

Final Recommended Brand Territory Stimuli

Territory 1: The Watchdog

1. The white knight
2. The watchdog
3. It's time to put the industry on a leash

Territory 2: The Arbiter of Truth

1. Unbiased information is the only type of information
2. You haven't been told the complete truth before
3. Just the facts
4. The incubator of new ideas
5. You're being lied to

Territory 3: The Broker/Forum of Communication

1. Let's talk
2. Sometimes adults need adult supervision
3. It's time to find the common ground
4. The forum for the tobacco industry AND those who work against it

Territory 4: The Trailblazer

1. Why can't there be good tobacco?
2. Toxicity or Addiction - what's the real issue?
3. What's next for tobacco?
4. A new business model for the entire tobacco industry
5. Understanding addiction is the key to stopping tobacco use

Territory 5: The Catalyst

1. Change starts at the grass roots
2. The community organizer
3. Putting tobacco first again

Territory 6: Redefining Responsibility

1. Holding every party responsible
2. Personal responsibility and corporate responsibility
3. Tobacco is not the enemy
4. What good is more information?