

ENCOURAGING YOUNG IRISH PEOPLE TO QUIT SMOKING

Client: NiQuitin– a leading range of consumer NRT (Nicotine Replacement Therapy) products

Project: NiQuitin Quit to Fit Challenge

The Challenge

- Irish young people over-index on the national average when it comes to smoking. Our challenge was to create an engaging and interactive campaign to directly target and impact 25-34 year olds and support them to quit smoking

Our Solution

- Created NiQuitin 'Quit to Fit' 10-week challenge campaign
- Partnered with Ireland's leading online youth channel
- Enlisted a lifestyle and addiction expert
- Delivered a 10-week interactive campaign built around physical challenges and emotional support

Results

- All KPI's were not only achieved but smashed!
- 100% completion rate by all participants
- 8 out of 9 participants saw an improvement in their overall health
- 50% increase on NiQuitin's year-on-year sales v's 2017

