

CXcircle

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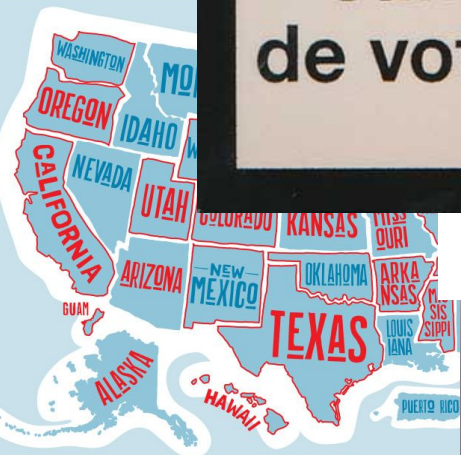
Matt Hanwell
Head of CRO
**British American
Tobacco**



**The Times They
Are A-Changin**



Tobacco 21



Federal Tobacco 21 is in effect. State and local...

Wave 1
Oct-Dec

Wave 2
Mar-May

Fume
gravem
santé
de votre

Brailion, A., Mereau, A. S., & Dubois, G. (2012). Tobacco control policy in France: from war to compromise and collaboration. [Original study]. *Tobacco Control and Public Health in Eastern Europe*, 2(2), 59-66. doi:10.6084/m9.figshare.95873

Tobacco control policy in France: from war to compromise and collaboration

Alain Brailion, Ann

BACKGROUND: ...
control policy co
policy-sensitive
of tobacco contr
METHODS: Publi

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ровой войны. В

2012, Vol.2, No.2| Tobacco

EU Rules on Tobacco Products

BEFORE | **AFTER**

CIGARETTES AND ROLL-YOUR-OWN TOBACCO (RYO)

 30-35% tar warning	 BRAND tar warning	 tar warning picture BRAND	 65% picture and tar warning
 slim pack and soft case	 RYO tar warning	 65% tar warning and picture of lungs	 Member States taking additional measures: PLACE PROHIBITIONS

ELECTRONIC CIGARETTES (CONTAINING NICOTINE)

 ?	 no tar/nicotine warning or no tar/nicotine	 tar free	 max 1.1mg tar per cigarette equivalent	 max 0.1mg/ml nicotine	 information by manufacturer
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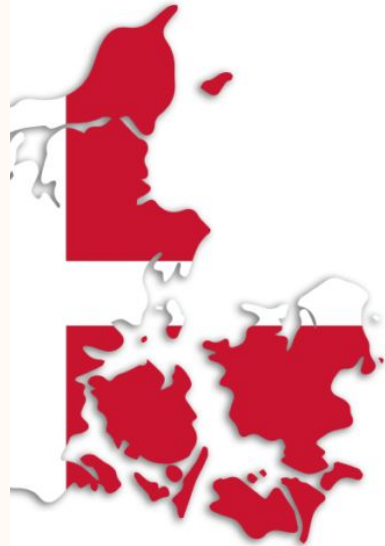
COMBATTING ILLICIT TRADE

Traceability Tracking and testing system with unique identifier 	Security features Built-in:
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Public Health
England

R THE

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CHEMNOVATIC

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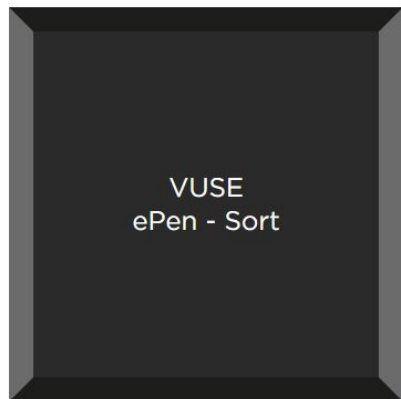
ay ban

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is 15

2016: Standard
packs

Display ban g
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Standards





VUSE
ePen - Sort

ePen - Sort

kr. 50,00

FARVE Sort



VUSE
ePen - Sølv

ePen - Sølv

kr. 50,00

FARVE Sølv





**“We like to think we’re
the one and only!?”**

You are NOT in control

So control the controllable

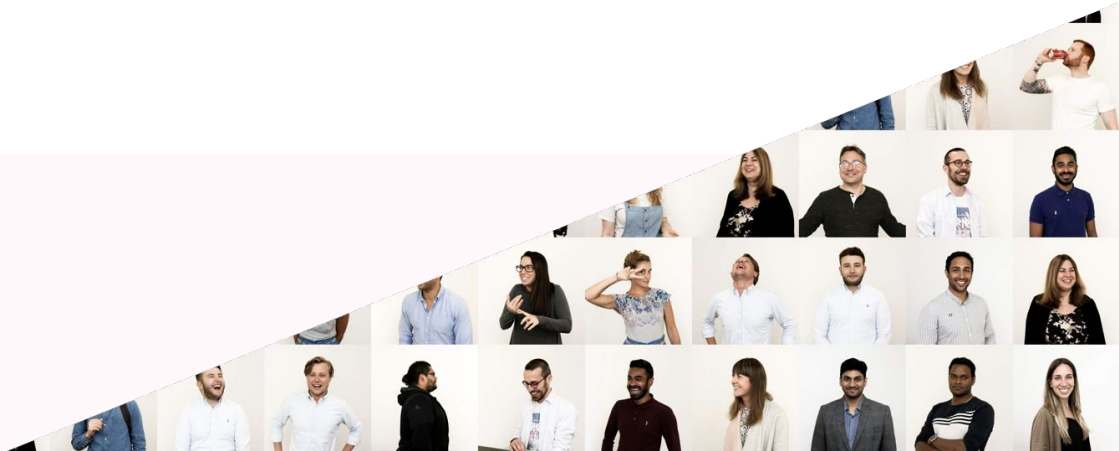
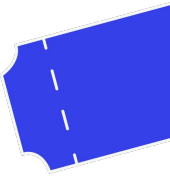
1. Help the Customer
2. Don't give up
3. Be honest



REO

Help the Customer

1

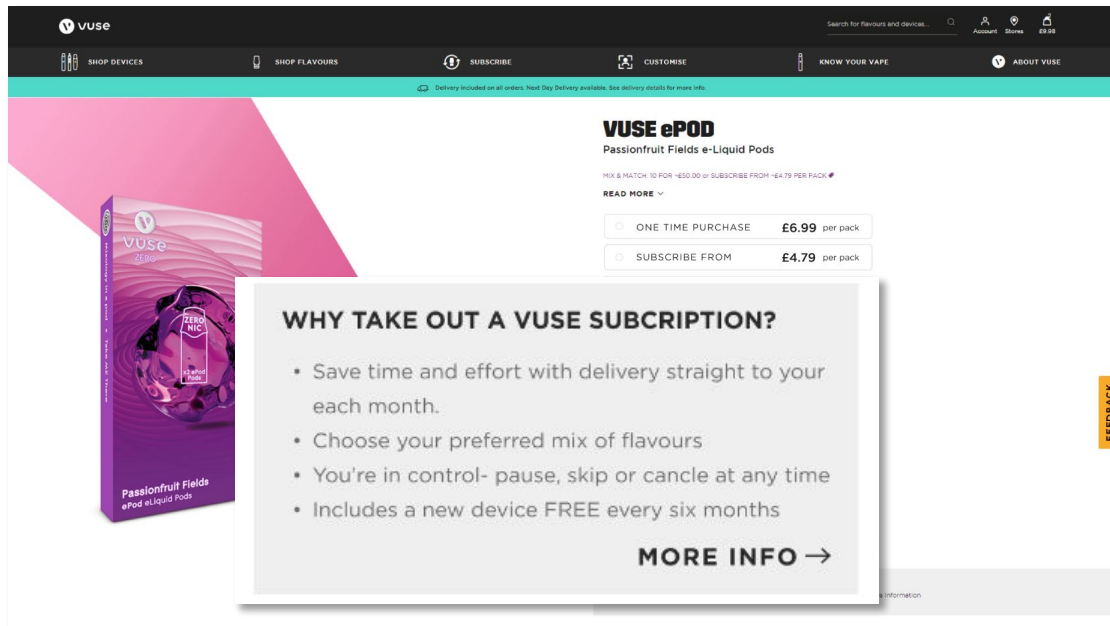


Consideration

You provide the right information, the evaluation is never yours.

Decision

You create the option for conversion, the decision is never yours.



VUSE

Search for flavours and devices...

Account Store £9.99

SHOP DEVICES SHOP FLAVOURS SUBSCRIBE CUSTOMISE KNOW YOUR VAPE ABOUT VUSE

Delivery included on all orders. Next Day Delivery available. See delivery details for more info.

VUSE ePOD
Passionfruit Fields e-Liquid Pods

MIX & MATCH 10 FOR £50.00 or SUBSCRIBE FROM £4.79 PER PACK

READ MORE

<input type="radio"/> ONE TIME PURCHASE	£6.99 per pack
<input type="radio"/> SUBSCRIBE FROM	£4.79 per pack

WHY TAKE OUT A VUSE SUBSCRIPTION?

- Save time and effort with delivery straight to your each month.
- Choose your preferred mix of flavours
- You're in control- pause, skip or cancel at any time
- Includes a new device FREE every six months

MORE INFO →

FEEDBACK

Whose recommending your recommended Products?

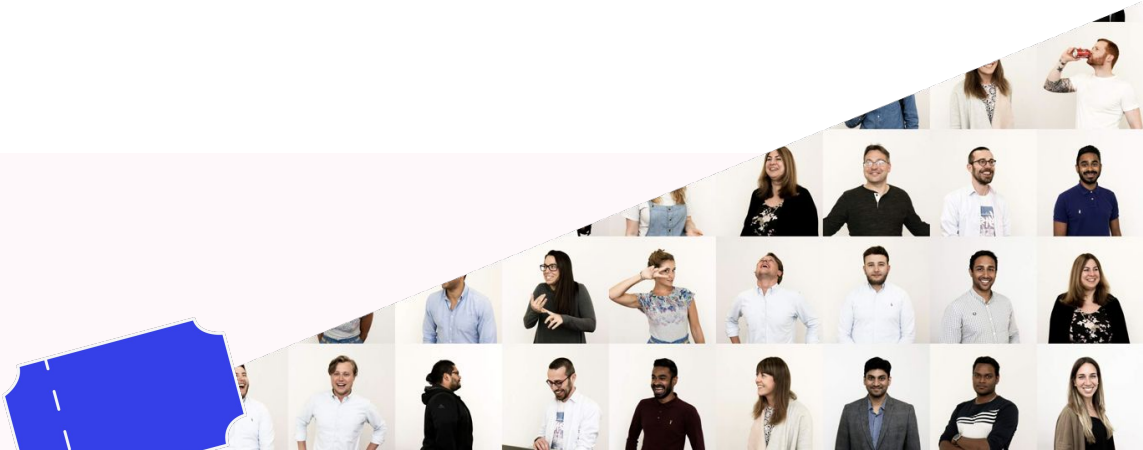
I recommend it's not your finance team!

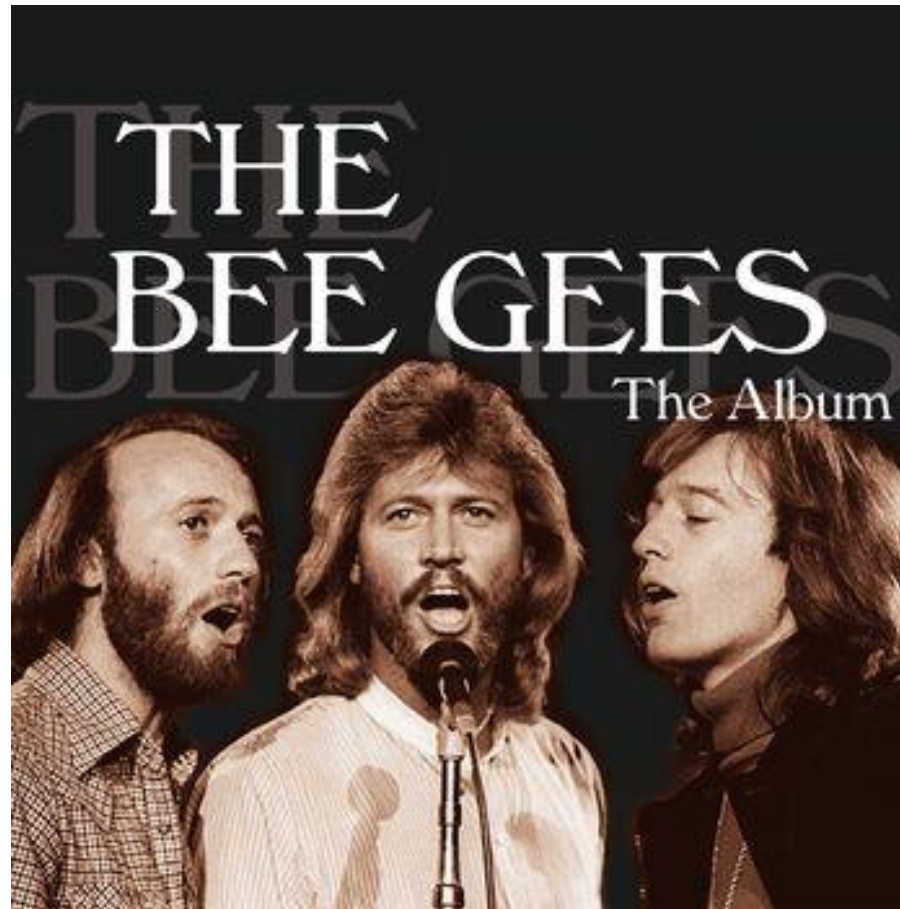
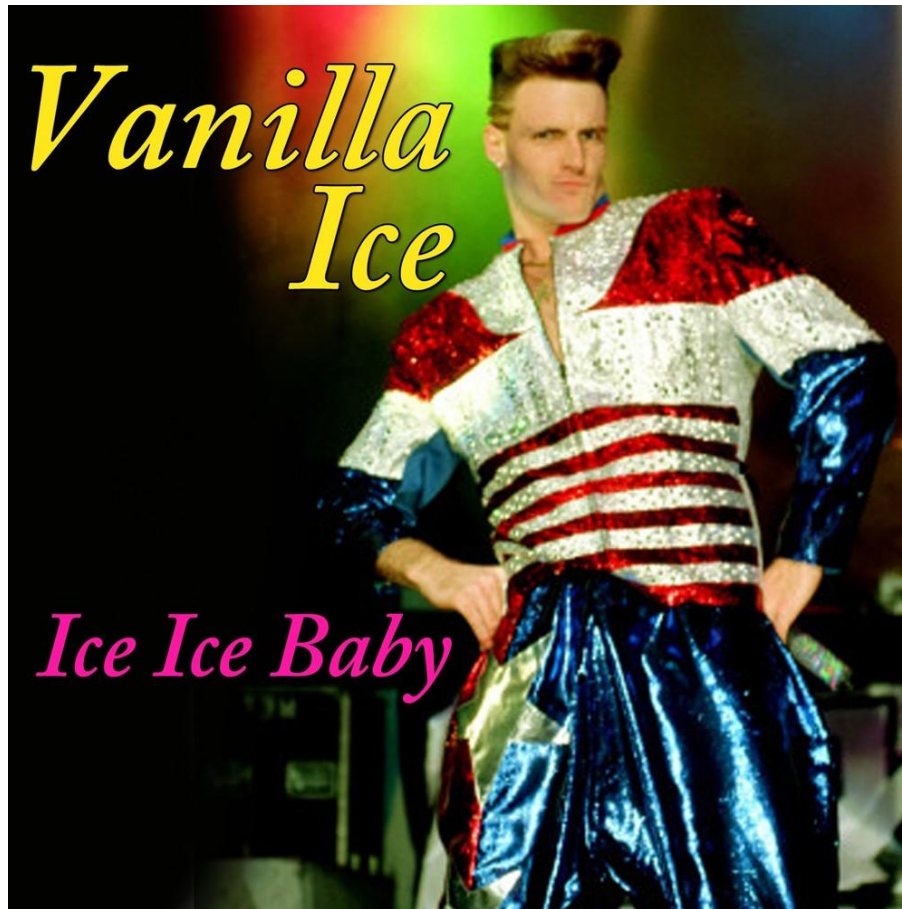


Don't give up



2.







1. Goals

Sustained **TENACITY**





Sustained **TENACITY**

1. Goals
2. Love





Sustained **TENACITY**

1. Goals
2. Love
3. Longevity



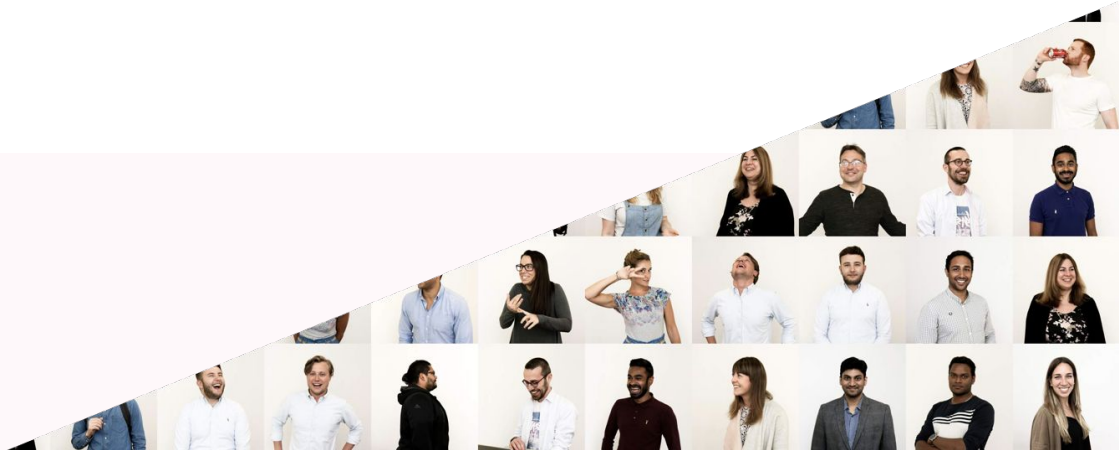


Be Honest

It's not offline!



3.







1. Be prepared to lose
(ideally early)

Be
HONEST





Be **HONEST**

1. Be prepared to lose
(ideally early)
2. Be transparent





Be **HONEST**

1. Be prepared to lose
(ideally early)
2. Be transparent
3. Strong opinions,
loosely held!



You are nothing without your customers

- 1 Recognise right now you don't make the decisions**

- 2 Help the customer, don't play games**

- 3 Don't give up, leave a legacy**

- 4 Honesty doesn't have to be a lonely word**



THANK YOU.