

# Creative Concepts for Digital Campaigns

## Evidence

- Develop a public support campaign where public and grassroots leaders can pledge their support or some other form of demonstrated, quantifiable action. This can include:
  - Create a petition calling for tobacco taxes
  - Write letters or other user-generated content to specific decision-makers, or
  - Ask key opinion leaders and decision-makers to pledge support as a Tobacco Tax Champion.
- Quantify the public popularity of increasing tobacco taxes.
  - Number of grassroots engagements.
  - List of key individuals and organizations in support.
  - Public polling.
- Develop a case study on the success of tobacco taxes working to reduce smoking rates and increase revenue.
  - Use country examples, as provided, or your own country