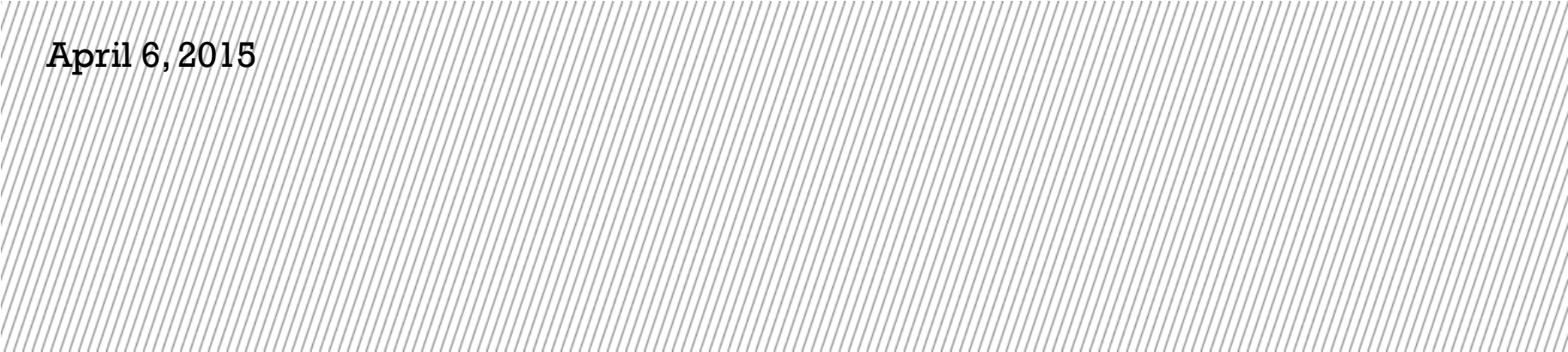




# Point-of-Sale Strategic Concept Testing – Focus Groups with Current Adult Smokers

## Stimuli

April 6, 2015

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# Reclaim what's yours

When you talk about quitting, you often focus on what you're giving up. But what about the things you get back? Being free of cigarettes means that you can reclaim charge of your health, your time, and control of your life. Giving up cigarettes means getting all that back and more.

**Are you ready to reclaim what's yours?**

# Train your body

Cravings, mood swings, weight gain. Remembering the pains of quitting can prevent you from trying again. Instead of backing down, keep on quitting. Because the pains are proof of your body fighting against tobacco addiction. As you overcome each one, you're training your body to be free of cigarettes.

**Keep training your body today.**

## Turn “can’t” into “can”

When we try to quit smoking and fail, quitting may seem hopeless. But even though it’s hard, we shouldn’t accept that it can’t be done. Today in the U.S., there are more former smokers than current smokers. They turned “can’t” into “can” because they never lost hope in quitting. By not giving up, we can join them too.

**It’s time for us to challenge “can’t” and show ourselves – and those around us – that we *can* quit tobacco.**

# Just skip today

Quitting means going forever without a cigarette, and that just seems like a really long time. Instead of thinking about forever, just think about today. In just one day without cigarettes, your blood pressure, your heart rate, and the level of carbon monoxide in your blood can return to normal levels. One day can make a real difference.

**What if you just try to skip today?**

# Don't face quitting alone

The last time you tried to quit smoking, you may have tried doing it all by yourself. But quitting cigarettes is a challenge that you don't have to face alone. If you try to quit with help, you're more likely to succeed. So try quitting again today – and this time, get the support you need to finally stop smoking.

**Get support to face quitting today.**

# Dare to be fearless

With all that happened the last time you tried quitting – the cravings, the mood swings, the failure – it can be scary to try again. But every try and every failure are steps forward that teach you how to be better at quitting. It's time to use your past learning to help you succeed. Dare to conquer the fears you faced before. Dare to believe in your future without cigarettes.

**Dare to be fearless about quitting.**

# Practice the quit

Quitting smoking can seem really difficult, but practicing can prepare you. Skipping your next smoke break? That's practicing. Not lighting up while celebrating? That's practicing, too. Even forgoing a post-dinner cigarette is practicing. Each time, you're learning things to help you quit.

**It's time to start practicing for your next quit today.**