



Talking Points

DRAFT

“No Stank You 3.0” Campaign 2008

“No Stank You 3.0” Campaign

- 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.
- Stop-motion animation works like a flip book, 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.
 - In August, photos of teens were taken at the Huckleberry Jam Concert in Yakima (160 youth participated) and Wild Waves in Federal Way (more than 300 youth participated). More events will be scheduled throughout the year.
- The campaign will release two television ads and **five** radio ads on September 29, and additional ads will roll out throughout the year.
- The campaign will run from September 29, 2008 to August 2009 and will feature eight TV ads with messages about the negative health, social and cosmetic effects of tobacco use.
 - The ads will be shown on TV shows popular with youth, including “Family Guy” and “Smallville.”
- **Five** radio ads will be produced and run on stations popular with youth.
- Online advertising, especially on social networking sites like MySpace and Facebook, is another element of the campaign.

- In addition to the ads, the campaign will include a newly redesigned Web site, outreach events in movie theaters and other venues popular with teens, text messaging and t-shirts that teens can earn online.
- The target age range for the campaign is 12- to 17-year-olds.
- The television ads are produced by Digital Kitchen, a production and marketing agency in Seattle that specializes in film production, design, brand development, and interactive work for marketing and entertainment.
- The recently completed “No Stank You 2.0” campaign set a new standard for engaging youth:
 - NoStankYou.com received over 500,000 visits.
 - More than 100,000 youth registered online to become “Mob Members.”
 - More than 30,000 shirts were distributed at events and by youth earning points online
- The trends and technology that connect with youth change every year, so we invest in research to find the right messages and vehicles to reach them. For this campaign, the program conducted 24 individual interviews with teens ages 12 to 17 in Seattle and Spokane.
- The tobacco program will spend just over \$3.1 million on this year’s “No Stank You” advertising campaign. From this total, the media buy amounts to \$1.9 million
- Strong evidence, including a recently released study from the National Cancer Institute, suggests that media campaigns are highly effective in reducing youth smoking when combined with other interventions such as price increases, school-based education and community education programs.

Youth Prevention

- The Department of Health has invested in advertising campaigns aimed at youth since 2000. The investment has paid off. Since the start of the program, there are about 65,000 fewer youth who smoke statewide and about 13,000 youth who will be spared an early tobacco-related death.
- Prevention strategies include work with retailers to make it more difficult for youth to buy tobacco, support for youth anti-tobacco groups, educational programs in schools, concert sponsorships, and a cutting-edge multimedia ad campaign and Web site (NoStankYou.com).
- The National Cancer Institute released a report, *The Role of the Media in Promoting and Reducing Tobacco Use*, which concluded that tobacco advertising and promotions cause

an increase in tobacco use and anti-tobacco campaigns can reduce smoking, especially when combined with a comprehensive statewide program. The report also called out the influence of the movie industry, and found that depictions of smoking in movies cause youth to begin smoking.

- The tobacco industry spends over \$13 billion in the U.S. each year on marketing, and over \$164 million in Washington.
- Despite significant progress in reducing youth smoking, there is still much work to be done. Similar to national trends, high school youth smoking rates have leveled off in Washington. New youth smoking data will be available in Spring 2009.

Descriptions of Ads

- The campaign will release two television ads which will play during shows popular with teens.
 - **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.
- The campaign will release **five** radio ads which will play on stations popular with teens across the state.
 - **Workout (:30)** The ad opens with 80s workout music. A woman teaching an aerobics class welcomes those attending to the Smoker’s Workout, “Let’s get started with jumping jacks! And one . . .” After one jump she begins to cough and breathe heavily. She eventually composes herself to resume the class, “And two. Great job!” The ad ends with the message “Get a free tee at NoStankYou.com.”
 - **You Can’t Hide from the Formaldehyde (:60)** - The ad begins with a song with the lyrics, “You can’t hide from Formaldehyde,” and a man with a nerdy voice speaks during breaks in song lyrics. The nerdy man is “Formaldehyde,” and he talks about being a chemical in cigarettes and cigars, and preserving dead frogs. He says he will make your eyes burn and cause cancer. The ad ends with the message “Get a free tee at NoStankYou.com.”

- **Second to Last (:60)** – The ad opens with an 80s rock song about a smoker kid struggling to keep up in a race. The singer encourages the kid to try for “second to last.” The ad ends with the message “Get a free tee at NoStankYou.com.”
- **Tobacco Kisses (:60)** – The ad sounds like a radio dedication show. A female radio show host introduces the next dedication and 80s adult contemporary music begins to play. The singer, a teen boy, croons about using chew and losing his girl as a result of “tobacco spit kisses.” The ad ends with the message “Get a free tee at NoStankYou.com.”
- **No Teeth Blues (:60)** – The ad is a blues song, in which the singer laments having yellow teeth from smoking cigarettes. In the background, two teens can be heard talking about having few teeth: “I can count my teeth on one finger,” and “I’m the world’s fastest flosser.” The ad ends with the message “Get a free tee at NoStankYou.com.”