



# UNDERSTANDING THE E-VAPOUR CATEGORY



## TOP TIPS FROM BLU

- 1 Be visible** You can still display, advertise and promote vaping products in store. Countertop units are a great way to drive visibility in store or, if space is limited, an impactful back wall display will do wonders to showcase your whole range
- 2 Be knowledgeable** Make your store a destination outlet for vapers by being knowledgeable on the category and different products available. blu has a range of education leaflets to help offer advice for retailers so don't hesitate to contact your Imperial Tobacco rep for further information
- 3 Stay stocked up** Make sure you're always fully stocked with at least two or three of the top brands. If you don't have a product in stock, customers may go elsewhere and not return. Stock at least one Open System branded range and one close system brand.
- 4 Don't forget about clearomisers** They are a great way to upsell and drive additional sales and margin. Consumers should change their clearomiser after every two bottles of e-liquid, or with every change of flavour or brand to maximise their vaping experience
- 5 Stock a variety of flavours** Flavour is one of several significant product appeal factors that influences the willingness of smokers to try vaping products, so stock up on a range on a variety of flavours. The blu e-liquids range also includes 1.6%, 0.8% and 0.0% nicotine levels to meet a range of vapers needs

blu.com

blu® e-cigarettes **18+** CONTAINS NICOTINE

©2017 Fontem. 18+ only. Contains nicotine a highly addictive substance. Not a cessation product.

Fontem Ventures recommends that retailers obtain their own independent legal advice as regards the implementation of the EUTPD, and while Fontem Ventures is able to offer some guidance, the guidance is not binding and should not detract retailers from obtaining their own legal advice. For trade purposes only. Not for distribution.

1 Source: Nielsen value sales 52wks to 15.07.17 2 Source: Nielsen 52wks to 15.07.17 3 Source: blu Global Brand Tracker (July 2016) 4 Source: ASH 2016 5 Based on blu audit 6 Source: Fontem commissioned research 2017