Totally Wicked concentrates on changing lives this Christmas.

Friday 30 November, 2018

Totally Wicked have produced a Christmas short simply named ‘Dragon Man’, as the company reach out to the 7 million smokers in the UK. The piece, written and produced internally, demonstrates the devastating impact losing a loved one has, particularly at Christmas, brought on by the dangers from smoking traditional cigarettes.

The poem ‘Dragon Man’ was written by Totally Wicked Head of Marketing Neil Joyce as the words come from a deeply personal place. Having lost both grandparents to smoking related illnesses, Neil is only too familiar with the impact that smoking can have on families:

Head of Marketing Neil Joyce said:

"I didn’t want our Christmas message to be another product promotion with e-cigarettes under a tree, but instead something that is core to our business and fundamental to our mission statement, and that is our commitment to helping people to stop smoking. Yes, we sell vaping products but we’re so much more as a business. We employ smoking cessation professionals and are conducting pilot schemes up and down the country helping public sector professionals in smoking cessation understand vape products.

Yes, this piece comes from a personal experience, but so many thousands of people in this country have had exactly the same one. Anyone who has smoked or loved someone who smokes but cannot stop will likely watch and relate personally to this video. If they do, and that person stops smoking and alters the lives therefore of those around them, then I say a huge well done to that person.”

Totally Wicked is a founding member of the Independent British Vape Trade Association (IBVTA). Totally Wicked is a pioneer in the vaping industry. Over the past decade the business has paved the way for people to make the switch from smoking to vaping, enabling hundreds of thousands of smokers to choose a safer alternative.

Totally Wicked is immensely proud of the fact that the vaping revolution started, and remains centered in its home town of Blackburn.

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