

NO STANK YOU CAMPAIGN

Department of Ecology – Thursday, Jan. 8, 2009

- **Here to talk about: How we have been successful taking our anti-tobacco messaging to youth**
- **No Stank You**
 - **Department of Health – Tobacco Prevention and Control Program's**
 - **Youth (tobacco) prevention campaign**
- **3rd Year/3rd Phase**
 - **1.0 – 9-06 thru 6-07 (9 months)**
 - **2.0 – 9-07 thru 6-08 (9 months)**
 - **3.0 – 9-08 thru 8-31-09 (12 months – summer)**
 - **First time ever carried theme from one year to the next**
- **Overall Purpose from the Start**
 - **Keep youth from starting the tobacco habit**
 - **Encourage kids who do smoke to stop**
 - **Give them their own power phrase – *No Stank You***
- **Stats**
 - **First youth ad campaign was in – 2000**
 - **65,000 fewer youth smoking now**
 - **13,000 youth will be spared early tobacco-related death**
 - **50% drop in youth smoking**
 - **Now 1.9% for 6th graders**
 - **6.4% for 8th graders**
 - **14.9% for 10th graders**
 - **20% for 12th graders**
 - **45 kids a day still start smoking**
 - **New HYS – February 2009 – first #'s affected by NSY**

- **NSY 1.0**
 - Expected to follow successful “Smoking Is Gross” campaign
 - Kissing a Smoker Is Just as Gross
 - Ashtraymouth.com
 - Phenomenal success – but not popular with adults and grandparents and parents with little kids
 - Went around the state and had teen kids host vlogs
 - Posted on web site – interactive capabilities
 - Also had vlog contest, showed winners on Web
 - 1.0 did quite well: 521,583 youth visited the NSY.com Web site (89% increase)
 - That’s 57,954 per month
 - Recall of ads was 75%
 - 93% of youth who saw ads said gave good reasons not to use
 - **SHOW NSY 1.0 ADS IF TIME**

- **Challenge for NSY 2.0**
 - Keep the kids engaged
 - Reinvent, reinvigorate, build on momentum
 - NSY is a brand kids are engaged in
 - It had passed the test
 - No reason to create new phrase and site
 - But how could we evolve the campaign
 - “Tap into the increasingly important world of social networking”

- **NoStankYou 2.0**
 - Used Kids as media
 - Very important how others see and perceive them
 - They define the relevance of their “Mob” or group or gang
 - Clothes and music – used to express individuality
 - Focus groups showed: Brands are symbols and they help define if one “fits in” or “stands out.”

- **NSY Shirts**
 - Became the medium – Shirts as Medium
 - So technically the message was live, broadcast daily
 - Incredible opportunity to influence teens – an implied endorsement
 - Technically speaking: Was expected to create more than 16 million impressions in just nine months

- Also delivers info that helps kids understand what they face when making the decision to try or not try tobacco products.
- Health message inside each shirt
- Show samples – give away

- NSY 2.0 Ads (play all)
 - Chest Sitter: Lung capacity, sports, shirt
 - Lung Balloons: Social – stink, shirt
 - Stank-a-Lot: Cigars (High School background)
 - Contest – Chew Pool: chew tobacco, gross
 - Swimming: Cheap add on
 - Smokin' Hot Cheerleaders: favorite, used cut-out for photo booth
 - Bird Chew: my shirt
 - CornCob Teeth: yellow teeth
 - Phlegm Hamster: grossest
 - Armpit Breath: appeals to kids

- Results
 - 510,000 visits to Web site (521,000)
 - Avg. time: 7:42
 - 105,114 joined the on-line MOB
 - 31,431 shirts earned/distributed – earn 3 points, get tee
 - Kids are taking the message to their friends

- **NSY 3.0**
 - **Recognized brand – second nature to kids – no reason to change**
 - **Kids as ambassadors**
 - **Viral spreading of message**

- **New to 3.0**
 - **Extended range from 12-14 to 12-17**
 - **12 months vs. 9 Into idle summer months**
 - **MobMotion – Kids in the ads**

- **Miracle of MobMotion**
 - **8 new TV ads – all with appropriate messaging tied to tobacco use and negative consequences**
 - **Faces/ bodies of hundreds of kids will be used in each ad – like modern day cartoon**
 - **Digital Kitchen**

- **Photo Events – Release Forms**
 - **Wild Waves**
 - **Huckleberry Jam in Yakima**
 - **Jingle Bell Bash at Paramount**
 - **At least one more**
 - **TTT's – Big and small**
 - **NSY Kits**
 - **Download from home (3,000 first month) – Poses on-line**

- **Earn a tee**
 - **Posting NSY banner on MySpace or Facebook**
 - **E-mailing friend a link to NSY.com**
 - **TTT's**
 - **Special NSY events**

- **Connecting with kids**
 - **Text message alerts to MOB**
 - **Interactive media banners**
 - **E-mails to MOB**
 - **KUBE school dances**
 - **Cheerleader boxes – Skyline HS**

- Small theaters
- Ads on music sites
- Ads in theaters
- Ads on Web
- Echo Glen, Illegal Alien Center

- Kids in ads
 - E-mails to MOB, Texts, Radio endorsements/PSAs
 - Ads 1 and 2 from events
 - Ads 3 and 4 from uploading
 - Ads 5 and 6 from JBB and uploading
 - 7 and 8 TBD

- TV Ads – NSY 3.0 - SHOW
 - Yellow Tooth Xylophone – yellow teeth
 - Dance Off – smokers lung vs. good lung (lung capacity)
 - Blizonko – refers to “The Ask” and say NSY
 - Smoker Mouth – hairy tongue (stained teeth, oral health)
 - Four more to be produced

- Radio Ads - PLAY
 - Formaldehyde
 - 2nd to Last
 - Workout
 - Tobacco Spit Kisses

- Bush Middle School
 - 10th Anniversary MSA
 - Show of hands
 - Gov – Rob – Mary
 - Photo booth

- NSY 4.0???

