

Focus Group Study of Youth Reactions to Creative Advertising Concepts Designed to Prevent Youth Tobacco Use among Multicultural Youth
Addendum B: Creative Concept Stimuli

Creative concepts will be presented to participants as video storyboards.

Creative Ad Concept #1

Key Visual:



Scene Description

A young African American barber gives a tour of his barbershop. He highlights how looking fresh is connected to being tobacco-free.

Script

VISUALS	COPY
Inside of a busy urban barbershop. The pace is quick. An African American male young adult barber is showing off different elements of the shop. There are also other barbers of different	Young Barber: Out here at the freshest shop in the city. We hook it up.

ethnicities. Intentionally, the ad looks like it could be an ad for a really cool barbershop to get youth's attention.	
Rapid shots of hair cuts and barbers posing together.	Young Barber: High tops...
African American patron getting a "fade" haircut by a barber.	Young Barber: Temp fades...
Hispanic patron getting his wavy hair brushed.	Young Barber: Shape-ups...
Barber positively acknowledges an African American patron with outrageous hair who is smiling. Patron's teeth clearly show.	Young Barber: And whatever this guy has.
Barber looking into camera.	Young Barber: All of it.
Cuts through various haircuts: Asian patron with a nice clean cut. Caucasian patron with a nice clean cut.	Young Barber: But no matter how fresh your cut is, tobacco can ruin it.
FACT ON SCREEN: Smoking can stain your teeth yellow and make your breath smell like an ashtray.	Young Barber: Whether you smoke cigs or rillos doesn't matter. They'll all mess with your look.
As the barber is talking to the camera, you see a patron about to walk out. He sprays some sort of hair spray.	Young Barber: So I guarantee you'll leave this shop looking and SMELLING fresh.
The patron is listening to the barber as he walks out, but before he leaves, he nods in agreement to what the barber just said. The barber is still talking to the camera.	Young Barber: Whether or not you KEEP it fresh, though, is up to you.
ENDCARD WITH LOGO LOCKUP	Young Barber: Keep it fresh. Live tobacco-free.

Creative Ad Concept #2

Key Visual:



Scene Description:

Bold text is presented onscreen, overlaid over visuals that represent the text. Being tobacco-free is linked to being successful in achieving one’s goals.

Script:

VISUALS	COPY
Text on an alarm clock background.	RISE
The symbol “&” is added.	RISE &
The word “Grind” is added.	RISE & GRIND
The clock background disappears, and becomes a solid color background.	RISE & GRIND
“Rise &” disappear. The word “Grind?” appears.	GRIND?
The word “Grind?” on the background of a construction grinder.	GRIND?
Solid color screen.	NO
Hip Hop youth handing out flyers.	GRIND GRIND IS HUSTLE

Hip Hop concert	HUSTLE TO BE...NEXT
Hip Hop youth.	NEXT IS FREE
Abstract cloud.	FREE FROM ADDICTION TO TOBACCO
Urban environment.	FREE TO RUN IT LIKE A
Hip Hop youth looking like a young CEO.	BOSS
Bold color.	TOBACCO-FREE SO YOU CAN...
Text on clock.	RISE & GRIND ANOTHER DAY
ENDCARD WITH LOGO LOCKUP	KEEP IT FRESH. LIVE TOBACCO-FREE.

Creative Ad Concept #3

Key Visual:



Scene Description:

Various words will appear onscreen until they ultimately develop into the word “heard.” Each visual for each of the words will be artistic, dynamic, and relevant to the Hip Hop community. The final revelation is that the 1,300 people that die every day due to tobacco use will never “be heard.”

Script:

VISUALS	COPY
An Asian male teen against a brick wall. Text on screen: HE	SFX: MUSIC THROUGHOUT ENTIRE SPOT
A Hispanic male teen popping his collar in an urban setting. Text on screen: HE	
A African American male teen stands facing the camera wearing a Hip Hop outfit Text on screen: HE	
A Asian female teen stands facing the camera wearing a Hip Hop outfit Text on screen: HER	

A Hispanic female teen stands wearing a Hip Hop outfit Text on screen: HER	
A Hispanic female sitting in bleachers blowing a kiss to the camera Text on screen: HER	
Back/Up shot of a crowd of people going up dual escalators Text on screen: HERD?	
Down shot of a bull Text on screen: HERD?	
Shot of a street sidewalk crowded with people on the move Text on screen: HERD?	
Text on screen: NO	
Shot of an African American female teen's profile as she shouts. Text on screen: HEARD	
FRESH EMPIRE green liquid vibrates/splashes on a horizontal subwoofer Text on screen: HEARD	
An African American male teen is shown with a microphone as if they are performing a rap/song Text on screen: HEARD	
A stereo explodes into pieces Text on screen: NEVER SILENCED	
Shot of a hyena hunched over Text on screen: BY HATERS	
Ambiguous smoke blows across a black background from the side of the screen Text on screen: BY TOBACCO	
Black and gold skull in front of a black background Text on screen: CIGARETTES CAUSE 1,300 PEOPLE TO DIE	

EVERY DAY	
An African American male teen performing Hip Hop rap/dance Text on screen: 1,300 PEOPLE THAT WON'T BE HEARD	
Close up of an African American male teen Text on screen: IF HE IS YOU	VO: IF HE IS YOU
Close up of a Hispanic female teen Text on screen: IF YOU ARE HER	VO: IF YOU ARE HER
Wide shot of teens together representing multiple races/ethnicities. Text on screen: KEEP YOUR LIFE	VO: KEEP YOUR LIFE
Close up of a Hispanic male teen Text on screen: YOUR VOICE, TOBACCO-FREE.	VO: YOUR VOICE, TOBACCO-FREE.
Stereo exploding into pieces. Text on screen: SPEAK UP AND BE HEARD	VO: SPEAK UP AND BE HEARD
ENDCARD WITH LOGO LOCKUP	VO: KEEP IT FRESH. LIVE TOBACCO-FREE.

Creative Ad Concept #4

Key Visual:



Scene Description:

A young Hispanic male narrates this concept. As he describes his life, images representing his life story are presented. The narrator relates his family’s struggle for a better future to his commitment to living tobacco free, so that he can continue moving forward and achieving his goals.

Script:

VISUALS	COPY
<p>A Hispanic male teen rides with his father in his work truck. He writes lyrics on a piece of paper and looks out the window to see vignettes and/or words of what he’s writing come to life.</p> <p>Words on screen: “I came here when I was just 5”. A vignette of a father shuttling his young family with luggage down the street.</p>	<p>VO: When my family came here I was just 5. My pops has always been trying to make life better for us.</p>
<p>Words on screen: “Keep it moving”. A vignette of a teen rapping with friends.</p>	<p>VO: When I started spittin’ with a few friends, I saw that as MY chance to keep it moving. Forward.</p>
<p>Words on screen: “I won’t stop”. We see</p>	<p>VO: And knowing there’s only a few MC’s</p>

teen continuing to write his notes.	like me, won't stop me, I've come too far.
The father pulls up to a music venue and drops off his son.	VO: My pops was trying to make life better for US...
Words on screen: "It's my turn." He gets out of his car. He says goodbye to his father and gives him a look of respect.	VO: Now it's my turn. That's why I stay tobacco-free.
FACT ON SCREEN: Every cigarette damages your body. He enters the venue and the shot dramatically cuts to black so we don't know if he's just behind the scenes or actually the performer himself.	VO: 'Cause you're not moving forward...when every pack is pulling you back.
ENDCARD WITH LOGO LOCKUP	AVO: Keep it Fresh. Live Tobacco-Free.

Creative Ad Concept #5

Key Visual:



Scene Description:

In this concept, an API teen talks about how he feels pressured by many forces in his life. He also talks about how he chooses to be tobacco-free so that addiction caused by tobacco does not become yet another force controlling him.

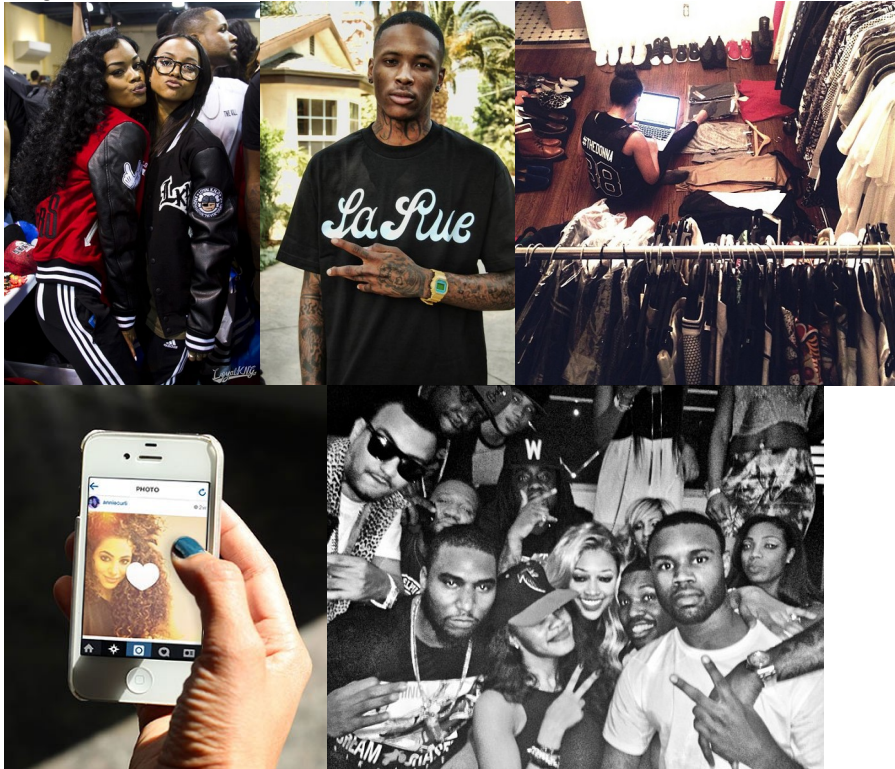
Script:

VISUALS	COPY
An API male teen puts on a school uniform with strings controlling him.	VO: Sometimes it feels like every little thing in my life...
Cut to the teen at home wearing a preppy outfit playing piano with strings controlling him.	VO: ...is about people pressuring me to be something I'm not, and do stuff that's not really me.
He gets up from the piano. He unzips himself to reveal his true self underneath.	VO: But let me tell you...when I rock with my crew, that's the time to do me;
The strings stay attached to the outer shell he leaves behind. His true self is very fresh and string less. He leaves his house. Cuts to him with his with friends break dancing.	VO: Fresh, free, and not tied down by anything trying to make me into something I'm not.
He continues to breakdance with his	VO: That's why I kick it tobacco-free.

friends. He revels in the freedom of being himself. FACT ON SCREEN: Cigarettes are addictive.	Because being controlled by cigs would just be another thing trying to make me into something I'm not.
The session ends and he and his friends congratulate each other. ENDCARD WITH LOGO LOCKUP	VO: I ain't about that. I keep it fresh. And live tobacco-free.

Creative Ad Concept #6

Key Visual:



Scene Description:

This concept plays off the importance of authenticity in Hip Hop culture to explain the health risks of cigarillos and cigars. Inauthentic attempts at being Hip Hip and the use of filters on social media are likened to the use of filters on cigarillos and little cigars to demonstrate that smoking filtered cigarillos and cigars does not reduce health risks associated with these products.

Script:

VISUALS	COPY
An African American male teen is in a black environment. Suddenly it changes into the next scene.	TEEN: There is no filter good enough...
Shot of huge studio with fake hip hop crew overly trying to be Fresh - extra chains etc.. and telling the sound engineer to add "Auto- Tune". The lead teen is in the studio with other cool teens and they are all in complete shock at the wackness they hear.	VO: ...to make a fraud sound real to the people... RAPPER: "Raise the autotune!" (Said in an overly autotuned way)

<p>Exaggerated scenario of somebody selling overtly fake chains, obviously terrible cds, or extremely fake name brand shoes</p> <p>The lead teen walks with a group of friends and they are all disgusted by the “wackiness” they see.</p>	<p>VO: No filter good enough to make something wack look on point.</p>
<p>We see a female hand applying filters on the word “wackness”. She scrolls through multiple filters. The lead teen appears behind her phone and slowly moves her phone away shaking his head no.</p>	<p>VO: No filter that can change what something is.</p>
<p>Show the various tobacco products with and without filters. They will be in a blank void.</p> <p>FACT ON SCREEN: There is no such thing as safe tobacco product.</p>	<p>VO: Same thing goes for tobacco. With or without a filter, cigarillos and flavored cigars still cause cancer.</p>
<p>The lead teen has a “nah” look and shakes his head to decline in a Vine/Gif style.</p>	<p>VO: You can’t put a filter on something fake.</p>
<p>The lead team is back in the same environment as the opening shot.</p>	<p>TEEN: Stay Real.</p>
<p>ENDCARD WITH LOGO LOCKUP</p>	<p>TEEN: Keep it fresh. Live Tobacco-Free.</p>

Creative Ad Concept #7

Key Visual:



Scene Description:

A Hispanic teen describes how his heritage influences his style and fashion designs. He describes tobacco use as a disrespect to his style and his heritage, because of how it affects his appearance.

Script:

VISUALS	COPY
A Hispanic male teen is in a medium sized clothing manufacturing warehouse. There is silkscreen printing, sewing machines, and even an older car that's being worked on.	TEEN: When I couldn't afford the brand names I made my own....
He designs a T-shirt print.	VO: Cause originality never came with a label.
He gets on a screen printing machine and makes an "all-over" print design that reflects various Latin flags.	VO: It's not just gear I put on, I'm putting on history, my people.
He tries on different outfits he designed.	VO: There is pride in what I put on. So I don't pickup tobacco, because it's not a good look. It disrespects my freshness.
FACT ON SCREEN: Smoking can stain your teeth yellow and make your breath smell like an ashtray.	VO: What tobacco puts on, just ain't me.

He looks into camera and delivers last line directly to camera.	TEEN: I'm all about Keeping it fresh and living tobacco-free.
ENDCARD WITH LOGO LOCKUP	AVO: Keep it fresh. Live tobacco-free.

Creative Ad Concept #8

Key Visual:



Scene Description:

The spot features a female Hispanic teen. As she walks through her parents' successful bakery, she describes how hard they worked to build their business. She relates this hard work to her own work at becoming a successful Hip Hop dancer. She explains that she does not smoke so that her body can perform at peak while she's dancing.

Script:

VISUALS	COPY
<p>Continuous shot of a Hispanic female teen entering her parent's successful bakery.</p>	<p>TEEN: When my parents first left home, they didn't have much. But today, they've got a panaderia that everyone in the neighborhood depends on.</p> <p>SFX: (In background) Hola papa!</p>
<p>The shot continues as she enters the store where her mother is carrying boxes. The teen tells her mom to let her carry the boxes instead. Her mom appreciates it but refuses</p>	<p>TEEN: It didn't come easy though. They put their mind and body 100% into their work everyday. You have to respect that.</p>

and just keeps moving.	SFX: (In background) Mama deja! you're going to hurt yourself.
The shot continues as she opens the double doors into the back area of the shop, but instead of opening up into the back of the bakery it is the entrance to the dance studio.	TEEN: I guess you can say I got their drive. SFX: (In background) 5 - 6 - 7 - 8
VO begins and she starts to dance a routine with friends.	VO: Day in and day out I put my mind and body into my own thing.
FACT ON SCREEN: Smoking cigarettes damages nearly every part of your body.	VO: So I live tobacco-free because it's a fact that smoking cigarettes damages nearly every part of your body.
Her friends successfully perform a complex routine.	VO: Nah I need to get 100% out of this body to get where I'm going. SFX: (In background) We nailed it. (giving props)
ENDCARD WITH LOGO LOCKUP	VO: I keep it fresh, I live tobacco-free.

Creative Ad Concept #9

Key Visual:



Scene Description:

This spot follows a male Hispanic teen as he describes how Hispanic and Hip Hop culture are integrated into his life. The idea of objects visually representing their meanings is explored, and used to illustrate the health risks associated with hookah use.

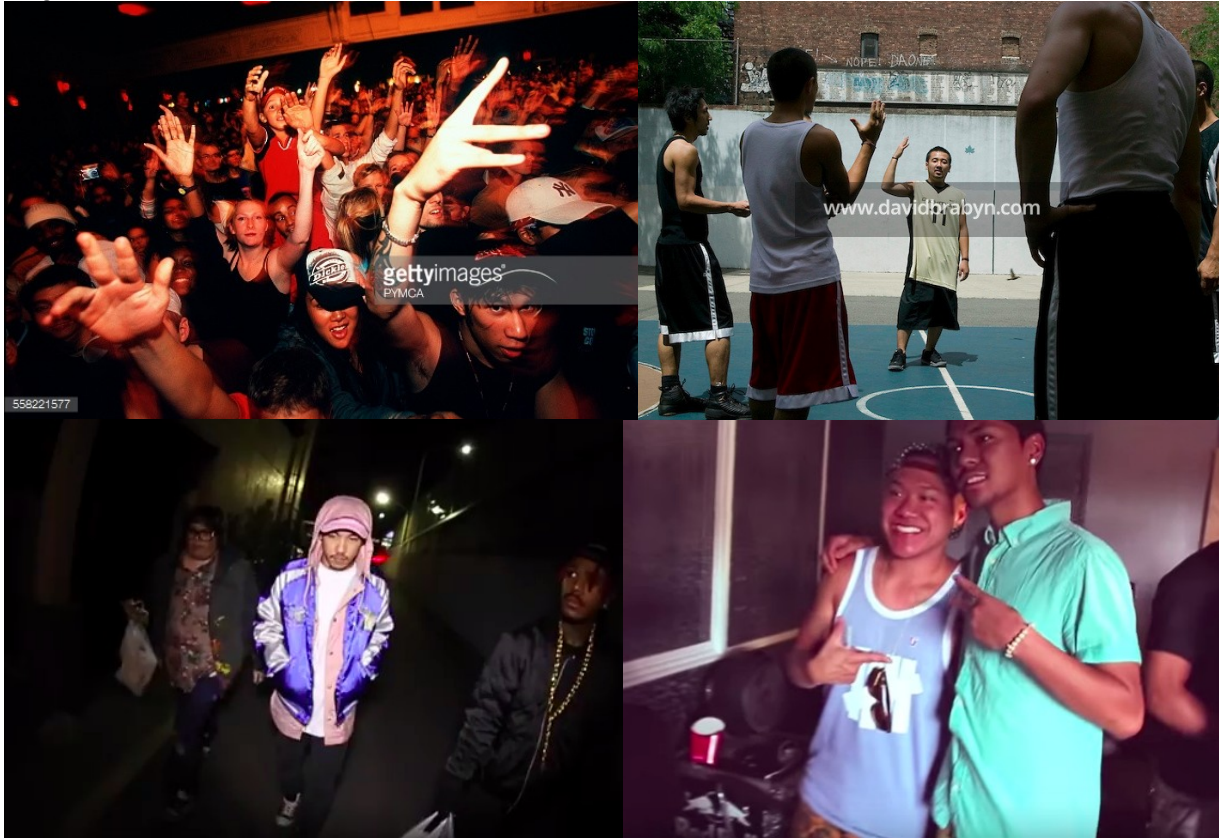
Script:

VISUALS	COPY
Hispanic male teen talks directly to camera.	TEEN: Some just see a turn table.
Camera pans to a dj setup and suddenly colorful Hispanic art graphics cover the DJ equipment. The artistic style will be reminiscent of "Dia de los Muertos."	VO: But to me, I see the lyrics of our streets coming to life.
Camera pans to a lowrider. The back of the car finishes a hydraulic bounce as the car gets covered in art.	VO: Some see just a slow old car painted up. I see weekends with familia, a culture.
Enters a casual house party called a "kickback".	VO: What if everything was designed to look like what it reps?

You see art start to emerge throughout the whole kickback.	VO: Well then you'd see the freshness all over this place.
Camera pans to an unappealing hookah by itself on a table.	VO: But not everything would be fresh.
Art filter is applied, but the color is dull and shows the hookah full of skulls and cancer.	VO: If this hookah showed what it really reps, then you'd see the toxic chemicals in every puff.
Art continues to transform, now showing cigarettes and tar.	VO: Because a single 1-hour hookah sesh is as much smoke as 100 - 200 cigarettes.
Camera returns to full color while pulling out to a wide shot of the kickback.	TEEN: There's nothing fresh about hookah.
ENDCARD WITH LOGO LOCKUP	AVO: Keep it fresh. Live tobacco-free.

Creative Ad Concept #10

Key Visual:



Scene Description:

This spot depicts a trendy API male in a series of urban environments. The importance of appearance and being “fresh” is used to illustrate the effects of smoking on appearance.

Script:

VISUALS	COPY
Opens on a single very trendy looking API male teen talking to camera. He is in the audience of a Hip Hop concert in progress. His position on camera remains the same as it cycles through different environments.	TEEN: Some people bring it on the mic,
Cuts to different environment. He is wearing a new outfit on the sidelines of a football game.	TEEN: Others on the field.
As the environment changes, he sits down in a chair. Tight shots of teen with a computer. He is designing logos and graphics for his own	TEEN: But, just like the minds behind Hip Hop style, I bring that fire in my own way, building my own

sneakers.	brand.
Tight shots of him straightening out a fresh new outfit he has on. You know it is his own brand because you see the same logo you saw on his computer.	TEEN: And you don't want to underestimate that...
Cuts to an urban street, greets someone as he walks past. They like his outfit.	TEEN: ...'Cause it's all eyes on me when I'm just walking down the street.
Cuts to tight shots of his outfit, then he delivers the tobacco-free message straight to camera.	TEEN: My look and my style is how I bring the freshness. And keeping it tobacco-free is a part of that.
Cut to casual house party called a "kickback" and a couple girls say hi to him in a shy but flirtatious way. FACT ON SCREEN: Smoking can stain your teeth yellow and make your breath smell like an ashtray.	TEEN: 'Cause, you can't be fresh looking messed up because of cigs.
ENDCARD WITH LOGO LOCKUP	AVO: Keep it fresh, live tobacco-free.