

Creative Concepts for Digital Campaigns

Problem

- Develop the personal narrative of a tobacco victim who has suffered health consequences or family who has lost a loved one to a tobacco-related disease.
 - Link addiction to early initiation and struggle to quit with inclusion of cheap products.
- Launch a report, on country level, of the health impacts of tobacco. Then tie these health impacts back to smoking rates. Finally, link how low tobacco prices exacerbate these health consequences at country level.
- Interview kids on how accessible it is for them to buy tobacco products, where they can buy them, how much they cost, and what else they can buy with that money.
- Ask the public, on country level or personal level, to describe their aspirational future in five, ten, or fifteen years from now. Then link cheap tobacco as an obstacle to this future.
- Compare your country's tobacco prices, consumption rates, and trends to other countries to demonstrate that other countries are leading the way in making tobacco less affordable. Highlight how your country's future economic and social development is tied to combating tobacco.