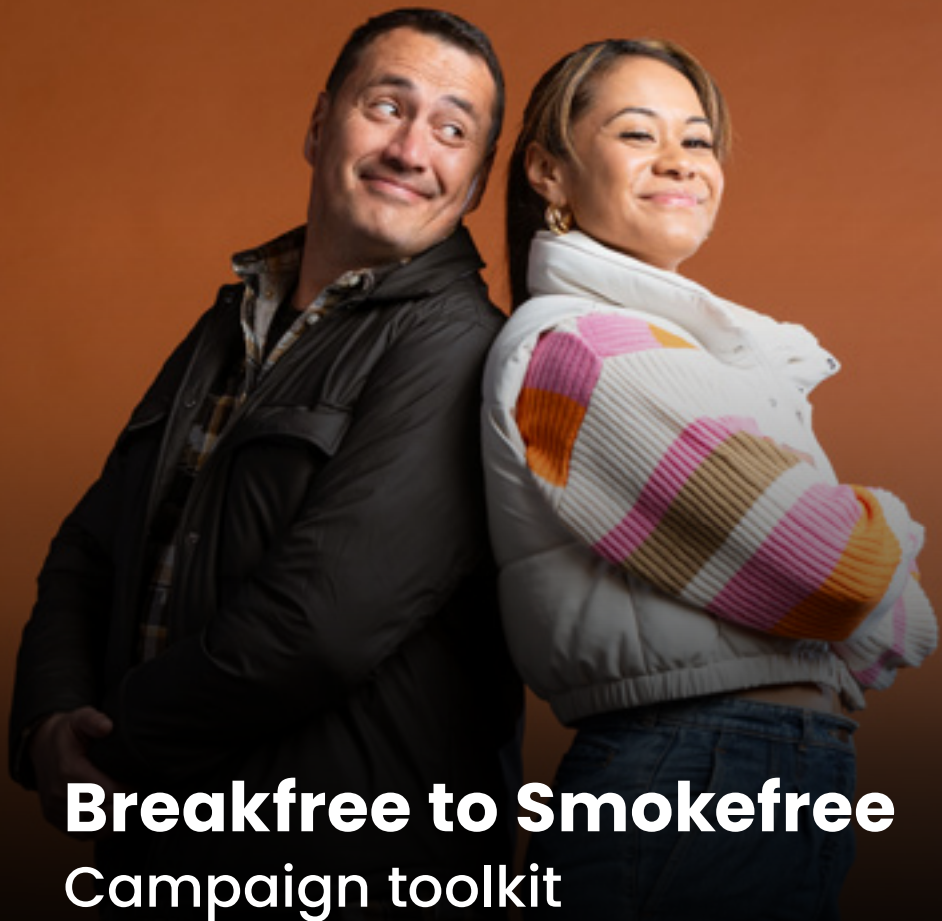


# BREAK FREE TO SMOKEFREE



## Breakfree to Smokefree Campaign toolkit

Health New Zealand  
Te Whatu Ora

Health  
Promotion



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# Welcome

This toolkit has been designed to help you use the Breakfree to Smokefree campaign in your community. It includes digital resources that can be used across a range of channels and social media.

This toolkit gives us the opportunity to further support the work you are doing, raise awareness of Breakfree to Smokefree and signpost stop smoking services in communities across the motu.

If you have any questions about the toolkit, reach out to the team at [smokefree@tewhatauora.govt.nz](mailto:smokefree@tewhatauora.govt.nz). To download the resources visit [smokefree.org.nz/resource-library](https://smokefree.org.nz/resource-library)

Your ongoing support with our nationwide campaign unites us in encouraging people to quit smoking and live smokefree in Aotearoa.



# Campaign overview

Breakfree to Smokefree is a marketing campaign which runs until 30 June 2025.

The goal of the campaign is to educate, empower and create a supportive, non-judgemental environment for people to quit smoking. It aims to create a better understanding of why people smoke and the other forces at play controlling their addiction.

The campaign is designed to motivate people to quit, with a focus on our priority audiences, Māori and Pacific peoples. It also speaks to whānau and friends of people who smoke so they can encourage and support them on their quit journey.

Breakfree to Smokefree is a kaupapa that makes people who smoke and their wider whānau feel seen, heard and supported in the journey to quit. The campaign aims to spark a sense of curiosity and individual activism to shift people who smoke from being passive or disinterested in quitting – to being open to take action.

**The campaign is focused around three key themes:**

## **The overarching why**

Aimed at encouraging all of Aotearoa to unite and break the generational smoking chain by awakening people to the greater forces at play.

## The individual why

Aimed at encouraging people who smoke to take back their power and start a quit smoking journey, by getting them to be curious about why they smoke and to better understand the greater forces of play controlling their addiction.

This includes how people can focus on other activities to distract them and manage triggers when they quit smoking.

## Supportive and enabling

Aimed at whānau and friends to create a supportive non-judgemental environment for people who smoke on their quit journey. It includes key messages that enable, encourage and empathise with those who want to stop smoking.

## Creative story

At the centre of the campaign are our two relatable characters, Eru and Sina, who encourage people who smoke to take back the power and break the generational smoking chain. They awaken people's minds to the addiction of tobacco and the greater forces at play controlling their lives.

To create relevancy and spark curiosity the campaign introduces key themes via a series of conversations between these two friends. They challenge the usual beliefs about smoking and quitting, the exploitation by the tobacco industry and the normalisation of smoking.

It highlights that for generations, smoking has been glamourised, normalised and made way too convenient. The campaign unites us reinforcing – It's time for Aotearoa to breakfree!

# Campaign elements

## Advertising media

A range of advertising media channels are used for the campaign:

- Social media – Instagram, Facebook stories/reels and Tik Tok, Pacific and Māori Media Network
- Digital banners on various high traffic websites eg, Trade Me, MetService, Stuff – Pou Tiaki, NZ Herald – Kāhu
- Google search and keywords
- Online video (video on demand – YouTube, TVNZ+, Three Now)
- Out of home advertising – street posters around areas where people smoke and purchase cigarettes, eg, dairies, sports clubs, bars and high street locations
- TV advertising rotating a series of 15 second adverts on TVNZ, SKY sports, SKY Discovery, TV3, Whakaata Māori TV
- Radio adverts on Māori and Pacific radio network and various stations
- Health TV – digital screens in hospitals, doctors and medical centres throughout NZ.

## Breakfree to Smokefree website

All campaign material directs people to the website page [www.breakfreetosmokefree.co.nz](http://www.breakfreetosmokefree.co.nz) to access support to quit smoking.

The website encourages people to:

- connect with a local Quit Coach
- find their local stop smoking service
- access free support from Quitline
- switch to vaping to quit.

## Call to action

Our call to action messages from the campaign (depending on the advertising media and channel used) are:

- Visit [breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)
- Visit [breakfreetosmokefree.nz](http://breakfreetosmokefree.nz) for local stop smoking services or call Quitline on **0800 778 778**
- Find better ways to support whānau to quit at [breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)

**BREAK FREE TO SMOKEFREE**

Visit [breakfreetosmokefree.nz](http://breakfreetosmokefree.nz) for local stop smoking services or call Quitline on **0800 778 778**



## Campaign key messages

- The Breakfree to Smokefree campaign aims to educate, empower and create a supportive, non-judgemental environment for people to quit smoking.
- The campaign reinforces that for generations, smoking has been normalised, glamourised and made too convenient and that it's time for Aotearoa to breakfree!
- The campaign encourages people to consider that there's more behind the story of why they smoke. It highlights that many people don't realise the hold that smoking has on them, and that there have been greater forces at play through the generations that have made it hard to quit.
- Breakfree to Smokefree focuses on the positive role whānau and friends play in encouraging and supporting their loved ones to help them on their quit journey.
- Breakfree to Smokefree aims to reframe the way people think and manage their triggers when they quit smoking. It empowers them to transfer their feelings and focus on other activities to break any associations.
- The campaign calls out that for decades, smoking was glamourised despite the harm it caused. It reiterates although we've come a long way, there is still further to go to break free from addiction.

# Social media

## Facebook

Below is a range of Facebook static posts and campaign copy that can be used on your Facebook page. The copy can be tailored to insert your local contact information and other key messages relevant to your service.

Facebook is a great platform to promote your services and connect with people in your local community. You can either post on your own Facebook page or share it with other organisations and ask them to post on your behalf.

### Social static



1200 x 1200px



### Copy

*Primary text:* Over 8 generations, smoking has been normalised, glamourised and made too convenient. Let's break free from the addiction.

*Headline:* Get support to quit

*Display URL:*  
[breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)

## Distraction



1200 x 1200px



### Copy

*Primary text:* Smoking has been normalised for generations. Break free from the addiction and think about why you really smoke. Start your quit smoking journey today.

*Headline:* Get support to quit

*Display URL:*

[breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)

## Normalisation



1200 x 1200px



### Copy

*Primary text:* Over 8 generations, smoking has been normalised, glamourised and made too convenient. Let's break free from the addiction.

*Headline:* Get support to quit

*Display URL:*

[breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)

## Glamourisation



1200 x 1200px



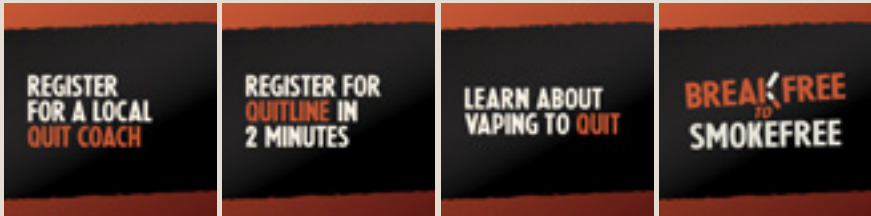
### Copy

*Primary text:* For decades, smoking was glamourised despite the harm it caused. We've come a long way, but there's further to go.

*Headline:* It's time to break free

*Link Description:* Get support to quit here

## Facebook Carousel Advert



1080 x 1080px (Set of four tiles)



### Copy

*Primary text:* Over 8 generations, smoking has been normalised, glamourised and made too convenient. Let's break free from the addiction.

*Headline:* Get support to quit

*Display URL:* [breakfreetosmokefree.nz](https://breakfreetosmokefree.nz)

# Instagram

Below are static posts that can be used in Instagram.

## Social static



1080 x 1920px

### Copy

*Primary text:* Over 8 generations, smoking has been normalised, glamourised and made too convenient. Let's break free from the addiction.

*Headline:* Get support to quit

*Display URL:*

[breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)

## Distraction



1080 x 1920px

### Copy

*Primary text:* Smoking has been normalised for generations. Break free from the addiction and think about why you really smoke. Start your quit smoking journey today.

*Headline:* Get support to quit

*Display URL:*

[breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)

## Normalisation



1080 x 1920px

### Copy

*Primary text:* Over 8 generations, smoking has been normalised, glamourised and made too convenient. Let's break free from the addiction.

*Headline:* Get support to quit

*Display URL:*  
[breakfreetosmokefree.nz](http://breakfreetosmokefree.nz)

## Glamourisation



1080 x 1920px

### Copy

*Primary text:* For decades, smoking was glamourised despite the harm it caused. We've come a long way, but there's further to go.

*Headline:* It's time to break free

*Link Description:* Get support to quit here

# Digital assets

All these digital resources can be downloaded and then used in your channels.

## Email signature




1034 x 207px


The artwork can be added to your existing email signature or created as a new email signature.

Download the file above then follow the instructions for your email application, eg, below are the instructions for email signatures using Microsoft Outlook.

 Click on File → Options → Mail → Signatures

 Click on 'New' under 'Select signature to edit', give it a name (e.g. *Main signature*) → 'OK'

 Click in the 'Edit signature' area

 Paste (Ctrl-V) your new signature

 Click on Save

## Newsletter banners



*800 x 200px*



*800 x 200px*

There are two options of the banner to choose from which can be used in various newsletter formats, eg, Word, Mailchimp or Campaign Monitor. Download the file and insert it into your template. These banners work best at the top of the newsletter like a masthead or can be inserted at the bottom above your footer.



## Digital tiles

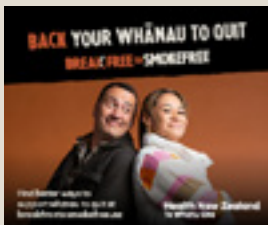
A range of digital tiles with different designs that you can use online and in digital platforms – apps, websites, e-newsletters and digital advertising. They can also be inserted into presentations.



300 x 250px



300 x 250px



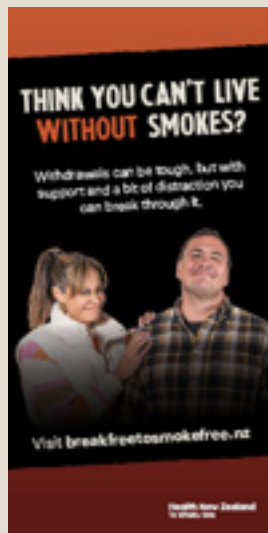
300 x 250px



300 x 250px



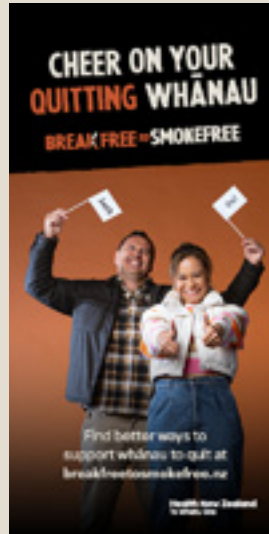
300 x 600px



300 x 600px



300 x 600px



300 x 600px

# Promotional artwork

A range of promotional items that you can produce with your local printer or supplier and include in your community events or activities.

## Teardrop flags



Teardrop flags can be used at an event, promotional or outdoor activity. They are great for signposting an event and can be positioned around a site to draw people in.

To produce the teardrop flags, download the artwork to provide to your supplier.

Artwork is available in two formats:

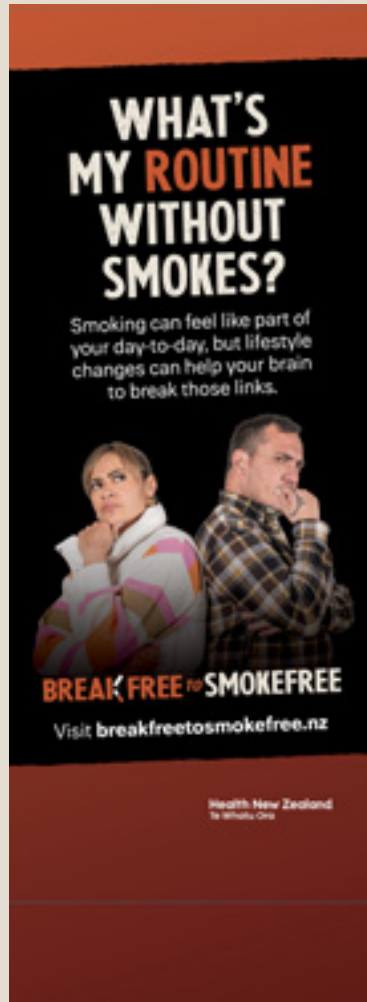
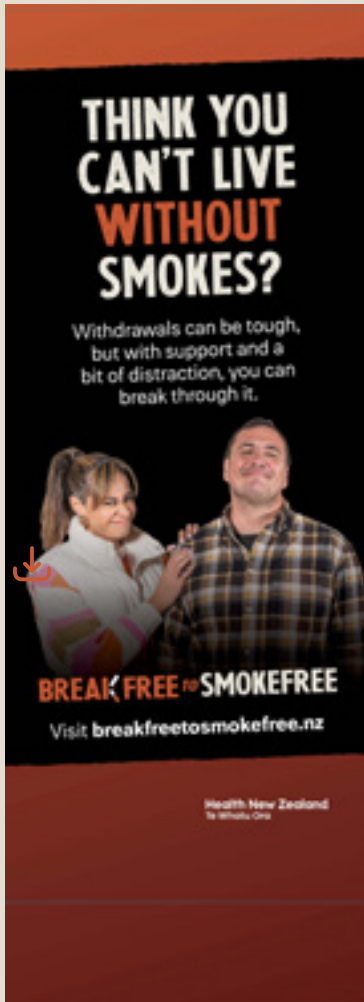
↓ High resolution pdf

↓ Adobe illustrator (.ai file)

Most teardrop flags should come with a base to ensure it is stable and can be used either indoors or outdoors.

## Pull up banners

Pull up banners are great for community led activities and events as they are highly visible.





# Website

## Website tiles

The website tiles are best used on your home page of your website or a main content page and can include your key messages or a call to action. The tiles can also be hyperlinked to the Breakfree to Smokefree website to help promote the campaign.



300 x 250px



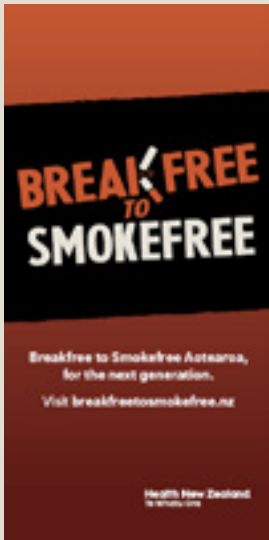
300 x 250px



340 x 280px



340 x 280px



300 x 600px



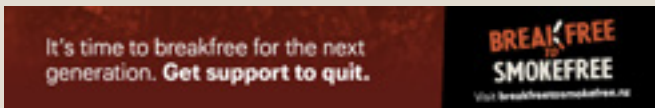
300 x 600px

## Website banners

These banners are best placed on your website at the top or bottom of the page to run across the entire width of the page. There is also an option with copy provided.



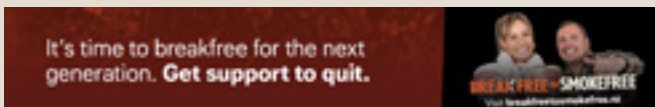
1920 x 300px



1920 x 300px



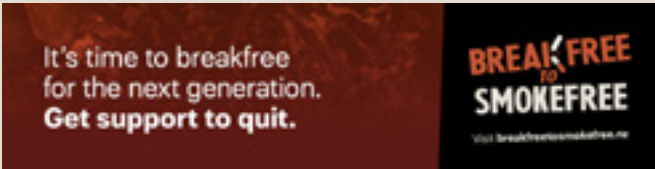
1920 x 300px



1920 x 300px



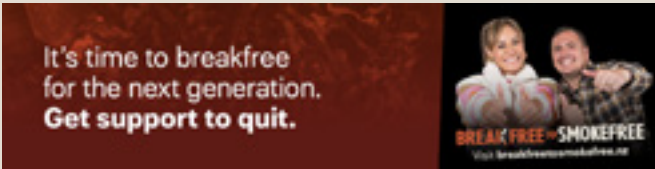
1920 x 480px



1920 x 480px



1920 x 480px



1920 x 480px



# Videos

These videos can be used to help promote the Breakfree to Smokefree campaign and support your work. There are a series of videos available on the [Health New Zealand | Te Whatu Ora YouTube channel](#).

## Montage



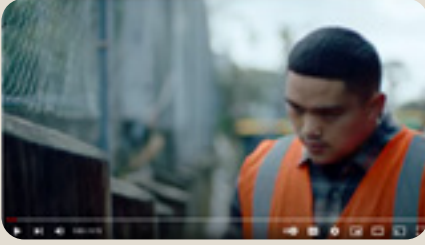
The montage video tells the overall story of how for generations, smoking has been glamourised, normalised and made way too convenient. It reinforces that it's time for Aotearoa to breakfree!

## Break the loop



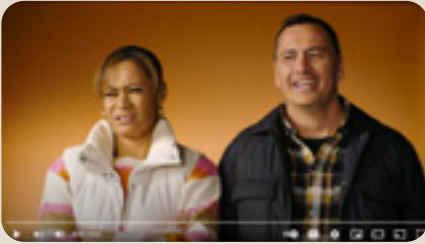
The break the loop video focuses on an association trigger, an activity you connect with smoking. It shows the person who smokes, associates having a break with smoking and how you can transfer this feeling to another activity thereby breaking the association/loop.

## Shake it off



This video focuses on the quit smoking trigger of withdrawal. The person who smokes thinks “I can’t live without my smokes”. The aim of the video is to reframe this way of thinking, by empowering people who smoke to focus on a physical activity to manage the withdrawal trigger.

## Empathise



This video is aimed at whānau and friends of those who smoke, encouraging them to show understanding and support for their loved ones.

Due to talent licensing agreements, any photography showing the characters Eru and Sina in resources can only be used in channels or on display until 30 June 2025. Please keep this date in mind when using these resources on websites, at promotional events and in digital and social media. We will remind people in advance when the terms of the talent agreements are due to expire.

**Health New Zealand**  
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