

Quantitative Study of Youth Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use among Multicultural Youth *Video Ad Stimuli*

The following video ads will be tested as part of the Copy Testing exercise. Video ads will reflect the content represented below.

Video Ad #1

Screenshot:



Script:

This concept will feature a series of youth passionately practicing their respective Hip Hop-influenced hobbies such as dance, music production, and basketball. A series of snapshots reveals what appears to be a day in their lives. At the end of the spot, they reveal why they work so hard with the future in mind.

VISUAL: A Hispanic boy looks into the camera. In the background you see a Hispanic male teen dancer.

MALE TEEN VOICE OVER:

Our little brothers.

VISUAL: An African American female looks into the camera. In the background you see an African American female basketball player shooting hoops.

FEMALE TEEN VOICE OVER:

Little sisters.

VISUAL: A Hispanic female teen dancer practices her Hip Hop dance moves.

FEMALE TEEN DANCER VOICE OVER:

They see the love we put into every move...

The following four lines will be shot in a rapid sequence.

VISUAL: An African American male teen is writing down lyrics of a rap and mouthing what he is writing to make it obvious he is writing lyrics.

MALE TEEN RAPPER VOICE OVER:
...every lyric...

VISUAL: An African American female teen basketball player does an 'alley-oop'.

FEMALE TEEN BASKETBALL PLAYER VOICE OVER:
...every net.

VISUAL: An African American female teen comes home from her night job and sits next to her little sister.

FEMALE TEEN WORKER VOICE OVER:
They watch us, and we watch out for them.

VISUAL: A Hispanic male teen walks his younger brother to school.

MALE TEEN VOICE OVER:
Because sometimes I'm all he's got against this block.

VISUAL: An Asian female teen dancer shows her younger sister a routine.

FEMALE TEEN DANCER VOICE OVER:
I'm trying to get to a better place for her and me.

VISUAL: An African American child watches his older brother hanging out with a group of teens. The brother notices he's being watched.

MALE TEEN VOICE OVER:
And if I smoke cigarettes, my little brother or sister is more likely to smoke cigarettes too.

VISUAL: "FACT: If you smoke cigarettes, your little brothers and sisters are more likely to smoke too."

MALE TEEN VOICE OVER:
Cigarettes' cycle of death and disease stops with me.

VISUAL: "Live tobacco-free. For the love of..." cycles through options including little sister, little cousin, little brother and ends on family.

MALE TEEN RAPPER VOICE OVER:
For the love of...family.

VISUAL: Fresh Empire logo with "FreshEmpire.gov" and "Live Tobacco-Free".

MALE TEEN RAPPER VOICE OVER:
Live Tobacco-Free.

REQUIRED LANGUAGE ON SCREEN - "Brought to you by the U.S. Food and Drug Administration" on the bottom of the screen with the HHS and FDA logos.

Video Ad #2

Screenshot:



Script:

This concept will feature an older African American teen brother (~16 years old) and a younger brother (~10 years old). The spot will show the older sibling being annoyed by his immature younger sibling, ultimately revealing the love he has for his little brother, showing that he will always “look out” for him. The entire spot will feature the VOICE OVER of the older teen.

VISUAL: The younger brother is wearing DJ headphones and is playing with his older brother’s beat machine. He gets caught, realizes he’s in trouble and tries to get away.

TEEN VOICE OVER:

My little brother. He is always in my stuff.

VISUAL: The older brother is trying to take a “selfie” while the younger brother sneaks into the shot and makes faces in the background.

TEEN VOICE OVER:

I swear... the little dude plays too much.

VISUAL: The older brother is talking/flirting with a girl outside when the younger brother runs up and interrupts. The girl finds the younger brother cute and starts playing with him, ignoring the older brother. The older brother is annoyed that his moment was ruined and motions for him to get away.

TEEN VOICE OVER:

It’s only because he’s my brother I put up with it...

VISUAL: The older brother is hanging out with friends. In the foreground the little brother sees his older brother interacting with the slightly older teens.

TEEN VOICE OVER:

...and yeah, he's always WATCHING me, but I'm always LOOKING OUT for him.

VISUAL: The older brother notices he was being watched, and leaves his friends and runs off camera. The younger brother is walking alone down the street away from camera. His older brother runs up to him to walk with him. The older brother playfully pushes his brother and they continue walking.

TEEN VOICE OVER:

I'm staying fresh, like skipping out on cigarettes because I know if I smoke, he is more likely to smoke cigarettes too. And no matter how much he gets on my nerves, he's family.

VISUAL: "FACT: If you smoke cigarettes, your little brothers and sisters are more likely to smoke too".

TEEN VOICE OVER:

Cigarettes' cycle of death and disease stops with me.

VISUAL: "Live tobacco-free. For the love of..." cycles through options including little sister, little cousin, little brother and ends on family.

TEEN VOICE OVER:

For the love of...family.

VISUAL: Fresh Empire logo with "FreshEmpire.gov" and "Live Tobacco-Free".

TEEN VOICE OVER:

Live Tobacco-Free.

REQUIRED LANGUAGE ON SCREEN - "Brought to you by the U.S. Food and Drug Administration" on the bottom of the screen with the HHS and FDA logos.

Video Ad #3

Screenshot:



Script:

This commercial will feature an African American Hip Hop female teen on an empty stage. As she speaks, imagery plays out behind her referencing what is being discussed. In a spoken word style, she talks about how her decision to be tobacco-free breaks the cycle of adversity she faces. To emphasize the addictive nature of cigarettes, some of her words (indicated by all caps text in the copy below) will appear on screen.

VISUAL: A spotlight lights an African American female teen on an empty stage. She steps up to a microphone and begins to speak.

TEEN:

You see, my mom's double shift wasn't in vain.
Low-achiever, at-risk, disregarded, I will **BREAK THAT CHAIN.**

Pain.
Disease. Death. **CIGARETTES WERE TO BLAME.**

But overcame...
The block, and the shock...
When my grandma's **LUNG CANCER**
CAUSED BY CIGARETTES, was caught.

Distraught, but not alone.
Three generations in one home...
Not **BROKEN**,
But awoken,

**Setting sights on CEO OF INDEPENDENCE as my goal,
So I reject cigarettes to regain control.**

VISUAL: "REJECT CIGARETTES. REGAIN CONTROL."

ANNOUNCER VOICE OVER:

Reject cigarettes. Regain control.

VISUAL: Fresh Empire logo with "FreshEmpire.gov" and "Live Tobacco-Free".

ANNOUNCER VOICE OVER:

Live tobacco-free.

REQUIRED LANGUAGE ON SCREEN - "Brought to you by the U.S. Food and Drug Administration" on the bottom of the screen with the HHS and FDA logos.

Video Ad #4

Screenshot:



Script:

This concept will feature a total of five teens (with ethnic and gender variety) caught in mid conversation with portions of their conversation edited together to create a single train of thought or mantra that communicates a message of taking control of their lives and living tobacco-free. Each line in the copy below signifies a new teen talking (will cycle through the five teens), and each teen will be in a different setting (e.g. walking down a street, or in their bedroom, or playing street ball, etc.).

MULTIPLE TEENS (read in variety of attitudes in different moments of mid-conversation):

I GOT this.

This is MY house.

Call me CEO.

I'm in charge.

Cigarettes?

Not my thing.

NO WAY.

Why? Because...

I'm not going to let that EVEN TRY to control me.

I call the shots.

This is my life.

(VISUAL: Teen states line directly into camera)

MY life.

(VISUAL: Teen states line directly into camera)

And I reject ANYTHING, including tobacco, that tries to control me.

VISUAL: "REJECT CIGARETTES. REGAIN CONTROL."

ANNOUNCER VOICE OVER:

Reject cigarettes. Regain control.

VISUAL: Fresh Empire logo with "FreshEmpire.gov" on and "Live Tobacco-Free".

ANNOUNCER VOICE OVER:

Live tobacco-free.

REQUIRED LANGUAGE ON SCREEN - "Brought to you by the U.S. Food and Drug Administration" on the bottom of the screen with the HHS and FDA logos.

Video Ad #5

Screenshot:



Script:

This advertisement will document the busy life of an actual (not an actor) young, up-and-coming, African American Hip Hop rapper (ideally 16 – 26 years old), and showcase how he/she strives for success. The advertisement will be presented as a genuine testimonial and not scripted.

VISUAL: The rapper participates in an authentic activity and talks openly about success.

INFLUENCER:

What people don't understand is you can't rest in this game. You have to go extra hard. Hustle.

VISUAL: Cuts to footage of the rapper participating in an authentic activity at a different location.

INFLUENCER VOICE OVER:

It's like a full-time job. Double, triple shift, working on those mixes and "collabos." You have to WORK to get to your spot, and even harder to keep it.

VISUAL: Cuts to a new location where the rapper participates in an authentic activity and continues talking about success and living tobacco-free.

INFLUENCER:

The way I look at it is, every minute I spend in the studio keeps me in the life I'm trying to live. That's why I stopped smoking.

VISUAL: The rapper talks directly camera with the fact on the lower third of the screen. "FACT: Cigarette smoke contains 7,000+ chemicals, including many that are toxic and 70+ that can cause cancer.

INFLUENCER:

Because I'm definitely not doing all this work just to be killed off by cigarettes. I'm living LIFE.

VISUAL: "Forget Death. Chase Life."

ANNOUNCER VOICE OVER:

Forget death. Chase life.

VISUAL: Fresh Empire logo with "FreshEmpire.gov" and "Live Tobacco-Free".

ANNOUNCER VOICE OVER:

Live tobacco-free.

REQUIRED LANGUAGE ON SCREEN - "Brought to you by the U.S. Food and Drug Administration" on the bottom of the screen with the HHS and FDA logos.

Video Ad #6

Screenshot:



Script:

A multiracial Hip Hop male teen talks about how he's the next big Hip Hop DJ/Music Producer.

VISUAL: The lead male teen enters a small house party in progress and sets up his DJ equipment. He plugs into the speaker system and begins mixing.

MALE TEEN VOICE OVER:

Follow me, like me, watch me.

VISUAL: As he mixes he gets the party started and everyone dances wildly.

MALE TEEN VOICE OVER:

You do it because I'm climbing, because I'm constantly moving forward.

VISUAL: The scene freezes like a snapshot of a photo and becomes the thumbnail of an online video with the view/like count ticking up quickly.

MALE TEEN VOICE OVER:

No one follows yesterday. They chase tomorrow.

VISUAL: The scene cuts to him performing a DJ set on stage at a medium-sized venue with professional lighting and dancers complimenting his performance.

MALE TEEN VOICE OVER:

Who's new, who's next, who's that up-and-coming kid. Who's challenging the game and moving ahead.

VISUAL: The scene cuts to him performing on a huge arena as the main performer. He is the headliner and the crowd goes crazy for him.

MALE TEEN VOICE OVER:

I've got to be on top of MY game to keep ME ahead.

VISUAL: The scene cuts to a close up of him on the stage as he takes a moment to look around to soak in the adoration.

MALE TEEN VOICE OVER:

And go from an unknown kid from the block to all eyes on me.

VISUAL: The scene brightens until fully white. We see the fact on screen "Lifelong smokers die an average of 10 years earlier than nonsmokers". The lights slowly fade back to the opening scene of him at the small house party.

MALE TEEN VOICE OVER:

I'm not doing all this work for cigarettes to cut my life short.

VISUAL: The teen looks directly to camera as the announcer VOICE OVER begins. "Forget Death. Chase Life."

ANNOUNCER VOICE OVER:

Forget death. Chase life.

VISUAL: Fresh Empire logo with "FreshEmpire.gov" and "Live Tobacco-Free".

ANNOUNCER VOICE OVER:

Live tobacco-free.

REQUIRED LANGUAGE ON SCREEN - "Brought to you by the U.S. Food and Drug Administration" on the bottom of the screen with the HHS and FDA logos.