

# Creative Concepts for Digital Campaigns

## Industry

- Develop a series of content pieces that characterize the Tobacco Industry as scourge on a country both from a health impact and an economic impact.
  - Health costs that country suffers.
  - Health impacts that country suffers.
  - Economic burden of lost revenue.
  - Tobacco profits being moved offshore.
  - Foreign intervention in country's self-sufficiency and hegemony.
- Myth bust of all of the falsehoods that Tobacco Industry pedals:
  - Tobacco taxes will cause people to lose jobs and hurt the economy.
  - Tobacco taxes will just push people to black market products and cause illicit trade.
  - Tobacco taxes don't help people quit.
  - Tobacco taxes are really unpopular among the public.
  - We don't need government taking more money out of the public's pockets for wasteful spending.
- Tobacco Industry will do ANYTHING to avoid taxes.
  - Point out how the complicated tax structures they promote don't work
  - They lobby, sue, lie, cheat, bribe
  - How product reclassification is just a scheme