

Multicultural Campaign: Wave 3 Focus Group Study of Reactions to Creative Advertising Concepts Designed to Prevent Multicultural Youth Tobacco Use
 Addendum A – Creative Concept Stimuli

WORTH MORE

FACT:

- More than 1,300 die each day [in the U.S.] because of cigarette use (USDHHS 2014).

TARGET TOBACCO TYPE: Cigarettes

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>Female teen looking into mirror camera slowly panning behind talent.</i></p>	<p>VO: I see PAST the struggle.</p>
<p><i>Inside the mirror, we see her shopping for clothing. She is wearing a very unique outfit. Another customer looks at her skeptically.</i></p> <p><i>Camera pans to the other side of talent, revealing a futuristic version of self. Talent is in an XXL type cypher with camera crews, etc (BTS).</i></p>	<p>VO: Somewhere past all those expectations they have of me, I see myself with a future, that I deserve.</p> <p>VO: Where my talent SURPASSES those expectations.</p>
<p><i>Closeup futuristic self smiling, soaking in the success. Camera panning trick to reveal her current reflection.</i></p>	<p>VO: I see a kid worth more that came from less. Never selling myself short to cigarettes.</p>
<p><i>Teen speaking into mirror, mirror glitches showing horde of people walking with barred eyes.</i></p>	<p>VO: Never one of the 1,300 that dies from cigarettes every day (USDHHS 2014).</p>

<p><i>Model rotates with mirror spinning 360, showing behind the mirror, which is a full body shot of talent being reflected.</i></p> <p><i>Talent staring at reflection, then it's revealed that the reflection is from the inside of an elevator as the door opens and talent walks out.</i></p>	<p>VO: Because when I see my future, I know...</p> <p>VO: I. am. worth. more. than the price of that cigarette.</p>
<p><i>Endtag</i></p>	<p>AVO: Keep it fresh. Live tobacco-free.</p>

MAKE YOUR MOVE

FACT:

- Smoking makes your breath smell like an ashtray.
- Most high school students say they prefer to date nonsmokers (Johnston et al. 2013).
- Smoking can stain your teeth (Watts & Addy 2001).

TARGET TOBACCO TYPE: Cigarettes

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>Stylish teen female walks into a house party.</i></p> <p><i>Change to POV, seeing what she sees: the DJ, people dancing, her girlfriends chatting on the couch. Graphic overlays highlight the visuals and words from her internal monologue/what she sees.</i></p> <p><i>She walks through the party scanning the crowd. She quickly sizes up a guy or two, and her thoughts match what we see. She moves along, her eyes stopping on a cute boy leaning against the wall, talking with his friends.</i></p> <p><i>She focuses at his shoes, his hair cut, then his body language.</i></p>	<p>VO: When I step in a spot, I take it all in:</p> <p>VO: the beats, the vibe, the crew...</p> <p>VO: But nothing is catching my... wait.</p> <p>VO: Kicks. Style. Confidence...</p>
<p><i>His friends gesture that they're going out for a smoke, telling him to come. Focuses on his hand as he waves his friends away and stays behind.</i></p> <p><i>She approaches the boy. They begin to talk and he</i></p>	<p>VO: And passin' on cigs means his breath is</p>

<p><i>smiles, showing perfect teeth (Watts & Addy 2001).</i></p> <p><i>Zoom out as they continue to hit it off.</i></p>	<p>fresh, and he's on my kind of level....</p> <p>VO: And I know most high school students prefer to date someone who's smoke-free (Johnston et al. 2013). Facts, 'cause we can only kick it if you're tobacco-free and all the way fly.</p>
<p><i>Endtag</i></p>	<p>AVO: Keep it fresh. Live tobacco-free.</p>

THE MOVEMENT

FACT:

- Cigars, cigarillos and little cigars can lead to nicotine addiction and contain toxic, cancer-causing chemicals that can cause serious health problems (FDA 2012).
- Many teens underestimate how easy it is to become addicted [to nicotine/cigarettes] (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).
- Waterpipe smoking delivers the addictive drug nicotine and many of the same toxic chemicals that are in cigarette smoke such as carbon monoxide, metals, and carcinogens (CDC 2013; Cobb et al. 2010; Shihadeh et al. 2015).

TARGET TOBACCO TYPE: Cigarettes; Cigarillos; Hookah

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<i>Unique groups of teens making their way through urban streets/areas.</i>	<i>SFX: Beat begins</i>
<p><i>Quick, cropped cuts inside a warehouse venue; neon lights, speakers, signage, etc.</i></p> <p><i>Panning through a line of energetic teens outside the venue.</i></p> <p><i>Doors open, camera moves through doors with crowd and fades to black.</i></p>	<p>We're making it official.</p> <p>The new wave is taking over. .</p> <p>We're too fresh for negativity.</p>
<i>POV: Turning up in middle of crowd.</i>	<p>Too free to be controlled.</p> <p><i>SFX: Beat drops</i></p>
<i>Various event shots</i>	By norms, labels...

<p><i>Event shot. Youth rip down ad posters for cigarettes, cigarillos, and hookah, respectively.</i></p> <p><i>Various event shots</i></p> <p><i>Various event shots</i></p>	<p>Or tobacco, in any form. Cigarettes, cigarillos, hookah? All cause addiction (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5; FDA 2012; CDC 2013; Cobb et al. 2010; Shihadeh et al. 2015).</p> <p>We're not here to be controlled by tobacco. 'Cause we set this wave on our terms.</p>
<p><i>Crowd chanting Fresh Empire.</i></p>	<p>This is...Fresh Empire. <i>SFX: Beat drops</i></p>
<p><i>Endtag</i></p>	<p>AVO: Keep it fresh. Live tobacco-free.</p>

WAKE UP

FACT:

- Cigarette smoke contains 7,000+ chemicals, many of which are toxic, including more than 70 that can cause cancer (USDHHS Consumer Booklet 2010, p.3; Hecht 2012; Hoffmann et al. 2001; IARC 2004, 2010).
- Cigars, cigarillos and little cigars can lead to nicotine addiction and contain toxic, cancer-causing chemicals that can cause serious health problems (FDA 2012).
- Waterpipe smoking delivers the addictive drug nicotine and many of the same toxic chemicals that are in cigarette smoke such as carbon monoxide, metals, and carcinogens (CDC 2013; Cobb et al. 2010; Shihadeh et al. 2015).
- Waterpipe smokers are at risk for the same kinds of diseases caused by cigarette smoking (CDC 2013).

TARGET TOBACCO TYPE: Cigarettes; Cigarillos; Hookah

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>Extreme close-up of influencer, looking down. He stands amongst a homogenous crowd of non-descript teens wearing similar beige clothing. The scene is very muted and almost monochromatic.</i></p> <p><i>Influencer looks up, directly into camera and smile.</i></p> <p><i>Wide overhead shot of the crowd that pans down to eye level. The influencer walks forward.</i></p> <p><i>The influencer pushes through the crowd, bumps shoulders with someone and keeps it moving.</i></p>	<p>VO: You asleep?</p> <p>VO: 'Cause I'm awake.</p> <p>VO: Wise to the hustle.</p> <p>VO: Never lured from this path I was born to take.</p>

<i>Two other teens join in walking in the same direction as him.</i>	VO: So I kick facts to open eyes. Help ‘em see the scheme.
<i>As they join the influencer’s side, they take off their beige outer clothing layer, revealing their unique style. We hear a whisper, echoing eerily, resonating through the crowd, “WAKE UP.”</i>	VO: Cigarettes, ‘rillos, hookah... ain’t nothing changed.
<i>Pan out to see 6 people now walking the same direction. They all take off their beige jackets, revealing uniqueness.</i>	VO: The toxins and the cancer they contain (USDHHS Consumer Booklet 2010, p.3; Hecht 2012; Hoffmann et al. 2001; IARC 2004, 2010; FDA 2012; CDC 2013; Cobb et al. 2010; Shihadeh et al. 2015).
<i>Close-up of influencer. We hear a whisper a little louder, resonating through the crowd, “WAKE UP.”</i>	
<i>10 teens closer together with influencer, making to the front, their jackets falling behind. Pan across group.</i>	VO: We got too much to strive for, VO: To get scammed for our futures.
<i>Group stops and stares at camera (low angle to swooping drone shot).</i>	VO: Wake up. Live tobacco-free if you want to run the game.
<i>Endtag</i>	AVO: Keep it fresh. Live tobacco-free.

LOYALTY

FACT:

- Many teens underestimate how easy it is to become addicted [to nicotine/cigarettes] (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).

TARGET TOBACCO TYPE: Cigarettes

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>Open on a Hispanic teen in a modest home. The family is trying to get him to sit down and eat, but he's on his way out with some equipment. His mother forces him to take a tinfoil roll of tortillas.</i></p> <p><i>Cut to the teen walking out of the house and walking through a barrio alley.</i></p>	<p>VO: My allegiance is to my family.</p> <p>VO: And to my grind.</p>
<p><i>Teen nodding to an ice cream cart guy who is obviously struggling.</i></p>	<p>VO: Through struggle and fame, I'll remain loyal to the positive vibes.</p>
<p><i>Teen continues through barrio.</i></p> <p><i>His friends are excited to see him.</i></p> <p><i>Teen shows friends his equipment for making the lowrider bounce.</i></p> <p><i>The teens go wild as the low rider jumps.</i></p>	<p>VO: My loyalty is a choice, but addiction is not.</p> <p>VO: So when it comes to cigarettes. That's negativity I'm definitely not down with.</p> <p>VO: I'm not going to put my grind on the line for an addiction that's tryna' stop me (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).</p> <p>VO: So I stay loyal to building myself up, never tearing myself down.</p>

Endtag

AVO: Keep it fresh. Live tobacco-free.

LEVEL UP

FACT:

- Many teens underestimate how easy it is to become addicted [to nicotine/cigarettes] (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).

TARGET TOBACCO TYPE: Cigarettes

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>Close up on teen's eyes. Fast zoom out and pan up to a stormy sky. Quick whip to next shot.</i></p>	<p>VO: Level up.</p>
<p><i>Quick zoom out from hands on a pull-up bar. Quick pan down- there's a cluster of cinder blocks hanging from his legs via chains.</i></p>	<p>VO: This is what the game was founded on, wasn't it? You raise the bar. I jump over it.</p>
<p><i>Quick zoom through the hole of a cinder block</i></p>	<p>VO: That top spot is always there for the taking, you'd better watch over your shoulder. No legend's content at the bottom.</p>
<p><i>Rapper in cypher. Pan to overhead shot- fire shoots out of mouth and strikes the competition one by one, turning them to dust.</i></p>	
<p><i>Producer holding beat machine - quick 360 around producer with glitches.</i></p>	<p>VO: And your best shot is startin' that climb tobacco-free, 'cause an addiction to cigarettes is like dumbbells tied to your shoelaces (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).</p>
<p><i>Producer is now pounding buttons aggressively.</i></p>	

<p><i>Street dancer in 8-bit, hitting moves that catapult them up levels (think Donkey Kong)</i></p>	<p>VO: Levels to this game, you bet there is.</p>
<p><i>Dancer hits move that shakes a whole in the floor where the 'monster' is standing- monster falls through.</i></p> <p><i>Endtag</i></p>	<p>VO: So shake that dead weight for the cause. Level Up.</p> <p>AVO: Keep it fresh. Live tobacco-free.</p>

THE NOISE

FACT:

- Many teens underestimate how easy it is to become addicted [to nicotine/cigarettes] (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).
- More than 1,300 die each day [in the U.S.] because of cigarette use (USDHHS 2014).
- Cigars, cigarillos and little cigars can lead to nicotine addiction and contain toxic, cancer-causing chemicals that can cause serious health problems (FDA 2012).

TARGET TOBACCO TYPE: Cigarettes; Cigarillos

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>A teen performs in a space with static projected behind him.</i></p>	<p>Teen: When surrounded by noise SFX: Static noise rises.</p>
<p><i>The static cuts out like an old TV turning off.</i></p>	<p>Teen: I focus. SFX: Static noise suddenly stops.</p>
<p><i>He is now solo in a spot light.</i></p> <p><i>The static comes back on. In the form of negative words like "Haters, Doubt, Toxins, Cigarettes, Shade, Critics, Cigarillos Poisons, Boundaries, Barriers, Naysayers, Failure, Addiction, Defeated, Loser, Lies, Drama"</i></p>	<p>The music game and it's odds are stacked I KNOW this. It's a lane for the fittest. Survival of the realest. The beautiful struggle I'll witness.</p>
<p><i>The static words begin to crowd his spot light. His</i></p>	<p>That negative noise? Real talk can be a LONG list. But we focus.</p>

<p><i>spot light gets narrower as the words push in around him.</i></p> <p><i>The static cuts out again like an old TV turning off.</i></p> <p><i>The words “Cigarettes” (with an image of it below) & “Cigarillos (with an image of it below) & “Addiction” remain up.</i></p> <p><i>He snaps his fingers and they all disappear. He stands in a black void with a spotlight on him.</i></p>	<p>Pen to Paper. Hustle and Grind. The formula ain't new.</p> <p>So you better cut through...that noise.</p> <p>But cigarettes and cigarillos trying to blast us with addiction? Literally... trying to choke us (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5; USDHHS 2014; FDA 2012)?</p> <p>Nah, I cancel out that noise 'cause I stay... focused.</p>
<p><i>Endtag</i></p>	<p>AVO: Keep it fresh. Live tobacco-free.</p>

HEAR MY HUSTLE

FACT:

- More than 1,300 die each day [in the U.S.] because of cigarette use (USDHHS 2014).

TARGET TOBACCO TYPE: Cigarettes

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<i>Darked out room with teen sitting at desk.</i>	Hear me out.
<i>Teen creating a dope beat. Pen beating in slow motion to normal speed--focusing on the hands.</i>	
<i>Beat drops in.</i>	
<i>Beat stops, then drops back in.</i>	
<i>Beat breaks. Teen stands up and mic drops pen onto desk and speaks into camera.</i>	My art won't be silenced. 'Cause I'll never be one of the 1,300 lives tapped out by cigarettes every day (USDHHS 2014).
<i>Same beat is played back but more produced as teen walks off camera.</i>	These beats will keep ringin' out, and bang louder, 'cause I live tobacco-free.
<i>Endtag</i>	AVO: Keep it fresh. Live tobacco-free.

NO DAYS OFF

FACT:

- Many teens underestimate how easy it is to become addicted [to nicotine/cigarettes] (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).

TARGET TOBACCO TYPE: Cigarettes

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>Push in from wide shot of teen walking down the street with headphones on, looking at his phone. As we zoom in on his face, music gets louder and we enter into his world.</i></p>	<p>VO: You'll catch me head boppin', volume knockin', glued to my phone.</p>
<p><i>Pulling out from his face, we see him sitting on the train observing the environment. Pan around to see what he's looking at: unique individuals and their situations to gather inspiration. (Dancers on one side, a fashionable commuter, etc.)</i></p> <p><i>Exits subway steps and stops to stare at a mural.</i></p> <p><i>While staring at the mural, he breaks the 4th wall and looks at camera with a 'bruh' face.</i></p>	<p>VO: Oh, you think I'm just zoning out?</p> <p>VO: Nah, I'm getting inspiration for my BRAND.</p> <p>VO: Think I'm getting distracted? Nope. I'm studying my CRAFT.</p> <p>VO: Think I smoke cigarettes? Nah, you're definitely confused.</p>
<p><i>It's nighttime, and now he's walking into his apartment building.</i></p>	<p>VO: So let's make it clear. I won't let cigarette's addiction stop my grind (USDHHS Consumer Booklet 2012, p.4; USDHHS Consumer Booklet 2010, p.5).</p>

<p><i>Walks past parents who give him a “Where were you look?” He gives them a “Hey, it cool” gesture.</i></p>	<p>VO: Know that when you see me...</p>
<p><i>Pull out shot from above teen working at desk. Dark with green light bulb lamp on. We see a piece of art he’s working on that encompasses the mural, dancers, bucket drummer, subway, etc.</i></p>	<p>I’m working on the grind behind the grind.</p>
<p><i>Endtag</i></p>	<p>AVO: Keep it fresh. Live tobacco-free.</p>

NEVER HELD BACK

FACT:

- Smoking can weaken your immune system and leave you more vulnerable to respiratory illnesses, like bronchitis and pneumonia (USDHHS Consumer Booklet 2004, p.13; USDHHS Fact Sheet 2014).
- Smokers generally are much less healthy than nonsmokers. Their overall health is worse, they need to go to the doctor more often, and they are admitted to the hospital more often (USDHHS Consumer Booklet 2014, p.16).
- More than 1,300 die each day [in the U.S.] because of cigarette use (USDHHS 2014).

TARGET TOBACCO TYPE: Cigarettes

INSPIRATION VISUALS



SCRIPT:

VISUALS	COPY
<p><i>Teen walks determined toward the camera.</i></p>	<p>VO: They say the odds against winning stay stacked.</p>
<p><i>Wide shot reveals he is approaching a group of non-descript adults who are wearing shirts that say "weak", "vulnerable", "haters" "dream killers" etc.</i></p> <p><i>Teen pushes through them. Some try to grab at him and to shrugs them off and keeps walking forward determined.</i></p>	<p>VO: When: "Weak" or "Vulnerable". Try to hold me back.</p> <p>SFX: Music climax VO: I say GET OFFA ME.</p>
<p><i>Cut to more teens walking who also push through the same group of faceless people.</i></p> <p><i>A couple of more teens push through the faceless people. The teens begin to converge in one</i></p>	<p>VO: Obstacles to my goals ain't blockin' me.</p> <p>VO: And I push through tobacco when it tries stopping me.</p>

<p><i>location...walking in unity.</i></p> <p><i>Closeup of scraps of paper with the fact written of them float in a puddle of murky water. The teens step on them.</i></p> <p><i>“Smoking WEAKENS your immune system.”</i></p> <p><i>“Smoking can make your more VULNERABLE to respiratory illness.”</i></p>	<p>VO: Smoking WEAKENING our bodies? VULNERABLE to illnesses? Making my health WORSE (USDHHS Consumer Booklet 2004, p.13; USDHHS Fact Sheet 2014; USDHHS Consumer Booklet 2014, p.16)?!</p> <p>Cigarettes literally tryna put us in a hearse (USDHHS 2014)?</p>
<p><i>Wide shot of teens walking and they come to a stop. The first teen in the opening scene stands in the middle.</i></p> <p><i>Close up of the first teen delivering the line to camera and walks off.</i></p>	<p>VO: Nah we got places to be.</p> <p>So I say to cigarettes...get offa me.</p>
<p><i>Endtag</i></p>	<p>AVO: Keep it fresh. Live tobacco-free.</p>