

**LGBT Campaign: Wave 1B Online Quantitative Study
Designed to
Prevent Young Adult Tobacco Use**

Attachment F: Video Ad Stimuli

OMB# 0910-0810
Exp. 11/30/2018

The following video ads will be tested as part of the Copy Testing exercise. Video ads will reflect the content represented below.

Video Ad #1

Screenshot:



VISUAL: Lesbian self-presenting with masculine characteristics walking down the street. She passes a group of feminine-looking females who give her quizzical looks. The spot is voiced over by the main character.

VO: **They don't just look. They watch. I hear the comments... the questions.**

VIS: Character walks into an alternative music store. While people seem friendly, many customers are staring, but seemingly trying not to.

VO: **And feel their curiosities.**

VISUAL: She browses records and then walks out the door.

VO: **I'll tell you what you need to know about me.**

VISUAL: She continues walking on the street.

VO: I'm confident. Powerful. Free from toxic hate.

VISUAL: She walks by a female that obviously checks her out and gives her a flirty smile.

VO: Owning my freedom to be.

VISUAL: She walks into a small live music venue where a band is performing. The crowd is mostly lesbian with some gay, alternative males.

VO: And I'm in control of my life. I choose what affects me. So if I smoke cigarettes, even just bumming one here and there,

VISUAL: She walks past a wall with the fact displayed like a billboard stating "FACT: Smoking can damage nearly every part of your body".

VO: I'd be damaging nearly every part of my body and letting something toxic into my life.

VISUAL: She finds her friends and begins rocking out to the band that is playing.

VO: Nah. This life.... it's non-toxic.

VISUAL: You see her and her lesbian friends enjoying each other's company.

VO: So I choose to live FREE from tobacco.

VISUAL: End Card [Brand logo] [Social icons] [AVO]

VO: [Brand Name]. Freedom to be, tobacco-free.

Freedom to be, tobacco-free.

Video Ad #2

Screenshot:



VISUAL: A striking androgynous male walks down the street. Heads turn as he walks down the street.

VO: My look... turns heads.

VISUAL: Match cuts to him walking with pride.

VO: So confidence is required. NEVER in the shade.

VISUAL: Match cuts to him walking past people who stare. He is unbothered.

VO: I block the hate.

VISUAL: Passes a group of people who give him a look of confusion. They look at him with disgust.

VO: Poisons... stay out.

VISUAL: Match cuts to him walking and taking a “selfie” with “fans” on street. He continues to walk.

VO: Love shines in.

VISUAL: He passes a woman who likes his look and snaps her fingers with approval.

VO: Controlling your life means choosing what affects you. And for me, cigarettes, smoking with friends, bumming one on the patio...whatever you call it,

VISUAL: He walks on a sidewalk with a large wall with the fact displayed like a billboard stating "FACT: Smoking can damage nearly every part of your body".

VO: I'd be letting something toxic damage nearly every part of my body.

VISUAL: Shares a glance with a guy walking by obviously checking him out.

VO: And this body... it's non-toxic.

VISUAL: He enters a bar and he is greeted openly by friends and "fans."

VO: I choose to live FREE from tobacco.

VISUAL: End Card [Brand logo] [Social icons] [AVO]

VO: [Brand Name]. Freedom to be, tobacco-free.

Video Ad #3

Screenshot:



VISUAL: Clips that hint at something but cut before the content is understood.
SFX: music begins

VISUAL: Clip of someone portraying the idea of “pushing the limits”/“boundaries” (ex. clips: traditional marriage clash, families are getting along, see one person walk down the aisle, side shot of woman putting on makeup in mirror, close shot of bearded man’s beard and chest)

VO: We were born to push the limits... the boundaries.

VISUAL: Clips of people living happy or achieving something. (ex. clips: Bearded man reveal: Pan up from flannel and beard to see face is beat beat BEAT. Marriage reveal, lesbian wedding)

VO: Living outside the lines. Setting new standards.

VISUAL: Clip from intro section returns to reveal they are part of the LGBT community. (ex. clips: reveal side shot of woman putting finishing touches on drag king makeup, Miss Missouri getting crowned , Miss Missouri reveal: with girlfriend)

VO: And blurring expectations as to what's considered "normal"

VISUAL: Clip from earlier returns to reveal they are part of the LGBT community. (ex. clips: trans bodybuilder - reverse flipbook time lapse back to childhood photo.)

VO: We are beyond what's predicted for us

VISUAL: Clip from earlier returns to reveal they are part of the LGBT community. (ex. clips: body diverse model walking for a major brand to look like, olympic proposal clip do, "Asexuals Party Hardest" shirt, BMX/skater kiss, coming out party, "It's a Bi!" banner, bi colored streamers and balloons.)

VO: We've abandoned what's expected of us, and we're never looking back

VISUAL: FACT ON SCREEN OVERLAY, B-roll outside of a club

VO: Nothing about us is predictable, so why would we die predictably?

VISUAL: Various clips of same talent being very happy. (ex. clips: start of rapid cuts, couple preparing for non-binary prom, helping each other, adjusting bow tie, punks kissing/handholding.)

VO: Live beyond. Live tobacco-free.

VISUAL: End Card [Brand logo] [Social icons] [AVO]

VO: [Brand Name]. Freedom to be, tobacco-free