

VapeTalk

The challenge:

When it came to their kids vaping, parents were underestimating the problem. They didn't think their kids would try it or even be exposed to it. The truth was the FDA and US Surgeon General declared vaping a national epidemic and vaping was hitting historic numbers within middle school aged children. The problem was there and parents needed to take a more active role in the solution.

The idea:

Parents had given their "advisory role" to someone else; social media, friends, teachers and more. So, we created "the best person to talk to your kids about vaping is you." In broadcast and OLV we pointed out how weird it was to give this job over to people like "those 80's sitcom kids" or that "that weird health class film guy" when it came to giving kids the information they needed to avoid a lifelong nicotine addiction. We took the message to print, OOH and social where again we pointed out the absurdity of second hand information and we hit the airwaves with drive time radio where parents could learn more about this serious issue in a very un-serious way.

The results:

5.1 M Website visits

65% Ad aware have talked to child about Vaping

966.8 M Digital impressions

