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.

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.

Acknowledgements: This work is supported by the Food and Drug Administration, Department of Health and Human Services, under a cooperative agreement with the Johns Hopkins-Center for Excellence in Regulatory Science and Innovation (PI: Alexander); project title “Understanding How Flavors and Nicotine are Used Electronic Nicotine Delivery Systems Advertising” (PI: Kennedy). This information is not a formal dissemination of information by FDA and does not represent Agency position or policy.

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