

2007 Youth Tobacco Prevention Paid Media Campaign “No Stank You”

Executive Summary

Youth tobacco prevention advertising has a relatively short history in Washington State. The first campaign was the result of the tobacco settlement litigated by then-Washington State Attorney General Christine Gregoire in 1998. Since then, much has been learned and youth tobacco prevalence has decreased significantly.

Past campaigns have focused on health issues. As a result, today’s youth is well aware of the negative consequences of using tobacco. Last year’s “Kissing a Smoker is Just as Gross” campaign took a new approach — cosmetic effects. “No Stank You” continues in that direction, not only giving teens a rebellious, edgy way to say no to tobacco, but demonstrating why using tobacco probably isn’t the best way to make friends or get a date.

Research Methodology

Three-phase approach

- Focus groups and one-on-one interviews in Seattle, Everett and Spokane; approximately 100+ participants
- On the street interviews with 50 at-risk youth
- Review of hundreds of pre-teen and teen blogs; interviews with teachers, interventionists and counselors; and interviews with youth workers (D.A.R.E and tobacco prevention specialists)

Key findings

- While kids can intellectually accept the health dangers of smoking, they are not emotionally engaged in the far-off future.
- In a teen’s world, the future is now or 20 minutes from now; the focus is on belonging, image and acceptance from their peers and prospects.

Objectives

- Inject urgency into the currently low-priority issue of smoking
- Generate peer-to-peer dialogue about the campaign
- Give teens a way to say no to tobacco without feeling like the chicken in the crowd

Comment [LK1]: What are “prospects”?
Prospective friends?

Target

The target is at-risk boys and girls ages 12 to 14, but skewing as low as age nine and as high as 17. They crave trust and independence — in small and bigger ways. Peers and media begin to have more impact on them than parents have in the past — and they really want to fit in and be attractive to others. There is a lot of pressure to achieve, and they alternately buy into this and rebel against it because it compromises their freedom and spontaneity — and it requires effort. They don't want to be talked down to by authority figures, but at the same time, they accept (and even appreciate) straight, no-BS talk from their peers. They balance all of this while they seriously try to “figure things out for themselves” and resent being dictated to, or talked down to, as they know they can get there by themselves. They currently feel that smoking isn't good, but not as bad as drugs, alcohol and HIV/AIDS.

Creative:

Strategy

We used humor and the personification of negative personal/physical attributes that attach themselves to smokers or would-be smokers — creating a veritable “stew” of messages to appeal to a wide range of ages and styles and giving us the ability to leverage a varied media landscape.

The Birth of No Stank You

You're 13. Your best friend in the world just pulled two cigarettes out of his pocket and said, “Yo, you want one?”

Crap, now what? Saying “no” would mean being the uncool one. The undaring one. The one who worries about what mommy would do if she found out.

But what if we could take the fear out of saying “no”? Even gave it some teeth. Some power. Some “back-atcha” attitude.

What if we could turn the meaning of “No thank you” from “Umm ... I'm scared” to “You go right ahead and make your breath reek, your teeth Dijon-yellow and your clothes four-alarm stanky. I'll sit this one out, dude.”

Saying “No thank you” would be a whole lot easier if it were replaced with “NO STANK YOU!”

Media:

Strategy

It's no secret that today's fragmented, complex and extraordinarily expensive media environment has made it ever more difficult to reach kids. Saying kids are adept at using new technology and electronic media is an understatement. This truth is all the more stunning when framed by the fact these young consumers are rarely using, at any point in time, a single media or technology. Multi-tasking at this level has achieved a form of engagement not existing in previous generations. But the biggest hurdle isn't engagement but disengagement. Advertising becomes old news quickly. To succeed, we need to keep the work fresh, ever-changing and surprising. For these reasons we're delivering our messages in formats that reflect how kids consume media. We refer to it as "media snacking." Quick bites of information coming one after the other. To be in sync, we're recommending an array of media lengths across all forms of broadcast ranging from one-, 10- and 15-second radio spots to five, 15- and 30-second TV spots.

Timing and budget

The media buy is \$1.9 million spread over 12 months beginning September 25.

Television

The more things change, the more they stay the same. The venerable Nielsen rating service recently reported that television viewing is higher among kids today than at any time in the past 20 years. In fact, it's up almost two hours a week from where it was in 1992.

While youth are bombarded these days with MP3 players, cell phones, video games and all things digital, watching TV still accounts for more than one-third of their time spent with media.

Our plan increases the use of television through programming that enriches or at least commands the attention of our three refined youth audiences. Don't think of it as mass media. Think of it as "my media," as defined and consumed by kids.

The campaign spans 21 weeks and will broadcast more than 12,600 commercials statewide in both 30-second and five-second formats. Marquee programs include everything from “American Idol” to “Lost,” “The Simpsons,” “American Dad,” “Real World,” “Fairly OddParents,” “SpongeBob SquarePants,” “Adult Swim,” “South Park” and “MTV2s Hip-Hop.”

11 different TV commercials

"Sniff-A-Date"

Open on a crowd on the set of a game show called “Sniff-A-Date.” The host introduces the show where contestants pick their date based on how the date smells. Three teen male contestants are blindfolded and each smells two females. One is an old woman and the other is a cute teen girl. The catch is the cute girl is blasted with cigarette smoke before the smelling begins. All three contestants are not too excited to find they chose the old woman over the cute girl. The spot ends with a “No Stank You” title card and voice-over.

"14%"

Open on a title card and animation that reads “86% of teens would rather date a non-smoker.” We then see a teen girl sitting in her room wearing a sweater that reads 14%. She is holding a skunk and we see that her room is plastered with skunk stuff. Looking into the camera, she announces that she would date a smoker, but only if her pet skunk Mr. Winkers liked him. The opening graphic animation comes back and says, “Say hello to the other 14%.” The spot ends with a “No Stank You” title card and voice-over.

"Yellow Tooth Fairy"

Open on an attractive teen girl blowing cigarette smoke out her window. As she exhales, a man wearing yellow coveralls with fairy wings lands on her cigarette. He introduces himself as the Yellow Tooth Fairy and tells her that he is about to “mess her mouth up.” “But I’m hot,” she says. Just then the strange little fairy uses his cigarette wand to zap her teeth a nasty yellow-brown color. She looks into the camera with a big gross smile and winks. The spot ends with a “No Stank You” title card and voice-over.

"Perfume Model"

Open on a nasty set of feet. The camera moves from the feet up to the waist as a graphic appears on the screen that reads “Stank.” When the camera stops, we see that the gross bikini-clad body belongs to a ragged-looking old man wearing a cheap blonde wig. He says in a female voice, “Stank

perfume, smells just like real cigarettes.” The spot ends with a “No Stank You” title card and voice-over.

"Lip Chew Boogaloo"

Open on an old man wearing a fly outfit holding a banjo and sitting on some gross, watery-brown substance. He sings, “I love poo-poo and tobacco chew, too.” The camera pulls back and we see that the fly guy is sitting on the chewing tobacco-filled mouth of a teenage boy. The spot ends with a “No Stank You” title card and voice-over.

"Smoke Buddies"

Open on an animated teen boy lighting up a cigarette surrounded by a group of teens. As he lights up, the teens scatter. A voice-over in the style of a 70's superhero cartoon announces, “From a young smoker comes the most scuzz-o-riffic friends in the universe — Smoke Buddies.” The voice-over introduces each buddy as we see them on the screen: “Phlegmy. Stinka. Mr. Wrinkles. And Broke Boy.” The voice-over finishes with, “The Smoke Buddies. Inseparable. Unbearable. Un-dateable.” The spot ends with a “No Stank You” title card and voice-over.

"86%"

Open on a 3-D pie chart divided 86% to 14%. The 14% portion is smoking a cigarette. A voice-over says, “86% of teens would rather date a non-smoker.” Then the 86% portion spits out the 14% part of the pie chart. The spot ends with a “No Stank You” title card and voice-over.

"Back Atcha"

Open on two teen girls facing each other. Girl 1 offers Girl 2 a cigarette. Girl 2 quickly offers Girl 1 roadkill. For the rest of the spot, Girl 2 offers more gross things when offered a cigarette by Girl 1. The spot ends with a “No Stank You” title card and voice-over.

"Karate"

Open on a teenage boy in his basement. He is wearing karate pants and a headband. He proceeds to scream and yell as he destroys a series of cigarettes in his basement. The spot ends with a “No Stank You” title card and voice-over.

"Cig Teeth"

Open on a close-up of an attractive teen girl with a closed-mouth smile. Her hair is blowing in the wind. When she opens her mouth, we see that her teeth are made out of cigarettes. The spot ends with a “No Stank You” title card and voice-over.

"Moving Mouth"

Open on a girl holding a lit cigarette. When she attempts to put it in her mouth, her mouth moves around her face, running from the cigarette. The spot ends with a “No Stank You” title card and voice-over.

Radio

For 12-13 year olds, radio remains relevant, especially for discrete listeners. Hip-hop and urban formats draw huge youth audiences in metropolitan areas. Country is big in rural areas. Hurban or Tejano programming will engage young listeners in Hispanic neighborhoods. And radio stations are the last great bastion of promotional opportunities and promotional airtime.

Radio’s usage will be two-fold. In markets where broadcast TV coverage is comprehensive and online access more prevalent (Seattle, Spokane and Yakima DMAs), radio will be used during the campaign introduction only.

In rural markets where broadcast TV and online penetration under-delivers, spot radio will be scheduled throughout the campaign.

In tandem with key listening periods, our library of radio spots will air nearly 38,000 times across the state in nine months.

8 Different radio commercials:

Yellow Tooth Fairy
All the Fellas
Ugly Stick
Trumpets
Not Hot
Doctor
Game Show
Break Up

Comment [LK2]: Is this the correct term? I'm not familiar with it.

Comment [LK3]: These are different from the 11 listed above?

Online

The Internet has rapidly evolved from a novelty to a necessity among our youth targets. It is the connecting tissue of their social network. It's part of the fabric of their lives.

The online plan is highly targeted and encompasses a wide range of sites including myspace.com, gorilla nation, UGO, Bolt and Yahoo! Over the nine-month period, the online plan will generate in excess of 75 million impressions statewide, all directing traffic back to nostankyou.com.

At www.nostankyou.com, users can view television and radio ads, download art and view *No Stank You NOW*, the crown jewel of the site. *No Stank You NOW* is a three-minute online news/entertainment show hosted by Washington teens. Each episode features on-the-street interviews with other young people as well as interviews with professionals affected by tobacco use such as doctors and dentists, professional athletes and more. Episodes will also show behind-the-scenes footage of the television commercials.

For the first month of the campaign, four episodes will be premiered, slowing to two a month for the next 11 months. The first episode goes live on nostankyou.com September 25.

Outdoor/place-based

We'll employ guerilla/grass-roots tactics for when mass media can't reach kids or in areas where traditional media under-delivers.

Elements ranging from commercial spots in select movie theaters, and convenience store posters in rural areas, outdoor and place-based media provide incremental coverage in hard-to-reach rural markets.

Production:

Costs

Production costs for No Stank You total roughly \$900,000, a small amount considering the amount of original content that was produced.

Partners

Because of the cause and the creative, three different production companies (Tool, World Famous, Japanese Monster) worked at discounted rates.

Comment [LK4]: Is it correct that this figure should be different from the \$1.9 figure used earlier in the piece?

Style

The variety of execution: animation, stop animation, live action, Flash, green screen work. We did it all.

