



Youth Vaping Education Campaign (2025–26)

Phase 3 campaign communication strategy

RESPONSIBLE DEPARTMENT	Department of Health, Disability and Ageing
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Media strategy

Channels for advertising will build on the success of phase 2 and be highly targeted and developed in consultation with the Australian Government's master media buying agency, Universal McCann. Channel selection will likely take a digital first approach and may include:

- **Digital video and social media** to drive awareness in a highly consumed environment where misinformation is present. Social platforms can be targeted to reach younger audiences and higher risk populations.
- **Digital audio** to target audiences through popular streaming services.
- **Targeted out of home** to provide an opportunity to drive frequency of messaging in contextually relevant settings, pubs, bars, clubs, transit media and in proximity to and within school and tertiary education venues.
- **Integrated media partnerships** with media that engage young people and to build on success of phase 2 partnerships.
- **Search** to provide credible information when people search information relating to vaping.

In light of the upcoming social media bans for children under 16, the media strategy will be planned to ensure sufficient reach to 14-15 year olds.

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Department of Health, Disability and Ageing

Youth Vaping Education Campaign (Phase 3)

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Strategic Media Recommendation

23 September 2025

Implementation summary

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Pillar	Channel	Audience	Implementation summary
Disrupt	Digital Video	People 14-24	Digital video will establish and maintain reach amongst the target audience. A combination of broadcast video on demand (BVOD), subscription video on demand (SVOD), YouTube, Vevo, in-game and streaming platforms are recommended to reach audiences aged 18-24, within premium environments. Programmatic targeting will also be used, via audience, contextual and geographic targeting. In-game advertising will specifically reach 14–17-year-olds in high-attention mobile gaming environments.
	Social Media	People 16-24	Social media will support frequency of campaign messaging within highly consumed environments. Activity will run across Meta (Facebook and Instagram), Snapchat and TikTok where depictions of smoking and vaping are often glamourised.
	Out of Home	People 14-24	Out of home will drive frequency of campaign messaging in and around relevant youth environments. Formats including retail, in proximity to cinemas, sports and activewear stores, universities, schools, transit, and street posters will be utilised.
	Digital Audio	People 14-24	Digital audio streaming deals with both Spotify and Soundcloud will support reach within highly targeted and contextual environments. Digital partners' available 1st party data will be leveraged to deliver tailored messaging aligned with emotive occasions and triggers such as happy, sad and workout genres to enhance message relevance.
	High Impact Display	People 18-24	High impact display will support reach within highly consumed environments. Pause ads across broadcast video on demand (BVOD), subscription video on demand (SVOD) and YouTube

			will disrupt key moments where audiences may be vaping or considering vape-related behaviours.
	Digital Display	People 18-24 & Geo-targeting	Digital display will integrate campaign messaging within highly consumed mobile environments in lifestyle services like Uber Ads to deliver contextual messaging during key social moments in which vaping behaviours may occur.
Engage	Integrated Partnerships	People 14-24	Integrated partnerships will encourage audiences to “buddy up” to support vapers in quitting. Potential opportunities include re-engaging Spotify to build upon the previous Stage experience, encouraging users to share The Stage with a friend to prompt shared quitting behaviours. Alternatively, UM also recommend exploring running app opportunities to engage a health-conscious audience or to otherwise consider bringing together ‘dynamic duos’ via podcast integrations to encourage audiences to review their habits with the support of a friend.
Educate	Integrated Partnerships	People 14-24	To educate audiences of both vaping and nicotine harms, UM recommend partnering with a youth-focussed media partner to produce a short-form, social-first video series investigating the harms of vaping and nicotine. More in-depth content will be created for, and housed, on-site to allow audiences the opportunity to review further information.
	Search	Keyword Led	As per Phase 2, one search campaign will run encompassing keywords for Youth Vaping as part of the NTEC campaign (including both adult vaping and smoking) to avoid overlap of keywords and competition which drive higher cost and lower efficiencies.

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Whilst in-game advertising ranks slightly lower against effectiveness, the channel will be crucial to ensure reach amongst people aged 14 and 15 as the social media minimum age ban will be in place prior to the launch of this campaign, making social media a channel that can only be used to target those over 16 years of age. In-game opportunities via Scroll Media (Gameloft) and Twitch to reinforce campaign messaging in environments where audiences may partake in vaping behaviours.

⁴⁰ Roy Morgan, June 2024 Database

⁴¹ Roy Morgan, June 2024 Database

4.1 Budget planning

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. In-gaming video tactics have been allocated 10% of the total digital video investment to specifically target the 14-15 age group, particularly important as this will become the only compliant channel to reach this demographic when the Australian Government's under-16s social media restrictions take effect in December 2025.

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Strategic approach

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In-game advertising will complement digital video by reaching 14–24-year-olds in high-attention mobile gaming environments particularly among the 14–17-year-old cohort, which is otherwise difficult to target due to data privacy regulations. Partners such as Scroll Media (Gameloft) and Livewire can access age data via login information, enabling rewarded and full-screen video placements within age-appropriate titles. These formats drive strong engagement through in-game incentives and 15 second assets are recommended to maximise completion rates.

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Strategic approach

Digital audio will be used to raise awareness of the detriments associated with vaping, harms of nicotine and nicotine addiction, and promote cessation support services available to young people as well encouraging young people to consider quitting with a friend. Audio is a key strategic tactic, as it enables the campaign to reach audiences aged 14-17 across streaming and podcast environments by leveraging log-in and first-party declared data, areas where some traditional programmatic and social channels are limited due to privacy restrictions.

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Social Media

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Strategic approach

Social media will be harnessed for its cost-effective ability to increase awareness of the harmful detriments of vaping and harms of nicotine and nicotine addiction among young Australians. Through creative messaging delivered in disruptive formats like Stories, Reels, First Commercial and Takeovers, the campaign aims to disrupt and capture the attention of individuals. Due to recent Government legislation, users under the age of 16 will be unavailable to target on social media. As a result, all social media activity previously targeting users 14 and up will now target 16 and up.

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Youth Vaping Education Campaign Phase 3

ICC Talking Points

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Q. For UM – How does UM propose to reach younger audiences in light of the social media ban?

- UM has planned the media strategy to ensure sufficient reach to 14-15 year olds across a range of channels.
- Digital video will reach all audiences including on streaming and catch up TV.
- In-game advertising will specifically reach people aged 14-15 in high-attention mobile gaming environments. This includes via Scroll Media (Gameloft) and Twitch to reinforce campaign messaging in environments where young people may engage in vaping behaviours.
- Out of home will drive frequency of campaign messaging in and around youth environments, such as transit and street posters, and retail, in proximity to cinemas, sports and active wear stores – during school holidays, and universities, schools – during school periods.
- Digital audio will also support reach to 14-15 year olds within highly targeted and contextual environments through Spotify and SoundCloud.
- Media partnerships with Spotify and Junkee will also reach the younger cohort to prompt and encourage quit attempts together.

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○ Digital video

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- In-gaming advertising will reach 14-17 year olds in high-attention mobile gaming environments.

○ Social media

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- Considering the upcoming social media bans for children under 16, the media strategy has been planned to ensure sufficient reach to 14-15 year olds. This includes through digital video, gaming platforms, digital audio and out-of-home including in and around schools.

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