

May 1, 2025

TOBACCO FREE FLORIDA

University of Miami



First and foremost, *thank you* for trusting us (a bunch of students) with this important task.

Meet The Team

ACCOUNT TEAM



Elana Friedman
Account
Director/Presenter



Giulia Carvalho
Account Executive



Vicky Peña
Account Executive



Helena Restrepo
Account Executive



Maria Tognini
Account Executive



Michael Beacham
Account Coordinator



Scott Loarie
Finance Director

PLANNING TEAM



Daniela Calderon
Planning
Director/Presenter



Daisy Blumenthal
Associate Planning
Director/Presenter



Bella Speziani
Associate Planning
Director



Arden Woltman
Planner



Rachel Cohen
Planner

MEDIA TEAM



Shelby Schlactus
Media
Director/Presenter



Georgia Macy
Associate Media
Director/Presenter



Erin Hufer
Media Planner



**Christopher
Saldarriaga**
Media Planner



Alex Price-Hanson
Media Planner

CREATIVE TEAM



Sara Kelly
Creative Director
(Art)/Presenter



Sabrina Greenberg
Creative Director
(Copy)/Presenter



Miranda Brennan
Associate Creative Director
(Copy)/Presenter



Valentina Arboleda
Associate Creative
Director (Art)



Maggie Dobra
Associate Creative
Director (Art)



Allie Van Rossem
Associate Creative
Director (Copy)



Jordyn Mullins
Director of Creative
Operations



Emily Grasso
Art Director/Actor



Ashley Santangelo
Social Media
Director/Actor



Sam Klein
Social Media
Director/Actor



Charlotte Bonanno
Art Director/Designer



**Ana Fernandez de
la Puente Lorca**
Art Director



Carissa Haughey
Designer/Actor



Caroline Geller
Copywriter



Alyza Capriles
Social Media
Director/Actor



Tessa Kent
Copywriter



Jake Fresca
Designer/Actor



Shelby Anderson
Art Director/Copywriter

PRODUCTION TEAM



Sara Kelly
Director



Sabrina Greenberg
Director



Jordyn Mullins
Executive Producer



Wyatt Kraft
Director of Photography



Jonathan Fallon
Director of Photography



Nicole Smittcamp
Senior Art Director



Sam Klein
Content Producer



Samuel Soltankashefi
Production Coordinator

PRESENTERS



Elana Friedman
Account Director



Daniela Calderon
Planning Director



Daisy Blumenthal
Associate Planning
Director



Sabrina Greenberg
Creative Director (Copy)



Sara Kelly
Creative Director (Art)



Shelby Schlactus
Media Director



Georgia Macy
Associate Media
Director



Miranda Brennan
Associate Creative
Director (Copy)

OVERVIEW

The Challenge

Our Framework

Bringing It All Together

The Ask

The Ask

Convince youth (11-17) and young adults (18-24) in Florida to stop or never start using nicotine.



E-cigarettes: 5.9%



Nicotine pouches: 1.8%

2.25 million current users

The Deep Dive Framework

01 The Target IRL

02 Our Way In

03 Our Game Plan

01.

The Target IRL

Who is the *youth*?



Maya

11-year-old

Playful, dependent, curious



Jamie

16-year-old

Searching, social, stressed



Jack

24-year-old

Independent, ambitious,
career-focused

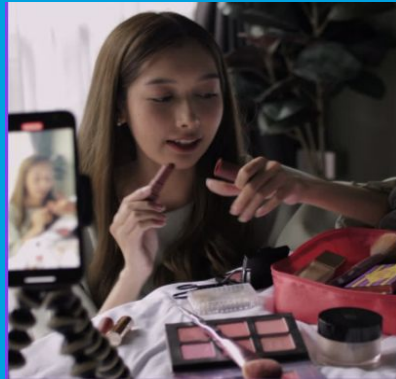
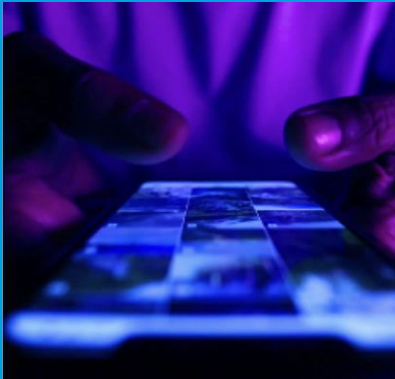
An 11-year-old, 16-year-old, and a
24-year-old live in completely
different worlds.

The Sweet Spot

- Teens aged 13-17
- Not just a marketing segment, it's a developmental reality
- The peak age of initiation 14-15 years old



And to *beat* nicotine, we had to become experts in teenage life.



Cool Connoisseurs

→ A very uncool name

Today's teens are always connected, effortlessly navigating digital trends and culture.

Cool isn't instinctive,
it's **downloaded**.

- Teens **stream** it.
- Teens **scroll** it.
- Teens **study** it.



The algorithm is **addictive** and so is nicotine

 Rayna 🐼🐼 i did it to look cool and then got addicted. 2023-3-2 Reply 2554  Aver3n.671 I feel like that was everyone's mistake😅 2023-3-2 Reply 50	 	teens: dont do drugs same teen: vaping is cool	  
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The most commonly reported reason for first e-cigarette use:

High school students: **"A friend used them"** (60.6%)

Nicotine slips into teen culture the same way FYPs do

me and bestie leaving school
after getting caught vaping
in the bathroom 💜💜



me and my friend vaping,
gossiping and talking
about boys because
there's nothing wrong
with being teenagers 💕

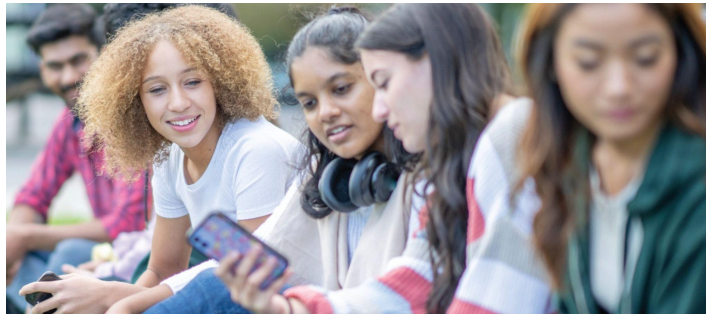
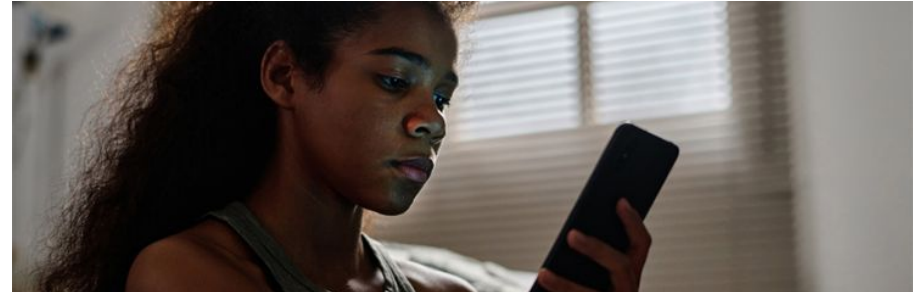


When all your friends vape
and you don't



There's an even *deeper* layer that is crucial
to understand.

It's not just a nicotine
addiction.



It's an addiction
to fitting in.

Social currency is everything to them

And it contributes to the perception of what's cool.



Appearance



Behavior



Influence



More social currency = more cool

It's a status game – and everyone's playing

We dove deeper, conducting focus groups of *teens* to find out how cool works.



Cool isn't just a vibe –
it's a *group* decision:



You know something is cool when you see it all over social media and everyone's sharing it or talking about it - Melissa, 15



When it's popular with your friends you don't feel like you have to do it, it's just what everyone else is doing. - Nick, 16

Friend Group Circles are Everything



Something's cool when it's what everyone's talking about, it makes you not want to miss out. - Charlotte, 14

FOMO

So how can we *infiltrate* youth culture
before nicotine does?

02.

Our Way In

Flip The Narrative

Reposition nicotine as the *enemy* of cool because
it steals your social currency.

The Good News

- 1 → Cool is always *changing*
- 2 → We can *shape* what's considered cool

But to edit cool culture, we can't use *traditional ads*

- "I don't think I've ever seen an anti-vaping ad in my life if I'm being honest." -Gen Alpha
- "Usually when an ad comes, I turn it off, scroll, or change the channel... It would have to get me in the first few seconds or I'm gone." -Gen Z

WHAT IF...
WE PLAY BY THEIR RULES.
WE INFILTRATE THEIR CULTURE.

Our Biggest Barrier: *No TikTok*

And let's be real, TikTok is the teenage universe.

BUT...
WE CAN'T MEET THEM THERE.

Even without TikTok we can still meet them where they are



Snapchat



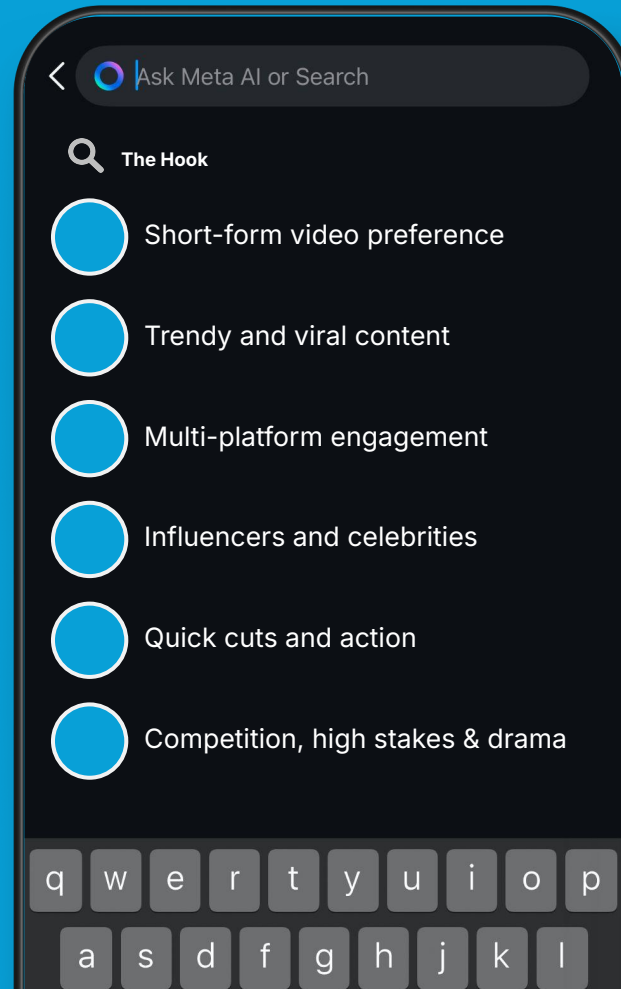
from
FACEBOOK

Instagram



YouTube

The Hook:



And there's no higher stakes and drama than in *reality TV*

**Entertaining &
Easy to Consume**

Dramatic, fast-paced, and
built for short attention
spans

**Socially &
Culturally Relevant**

Shared in real time and
signals pop culture
fluency

Emotionally Engaging

Teens invest in characters
and see reflections of
themselves

**Deeper Meaning
Beneath The Drama**

Complex issues explored
in a low-pressure way

**TOO HOT
TO HANDLE**



Not just a guilty pleasure, a *cultural obsession*

Get To By

Get:

Media obsessed & social status obsessed 13-17 year olds...

To:

Realize that nicotine (Zyns, Vapes) robs them of their social currency...

By:

Stealthily planting the idea that nicotine in all forms is the opposite of cool—redefining what's socially desirable.



The Winning Move

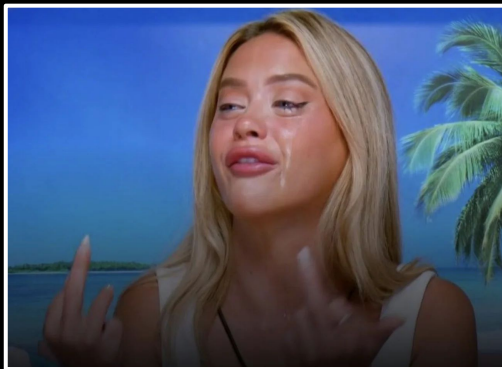
What if anti-nicotine content becomes their *entertainment*?

*Let the **Games** Begin.*



03.

Our Game Plan



Drama



Social Appeal



High Stakes

A dramatic content series that shows how unbearably *embarrassing* it is to be addicted to nicotine.

WELCOME TO...



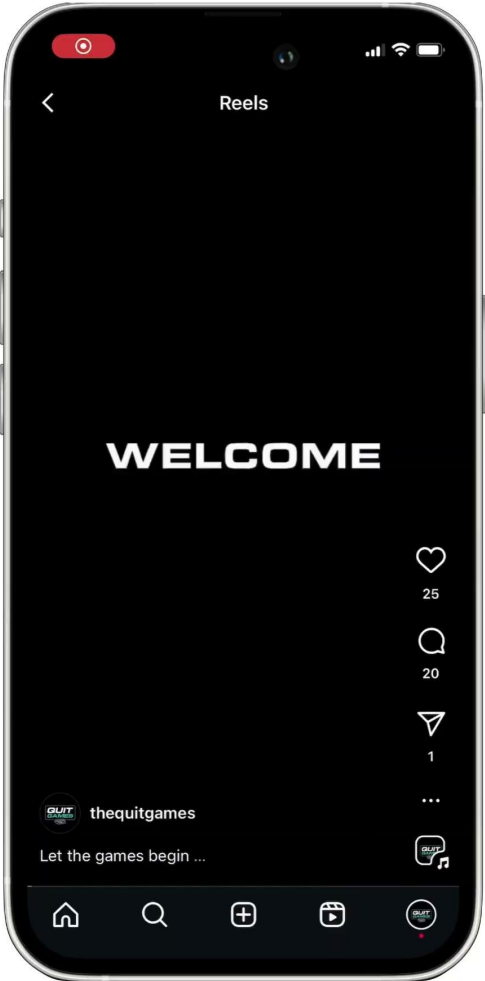
Where nicotine plays you.

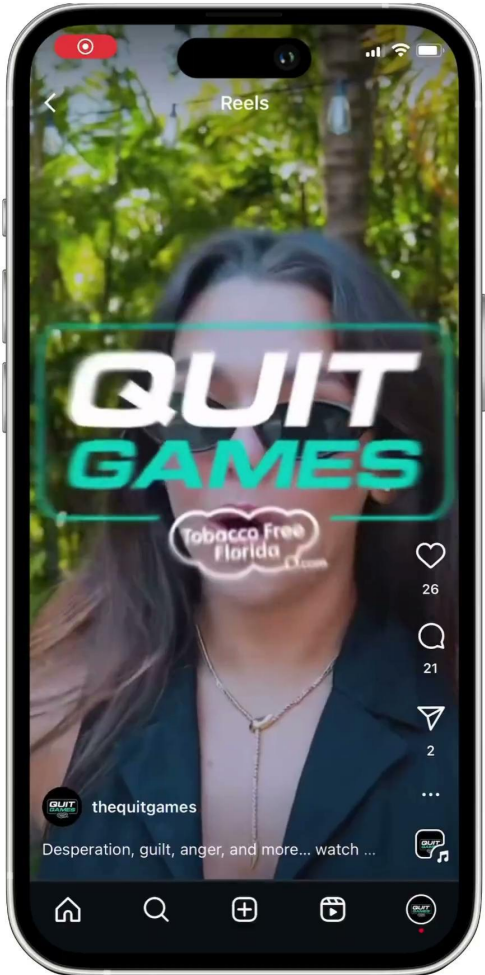
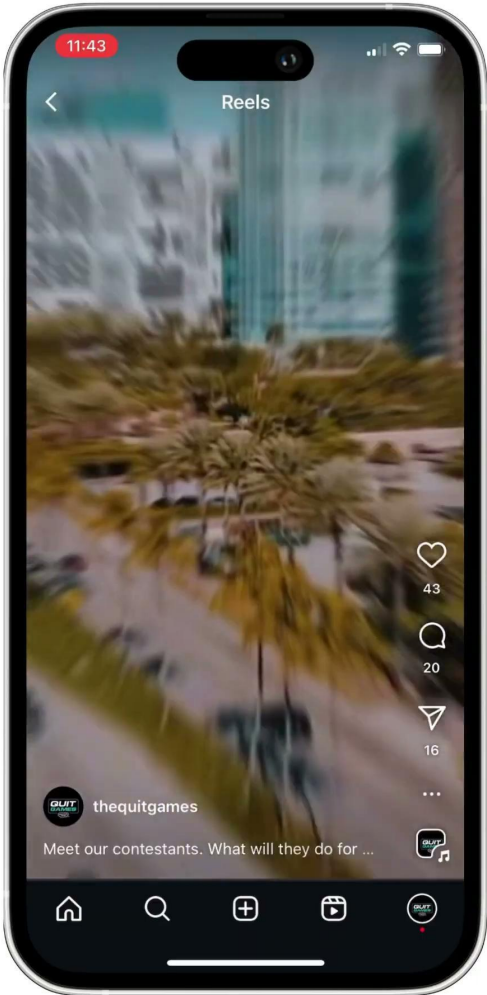
7 nicotine addicted contestants. \$50,000.

THE CATCH IS...
THERE IS *NO* WINNER.

01.

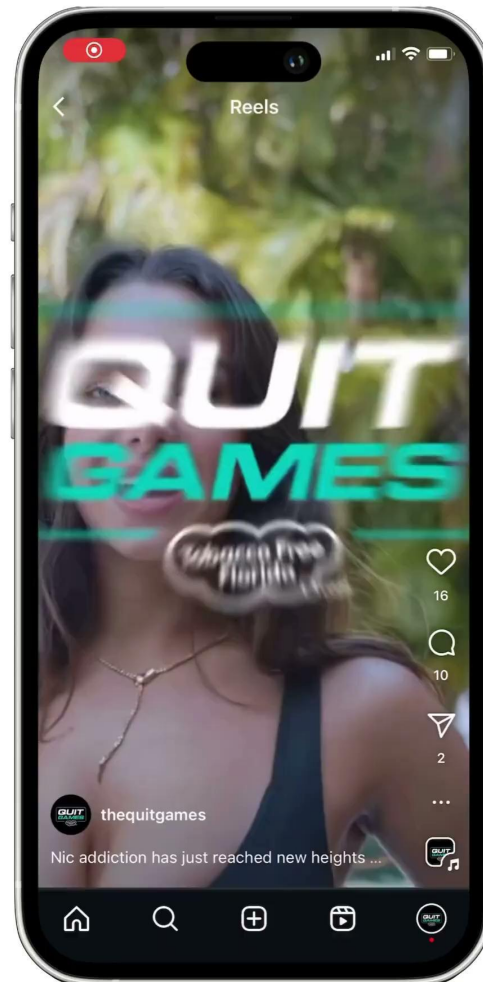
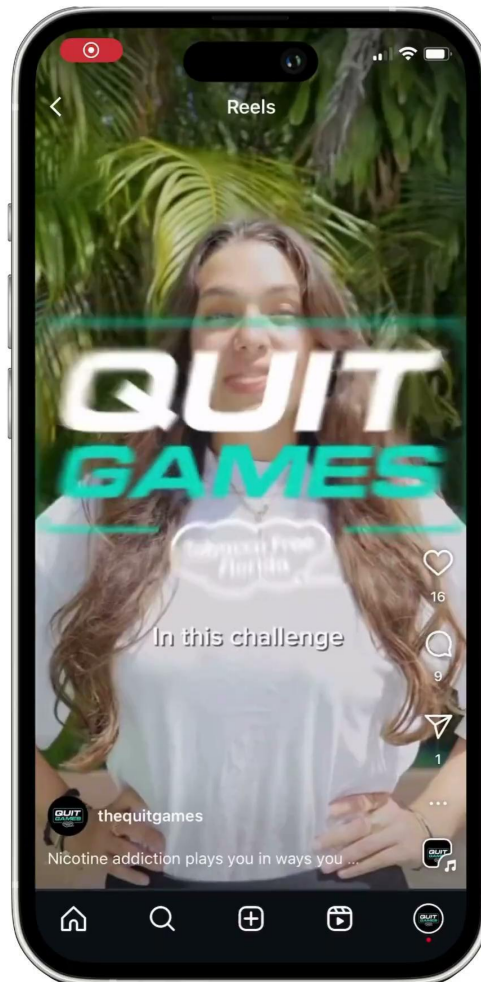
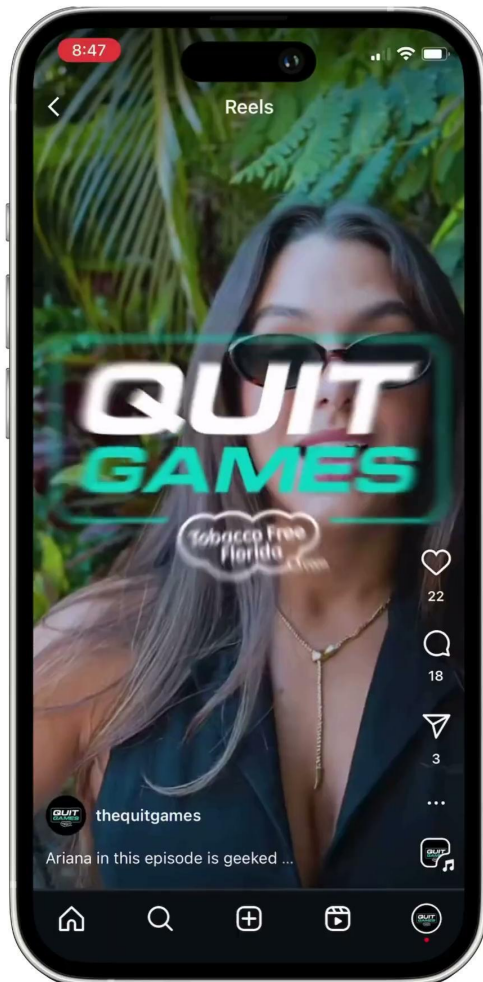
Launch: Teasers

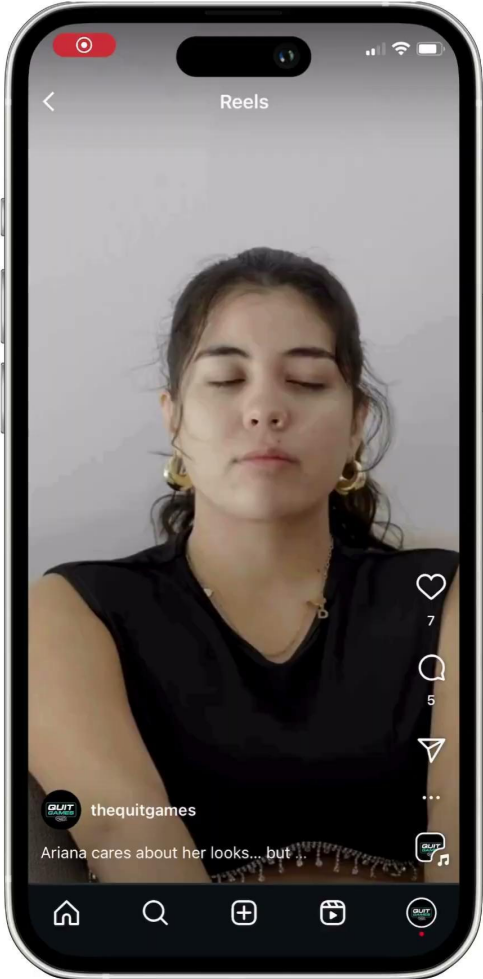
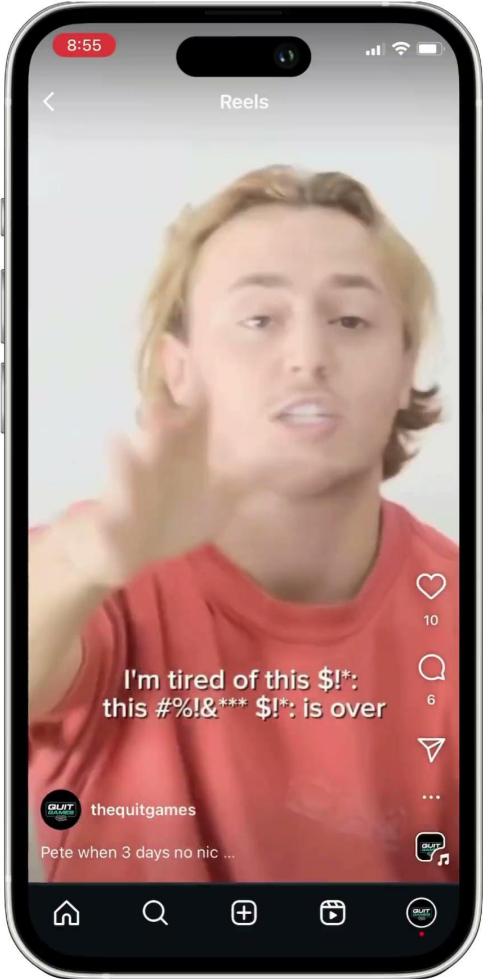


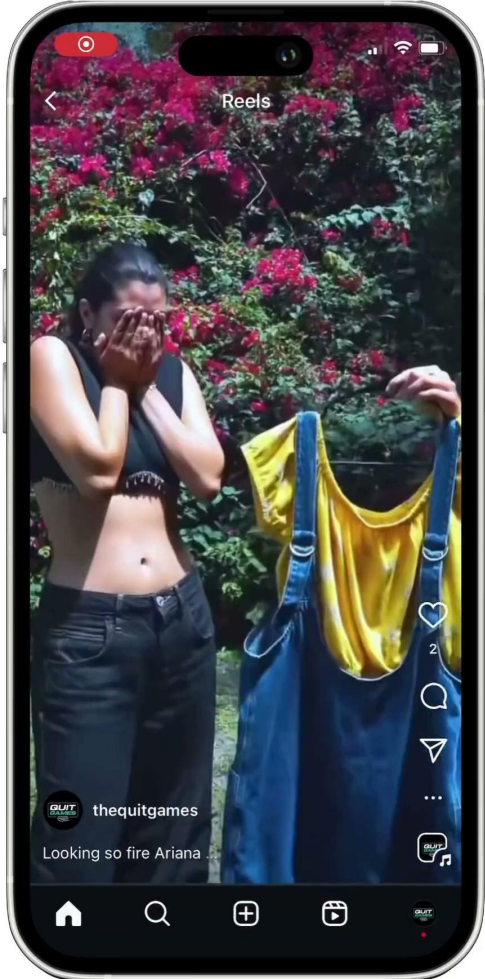
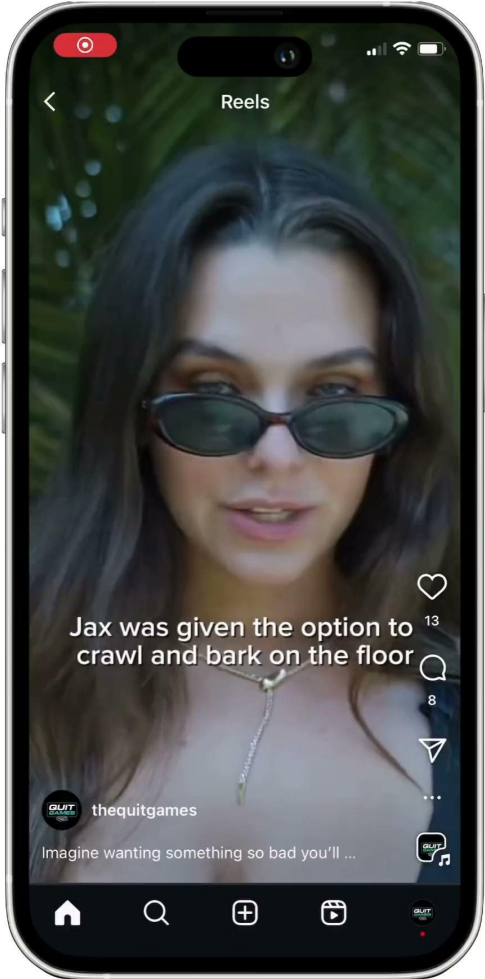


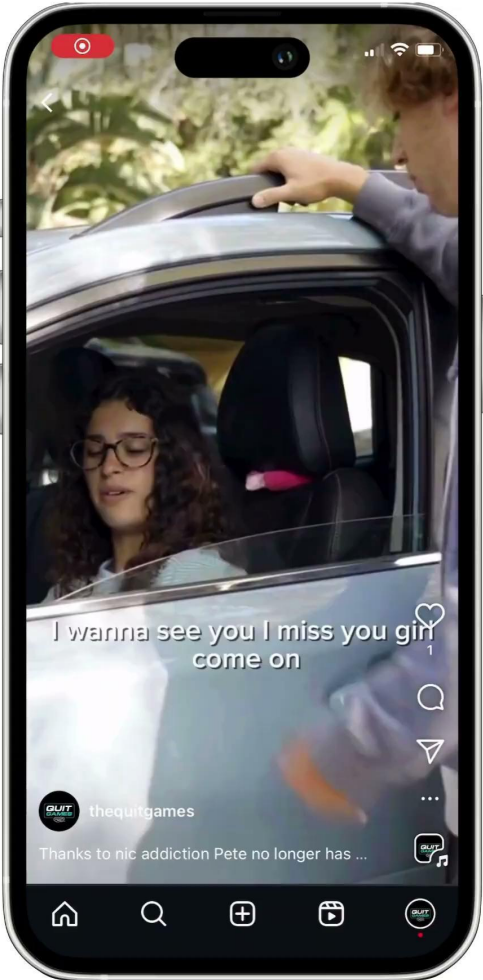
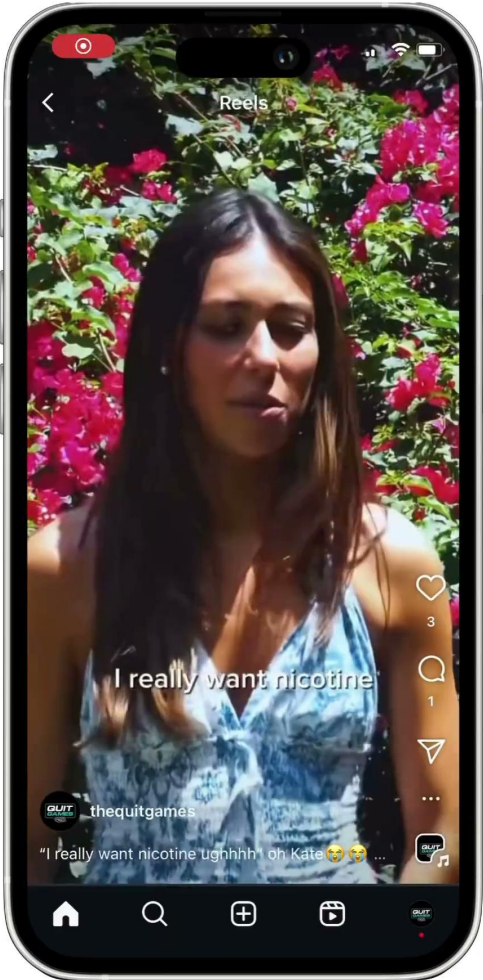
02.

Reinforce: Short Form









03.

Long Form Youtube Series

7 CONTESTANTS
1 CHALLENGE
QUIT NICOTINE



Quit Games

@QuitGames 25M subscribers 4 videos

Where Nicotine Plays You.

unfur.ly/QuitGames and 3 more links

Subscribe

Join

Home Videos Shorts Playlists Posts

Latest

Popular

Oldest



WHERE ARE THEY NOW? Who Quit and Who Didn't? ••

41M views · 8 days ago



Episode 8: Peak Embarrassment In This Episode Of Quit Games 🤪

99M views · 4 weeks ago



Episode 7: Watch As The Withdrawal Worsens...

104M views · 1 month ago

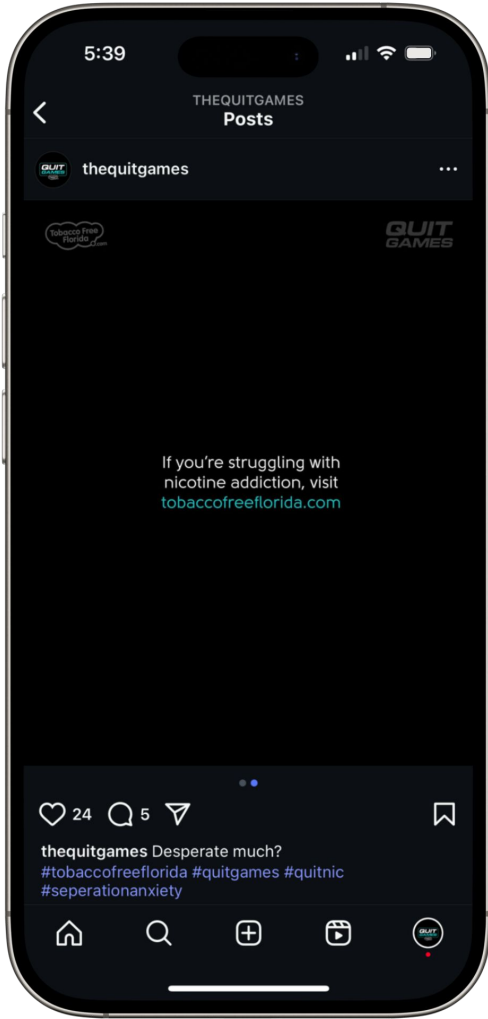
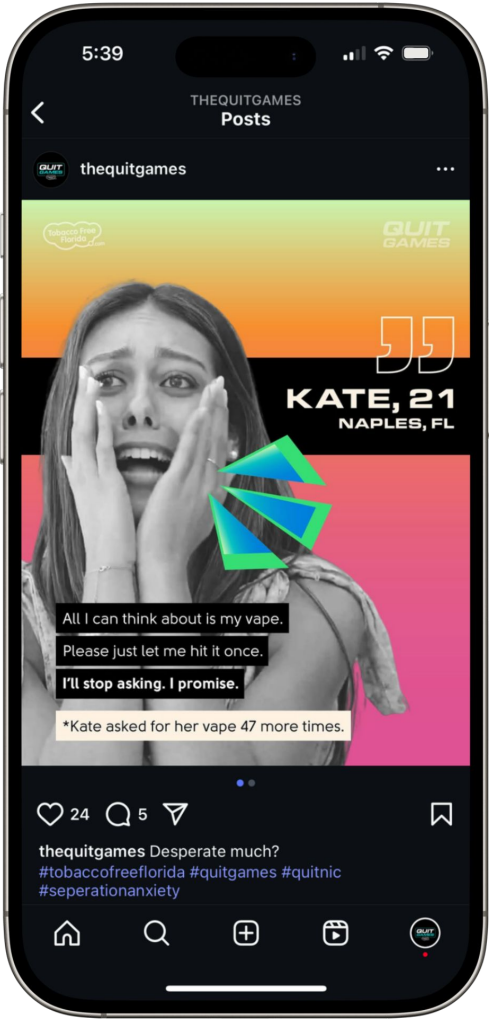


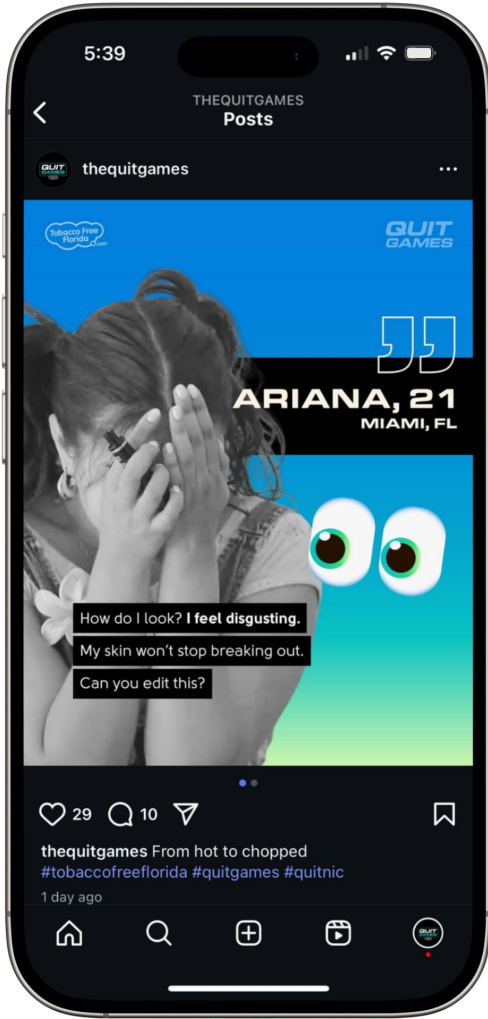
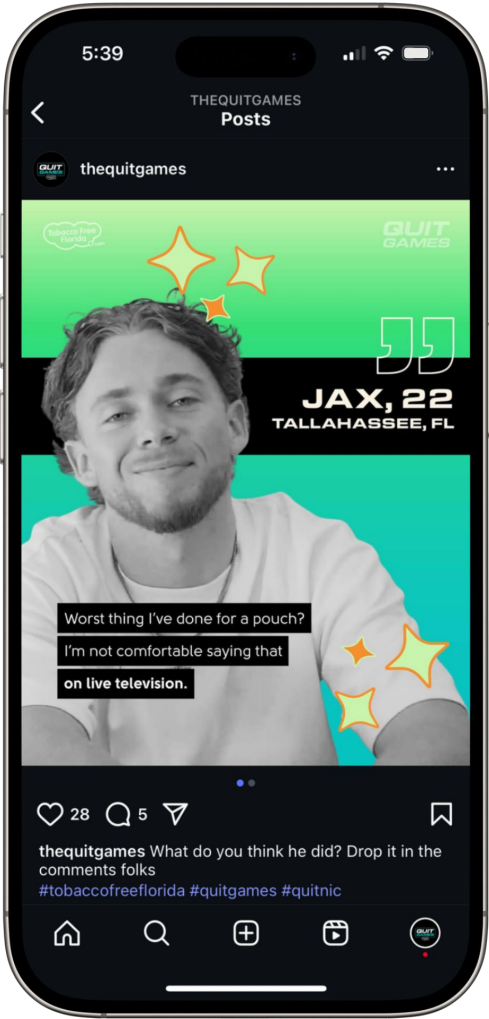
Episode 6: Tensions Are Rising in the Quit Quarters.

180M views · 2 months ago

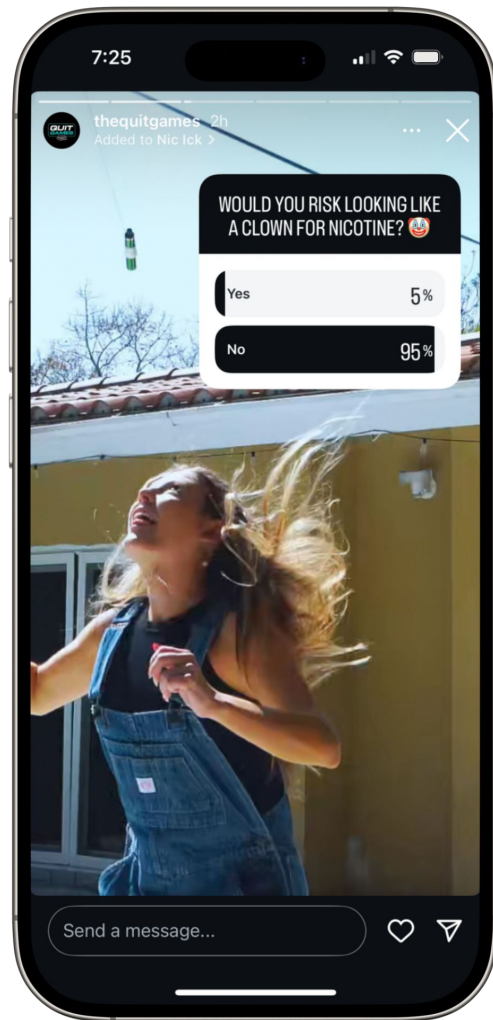
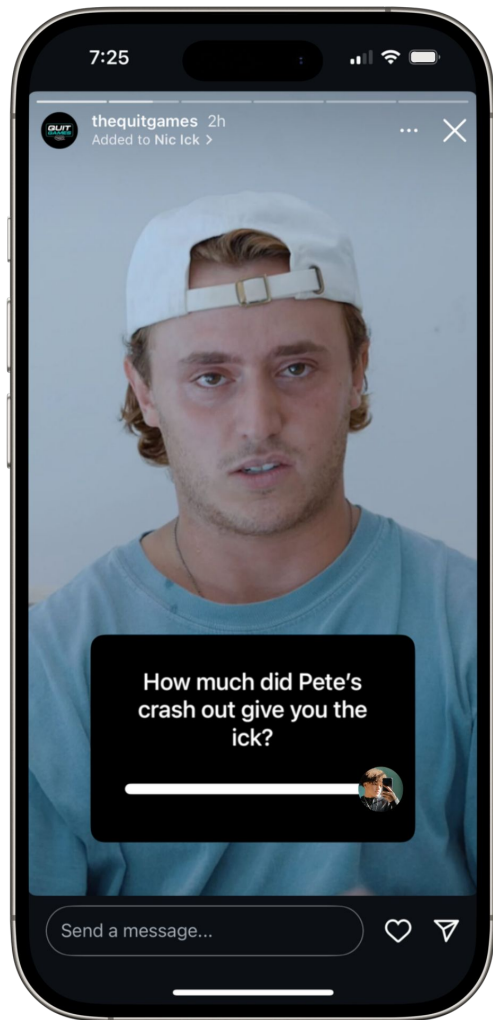
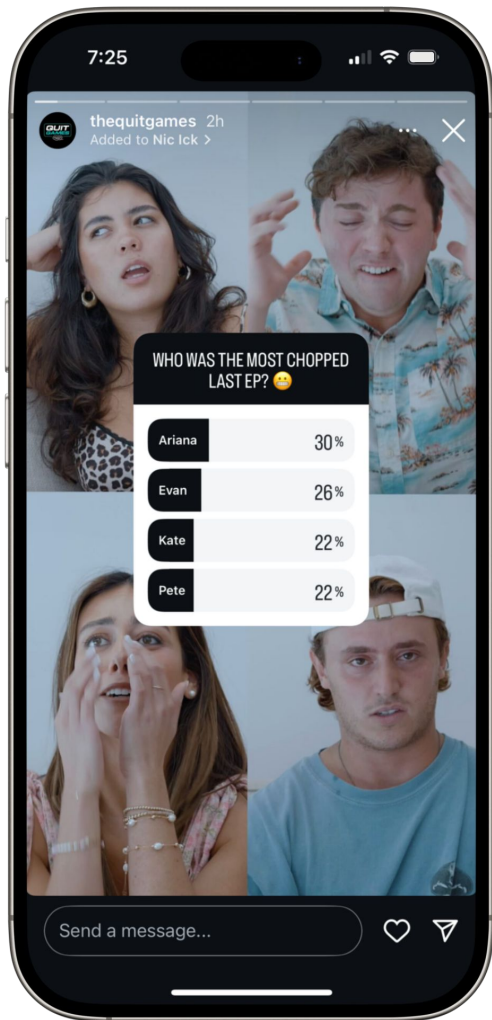
Follow us @thequitgames

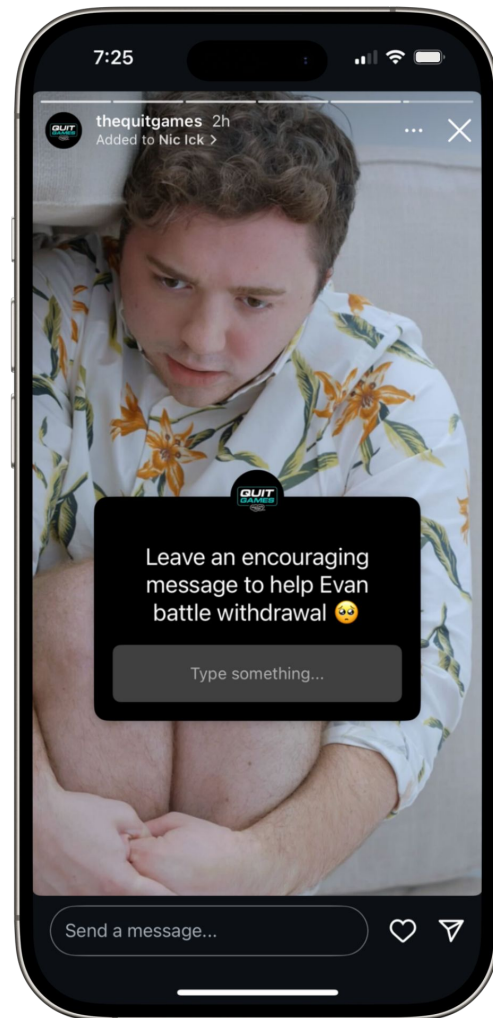
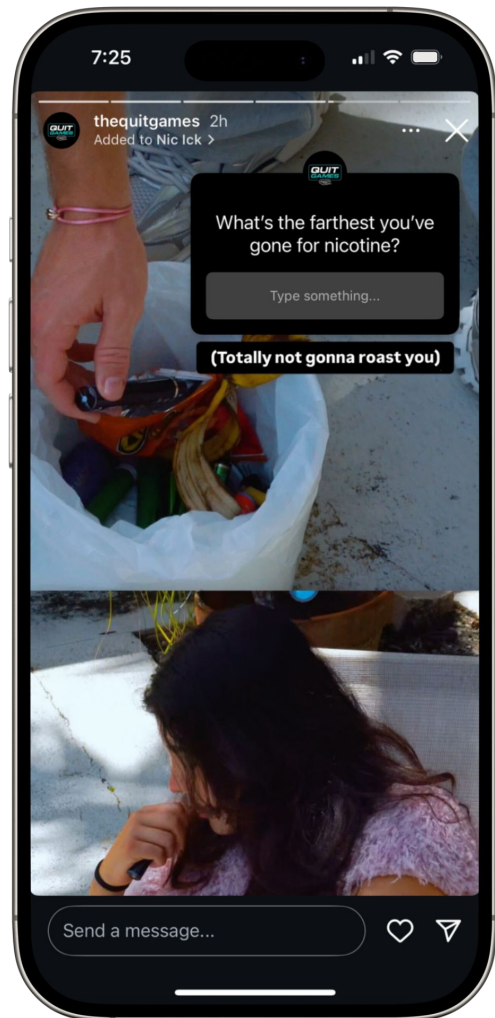
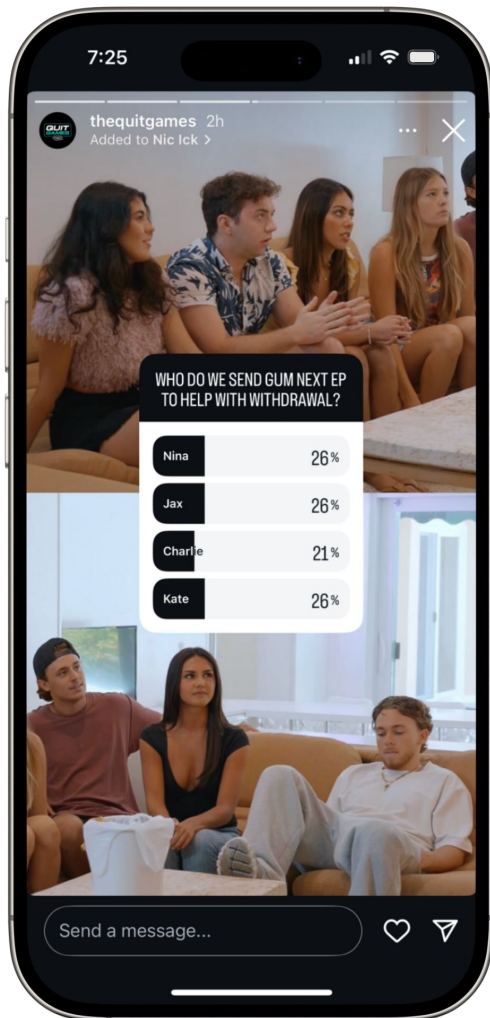


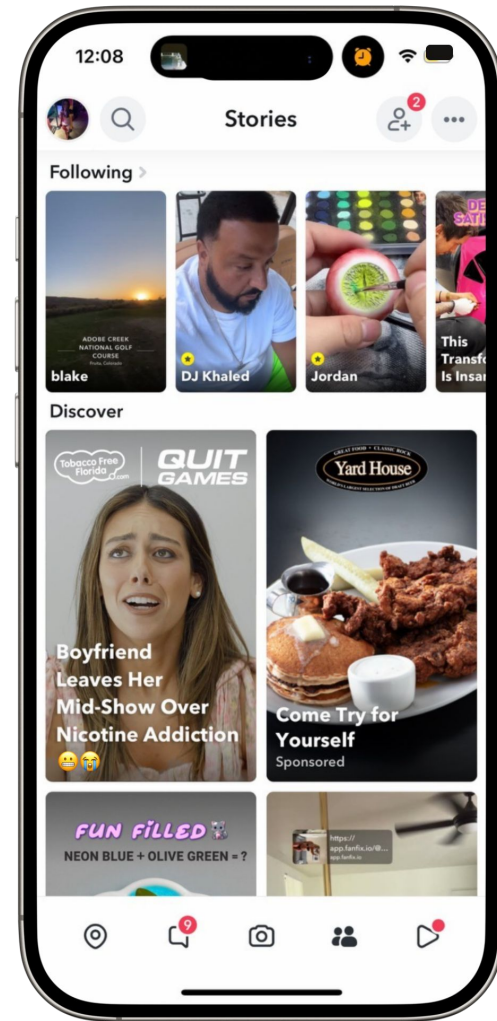
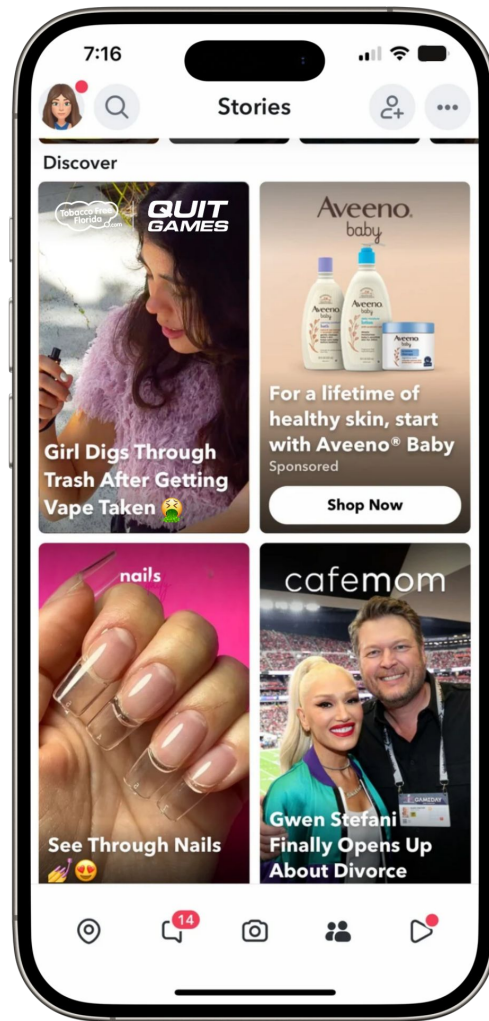
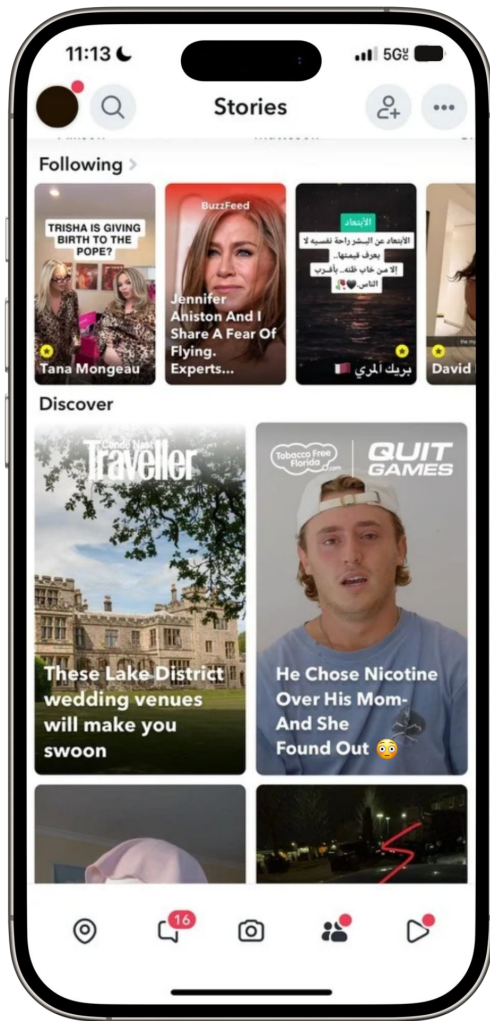






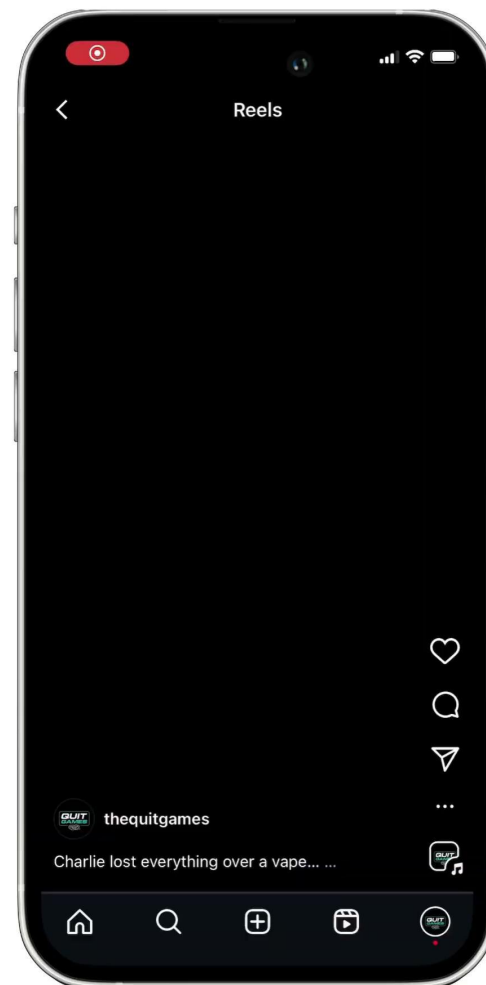
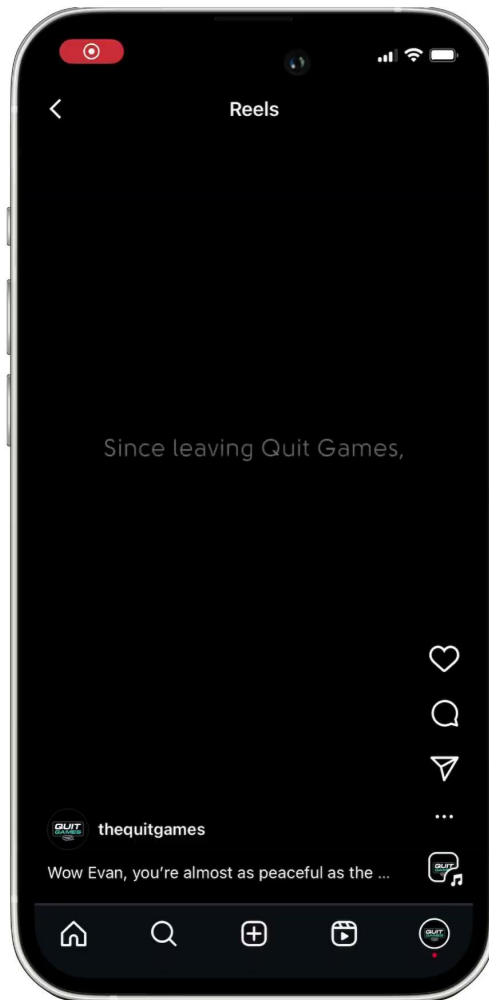
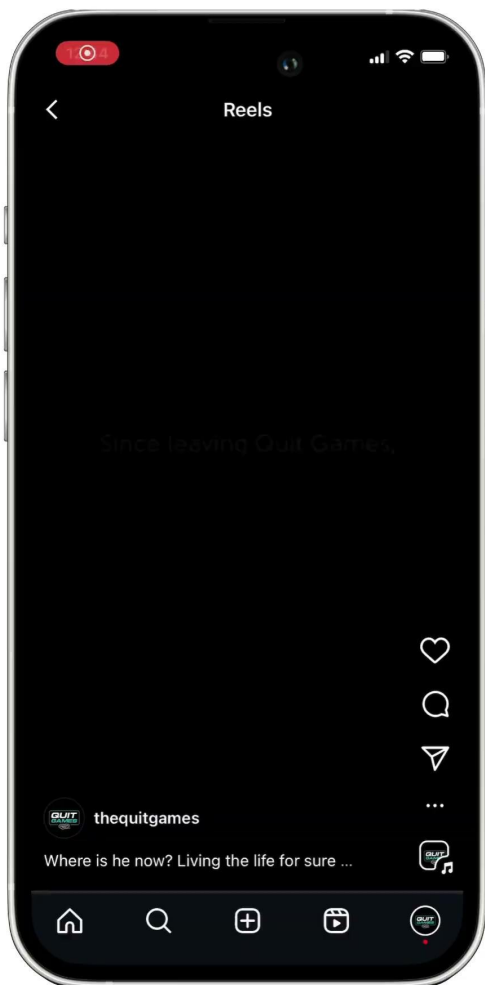






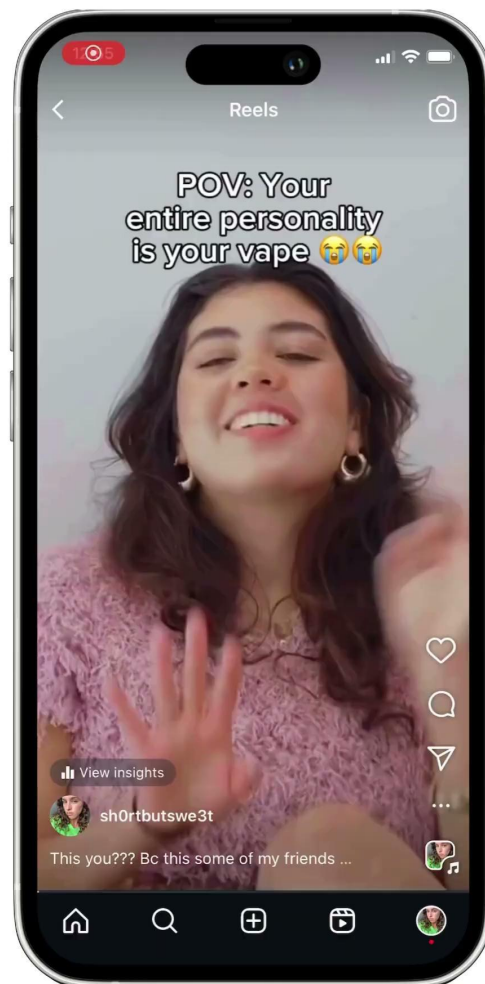
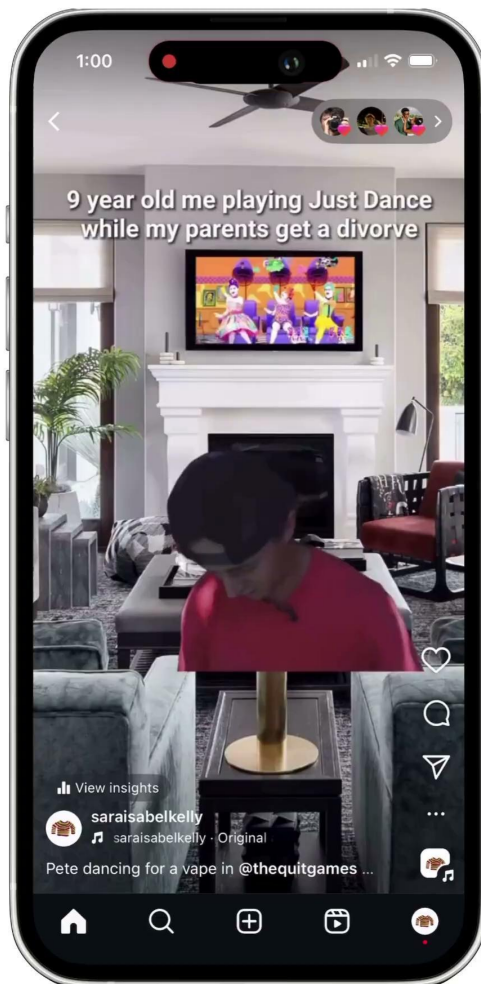
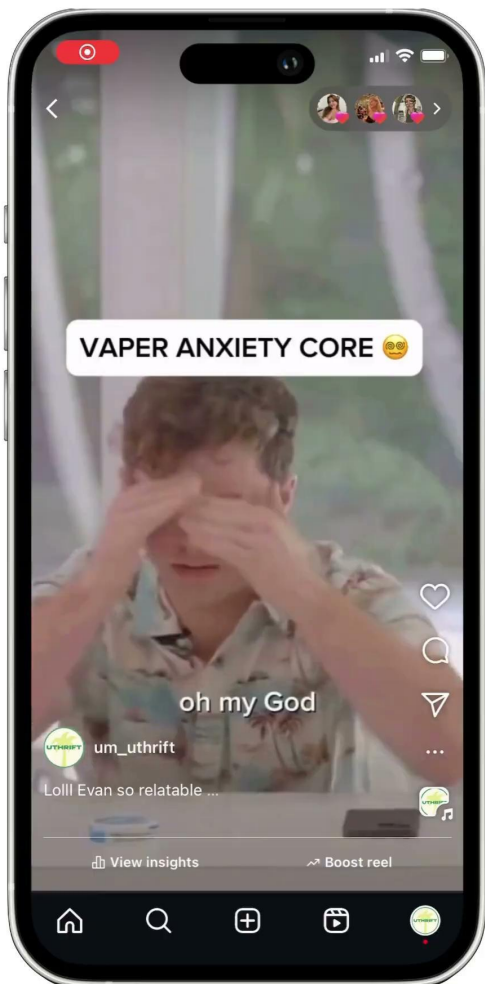
04.

Where Are They Now?



05.

User Generated Content









jordyn_mullins 2d

I'm so glad I've never vaped...this is actually humiliating

Reply Hide





m_booth17 1d

I know the gc is making so much fun of him for this

Reply Hide





juliasarama 1d

Ok this is sooo embarassing but I need to watch for the entertainment 🤔

Reply Hide



As the allure of nicotine fades...

Teens will see that nicotine addiction
destroys their social currency.

Media

Media Challenge

How does this content integrate seamlessly into their everyday lives in a way that doesn't feel forced?

Media Solution

We play by *their* rules.

Phase 01.

The Tease

First, we'll *plant* the idea...

We'll embed the message within entertaining, relatable content that feels natural and authentic to their *everyday* media consumption.

Phase 02.

The Launch

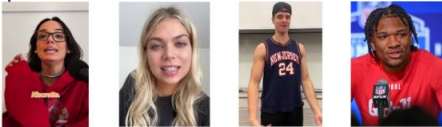
Then, we'll *drive* the message home.

Phase 03.

Sustain

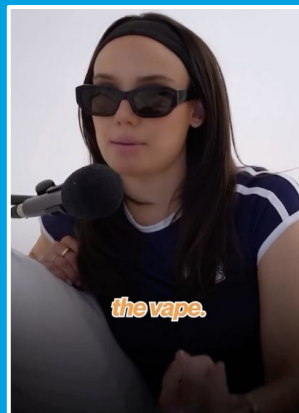
Finally, we'll encourage them to *join*
the conversation.

Meeting Teens Where They Are: Our Media Roadmap

Media Phases	Tease (Aug 1-16)	Launch (Aug 17-Nov 30)	Sustain (Dec 1-31)
Job To Be Done	Build curiosity on teen-favorite platforms, teasing a new contest reality show.	Debut Quit Games with drama, stakes, and characters teens connect with—while layering in the message about nicotine and social currency.	Fuel post-show conversations through influencers and fans, keeping the message alive organically.
By Activating Through	 Instagram Story Ads  Snapchat Discover Ads  YouTube Shorts Ads	 Connected TV Ads  Boosted Instagram Reels  Snapchat Story Ads  YouTube Shorts Ads	 Continued Instagram,  YouTube, Snapchat Ads  User Generated Content
Measured By	- Cost Per View (Ad Dashboards) - Engagement Quality (IG/Snapchat Insights)	- Video Completion (YT/IG Watch Time) - Engagement Rate (Influencers) - Influencer Analytics	- Engagement Rate (Shares, UGC) - Brand Lift (Post-survey, Sentiment) - Cost Per View (Ad Dashboards)
Influencers	  		

Our best tool to flip the narrative: *Influencers*

Influencers won't just amplify our message — they ARE the message



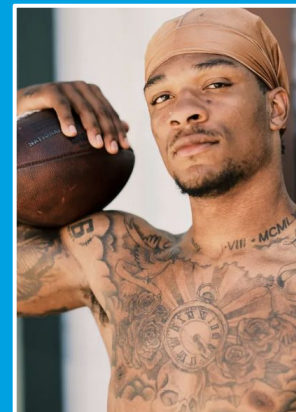
Sofia Franklyn
IG: 643K Followers



Katie Ritchie
IG: 502K Followers



Justin Lupo
IG: 205K Followers



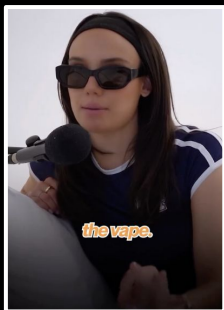
Anthony Richardson
IG: 325K Followers

What are we asking them to do?

Influencers at Every Touchpoint

Tease: Spark curiosity and increase awareness	Launch: Amplify the message and join the conversation	Sustain: Recycle & focus on overcoming addiction
• PR Unboxing Haul Posted to IG/YouTube • Repost from <i>Quit Games</i> content across media platforms to their IG Story • Comment on 2 different <i>Quit Games</i> posts	• Reaction videos (side-by-side or stitch) from <i>Quit Games</i> posted to their IG/Snapchat/YT • Vlog-style videos sharing about their nicotine quit stories/wellness tie-ins • IG reel/ YT Short posted in their customized style mentioning <i>Quit Games</i>	• Reaction videos from <i>Quit Games</i> "Where are they now" posted to their IG/Snapchat/YT

Customized Asks



Sofia

IG reel/YT short talking about Quit Games-like embarrassing experience or story



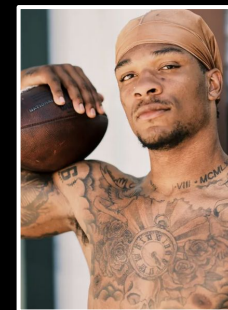
Katie

GRWM-style IG reel/ YT Short on quitting journey & tying in *Quit Games*



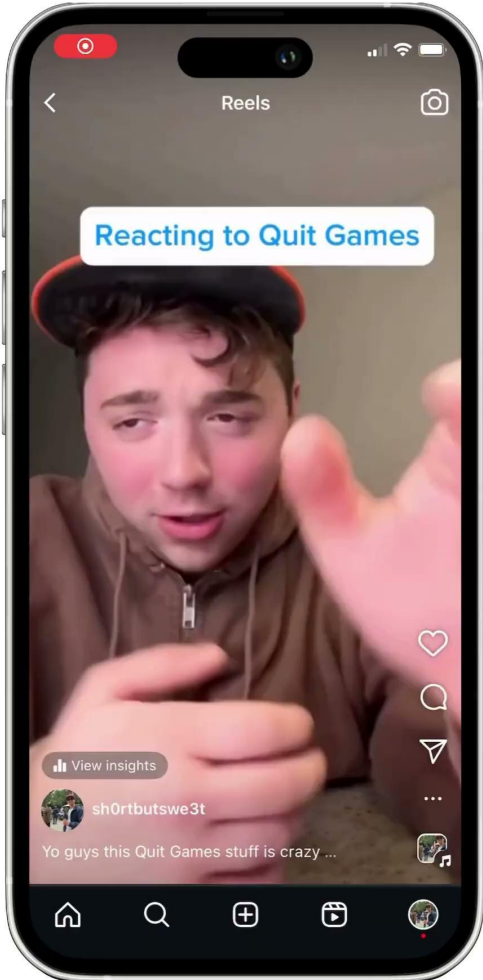
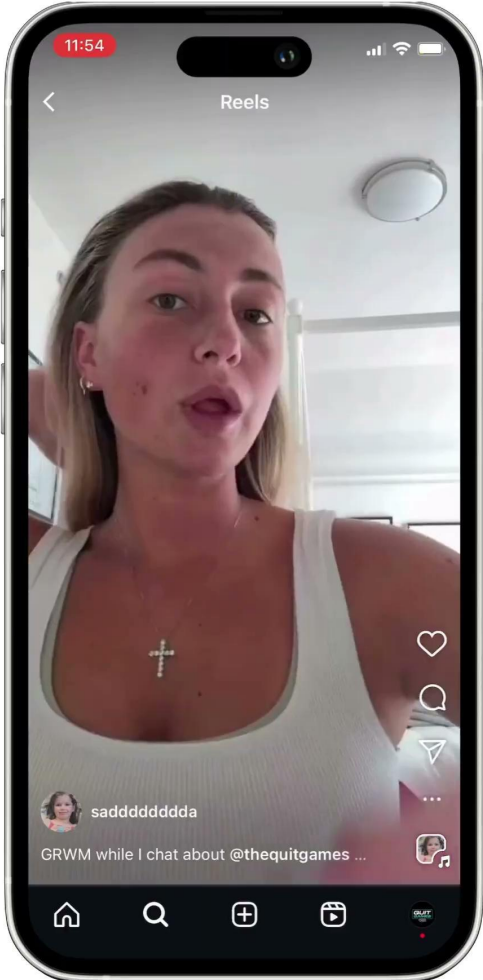
Justin

IG reels comedic skit in his signature style inspired by the *Quit Games* content



Anthony

IG reel/YT short talking about Nicotine and being an athlete with *Quit Games* messaging tied in



The Journey: IRL

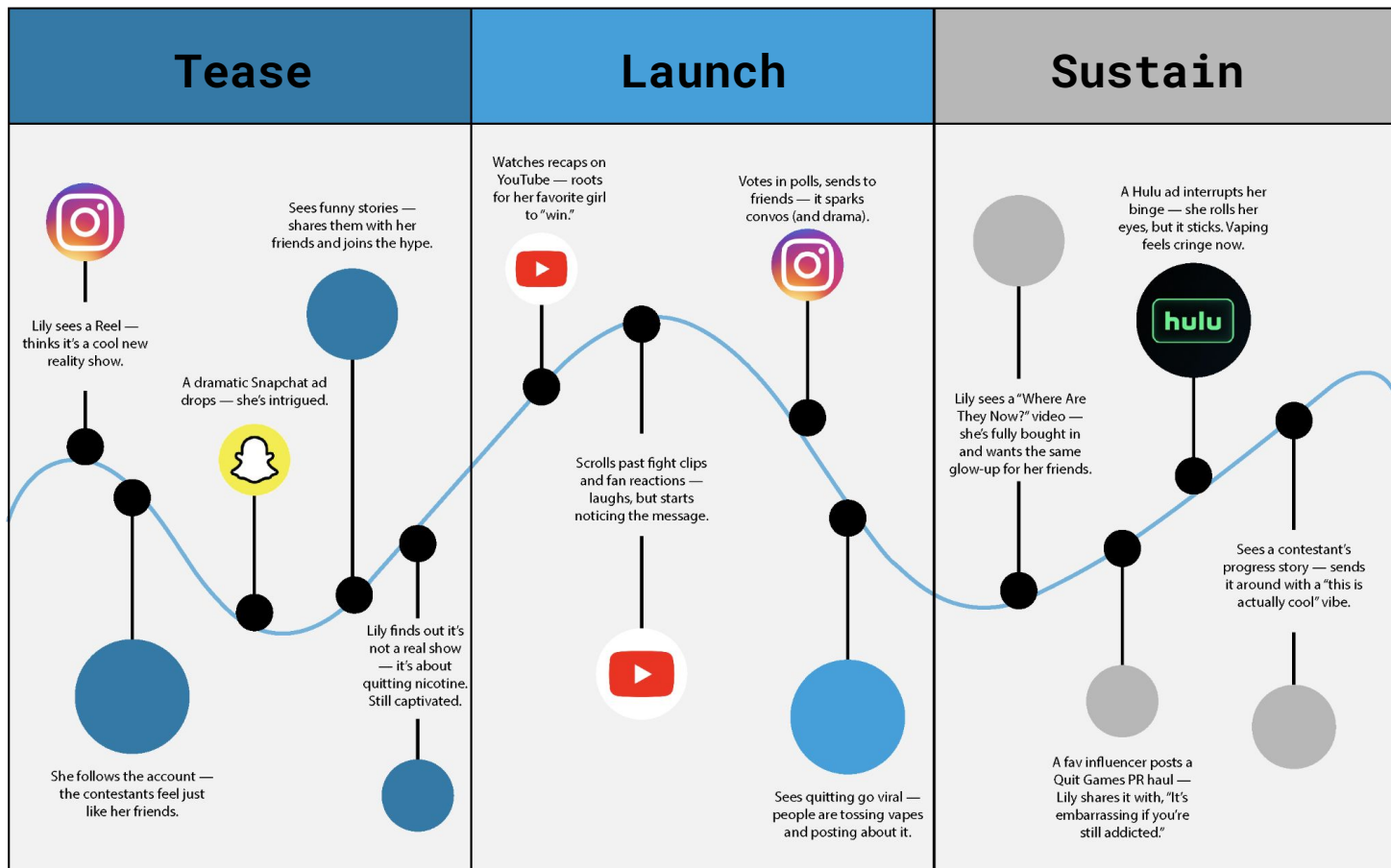
Lily Bennett

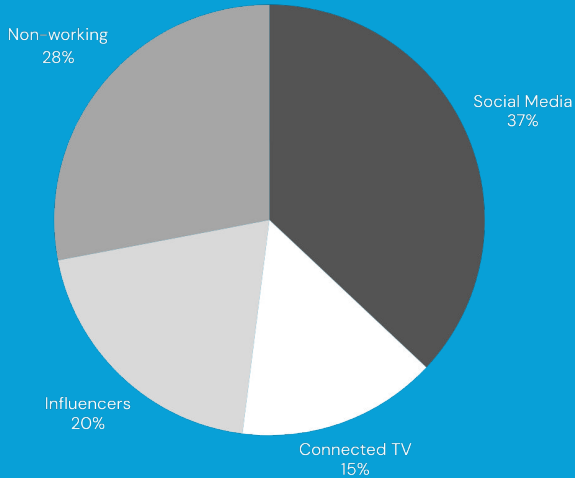
Gen Alpha/Gen Z

In the 9th grade

Has friends who vape

Has been offered a vape multiple times, but turned it down





Quitting Cost

Where our budget goes
(And Why)

Channel	%	\$
Social Media	37%	\$2,960,000
Instagram	15%	\$1,200,000
Snapchat	13%	\$1,040,000
YouTube	9%	\$720,000
Connected TV	15%	\$1,200,000
Hulu	6%	\$480,000
Amazon Prime, Netflix, Apple TV (combined)	9%	\$720,000
Influencers	20%	\$1,600,000
Creators	20%	\$1,600,000
Non-working	28%	\$2,240,000
Production	20%	\$1,600,000
Agency Fee	8%	\$640,000
Total	100%	\$8,000,000

Tracking the Win

Measuring Success

Video Completion	Platform dashboard on YouTube and Instagram ads
Cost Per View (CPV)	Paid media dashboards across Instagram, YouTube, Snapchat
Engagement Rate	Likes, saves, shares, and comments
Brand Lift	Pre- and post-campaign surveys and comment sentiment
User-Generated Content (UGC)	TFF & Quit Games hashtags, platform-specific search analytics

Winning *Quit Games*

By **connecting emotionally**, **spending smart**, and **tracking deeply**, we're not just running a campaign — we're creating a culture shift.

What We've Accomplished

We'll start a conversation about nicotine that shifts its culture and *ends* teens' desires to ever start.

Because at the end of the day,
nicotine addiction is the game *no one* wins.

Let's chat.



