



**BRANDING BY MAX Fraser**

7326452

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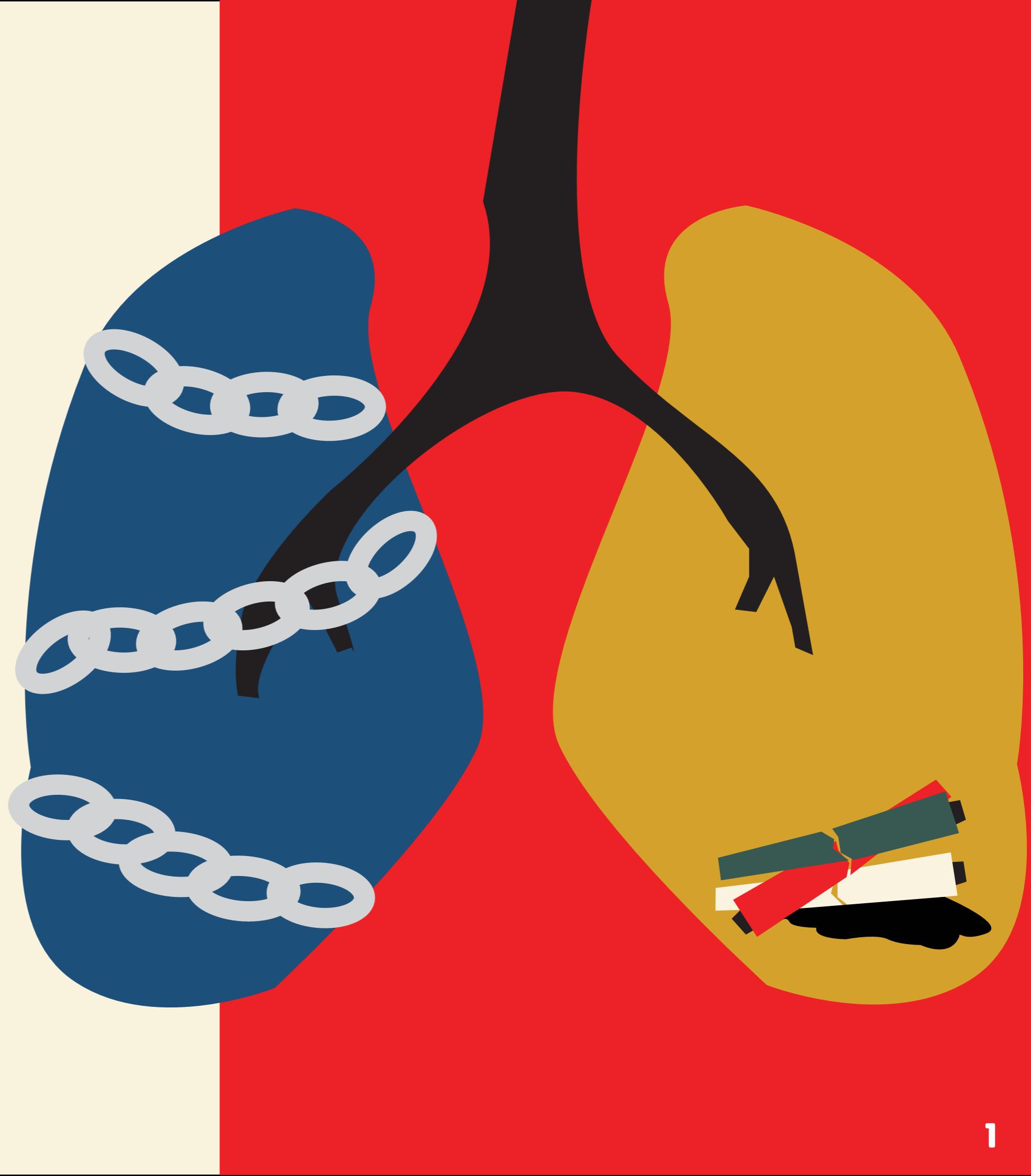
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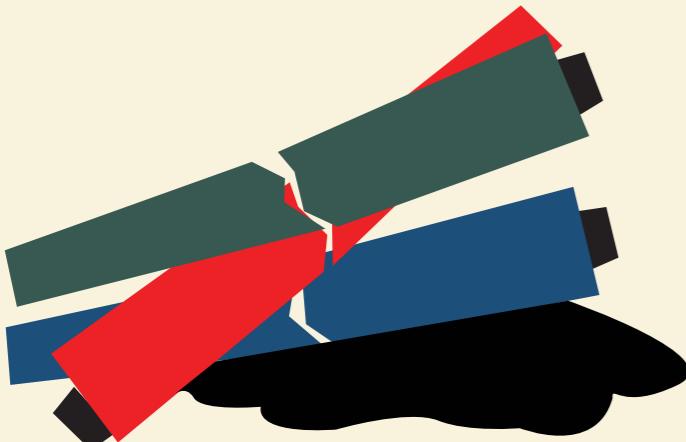
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# WHO WE ARE

**Mate, Drop the Vape** is an organisation dedicated to encouraging young people aged 15-24 to support each other in quitting vaping.

Through a mix of social media campaigns, out-of-home advertising, and branded merchandise, the organisation aims to dismantle the trendiness of vaping and reduce its appeal among younger audiences. By connecting with youth in ways that resonate, "Mate, Drop the Vape" fosters a supportive community, empowering young people to make healthier choices together.



WHO WE ARE

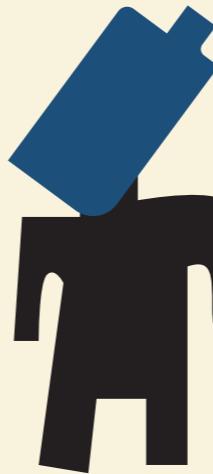
At **Mate, Drop the Vape**, we're all about creating a supportive, relatable space for young people who want to quit vaping. We use social media to connect with youth on their level, promoting authentic, user-generated content that encourages mates to support each other in making healthier choices. Our online presence is built around a community vibe where young people can share their own journeys, advice, and successes in kicking the habit.



Beyond social media, we partner with pubs, cafes, and local events to bring the conversation offline and into real-life settings. They display and promote our collateral helping to promote our laid back image. By combining online engagement with community-based events, we're creating a movement that makes quitting vaping not just a goal, but a lifestyle choice that's supported and celebrated.

LOOK OUT  
FOR YOUR  
MATES

(WE ARE HELPING THEM DROP THE VAPES)



58% OF 18-24 YEAR  
OLDS HAVE VAPED IN  
THEIR LIFETIME



88% OF YOUTH WHO  
USE TOBACCO PRODUCTS  
STARTED WITH VAPES



18.4% INCREASE  
IN TEEN VAPE  
USE SINCE 2019

# BRAND GUIDELINES

C = 78  
M = 67  
Y = 64  
K = 74



C = 18  
M = 36  
Y = 100  
K = 1



C = 95  
M = 71  
Y = 29  
K = 12



C = 95  
M = 71  
Y = 29  
K = 12



C = 8  
M = 99  
Y = 97  
K = 8



THREE  
FILLED

PRIMARY LOGO



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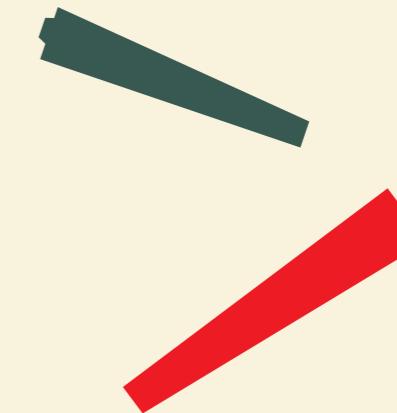
## OUR MISSION

AT MATE, DROP THE VAPE, OUR MISSION IS TO EMPOWER YOUNG PEOPLE TO TAKE CONTROL OF THEIR HEALTH BY BUILDING A SUPPORTIVE, RELATABLE COMMUNITY THAT MAKES QUITTING VAPING ACCESSIBLE AND APPEALING.

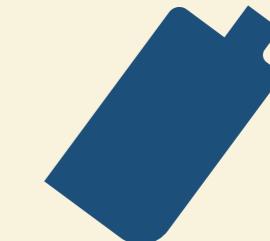
## OUR POINT OF DIFFERENCE

MATE, DROP THE VAPE STANDS OUT BY REDEFINING THE WAY ANTI-VAPING MESSAGES ARE DELIVERED TO YOUNG PEOPLE. RATHER THAN USING TRADITIONAL SCARE TACTICS, WE FOCUS ON A FRESH, AESTHETIC APPROACH THAT RESONATES WITH YOUTH CULTURE. OUR LANGUAGE AND VISUALS ARE CAREFULLY CRAFTED TO FEEL TRENDY AND RELATABLE, USING AN INDIE, SOCIAL-MEDIA-FRIENDLY VIBE THAT YOUNG PEOPLE NATURALLY CONNECT WITH AND WANT TO SHARE.

WHAT TRULY SETS US APART IS OUR SHIFT IN FOCUS—FROM JUST QUITTING VAPING YOURSELF TO SUPPORTING YOUR MATES IN DOING THE SAME. BY ENCOURAGING YOUNG PEOPLE TO LOOK OUT FOR EACH OTHER, WE'RE TACKLING THE SOCIAL NATURE OF VAPING HEAD-ON, REDUCING THE INFLUENCE OF PEER PRESSURE AND MAKING IT "COOL" TO BE VAPE-FREE.



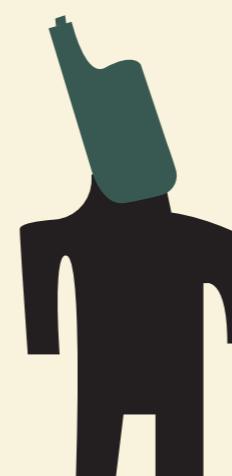
JTGALBOYS



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VENTURE

**SOCIAL MEDIA POSTS**  
**DISPLAY POSTERS**  
**TOTE BAGS**  
**APPAREL**

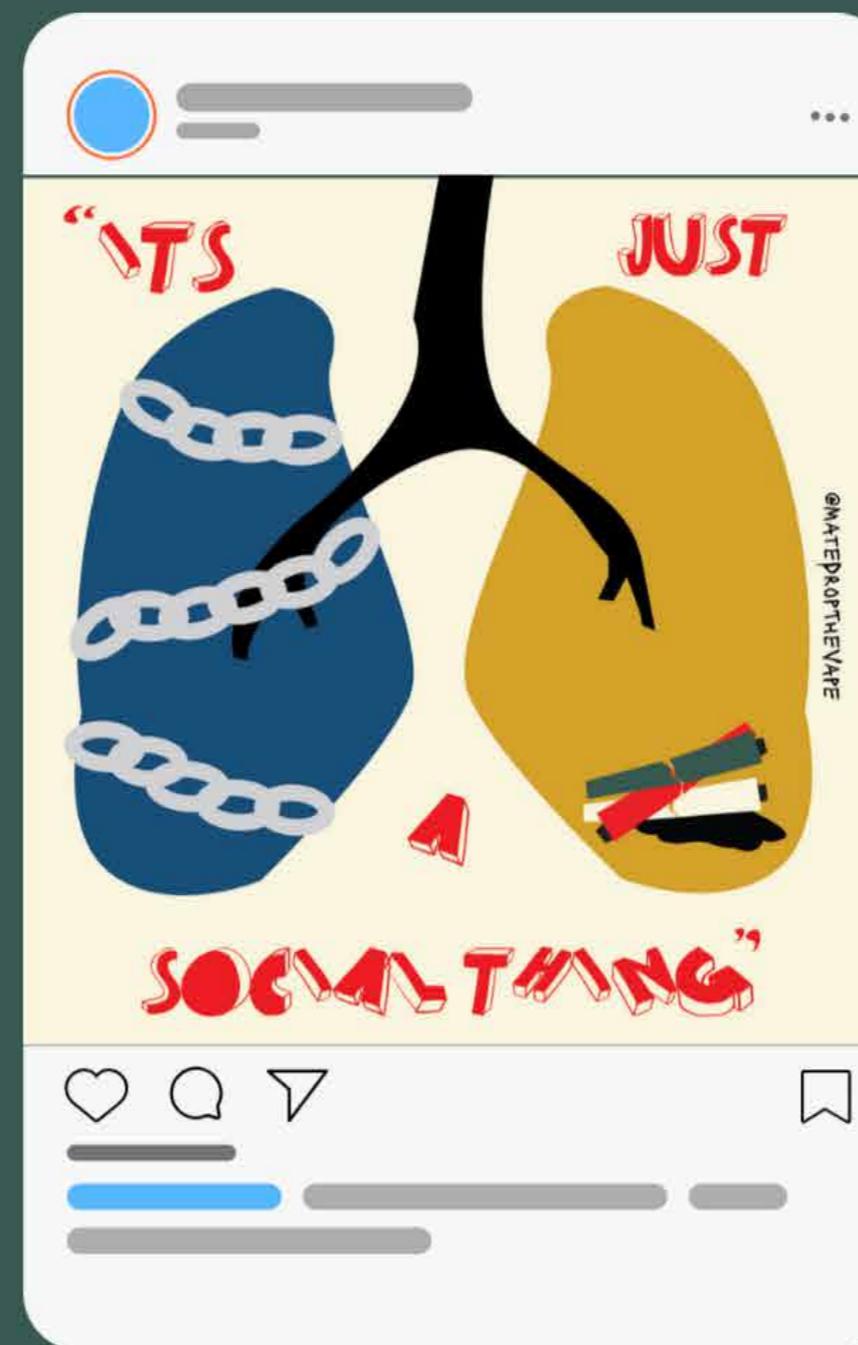
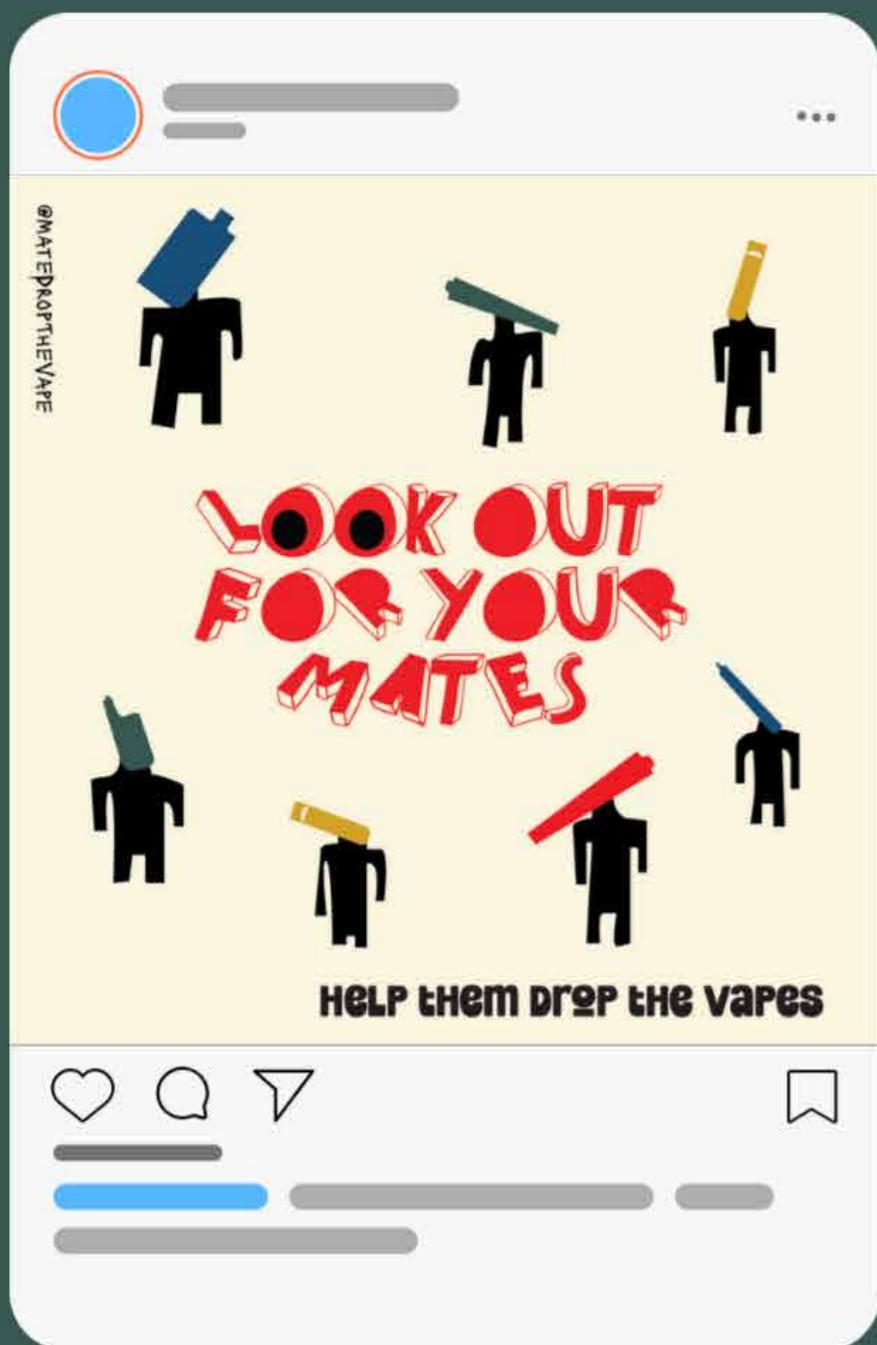


OUR MATE, DROP THE VAPE COLLATERAL IS DESIGNED TO MAKE A STATEMENT WHILE STAYING ON-TREND. FROM TOTE BAGS, HATS, AND HOODIES TO EYE-CATCHING SOCIAL MEDIA POSTS AND POSTERS, EACH PIECE EMBODIES THE INDIE, YOUTHFUL AESTHETIC THAT RESONATES WITH OUR AUDIENCE.

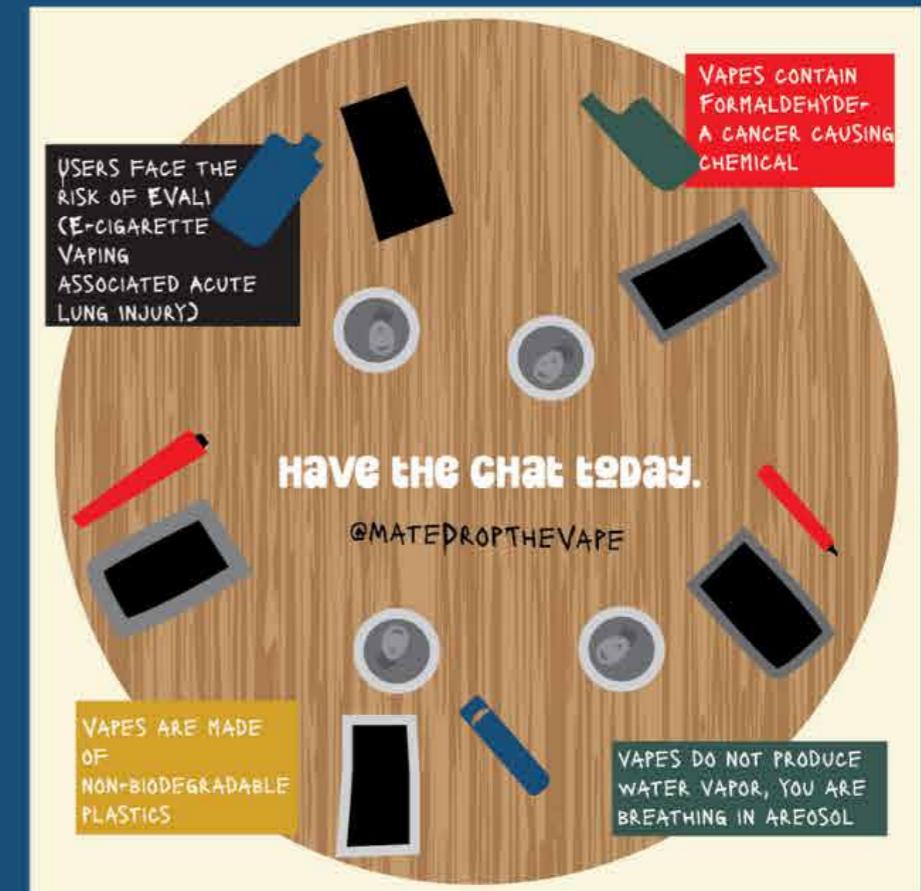
THE POSTERS, PLACED STRATEGICALLY AT BUS STOPS AND IN BARS, SERVE AS REMINDERS IN SOCIAL SETTINGS WHERE VAPING IS COMMON, ENCOURAGING MATES TO LOOK OUT FOR EACH OTHER. OUR MERCHANDISE ISN'T JUST ABOUT SPREADING THE MESSAGE; IT'S ABOUT CREATING A SENSE OF BELONGING AND MAKING IT "COOL" TO BE PART OF A VAPE-FREE MOVEMENT.



# SOCIAL MEDIA POSTS



# SOCIAL MEDIA POSTS



SWIPE, CAROUSEL POST

## OUT OF HOME POSTER 1/2



## OUT OF HOME POSTER 2/2



# Tote Bag Design 1/2



## Tote Bag Design 2/2



# Jumper Design



## Hat Designs





**"MATE, PROP THE VAPE"**

**BRANDING BY MAX FRASER**