

CAMPAIGN OVERVIEW

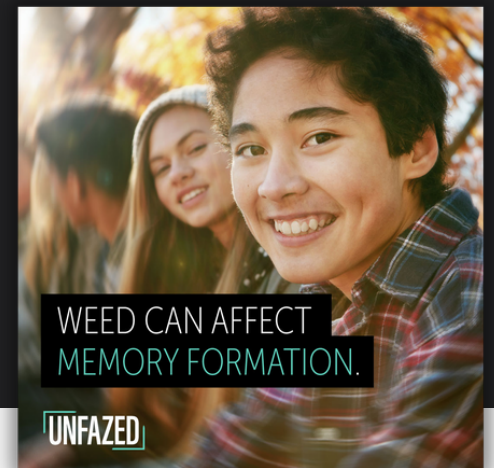
Unfazed is a youth, evidence-based health communications campaign with a goal to provide Virginia teens accurate information about cannabis, to prevent initiation of use. The growing cannabis industry can be very challenging to navigate; Unfazed is a source for fact-based and accurate information about the risks of cannabis.

CONTENT PACKAGE OVERVIEW

Unfazed assets were developed for Virginia teens, aged 13 to 18 who may consider using cannabis now, or in the future. The content was created for utilization at any frequency, with a scalable media plan on connected TV, digital, and social media. Unfazed will be implemented statewide from March 20 to May 16.

SOCIAL & DIGITAL MEDIA

Unfazed content includes tailored and informational paid media ads, as well as organic social posts. This drives cannabis-free message consumption across popular platforms like TikTok, Snapchat, and Instagram. GIFs serve to inspire teens to celebrate their amazing brain.



FOLLOW THE CAMPAIGN

Want to see Unfazed's campaign in action? Check out the content on social media by clicking on the icon, or stop by the website www.unfazedva.com.



For questions or to learn more about Unfazed, please contact dsaggese@vfhy.org