

Create and Promote Antitobacco Brand

Establish Social Brand: HAVOC

- Campaign designed to appeal to Partiers (value physical attractiveness and fashion consciousness, confidence, social and financial success)
- Events promoting brand's appeal, influence, and social acceptability within Partiers

Association of HAVOC with Nonsmoking

- Antitobacco messaging introduced after brand gains acceptance of Partiers (ex. through increased event attendance)
- Example messaging targeted toward Partiers:
 - "75% of young adults prefer to date, kiss, and be with non-smokers"
 - "Smoking decreases lung capacity, making it hard to stay fit"
 - "Smokers are four times more likely to feel like they don't sleep well, and more likely to have bags under their eyes than non-smokers"

**Promote and Reinforce
Nonsmoking Lifestyle**

Social events

- At bars and nightclubs, featuring popular DJs and promoters
- Occurred 8-10 times a year

Brand ambassadors

- Social leaders, trendsetters
- Recruited and trained to spread brand's messaging

Social media and Direct mail

- HAVOC website, Twitter, Facebook, Youtube, and Instagram pages
- Advertise events and convey antitobacco messaging

Social rewards

- Clothing, prizes, VIP status
- Reinforce and promote healthy behavior