



# LIVE YOUR BEST LIFE

DCM 1021 GROUP 11  
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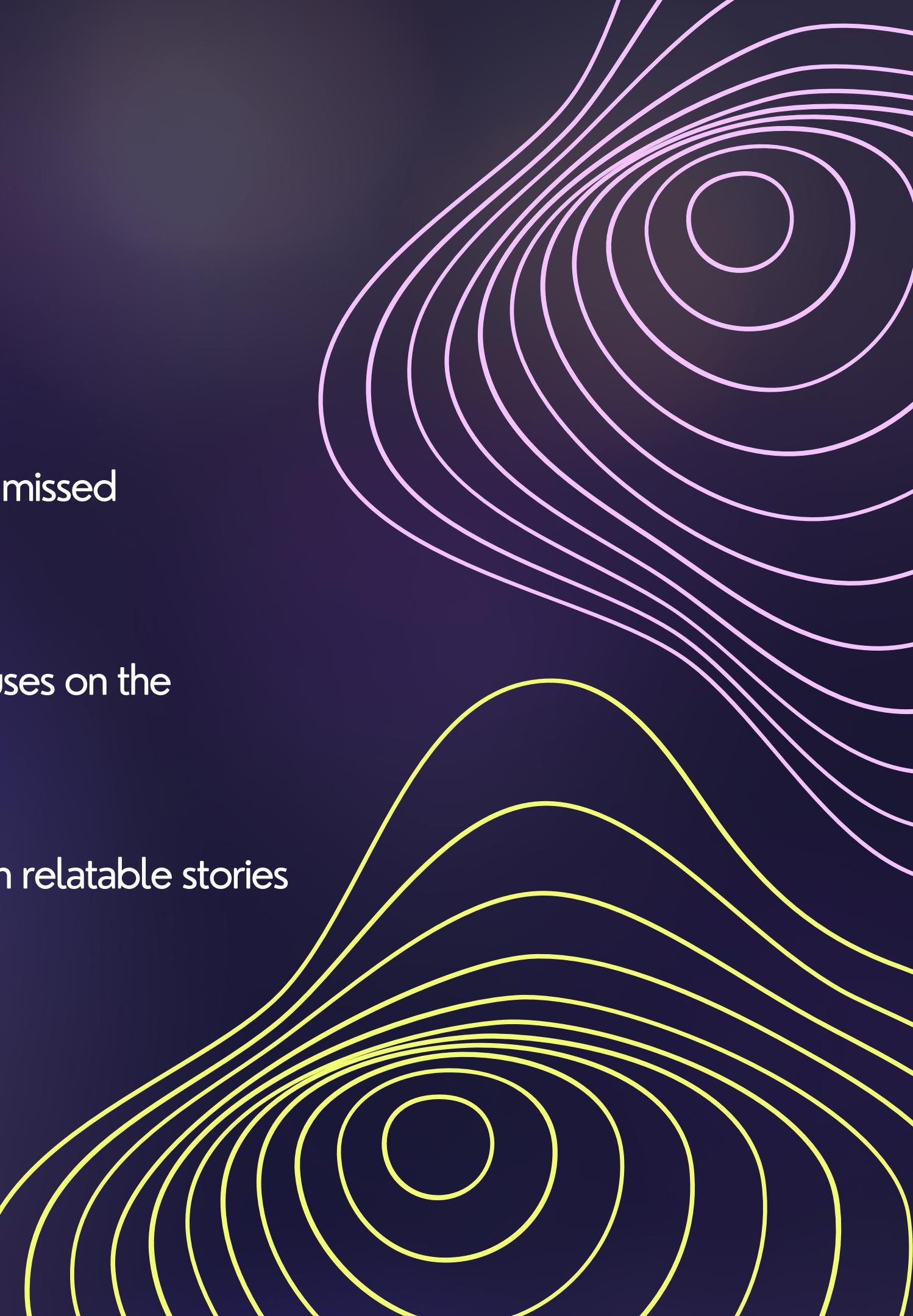
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# OUR BIG IDEA: LIVE YOUR BEST LIFE

**Concept:** This campaign uses personal stories from ex-vapers to highlight the missed opportunities and potential regained by quitting vaping.

**Overall Tone:** Positive and hopeful. The campaign avoids judgment and focuses on the emotional weight of missed experiences.

Visually compelling, it allows ex-vapers to connect with current vapers through relatable stories and sparks the realization that quitting can unlock a life full of possibilities.



# OUR CAMPAIGN:

## Awareness:

- Short-form videos on Instagram and TikTok
- Static ads on public transport (e.g. Central MRT stations)

## Interest:

- Ads to raise awareness on Experiential Pop-up Booth & Instagram Contest to win food vouchers

## Desire:

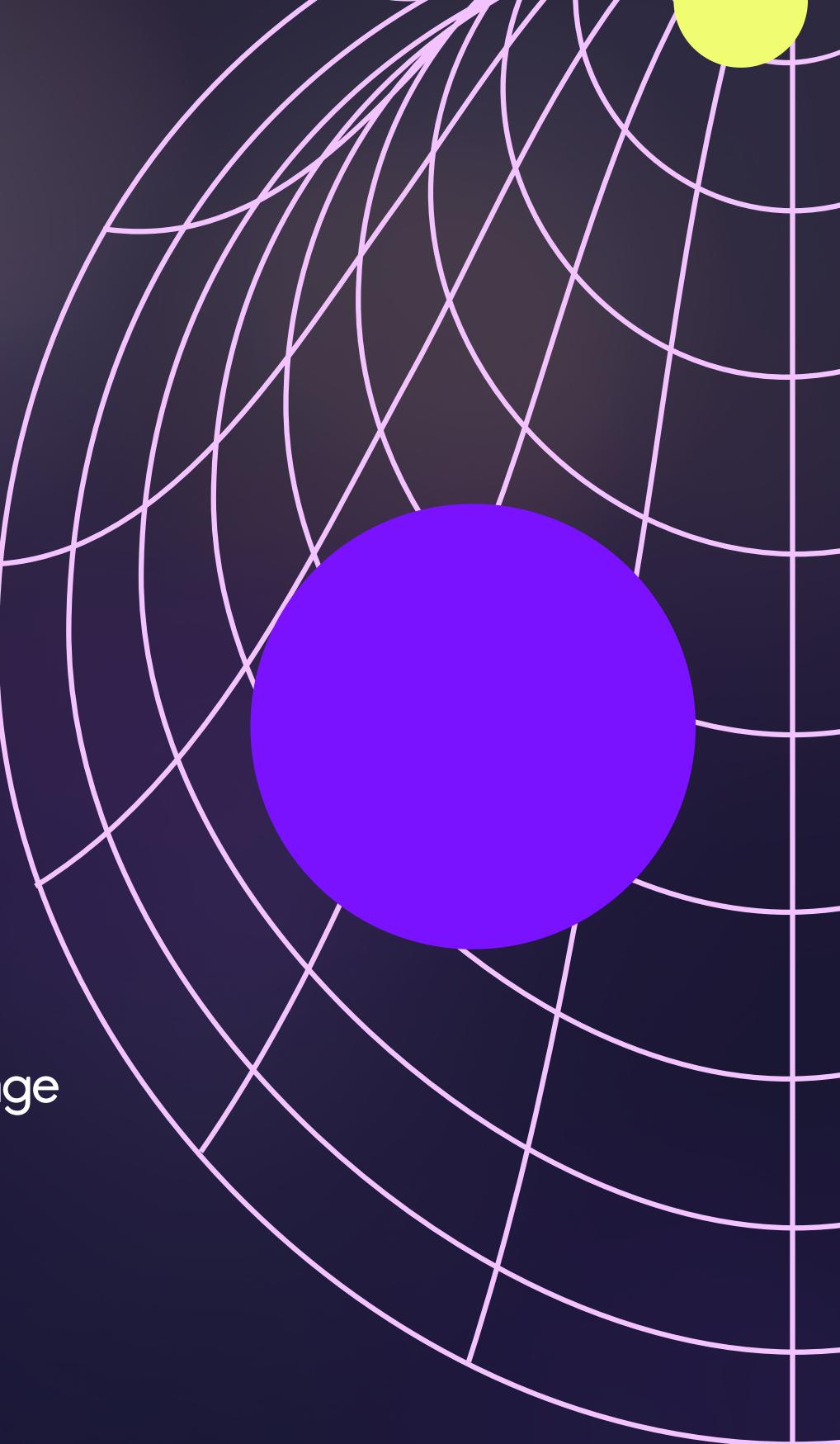
- Longer versions of short-form videos on Instagram, TikTok and YouTube to direct traffic to landing page

## Action:

- Landing page with CTA button to sign up for I Quit
- Ads to keep running to push for I Quit sign-ups with incentives of music festival passes

## Retention:

- Send out emails to participants who completed the programme (first 28 days) to be an advocate for I Quit by sharing their story



# STATIC/VIDEO AD IDEAS



## Striking visuals for our static creatives

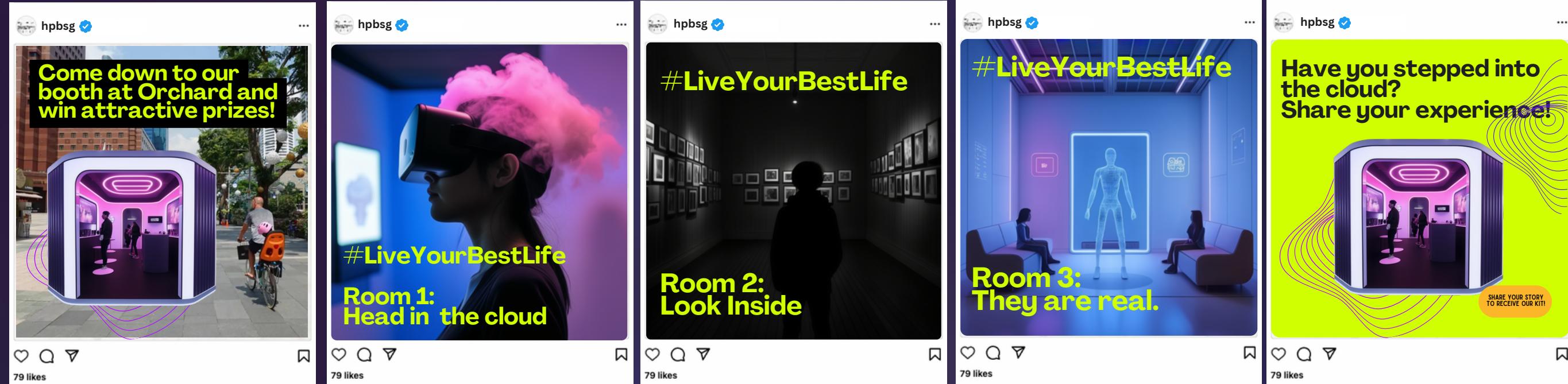
- Positive concept
- Adopt our TA's interest in exploring the world and music



## Videos of Ex-vapers

- Ex-vapers to share their regrets and their journey
- Positive message that emphasises the opportunities one could have if they quit vaping

# POP-UP & WEBSITE LANDING PAGE



Increase interest through experiential pop-up and Instagram contests

- Interactive VR and AI rooms (attention-grabbing)
- Join the contest to win food discounts/vouchers by posting/sharing your vaping experience online

Website landing page that has in-depth videos and stories of ex-vapers and encourages sign-ups for I Quit

- Answer a few questions and the page will suggest ex-vaper stories that best resonate with their interests and personality
- CTA button at the end for vapers to sign up for the I Quit programme (with an incentive of music festival passes)

