

E-CIGARETTE ADVERTISING ON THE RADIO, 2015 - 2019

Presenter: Lena Jewler, MHS

Background

E-cigarette use in the USA has increased over the last decade. While radio ads for cigarettes and some other tobacco products are banned, there are no radio advertising restrictions for e-cigarettes. This study reports English language radio e-cigarette advertising expenditures between 2015-2019.

Methods

- E-cigarette radio advertisement expenditure data was purchased from Numerator, a market intelligence firm.
- For each ad, data collected included run date, ad spend, advertiser, market, and radio program type.

Results

- Ad occurrences and total spending generally increased over time, both peaking in 2019 with 361,836 ad occurrences (73.7% of total occurrences) and \$31.3 million in expenditures (60.4% of total spending).
- Average ad spend per occurrence decreased over time, from \$267/occurrence in 2015 to \$87/occurrence in 2019.
- Juul had the highest total ad spend of all advertisers (\$36.8 million, 71.2% of spend), followed by Vuse, and Logic.

E-cigarette radio advertising, largely driven by JUUL, Vuse, and Blu, increased substantially in 2018 & 2019 both in terms of ad occurrence counts and total advertising expenditures.



Image source:
www.nicestuff.co.uk/acatalog/Steepletone-BRIGHTON-Retro-Radio---Orange-BRIGHTON_OR.html

www.globaltobaccocontrol.org

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Conflict of Interest Disclosure: No potential conflicts of interest to report

Additional Results

- 491,272 total ad occurrences:
2015: 10,481 (2.1%)
2016: 10,703 (2.2%)
2017: 4,116 (0.8%)
2018: 104,136 (21.2%)
2019: 361,836 (73.7%)
- \$51.8 million total spend:
2015: \$2.8 million (5.4%)
2016: \$1.8 million (3.6%)
2017: \$0.8 million (1.5%)
2018: \$15.0 million (29.1%)
2019: \$31.3 million (60.4%)
- 15 total advertisers; top 3:
Juul: \$36.8 million (71.2%)
Vuse: \$6.3 million (12.1%)
Logic: \$4.6 million (9.0%)
- 31 total markets; top 3:
New York: \$7.6 million (14.8%)
Houston: \$4.0 million (7.7%)
Dallas Ft. Worth: \$3.5 million (6.7%)
- 12 program types; top 3:
News/Talk: \$15.1 million (29.2%)
Contemporary: \$8.9 million (17.1%)
Rock: \$7.6 million (14.7%)

Limitations: Numerator may not capture all e-cigarette radio ads, and excludes satellite and digital ads.

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