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

