

Smoking



BY DAVID MORTIMER

The Brief

Develop a case for an effective advertising campaign to either:

Convince kids not to start smoking

Motivate/help them to give up smoking

However

Many anti-smoking campaigns have failed in the past by trying to lecture children.

My plan for tackling the problem will therefore be to influence the children indirectly.

Facts of life



By 11 -15, children do not seek the respect of their parents,
as much as that of their peers.

Research



At this age, children will experiment with different personalities, trying to find acceptance from others

Research



A child is 10 times more likely to smoke if 3 of their friends do. Therefore it is very important to deal with the issue right at the start of the problem

Research



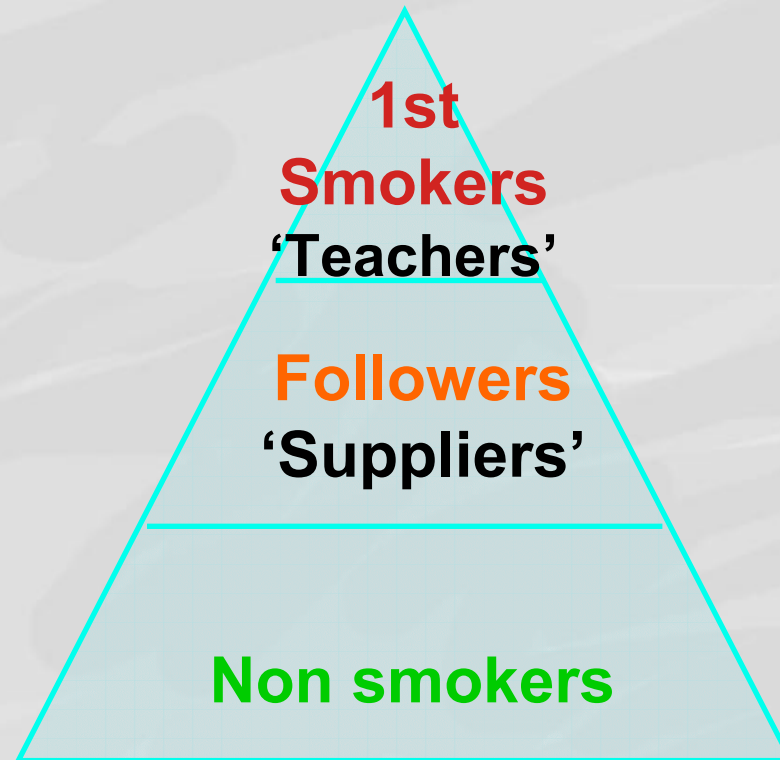
Boys are likely to experiment with cigarettes before girls.

Research

11-15 year olds are unlikely to worry about the long term risks of cigarettes, such as cancer. Their own mortality is unlikely to be a consideration at this stage of their life.

Their looks however are of great importance, as they feel it is vital to making them be accepted, and they are too young to understand the other important factors in getting a girl/boyfriend.

Research



The teachers are likely to already be feeling more confident because of the suppliers below them. The non-smokers are therefore the most likely to listen to the negative effects

Segmentation



Cool kids choose not to speak to less cool kids.

But the less cool kids are not allowed to speak to the cooler kids.

Segmentation will always be there, but which groups are cool can change

Facts of life



Girls like to gossip

Facts of life



Girls find things like this disgusting

Therefore

Girls like to gossip about things that disgust them

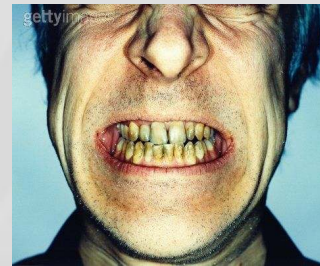


Objective

Stop 11-15 year old boys from starting to smoke, in a way that will not provoke a rebellion .

Strategy

To create disgust and disruption amongst 11-15 year old girls about what smoking will do to the looks of the boys in their classes.



This will provide a strong anti-smoking message from the people who matter to the boys, giving real motivation and avoiding the possible negative reaction if it came from an authority figure.



Thanks for reading

MentalHealth.Com: <http://www.mentalhealth.com/mag1/p51-dp01.html>

Adolescence: The Last Step Before Becoming An Adult :
http://www.childdevelopmentinfo.com/development/teens_stages.shtml

AACAP : <http://www.aacap.org/>

ASH factsheet : <http://www.ash.org.uk/html/factsheets/html/fact03.html>

Child Development Institute :
<http://www.childdevelopmentinfo.com/development/erickson.shtml>