Abstract – the problem for anti-drugs campaign is how to prevent people from trying drugs and how to grab their attention

Objectives – fill the loss identity to the target with positive things rather than drugs

Method – previous campaign studies, simple questionnaires surveys, psychological ad theories, target behavior study

Strategy – Change the perspective of the previous campaign. Instead of giving the target consequences of the negative effects that drugs could cause, the writer suggest to give the target a reason to not too. Create a motivation for them to refuse drugs

Conclusion – to persuade the target’s way of thinking, the campaign needs to “talk the talk, walk the walk” and “speak with the same language” of the target also give the target motivation to not to use drugs.

Keywords – Rebellious, Attitude, Exclusive, fun, Energetic