

THANK YOU FOR TRYING YOU FOR NOT SMOKING

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# Creating the Boorais and Smoke Don't Mix Campaign

- Using local language to localise campaign
- Reused a previous campaign – community familiarly
- Created a campaign logo that is different & unique
- Clear and direct branding – What your campaign promoting without extensive explaining

## Growing the Campaign

- Having a Marketing Strategy
- Creating a style guide for the campaign
- Have serious investment/budget for marketing/advertising
- Identify best media platform to advertise campaign i.e TV, Radio
- Being present all most community events – **be loud and stand out**
- Create the attraction for community to engage with campaign i.e Merchandise
- Content and presence always consistent
- Use your Community Members to promote the campaign.
- Social Media – pay for advertising
- Social media – always consistent with content. Use Community Members in your social media to draw attention
- Identify other advertising platforms – Street Billboards, Bus stops, Event sponsorships etc.
- Survey and Review every 6 months - Is the campaign getting attention?

# Boorais and Smoke Don't Mix Campaign Map



Community Engagement

Marketing & Promotions

Events & Partnerships

Training & Capacity Building

Pregnancy Campaign

School Programs

Social Media

Community Events

Professional Development

Advertising

Video Tutorials

Advertising

Smoke-free policies

Compliance Training

Partnerships

Referrals

Merchandise

TIS Exposure

Innovation

Pregnancy Merch

## Branding and Marketing

THANK YOU  
**BOORAI&**  
**SMOKE**  
Don't Mi**X!**  
FOR NOT SMOKING

**Branding and Marketing  
SNAPSHOT Between January 2022  
To November 2022**



**1,257 community surveys collected**

**89% identified as Aboriginal or Torres  
Strait Islander in Victorian**  
(Ages range from 8 to 61+)

**Branding and Marketing**  
**SNAPSHOT – Between January 2022**  
**To November 2022**



**75%**

**Have seen or are familiar with**  
**Boorais and Smoke Don't Mix Campaign**  
(from 1257 Surveys)

## Branding and Marketing



**MERCHANDISE**



# Branding and Marketing – Merchandise

## MERCHANDISE PACK

VICTORIAN ABORIGINAL JUNIOR  
FOOTBALL & NETBALL CARNIVAL (BAIRNSDALE)

BEACH TOWEL



BASKETBALL SOCKS



BLUETOOTH HEADPHONES



STRING BACKPACK



1

VISIT THE  
BOORAIS AND  
SMOKE DON'T  
MIX STALL

2

COMPLETE  
OUR 4 MIN  
VIDEO SURVEY

3

COLLECT



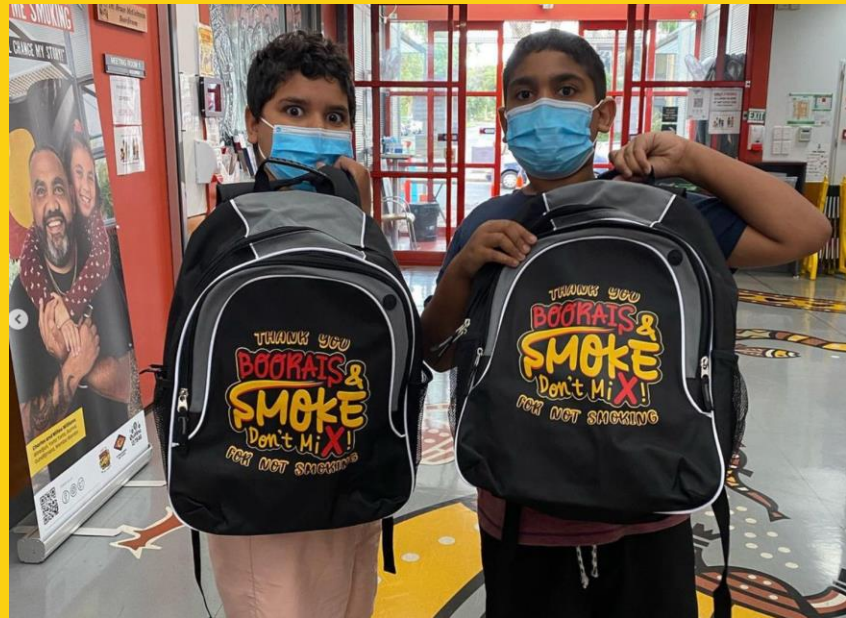
Merch Packs for State-wide Junior  
Football Netball Carnival

State-wide Basketball Carnival

## Branding and Marketing – Merchandise



Pregnancy Merch



Back to School Packs

# Branding and Marketing – Merchandise



Long Walk Event / Dreamtime at the G



NAIDOC March

# Branding and Marketing – Merchandise



Junior Football Netball Carnival 2022



Senior Football Netball Carnival 2022

## Branding and Marketing – Merchandise

### Why Merchandise?

- Creates an attraction to engage with campaign
- Increase TIS campaign exposure in community and beyond
- Increase Data Collection

**23% - Seen campaign on merchandise**

(from 1257 Surveys)

## Branding and Marketing



## COMMUNITY EVENTS

## Branding and Marketing – Community Events



Large Exhibition Display 6 x 3 m



Signages all over event with A-Frames signs

## Branding and Marketing – Community Events



Hiring Jumbo Screens for the State-wide Football / Netball Carnivals



## Branding and Marketing – Community Events



Federation Square Screen



Branded barriers

## Branding and Marketing – Community Events

### Events attended in 2022

- Treaty Concert (Shepperton) **(Smoke Free Event)** 3000 attended
- The Long Walk (Melbourne) 1200 attended
- Victorian Aboriginal Junior Basketball Carnival (Melbourne) **(Smoke Free Event)** 1000 attended
- NAIDOC March (Melbourne) 5000 attended
- NAIDOC 3on3 Event (Melbourne) **(Smoke Free Event)** 500 attended
- Koorie Night Markets x 4 (Melbourne) **(Smoke Free Event)** 1000 attended
- Victorian Aboriginal Junior Football Netball Carnival (Bairnsdale) **(Smoke Free Event)** 1000 attended
- Victorian Aboriginal Senior Football Netball Carnival (Melbourne) **(Smoke Free Event)** 2500 attended

**Total of people at all events – 14,300**

## **Branding and Marketing – Community Events**

### **Why being present at community events?**

- Increase TIS campaign exposure in community and beyond
- Event partnership opportunity to get your campaign front and centre
- Increase community engagement & Data Collection
- Supporting smoke-free policies at events
- Having a presence

**25% - Seen campaign at Community Events**

(from 1257 Surveys)

## Branding and Marketing



ADVERTISING

## Boorais and smoke don't mix campaign – Advertising



Street posters campaign 2021

## Boorais and smoke don't mix campaign – Advertising



Street Posters Campaign 2022

## Branding and Marketing – Advertising



THANK YOU FOR TRYING YOU FOR NOT SMOKING



**Charles and Milloo Williams**  
Wiradjuri, Yorta Yorta,  
Gunai, Gunditjmara



[booraisandsmokedontmix.com.au](http://booraisandsmokedontmix.com.au)



**Joel Shackleton**  
Gunditjmara



**Dennis Peachy Jr and Sr**  
Wallan, Wiradjuri



Positive Message by  
Fathers and Men



# Branding and Marketing – Advertising



<https://vimeo.com/563057396>



## TVC Evaluation

410 Surveys conducted between  
January 2022 – March 2022

40% - Have seen on Social Media **only**

23% - Seen On TV **Only**

22% - Seen both on Social Media and TV

15% - Haven't Seen TVC

## **Boorais and Smoke Don't Mix Social Media engagement**

March 2022 to Jan 2023  
Facebook and Instagram  
engagement

- 429,074 accounts reached in selected postcodes/regions
- Cost just over \$12,000 for 11 months of social media advertising

- Facebook followers – 2,900 followers
- Instagram – 609 followers
- TIKTOK – 101 followers | 25K views

## **Branding and Marketing – Advertising**

### **Why paid advertising?**

- Increase TIS campaign exposure in community and beyond
- Being consistent with presence
- Creates Community Buy in

**36% - Seen campaign at on Social Media and other Advertising platforms (from 1257 Surveys)**

## **Is the brand making an impact?**

- **23% - Yes | Think about quitting**
- **9% - Yes | Tried to quit in last 6 months**
- **44 % - Yes | Still remain as an Ex-smoker or encourage not to uptake smoking**
- **18% - Neither**
- **6% - Unsure**

# Challenges & Barriers

- **Street Posters/Billboards** are in limited areas
- **Merchandise** is an expensive investment
- **TV advertising** – Decline of free to air viewership plus its expensive.
- **Community Events** – Event Organisers and other stall holders can be annoyed by TIS with overload of TIS merch and signages at event.
- **Community Events** – fighting for prime position for TIS stall
- **Social Media** – Content creation | TIKTOK creation
- **Lack of innovation**

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**Thank You**