

CREATIVE ADDENDUM

Creative Brand Testing Stimuli

The following brand names and logos will be tested as part of the Brand Test Survey. Stimuli will be inserted into the appropriate placeholders within the Brand Test Survey A & B. Brand names and logos will be reversed for every other focus group as to reduce order effects.

1. Brand Names

- 1. Freedom Rising
- 2. Next Legends
- 3. Honored Circle

2. Logos

- 1. Freedom Rising

A



B



C



- 2. Next Legends

A



B



C



- 3. Honored Circle

A

B

C



3. Taglines

1. Freedom Rising
 - i. Standing Strong, Tobacco-Free
2. Next Legends
 - i. Bold. Strong. Smoke-Free.
3. Honored Circle
 - i. A Life Free From Tobacco.

Creative Concept Testing Stimuli

The following creative concepts will be included in the Creative Concepts Testing activity of the Brand and Creative Concepts Testing focus groups. The order of the concept stimuli will be rotated across focus groups to minimize order effects.

Concept 1: Future “Fancy Dancer”



SCRIPT:

VISUALS	COPY
<p><i>Open on tight shots of ceremonial dance outfit being put on a teen. Cut to a wide shot of the same teen dancing in the center of a dance ring. It is surrounded by Native people dressed in similar regalia. The teen first watches an older person dance before dancing himself.</i></p>	<p>VO: When I’d watch them, they didn’t know they were teaching me how to dance. How to be strong. And how to live.</p> <p>But that’s how I learned.</p>
<p><i>The teen spots his little brother watching intensely in the crowd. The little brother is doing his best to mimic his brother’s dancing.</i></p>	<p>VO: Now, I know I am TEACHING my little brother too. That’s why I don’t smoke cigarettes. Because if I did, he’s more likely to smoke too.</p>
<p><i>Cut to little brother, then cut to teen dancer, then cut wide to whole audience.</i></p>	<p>VO: So, for myself AND those watching...</p>
<p><i>Cut to teen walking out of arena with his arm around his little brother. The teen speaks to the camera.</i></p>	<p>TEEN: I live free from cigarettes.</p>

Concept 2: My Mother



SCRIPT:

VISUALS	COPY
	VO: Believe it or not my mom is a student just like me. I'm a freshman, she's a freshman, but in college.
<i>Mom is in the kitchen looking at a textbook while making fry bread.</i>	VO: She is raising us while she goes to class and then to work.
<i>A modest living room wall holds a couple of family portraits that show the strong bond they have as a family.</i>	VO: My mom knows if she smokes cigarettes, we are likely to smoke too.
<i>Little brother is mimicking his sister as she types on her computer.</i>	VO: We look up to her. I know my little brother looks up to me.
<i>She stands outside her house with her brother standing by her side.</i>	VO: Mom quit smoking cigarettes for us. I don't smoke cigarettes for him.

Concept 3: My Reason



SCRIPT:

VISUALS	COPY
<p><i>A brother (18) visits his sister (12) in her room to say goodbye before heading to boot camp. He sets down an olive drab duffle bag and sits next to her. She swipes through social media memories on her phone. He reflects on their relationship and memories play like flashbacks.</i></p>	<p>Brother VO: Hey come here. (He pulls her close) When you were like super tiny,</p>
<p><i>Flashback 1 of 2: He holds his sister for the first time. He is wide-eyed. The spark of responsibility cracks a smile on his face.</i></p>	<p>Brother VO: I remember holding you and thinking... 'I'm always gonna look out for you.'</p>
<p><i>Flashback 2 of 2: The brother (now about 15) stands with two older teens outside a community hall. There is a community event inside. He spots his sister watching through the crack of the door. He chooses to go inside with her.</i></p>	<p>Brother VO: One way I do that is by not smoking cigarettes. Because I know if I do, you will too.</p>
<p><i>Cut back to the opening bedroom scene. He nudges her as if reminding her of a promise made.</i></p>	<p>Brother VO: Hey, you're my sister and I will always look out for you.</p>
<p><i>His sister now understands, she unclasps a beaded charm she's worn since childhood and hands it to him.</i></p>	<p>Sister VO: Take this, so I can be there for you too.</p>

Camera pulls out wide to give space for the emotional exchange.

AVO: Protect younger ones and show them the way when you live free from cigarettes.

Concept 4: No Ashtrays



SCRIPT:

VISUALS	COPY
	VO: I love art. Sketching, painting, traditional beading, pretty much all of it. My favorite though, is clay.
<i>Getting beads, pencils, clay etc. out of a box and laying them on the table. She turns to those near the clay wheels.</i>	VO: Back in the day my brothers used to make ashtrays.
<i>She walks over to other kids getting ready at the clay wheels.</i>	VO: I have my own rule when it comes to working with clay, “no ashtrays.” Because smoking has taken too many people in my family.
<i>She begins molding a piece of clay.</i>	VO: I am going to be the first in my family to not smoke cigarettes, and my art, it’s going to be smoke-free too.

Concept 5: Going Back



SCRIPT:

VISUALS	COPY
<p><i>We open on our main talent heading out with her family for a road trip. They drive out of the suburbs and through a picturesque landscape to a reservation. She wears a plain t-shirt and jeans, but has beaded earrings.</i></p>	<p>VO: When I go back, I learn a little more about myself.</p> <p>Every return, I grow stronger.</p>
<p><i>They arrive at a outdoor gathering in a public space. It is a large happy group of people.</i></p>	<p>VO: And every generation, we grow stronger.</p>
<p><i>Some are in plain clothes, some wear traditional attire. She is welcomed by other family/friends as if she's never left.</i></p>	<p>VO: Tradition isn't something I follow, it's what I choose to carry on. I choose to grow strong, to leave behind things that harm us. Like cigarettes.</p>
<p><i>It's dusk now. She and her large family share a meal together. A close up of her as she looks over the gathering, she is reinvigorated and hopeful.</i></p>	<p>VO: So I will not let smoking be a part of our future.</p>

Concept 6: In Our DNA



SCRIPT:

VISUALS	COPY
	VO: Running is in our DNA. We've traveled on foot for centuries. It connects us to the land.
<p><i>Close-up on our principal runner (the voice of the VO) who runs with a group of runners.</i></p> <p><i>SFX: Long, deep breaths of single runner.</i></p>	<p>VO: I love that feeling of my lungs absolutely maxing out, inflating until they can't possibly hold any more air—then emptying completely.</p> <p>Over...</p>
<p><i>Cuts to the other male and female runners of various tribes.</i></p> <p><i>SFX: Sound of exhaling with each cut.</i></p>	VO: ...and over. And that's why I'd never damage my lungs with smoking.
<p><i>Fact on screen: Smoking as a teen can stunt your lung growth so they never perform to their potential.</i></p> <p><i>They reach their destination and stop. He is breathing hard. Return to close-up on our principal runner.</i></p>	Teen: I don't ever want to lose this feeling.
<p><i>He sprints off, leaving the pack behind. He still has more in him.</i></p>	