

2008/09 Youth Tobacco Prevention Paid Media Campaign “No Stank You”

Executive Summary

The No Stank You youth prevention campaign has gained momentum with youth in Washington. Our challenge is to reinvent, reinvigorate, and build on this momentum in 2008 with an evolution of NSY 3.0.

No Stank You has been put to the test, and passed with flying colors. NSY is a brand that kids are engaged in. This year the involvement aspect is increased and the challenge is to be innovative from year to year.

The third year of the popular “No Stank You” campaign will launch September 29. This year, the television ads will feature hundreds of teens from across Washington, as well as a new form of stop-motion technology. Each ad pieces together images of teens to create the appearance of movement.

Target

Kids are extremely social, spending time with friends as much as possible. When not in person, they are online or go mobile. They are also busier than ever, with activities and events both in and outside of school. And then there’s the early mid-life crisis they seem to be battling. With pressure coming from friends, family, and school, they lead stressful lives and seek the comfort of their friends at all times.

We have not only been successful in developing work for our audience of youth age 12-14, but also captured the attention of those ages 15-17. In NSY 3.0 we will embrace this development by targeting youth age 12-17. We’ve learned that television and events more effectively reach younger youth, while the web is an efficient way to reach our older audience. With this knowledge, we will develop a connection plan to help organize creative and messaging according to relevant media preferences.

Objective

- Continue with the No Stank You brand to gain even more credibility and presence amongst teens.
- Put the campaign into the teens hands
- 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

Research was completed in a two-phase approach.

The first phase several types of research were used to determine NSY awareness, likes/dislikes, message understanding and relevance

- **Street Interviews** – 31 kids - Westlake Center, Super Mall in Auburn, Shoreline skate park.

- **Friendship Circles** (social dynamics) - Six groups were conducted in 3 markets: South Seattle, Spokane, and Yakima. • 4-7 friends per group, a total of 33 respondents. .

Online Focus Groups (Anonymity) Eight online focus groups, a total of 37 kids.

Nostankyou.com (Loyalist) - 408 respondents

The second phase was conducted for concepts testing and rough cut testing. Both types of testing were done for message comprehension, relevance, attention getting quality, likes/dislikes and pass along value.

- **One-on-One and Dyads** - 65 kids were interviewed in South Seattle & Spokane

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

The NSY messaging communicates the negative health, social and cosmetic effects of tobacco use.

This year, the television ads will feature hundreds of teens from across Washington, as well as a new form of stop-motion technology. Each ad pieces together images of teens to create the appearance of movement.

Stop-motion animation works like a flipbook, using a series of still photos to create a moving image. Each of the ads will feature a stop-motion animated teenager, created by using still photos of hundreds of different teenagers to make one moving character. The character is inserted into a computer-generated background. Each ad uses pictures of about 100 teens.

Any Washington youth age 13 and older has the chance to take part in an ad by visiting a “No Stank You” event to have their picture taken or by submitting a picture online. Details of events, submitting pictures and parental release forms can be found on NoStankYou.com.

TV Spots

The campaign will release two ads on September 29, and six additional ads will roll out throughout the year.

Yellow Tooth Xylophone (:30) – Opening on a giant set of white teeth, stop-motion animated teens drop in and begin jumping on the teeth like a trampoline. Every time a teen lands on a tooth, it turns a shade of yellow and you hear a word in a funny, computerized voice like “Yellow!” or “Don't smoke!” The words strung together sound like a funny beat box. It closes with the message: Be in the next commercial at NoStankYou.com.

Dance Off (:30) – This resembles the video game Dance, Dance Revolution. Two stop-motion animated teens begin the game by standing on a large, colorful game pad. One of them unzips his chest and his gray, smoky lungs pop out. As the game continues, he can't keep up with the other, non-smoker teen. He tries to dance, while the other teen performs a series of difficult dance moves. At the end, the game announces, "You lose!" to the smoker. It closes with the message: Be in the next commercial at NoStankYou.com.

Radio Spots

The campaign will launch with 4 radio spots and second wave may be produced in the second part of the year.

WORKOUT | :30

80's workout music intro.

Spot start with a women teaching a classic 80's aerobic. She welcomes those attending to the smoker's workout. "Let's get started with—jumping jacks! And one..." After one jump she starts a huge hack attack cough followed by a long stretch of heavy breathing she mutters things like "I'm okay, just need a sec." This goes on for like 20 seconds. She finally composes herself. "And two. Great job!" Spot ends with "Get a free tee at No Stank You dot com!"

YOU CAN'T HIDE FROM FORMALDEHYDE | :60

Simple synth-driven song.

The spot begins with a song "You can't hide from Formaldehyde and a dorky sounding man speaks during breaks in song lyrics. The dorky man "formaldehyde" talks about being a chemical in cigarettes & cigars and is used in dead frogs in Science class. It will make your eyes burn and cause you cancer. The song continues to play and the banter with formaldehyde ensues. Spot end with "Get a free tee at No Stank You dot com!"

SECOND TO LAST | :60

80's big-hair rock song.

The spot starts right off with the music playing and a guy singing about a smoker kid having trouble keeping up in a race. Giving the kid a hard time because he's trying to run fast, but he's totally gassed, and then the singer encourages him to try for 'second to last'. When you listen, it's a little like the feeling you get when you hear the theme song in Rocky. This just makes you laugh harder, and makes you not want to be a smoker.

Spot end with "Get a free tee at No Stank You dot com!"

TOBACCO SPIT KISSES | :60

Spot opens with an intro jingle to a radio dedication show with "BA-Barbara". The DJ "Barbara" introduces the next dedication. Then piano music interlude starts to play, an 80's adult contemporary artist. A teen boy sings about using chew and loosing his girl as a result of "tobacco spit kisses". Spot end with "Get a free tee at No Stank You dot com!"

Nostankyou.com

With over 500,000 visitors and more than 100,000 MOB Members the campaign set a new standard for engaging the youth of Washington,

This year kids will have the chance to be in a NSY TV commercial. NSY.com will feature a new section called MOB Motion. In the section kids will find poses that they can replicate with a digital camera and upload onto the site. These images may be chosen to be in one of the upcoming spots. Any Washington teen between the ages of 13-17 can participate. Teens will need to provide parental contact information before an image can be uploaded to the site. Parental permission will be procured before an image is included in a spot.

NSY.com will continue the “Do 3 Get T” where 3 points (tasks) can get a free NSY T-shirt. Points will be earned through various tasks such as uploading a MOB Motion image, 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.

All NSY tees will contain tobacco facts in various capacities, allowing teens to interact with shirt and the hidden tobacco message. The site also features a section called “Crush Tobacco” which features tobacco facts, news stories, how to get in the anti-tobacco movement.

Media Tactics

The media buy is \$1.9 million spread over 12 months beginning September 29th

Radio

30 weeks of radio will generate over 5.3 million impressions (or reach 240,000 teens more than 21x over the campaign).

Television

The media buy is \$1.9 million spread over 12 months beginning September 29th.

25 weeks of television will generate over 7.8 million impressions among teens (or 419,000 teens more than 17x over the campaign).

When buying television, we buy programs—not networks. Thus, below is a representative sample of some of the programs that No Stank You will run on. Grounded for Life, That 70’s show, King of the Hill, Simpson’s, American Dad, Family Guy, Smallville, American’s Next Model

Online

Over 70 Million ad impressions on teen-oriented, geo-targeted sites. Social networking sites (MySpace, FaceBook, Bebo, etc.) and gaming/entertainment sites will be our focus. Using viral engagement media will help generate impressions beyond direct-served ads. Greater engagement will be our goal with this year’s campaign.

Point of Influence Media

Skate Parks and cinema ads will extend our reach and expose more eyeballs, particularly in outlying areas. Reach estimates will be finalized once locations are finalized.

