

Convenience Store



Finds convenience store



VALERO

SELF

Valero
\$2.00 OFF



UNLEAD 87
PLUS 89
SUPER 93

CONTAINS UP TO 10% ETHANOL

Each Gallon

Feedback

INSTRUCTIONS



Campaign Stimuli

**IF AT FIRST
YOU DON'T
SUCCEED.
TRY, TRY, TRY
TRY, AGAIN.**

The more you try to **quit smoking,**
the closer you get to quitting for good.

**EVERY
TRY
COUNTS**



**QUIT. FAIL.
REPEAT
UNTIL YOU
SUCCEED.**

The more you try to **quit smoking**, the more you learn about what works for you. And the closer you get to quitting for good.

**EVERY
TRY
COUNTS**



START CHAIN- QUITTING.

The more you try to **quit smoking,**
the closer you get to quitting for good.

**EVERY
TRY
COUNTS**



DON'T QUIT QUITTING

The more you try to **quit smoking,**
the closer you get to quitting for good.

**EVERY
TRY
COUNTS**



**IT'S OK TO
FAIL. YOU
JUST NEED
TO SUCCEED
ONCE.**

The more you try to **quit smoking,**
the closer you get to quitting for good.

**EVERY
TRY
COUNTS**



Every time you
put out a cigarette
is a new chance
to become
a non-smoker.

IT TAKES MOST SMOKERS MULTIPLE TRIES
TO FINALLY QUIT SMOKING.
DON'T GIVE UP.



**KEEP
QUITTING.**

KEEPQUITTING.GOV

Every "last"
cigarette
brings you
closer to
your real last
cigarette.

IT TAKES MOST SMOKERS MULTIPLE TRIES
TO FINALLY QUIT SMOKING.
DON'T GIVE UP.



**KEEP
QUITTING.**
KEEPQUITTING.GOV

You didn't
fail quitting.
You just
haven't finished
the process.

IT TAKES MOST SMOKERS MULTIPLE TRIES
TO FINALLY QUIT SMOKING.
DON'T GIVE UP.



**KEEP
QUITTING.**
KEEPQUITTING.GOV

Requit smoking.

IT TAKES MOST SMOKERS MULTIPLE TRIES
TO FINALLY QUIT SMOKING.
DON'T GIVE UP.



**KEEP
QUITTING.**

KEEPQUITTING.GOV



**YO,
SMOKES!**

**YOU SNUCK UP ON ME THE
LAST TIME. BUT THIS TIME,
I'M GOING THE DISTANCE.**

**I'M STRONGER
THAN LAST TIME**

EACH QUIT ATTEMPT BRINGS YOU CLOSER TO QUITTING FOR GOOD.

STRONGERTHANLASTTIME.GOV



**HELLO
CIGARETTES!**

**REMEMBER ME?
THIS ISN'T MY FIRST ATTEMPT.
BUT NOW I KNOW I'M READY.**

**I'M STRONGER
THAN LAST TIME**

EACH QUIT ATTEMPT BRINGS YOU CLOSER TO QUITTING FOR GOOD.

STRONGERTHANLASTTIME.GOV

HEY CIGARETTES!

FIRST TIME I WENT 3 MONTHS. SECOND I WENT 4.
THE THIRD I WENT 9. NOW I'M GOING ALL THE WAY.



**I'M STRONGER
EVERY TIME**

EACH QUIT ATTEMPT BRINGS YOU CLOSER TO QUITTING FOR GOOD.

IT TOOK THE
**BOSTON
RED SOX**

**00
00**

YEARS TO WIN THE

WORLD SERIES

•Epic feats rarely happen on the first try.

DON'T QUIT THE QUIT

DontQuitTheQuit.gov



DR. SEUSS WAS REJECTED

27

TIMES BEFORE HIS

FIRST BOOK

WAS PUBLISHED.

Each failure is a step toward your goal.

DON'T QUIT THE QUIT

DontQuitTheQuit.gov



THE WRIGHT BROTHERS

TESTED OVER

50

DESIGNS BEFORE THEIR
FIRST SUCCESSFUL
FLIGHT.

It takes the average smoker fewer tries to quit.

DON'T QUIT THE QUIT

DontQuitTheQuit.gov



THE FIRST
HARRY POTTER
BOOK WAS REJECTED

12

TIMES BEFORE
BEING PICKED UP

BY A
PUBLISHER.

Each failure is a step toward your goal.

DON'T QUIT THE QUIT

DontQuitTheQuit.gov



IT TOOK

THOMAS EDISON MORE THAN

1000

EXPERIMENTS TO INVENT THE
LIGHTBULB

Epic feats rarely happen on the first try.

DON'T QUIT THE QUIT

DontQuitTheQuit.gov



**“I’M
GOING
TO
QUIT
SMOKING
TOMORROW.”**



YOU’RE ALREADY READY

IF YOU’RE THINKING ABOUT IT, IT’S A SIGN YOU’RE READY TO TRY QUITTING.

TAKE A SMALL STEP TODAY AT ALREADYREADY.GOV

**“I THINK
I’LL GET
GUM
INSTEAD
OF
CIGARETTES.”**



YOU’RE ALREADY READY

IF YOU’RE THINKING ABOUT IT, YOU’RE ALREADY READY TO TRY QUITTING.

TAKE A SMALL STEP TODAY AT ALREADYREADY.GOV

**“I COULD
SKIP
MY
MORNING
COFFEE
CIGARETTE.”**



YOU'RE ALREADY READY

IF YOU'RE THINKING ABOUT IT, YOU'RE ALREADY READY TO TRY QUITTING.

TAKE A SMALL STEP TODAY AT ALREADYREADY.GOV

**“MAYBE
I WON'T
LIGHT
UP ON
MY DRIVE
HOME.”**



YOU'RE ALREADY READY

IF YOU'RE THINKING ABOUT IT, YOU'RE ALREADY READY TO TRY QUITTING.

TAKE A SMALL STEP TODAY AT ALREADYREADY.GOV