

Stoner Sloth Campaign

What?

"The "stoner sloth" public awareness campaign has been designed to encourage positive behaviors in young people before bad habits start, and motivate discontinued use of cannabis before they become dependent, the campaign is designed to appeal to, and be 'shareable' among, teenagers, who are some of the most vulnerable to cannabis use. We know that younger audiences respond more to campaigns highlighting the short-term consequences of their actions." (Huffington Post)

Where?

Australia

When?

Launched the campaign ads in December of 2015

Who?

Australia's New South Wales (NSW) Department of Premier and Cabinet

How?

"You're Worse on Weed" is the slogan of the Stoner Sloth Campaign. The message is spread through ads.

Target Audience

Teens smoking the "devil's lettuce" and those thinking about trying it.

Propaganda Techniques

Name Calling or Stereotyping- The ads make the assumption that when you are "on weed" you become incapable of completing everyday tasks and become "sloth-like" or a "Stoner Sloth"

Faulty Analogy- The comparisons are carried too far. No one is actually going to act the ways the sloths do in the video when using cannabis.

Weak Inference- the ads make it seem like people are unable to function and are anti-social when they use cannabis when in reality studies have shown that cannabis can actually help people with social anxiety and aid them in a social setting.

Fear- no one wants to be a stoner sloth (this technique very poor in their campaign, they try to use fear but they failed).

Interesting Story

The campaign was mocked by so many and deemed such a fail that many parties involved in the making of the Stoner Sloth ads are distancing themselves from the ad/campaign.

Was Campaign successful?

No

