

Figure 21. 2015 JUUL summer influencer marketing internship solicitation from Internships.com (<https://www.internships.com/marketing/influencer-marketing-intern-i7391759>).

Influencer Marketing Intern

PAX Labs
660 Alabama Street
San Francisco, CA
Posted: May 15 2015

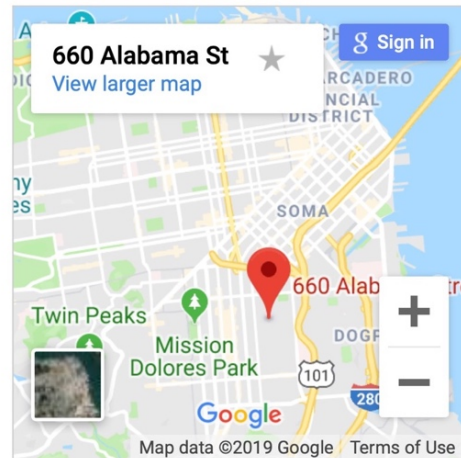
Application Deadline: Closed

Position: Full-time, Paid

Timeframe: 06/01/15 — 09/01/15

Closed

This position is closed



This role will focus on the research, development and tracking of PAX and JUUL growth and expansion through influencerbased marketing opportunities. The Influencer Marketing Intern will create and manage blogger, social media and celebrity influencer engagements. This includes research, design, implementation and execution of all components of the programming, communication, and tracking. This role requires a broad understanding of the full breadth of PAX Labs, Inc. products and target customers. This knowledge will be used to build and nurture appropriate relationships with key influencers in order to drive positive commentary and recommendations through wordofmouth and social media channels, etc. You will also work with supporting our assistant brand manager, ecommerce manager, and social media manager to ensure influencer experience is running smoothly and is being tracked and measured. This role reports to the Experiential Marketing Manager.

Figure 1. Invitations to JUUL Launch Party June 2015.

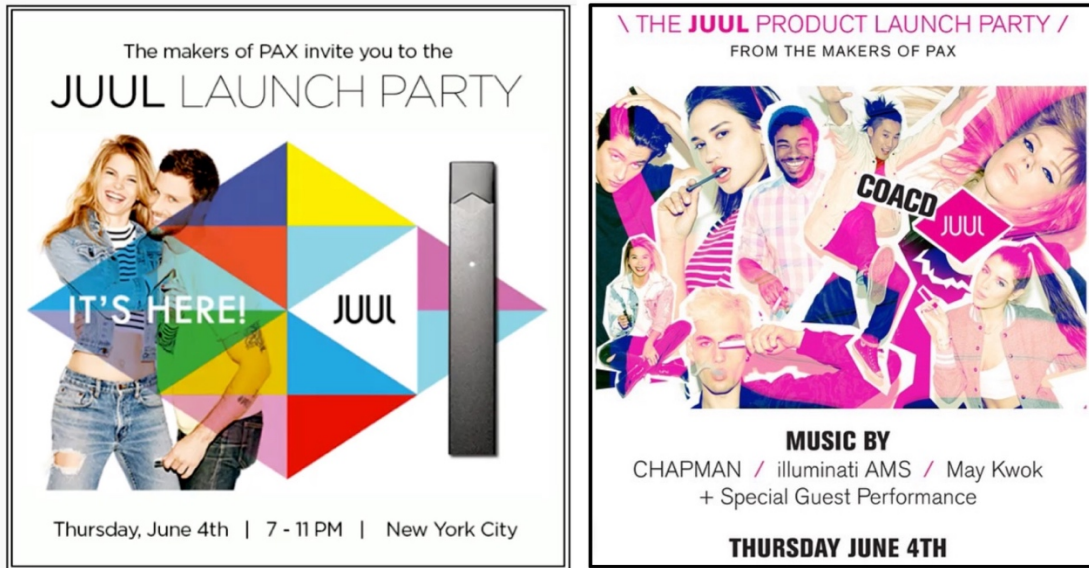


Figure 2. Photos from one of many JUUL Sampling events. This event was held September 4-6, 2015, in the San Bernardino, California at the Nocturnal Wonderland music festival. Note the numerous hashtags which distribute JUUL's promotion to a wide community including non-tobacco hashtags such as #style, #design, #electronics, #technology, #smart, and #gadget.

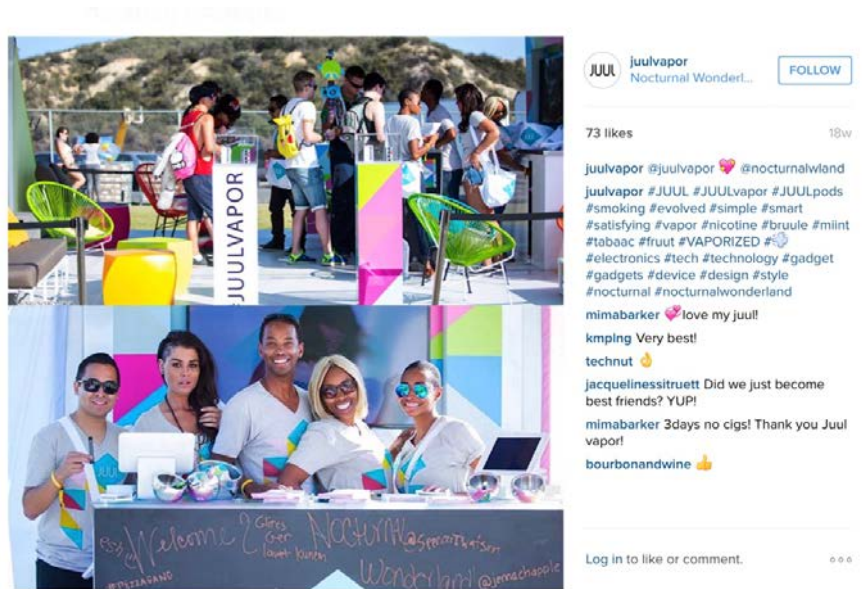
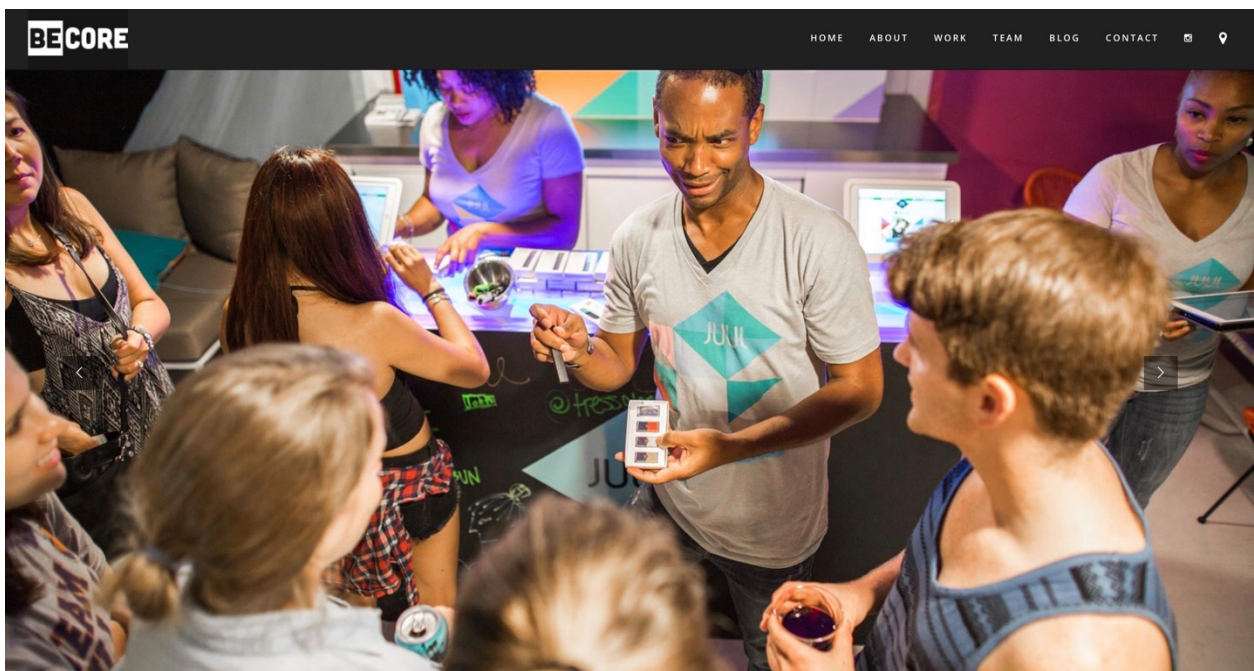


Figure 3. JUUL hired attractive young women to distribute its free products at sampling events such as this one in the Betsy Hotel, South Beach in Miami.



Figure 4. Distributing free samples at a JUUL event. The note at the bottom indicated that such events “exceeded the sampling goal of distributing 5000+ samples for each location.”



THE RESULTS:

On average, BeCore exceeded the sampling goals set by JUUL for each location (average number of samples/event distributed equals 5,000+).



JUUL

YOU'RE INVITED

Looking for a simple, satisfying alternative to cigarettes? Come experience JUUL.

\$1 TRIAL | OCT 13 & 14 | 4 - 8PM

OCT 14 **JUUL in NYC**
Public · Hosted by Iconic Magazines

★ Interested ...

🕒 2 Dates · Oct 13, 2017 - Oct 14, 2017 · EDT
Event ended about 12 months ago

📍 238 Lafayette St, New York, NY 10012-4002, United States [Show Map](#)

About Discussion

5 Interested
Share this event with your friends

Details

Ready to make the switch from cigarettes? @JUUL is coming to NYC and you can come experience the simply satisfying alternative for adult smokers!

Join us for the JUUL Demo Event on Friday, October 13th and Saturday, October 14th in-store at 238 Lafayette St New York, New York from 4-8pm, 21+ only. Sample each of JUUL's "Intensely Satisfying" flavors for only \$1 per taste! Juul

Figure 22. Invitation on JUUL’s website (October 2018) to recruit social media Influencers.

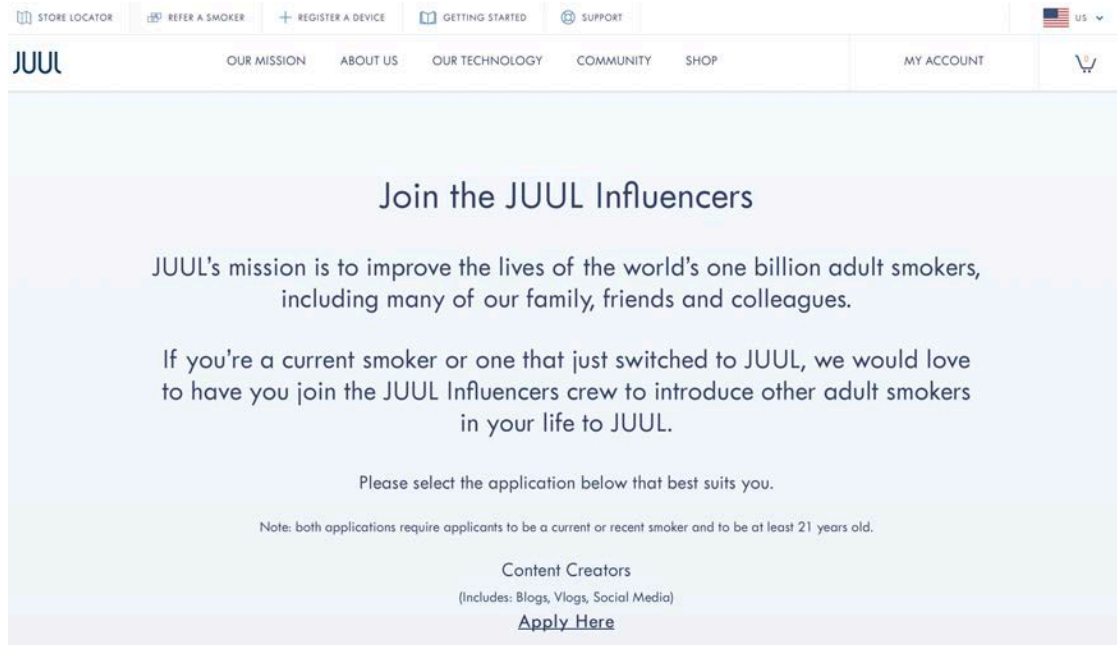


Figure 23. From JUUL website in November, 2018, JUUL “marketing spend” may refer only to spending external to the company. It may, or may not, include hired social media managers and influencers. Superimposing the number of social media postings on this curve would likely show a vast frequency during the time of little reported market spending. Because the company has deleted much of its social media history over its period of rapid growth, such a quantitative depiction is not possible.

Statement from Matt David, JUUL Labs Chief Communications Officer, Regarding the Press Conference Held by the Massachusetts Attorney General

We welcome the opportunity to work with the Massachusetts Attorney General because, we too, are committed to preventing underage use of JUUL. We utilize stringent online tools to block attempts by those under the age of 21 from purchasing our products, including unique ID match and age verification technology.

Furthermore, we have never marketed to anyone underage. In fact, we have done very little marketing relative to our growth:

JUUL Monthly Net Revenue and Marketing Spend Since Inception

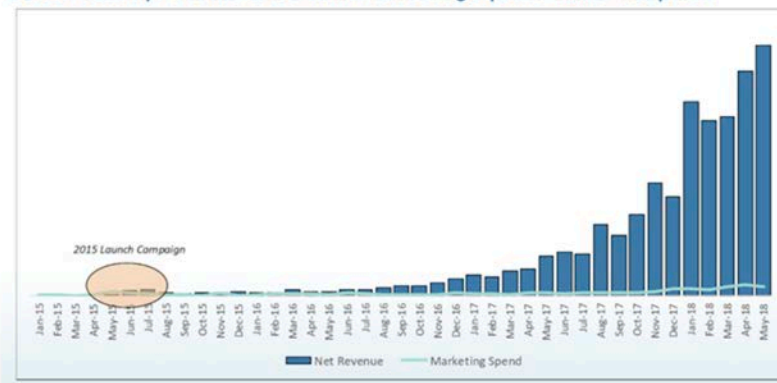


Figure 24. Application to Join JUUL Affiliates program (November 2018).

The screenshot shows the JUUL Affiliates program application page. At the top left is the JUUL logo. At the top right is a 'Sign in' button. The main content area features a background image of hands typing on a laptop keyboard. Overlaid on this image is a white text box with the following text:

Make more money from your traffic and audience!
We have partnered with Impact Radius to provide you with a market leading performance-advertising campaign. Performance advertising is simple; you receive large earnings for promoting high quality, unique products or services to your audience.

Below the image is a table with four columns:

Online Purchase 20%	Referral Period 30 days	Auto-Ship Subscription 10%	Referral Period 30 days
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At the bottom of the page, the text 'Complete Application' is displayed.

Figure 10. This 2018 advertisement is a JUUL promotion for mango pods, its most popular flavor. (“Love, Love, Love the Mango pods!!”)

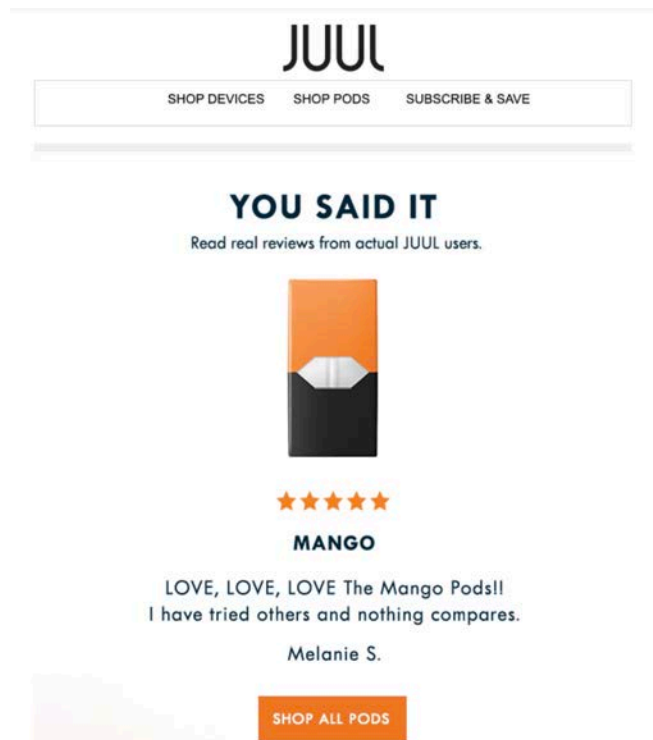


Figure 14. JUUL posted Katy Perry holding a JUUL at the Golden Globes in January 2016. Use of the image of a celebrity using the company’s product is an example of the style/identity theme.

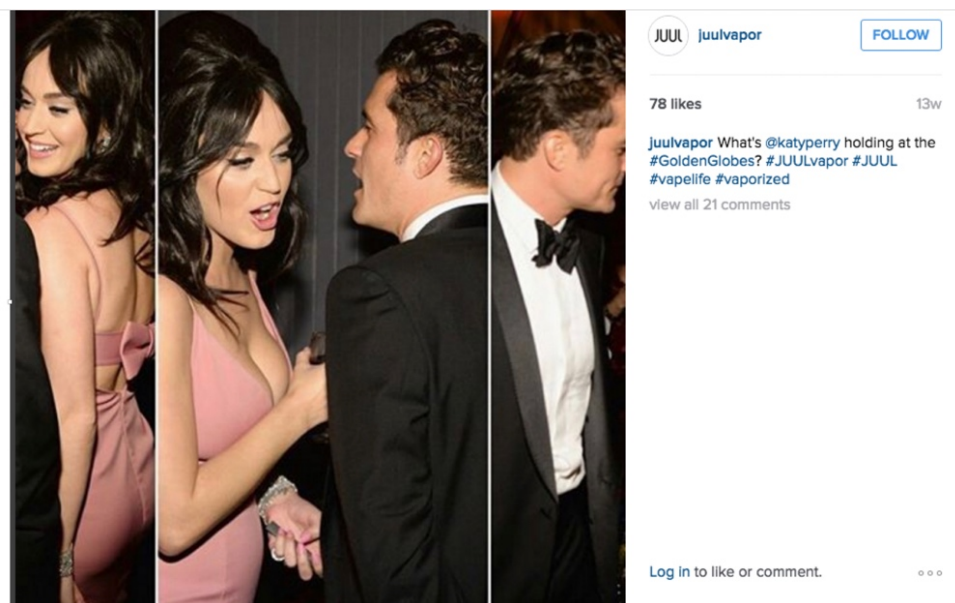


Figure 25. A sampling of community images from #juul. While JUUL halted its own Instagram posts in November 2018, a vast community, predominantly young people continue to post to #juul it created. As of January 21, 2019, #juul has 336,308 posts.



Figure 6. JUUL’s “Vaporized” launch campaign of 2015 displayed happy twenty something models in trendy dress often playfully posed. The JUUL device was often surrounded by brightly colored triangles which, in digital version, flashed through a vivid color rainbow.



Figure 7. JUUL 's color schema appears to emulate that of American Spirit cigarettes, a popular brand among American Youth.



Figure 27. Tobacco advertisements have long featured attractive young women in suggestive poses.



Figure 28. Similarities between a JUUL advertisement and the 2000 Camel “Pleasure to Burn” campaign. Tobacco products are promoted both as a way of relaxing and perking up, an example of elasticity of meaning.



Figure 29. Similarities between a JUUL advertisement and a 2002 advertisement typical of the “Newport Pleasure” campaign of 1973 – 2016. Playfully arranged groups of young people.



Figure 30. Similarities between a JUUL advertisement and a 1987 advertisement typical of the Virginia Slims “You’ve Come a Long Way Baby” campaign of 1968 – 1990.



Figure 31. Similarities between a JUUL “Smart” advertisement and a 1950s advertisement from a 1955 Parliament “Smart” advertisement. In both the term ‘smart’ conveys a message of health reassurance.



Figure 32. JUUL’s “smoking evolved” conveys a similar message of health reassurance to L&M’s “miracle tip.”



Figure 33. Tobacco advertisements often showed romantic couples mingling smoke. In this 1932 Lucky Strike advertisement the future groom exhales a set of wedding rings.



Figure 34. Tobacco marketers use myriad themes suggesting that their products foster success in romance.



Figure 35. Both the JUUL and Lark advertisement suggest giving the gift of a safer product to enhance a loved one's health.

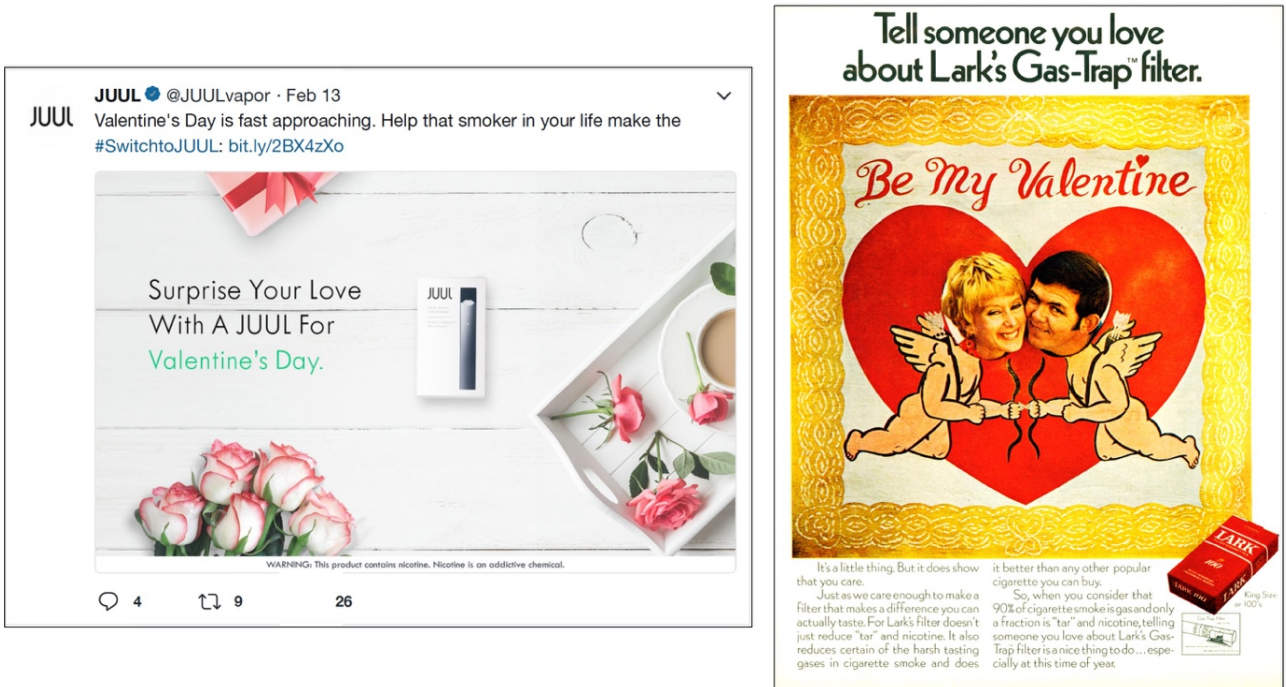


Figure 36. Similarities between a JUUL “Mother’s Day” advertisement and a 1950s advertisement from Chesterfield.



Figure 37. The slogan “Save room for JUUL” emulates the phrase of “Save room for dessert” reinforcing the notion that JUUL is a sweet treat (eg.Creme brulee).

