



Youth Prevention and Cessation Media Campaign

Target Audience:

"Tweens" and teens, ages 12-18

Developmental Research:**

A variety of research methods were employed in order to understand the complex and ever-changing world of a teen, both tobacco and non-tobacco related. The goal was to find a nugget of truth relevant and important to every teen – across all ages, ethnicities, genders and geographic location – to incorporate into the prevention and cessation campaign.

The research focused on:

- Youth tobacco prevention campaigns across the country
- Youth's exposure to tobacco messages
- Factors influencing youth decisions with tobacco
- Youth brands in other industries
- Youth media options
- Patterns in youth socialization

Methodology:

The following is a list of the different methods used to gather the information:

- National literature review
- Student Legislative Education Day (SLED) survey
- GLBT Queer Prom survey
- Focus groups at schools and community centers
- On-line forum and on-line ethnography
- In-depth on-line chat sessions
- Review of youth media in Colorado

National Literature Review:

- A comprehensive national literature review, relevant to youth tobacco issues, was conducted to analyze and review 50+ published articles.

SLED Survey:

- In February 2006, 80 high school students attending SLED at the State Capitol completed surveys. Students were representative from across the state, were 50% male and female and their ages ranged from 14-19.
- Students were asked about their reactions to the "Definitions" and "Not for Sale" TV ads; about media outlets and technology relevant to them; perceptions of smokers and non-smokers; and about their media viewing and usage habits.

GLBT Queer Prom Survey:

- In May 2006, high school students attending the GLBT Queer Prom in Denver completed 132 surveys. Students were evenly split between males (67) and females (65).
- Students were asked about their smoking status; perceptions about smoking; and tobacco prevention media.

Focus Groups at Schools and Community Centers:

- Four focus groups, with 5-12 youth in each, were held in metro Denver at two high schools and six community centers.
- Students were asked about their smoking status; perceptions about smoking; tobacco prevention media; and their media viewing and usage habits.

On-line Ethnography and On-line Forum:

This two-pronged effort, which started with on-line ethnography, reviewed and explored Colorado-specific teen pages on Xanga and MySpace websites.

The second method mirrored the concept behind these popular teen websites. An on-line forum, in a controlled setting, was created where students could create their own personal pages. This on-line environment was designed to generate on-going feedback from teens, with enough flexibility to change direction, as needed, based on how the teens communicated.

An intercept interviewing company was hired to recruit 15 “research assistants”, ages 13-18, at malls and youth hangouts across Colorado. Each assistant then recruited a diverse group of peers from their social network and in turn, these youth recruited from within their social networks. A total of 40+ students participated and all students’ parents were given information about the study.

Students were invited to create personalized web pages and were given “assignments” over the course of several months. Participants were rewarded with points for each assignment which could be redeemed for cash. Assignments ranged from answering questions about perceptions on smoking to reviewing and commenting on tobacco prevention TV spots from other states. There was also an “open discussion” page in which teens could post any comments for everyone in their group to see.

In-depth On-line Chat Sessions:

Fifty high schools students were recruited for on-line interviews, either through instant messaging or the “open discussion” page of the on-line environment, with researchers. Students were paid \$25 and were asked the same questions as the on-line community participants. Again, parental permission was obtained before working with any of the teens.

Review of Youth Media in Colorado:

A comprehensive review of popular youth media was conducted and included media outlets, programming on those outlets, popular brands with this audience and modes of communication.

****All research is preliminary and indicates the need for further investigation.**

Key Findings:

- The media strategy of countering “Big Tobacco” is diminishing as an effective marketing campaign among youth.
- Nearly 2/3 of states use this strategy, while the other 1/3 focus on negative health messages.
- Teens are surrounded by negative messages and want to see things that reflect their optimism.
- Teens are extremely aspirational and respect brands that reflect this idealized version of themselves.
- Teens are concerned with their future, but their notion of future often goes no further than a few years down the road.
- Teens understand that the choices they make today impact their future, but, in the moment of making a decision, they often ignore this and act impulsively.
- Teens are socially and peer group oriented and experience self-induced pressure to belong.
- Teens desire to be in control of their lives.

Campaign Objective:

To design a tobacco prevention and cessation campaign which appeals to all Colorado teens, regardless of tobacco-use status.

Campaign Direction:

- Teens have the power to take control of their choices, but they must accept responsibility for the results of those choices, be they positive or negative.
- What this means to a teen:
 - Your choices define you and you are empowered because you own your own choices.
- “Choice” as a strategy – Why?
 - Choice is universal. All teens, regardless of gender, location, ethnicity, sexual orientation, income or age, make choices.
 - Choice is relevant to teens, as it appeals to them on an emotional level.
 - Teens are aspirational, and focusing on the choices they need to make to be who they are and where they want to be is a message which can break through the media clutter surrounding them.
 - Teens are impulsive by nature. However, they are also receptive to messages that provide perspective and empower them.
- “C” brand:
 - “C” is the campaign brand and stands for “choice”.

Campaign Strategy:

This multi-pronged campaign will run from mid-September 2006 through June 30, 2007 and will include the following campaign elements:

- Three :30 TV ads (One animation and two live action spots)
- www.ownyourc.com
- Rich-media banner ads for on-line advertising
- An interactive tour will travel across the state and be staffed by a street team
- Mobile marketing techniques, including wallpapers, ringtone, and text messages
- Promotional items, including stickers, t-shirts and hats designed by state, national and international artists. These items will be distributed on tour.

- Two posters promoting the on-line youth cessation tool (one for spit users and one for smokers)
- Two quit kits (one for teen smokers and one for teen spit users)

Why television? Television is a mass medium with quick, efficient reach within this target audience and recent reports show that teens ages 13-17 watch TV an average of 10 hours per week. This allows us to visually bring the 'C' brand to life and allows greater segmentation and targetability through cable/network and program-specific buys across the state. Some sample channels include the CW Network, MTV, Comedy Central and Nickelodeon.

The fall television campaign ran from September 18-October 31, 2006 and the spring television campaign ran from January 29-March 18, 2007 with the call to action as www.ownyourc.com. The TV ads intentionally do not discuss tobacco and are all about making choices. They are designed to be irreverent, to create a buzz and talkability among youth and to drive them to the website.

The website is the main opportunity to reach teens and engage them in the topic of choice making and specifically, choice making around tobacco. This website has four main sections, including information about tobacco and tobacco industry marketing; the 'C' campaign; choice-making; and finally, an on-line cessation tool for teen smokers/spit users. The site is a customizable "city" which teens are free to explore and make choices – For example, youth can check out the tobacco facts at the drive-in theater or visit the post-office and register on the site to receive e-mails about upcoming events in their community or new content loaded to the site. In addition, they can customize the site to their preferences, such as what the weather in their city is or whether they want monsters or "romance" roaming around.

The on-line advertising campaign runs parallel to the TV campaign and includes static and rich-media banner ads on multiple websites, again driving youth to the ownyourc.com website. (Rich-media banner ads allow users to play games, watch videos, etc... within the ad.) These websites include Mypace.com, MTV.com and cheatcc.com.

Why on-line? Current reports state that 87% of teens ages 12-17 used the Internet in 2004 (from 73% in 2000). From music downloads to social networking to playing games to accessing educational sites, teens are on-line an average 7 hours a week.

Also, websites and on-line advertising allow teens to become active participants in their information-seeking, while providing anonymity. This viral environment fuels peer-to-peer influence as well as increases the reach of the campaign within the teen culture in Colorado. For example, by offering free mobile marketing techniques, including cell phone wallpapers, ringtones, and text messages, teens can share information about the "C" campaign with friends. Currently, 57% of teens ages 13-17 have cell phones.

The grassroots, event-based portion of the campaign allows STEPP to deliver the 'C' brand and choice-making message directly to teens in their communities through the tour and street team. A truck is traveling around the state to events, including local radio station concerts and extreme sports exhibitions, as well as visiting local hangouts and possibly schools in more rural areas. Additionally, street team members are distributing

free promotional items, such as stickers and t-shirts, bringing the brand to life through interactions with street team members.

Finally, the cessation portion of the campaign directed at current teen smokers/spit users includes the design of an on-line tool to help them quit, (Fixnixer.com) along with two quit kits and two posters promoting the tool. The on-line tool was designed by a committee of national and state experts and is hosted on the ownyourc.com website. It walks teens through the stages of behavior change in an interactive manner, while allowing anonymity, and utilizes cell phone and e-mail technology to remind them of their quit date and encourage them throughout the quitting process. The quit kits were designed as stand-alone pieces, as well as a benefit for teens using the on-line tool. Inside each quit kit, there is a journal, cessation brochure and gum, and for spit users, a can of the “replacement” chew. To help promote these kits and the on-line cessation tool, two posters were created to drive teens to the website and can be used in schools or community centers. They specifically address choice in the context of tobacco use.

In conclusion, the ‘C’ campaign employs a wide variety of tactics that were designed to work in concert to deliver a cohesive and comprehensive message about choosing not to use tobacco.

Evaluation:

- Youth TABS survey questions
- # of impressions and frequency ratings on TV
- TRP's (Total Rating Points for TV)
- Web site statistics including hits, sessions, pathways and registration information
- # of promotional items distributed
- # of youth contacts made on road tour and events
- observational data from street team on road tour and at events
- # of youth registered to quit with the on-line cessation tool, Fixnixer.com
- Follow-up with youth who quit with the help of the on-line tool