

Creative Concepts for Digital Campaigns

Solution

- Use the tax/tobacco price increase formula to project how many lives will be saved from an increase at a country level.
- Engage the public in the personal narrative: about their own smoking initiation, the threat of a family member's introduction to smoking, or how cheap cigarettes made tobacco initiation more possible.
 - Use the testimony of a former smoker who supports tobacco taxes because increased costs were the motivation they needed to quit.
 - Use the testimony of smokers who support tobacco taxes, so others don't get addicted.
- Showcase the economic impact, both personal and country-level, of tobacco use.
 - Identify all the public government programs and benefits that COULD be paid for with decreased health costs and increased revenues from tobacco industry tax.
 - Profile what quitting tobacco does to improve the family budget.