

BAT marketing of Vype

A comparison of British American Tobacco’s marketing of the Vype e Pen 3 and Vype ePod in Canada and elsewhere, based on web-sites accessed January 21, 2020.


International web-marketing of BAT’s vaping products

Since 2013, British American Tobacco (BAT) has manufactured vapour products under the brand name Vype.¹ BAT currently offers three Vype products in Canada. One of these is an open tank system (vapers put the eLiquid in the device), two are closed-tank systems (the e-liquid comes in a pre-filled flavor cartridge). A fourth system (the e-stick) was formerly sold in Canada. BAT’s e-cigarettes are marketed in the USA under the VUSE brand name.

The same products are offered for sale in several other countries. British American Tobacco and its subsidiaries maintain an official web-site for its VYPE/Vuse products in 17 countries, including Canada. A survey of these web-sites conducted on January 20, 2020 noted the availability and price of each of the Vype-branded products, including flavours and nicotine concentrations, and Vuse-equivalents where the web-site or a cache of the web-site was available. Access to the Polish site is blocked, and the web-site for Ireland was under maintenance.

- The Vype-Vuse products and their advertised prices in local currency are noted in **Table 1**.
- **Table 2** provides the URL of each web-site
- **Figures 1 and 2** show the equivalent prices for two of the Vype products currently for sale in Canada - ePen 3 and ePOD).
- **Figure 3** shows the nicotine concentrations of the cartridges sold for ePen 3 and ePod.
- **Table 3** shows the nicotine concentrations and flavours sold for each device.

Table 1: VYPE/VUSE Availability and Price of Starter Kits – local currency



	currency	ePen	Epen 3 starter	ePod /Alto starter	eTank mini / Sub	eTank Pro	eTank Pro 2	eStick
Belgium	EURO	x	\$not stated	\$not stated	x	x	\$not stated	x
Canada	CAD	x	8.99	8.99	x	x	x	x
Colombia	Peso	x	100,000	X	x	x	x	x
France	EURO	x	9.99*	19.99	x	35.50	x	x
Germany	EURO	x	24.95	29.95	x	29.95	x	x
Guatamala	Quetzal	x	199	X	x	x	x	x
Hungary	Florint	x	6000	X	8000	x	x	x
Ireland	EURO	x	\$not stated	X	x	x	x	x
Italy	EURO	x	23.90	X	x	x	x	x
Kuwait	Dinar	x	9	X	x	x	12.5	x
Mexico	Pesos	x	460	599	x	x	x	x
New Zealand*	NZD	x	39.9	49.99	x	x	x	x
Switzerland*	CHF	x	29.9	39.9	x	**	x	x
United Kingdom	GBP	\$20.02	9.99	14.99	x	NA		12.99
United States	USD			14.48				
Ireland	Website in maintenance							
Poland	Website inaccessible							

*Marked as sale price; ** device not listed for sale, but liquids or cartridges are

1 Vapour Products. Leading the growth of a new category. British American Tobacco. <https://www.bat.com/ecigarettes>.

Figure 1: Prices for ePen 3 starter kits, stated in equivalent Canadian dollars (standard exchange rate) and stated in Canadian dollars using purchasing power parity (PPP).²

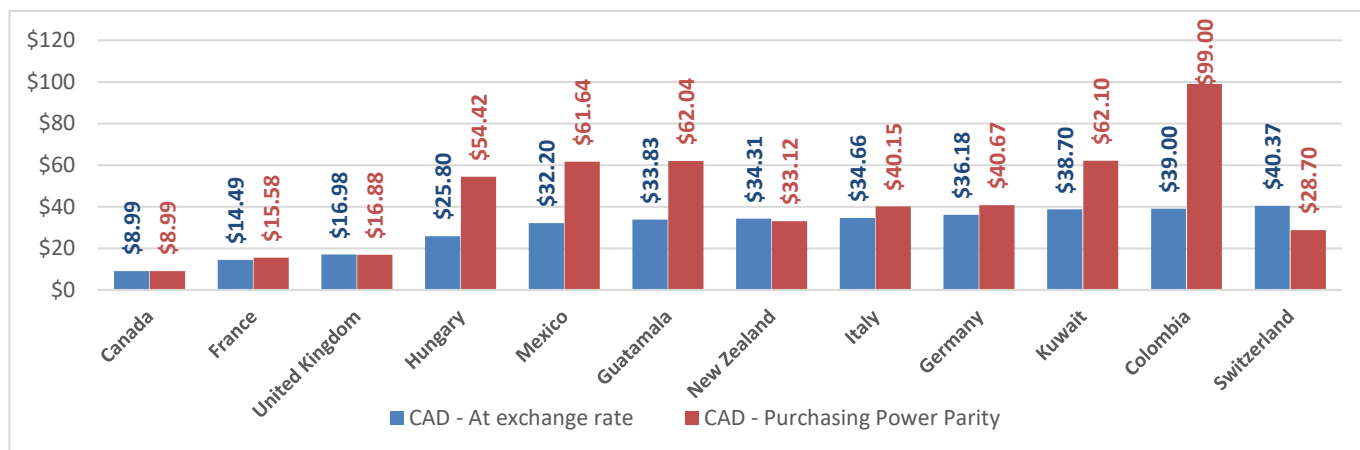


Figure 2: Prices for ePod starter kits, stated in equivalent Canadian dollars (standard exchange rate³) and stated in Canadian dollars using purchasing power parity (PPP).

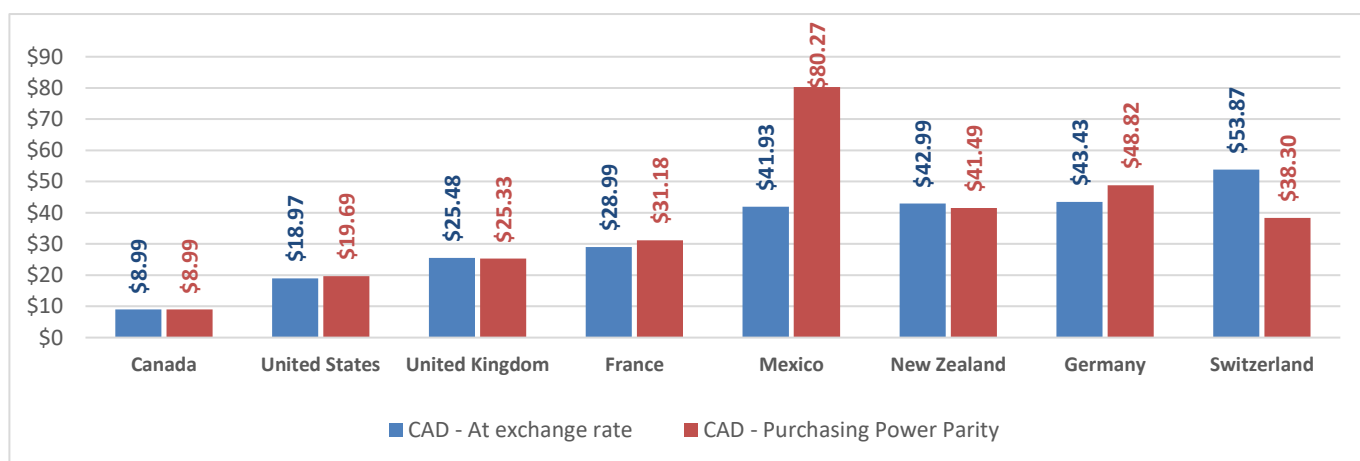


Table 2: List of web-sites and information available on them on them:

Country	Web-site	Nicotine salts	Vype Loyalty program	Product images	Contests promoted on site
Belgium	https://www.govype.com/be/be/	yes		no	
Canada	https://govype.ca/	yes	Yes (Vype Plus)	yes	Yes
Colombia	https://www.govype.com/co/	yes		yes	
France	https://www.govype.com/fr/	yes	Yes (Fidélité My Vype)	yes	Yes
Germany	https://www.govype.com/de/	yes	Yes (Vype Club)	yes	
Guatamala	http://govype.com.gt/	no		yes	
Hungary	https://www.govype.com/hu/	yes		yes	
Ireland**	https://www.govype.com/ie/	yes		yes	
Italy	https://www.govype.com/it/	yes		yes	
Kuwait	https://www.govype.com/kw/	yes		yes	
Mexico	https://www.govype.mx/	yes		yes	
New Zealand	https://www.vype.co.nz/	yes	Yes (Vype Club)	yes	Yes
Poland	https://www.govype.com/pl/	unknown			
Switzerland	https://www.govype.ch/	Yes	Yes (Vype Club)	yes	
United Kingdom	https://www.govype.com/uk/	yes	Yes (subscription)	yes	
United States	https://vusevapor.com	yes		yes	

** website was being maintained on January 20-21, 2020 and information was not accessible

2 The PPP estimates were built using latest PPP estimates from the World Bank (2018).

3 Currency conversions were provided by Google on January 21, 2020.

Figure 3: Number of flavoured cartridges options offered by BAT for the Vype ePod vaping device, by nicotine concentration (mg/ml). All options are protonated (nicotine salts).

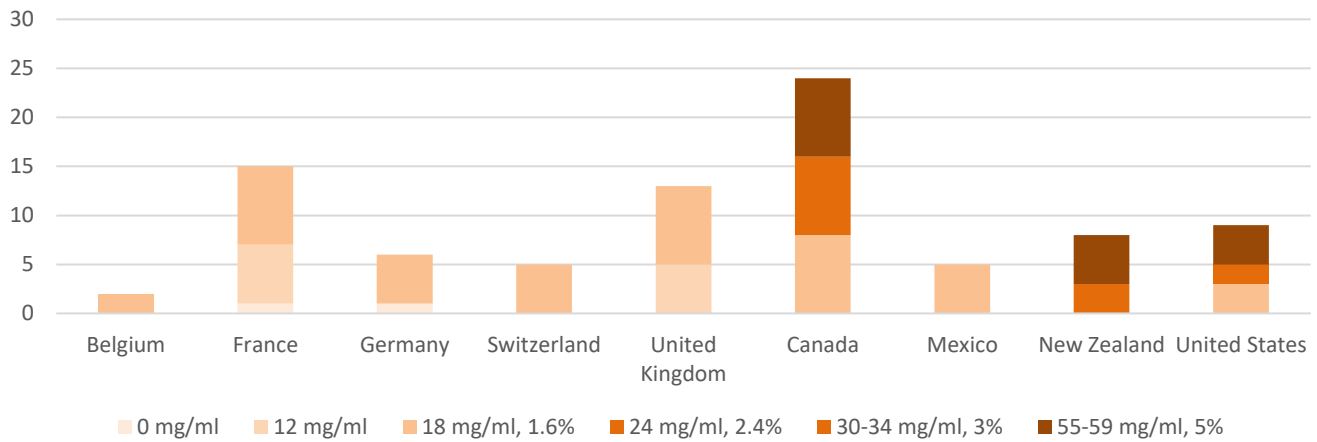


Figure 3: Number of flavoured cartridges options offered by BAT for the Vype ePen 3 vaping device, by nicotine concentration (mg/ml). Protonated (P) and non-protonated (N) options.

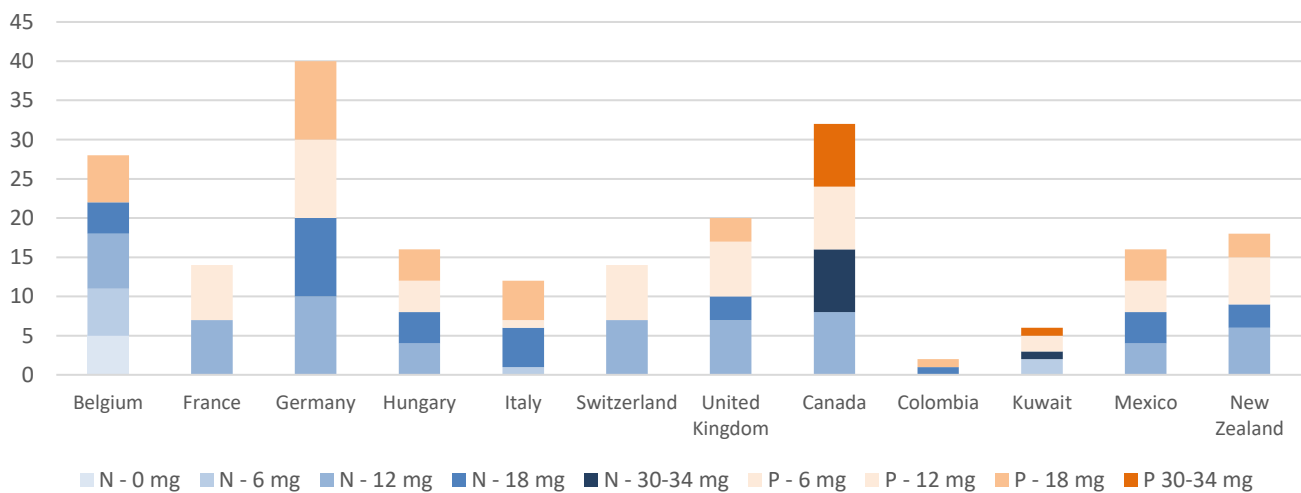


Table 3. Flavours and strengths of liquids listed for sale on BAT's Vype/Vuse web-sites. January 2020⁴

Device and Flavour	Belgium	France	Germany	Hungary	Ireland ⁵	Italy	Switzer-land	United Kingdom	Canada	Colombia	Guata-mala	Kuwait	Mexico	New Zealand	United States
ePod vPro															
Golden Blend / Golden Tobacco / Blend doré		EG	G				G	EG					G	IJ	
Original															HJ
Master Blend															
Rich Tobacco															GHJ
Tobacco Marvel									GIJ						
Tobacco Wonder	G														
Infused vanilla															
Rich Vanilla			G												
Vanilla Medley							G	EG	GIJ				G	J	
Vanille des îles		EG													
Téquila Fruitée		G													
Tequila Sunrise								G							
Chilled Mint			G					EG							
Frozen Mint													G		
Crushed Mint	G														
Polar Mint / Menthe glaciale		EG					G		GIJ					IJ	
Menthol															GJ
Berry Blast									GIJ				G		
Very Berry			G				G	EG						IJ	
Wild Berries / fusion fruits des bois		EG													
Mixed Berry															GJ
Cucumber mix								G							
Just Mango							G							J	
Mango Wonder									GIJ						
Simple Mango													G		
Tropical Mango		AEG						G							
Wild Mango			G												
Blood orange									GIJ						
Garden Strawberry								EG	GIJ						
Wild strawberry / fraise sauvage		EG													

4 Key for nicotine concentration

A = 0 mg

C = 6 mg

E = 12 mg, 1%

G = 18 mg, 1.6%

I = 34 mg, 3%

B = 3 mg

D = 9 mg

F = 15 mg

H = 24 mg, 2.4%

J = 57 mg, 5%

⁵ Ireland web-site under construction at time of survey

Device and Flavour	Belgium	France	Germany	Hungary	Ireland ⁵	Italy	Switzer-land	United Kingdom	Canada	Colombia	Guata-mala	Kuwait	Mexico	New Zealand	United States
Infused cucumber / concombre fruité		G							GIJ						
ePod caps															
Wild Mango			A												
ePen 3 cartridges - VPRO															
Blond Tobacco	G														
Classic Tobacco /Classique Création		E							EI						
Classique Sélection		E													
Master Blend			EG	EG		G	E	EG				C	EG	EG	
Rich Tobacco							E	E							
Tobacco Wonder			EG												
Menthol Tobacco															
Infused Vanilla / Vanille Infusée		E	EG			CG	E	E	EI				EG	E	
Vanilla Medley	G														
Smooth Vanilla															
Baked Apple															
Chilled Mint	G														
Freeze Mint													EG		
Crisp Mint				EG		G	E							EG	
Crushed Mint / Menthe Glacée		E	EG					EG	EI						
Mint Fusion															
Fresh Apple							E		EI						
Green Apple			EG												
Dark Cherry/Cerise noire		E	EG	EG				E	EI					E	
Just Mango												I			
Classic Mango			EG			G	E								
Ripe Mango									EI						
Tropical Mango	G	E						E						E	
Classic Peach			EG						EI	G					
Garden Strawberry	G														
Original Strawberry			EG						EI						
Very Berry	G														
Wild berries / Fruits des bois		E	EG	EG		G	E	EG				C	EG	EG	
ePen 3 cartridges - classic															
Blended Tobacco/Classique	ACEG	ACEG				AC		ACEG		G	G				
Golden Tobacco		ACEG						CEG	A	CG		G			
Saveur Classique Création		ACEG													
Menthol Tobacco								EG							

Device and Flavour	Belgium	France	Germany	Hungary	Ireland ⁵	Italy	Switzer-land	United Kingdom	Canada	Colombia	Guata-mala	Kuwait	Mexico	New Zealand	United States
Infused Vanilla / Vanille infusée	ACEG	ACEG						CEG	A						
Vanille des Iles		CE													
Smooth Vanilla								EG							
Freeze Mint													AE		
Crisp Mint	ACEG					C		ACEG	A	ACG	G			A	
Menthol / Menthe Fraîche		ACEG													
Mint Fusion								EG							
Fresh Apple	ACE							CEG	A	ACG	G				
Pomme on the Rocks		ACEG													
Pomme Tatin		CE													
Pomme Verte		ACEG													
Iced Berry	E														
Wild Berries	ACEG	ACEG				C		CEG		ACG			AC		
Iced Blackcurrent /	E														
Crème à la Myrtille		CE													
Cassis on ze Banquise		ACEG													
Cerise sur le Glaçon		ACEG													
Dark Cherry/Cerise Noire		ACEG						ACEG	A		G	C	ACE	A	
Honeydew Splash								CE					ACE		
Mango						A									
Melon Esquimau		ACE													
Classic Peach / Peach								CE		AC					
Peach Melba		ACE													
Peach Whirl									A						
Fusion Fraise Banane		CE													
Strawberry Smash / Fraise Tonic		ACE							A			C			
Strawberry								CE							
Panna Cotta Coco		CE						CE					CE		
Apple Desert													CE		
Apple Mint	C														
Baked apple								CE							
Fresh Snap													ACE		
Green Snap								CE							
Scarlet Kick								CE							
ePen 2 capsules															
Blended tobacco			A												
Golden Tobacco								A							
Saveur classique VPRO		G													
Saveur doré		unav													
Vanille Infusée		CE						CE							
green snap								CG							

Device and Flavour	Belgium	France	Germany	Hungary	Ireland ⁵	Italy	Switzer-land	United Kingdom	Canada	Colombia	Guata-mala	Kuwait	Mexico	New Zealand	United States
Menthe Fraiche		unav													
Menthe Glacée		G													
Crisp Mint								AG							
Pomme on the Rocks		ACEG													
Pomme Verte		ACE													
Fruits des bois		G													
Cassis on ze Banquise		ACEG													
Cerise noir		A													
Cerise sur le Glaçon		CEG													
Melon Esquimau		CE													
Melon Splash			E												
Honeydew splash								CE							
Peach Swirl			E												
Peche Melba		ACE													
Fraise tonic		ACE													
ePen 2 VPRO capsules															
Crushed Mint								G							
Wild Berries								G							
e-Liquid bottles															
Vpure								CE							
Aromatic tobacco			CE												
Dark Aromatic								CEG							
Blended Tobacco								EG							
Bright Tobacco			ABCEG	ACG											
Caramel Tobacco	BCE														
Golden Tobacco / Saveur doré		ACE							CG			CE			
Menthol Tobacco			ABCE												
Mocha Tobacco	BCE							BCEG							
Original Tobacco / Saveur classique	CE	CE		ACG			CE								
Rich tobacco			BCEG												
Roasted Tobacco / Toasté authentique		BCE	ACE												
Saveur Blond		ACE													
Saveur blond authentique		BCE													
Smoky-leaf tobacco / Boisé authentique	BCE	BCE						CEG							
Anis		ACE													
Infused Vanilla / Vanille Infusée		ACE							C						
Epices orientales		ACE													
Green Snap								EG	CF						
Indigo Dive								EG	CF						
Scarlet Kick								EG	ACF						

Device and Flavour	Belgium	France	Germany	Hungary	Ireland ⁵	Italy	Switzer-land	United Kingdom	Canada	Colombia	Guata-mala	Kuwait	Mexico	New Zealand	United States
Cool Mint	ABCE														
Crisp Mint								CEG	ACF						
Green Mint / Menthe Verte		ACE	ABCE	ACG			CE								
Menthol / Menthe Fraiche		ACE													
Mint Fusion			ABCE												
Fresh Apple								ACE	ACF			CE			
Green Apple / Pomme Verte		ACE													
Pomme on the Rocks		CE													
Tarte aux pommes		ABCE													
Very Berry								BCE							
Very Berry Crush								CE							
Red Berry / Fruits rouges		ABCE													
Boom de Myrtille		CE													
Cassis on ze Banquise		CE													
Cerise sur le Glaçon		CE													
Dark Cherry / Cerise Noir		CE						CEG	ACF						
Sweet Cherry			ACE												
Very Cherry	CE			ACG			C								
Banaberry Blend								CE							
Blue Grape			ACE												
Grape Burst / Raisin	BCE	ACE													
Classic Mango			ACG				C								
Mango		AC													
Mango Swirl				ACG											
Honeydew								CE							
Honeydew Splash									ACF						
Melon esquimau		CE													
Sunny Watermelon			ACEG												
Classic Watermelon / Watermelon / Pesteque		AC					C								
Watermelon Mint				ACG											
Watermelon Burst				ACG											
Peach								C							
Peach Whirl									CF						
Peche Melba		CE													
Fruity Raspberry			BCE												
Raspberry Crush	BCE			ACG											
Fraise Banane		CE													
Juicy Strawberry			ABCE												
Strawberry								ACE							
Strawberry Smash / Fraise tonic		CE							ACF			CE			
Strawberry Cream				ACG											
Wild Strawberry / Fraise des bois	ABCE	ACE	ABCE	ACG											

Device and Flavour	Belgium	France	Germany	Hungary	Ireland ⁵	Italy	Switzer-land	United Kingdom	Canada	Colombia	Guata-mala	Kuwait	Mexico	New Zealand	United States
Super Fruity				ACG											
Tropical Twist		CE													
Tropical Punch								CE							
Apple Custard			ABCE					BCE							
Berry Trifle			BCE												
Crème brûlée		ABCE	ABCE					BCE							
Caramel Marshmallow / Guimauve caramel		ABCE	BCE					BCE							
Coconut Panna Cotta / Panna Cotta Coco		ABCE	BCE												
Tiramisu		ABCE													
Tiramisu Crème								BCE							
Lemon Ice Tea				ACG											
Smoked Whisky / Scotch boisé	BC	BCG						BCE							
Spiced Rum/Rhum épice	BC	BCG						BCE							
Tequila Sunrise / Tequila Fruitée	BC	BCG						BCE							
e-liquid vPRO															
Classique Sélection		G													
Intense Tobacco			G												
Tobacco Wonder	G							G							
Crisp Mint			G												
Crushed Mint / Menthe Glacée	G	G						G							
Wild Berries	G	G						G							
Red berries			G												
Creamy vanilla			G												
Infused vanilla								G							