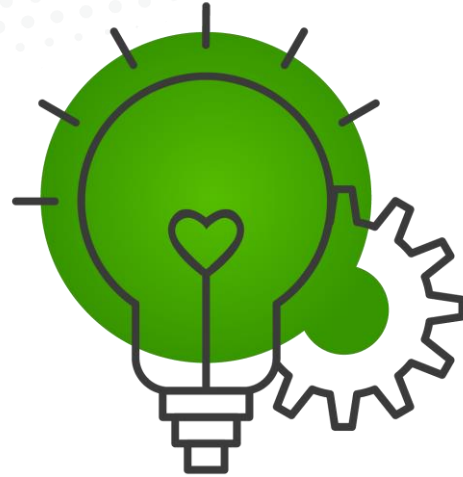


Women talk 9.7x more about packaging, but men just want to look cool:

How text analysis reveals what your choice of vape says about you...

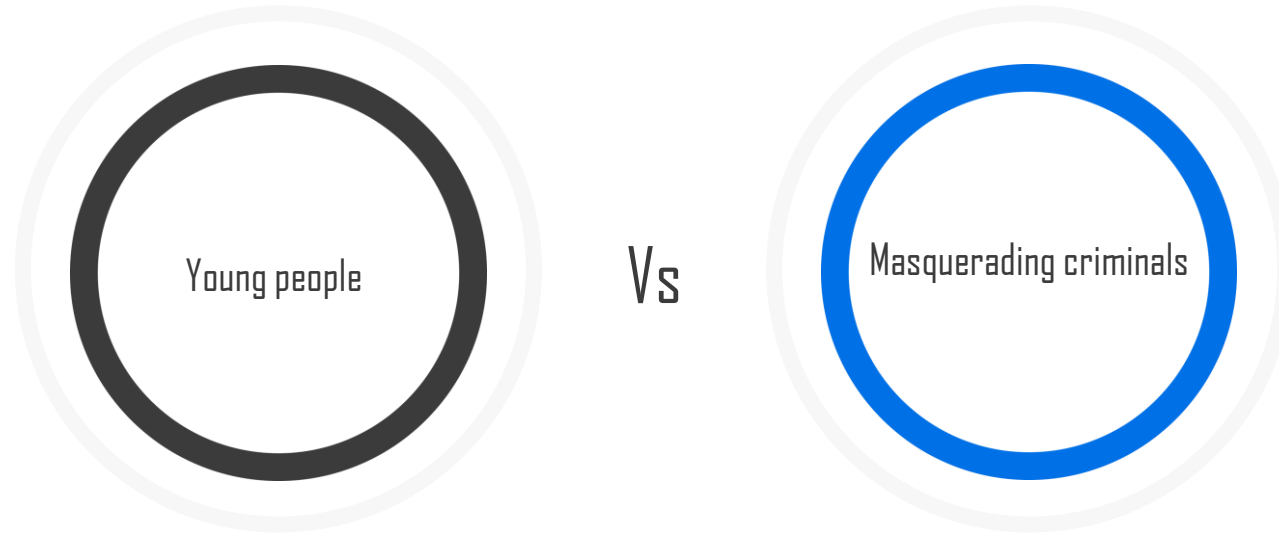
James Cuthbertson  
CRO Relative Insight



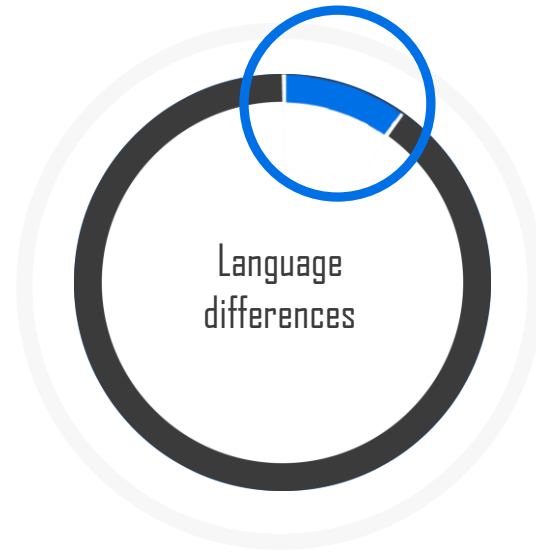


**Relative Insight helps you analyse  
and visualise your text data**

# Originally designed to protect children online, our tool compared online conversations



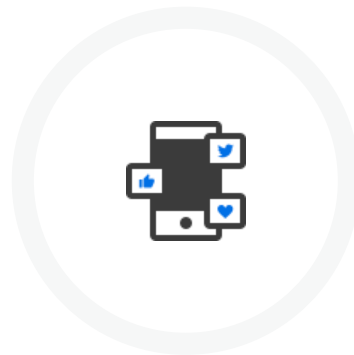
Through identifying differences, our tool could see where someone wasn't a 14-year-old girl, but was a 40-year-old man



# We help brands and agencies use that comparative methodology to get more value from four types of text data



Surveys



Social Listening



Online Reviews



CS Transcripts



**Historically, open-ends  
a mess**

**have been seen as  
of unstructured data**

## Why a survey on vaping?



One common habit that unites  
disparate populations



A controversial and growing  
sector



One simple choice with  
multiple facets that reveals  
consumer behaviors



One lens to help brands &  
agencies learn more about  
different tribes of consumers

ran a survey, and split the data

responses

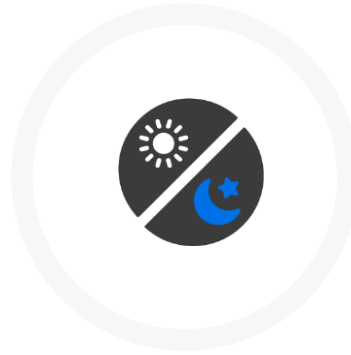
based on vari



Device type



Brand



Frequency



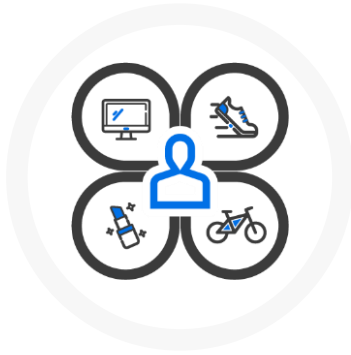
Age



Gender



But crucially we asked lots of open-ended questions to understand why...



**Lifestyle choices**



**Motivations**



**Demographic profiling**

# Methodology

## Vape specific questions

- Brand name
- Vaping habits
- What do you like about vaping?

## Lifestyle questions

- What are your hobbies and interests?
- What's your dream weekend?
- How do you define yourself?
- Tell us about what matters most to you

## SO, what does your choice of vape reveal about you?



Health Healers



Tinker Tailors



Conscious Curators

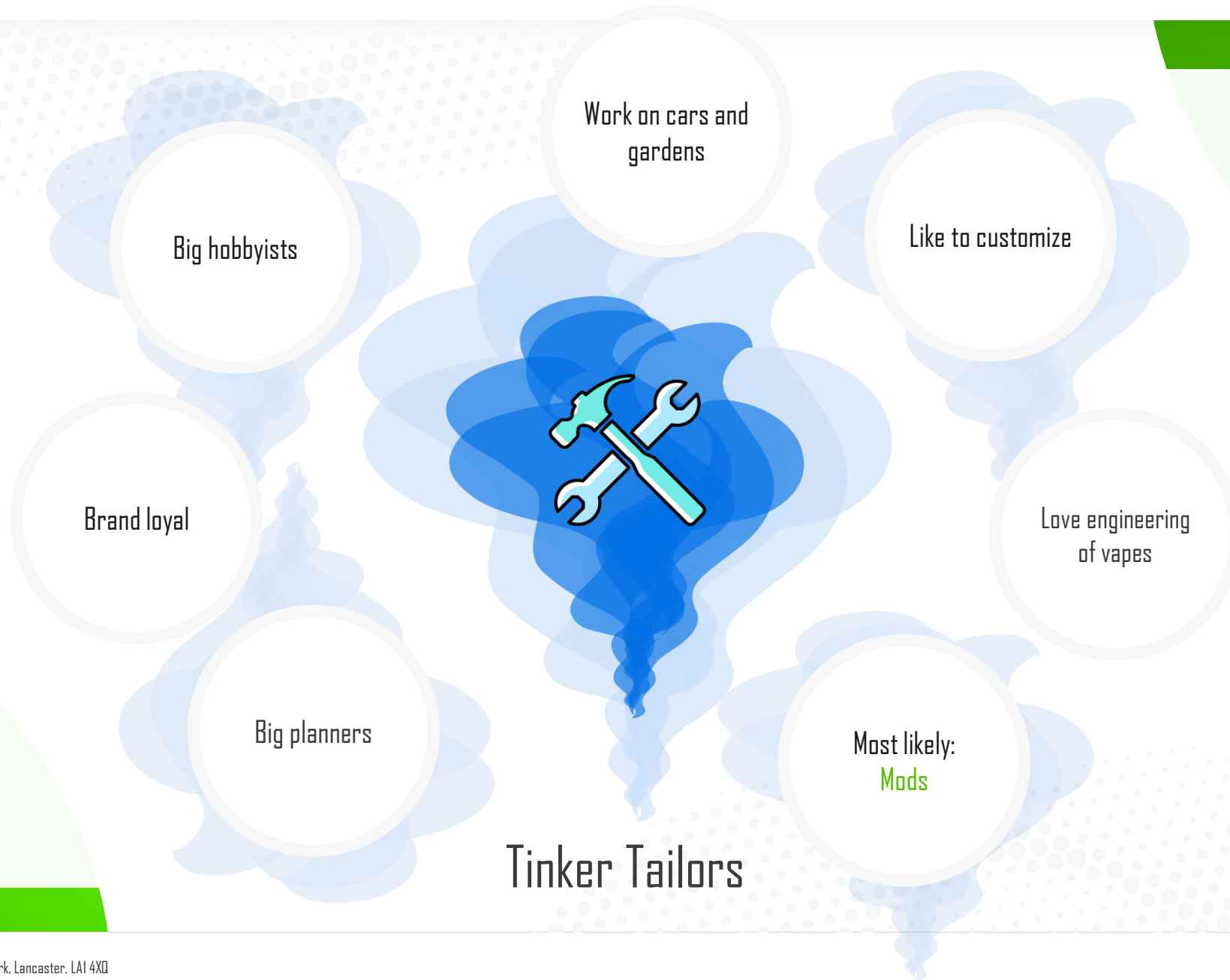


Mercurial Magpies



Flavor Finders







## Conscious Curators

Love packaging

Convenience

Spontaneous

Looking for the  
next new thing

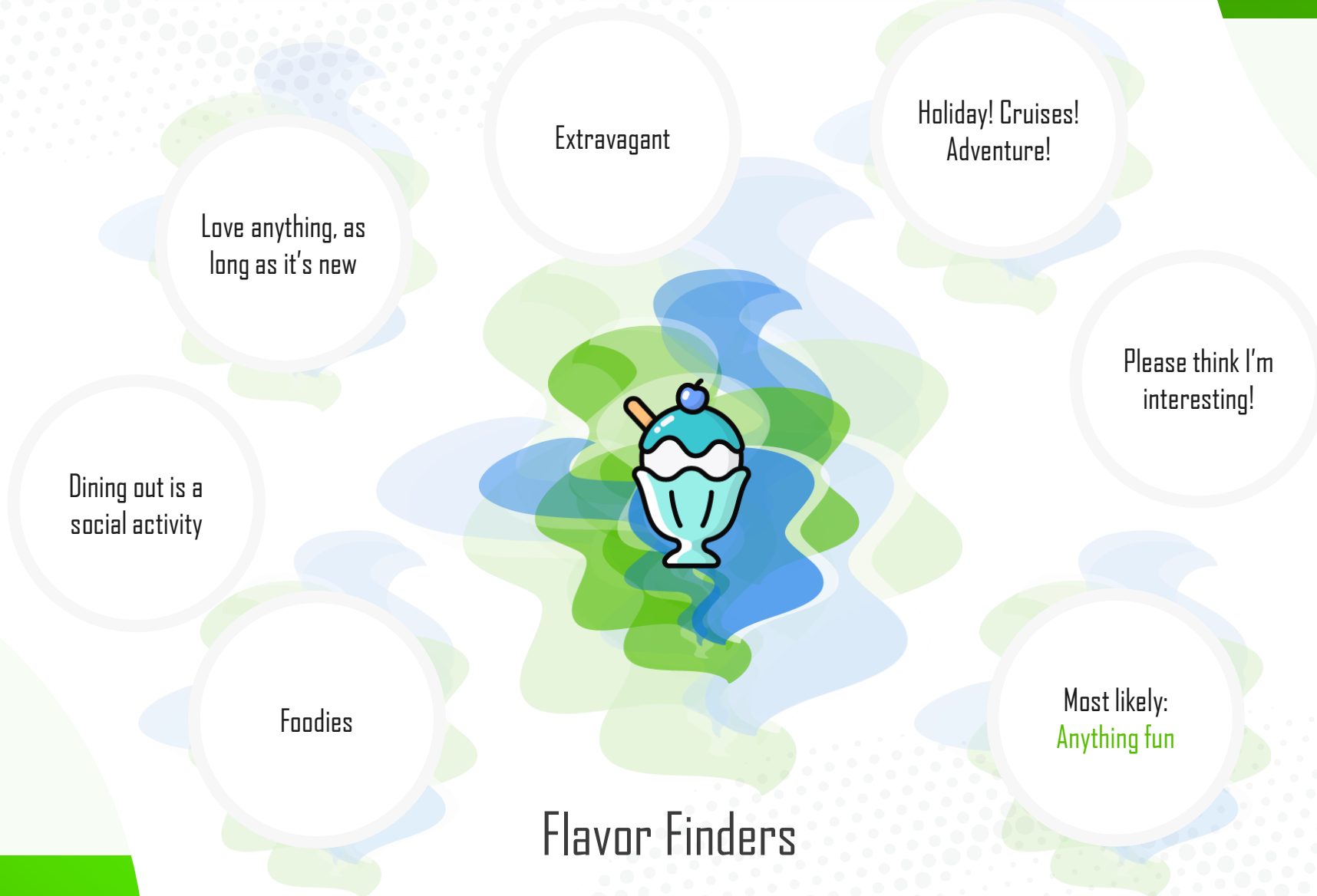
"Not a vaper"

Shiny & new

Most likely:  
Disposable



## Mercurial Magpies



## Flavor Finders



## Insight into action: creating tribes



**Segment survey responses (demographic, firmographic, psychographic, and text responses) in as many ways as possible.**

**The more splits you do, the richer the insights into target audiences you'll get...**

## Vape devices



Cigalikes



Mods



Vape Pens / Pods



Disposables

## Vape devices

### Cigalikes



- Active pursuits (5.2x)  
*"Hiking and swimming because it's one of the best exercises to do, so I try to do it multiple times per year."*
- Part of routine (Infinite)
- Multitasking (Infinite)  
*"My hobbies are to vape and run at the same time and swim vaping it at the same time. I like to multitask while vaping."*

### Mods



- Reliable (7.0x)
- Want to be in control (5.3x)  
*"It's a flexible device, offering easy airflow control that can switch between MTL and RDTL vaping."*
- Gadgets nature (3.5x)
- Customizable (42.1x)  
*"I use low wattage to save power, coils and liquid."*

## Vape devices

### Vape Pens / Pods



- Unwinding and relaxing (2.3x)  
*"It relaxes me and helps me switch off."*
- Sleek designs (Infinite)
- Easily carried and stored (1.7x)  
*"The packaging for the vape pen is very small and the pen fits right in your pocket."*
- As a social prop (3.0x)  
*"It satisfies my cravings for real cigarettes. I enjoy the social aspect of it."*

### Disposables



- Physical and mental health (4.8x)  
*"Much healthier and better for my mental and physical health than smoking actual cigs."*
- Color and flavor (Infinite and 1.6x)
- Pricing and value for money (10.1x)  
*"It's a reasonable price and easy to use and comes in many interesting and fun flavors."*
- "Trendy" (Infinite)  
*"I feel a bit naughty but also kind of trendy."*

## Vape brands



- Smell (3.7x)
- Taste (6.8x)  
*"It's small, easy to conceal, no smell and tastes great."*
- Durability (35.2x)  
*"Vuse tastes good and lasts the longest and I can charge it in my USB charger."*

### SMOK®

- Reliability (7.0x)
- Trustworthiness (Infinite)  
*"I usually just stick with Smok vapes. They are the best and trustworthy in my experience."*

### JUUL

- Fun (3.8x)
- "The buzz" (Infinite)  
*"Juul I love its quality and its buzz."*



### ELFBAR

- Colorful (8.8x)
- Variety of flavors (2.6x)  
*"Elf Bars are small and come in colorful packages with a plethora of flavors."*

### aspire

- The liquid (7.1x)
- Short / medium term health risks (56.5x)  
*"Less harmful than smoking cigarettes in the short and medium term."*

## Gender

### Women

- **Not smelling of cigarettes (Infinite)**

*"It helped me to stop smoking cigarettes and has none of the horrid smell or cigarette butts."*

- **Packaging, color and aesthetics (9.6x)**

*"It comes in a white box with a charger in one side and the device in the other which is a gorgeous red color."*



### Men

- ***It makes me look cool (2.7x)***

*"I feel better and look cool."*

*"I look like a free man, and I think I look very cool."*



# Insights into action: devices

1

## **Nicotine replacements**

Portray physical activity, use imagery of people walking/hiking while vaping, use active words/language in messaging.

## **Mod devices**

Emphasize the customizable elements of the device.

## **Vape pens**

Use imagery of people in social settings using devices. Ensure any tailoring for models in images is sharp.

## **Disposables**

Use close-up photos and emphasize the colours of disposable devices. Be descriptive in messaging surrounding flavours.

## Insights into action: brands

2

### **Vuse**

Talk about the product's durability and how many vapes they can get out of it.

### **Smok**

Messaging should highlight that it's a reliable, 'trusted' brand.

### **Juul**

Branding and messaging should adopt a 'fun' tone.

### **Elf Bar**

Any imagery and messaging should highlight the 'variety' of colours and flavours.

### **Blu**

Messaging should be around relaxation and de-stressing. Explain why Blu helps people chill.



## Insights into action: gender

3

### Women

Talk about the lack of smell, or pleasant smell, of vapes. Pair with stylish accessories in any imagery.

### Men

Emphasize the idea of being "cool", use messaging that questions whether men feel cool and state how vaping *will* help them achieve this!





Q & A



**#talkdatatome**

[www.relativeinsight.com](http://www.relativeinsight.com)

Look out for the big green booth  
**#600**