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PUBLIC RELATIONS PLAN - blu E-Cigarettes

Situation Analysis: The use of e-cigarettes has quickly become one of the most popular alternatives to traditional cigarettes, especially within the young adult market. However, a rise in popularity amongst minors has prompted the FDA to launch an attack against e-cigarette companies, demanding that manufacturers keep their products out of the hands of teenagers. Additionally, rising concerns about the health effects and lack of existing research have led consumers to be more suspicious of the industry as a whole.

PR Campaign Objective: To educate consumers on the ins and outs of vaping to help people make informed decisions about whether the e-cigarette lifestyle is right for them, with the hope of encouraging more consumers to try the products.

Target Audiences:
1. 18-24 market (21+ only) [young professionals looking to stay on-trend]
2. 25-34 market
3. 35-44 market [existing/previous cigarette smokers looking for an alternative]

S.M.A.R.T Goals:
Within the next 12 months…
- Raise *my*blu vape sales by 15%
- Raise sales of non-nicotine flavor options by 15%
- Gain 4,000 subscribers on Youtube to bring total number to >10k
- Gain 2,000 Twitter followers to bring total number to >25k

PR Strategy:
Education- Producing entertaining yet informative content that gives the consumer valuable knowledge to help guide their decision making
Engagement- Reaching out to real *blu* users to understand what made them choose *blu* and how it's impacted their lifestyle

Tactics:
- Video series to be shared across social media platforms covering various topics surrounding blue e-cigarettes including, but not limited to:
  - Testimonials from Celebrities/Influencers on why blu e-cigs work for their lifestyle
  - The Anatomy of an E-Cigarette (explains the technology)
  - What's In an E-Cigarette (explains flavorings to nicotine content)
- #whyiblu encouraging people to share their blu/vaping experiences (positive)
- Publicly sponsoring research that helps to define the health benefits/risks involved in using e-cigarettes, *blu* makes a pledge of transparency