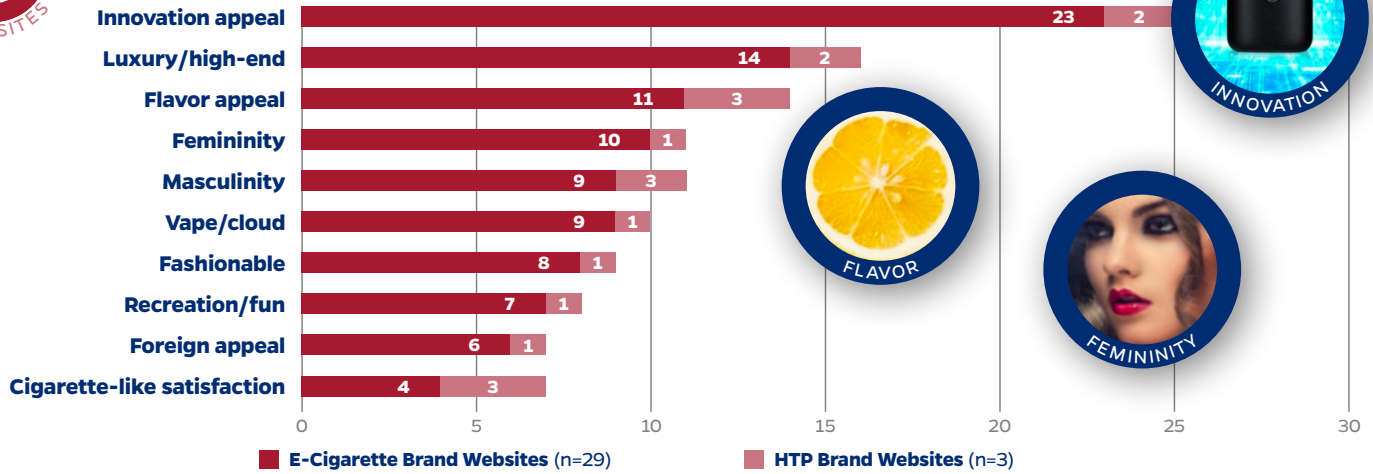


Advertising Appeals

29
OF 32 SITES

The top advertising appeals on brand websites were **innovation appeals, luxury/high-end, flavor appeal, femininity, masculinity, and vape/cloud**.



Messages

28
OF 32 SITES

The top three messages on brand websites were claims of **responsible marketing or self-regulation** (81%: 19 e-cigarette; 3 HTP), **claims of reduced health risks** (47%: 12 e-cigarette; 3 HTP), and **claims of product safety** (41%: 11 e-cigarette; 2 HTP) including the following examples:

[Brand] has **always** been **strictly abiding...**
SELF-REGULATION CLAIM
ON E-CIGARETTE BRAND SITE

The **groundbreaking** independent oil tank and independent battery compartment design **ensures the safety of use.**
PRODUCT SAFETY CLAIM ON E-CIGARETTE BRAND SITE

Effectively controls the **health risks** of smoking.
REDUCED HEALTH RISK CLAIM
ON HTP BRAND SITE

Promotion and Engagement Strategies

25
OF 32 SITES

The most common promotion and engagement strategies observed on brand websites were extensions of the brand's web presence via **social media accounts** (59%: 16 e-cigarette; 3 HTP), **events** (19%: 16 e-cigarette; 0 HTP), or **product authentication** (16%: 4 e-cigarette; 1 HTP), the option to enter a product's serial number or scan its barcode to verify its authenticity or counterfeitness.

Flavor descriptors

7
OF 32 SITES

The most prevalent flavor descriptors were **fruit** (22%: 6 e-cigarette; 1 HTP), **mint/menthol** (19%: 5 e-cigarette; 1 HTP), **concept descriptors*** (19%: 5 e-cigarette, 1 HTP), **coffee/tea** (13%: 3 e-cigarette; 1 HTP), and **other non-alcoholic beverages** (13%: 4 e-cigarette; 0 HTP).

*Terms that imply some type of flavor/sensation/taste/aroma that awaits the consumer, such as "Ice Spring" (mint).