

What You Need to Know About Marketing the New JUUL Litigation

By Steve Nober



When you're marketing an emerging tort, you don't have the luxury of historical data and performance metrics to plan your marketing. You need the tools and know-how to launch a successful campaign.



In the highly competitive legal marketing landscape, attorneys and law firms have an interest in achieving the most efficient results from their marketing dollars. Law firms have so many different options, from traditional advertising via TV, radio, billboards, or print to digital platforms such as social media, SEM, and SEO. While there's no distinct recipe for finding the right media mix, tracking responses can provide you with valuable information you can use to optimize your media buying to bring you the most efficient results.

Before you have access to data you can use to make decisions about your campaigns, where do you start?

At the earliest stages of any campaign, start with demographic targeting.



Demographic Targeting: The First Step to Effective Marketing

To run campaigns with the maximum efficiency, you need to do what you can to direct your message in front of an audience that's most likely to convert. Buying media by reach and frequency and gross ratings points may get your message in front of a wide audience but it can be expensive, and you still may only get responses from a small percentage of the audience.

If you want your marketing dollars to work for you, you need to build a target group. Who is the most likely audience for your campaign? For JUUL, firms have been focused on two different groups for targeting. The primary target used is Parents of JUUL Users. A secondary target group is Young Adult JUUL Users, 18-24. The target demographic relates to case criteria for the tort.

Tools for Targeting

With your target demographic chosen, you need to analyze the target's likely consumer behaviors and media consumption habits, along with interests found digitally.

This will help you assess which platforms are most likely to reach your potential clients. Using tools such as Nielsen Scarborough will help you reach the highest volume of potential leads in the most cost-effective way. The closest match for Scarborough Qualitative Data for the Parents of JUUL Users demographic is adults, 35+, with children, 12-17. For the Young Adult JUUL Users demographic, the closest match for qualitative data on Scarborough is adults, 18-34.

Scarborough provides you with valuable insights on habits, characteristics, and likelihoods of consumers. You can evaluate consumer segments, including demographic statistics, media consumption, healthcare, lifestyle changes, and shopping. Applying this information, you can analyze consumer trends that can be turned into actionable data.

What Are They Watching?

Once you have defined your demographic targeting, with Nielsen's Scarborough Qualitative Data, you are able to find out where the targets have the highest target populations and indexes for watching particular TV networks and programming types. The index compares the target to a base, which is adults, 18+. Any index higher than 100 equates to the percentage higher than the base. For example, an index of 125 would mean that there is 25% more of that target in that category than in the base.

Parents of JUUL Users

For the parent target, Nielsen's Scarborough Qualitative Data shows the indexes for the target demographic to be highest for MTV2, VH1, MTV, Freeform and NBA TV. Additional networks that target higher than the index include TruTV, E!, ESPNews, and Oxygen.

The programming that best indexes for the Parents of JUUL Users target demographic includes reality-dating, reality-talent, reality-adventure, comedies, movies, sports, science fiction, food/cooking shows, and drama.

NATIONAL TV NETWORKS: PARENTS OF JUUL USERS**

Scarborough Research

PRIME Lingo--Profile Report

Market/Release: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)

Base: Total Adults 18+ Projected: 252,629,473 Respondents: 212,257

Target: Parents of children Aged 12 - 17

Projected: 44,135,772 Respondents: 27,192 Percent of Base: 17.5%

	Base Pop	Base %	Target Pop	Target %	Index
Base Total	252,629,473	100.0%	44,135,772	100.0%	100
Cable networks/stations watched past 7 days					
A&E	48,691,705	19.3%	8,634,593	19.6%	102
FX	39,319,099	15.6%	6,963,248	15.8%	101
AMC	36,755,930	14.5%	6,504,865	14.7%	101
Syfy	29,594,412	11.7%	5,270,476	11.9%	102
Comedy Central	27,308,528	10.8%	5,110,475	11.6%	107
MTV	19,921,388	7.9%	4,430,154	10.0%	127
TLC (The Learning Channel)	21,364,069	8.5%	4,075,864	9.2%	109
Freeform	17,979,969	7.1%	3,947,221	8.9%	126
Bravo	19,360,230	7.7%	3,816,669	8.6%	113
NFL Network	19,201,437	7.6%	3,649,216	8.3%	108
BET	16,055,423	6.4%	3,461,648	7.8%	123
VH1	14,076,565	5.6%	3,246,849	7.4%	132
E!	14,822,631	5.9%	2,944,179	6.7%	114
TruTV	14,780,326	5.9%	2,938,397	6.7%	114
LMN (Lifetime Movie Network)	15,353,191	6.1%	2,804,785	6.4%	105
Oxygen	14,455,032	5.7%	2,788,342	6.3%	110
ESPNews	8,352,403	3.3%	1,711,001	3.9%	117
MTV2	6,424,976	2.5%	1,671,327	3.8%	149
ESPNU	8,808,655	3.5%	1,617,305	3.7%	105
NBA TV	6,968,681	2.8%	1,536,523	3.5%	126

We used this report to see where the target of Parents of children aged 12-17 has the highest target populations and indexes for watching certain tv networks.

*Source: Nielsen's Scarborough Qualitative Data

**The index compares the target to the base. The base is Adults 18+ only. Anything above 100 (120 for example) means that there is 20% more of the target in that category than the base. Target is Parents of children aged 12-17.

Young Adult JUUL Users

Based on Nielsen's Scarborough Qualitative Data for the target of adults 18-34 who have used electronic cigarettes, the highest indexed networks were MTV2, Adult Swim, MTV, and Comedy Central. Additional networks that index high include Freeform, TruTV, FX, and AMC.

For the Young Adult JUUL Users target, the highest indexing programming includes reality-dating, science fiction, late night talk, comedies, reality-adventure, reality-talent, court shows, and movies.

NATIONAL TV NETWORKS: YOUNG ADULT JUUL USERS **

Scarborough Research

PRIME Lingo-Profile Report

Market/Release: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)

Base: Total Adults 18+ Projected: 252,629,473 Respondents: 212,257

Target: Adults 18 - 34 who used Electronic cigarettes

Projected: 4,702,370 Respondents: 3,054 Percent of Base: 1.9%

	Base Pop	Base %	Target Pop	Target %	Index
Base Total	252,629,473	100.0%	4,702,370	100.0%	100
TV programs - type typically watch					
Comedies	136,532,829	54.0%	3,673,550	78.1%	145
Movies	155,190,240	61.4%	3,401,842	72.3%	118
Mystery/suspense/crime	92,673,056	36.7%	1,962,703	42.2%	115
Dramas	92,271,471	36.5%	1,794,079	38.2%	104
Food/cooking shows	80,122,850	31.7%	1,614,193	34.3%	108
Science fiction	53,427,674	21.1%	1,609,245	34.2%	162
Game shows	61,563,652	24.4%	1,311,929	27.9%	114
Reality - adventure	39,981,244	15.8%	1,036,880	22.1%	139
Late night talk	30,030,194	11.9%	831,065	17.7%	149
Court shows	35,328,774	14.0%	798,064	17.0%	121
Reality - talent	29,907,160	11.8%	736,435	15.7%	132
Reality - dating	15,675,379	6.2%	621,038	13.2%	213

We used this report to see where the target of Adults 18 - 34 who used Electronic cigarettes has the highest target populations and indexes for watching certain tv programming

We cannot pull for Adults 18-24, so we used Scarborough's closest demographic match, Adults 18-34, for qualitative data

*Source: Nielsen's Scarborough Qualitative Data

**The index compares the target to the base. The base is Adults 18+ only. Anything above 100 (120 for example) means that there is 20% more of the target in that category than the base. Target is Adults 18 - 34 who used Electronic cigarettes

Digital Advertising & Social Media

Digital Targeting

Digital advertising, including social media, can play an important part of a JUUL campaign. Digital platforms allow you to get increasingly granular with targeting, based on not only demographics but interests and behaviors.

The targets for national digital advertising can include:

- **Soccer Moms:** Women, 35+ who live in the United States, who are parents of teenagers, 13-17 or of adult children, 18-26, AND who match interest in soccer mom, parenting, parent teacher association AND match interest in electronic cigarettes, cigarettes, smoking, vapor, or tobacco AND lawsuit
- **Parents:** Adults, 35+, who live in the United States, who are parents of teenagers, 13-17 or adult children, 18-26 AND match interest in electronic cigarettes, cigarettes, smoking, vapor or tobacco
- **Young Adult Users:** Young adults, 18-24, who live in the United States and match interest in electronic cigarettes, cigarettes, smoking, vapor or tobacco

The geography for targeting is national, local, and hyperlocal by young adult communities to focus on young adult JUUL users. Research suggests suburban neighborhoods, both in designated market areas and nationally.

Digital advertising provides you with the ability to filter by interests. In this case, the interests of the target demographics center on vaping culture or community, addiction resources, treatment centers, and litigations.

Social Media Strategy

The objective of social media is to drive awareness about the litigation, as well as to elicit call and lead volume among the target audience. Lead generation campaigns can be used to drive immediate phone calls and form fills. Traffic conversion campaigns can be used to drive traffic to landing pages, which can further qualify the leads, and retargeting campaigns should also be used to drive conversion.

Top DMAs Per Capita for Unique Calls

Although the JUUL litigation is in its earliest stages, Consumer Attorney Marketing Group has response data from our current campaigns. We analyze response data in markets based on population.

The top ten DMAs for unique calls include:

1. Jackson, Mississippi
2. Albany, Georgia
3. Des Moines, Iowa
4. Jackson, Tennessee
5. Wilmington, North Carolina
6. New Orleans, Louisiana
7. Bluefield-Beckley-Oak Hill, West Virginia
8. Waco-Temple-Bryan, Texas
9. Sioux Falls-Mitchell, South Dakota
10. Johnstown-Altoona, Pennsylvania

If you are considering JUUL litigation, Consumer Attorney Marketing Group can provide you with valuable information. Contact us to access our most recent CAMG webinar, The Truth About JUUL, presented by Beasley Allen's Andy Birchfield & Joseph VanZandt and Bradley D. Honnold of Goza & Honnold, leadership in the litigation. We are happy to share our 2019 JUUL Marketing Data & Analysis Reference Guide, as well as the Q & A from the webinar and to answer any questions you may have on marketing JUUL litigation.

Contact CAMG at (800) 600-CAMG or visit our website at www.camginc.com.

