

IT'S NOT JUST ABOUT SAYING 'NO.' IT'S ABOUT KNOWING THAT YOU ARE BETTER WITHOUT IT

Teens and young adults have spent their lives surrounded by messages telling them that life is better when you try this product – this activity – this drink – this drug. They know the difference between empty rhetoric and real talk.

OUR MISSION: EMPOWER GEN Z TO CHOOSE A SUBSTANCE-FREE LIFE

The BETTER WITHOUT IT campaign meets Gen Z where they are: not only with clear, objective information about the dangers of drugs and alcohol, but also a critical message of empowerment.

The campaign helps teens and young adults to understand that their minds, their bodies, and their relationships are already BETTER WITHOUT IT by offering practical and supportive ideas, resources, and affirmations to help them make healthy, positive life choices.

HOW WE CONNECT WITH GEN Z

Using a digital-first approach via partnerships with platforms like Spotify, Instagram, Hulu, Audiology, and other digital ad networks, the BETTER WITHOUT IT campaign aims to:

ENTERTAIN : Incorporate pop culture, memes, Reels, videos, mobile gaming, and more elements to amuse and attract, not preach.

EDUCATE : Provide information (without stigma) on the short- and long-term impact of using substances, and how to better take care of one's mind, body, and relationships.

EMPATHIZE : Share real stories of people who make the choice not to use drugs, as well as stories showing the consequences for those who do.

ENCOURAGE : Showcase positive outlets that provide an alternative to substance use – motivate them to “pick up a skill, forget about pills.”

ENGAGE : Build opportunities for Gen Z to participate in the campaign – on our social media, in videos, and behind the scenes via focus groups, surveys, and the content team.

CAMPAIGN VALUES

The BETTER WITHOUT IT campaign was designed based on principles of positive youth development along with marketing research into Gen Z communication preferences.

Based on this research, the campaign established the following core values:

- + Avoid 'slippery slope' logic
- + Nurture responsibility and empowerment
- + Prioritize individual identity
- + Assume marketing savvy
- + Adopt an inclusive attitude
- + Adjust with their trends

CREATIVE SAMPLES

See below for examples of creative work produced for the campaign, including social media posts, videos, an Instagram Live, and the “J.A.M. Sesh” mobile game.

