



BRANDING BY MAX FRASER


7326452

contents

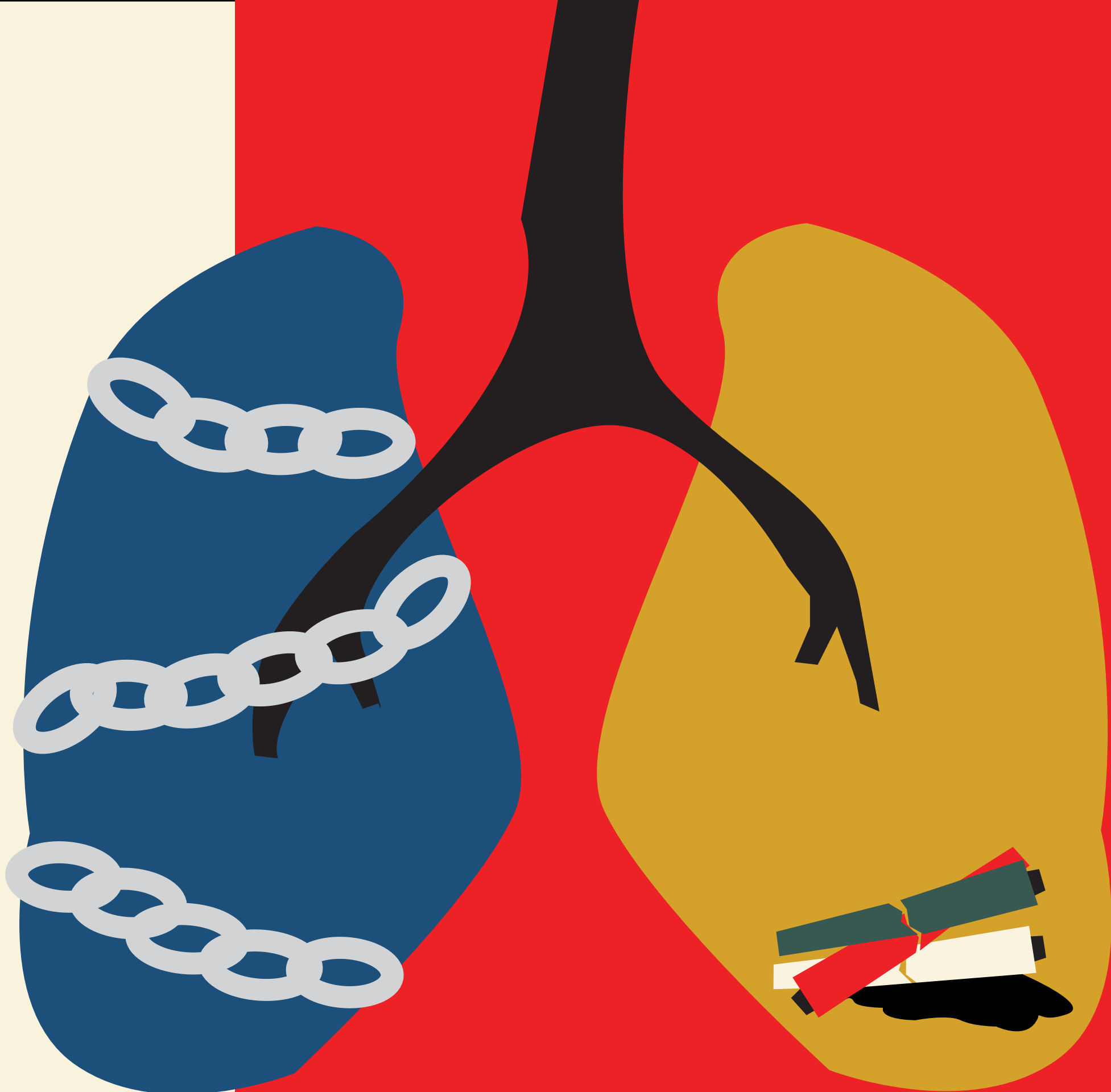
 INTRODUCING US 1-2

 TARGET AUDIENCE 4-5

 BRAND GUIDELINES 6

 MISSION AND DIFFERENCE 7

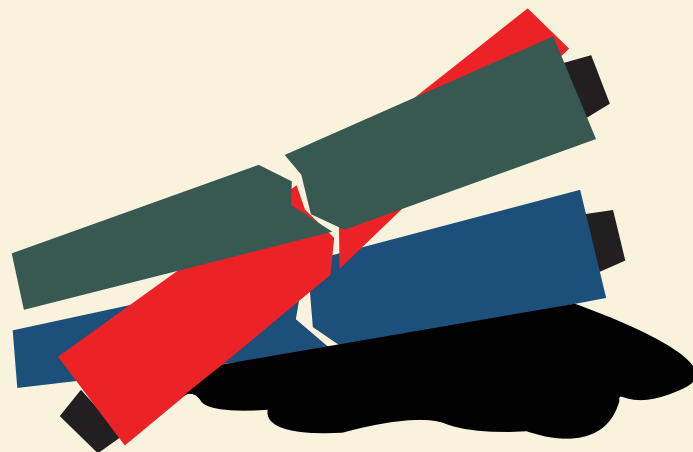
 COLLATERAL 8-16



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.



WHAT WE

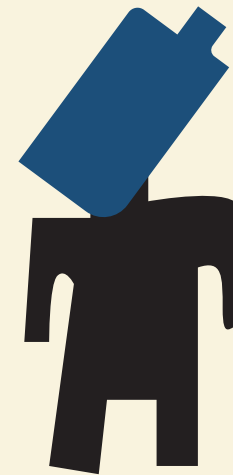
AT **Mate, Drop the Vape**, WE'RE ALL ABOUT CREATING A SUPPORTIVE, RELATABLE SPACE FOR YOUNG PEOPLE WHO WANT TO QUIT VAPING. WE USE SOCIAL MEDIA TO CONNECT WITH YOUTH ON THEIR LEVEL, PROMOTING AUTHENTIC, USER-GENERATED CONTENT THAT ENCOURAGES MATES TO SUPPORT EACH OTHER IN MAKING HEALTHIER CHOICES. OUR ONLINE PRESENCE IS BUILT AROUND A COMMUNITY VIBE WHERE YOUNG PEOPLE CAN SHARE THEIR OWN JOURNEYS, ADVICE, AND SUCCESSSES IN KICKING THE HABIT.



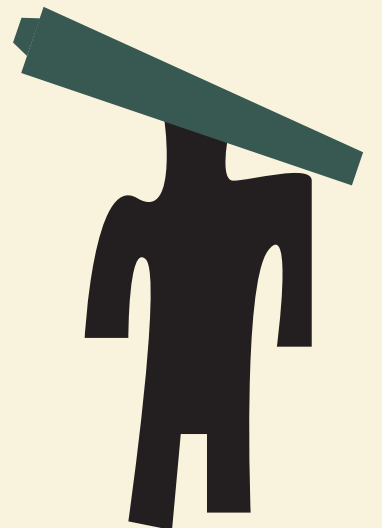
BEYOND SOCIAL MEDIA, WE PARTNER WITH PUBS, CAFES, AND LOCAL EVENTS TO BRING THE CONVERSATION OFFLINE AND INTO REAL-LIFE SETTINGS. THEY DISPLAY AND PROMOTE OUR COLLATERAL HELPING TO PROMOTE OUR LAID BACK IMAGE. BY COMBINING ONLINE ENGAGEMENT WITH COMMUNITY-BASED EVENTS, WE'RE CREATING A MOVEMENT THAT 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



18.4% INCREASE
IN TEEN VAPE
USE SINCE 2019



88% OF YOUTH WHO
USE TOBACCO PRODUCTS
STARTED WITH VAPES

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



JT & BOYS



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.

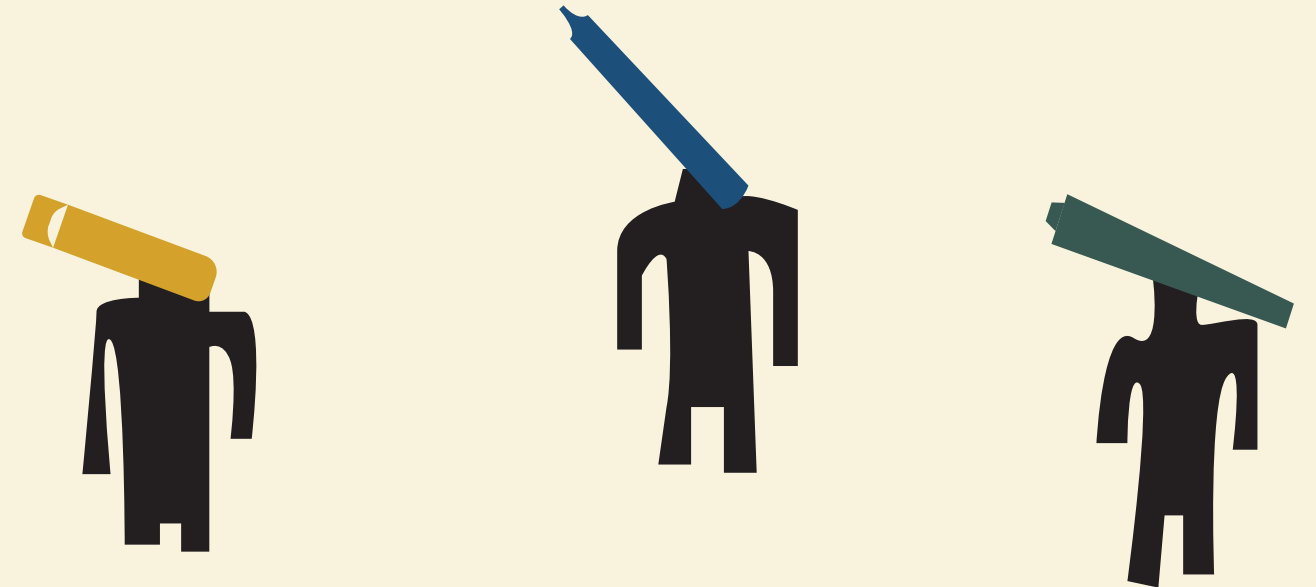


social media posts

display posters

tote bags

apparel

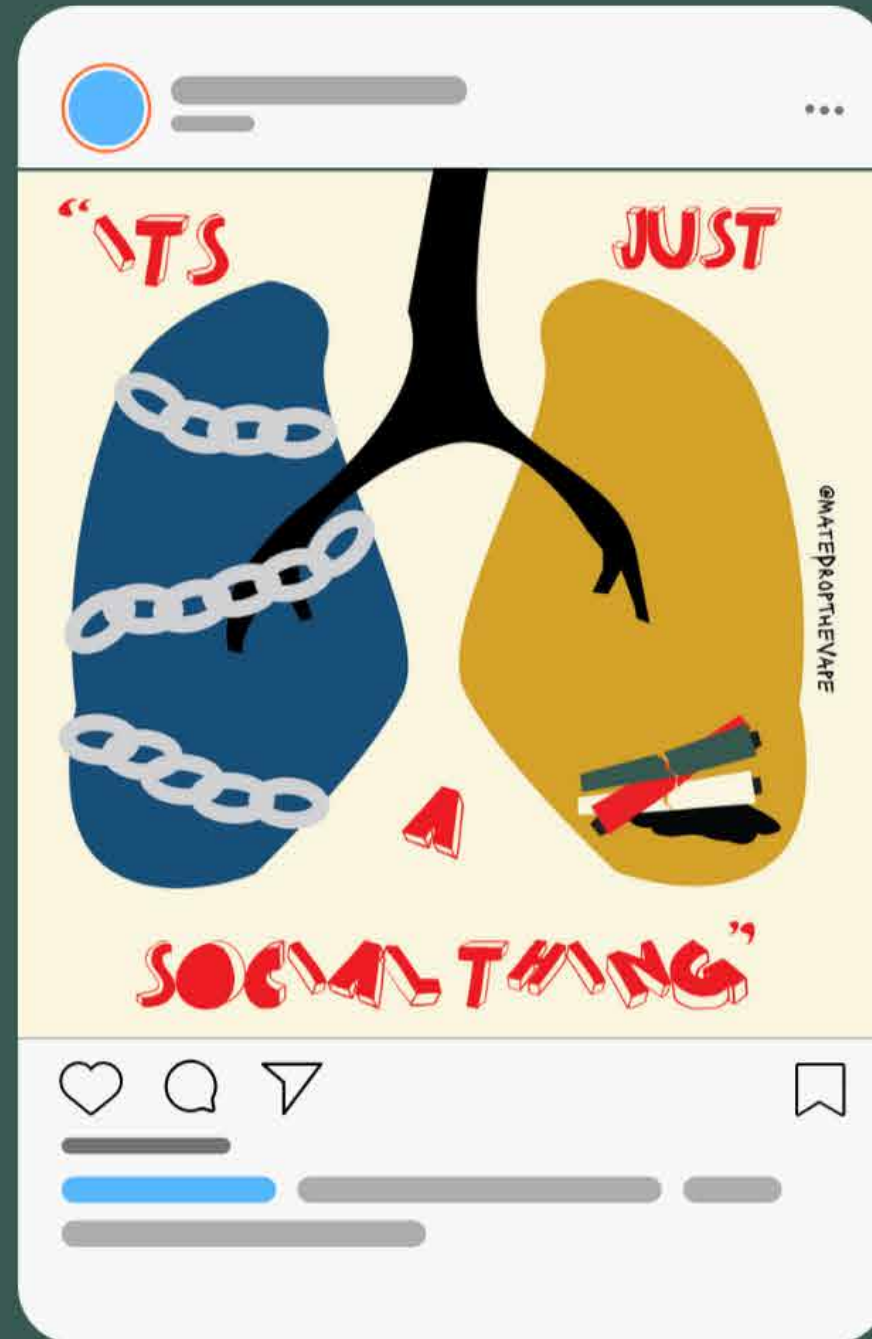
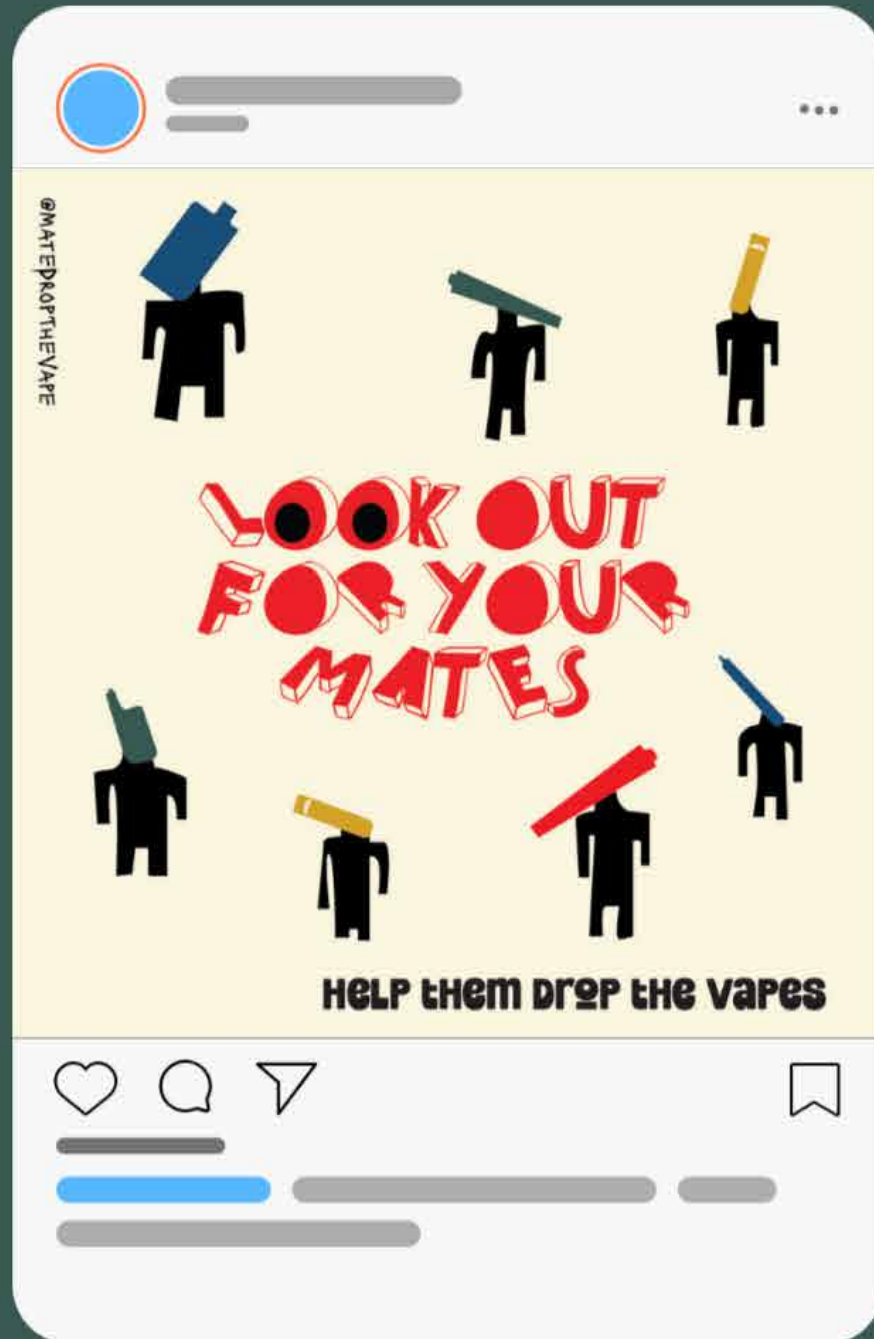


OUR MATE, DROP THE VAPE COLLATERAL IS DESIGNED TO MAKE A STATEMENT WHILE STAYING ON-TREND. FROM TOTE BAGS, HATS, AND HOODIES TO EYE-CATCHING SOCIAL MEDIA POSTS AND POSTERS, EACH PIECE EMBODIES THE INDIE, YOUTHFUL AESTHETIC THAT RESONATES WITH OUR AUDIENCE.

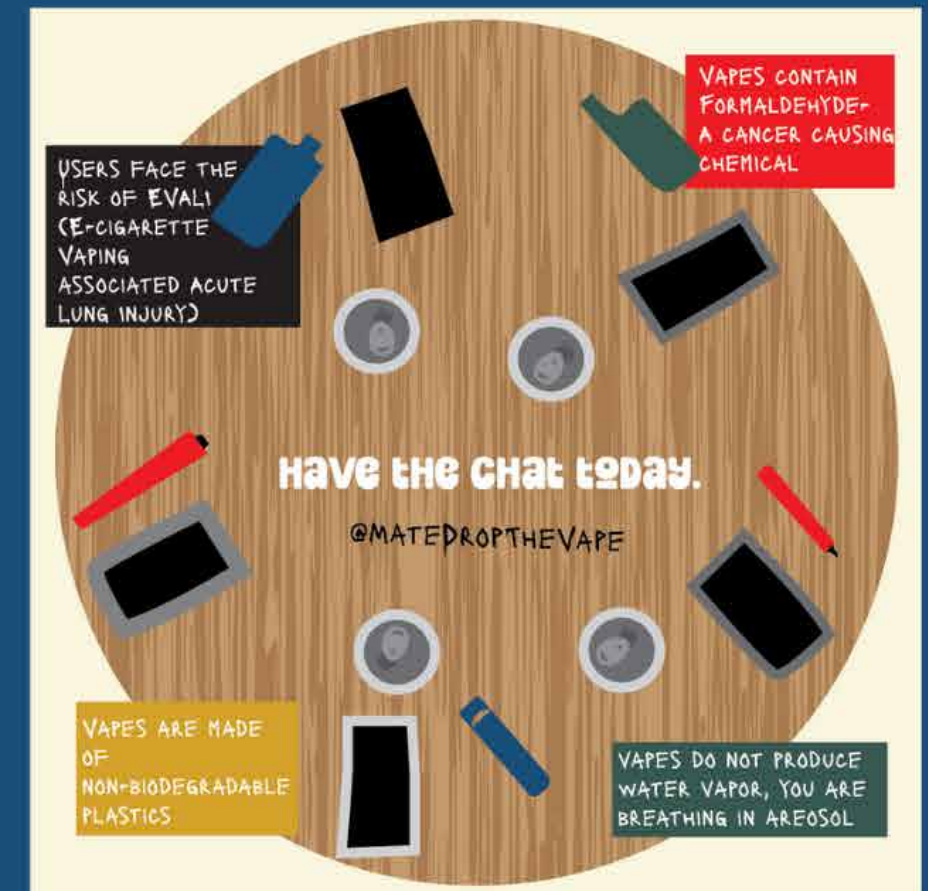
THE POSTERS, PLACED STRATEGICALLY AT BUS STOPS AND IN BARS, SERVE AS REMINDERS IN SOCIAL SETTINGS WHERE VAPING IS COMMON, ENCOURAGING MATES TO LOOK OUT FOR EACH OTHER. OUR MERCHANDISE ISN'T JUST ABOUT SPREADING THE MESSAGE; IT'S ABOUT CREATING A SENSE OF BELONGING AND MAKING IT "COOL" TO BE PART OF A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





Jumper Design



Hat Designs





"MATE, DROP THE VAPE"

BRANDING BY MAX FRASER