

# FLIP THE VAPE

**BREATHE EASY**

THE  
KOORI  
WAY



#FLIPTHEVAPE



THE  
KOORI  
WAY



#FLIPTHEVAPE



#FLIPTHEVAPE



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WAY



VAPE

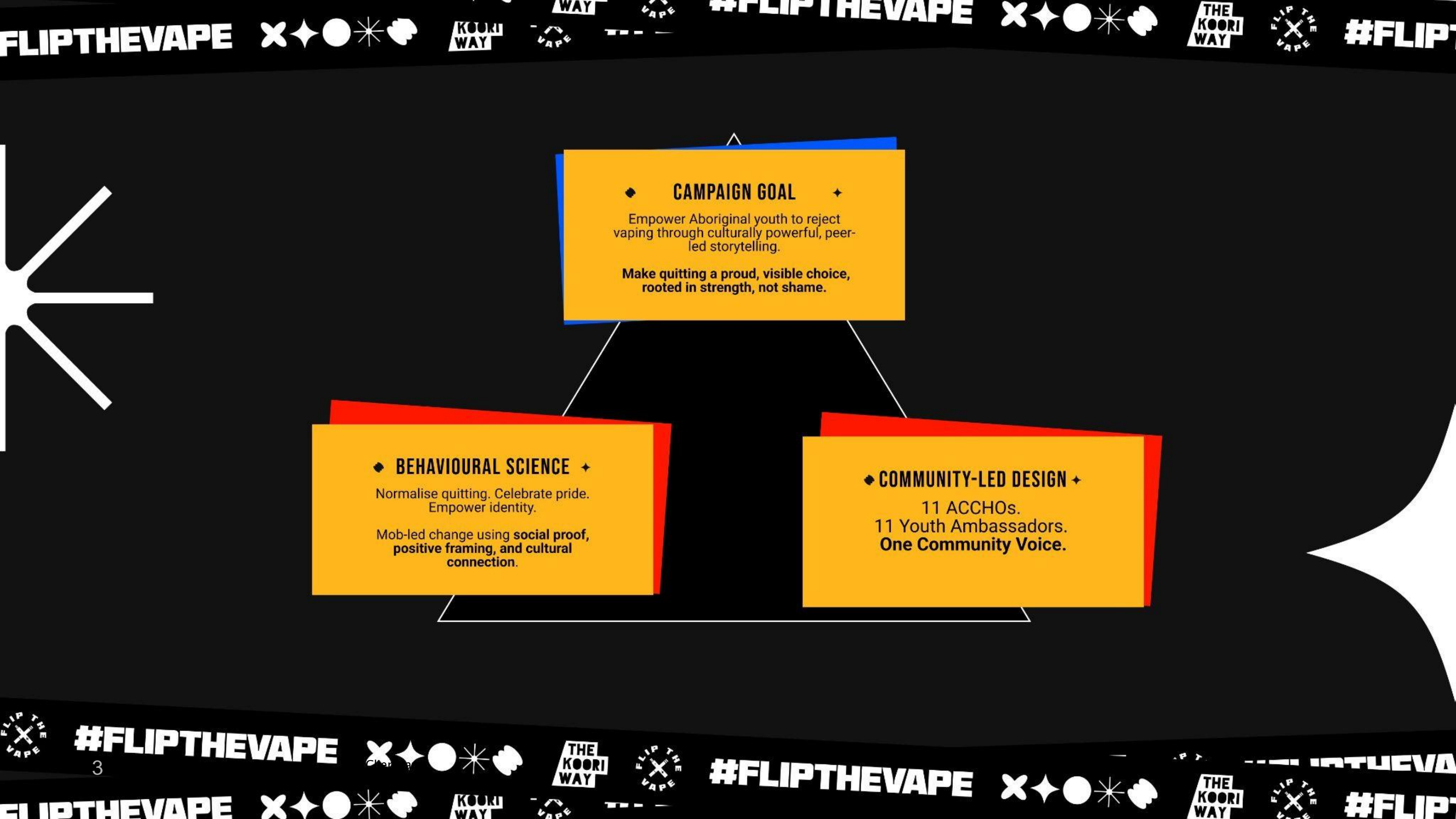


THE  
KOORI  
WAY



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## CAMPAIGN GOAL

Empower Aboriginal youth to reject vaping through culturally powerful, peer-led storytelling.

**Make quitting a proud, visible choice, rooted in strength, not shame.**

## BEHAVIOURAL SCIENCE

Normalise quitting. Celebrate pride. Empower identity.

Mob-led change using **social proof, positive framing, and cultural connection.**

## COMMUNITY-LED DESIGN

11 ACCHOs.  
11 Youth Ambassadors.  
**One Community Voice.**

#FLIPTHEVAPE

#FLIPTHEVAPE

#FLIPTHEVAPE



# Concepts



The Solution

# #FLIPTHEVAPE

**BE A QUITTER  
BREATHE EASY  
JUST DITCH IT**





MELBOURNE METRO

**FLIP THE VAPE**  
BREATHE EASY

THE VAPE X+●◆◆ #FLIPTHEVAPE X+●◆◆

THE KOORI WAY

QR CODE

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SHEPPARTON/ECHUCA

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MILDURA/SWAN HILL

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GEELONG

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WESTERN VICTORIA

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**FLIP THE VAPE**  
BE A QUITTER

FLIP THE VAPE

THE KOORI WAY



# Flip the Vape wasn't just a campaign, IT IS A MOVEMENT.



Led by Aboriginal youth. Backed by community. Driven by pride.

In just 3 months, we reached **1 million+ young people**, delivered **2.2M+ impressions**, and flipped outdated health messaging on its head.

We turned quitting into a **badge of honour**.

We made **cultural pride the message**.

And we proved that where **the community leads**, real change follows.

**Be a quitter. Breathe easy. Flip the Vape.**





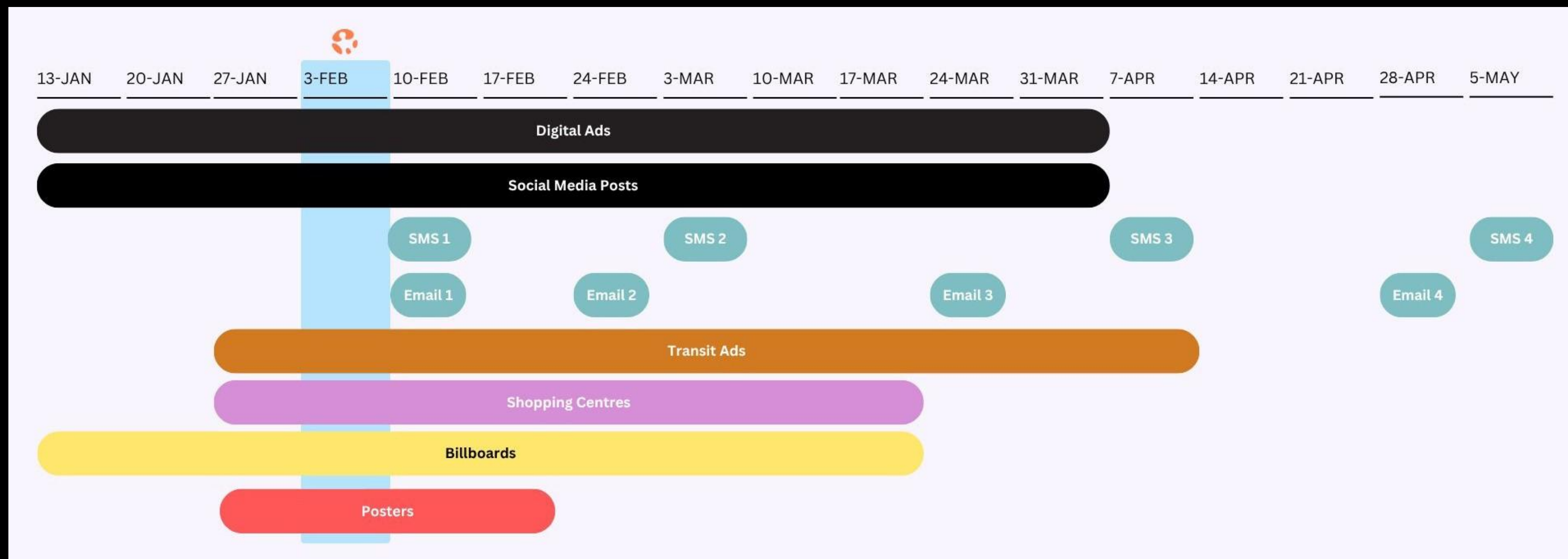




# Campaign Rollout & Channel Summary

**Campaign duration:** 13 January – 5 May 2025 **Target audience:** Aboriginal and Torres Strait Islander youth

**Goal total reach:** Over 1 million people (primarily aged 14–24)











# State-wide rollout

## Physical media Rollout

**Transit Ads** Jan–Apr

**Retail** Feb–Apr

**Billboards** Jan–Apr

**Posters** Feb–Mar







# Retail placements

January 27 - April 2025

The campaign strategy ensured sustained message visibility in high-footfall areas, reaching young people and families where they shop, connect, and hang out.

198 digital panels 55 static panels

25 shopping centres across 23 locations

1,302,937 plays delivered 2,525 hours







Client Name



# Street furniture

*February 11 - March 24 2025*

Flip the Vape claimed space on several public transport shelters, delivering a bold, static presence that hit thousands of daily commuters right where they live, wait, and move.

*21 locations across Victoria*





# Billboards

*January 27 - April 2025*

From Fitzroy to Echuca, Flip the Vape dominated skylines with bold creative across 10 strategic billboard sites, driving high recall in both metro and regional corridors.

17 high-impact sites across Victoria (Metro + Regional)

Between 1-6 weeks per site 18,162 plays | 120h 48m on-air |

High-traffic areas as **Melbourne, Geelong, Mildura, Shepparton, Bairnsdale**

1,094,800+ cars impacted | **1.32M+** total impressions







# Bus transit

*January 27 - May 31 2025*

Flip the Vape rolled out across 17 regional routes, delivering daily message reinforcement through bus ads in towns like Sale, Ballarat, Echuca, and Morwell, Mildura, Horsham

22 static ad spots across 17 regional bus routes

10 weeks per placement





# Street posters

*January 27 - April 21 2025*

Street posters gave Flip the Vape a bold, grassroots presence, embedding the message directly into the daily lives of young people across Melbourne.

432 across high-traffic Melbourne locations





# Digital advertising

## TikTok

*High-Impact, low-cost youth reach*

Delivered unmatched engagement among Aboriginal youth aged 14–24 through relatable, culturally resonant video content.

- **Cost-per-click:** \$0.10 (most cost-effective)
- **Audience:** Majority aged 14–24
- **Format:** Vertical video ads with high view-through rates

## Snapchat

*Regional teens captivated*

Reached regional Aboriginal youth directly in their mobile environments with snappy, mobile-first messaging.

- **Cost-per-click:** \$0.30
- **Focus:** Regional Victoria
- **Effect:** Delivered strong click-through rates and story ad engagement

## Meta & Google

*Amplifying reach & conversation*

Built community discussion and awareness through Meta platforms, while Google search captured rising interest.

- **Meta Metrics:** 1,672 post reactions, 194 comments, 52 saves, 535 shares
- **Google:** Branded search lifted, supported by earned media and strong recall





# Key wins and insights

These results show where young people are listening. Each platform played a powerful role, guiding us toward smarter, sharper ways to connect and create change.

Channel	Link Clicks	Engagement	Reach	Impressions	CPC	Frequency
Meta Ads	28,263	234,680	521,893	1,724,084	\$0.49	3.3
Snapchat Ads	20,523	79,210	147,428	1,418,254	\$0.30	6.7
TikTok Ads	50,189	778,244	62,609	2,240,545	\$0.11	35.8
Google Ads	414	414	-	37,887	\$3.21	-
Overall	99,389	1,092,548	731,930	5,420,770	\$0.27	-

## Meta

1. Delivered **28,263 link clicks** and **234,680 engagements**
2. Reached **521,893 users** with over **1.72M impressions**
3. **CPC: \$0.49** – higher cost but with meaningful engagement and wide reach  
*It proved valuable for sparking dialogue and broad community awareness. Use Meta to amplify stories and foster public discussion*

## Snapchat

1. Delivered **20,523 link clicks** and **79,210 engagements**
2. Reached **147,428 users** with over **1.41M impressions**  
**CPC: \$0.30** – strong value with consistent delivery (6.7 frequency)
3. *Highly effective for engaging regional youth. Best used for quick, mobile-first storytelling that feels personal and peer-driven.*

## TikTok

1. Delivered **50,189 link clicks** and a massive **778,244 engagements**
2. Reached **62,609 users** with **2.24M+ impressions**
3. **CPC: \$0.11** – most cost-efficient channel  
*Exceptional for deep youth engagement. Leverage for trends, authentic voices, and cultural relevance with high replay value (35.8 frequency).*

## Google

1. Delivered **414 high-intent clicks** and **increased branded search**
2. **37,887 impressions**
3. **CPC: \$3.21** – high, but reflects conversion intent  
*Best used to capture interest post-awareness. Supports SEO and credibility when paired with organic content and PR.*







The *Flip the Vape* campaign delivered outstanding results across Meta platforms, showing marked improvements in reach, engagement, and cost-efficiency.

Link Clicks: 29,635

Impressions: 1.79M

Post Engagement: 247.6K

Reach: 538.5K ↑ +198%

3-Second Video Views: 215.4K

Post Shares: 551 ↑ +761%

CTR (All): 1.65% ↑ +57%

Frequency: 3.33 (↑ +46%)

## Performance Highlights

- **Engagement skyrocketed** with a 16x increase in interactions, reflecting deep resonance of the message. **Click-through rate of 1.65%** signals strong interest from youth audiences. **Video content and peer-led visuals** drove meaningful shares and wide organic reach.
- **CPC dropped to A\$0.25**, showing improved efficiency despite greater reach and volume.







The *Flip the Vape* campaign delivered great results on TikTok, sharing the message of the campaign on a platform that young people frequent.

**Reach:** 67,276

**Impressions:** 2.66M

**Link Clicks:** 54,566

**2-Second Video Views:** 930,662

**6-Second views:** 736,191 ↑

**CTR (All):** 2.05% ↑

**Frequency:** 39.56 ↑

## ***Performance Highlights***

- **Massive video consumption:** Over 930K 2-second and 736K 6-second views show strong visual engagement. **High frequency** (39.56) ensured message repetition, driving recall and resonance. **CTR of 2.05%** indicates strong audience interest and content relevance.
- Ideal platform for culturally connected, youth-led messaging with exceptional video performance and low-cost reach.
- The static video with Kalis Saunders had great CTR at 8.1% and 5.8% of all viewers visited the landing page. →







The *Flip the Vape* campaign delivered outstanding results across Snapchat, a new platform for VAHS and The Koori Way that proved crucial in reaching our target audience.

**Reach:** 153,440

**Impressions:** 1.54M

**Link Clicks:** 22,470

**2-Second Video Views:** 103,071

**CTR (All):** 1.46%

**Frequency:** 10.1

**15-second video views:** 32,703

## Performance Highlights

- **High frequency (10.1)** ensured message repetition and strong retention. **CTR of 1.45%** shows strong creative appeal and relevance to the audience. **Strong view rates**, especially with 32K+ watching 15 seconds or more of the ads, reflect effective storytelling and visuals. **Perfect for reaching** mobile-first youth, with fast, culturally resonant messaging.







# Google ads + Organic Search

Our Google Ads campaign, combined with strategic outreach and paid media mentions, did more than just drive traffic: it created a brand new search term.

Link Clicks: 414

Impressions: 37,887

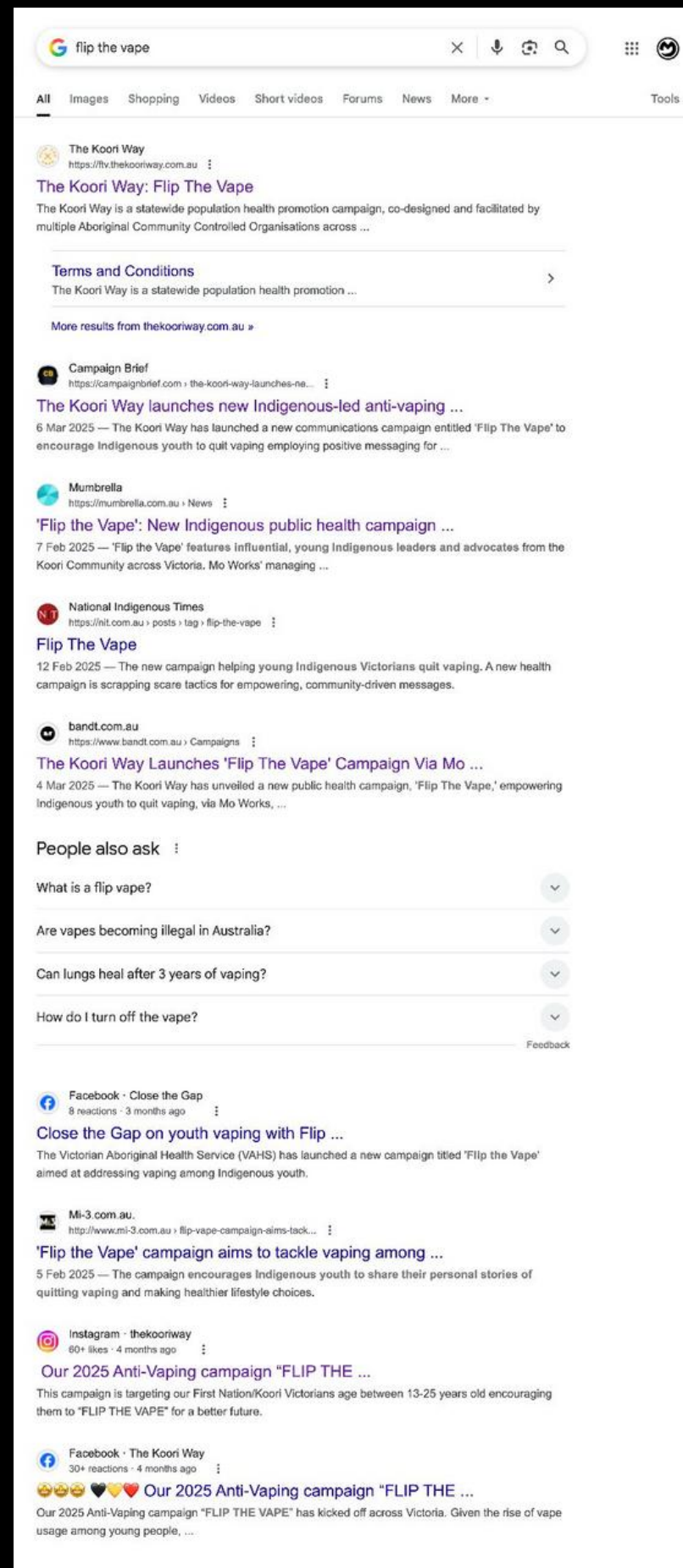
Impr Top%: 78.88%

CTR (All):1.09%

Landing page visits: 401

## Performance Highlights

- “Flip the Vape” is now an organically ranking keyword.  
**When someone searches it on Google,**
- the entire first page is filled with results about our campaign: articles, social mentions, and links all pointing back to The Koori Way and VAHS platforms.  
**This is a major success. It means:**
- **We’ve built real search equity for the campaign.**
  - b. We now own the narrative around vaping and quitting for Aboriginal youth.
  - c. It boosts long-term visibility and credibility without needing ongoing ad spend.





# FLIP THE VAPE Landing Page

The *Flip the Vape* landing page functions as an expansion of the campaign messaging and encourages visitors to access help through Aboriginal Quitline and local ACCHOs.

Total landing - 99,389

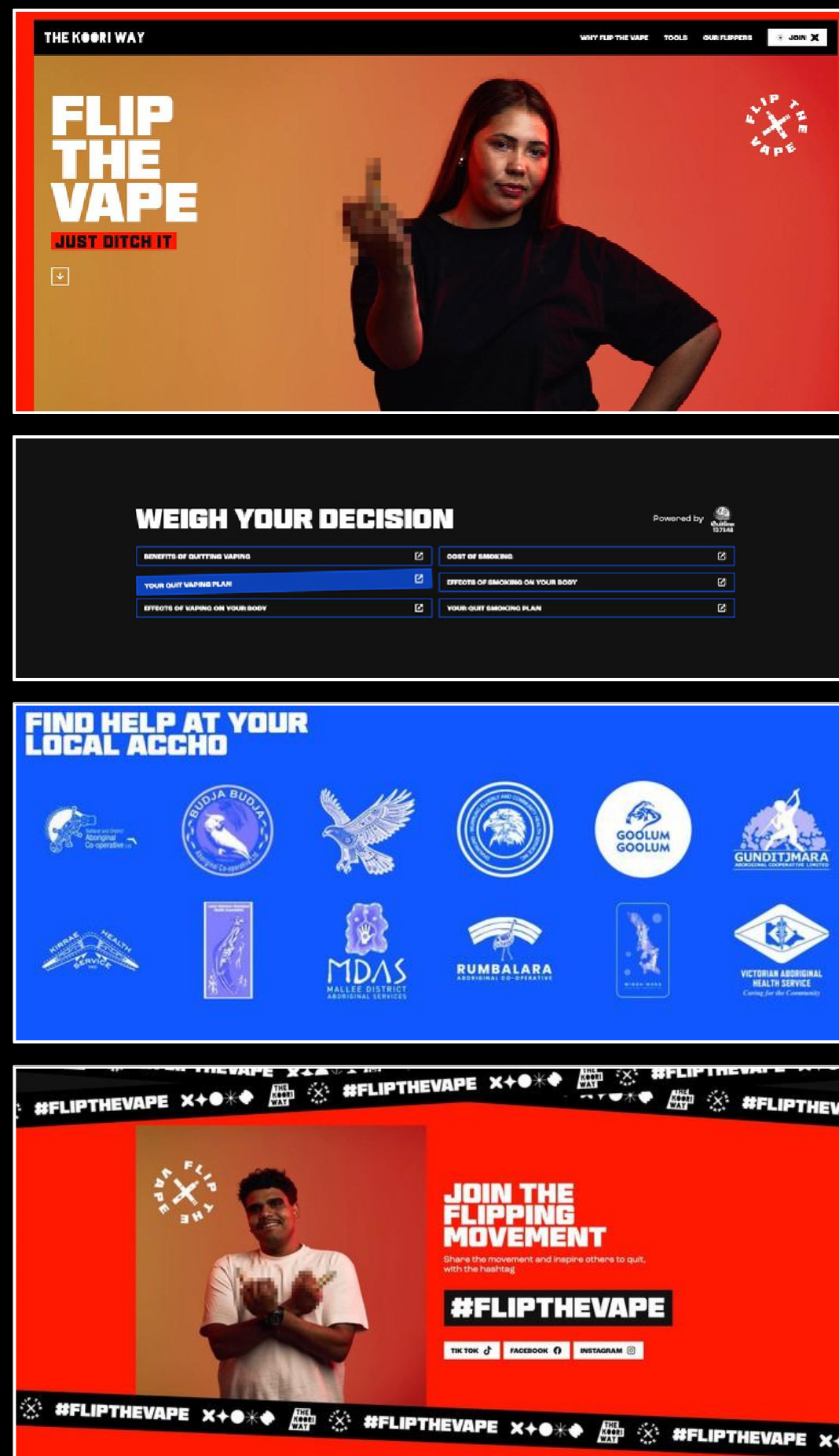
Sessions: 77,955

New users: 65,179

## Top traffic sources:

- TikTok (34k sessions)
- Facebook (17k sessions)
- Snapchat (16k sessions)
- Instagram (6.5k sessions)
- Google (1.4k sessions)

User Engagements: 5,346



## Top outbound clicks:

Link Domain	Outbound sessions
quit.org.au	455
aql.org.au	289
health.gov.au	110
instagram.com	53
tiktok.com	32
facebook.com	21
rumbalara.org.au	16
surveymonkey.com	14
badac.net.au	13
vahs.org.au	12
gunditjmara.org.au	12
goolumgoolum.org.au	12
ddacl.org.au	12
mdas.org.au	11
dwech.com.au	10
budjabudjacoop.org.au	10
kirraehealth.com	7
windamara.com.au	6
glch.org.au	4
Grand Total	1118



# Email outreach

Recipients: 914 total

Emails Sent: 4 EDMs

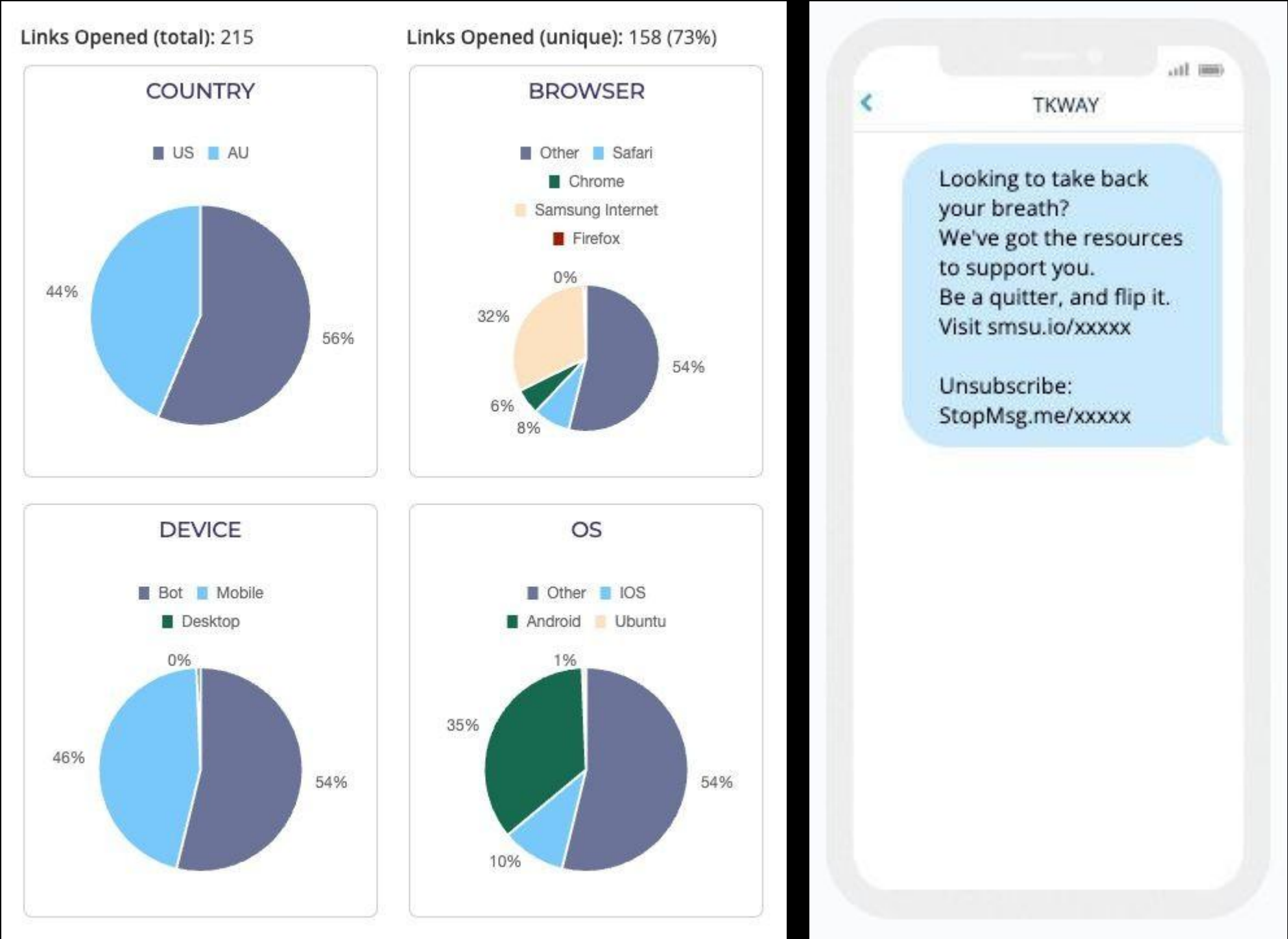
Open Rate: 25.4 - 32.4%





# SMS outreach

Recipients: 922  
Links Opened: 354  
Unique Clicks: 158  
Messages sent: 4



TKWAY

Looking to take back your breath?  
We've got the resources to support you.  
Be a quitter, and flip it.  
Visit [smsu.io/xxxxx](https://smsu.io/xxxxx)

Unsubscribe:  
[StopMsg.me/xxxxx](https://StopMsg.me/xxxxx)



# Partners

## Primary Partners



## Major Partners





# Campaign Highlights



Melbourne Tram



AFL Game



# Campaign Highlights



Branded Carnival Uniforms



Merch



Social Media Trends



# The Impact, The Reach

Digital media - 1.3 million +

Physical Media - 1.1 million +



So what impact did  
Flip the Vape made  
towards Koori Victorians?

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**During May 2025 to June 2025**

**818 evaluations completed**

**92% identified as First Nation living in Victoria**

**62% from Regional Victoria vs 38% from  
Metro Melbourne**

**70% females vs 30% males**

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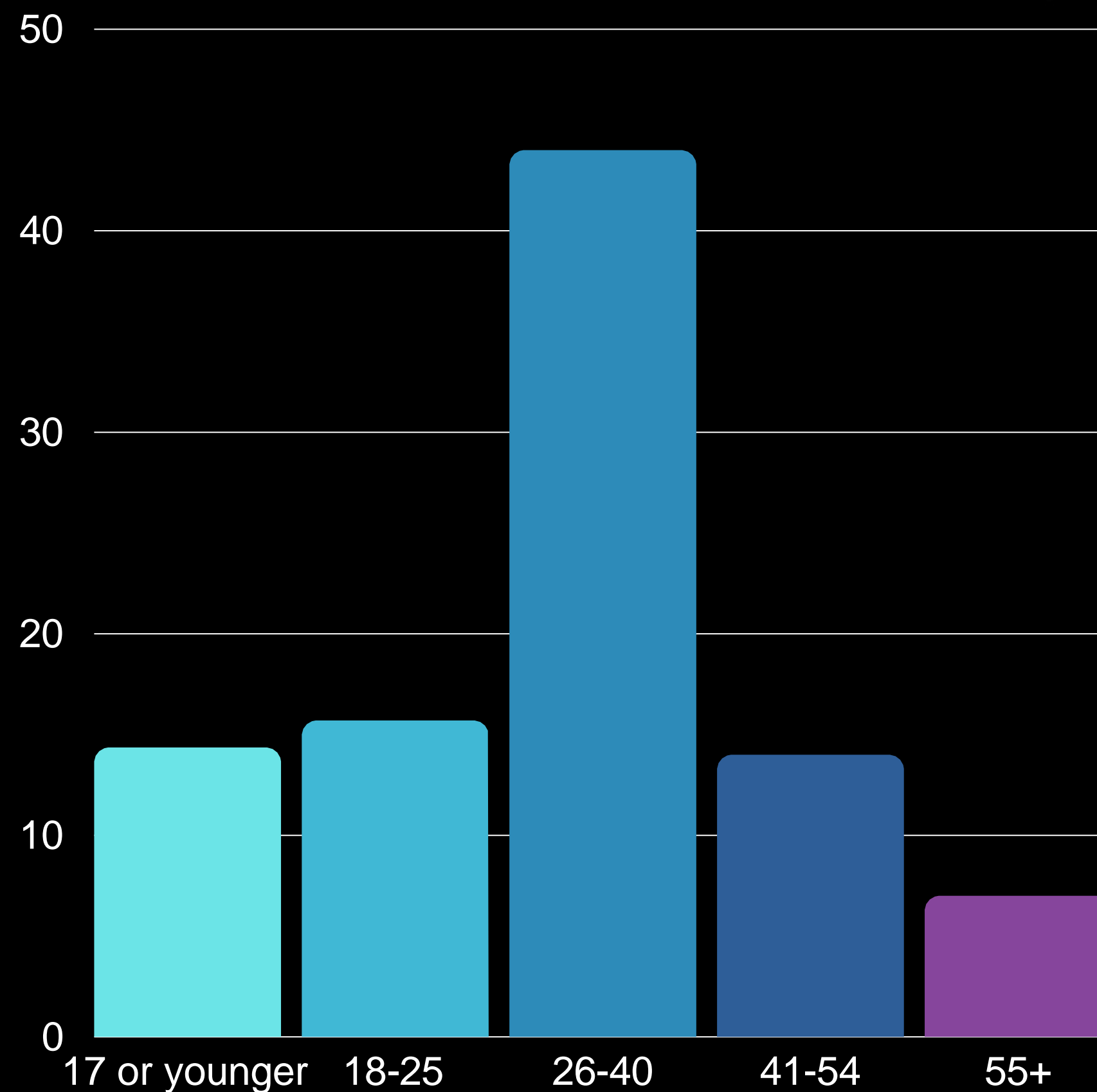


**#FLIPTHEVAPE**



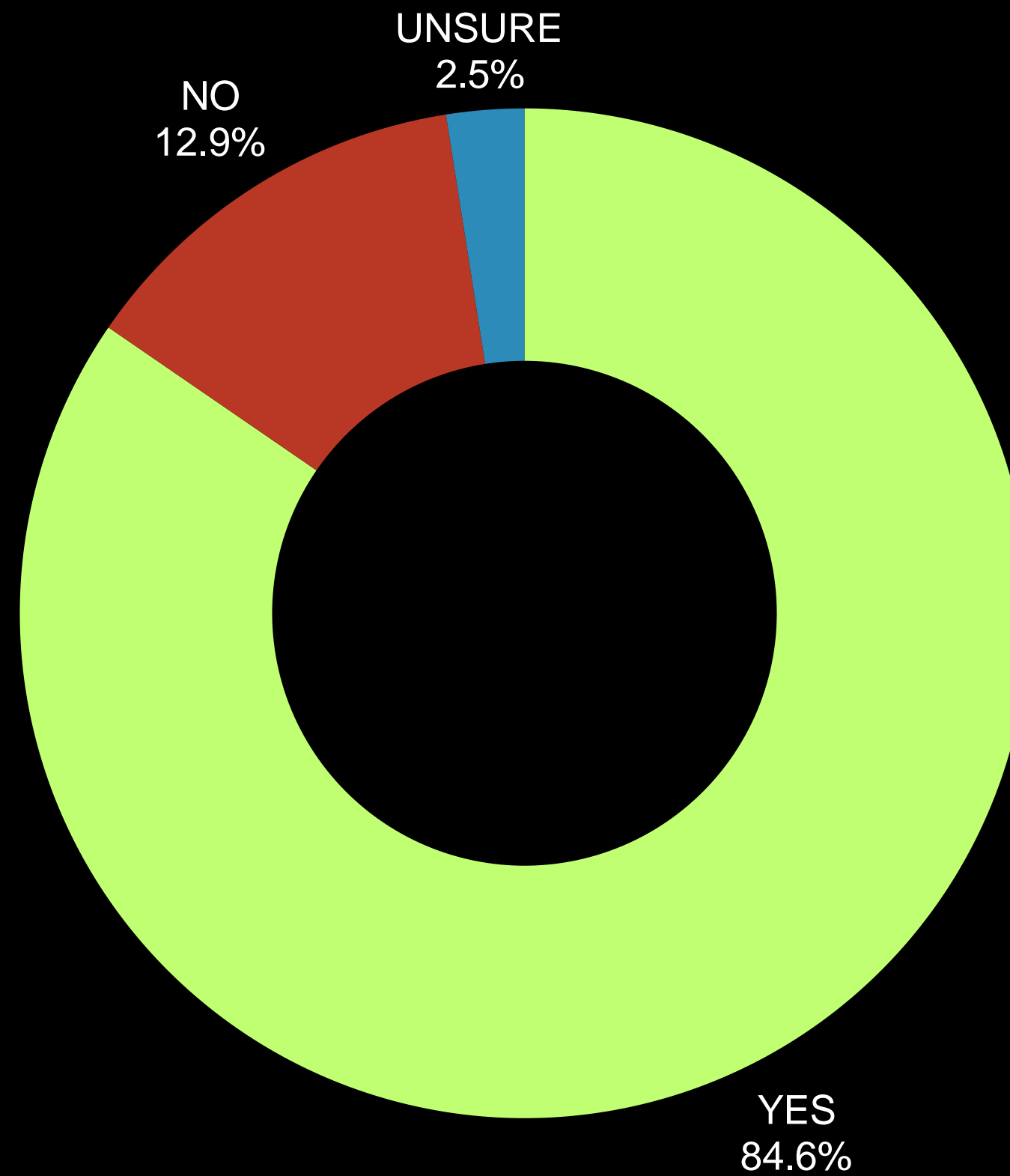
# Age group

32% were  
age 25 or  
younger





# Have you seen Flip The Vape campaign?

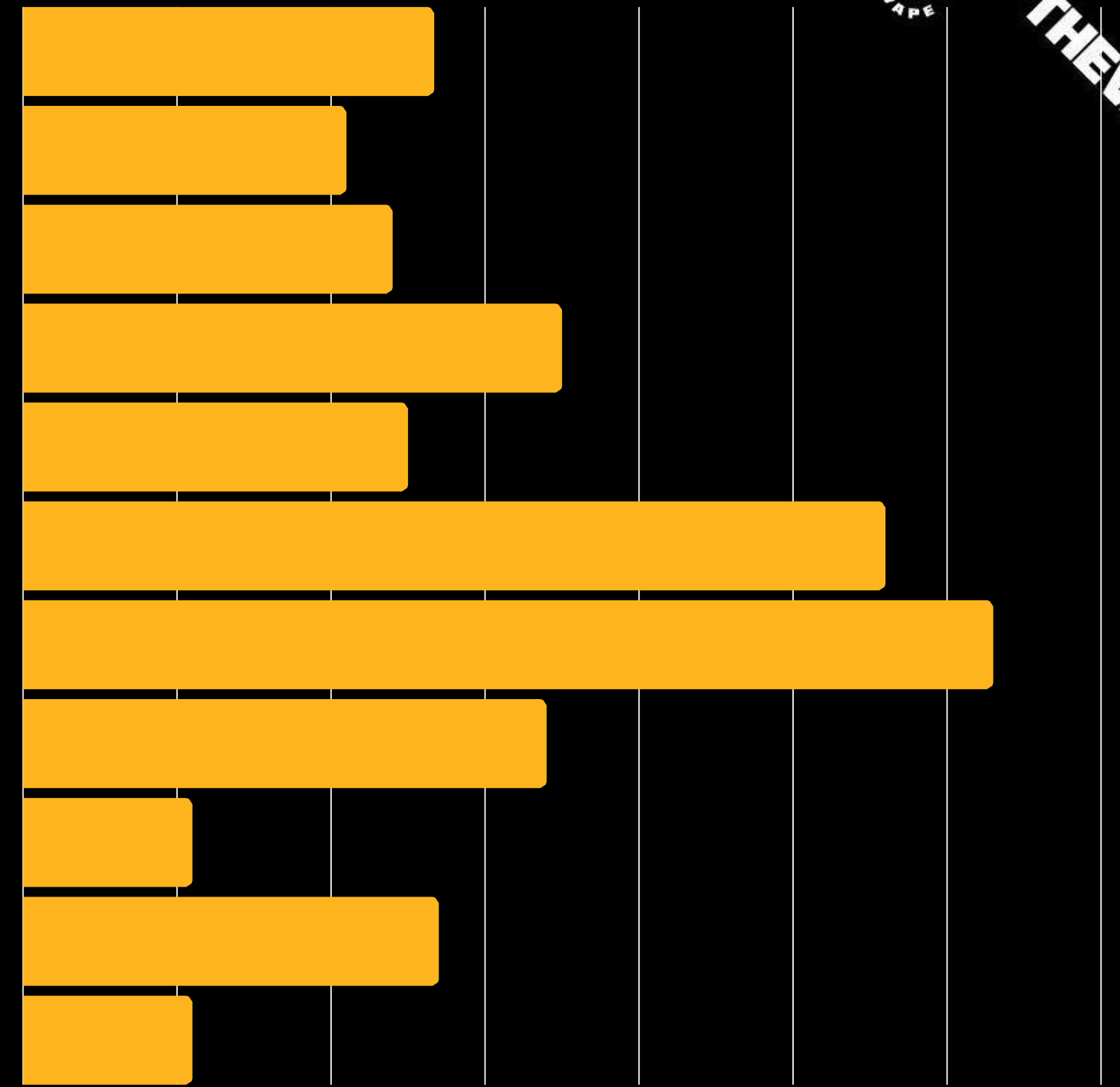




# Where have you seen Flip The Vape?

Street billboards  
Flip The Vape Website  
Shopping Centres  
Public Transport  
Word of mouth  
Local ACCHO  
Social Media  
Community Events  
Koori Mail Newspaper  
Merch  
Email or SMS

0 10 20 30 40 50 60 70



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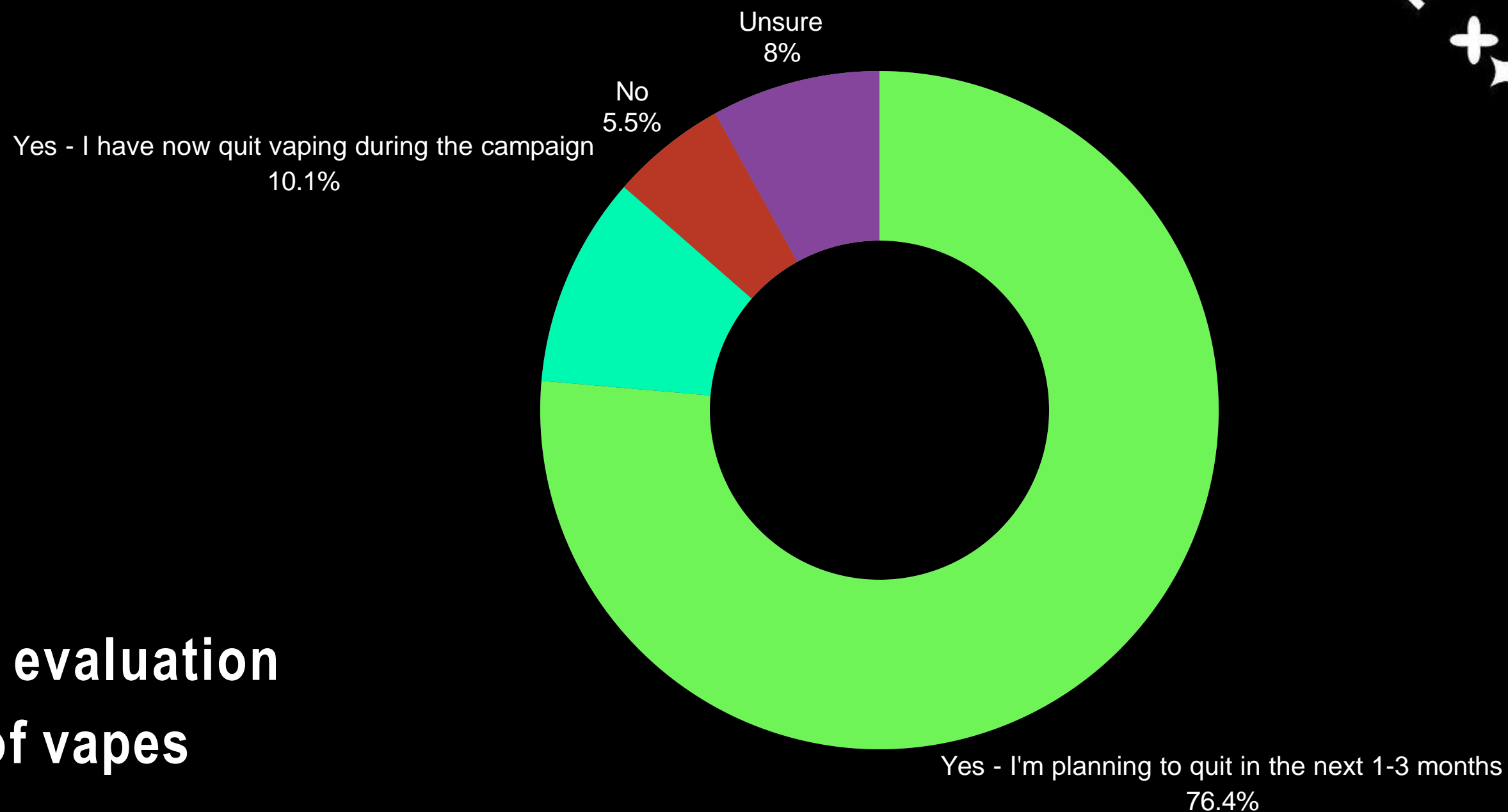
#FLIPTHEVAPE





# Did Flip The Vape campaign made an impact to you as a current user of vape products?

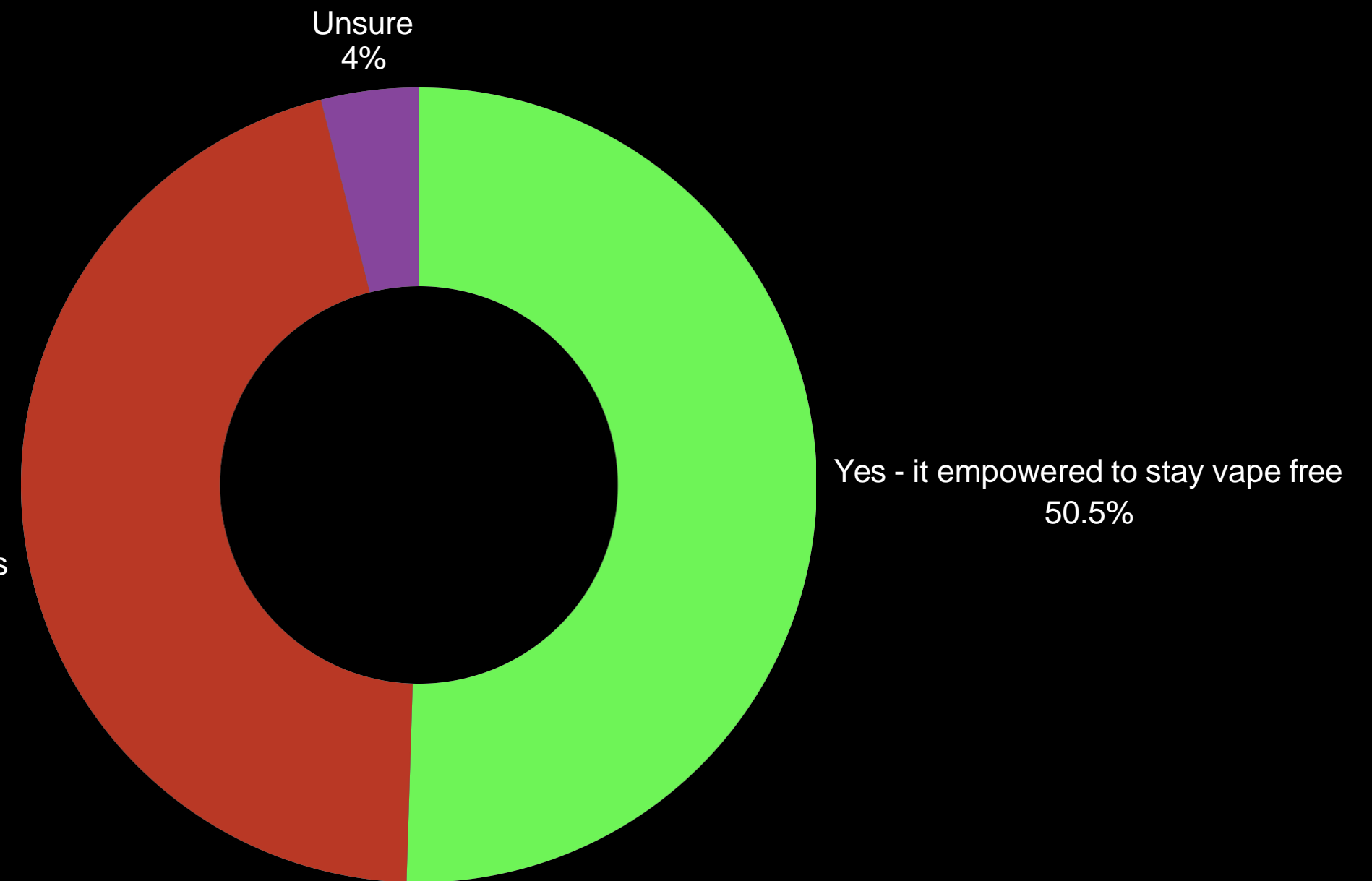
\*13% of total respondents of evaluation identified as a current user of vapes





# Did Flip The Vape campaign make an impact to you as a non user of vape products

No - Regardless of any campaign, I have no desire whatsoever to use vapes  
45.5%





How do you rate Flip The Vape  
campaign out of scale of 1 to 10?

8.5 in favor of the campaign



# The story doesn't end here – this is just the start.

Here are the next steps we should consider to build on the energy, voices, and impact sparked by Flip the Vape. Now's the time to go deeper, reach further, and act stronger.

## Phase 2

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- Expand Flip the Vape across other locations, adapting the model to local needs. Localise content with state-based Aboriginal ambassadors and voices to deepen connection. Explore budget-tiered versions for smaller
- ACCHOs or health units to deliver scalable impact.

## Establish a national “Flip the Vape” day

---

- Create a national awareness moment focused on community pride, quitting support, and youth leadership while having a deeper conversation around the harms of vaping and legislation surrounding it.

Suggested activities:

- School and community events
- Digital challenges (TikTok, filters, stories)
- Ambassador-led livestreams or Q&As
- Community mural or art installations





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