

SHAPING A NEW CULTURE THROUGH TEEN BOYS ASPIRATIONS

"They say this is a lifestyle.
They say this is what makes you cool.
They say this is
how you grow up.
Should we join in,
just to be accepted?
Or can we be cool
without the smoke?"

— A question that lingers
in the minds of teen boys.

This campaign was built to confront the unspoken pressure many teen boys face — and that very question became its foundation.

RAW

RAW was born from the spirit of self-built strength. It was developed with teen boys — shaped by their voices and aspirations.

More than just a name, RAW reflects who they are and what they stand for.

It stands for:

Resilient — tough and brave in facing challenges

Awesome — cool in their own way

Wise — thoughtful in making choices

Tagline

They don't need to fit in to feel seen.
They don't need permission to be themselves.
Because they are:

"GENERASI GA BUTUH VALIDASI"

A generation that dares to be authentic, bold, and free from social pressure.

CTA

This campaign carries a clear call to action: Empowering teen boys to realize that they can spark inspiration — without needing the smoke. Because their fire doesn't come from cigarettes. It comes from within.

"INSPIRASI MENYALA, GA PERLU NCEBUL"

Big Idea

To make it real, relatable, and close to their everyday lives, we built one big idea:

"WARKOP RAWVOLUTION"

Turning ordinary Warkop into trend hubs for youth culture.

More than just a place to hang out, Warkop RAWvolution fuels resilience, creativity, and self-discipline.

CAMPAIGN PHASING



LAYING FOUNDATION

KJP RAW

School & Community Collaboration

DISCOVERY

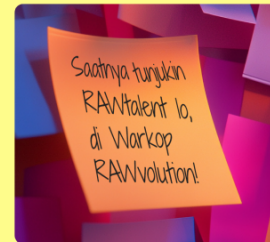
Warkop RAWvolution Hunt

Warkop Trend Hub

CGI Launch

Website

DVC "Keren Versi RAW"



PARTICIPATION

Warkop RAWvolution

Youth RAW League

Youth RAW Fest

Behavioral Outcomes

Through this campaign, we aim to spark six key shifts among teen boys:

- Teen boys are aware about RAW, and willing to participate.
- Teen boys interact and engage with digital platforms & KOL.
- Teen boys build more self-confidence, and support each other to negotiate around tobacco use.
- Teen boys are attached to the new active lifestyle, supported by teachers and parents.
- Teen boys started to have the confidence to stay away or quit smoking without fear of peer pressure.
- Teen boys reached out and looked for cessation services.



**This isn't just a campaign
for teen boys.**

**It's a collective journey — between youth,
parents, teachers, and communities — to
build a better future for the next
generation.**