

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

Addendum B – Video Ad Stimuli

The following video ads will be tested in this research. Video ads will reflect the content represented below.

Video Ad #1

Screenshot:



Script: This ad uses a series of abstract imagery to communicate the story of a teenage male as he overcomes obstacles to become a successful rapper. As he advances to his goal of signing a record deal, he explains how an addiction to cigarettes would hold him back from ‘leveling up,’ or achieving his goals.

VISUAL: Close up on teen’s eyes. Fast zoom out and pan up to a stormy sky. Quick whip to next shot.

TEEN VOICE OVER:

Level up.

VISUAL: 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.

TEEN VOICE OVER:

This is what the game was founded on, wasn’t it? They raise the bar. You jump over it.

VISUAL: Quick zoom through the hole of a cinder block.

VISUAL: Rapper in cypher. Pan to overhead shot - fire shoots out of his mouth and strikes the competition one by one, turning them to dust.

TEEN VOICE OVER:

That top spot is always there for the taking, you'd better watch over your shoulder. No legend's content at the bottom.

VISUAL: Producer holding beat machine - quick 360 around producer with glitches.

VISUAL: Producer is now pounding buttons aggressively.

TEEN VOICE OVER:

And your best shot is startin' that climb tobacco-free, 'cause an addiction to cigarettes would just be pulling you down (USDHHS Executive Summary, 2010; USDHHS, 1988; USDHHS, 2014; FDA, 2012).

VISUAL: Street dancers in 8-bit, hitting moves that catapult them up levels (think Donkey Kong).

TEEN VOICE OVER:

Levels to this game, you bet there is.

VISUAL: Dancer hits move that shakes a hole in the floor where the 'monster' is standing. Monster falls through.

TEEN VOICE OVER:

Level up.

VISUAL: ENDCARD WITH LOGO LOCKUP

ADULT VOICE OVER:

[BRAND TAGLINE.]

Video Ad #2

Screenshot:



Script: This execution focuses on a single, flashy teen who stands out among a crowd of drab, non-descript peers. As he moves through the crowd and builds a following of other unique teens, he explains how their eyes have been opened to the harmful constituents found in cigarettes, cigarillos, and hookah.

VISUAL: Extreme close-up of lead talent, looking down. He stands amongst a crowd of non-descript teens wearing similar drab clothing.

TEEN VOICE OVER:

You asleep?

VISUAL: Lead talent looks up, directly into camera and smiles.

TEEN VOICE OVER:

'Cause I'm awake.

VISUAL: Wide overhead shot of the crowd that pans down to eye level. The lead talent walks forward.

TEEN VOICE OVER:

Wise to the hustle.

VISUAL: The lead talent pushes through the crowd, bumps shoulders with someone and keeps it moving.

TEEN VOICE OVER:

Never lured from this path I was born to take.

VISUAL: Two other teens join in walking in the same direction as him.

TEEN VOICE OVER:

I kick facts to open eyes. Help ‘em see the setup.

VISUAL: As they join the lead talent’s side, they take off their drab outer clothing layer, revealing their unique style.

TEEN VOICE OVER:

Cigarettes, ‘rillos, hookah... ain’t nothing changed.

VISUAL: Pan out to see 6 people now walking the same direction. They all take off their drab jackets, revealing uniqueness.

TEEN VOICE OVER:

The chemicals and the cancer they cause (USDHHS Executive Summary, 2010; USDHHS, 1988; USDHHS, 2014; FDA, 2012).

VISUAL: Close-up of lead talent. Ten teens gather closer together with lead talent, making it to the front, their jackets falling behind.

TEEN VOICE OVER:

We got too much to strive for,

VISUAL: Pan across group.

TEEN VOICE OVER:

To get our futures taken.

VISUAL: Group stops and stares at camera (low angle to swooping drone shot).

TEEN VOICE OVER:

Wake up. Live tobacco-free if you want to run the game.

VISUAL: ENDCARD WITH LOGO LOCKUP

ADULT VOICE OVER:

[BRAND TAGLINE.]

Video Ad #3

Screenshot:



Script: This ad features a teen who sees everyday objects adorned by colorful artwork that represents the true meaning of each item. As the teen enters a house party, the art reveals the deadly truth behind hookah and relays a tobacco prevention message about hookah use.

VISUAL: Male teen talks directly to camera.

TEEN VOICE OVER:

Some see a turntable.

VISUAL: Camera pans to a DJ setup and suddenly colorful art graphics cover the DJ equipment. The artistic style will be reminiscent of "Dia de los Muertos."

TEEN VOICE OVER:

But to me, I see the lyrics of our streets coming to life.

VISUAL: Camera pans to a lowrider. The back of the car finishes a hydraulic bounce as the car gets covered in art.

TEEN VOICE OVER:

Some see a slow old car painted up. I see weekends with familia, a culture.

VISUAL: Enters a casual house party called a “kickback.”

TEEN VOICE OVER:

What if everything was designed to look like what it reps?

VISUAL: You see art start to emerge throughout the whole kickback.

TEEN VOICE OVER:

Well then you’d see the freshness all over this place.

VISUAL: Camera pans to an unappealing hookah by itself on a table.

TEEN VOICE OVER:

But not everything would be fresh.

VISUAL: Art filter is applied, but the color is dull and shows the hookah full of skulls and cancer.

TEEN VOICE OVER:

If this hookah showed what it really reps, then you’d see the toxic chemicals in every puff.

VISUAL: Art continues to transform, now showing cigarettes and tar.

TEEN VOICE OVER:

Because a single 1-hour hookah sesh is as much smoke as 100 – 200 cigarettes (CDC 2013).

VISUAL: Camera returns to full color while pulling out to a wide shot of the kickback.

TEEN VOICE OVER:

There’s nothing fresh about hookah.

VISUAL: ENDCARD WITH LOGO LOCKUP

ADULT VOICE OVER:

[BRAND TAGLINE.]