

THE BLACKBOARD



SUBTRACT

VAPING

Vaping came into being as far back as five decades ago (1960's). At that time it was more of a table top, shared experience.

Vaping as it is today was the invention of Hon Lik, a Chinese pharmacist who took inspiration from the death of his father to cancer.

Vaping is an alternative to smoking. A battery powered vaporiser stimulates the feeling of smoking but without tobacco. The "smoker/vaper" inhales vapour which is released by a heating element that atomises a liquid known as e-liquid. This e-liquid can contain nicotine but not necessarily.

This is a very good example of the SUBTRACT™ found in Creative Toning. The copy even says it itself – "without tobacco". Think about the closed world of a traditional cigarette. Simply speaking it would be tobacco (including nicotine); paper, filter, flame. What if we were to subtract the tobacco – what would we have – a tobacco-less cigarette, a cigarette that wouldn't smoke etc. But remember function over form – we still want a cigarette that smokes – but in a different way. So redefine "smoke" - call it vapour and adapt for use.