

General Market Campaign: Wave 3 Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use

Stimuli

Straw City - :30-second TV Spot

This commercial starts with a city entirely made of straw and inhabited by pigs, and the pigs are just going about their day.

In the crowd, we see the Big Bad Wolf walking with his head down. The pigs aren't scared of the Big Bad Wolf at all. As the Big Bad Wolf passes by, the pigs don't pay him any attention. It's business as usual.

A pig sweeps a clump of hay right over his feet. A child in a stroller sticks his tongue out at him. He can't even blow down a birdhouse.

He sighs and we see a plume of smoke rising above his head.

AVO: **Smoking as a teen can permanently stunt your lungs, taking the air out of even the biggest and baddest.** (USDHHS Consumer Booklet 2012b, p. 6).

Know The Real Cost

The Gift - :30-second TV Spot

This commercial begins outside on an empty playground at dusk. A teen is hanging out and there's a puff of smoke floating away from him, like he's just finished smoking.

A delivery man approaches, holding a package.

DELIVERY MAN: **Package for James McCoy?**

The teen looks bewildered.

TEEN: **Uh, yeah, that's me. Who's it from?**

DELIVERY MAN: **Doesn't say.**

The teen takes the package with a mix of curiosity and suspicion. He looks back up but the delivery man is gone. He looks in the box and realizes it's a set of ugly, disgusting, yellow-stained teeth. He sees a tiny note written to him, saying:

He recoils in horror, realizing what smoking is doing to him.

VO: **Once you start smoking, the consequences will find you.**

Cigarettes may leave you with stained teeth, gum disease and more.

(Watts & Addy 2001; Ortiz & Grando 2012; Just et al. 2007; Urbanska et al. 2012; USDHHS Consumer Booklet 2010, p.3)

Know The Real Cost.

HACKED - :30-second TV Spot

Open on a teenage girl walking somberly in a dark alley. She pulls out a device that resembles a USB stick. She lifts it to her mouth. As she opens her mouth, we see that something is off. Instead of teeth, we see dark plastic inside her mouth and a single opening that looks like a computer port.

She lifts the stick and plugs it into the port. The device begins uploading its malicious content and starts glowing orange. Her eyes start glowing as well, as if her brain is being hacked. We see quick cuts of code being rewritten, as if we were inside the computer of her brain. Words appear in the code:

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Nicotine_Detected  
Access granted//BRAIN CONTROLS  
CRAVINGS: OVERWRITE
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After she is hacked, she quickly unplugs and drops the device on the floor and steps on it as if she were putting out a cigarette. When she removes her foot, we actually do see a squashed cigarette on the ground.

VO: Nicotine can reprogram your brain until all you think about is your next cigarette. Don't get hacked. Know The Real Cost

Little Lungs – Digital Content

This commercial begins with a little jingle.

JINGLE: Little Lungs in a Great Big World...

VO: The story of a pair of lungs that smoked as a teen and never grew to normal size.

We then see a pair of tiny lungs when a bunch of Larger Lungs walk up to him holding snowboards.

LARGE LUNGS: Hey, aren't you the one they call Little Lungs?

LITTLE LUNGS: Sure am!

LARGE LUNGS: Well, whadya say you come snowboarding with us?

LITTLE LUNGS: I'll give it a try!

We see them atop a big mountain and Little Lungs starts down the hill.

LITTLE LUNGS: Look at me!

He's doing okay at first, but soon he's running out of breath and he starts losing control.

LITTLE LUNGS: My little lungs can't get enough air!

He accidentally skis off a huge jump that sends him flying through the trees, hitting branches, until he gets speared on a moose's antlers. Then another moose approaches and starts nibbling away on the lungs.

All the larger lungs look on, sad for a moment.

LARGE LUNGS: Awww, poor Little Lungs...
Cue jingle again. **(in a great big world)**

ANNCR: Smoking as a teen can stunt your lungs — keeping them little forever!
(USDHHS Consumer Booklet 2012b, pp. 6–7).