

Exercise option 2 brief

You have been tasked to create your own anti vaping marketing campaign!

Its time to get creative, your campaign will need a slogan, brand, logo, and theme. Think about how people can get involved, can they use a hashtag or filter to show they're on board with the campaign?

Think about:

- **WHO** will you target? (e.g. students, young people, specific occupations or age range)
- **HOW** will you target them? (what channels will you use, e.g. social media, posters, flyers, think about what channel will work best to reach your audience)
- **WHAT** will the key messages be? (this is your chance to tell your audience about the risks and disadvantages of vaping)
- **WHY** someone might vape and how you can persuade them not to

Work together in your groups to brainstorm ideas and create a creative and eye-catching campaign!

Some ideas to get you started:

The NHS Stoptober campaign

If you quit smoking for 28 days your more likely to quit for good.



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Don't be a
JUUL FOOL
campaign



#SayNoToVaping
campaign

