

# Focus Group Study of Youth Reactions to Strategic and Creative Advertising Concepts Designed to Prevent Youth Tobacco Use among Multicultural Youth

## *Addendum D: Creative Concept Stimuli*

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The following creative concepts will be tested as part of the Creative Concept exercises. Video ads will approximately reflect the content represented by the video storyboards below, which were developed for the Multicultural campaign.

### **Creative Ad Concept #1**

#### ***Key Visual:***



#### ***Scene Description***

A male teen in an empty studio environment delivers a spoken-word monologue directly to the camera about why he is tobacco-free. As he's talking he interacts with graphics on the screen.

#### ***Script***

My shoe game's so sick it'll make you woozy  
My outfit lookin' like I'm shootin a movie  
So excuse me if all the people in your world wanna choose me, 'cause  
I'M FRESH.

See, My dreams go beyond that platinum  
Working hard in the game out lastin' them.  
Leaving nobody wonderin' "What happened to him?"  
'Cause I'M NEXT.

I'm gonna be that last man standing.  
Avoiding tobacco so my future keeps on expanding.  
Tobacco-free living 'cause my life I'm commanding, See...  
I'M PERMANENT.

Look, I'm fresh. I'm next. I'm permanent. I'm tobacco-free.

## Creative Ad Concept #2

### *Key Visual:*



### *Scene Description:*

We see scenes of a rapper going about his day, as he explains how amazing his life trajectory has been. The commercial begins with footage of the rapper getting ready in a dressing room. Shots of a cityscape are interspersed. He then enters a recording studio, hangs a gold record on the wall, and enters a room of men stacking the branded clothing on a table. The rapper is then seen in a backstage area. Finally, he hits the stage to a thunderous applause and begins rapping.

### *Script:*

Wherever you grow up, it's your roof, right?

I came from (location).

I don't know if you ever doubt it. It's like climbing a mountain.

And then you see another mountain and you go to the next one and the next one.

My goal was to have one gold album and that was it.

And it became that I wanted to show that different artists can ascend to executive ranks.

Redefining itself every single day. Different by day, but tobacco-free through and through.

Yeah, sounds about right.

## Creative Ad Concept #3

### **Key Visual:**



### **Scene Description:**

An enormous montage full of Hip Hop people and random youth showing off their various ways of having fun, such as breakdancing, jumping in a pool, and mixing live music. First, the viewer sees youth spray-painting a mural of shoes. Then they are off to a block party. Various shots follow, like teens breakdancing, people laughing, and rappers taking control of the microphone. Finally, a group of teens jump into a pool of water and “Celebrate Life Long Lived.” appears on the screen.

### **Script:**

VOICEOVER: Live it. Live Tobacco-Free.

## Creative Ad Concept #4

### **Key Visual:**



### **Scene Description:**

The tune of a classic rap song plays while imagery of backpack skateboarders are shown waking up, getting dressed, and leaving their homes to skate for the day. We focus on one of the skaters as he hits various tricks around the city's neighborhoods, sees some friends along the way. Despite his impressive skating, he eventually shows physical weakness, coughing and shortage of breath. The visuals slow, the youth comes to a halt, as his friend's speed by.

### **Script:**

VOICEOVER: Face it. Cigarettes decrease your stamina, bringing down your ability to keep up. If you want to get ahead in the game, keep up; tobacco-free.

## Creative Ad Concept #5

### **Key Visual:**



### **Scene Description:**

A swell of a Hip Hop songs play with no vocals, while teen basketball players enter a street court. Players begin the game and make incredibly athletic moves on the court. The crowd reacts enthusiastically at how amazing their shots and ball skills are. As the players celebrate, various hashtags appear on the screen.

### **Script:**

VOICEOVER: Hashtag live tobacco-free



## Creative Ad Concept #6

### **Key Visual:**



### **Scene Description:**

A professional basketball player is making his signature face and yell of aggression. The voiceover encourages people to get ahead in the game by being tobacco-free. We then see a montage of each person in this ad, including a marching band drummer, BMX biker, stylist, tattooed man, a mime make the same face and yell as the basketball player does.

### **Script:**

If you're going to hoop, hoop like a four time MVP.

If you're going to march to your own beat, make it a beat that posturizes the trombone section.

[Scene: Marching band drummer playing his snare and yelling aggressively in front of a confused marching band.]

If you're going to post a video, dominate the post.

If you're going to sport it, own it.

If you're going to put in the work to show the world who you are...

...you're going to get thirsty.

VOICEOVER: If you're going to do it. Do it tobacco-free.

## Creative Ad Concept #7

### **Key Visual:**



### **Scene Description:**

An influential band sits in a studio and describes their bands style of music and live show experience. As we see footage from their shows we hear voice over of why and how smoking interferes with their music and band.

### **Script:**

What's up? This is (name) and we are (band name). We've always had a reputation for crazy shows. Plants being thrown. Stage dives. Walls of death. There's no limits.

We don't smoke. I don't know, we've never been that band. There's plenty of other ways to relax. Go for a run.

Go workout.

Smoking in venues is the worst.

It destroys your throat. It's really slowing me down. It's really hurting my performance.

We are (band name) and we support a smokefree scene.



## Creative Ad Concept #8

### *Key Visual:*



### ***Scene Description:***

The spot features various youth, looking seriously, authentic, and original in their environments, always in groups, showing their raw style, and originality. Various shots are shown from close up on their faces, to panoramic views of them walking the city streets.

### ***Script (VOICEOVER):***

Purveyors of practicality.  
Posted up pacing the city streets.  
Practicing power to be  
Different,  
Dimensional.  
Determined to live.  
Disconnected from cigarettes and tobacco.  
Thought-out.  
Original.  
Connected. Keeping death and disease from the future.  
Living life. Living dreams. Living these streets.  
Living tobacco-free.

## Creative Ad Concept #9

### *Key Visual:*



### *Scene Description:*

An influential band gives a 'studio update' on their latest album, providing behind the scenes footage of their writing and recording process. They describe their music style and how tobacco doesn't align with who they are as a band.

### *Script:*

Our live shows are theatrical, super energetic, crazy, we just have a lot of fun.

Tobacco doesn't fit our style for a bunch of reasons.

Everyone knows it's poisonous for your body.

But it's also poisonous for the environment.

4.5 Trillion cigarette butts are littered every year worldwide.

That's enough to fill up almost two football stadiums to the top every year.

I think all cigarette litter is gross.

I think it's unattractive.

We are (band name) and we support a smokefree music scene.

Visit (URL) and help us shrink litter caused by cigarette butts.

## Creative Ad Concept #10

### *Key Visual:*



### ***Scene Description:***

Footage from an alternative music festival is shown. Multiple youth are shown on camera interacting with the branded stage area. A band member is interviewed on camera and states his support of the smokefree scene.

### ***Script:***

(Band Member)

I'm a part of the smokefree scene. You should be too.

(Band Member on stage gets the audience to shout the brand name)

Smokefree Scene.

## Creative Ad Concept #11

### **Key Visual:**



### **Scene Description:**

Opens to a public area where a carnival-like game stand is setup. A teen male is behind the booth flagging down bystanders. A small crowd gathers and a curious teen bystander is interested, she asks how to play and the male teen explains she must select the product that contains the most chemicals. Various products are shown (sprays, rat poison, pack of cigarettes).

### **Script:**

Male booth attendant: Step right up! Guess and win!

Female bystander: What do I have to do?

Male booth attendant: Just guess which of these products contains over 70 cancer-causing chemicals.

Female bystander: Ok, easy...Cigarettes

Various bystanders: (repeat) Cigarettes.

Male booth attendant: The correct answer is...(serious) cigarettes. The answer is easy. You know the reasons.

(facts flash on screen rapidly).

VOICEOVER: Win. Tobacco-free.



## Creative Ad Concept #12

### **Key Visual:**



### **Scene Description:**

We see a large empty wall in an urban setting. A “muralist” walks into camera and through time-lapse we see the mural piece of art come to life. The mural is homage to all those killed off by various means (AIDS, alcohol, car accidents, murders, suicides, drugs, and fires). Each way to die is distinguished/separated into it’s own section of the overall mural, and it’s size is dependent on how many people it represents. When the camera fully pulls out to see the full mural we can clearly see a very large section of the mural being dominated, and we discover it represents tobacco and how it is responsible for more deaths than all the other categories.

### **Script:**

Street Art. We use it to tell stories.

Stories that demand attention to be heard, seen, and felt.

My story is a big story, it’s a story about AIDS, alcohol, car accidents, murders, suicides, drugs, and fires.

A story that needs to be told through bold and defiant colors.

Colors that choose action over silence.

And if you pay attention closely you won’t miss it.

It's just that tobacco kills more people than all of these deaths combined.  
My story is a simple story, it's a tobacco-free story and I support a smokefree art scene.