

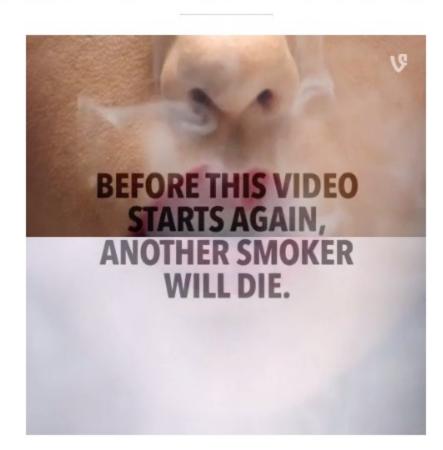
BRIEF QUIT needed an idea that could shock smokers, young and old, into giving up.

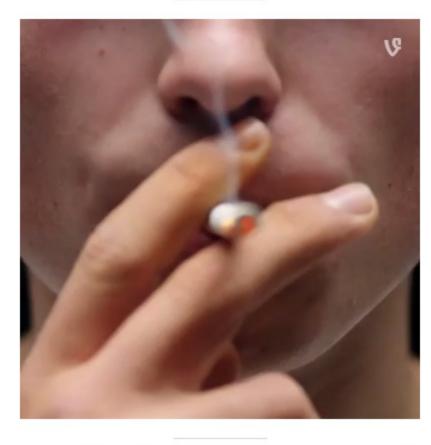
INSIGHT

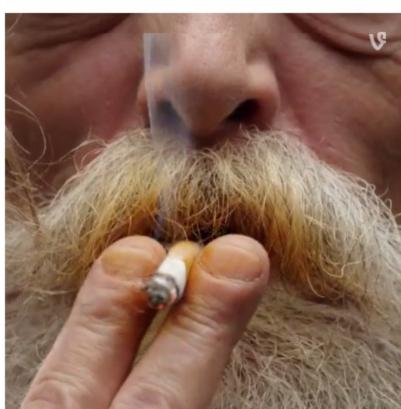
One person dies every 6 seconds due to tobacco. (World Health Organization

IDEA

Vine, with its 6 second looping videos, was the perfect medium for this simple, hard-hitting fact. Three Vines were made, one for each major smoker demographic. Each a chilling demonstration of how often - and how many - smoking kills.







CAMPAIGN RESULTS



UNE LIKES







19K TWEET MENTIONS

EARNED MEDIA: \$423,661







