

thing
to who they are
the choices they make.

in! We love hanging out together too, so follow
us on Facebook so you don't miss details of
our next big party!

SKY Girls

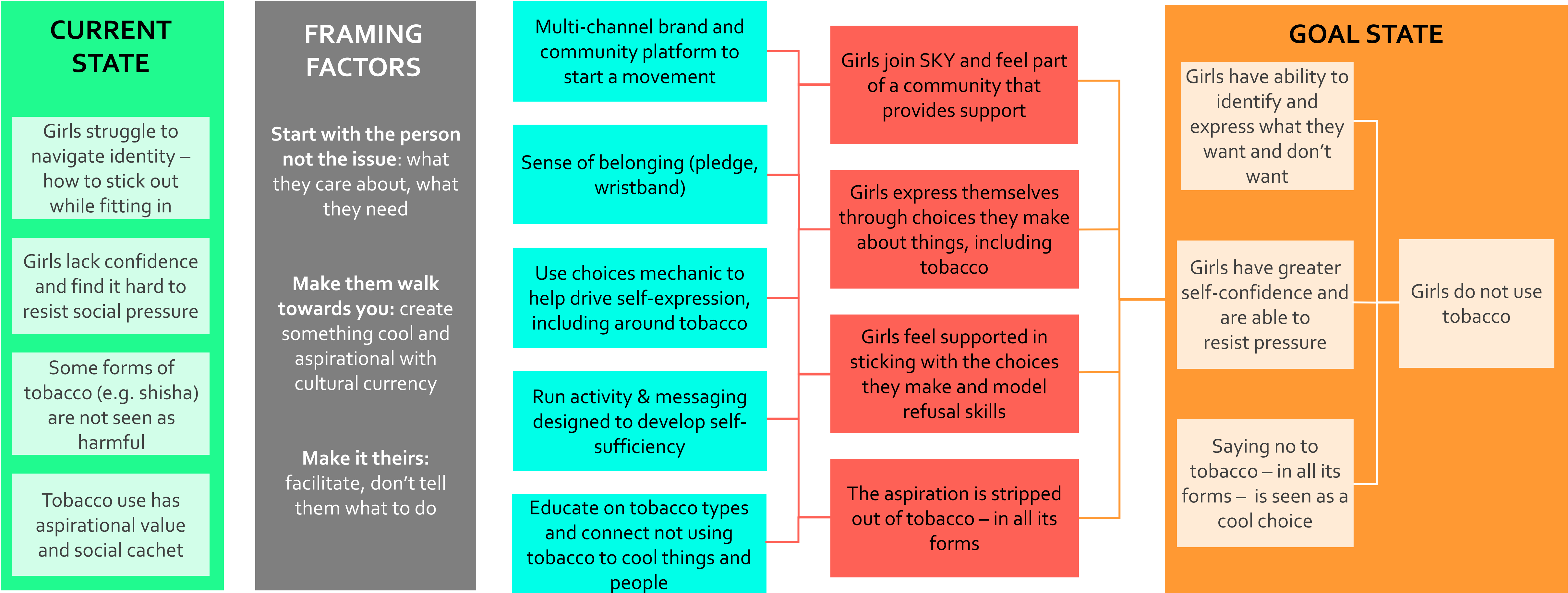
2021

To become a SKY GIRL, you
need to take the pledge to
stay true to yourself;

SKY PLEDGE

I BELIEVE

Our theory of change



A quick recap of what we are trying to achieve through SKY

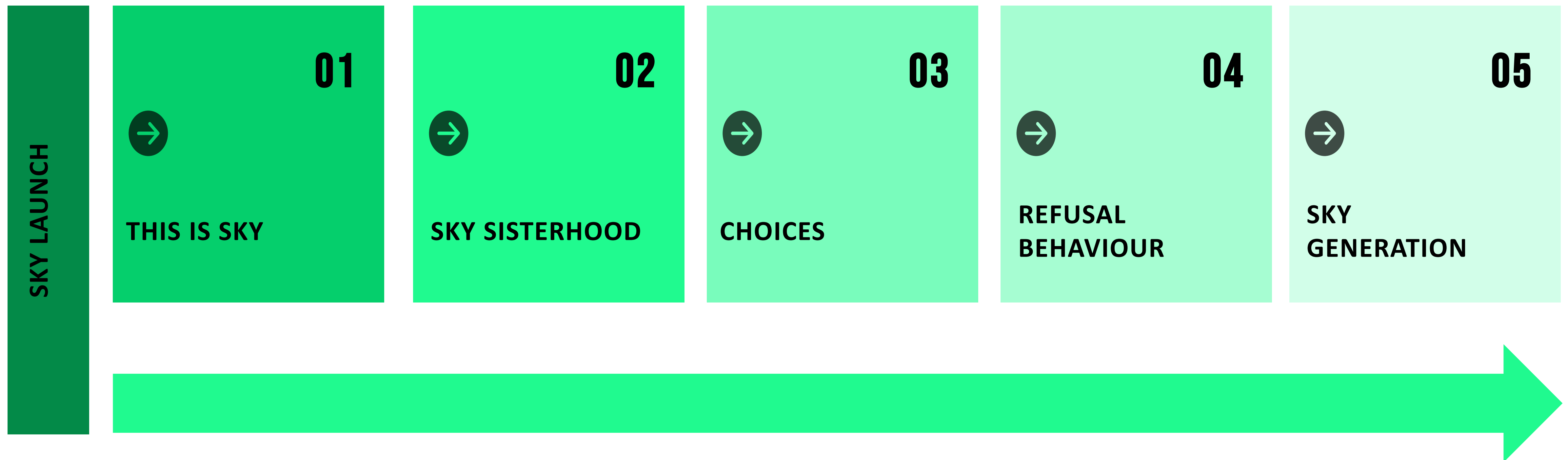
Girls feel part of a community that provides support

Girls express themselves through choices they make

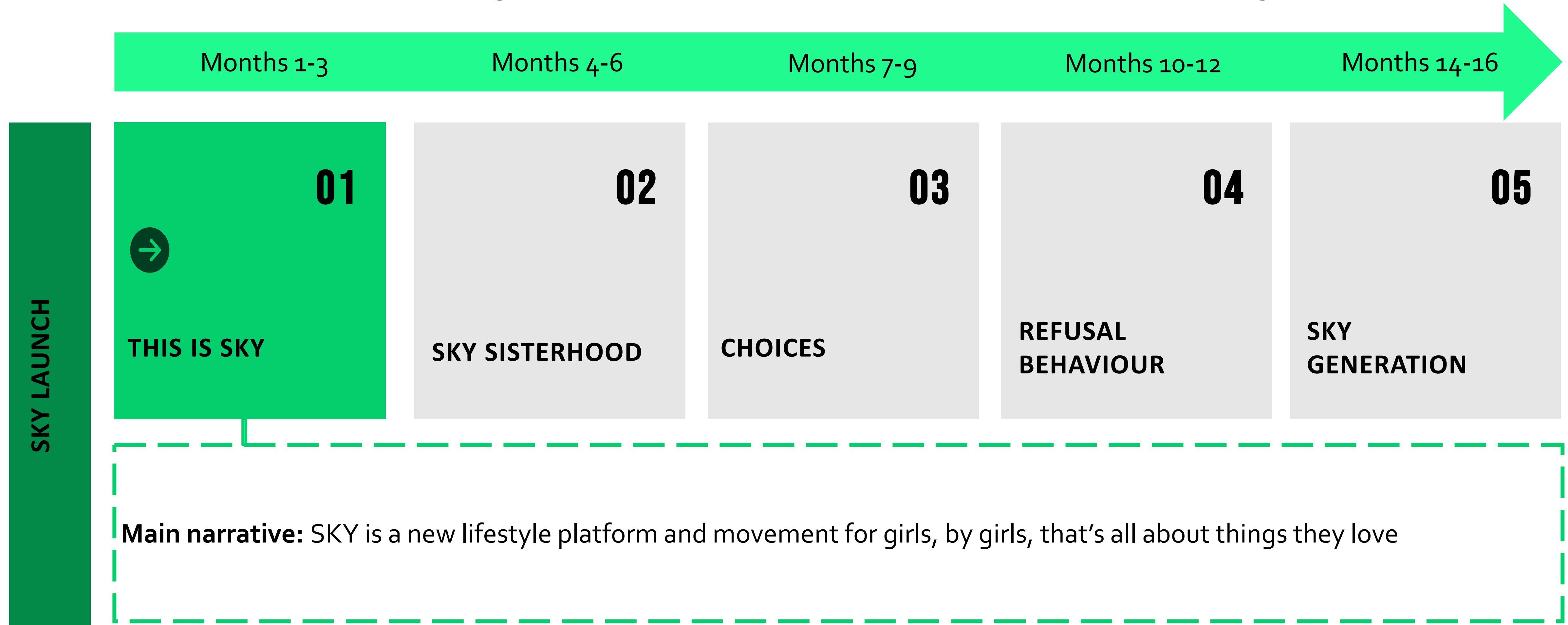
Girls feel supported to sticking with their choices and feel able to say no

Tobacco is not seen as aspirational by teens

The messaging roll-out delivers the intervention in incremental stages over time



For the first 100 days, we focus on introducing the movement to teen girls



Good**business**

1. Build a movement

Be aspirational for teen girls

Through the content we create and the celebrities who associate with us

Create a buzz around the SKY brand

Through media partnerships and press relations

Create a growing, interactive community

Through using girls and their networks to spread the word

Achieve credibility with key stakeholders, including parents

By engaging with people and organisations that they trust

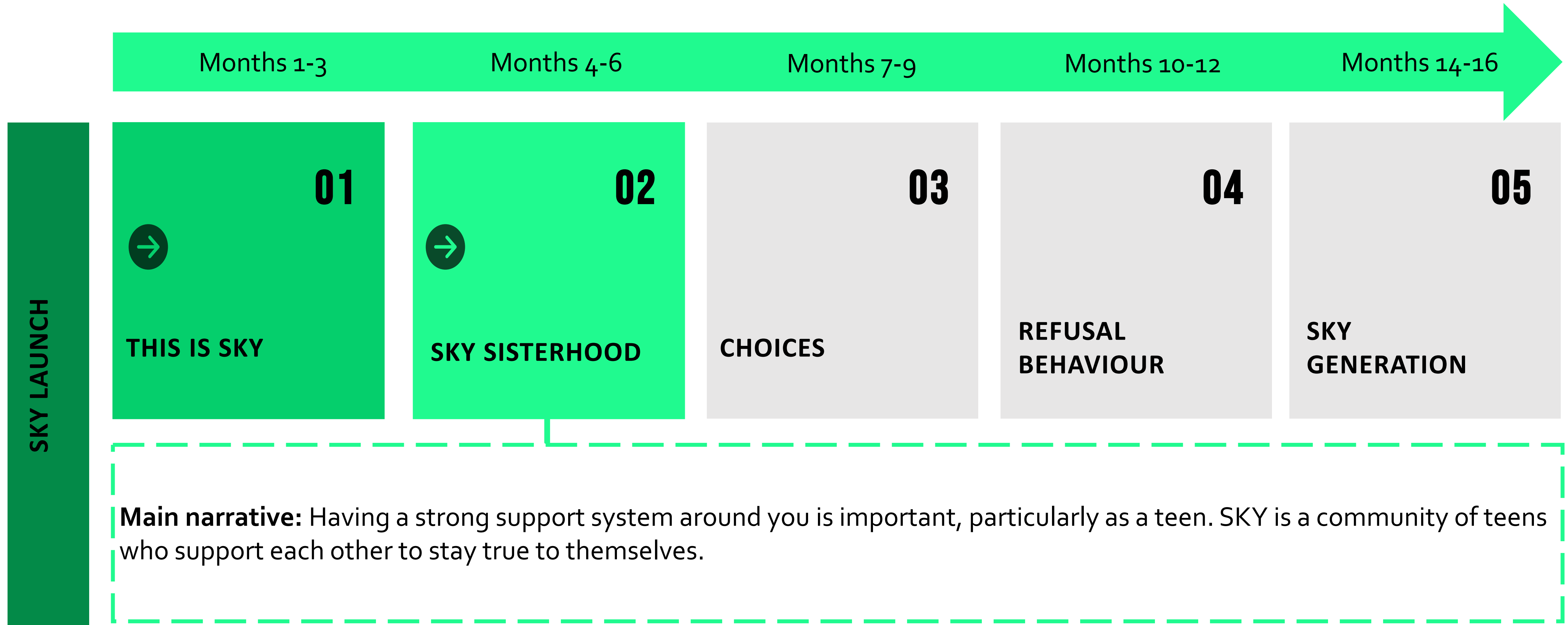
2. Introduce girls to SKY and SKY messaging

Seed 'Be True to Yourself'

Seed choice mechanism

Showcase relevant and current content

We build on this messaging over time



Main narrative: Having a strong support system around you is important, particularly as a teen. SKY is a community of teens who support each other to stay true to themselves.

Our objectives

Make girls feel part of a SKY community

Showing that SKY is a large and aspirational community

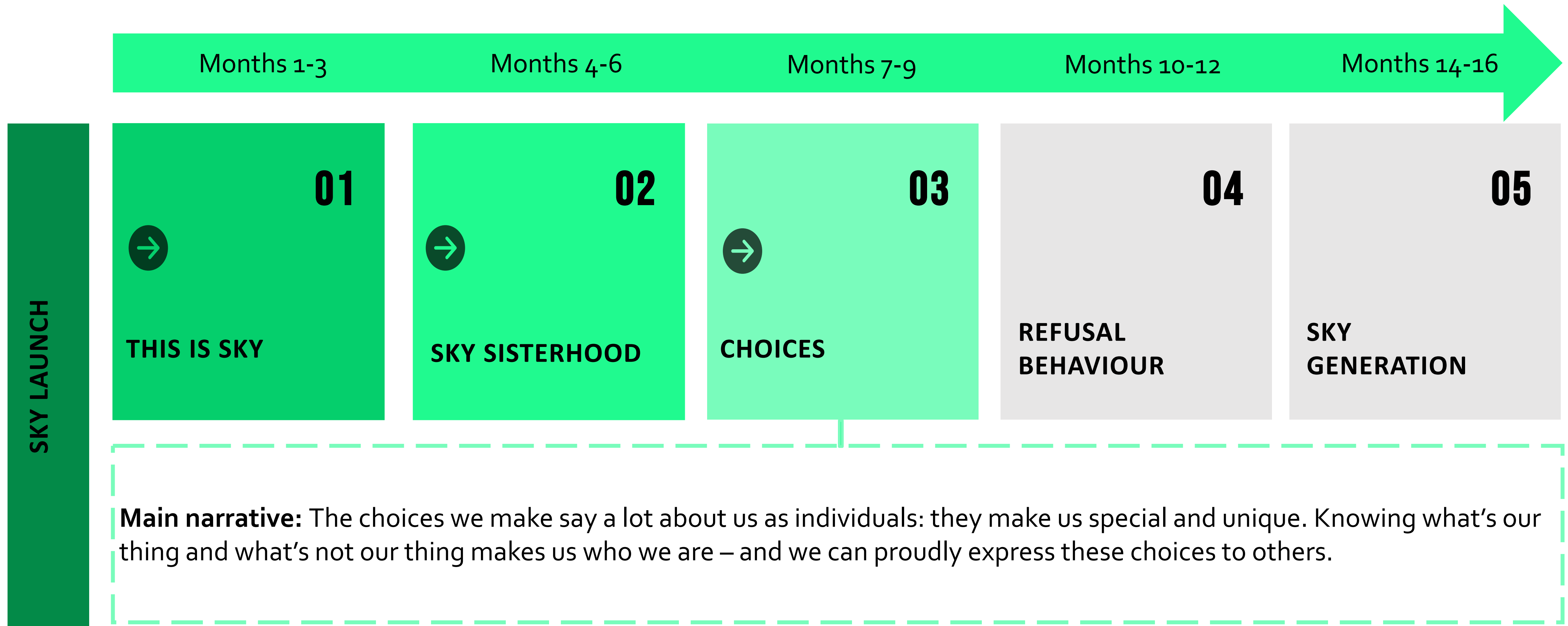
Encourage supportive group behaviours that help girls stay true to themselves

Content ideas

- How to deal with toxic friends
- #SquadGoals competition where girls tell SKY about the different personalities in their group
- Tackling real-life issues that arise between friends (e.g. differences in character)
- SKY community feature (e.g. InstaSKY)
- Tag your besties

On top of these, it's important we continue to build the movement through aspirational content, and continue to seed 'Be True' and 'my thing/ not my thing' where it makes sense

We build on this messaging over time



Our objectives

Build understanding around why choices are important as teens navigate forming their identity

Encourage girls to express themselves using 'my thing/ not my thing', and promote pride in these choices

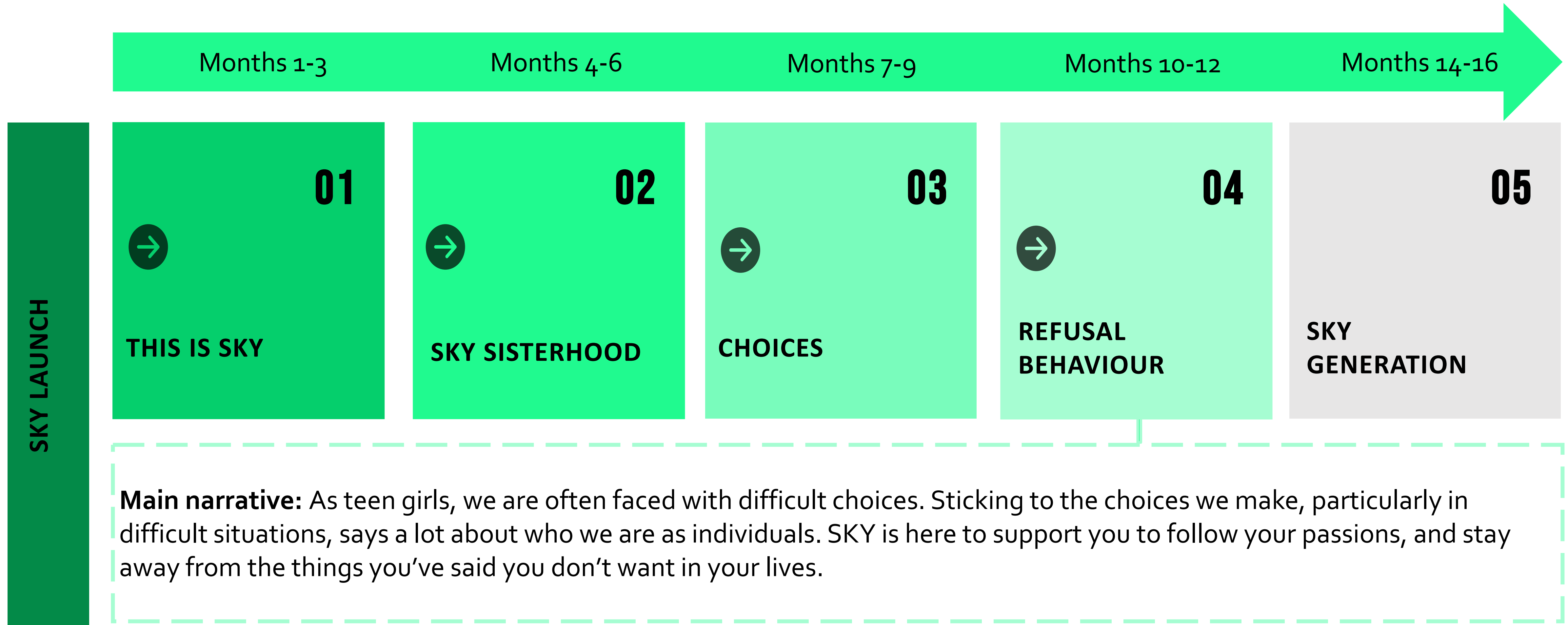
Seed smoking as one of the things that SKY Girls reject

Content ideas

- Poll: tell us what's your thing
- Poll: tell us what's not your thing
- Features around the most popular 'my thing' (dancing, singing, music etc)
- Features around common things girls reject (including smoking) eg. Myth busting tobacco
- Showcase aspirational role models within these areas
- Online talent competition to showcase girls 'doing their thing'
- Smoke-free logo competition

During this period, we will highlight smoking as one of the top things that girls reject. This is an important moment as it then gives us licence to include smoking prevention messaging in the coming months

Building confidence around refusals is an essential part of our ToC



Our objectives

Build confidence and skills to say no when faced with peer pressure, including from friends

Build understanding of link between 'Be true to yourself' and saying no

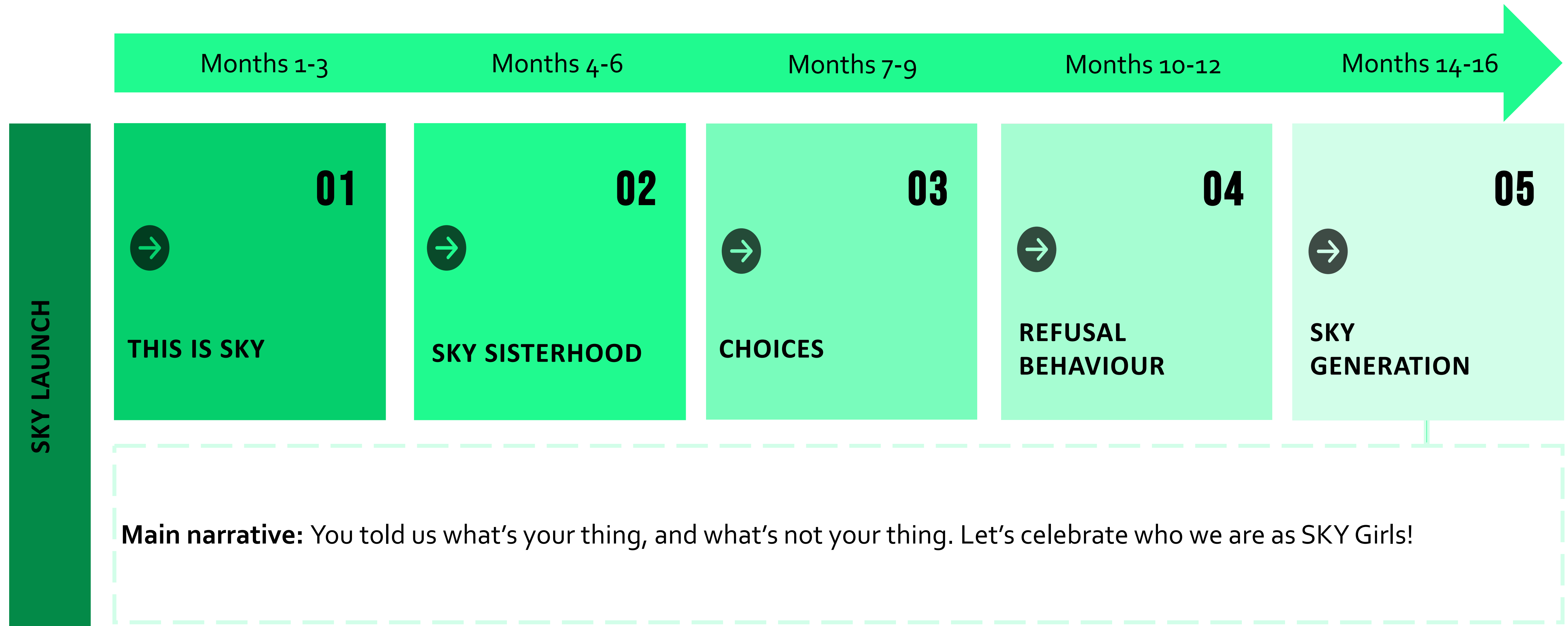
Amplify stories and experiences of aspirational and relevant girls who have said no to smoking

Content ideas

- **Tips for how to say no**
- **SKY advice feature around not giving in to peer pressure**
- **Illustrated feature with a refusals storyline**
- **Audio drama around refusals**
- **Celebrity feature around staying true to herself**

The key with these themes is to keep it varied with other aspirational content that girls love – this is essential if girls are to listen to SKY on the more serious messages too

And before the endline, we end with a bang



Our objectives

Build not smoking into the SKY Girl identity

Help girls feel part of a strong, empowered community

Celebrate the SKY Girls community

Content ideas

- **SKY Generation slogans**
- **SKY Generation themed event/ party**
- **Song**
- **Features: 5 things you know if you're a SKY Girl**
- **Celebrity ambassadors shouting out the SKY Generation**
- **Lots of girl-led opportunities**

This is an opportunity to end the grant period on a really positive note, with plenty of activity that seamlessly blends aspiration and tobacco prevention