
From: [REDACTED]@pax.com>
To: [REDACTED]
CC: Team MKTG
Sent: 8/4/2015 5:52:44 PM
Subject: Re: MAY 2015 MARKETING UPDATES

Hi Loren,

Sure is! We're revamping the format and adding some updates. Next one to go out is TBD since P2 International and JUUL initiatives are taking priority right now, but will keep you posted.

On Tue, Aug 4, 2015 at 5:37 PM, [REDACTED]@pax.com> wrote:
Hi guys,

Is this still a thing?

We love seeing these, thanks for taking the time to do them!

LEC

On May 28, 2015, at 7:01 AM, Team MKTG <mktg@pax.com> wrote:

[View this email in your browser](#)

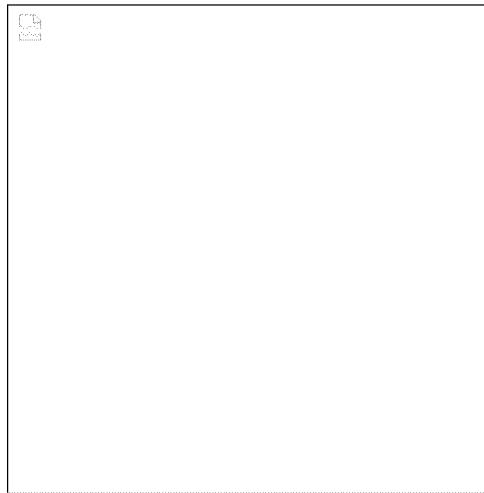
Hey Team Sales!

Use this Monthly Marketing Update as your guide to sharing PLI News to your retail customers. If you have questions, please reach out to us.

Happy scrolling!



A WORD FROM THE JUUL BRAND MAN



It's been a while since we last spoke and a lot has changed... aside from my Jobs-inspired wardrobe of black turtlenecks and sneakers. I want to share some info about JUUL launch by answering a couple questions I know you have.

WHAT'S COMING UP IN THE NEXT 30 DAYS?

THIS WEEK | Asset Templates Library Available for Retail Customers

JUNE 1 | e-Commerce Site Launch

JUNE 4 | NYC Press Party

JUNE 5-6 | 1ST Event Sampling Weekend (NYC)

MID-JUNE | Stock Assets Arrive @ DCL for JBPs

HOW ARE WE SUPPORTING OUR RETAILERS DURING LAUNCH?

The big three in Q2/Q3 are stock POS, templated POS and in-store sampling.

#1 STOCK POS

Includes 80K Takeaway Card Decks, 20K Posters, 22K Clings and 15K Change Mats, are currently in

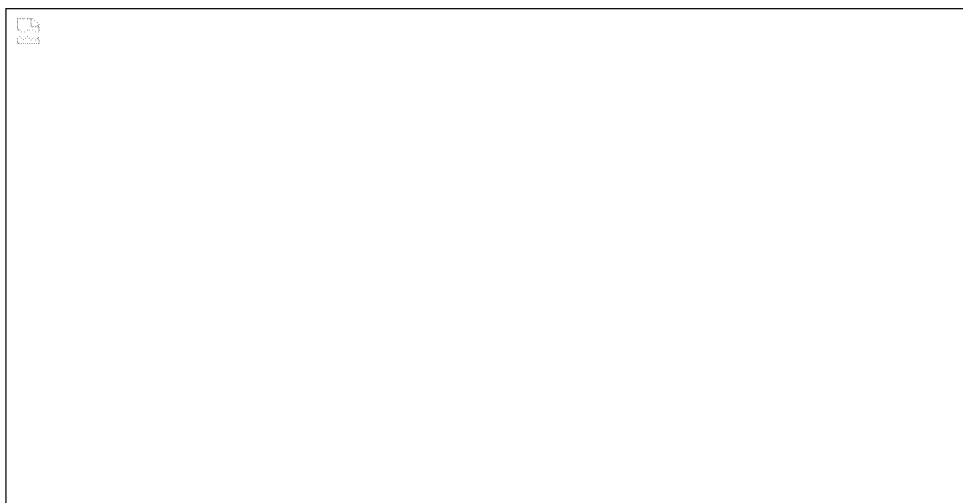
production to fulfill pillar account JBP needs, as well as field and independents.

#2 TEMPLATIZED POS

The library has over a dozen art file templates that will soon be available to share with retailers who want to use our designs to create their own POS, this week we'll get together to talk through processes for accessing them.

#3 IN-STORE SAMPLING

Marty, Kate and team have been hard at work organizing the summer sampling route for thousands of stores, including an awesome sampling app that will educate retailers, age-gate consumers, and train promo staff. It looks like this:



WHY ARE WE MARKETING IN NYC & LA AT LAUNCH?

We need to build awareness and credibility through media and influencers.

For the next three months we're advertising, meeting press, sampling at events and connecting with influencers in NYC and LA. These are two of the most trend-setting cities in the US – their sources of media and press have the power of national amplification, making them perfect locations for us to drive awareness quickly, efficiently and with early credibility. Focusing our launch campaigns there is an excellent way for us to get in front of the rest of the country - from big celebrities to the patrons of our retail shops. Speaking of, big shout out to **Joe Gladstone and team** for their initiative in securing influential vape shops in both cities!

Lastly - **awesome job to everyone** in securing our many, many customers at launch and to those behind the scenes working the logistics that make the JUUL trade marketing machine go. It's a pleasure to work with you guys - more to come!

INSIDE FIELD MARKETING

INFLUENCER PROGRAMMING | JUUL

Word of Mouth Marketing has been identified as the most valuable form of marketing — the one that consumers trust above all others and the one that is most likely to drive sales.

We've targeted 1,500 current smokers turned JUUL influencers to spread the word. These influencers have strong networks in fashion, music and entertainment - many of whom have incredibly strong presences in social media with millions of followers.

STRATEGY & CONSUMER REACH

Sampling through influencer markets, The Container Tour will get JUUL into the hands of over 12,500 influencer subsequently introducing JUUL to over 1.5M people.

UPCOMING EVENTS | JUUL CONTAINER TOUR

All sampling events are open to the public, so please feel free to tell any of your contacts and accounts to stop by!

SAMPLING EVENT DATES

JUNE 4 | JUUL Launch Event NYC @ Jack Studios

JUNE 5 & 6 | Marquee NYC

JUNE 13-14 | Governor's Beach Club EDM Concert

JUNE 16 | Inside Hook on the Hudson @ Piers Maritime Center

JUNE 18 | Prop Master Party (LA) @ Eclipse Worldwide*

JUNE 18 | The Overnight Premier Party (NYC)*

JUNE 19 | Rooftop Films with SPIN media NYC + Afterparty

JUNE 27 | Beer Field USA / Beer festival & Rock Concert

JUNE 28 | NYC Pride (@ March + Dance on the Pier)

JUNE 30 | Prop Master Party (NY) @ The Henley*

**No container*

HAVE QUESTIONS ABOUT EVENTS OR INFLUENCER PROGRAMMING?

Contact [Kate](#).

THE SCOOP ON DIGITAL & PRESS

SOSH + JUUL | UPCOMING CAMPAIGNS

#JUUL

#VAPORIZED

Promoting JUUL sampling tour

The JUUL launch is coming up quick! Launch month will be all about building awareness across the social ecosystem, including featuring influencers at our launch party, promotion of our sampling tour, product features, and engaging and empowering our early adopter fans.

SOSH + JUUL | LAUNCH MONTH

JUUL social media pages launched. Check out JUUL on [Facebook!](#)



WHAT MORE INFORMATION?

Contact [Lee](#) for questions about anything social media.

EMAIL UPDATES | JUUL

NEW SUBSCRIBERS TO DATE: 1,000

KEY INITIATIVES: Promote signup as it provides strong incentives for customers to signup for the Auto-Ship program, upcoming events, social media engagement and provides much needed brand awareness.

WHAT MORE INFORMATION?

Contact [Spencer](#) for questions about email or [Raf](#) for questions on eCommerce.

JUUL | LAUNCH PRESS

We will continue aggressive media outreach to continue to achieve coverage from now until the official JUUL launch date in June. Key JUUL launch placements included [Wired](#), [TechCrunch](#), [The Verge](#) and [Supercompressor](#).

Stay tuned for Men's Health, Gizmodo, Trendhunter and more in the weeks to come!

"A FUNDAMENTALLY DIFFERENT, COMPELLING ALTERNATIVE TO TRADITIONAL CIGARETTES"

- [Vape News Magazine](#)

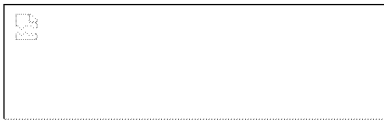
"MAY FINALLY MOTIVATE MASS NUMBERS OF SMOKERS TO QUIT COMBUSTIBLES"

- [Vapor Voice Magazine](#)

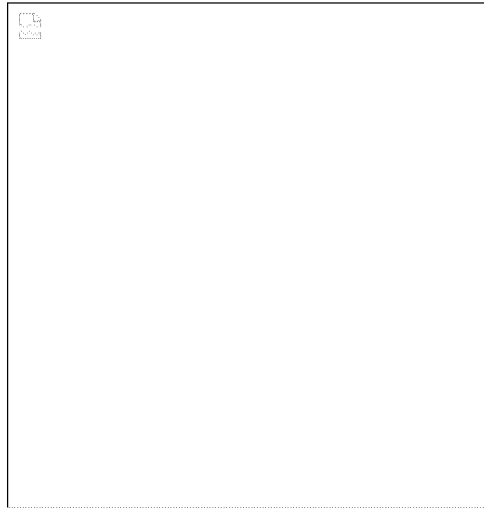
"COMBINES A CRISP AESTHETIC WITH PAX'S EXPECTED INTELLIGENT DESIGN"

- [TechCo](#)

As well as Vaporizers Reviewed, ECigIntelligence, Tobacco Journal, Brand Channel, TMA and more.



A SHORT UPDATE FROM PAX'S BAE



WE DID IT!

PAX 2 launched officially across all channels in April to rave reviews. We'll continue to support the four key pillars of our go to market strategy: maintain + support our core consumers, expand retail channels, dominate digital opportunities and maximize PR.

IN THE PIPELINE FOR THE NEXT FEW MONTHS...

#1 SUPPORTING OUR RETAILER PARTNERS

We're making adjustments to improve our pitch and activation kits. You'll see new consumer support takeaway cards so that our head shop customer can get in touch with our CS team seamlessly. We're also providing new retailer support cards that have CS phone numbers and support emails so that retailers can contact us with ease. The goal is to equip the Sales Department with the tools they need to sell-in and support our new and long-term retailers, so please keep us posted if you have ideas on what else we might include!

#2 DISPENSARY PARTNER PROGRAMMING

We're also working with our local SF Sales team to create a program specific to a dispensary partner with the hopes that we'll be able to scale these relationships. Stay tuned for an event with SPARC (July) and new creative (July) to make PAX more present and available in the dispensary world. This is a great first step in an increasingly appealing channel.

#3 DIGITAL MEDIA STRATEGY + COLLABORATIONS

Our digital media strategy contains two core components: brand-building and conversion. To position PAX as a mainstream, hot accessory, we've bought editorial, display, and mobile ad space on sites like VICE, Pitchfork, SPIN, and The Onion. Conversions come directly from our re-targeting and prospecting partner, Quantcast. Our goal is to establish awareness to increase demand across all channels. By keeping our online Store Locator up to date, we are making sure that all of our consumers can buy PAX and PAX accessories on-demand from their nearest authorized retailer.

In the pipeline, be prepared for a cool collaboration with The Onion (video!) and we'll also be experimenting with a cannabis-only ad server to increase awareness for our core and dispensary customers. This will be focused spend in cannabis-legal states.

#4 LIFESTYLE + COLLABORATIONS

We have seen success with the Odin collaboration and over the next few months we'll be replicating this model in Los Angeles, Chicago, Miami, and New York. The goal is to position the PAX 2 brand next to high-end lifestyle retailers, in an effort to open up the landscape for more mass distribution in this channel in 2016.

#5 PRESS

PR has been insane – every review, from [Tech Crunch](#) to the [Vape Wizard](#) has been overwhelmingly positive. We continue to push strategy on maintaining great coverage. You'll notice some of our long-term initiatives are intended to sustain compelling coverage.

#6 PAX + MUSIC

We're going to be sponsoring music festivals this summer (details to come!), and there is a possibility we'll be live-selling the product onsite. When it comes to events, the goal is to activate in places that our consumers already are, and do something that sets us apart from any other sponsors. We also use these opportunities to gift key influencers and then capitalize on the PR that these events generate.

#7 NEW, SEASONAL SKUs

We are also launching four new mouthpiece colors in August, which will be available for a limited time and online only. This is our first foray into this so we are doing a small run in order to iron out our process. We'll be coming up with similar programs for retail partners.

#8 PAX INTERNATIONAL

Our international planning is up and underway, and cross-functionally there are a lot of boxes to check to ensure that we're launching in the most sustainable way possible. We plan to launch in the UK in August and Germany soon thereafter.

Thanks to YOU for making the PAX 2 launch such a success! We know you've all been working hard to get PAX 2 on the shelves so that our most loyal customers can get after it.

In PAX we trust.

As always, please reach out to me if you have questions, ideas or suggestions!

Contact [Lauryn](#).

PAX EVENTS & SOSH

APRIL PAX RECAP | EVENTS

EVENT DETAILS

3,000 attendees in 3 days across 4 celebrity-studded parties. View photos from PAXchella [here!](#)

AMY SCHUMER SEASON 3 PREMIER PARTY

300 people enjoyed a PAX branded photo booth, 30+ comedians, celebrities and Comedy Central execs enjoyed an Amy Schumer Branded PAX, booze, beats and the first episode of the new season.

Check out behind the scenes photos
on [Facebook!](#)

[Babe Walker](#) social media takeover for Inside Amy Schumer drove 88K total impressions on Twitter.



CLOSED SESSIONS

[#ArtMusicPAX](#) event was a huge success!

Exclusive and intimate, 500 attendees sampled

PAX 2 and previewed new PAX-inspired art with Chicago's most influential musicians, artists and socialites.

UPCOMING SOSH | CAMPAIGNS

#PAXlife MUSIC

Musically-inclined fans will submit songs dedicated to the #PAXlife. Songs will be shared on our Soundcloud page and promoted on social. At the end of our submission period, our favorites will receive a PAX 2.

PAXterpiece THEATRE & #PAX STORIES

Fans will submit stories of their favorite times with PAX, and the best ones will be published on our blog and promoted on social as PAXterpiece theatre. Our favorites will receive a PAX 2!

WHAT MORE INFORMATION?

Contact [Lee](#) for questions about anything social media.

EMAIL UPDATES | PAX 2

AVG. # OF NEW SUBSCRIBERS PER MONTH: 2,000

KEY INITIATIVES: Encouraging audience to signup for our newsletter ultimately leads to more revenue by providing users with product updates, event news, promos and more.

PAX IN THE PRESS | UPDATES

In the last month, we had two big outreaches with the media – JUUL announcement and 4/20 same day delivery. Key JUUL launch placements included [Wired](#), [TechCrunch](#), [The Verge](#) and [Supercompressor](#).

Key 4/20 PAX placements included [Engadget](#), [Fast Company](#), [GQ](#) and [Racked](#).

"ITS COMBINATION OF EASE-OF-USE, PORTABILITY, IMPRESSIVE BATTERY LIFE AND VAPOR QUALITY MAKE IT WELL WORTH CHECKING OUT...SMALLER, LIGHTER AND MORE POWERFUL"

- [Engadget](#)

"ON THE SHOW, THEIR CHARACTERS, ALSO NAMED ABBI AND ILANA, SMOKE OR VAPE USING A TRENDY PAX VAPORIZER IN THE SAME WAY THE SEX AND THE CITY CHARACTERS SIPPED BRIGHTLY COLORED COCKTAILS. THAT IS TO SAY: CONSTANTLY."

- Fast Company

"VAPE FROM THE FUTURE"

- GQ Magazine

"WITTY, SLEEK, AND DOWNRIGHT LUXURIOUS"

- Racked

"THE ORIGINAL SET THE BAR FOR WHAT A PREMIUM VAPORIZER SHOULD LOOK LIKE AND HOW IT SHOULD OPERATE. SPEAKING FROM EXPERIENCE, THE PAX 2 RAISES THAT BAR. IT'S ARGUABLY ONE OF THE BEST LOOKING VAPORIZERS ON THE MARKET WITH ITS BRUSHED METAL SHELL & MINIMALISTIC DESIGN."

- For Homme

"THE ROLLS ROYCE OF THE SMALL HANDHELD VAPES"

- Hempista

AND... The Daily Show & CNN!

INSIDE TRADE MARKETING

PAX TRADE | RETAILER ACTIVATION KITS

We're revamping the way our retail partners are receiving POS and in-store assets.



FULL ACTIVATION KIT INCLUDES

- PO Thank You Card with Kit Details
- Authorized Retailer Poster (1)
- Authorized Retailer Cling (2)
- Available Now Poster (1)
- Pro Tips Table Tent (1)
- Consumer Takeaway Cards 50/pk (1)
- Takeaway Card Holder (1)
- Retailer Support Card with CS Contact Information
- Customer Support Takeaway Cards with CS Contact Information 20/pk (1)
- Tape Kit (1)

Each of you will be receiving 50 boxed Retailer Activation Kits and the remaining being bulk order components. These will begin shipping the first week of June.

SALES SUPPORT | PITCH KITS

In mid-June, we will begin shipping PAX 2 Sales Pitch Kits to your home. These pitch kits are

branded folders loaded with your sell sheets. Each of you will receive 50 pitch kits per month. If you'd like more in between months or freeze your monthly order, please contact [Kelly M.](#) for additional bulk order shipments.

MERCHANDISING | PAX 2

Hang tight! We're working feverishly at HQ to solution a structured trade program that will offer premium merchandising and POS selection for our retail partners based on their monthly sell through. These tiers are being designed to incentivize our retail partners to increase their IOQ on initial P.O.'s in order to qualify for specific merchandising landscape and support.

HAVE QUESTIONS ABOUT TRADE MARKETING?

Contact [Nicole](#).

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 | Trade Marketing Manager

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