

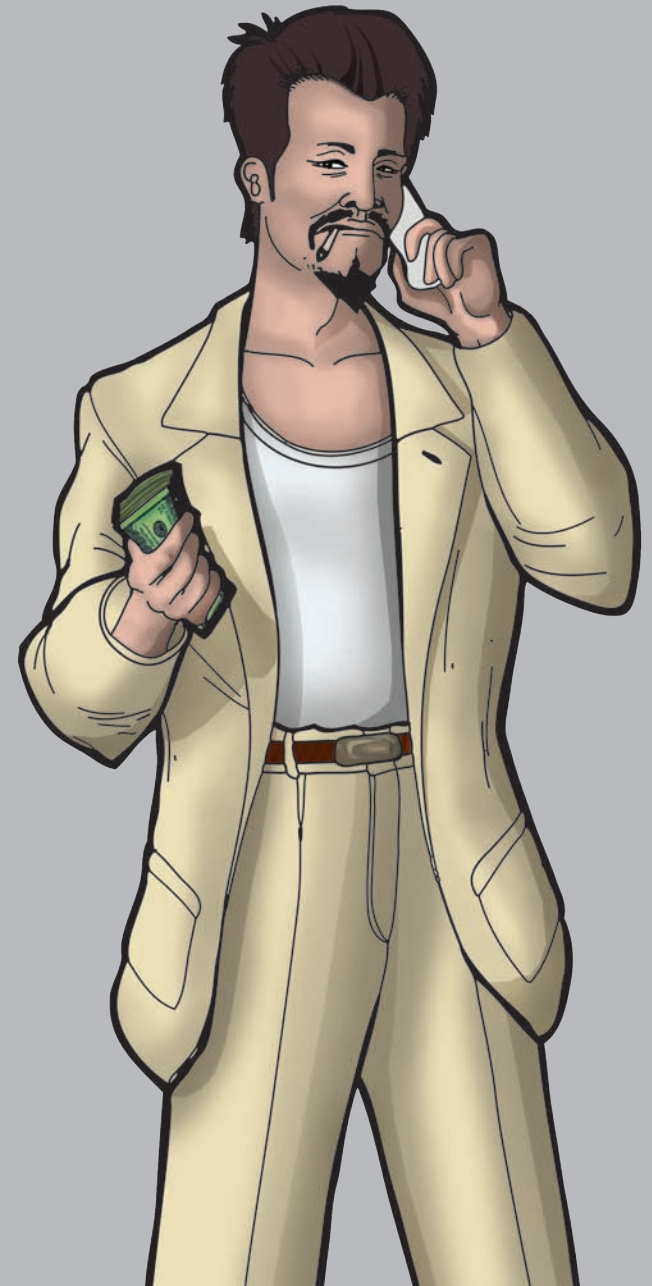
innersmile

Innersmile is a youth communications agency that connects teens & young adults to brands through intuitive thinking and innovative design.

Case Study

Smokescreen

A youth smoking prevention intervention



Client/NHS Leicester

Project/Smokescreen, a youth smoking prevention intervention

Background

The SmokeScreen intervention is a social marketing campaign primarily targeting 11 to 15- year olds with the aim of reducing the uptake of cigarette smoking. Although the long-term health effects of smoking are well documented, more can be done to discourage young people from starting smoking with approximately 550 young people starting everyday in England alone (Department of Health, 2010).

The SmokeScreen intervention was developed using market research with 269 young people and behaviour change in youth culture as a key outcome. Rather than focussing on health, the intervention uses literature, merchandise and incentives to portray the concept of a 'replacement smoker'.

A replacement smoker is a young person who starts smoking to replace one of the estimated 5 million people who die from tobacco worldwide every year (World Health Organisation, 2010). Young people who don't smoke are therefore encouraged to sign-up and not become a replacement smoker.

Creative

Young people are bombarded with quit smoking messages. Some campaigns adopt shock tactics to deliver the message, which have proven to work. However through consultation, young people have grown accustomed to such imagery and have adapted a "so what, it's never gonna happen to me" attitude.

These findings lead the campaign to inform young people about how corruption and exploration are rife in the tobacco industry. Showing clearly the devious chain of people involved. The campaign informs young people to make a choice decision about not being a re-placement smoker for this dirty shady underground industry. The overall creative tone of the Smokescreen is not to preach to young people but to quietly inform them through a cool social brand.

Smokescreen's creative was inspired by films and computer games that young people instantly recognise. As SmokeScreen focuses on the organised networks that exist, the creative approach was "San Andreas meets the Good Fella's". (cont p2)

Research



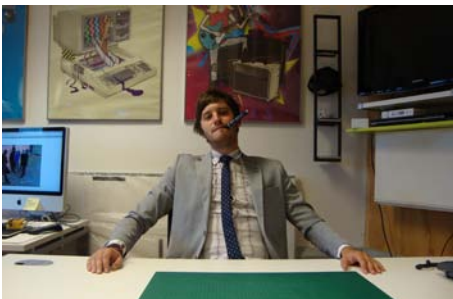
The SmokeScreen

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We art directed a photoshoot using our team as models, as we needed a base for the illustrations. Next stage was developing the characters. Once the characters had come to life the images were meticulously rendered with colour and texture.

It was essential to fuse the illustrations with the design of the publication, by using a simple and slick typeface...good old Helvetica. This lead to a clean, simple and functional yet stylish layout for the pages that are easy to navigate through. Graphic devices were added to enhance the informative and official feel. The Smokescreen type face was handdrawn based on the Godfather typeface. Smokescreen was printed on newsprint giving it a more urban chic feel



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Marketing Material

- _Pens
- _Lanyards
- _DVD
- _Posters
- _Pledge cards

Outcome

The intervention went live in Leicester City January 2011 and the response has been fantastic. So far, 7451 young people have signed up from 15 secondary schools and 4 colleges.

"It was a good idea to have this event in school, I like the idea of signing a pledge to not start smoking, I don't ever want to be a replacement smoker."

Year 11 student
Sir Jonathan North School.

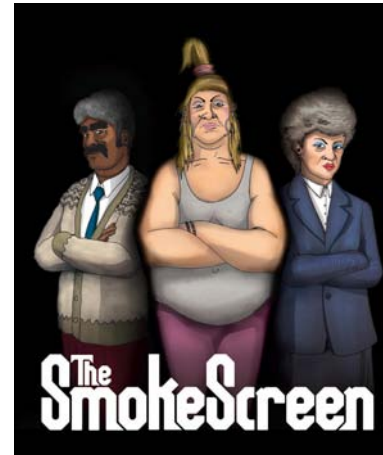
"It was such a great day. The kids were so up for it and the 'replacement' smoker campaign angle was seen as really interesting, refreshing and powerful."

Teacher
Beaumont Leys School.

"I learned lots from Smokescreen, I never want to smoke."

Year 7 student
Sir Jonathan North School.

Click here to download Smokescreen



Every year 6 million smokers die worldwide and have to be replaced by the tobacco industry.

I'm not a Replacement Smoker

Name: _____

Date of birth: _____

Gender: _____

Telephone: _____

Email: _____

Please tick if you don't want to receive email updates from The SmokeScreen:

Address: _____

Postcode: _____

Signat: _____

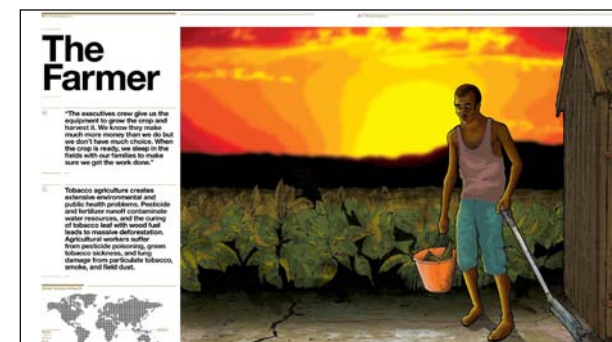
Date: _____

Do you live in a house where other people smoke? YES NO

Were you referred by a friend to sign up? YES NO

If YES, who was it? Name of friend: _____

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PDF version of Smokescreen



How to find us

