

## Cover Letter

I chose the topic of anti-nicotine advertisements and Depaul students because vaping has become an epidemic amongst Generation Z. 1 in 10 young adults (18-24-year-olds) vape regularly. I wanted to find out why advertisements that convey the risks of nicotine usage are not effective.

The call to action for Depaul students is that when they read about the long-term health effects and dangers, they would consider decreasing their usage or quitting nicotine altogether.

The stakeholders of this advertisement would be Depaul University staff, administration, and students.

For the creative project, I researched the relationship between anti-nicotine advertisements and Depaul students. With this research, I wanted to devise an advertising campaign that would be exhibited at Depaul University. The advertising method I created was a print advertisement that would be displayed at the SAC (Lewis Center), dorm halls, and the Student Center. I also created an audio script to have this audio advertisement played at Radio Depaul. Lastly, I created a Media Pitch Memo to convince the Depaulia to publish my print advertisement so students can view it if they have not seen any printed ads on campus.

The hypothesis that I gathered was that the perceived effectiveness of anti-nicotine ads is linked to the social acceptability of nicotine among Depaul students. The data I collected showed that the survey results represent much more.

Anti-nicotine ads with graphic visuals and realistic portrayals are more effective in discouraging DePaul students from using nicotine. With this data, I wanted my audio and print advertisement to realistically portray what happens to the body and mind when one is addicted to vaping/nicotine. Students find lifestyle portrayals and visuals to be the most appealing aspects of anti-nicotine ads; all of this would contribute to my advertisement's effectiveness in discouraging nicotine usage.

## Media Pitch Memo

EXCLUSIVE: Nicotine Usage Amongst Depaul Students

I wanted to inform you of this important and educational addition to your publication. The Depaulia would be ideal for our public service announcement. This could be a compelling story to share with Depaul students who actively use nicotine or have indulged in nicotine in the past.

1 in 10 young adults (18–24-year-olds) vape regularly and 20% of U.S. adults use a tobacco product. The tobacco products that Depaul students use are cigarettes, e-cigarettes, cigars, and smokeless tobacco. Overall, nicotine products are deemed socially acceptable amongst college students. With this advertisement students would be informed of the health risks related to nicotine, and overall educating students about the dangers and long-term health effects of nicotine.

The Highlights:

- Photos of students.
- Statements from students who have recovered from nicotine addiction.
- Interviews with professors who study nicotine addiction and usage.
- Space for journalists and photographers.

We are offering interviews with Depaul students and staff about nicotine usage on campus, I need to know by November 20, 2023, if you are interested. I can assure you that Depaul students and staff members will cooperate with writers and photographers. We have photos and videos for you to consider, and we can arrange interviews with Depaul students and staff members.

Please let me know how I might help.

**Maya Banda**

Public Relations Director

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# NICOTINE AND THE EFFECTS ON YOUR HEALTH

## The Facts

Vape products, can cause short-term feelings of pleasure and relaxation, but can also cause feelings of anxiety.



## Big Tobacco and College Students

Big Tobacco's targeting of people with limited incomes continues today. Tobacco products are more likely to be near Universities than in other neighborhoods.

### Statistics

**20%**



1 in 10 young adult vape regularly. 20% of U.S. adults use a tobacco product



## What happens If I Quit Smoking?

The risks of developing lung cancer, heart disease, and lung disease, take years to drop down to the levels of a person who does not smoke. However, each year of not smoking decreases risks and improves overall health.



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### How Can I Quit Vaping?

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SAMHSA National Helpline  
Confidential free help,  
from public health  
agencies, to find  
substance use treatment  
and information.

1-800-662-4357

## Audio Advertisement

TIME (START AT :00)	TECHNICAL DIRECTIONS	NARRATION
	SFX: Heavy Breathing	
00:06.44	ANNOUNCER: (Older male voice, deep and bull-like)	You just received your paycheck and you're buying a vape?
00:11.78	SPEAKER 1: (Female voice, breathy and poised)	I don't drink and I don't smoke marijuana, how else am I going to take the edge off?
	MUSIC DESCRIPTION: Suspenseful music	
00:18.93	SPEAKER 2: (Male voice, gruff and confident)	Don't you know life expectancy for smokers is at least 10 years shorter than for nonsmokers?
00:26.55	ANNOUNCER: (Older male voice, deep and bull-like)	Despite their appealing flavors, many e-cigarettes contain or produce chemicals and toxins that can cause DNA damage, serious lung damage and cancer.
00:30.00	MUSIC: Suspenseful music, wheezing and heavy breathing	If you want to quit vaping, call 1-800-662-4357 for confidential free help and to find substance use treatment and information.

# Data

## 94 Responses

- Social Media, Friends, and Classmates
- Many Depaul students have used a vape or bought one for themselves
- Vaping is socially acceptable

## Structure

- 15 questions
  - 2 open-ended questions and 13 close-ended
  - First 3 questions demographic
  - 6 general questions
  - 6 specific questions

## Scale

- Likert Scale
- Smokers may view their behaviors/habits differently than the actual truth

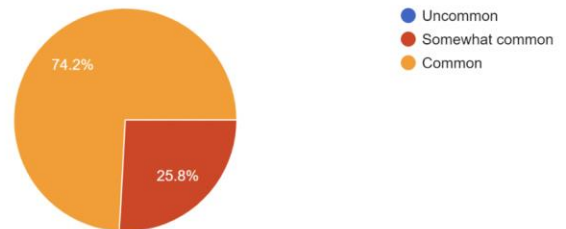
## Highlighted answers/generalizations:

- Graphic visuals/realism
- Health effects
- Showing the benefits of not smoking
- Fear
- Several answers saying they are ineffective

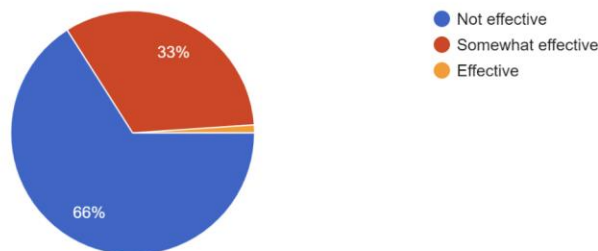


# Results

How common would you say nicotine use is among DePaul students?  
89 responses



How effective do you perceive anti-nicotine ads to be?  
94 responses

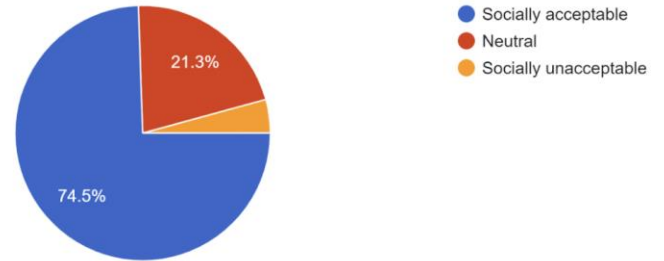




## Results

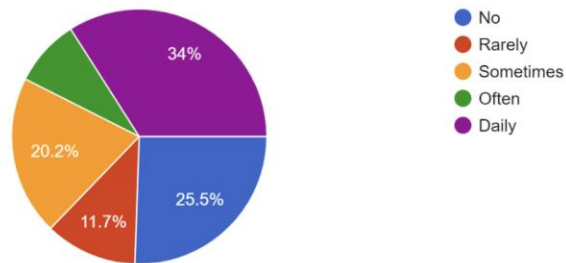
How do you perceive nicotine use among college students?

94 responses



Do you use nicotine products?

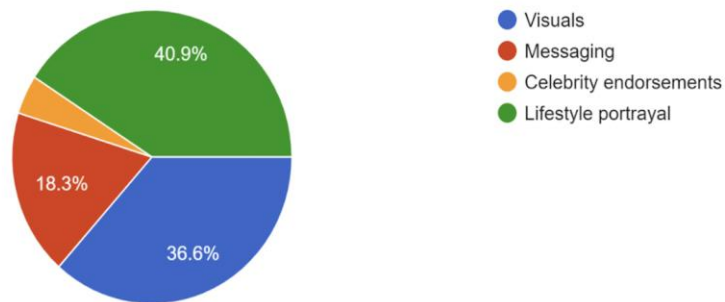
94 responses



## Results

What aspects of anti-nicotine advertisements do you find most appealing?

93 responses



## Career Ambitions

My senior year at Depaul has been bittersweet, I'm proud of where I am now. Looking back at my first year and writing skills, I can see my growth and personal style finally emerge, and I'm proud of myself for my work. I learned to love writing, which felt like a chore and another assignment to complete in the past. I'm excited to express and showcase my work to my professors and classmates. I've created relationships, both personal and professional, at Depaul. I feel that even after I've graduated, I'll carry with me the connections I've made here at Depaul for the rest of my life.

I've taken many classes at Depaul, lessons that have helped me discover what I want from my degree and what helped me shape the future I want for myself. My favorite classes were always advertising. I loved learning about a constantly evolving industry and a competitive atmosphere where I wanted to take charge. Ideally, I'd love to work in-house rather than at an advertising agency, but I've heard from friends in the advertising industry that it's easier to start at an agency before moving forward to working in-house.

After I graduate, my next step is finding work in Chicago. I want to work in Chicago because it is considered one of the biggest advertising hubs in the United States. Chicago is home to numerous advertising agencies, marketing firms, and media companies, providing me with opportunities I couldn't find anywhere else. Once I start making money for myself and have a better idea of where my career will take me, I'd like to go to graduate school. I've always loved school. Even as a child, I always got excited to learn something new. I think furthering my education would allow me to build professional connections and provide me with valuable contacts for future collaborations and job opportunities.