

Burn a celebrity

HELSINKI, FINLAND: Non-smoking campaign drops preaching messages in favour of glossy gossip.



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When the Cancer Society of Finland wanted to communicate its non-smoking message to teenagers, it was aware that talking to this audience required a more subtle approach than the usual lecturing health messages. Focussing instead of the lifestyle implications of a smoking habit, Cancer Society decided to tap into the teenage obsession with celebrity.

Recognising that teenagers would switch off to overly educational messages, the solution was *Burn*. The magazine emulated popular teen lifestyle magazines with celebrity gossip, showbiz news and light-hearted features. The difference in *Burn* was that all the content was related to smoking issues, poking fun at celebrities who smoked.

The magazine was funded in part by advertising revenue sold to teen brands.

Results

Response to the *Burn* was very positive. Initially intended as a one-off project, interest in the title has seen a steady increase in circulation. *Burn* is distributed inside a number of paid-for titles, and made available in schools and colleges. Issue number four is due for publication in autumn 2011.

Why is this on Cream? Some campaigns take on a life of their own, the obvious example being Old Spice's *Responses*, but this idea from Finland is another example of the same phenomenon.

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