

2007/08 Youth Tobacco Prevention Paid Media Campaign “No Stank You”

CAMPAIGN GOALS

The goal of the 07/08 campaign is to spread an idea. One that bridges how teens connect. It's about self-perception, values and personal needs. And it all revolves around creative and media working hand-in-hand to connect with this diverse group of teens.

As a collective, 12-14 year olds are a very eclectic subset of teens. They need to be addressed from an attitudinal standpoint. Not from age. They're more mature than that and more suspicious of people/advertisers that talk to them as if they're "only kids."

Our secondary goal is to make knowledge valuable. By that we mean create a mechanism for educating kids on the dangers of smoking. Not by preaching but by sharing. We'll do this through both traditional and non-traditional media.

TARGET MARKET

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. 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 figure out who they are and how they fit into their social reality in many ways, but largely through Internet usage, such as instant messenger, blogs, and social networking sites where they can alter their identity to more comfortably communicate how they feel at any point in time.

WHAT WORKS?

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 “No Stank You” took a different approach to keeping teens away from smoking by demonstrating the negative social effects that smoking can have on their lives.

This year, “No Stank You 2.0” will keep expanding on the previous campaign by focusing on the social implications of smoking as well as covering health effects, for

example the cost of tobacco use on athletic performance. NSY 2.0 also covers a new part of prevention by incorporating alternative tobacco, which has a quickly rising rate amongst teens.

OBJECTIVE

Continue with the No Stank You brand to gain even more credibility and presence amongst teens.

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.

RESEARCH METHODOLOGY

Focus groups and one-on-one interview with kids 12-14 yrs old in Burien, White Center, Ellensburg, Chimum, Sequim & Spokane – testing concepts and rough cuts

These groups and interviews were used to present ideas and discuss relevance, memorability, likes/dislikes and pass along value of each idea.

KEY FINDINGS

No Stank You has equity with Washington state teens; they know that it means they should refuse tobacco because smoking is “nasty” “gross” and “socially rude.”

Teens don’t want to risk being socially shunned from tobacco use but they are also concerned with health effects, especially with the immediate ones (i.e. shortness of breath, poor sports performance).

CREATIVE STRATEGY

We used humor and transformed the negative social and health effect of smoking into absurd and tangible qualities so that the facts can be easily read. The result of this will make teens think about the implications of smoking in a very relatable and resonating way.

MEDIA TACTICS

Campaign to launch September 25, 2007 and run to mid-June, 2008. Media budget is \$1.6 million.

Television

While youth are bombarded these days with the Internet, 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 youth audience. Don't think of it as mass media. Think of it as "my media," as defined and consumed by kids.

Each television spot will entice viewers to the website nostankyou.com where they can further interact with the campaign and get cool No Stank You merchandise, find out facts and other cool stuff.

TV Spots

There will be up to 9 different TV spots that will roll out during the campaign; 6 have been produce for the launch :

- Chest Sitter
- Lung Balloons
- Smoking Hot
- Stank-a-lot
- Chew Pool – Contest
- Chew Pool – Synchronized Swimming

Radio

Radio continues to play a role in the upcoming year, though not to the degree it has in the past. Kids are still tuned in, but it's not the first place they go for information or entertainment. That role belongs to the Internet. However, in our desire to surround kids with messaging, radio will contribute to that mission.

As kids continue to create their own media libraries, and lessen their daily listening, we'll use radio to launch the campaign in all markets on a very select list of stations and only at times of very high listenership and then sustain just in our secondary markets where traditional media under-delivers.

The radio station relationships will be leveraged throughout the campaign to gain a presence at teen fashion shows, teen-aimed concerts and other similar events.

Radio Spots: 6 - :30 radio spots

Online

It's huge and will generate more than 100 million impressions. Online is where kids live. It's their connection to friends near and far. It's their pipeline to what's in and what's not. With three plus hours a day devoted to online consumption, our campaign will be virtually unavoidable on a daily basis. We'll target social networks, gaming sights
Serving up NSY ads on line is only one part of the plan. Nostankyou.com will be the central component of the NSY 2.0 campaign this year. Users will be able to learn tobacco facts, find out what is happening in their communities, get involved in tobacco prevention efforts and will also be able to get cool NSY merchandise by earning points.

Users will have the option to register with the site to make the experience more interactive and also to get free stuff through the point system, also called "Do 3 Get T" where 3 points (tasks) can get a free NSY T-shirt. Points will be earned through various (easy) tasks such as forwarding a link to friends, uploading merchandise designs, posting a link on a blog and other similar actions. Users will also be able to vote on future shirt designs to make available, comment on current/potential designs, create a profile and submit photographs of them in NSY gear.

This point system will be the central point of nostankyou.com this year, as all advertising will show a shirt and direct viewers, "To get this T free visit nostankyou.com." All NSY merchandise will also contain tobacco facts in various capacities, allowing teens to interact with shirt and the hidden tobacco message.

Kids as Media

Teens are identity merchants. Who they are is often defined by how others see them. And if they're the first to grab on to a new identity – they define relevance for their mob.

T-Shirts as TV Screens

Clothes and music are often used to express individuality, not just among teens, but the population at large. For our target it just takes on a larger importance. As the focus groups showed, brands are symbols and they help define if one "fits in" or "stands out." In this case, the NSY T-shirt becomes the medium. It's live, it's broadcast daily, and it has an incredible opportunity to influence teens through personal adoption – an implied endorsement.

The shirts as media fulfill our goals of connecting and creating knowledge currency. It's visible and shared. And it will create more than 16 million impressions in just nine months. But more importantly, each t-shirt will deliver information that helps kids understand what they face in making that decision to try tobacco products or not.

