

《如何運用傳媒與創意宣導提升反菸成效/中國文化大學 漆梅君老師》

教育部國健署「104年度大專校院菸害防制研習」

運用傳媒與創意宣導 提升反菸成效

漆梅君

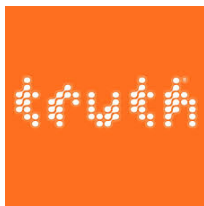
面對不領情的溝通對象

平平都是巧克力
奈何效果差很大?



TRUTH Campaign

From 1998 to now
From 23% to 8%
From Florida to national wide



Behind the Truth: Real Money



- * 2年2億 \$(US dollars)
- * 2500萬\$廣告活動費
TV commercials, billboards, print ads, posters...
- * 1500萬\$媒體費
MTV, Superbowl, Internet...
- * hottest commercial directors,
newest types of animation,
largest teens researchs...



Behind the Truth: Youth Involvement

- * 不只是比賽
- * 數月數百次訪談(500 youth summit)
- * 挖掘insight
- * 導引創意發想



Behind the Truth: Youth Marketing

- * 如果是新品上市怎麼做?
- * 如果是愛迪達會怎麼做?
- * “truth” 時尚雜誌: record stores, surf shops ...
- * “truth 列車”: 10 city PR tour
- * “truth 卡車”: concerts, beaches, raves ...



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Behind the **Truth**: Tone & Manner

- * 謝謝老師教官醫護阿姨
100% awareness that tobacco killed
- * 無關理性
everything to do with emotion
- * 反叛、自主、獨立、cool
sending a signal to the world
- * 4不--不威嚇 不碎念 不貼標籤 不要告訴我該OOXX
Don't want to be told what to do.
- * 給我“事實”就好 我自有主張
They wanted “the facts”
Be left to make their own educated decision



Behind the **Truth**: Branding “Truth”



- * 品牌是幫助“識別”的捷徑
- * 打造“Truth”變潮牌
make “Truth” a hip brand!



Truth Campaign 2014



Finish it



Unpaid spokesperson



Swipe MV

謝謝大家

