

Notes

87 total ads

<u>30s ads</u>	<u>15s ads</u>
55	34

Concepts for which it is OK to show participants more than 1 ad:

My Vaping Mistake (FDA)

WWE (FDA)

Old ID	New ID (corresponds to video file)	Source	Campaign	Concept
41	1	Hawai'i Public Health Institute	808NoVape	808NoVape
42	2	Hawai'i Public Health Institute	808NoVape	808NoVape
43	3	Hawai'i Public Health Institute	808NoVape	808NoVape
44	4	Hawai'i Public Health Institute	808NoVape	808NoVape
45	5	Hawai'i Public Health Institute	808NoVape	808NoVape
46	6	Hawai'i Public Health Institute	808NoVape	808NoVape
5	7	Alaska Native Tribal Health Consortium	Not identified	ANTHC:Vaping
6	8	Alaska Native Tribal Health Consortium	Not identified	ANTHC:Vaping
7	9	Alaska Native Tribal Health Consortium	Not identified	ANTHC:Vaping
109	10	FDA	The Real Cost: Other	Braintrolled
107	11	FDA	The Real Cost: Other	Braintrolled
56	12	Massachusetts Department of Public Health	Vapes and Cigarettes: Different products. Same dangers.	Different products. Same dangers.
9	13	Anne Arundel County Department of Health	Learn to Live	Don't get stuck, live vape free
48	14	Maine Department of Health and Human Services	Vaping - Don't get sucked in	Don't get sucked in
49	15	Maine Department of Health and Human Services	Vaping - Don't get sucked in	Don't get sucked in
47	16	Maine Department of Health and Human Services	Vaping - Don't get sucked in	Don't get sucked in
53	17	Maine Department of Health and Human Services	Vaping - Don't Get Sucked In	Don't get sucked in
54	18	Maine Department of Health and Human Services	Vaping - Don't get sucked in	Don't get sucked in

55	19	Maine Department of Health and Human Services	Vaping - Don't get sucked in	Don't get sucked in
11	20	FDA	The Real Cost: ENDS W1	Epidemic
12	21	FDA	The Real Cost: ENDS W1	Epidemic
15	22	FDA	The Real Cost: ENDS W1	Epidemic
16	23	FDA	The Real Cost: ENDS W1	Epidemic
18	24	FDA	The Real Cost: ENDS W1	Epidemic
38	25	FDA	The Real Cost: ENDS W1	Epidemic
39	26	FDA	The Real Cost: ENDS W1	Epidemic
40	27	FDA	The Real Cost: ENDS W1	Epidemic
106	28	FDA	The Real Cost: ENDS W2 Extension	Fandom
86	29	FDA	The Real Cost: ENDS W1	Hacked
103	30	FDA	The Real Cost: ENDS W2 E:Hudl	
14	31	FDA	The Real Cost: ENDS W2	Macroscopic Metals
90	32	FDA	The Real Cost: ENDS W1	Magic
92	33	FDA	The Real Cost: ENDS W1	Magic
96	34	FDA	The Real Cost: ENDS W1	Magic
97	35	FDA	The Real Cost: ENDS W1	Magic
98	36	FDA	The Real Cost: ENDS W1	Magic
94	37	FDA	The Real Cost: ENDS W1	Magic
88	38	FDA	The Real Cost: ENDS W1	Magic
59	39	New Mexico Department of Health	VAPE	MHS Vape and Cigarettes
22	40	FDA	The Real Cost: ENDS W2	My Vaping Mistake

24	41	FDA	The Real Cost: ENDS W2	My Vaping Mistake
25	42	FDA	The Real Cost: ENDS W2	My Vaping Mistake
	43	FDA	The Real Cost: ENDS W2	My Vaping Mistake
	44	FDA	The Real Cost: ENDS W2	My Vaping Mistake
	45	FDA	The Real Cost: ENDS W2	My Vaping Mistake
	46	FDA	The Real Cost: ENDS W2	My Vaping Mistake
	47	FDA	The Real Cost: ENDS W2	My Vaping Mistake
62	48	Tobacco Free CA	Nicotine = Brain Poison	Nicotine = Brain Poison
63	49	Tobacco Free CA	Nicotine = Brain Poison	Nicotine = Brain Poison
83	50	Truth Initiative	Not identified	Sweet Clouds
65	51	Tobacco Free CA	Nicotine = Brain Poison	Nicotine = Brain Poison
66	52	Tobacco Free CA	Nicotine = Brain Poison	Nicotine = Brain Poison
67	53	Tobacco Free CA	Nicotine = Brain Poison	Nicotine = Brain Poison
68	54	Tobacco Free CA	Nicotine = Brain Poison	Nicotine = Brain Poison
26	55	FDA	The Real Cost: ENDS W2	Nicotine Addiction Isn't Pretty
28	56	FDA	The Real Cost: ENDS W2	Nicotine Addiction Isn't Pretty
29	57	FDA	The Real Cost: ENDS W2	Nicotine Addiction Isn't Pretty
101	58	FDA	The Real Cost: ENDS W2	Possessed
60	59	South Dakota Department of Health	Rethink Tobacco	Rethink Tobacco
	60	FDA	The Real Cost: ENDS W2	E:Rick and Morty
57	61	New Hampshire Department of Health and Human Services	Save Your Breath	Save Your Breath

58	62	New Hampshire Department of Health and Human Services	Save Your Breath	Save Your Breath
32	63	FDA	The Real Cost: ENDS W2	Scary Enough
99	64	FDA	The Real Cost: ENDS W2	Science Experiment
1	65	Alaska Department of Health and Social Services	Spit game	Spit game
2	66	Alaska Department of Health and Social Services	Spit game	Spit game
3	67	Alaska Department of Health and Social Services	Not identified	Tobacco Controls
104	68	FDA	The Real Cost: ENDS W2 E:WWE	
105	69	FDA	The Real Cost: ENDS W2 E:WWE	
NA	70	UNC	ME RCT	UNC_ControlAds
NA	71	UNC	ME RCT	UNC_ControlAds
NA	72	UNC	ME RCT	UNC_ControlAds
	73			Ditch Juul
	74	Truth Initiative	Ditch Juul	
	74			Ditch Juul
	77	Truth Initiative	Ditch Juul	
	75			Ditch Juul
	79	Truth Initiative	Ditch Juul	
	76	Truth Initiative	Ditch Juul	Ditch Juul
	77	Truth Initiative	Safer ≠ Safe	Safer ≠ Safe
	78			Safer ≠ Safe
	70	Truth Initiative	Safer ≠ Safe	
	79	Truth Initiative	Safer ≠ Safe	Safer ≠ Safe
	80			Safer ≠ Safe
	76	Truth Initiative	Safer ≠ Safe	

81	Truth Initiative	Safer ≠ Safe	Safer ≠ Safe
82			Tested On Humans
	Truth Initiative	Tested On Humans	
83			Tested On Humans
	Truth Initiative	Tested On Humans	
84			Tested On Humans
75	Truth Initiative	Tested On Humans	
85			Tested On Humans
	Truth Initiative	Tested On Humans	
86			Tested On Humans
84	Truth Initiative	Tested On Humans	
87			Trash Talking Trash
85	Truth Initiative	Not identified	
88	Truth Initiative	Not identified	Trash Talking Trash
89	FDA	The Real Cost: ENDS W2	Nicotine Addiction Isn't Pretty

OK to show participants more than 1 ad in concept?	TitleShort	30Sec	15Sec	Downloaded
N	Don't Juul	1		Yes
N	Formaldehyde	1		Yes
N	Popcorn Lung	1		Yes
N	The Vape Virus	1		Yes
N	Vapehead	1		Yes
N	Vaping Isn't Cute	1		Yes
N	1 Pod = 20 Cigarettes		1	Yes
N	Knowledge empowers	1		Yes
N	Not Harmless Water Vapor	1		Yes
N	Clown		1	Yes
N	Maggot		1	Yes
N	Vapes and Cigarettes: Get the Facts		1	Yes
N	Don't Get Stuck, Live Vape Free	1		Yes
N	Nicotine Sucks You In		1	Yes
N	Peer Pressure. Flavor Trap. Addiction.		1	Yes
N	To Flavored Vape Liquids		1	Yes
N	Vape Flavors Suck You In	1		Yes
N	Vaping - Don't Get Sucked in to the Addiction		1	Yes

N	Vaping Sucks.	1		Yes
N	Can Vaping Change Your Brain?		1	Yes
N	Can Vaping Put Metal Particles In Your Lungs?		1	Yes
N	Does Vaping Cause Irreversible Lung Damage?		1	Yes
N	Does Vaping Contain Cancer Causing Chemicals?		1	Yes
N	How Quickly Can Nicotine Reach Your Brain?		1	Yes
N	Vaping Is An Epidemic	1		Yes
N	Vaping Is An Epidemic, And You Can Get It From A Friend		1	Yes
N	Why Is Vaping An Epidemic?		1	Yes
N	Pool Vignette	1		Yes
N	ReHacked	1		Yes
N	Josh	1		Yes
N	Do Vapes Contain Toxic Metals?	1		Yes
N	1950	1		Yes
N	HeadRub	1		Yes
N	Nah		1	Yes
N	Scream		1	Yes
N	Stunned		1	Yes
N	Supercut	1		Yes
N	Taxi	1		Yes
N	Student Created Marketing	1		Yes
Y	Chloe	1		Yes

Y	Isaak	1		Yes
Y	Max	1		Yes
Y	Danny	1		Yes
Y	Henry	1		Yes
Y	Amanda	1		Yes
Y	Alexander	1		Yes
Y	Dalton	1		Yes
N	Addition	1		Yes
N	Anxiety	1		Yes
N	Sweet Clouds	1		Yes
N	Irritability	1		Yes
N	Mood swings (High school kid)	1		Yes
N	Mood swings (Middle school kid)	1		Yes
N	The Fallout	1		Yes
N	Athletics	1		Yes
N	Bathroom	1		Yes
N	Purse	1		Yes
N	Possessed	1		Yes
N	Think Vaping is Harmless?		1	Yes
N	Rick and Morty build a Metal Mecha Rick Suit	1		Yes
N	More Than Mango - Summer 2020		1	Yes

N	We Can See Through Their Lies	1	Yes
N	The Facts About Vapes Are Scary Enough	1	Yes
N	Science Experiment	1	Yes
N	Spit game, not clouds_1	1	Yes
N	Spit game, not clouds_2	1	Yes
N	Tobacco Controls	1	Yes
Y	Fox Vignette 2021	1	Yes
Y	USA Vignette 2020	1	Yes
N	Vape Def	1	Yes
N	Vape Farm	1	Yes
N	Vape Man	1	Yes
N	DITCH JUUL	1	Yes
N	MoBamba	1	Yes
N	Pool	1	Yes
N	Sam Grubbs	1	Yes
N	4x	1	Yes
N	Am I A Puppet?	1	Yes
N	Boat Horn	1	Yes
N	Mind Blown	1	Yes

N	Puppet ASMR		1	Yes
			1	
N	Breaking News CEO			Yes
			1	
N	Cupcake the Hamster Against JUUL			Yes
			1	
N	Doug the Pug Against JUUL			Yes
			1	
N	Rich Dog Against JUUL			Yes
			1	
N	The March Against JUUL			Yes
			1	
N	Trash Thank You			Yes
			1	
N	Trash Compost			Yes
			1	
N	Skateboard			No
			1	

Link to ad/source of ad	Link on vapingprevention.org
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<https://vimeo.com/347579639> <https://vapingprevention.org>

<https://vimeo.com/270256><https://vapingprevention.org>

<https://vimeo.com/288035><https://vapingprevention.org>

<https://vimeo.com/375982783> <https://vapingprevention.org>

<https://vimeo.com/277204778> <https://vapingprevention.org>

<https://vimeo.com/365880515> <https://vapingprevention.org>

<https://www.youtube.com/><https://vapingprevention.org>

<https://www.youtube.com/>

<https://www.youtube.com/><https://vapingprevention.org>

[PE Copy-Test Research on Vimeo](#)

[PE Copy-Test Research on Vimeo](#)

<https://www.youtube.com/><https://vapingprevention.org>

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<https://youtu.be/J9vuo5wy> <https://vapingprevention.org>

<https://youtu.be/Wkl5GsA2><https://vapingprevention.org>

<https://youtu.be/nVQDQvQ><https://vapingprevention.org>

<https://youtu.be/HGGHOIH><https://vapingprevention.org>

[https://
https://www.youtube.com/vapingprevention.org/
gallery/1136](https://www.youtube.com/vapingprevention.org/gallery/1136)

<https://www.youtube.com/https://vapingprevention.org/>

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https://www.youtube.com/vapingprevention.org/
gallery/254](https://www.youtube.com/vapingprevention.org/gallery/254)

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[https://
www.youtube.com/watch? https://vapingprevention.org/
v=TBZsPup4m4A&t=15s](https://www.youtube.com/watch?v=TBZsPup4m4A&t=15s)

[https://
https://youtu.be/zYuyS1OqIhttps://vapingprevention.org/
gallery/193](https://youtu.be/zYuyS1OqIhttps://vapingprevention.org/gallery/193)

https://youtu.be/SskqJ_gNFhttps://vapingprevention.org/

<https://youtu.be/3pXs2sipKhttps://vapingprevention.org/>

[Wave 2 Extension via Custodianship](#)
[PE Copy-Test Research on Vimeo](#)

[Wave 2 Extension via Custodianship](#)

https://youtu.be/q3r_Y9MV

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<https://youtu.be/njKN8Evv4https://vapingprevention.org/>

[https://
https://www.youtube.com/vapingprevention.org/
gallery/218](https://www.youtube.com/vapingprevention.org/gallery/218)

<https://www.youtube.com/vapingprevention.org/gallery/220>

<https://www.youtube.com/vapingprevention.org/gallery/219>

<https://youtu.be/Kzak-UTQz>

<https://youtu.be/OmTPMO4>

<https://youtu.be/6iTXYhjQ4>

<https://youtu.be/P9MOoY64>

<https://youtu.be/C1Kvseb5c>

<https://youtu.be/RTQg0JoXN/A>

<https://www.youtube.com/N/A>

<https://www.facebook.com/vapingprevention.org>

<https://www.youtube.com/N/A>

<https://www.youtube.com/N/A>

https://youtu.be/v2_4Qs5V4

<https://youtu.be/LcymD3nh4>

<https://youtu.be/Q82glkyRc>

<https://youtu.be/bWVS82h4>

https://youtu.be/8BdK_6cU

[Wave 2 Flagship on Vimeo](https://www.youtube.com/vapingprevention.org)

<https://www.youtube.com/vapingprevention.org>

[Rick and Morty build a Meta](https://youtu.be/X2yibQ1vr)

<https://youtu.be/X2yibQ1vr>

<https://youtu.be/G-csWYihE>
vapingprevention.org/gallery/927

<https://youtu.be/jIHF0khyeI>

[PE Copy-Test Research on Vimeo](#)

<https://www.facebook.com><https://vapingprevention.org>

<https://www.facebook.com><https://vapingprevention.org>

<https://www.youtube.com/><https://vapingprevention.org>

[Wave 2 Extension via Custor](#)

[Wave 2 Extension via Custor](#)

<https://vimeo.com/manage>N/A

<https://vimeo.com/manage>N/A

<https://vimeo.com/manage>N/A

<https://www.youtube.com/><https://vapingprevention.org>

<https://www.youtube.com/watch?v=C2aL0YddoMA>
<https://vapingprevention.org>

<https://www.youtube.com/watch?v=T-D334MgSkU>
<https://vapingprevention.org>

https://www.youtube.com/watch?v=4ikOjZ_qhCo
<https://vapingprevention.org>

<https://www.youtube.com/><https://vapingprevention.org>

<https://www.youtube.com/watch?v=hcoaHBd6wYE>
<https://vapingprevention.org>

<https://www.youtube.com/watch?v=uUG548ISycU>
<https://vapingprevention.org>

<https://www.youtube.com/watch?v=WdhDTDAJJrQ>
<https://vapingprevention.org>

<https://nam04.safelinks> <https://vapingprevention.>

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%2B0%3D&reserved=0 <https://vapingprevention.>

[https://www.ispot.tv/ad/
ZTJA/truth-help-quitting-
vaping-featuring-doug-the-
pug](https://www.ispot.tv/ad/ZTJA/truth-help-quitting-vaping-featuring-doug-the-pug)

oiMC4wLjAwMDAiLCJQljo
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bxZaiDUeXowDqa27aowu
wYCPig%2F%2Fw8yNs

%2B0%3D&reserved=0 <https://vapingprevention.>

<https://www.facebook.com><https://vapingprevention.>

<https://www.youtube.com>/<https://vapingprevention.>

<https://www.youtube.com>/<https://vapingprevention.>

<https://vimeo.com/showcas>

Data			Totals
Sum of 15Sec	Sum of 30Sec	Number of Ads	
34	55		89
15	30 Ad length		
510	1650 Total Time (seconds)		
8.5	27.5 Total Time (minutes)		36

Source	Data	
	Sum of 15Sec	Sum of 30Sec
Alaska Department of Health and Social Services	2	1
Alaska Native Tribal Health Consortium	1	2
Anne Arundel County Department of Health		1
FDA	12	27
Hawai'i Public Health Institute		6
Maine Department of Health and Human Services	4	2
Massachusetts Department of Public Health	1	
New Hampshire Department of Health and Human Services	2	
New Mexico Department of Health		1
South Dakota Department of Health	1	
Tobacco Free CA		6
Truth Initiative	11	6
UNC		3
Total Result	34	55

Concept	Data	
	Sum of 15Sec	Sum of 30Sec
808NoVape		6
ANTHC:Vaping	1	2
Braintrolled	2	
Different products. Same dangers.	1	
Ditch Juul	3	1
Don't get stuck, live vape free		1
Don't get sucked in	4	2
Epidemic	7	1
Fandom		1
Hacked		1
Hudl		1
Macroscopic Metals		1
Magic	3	4
MHS Vape and Cigarettes		1
My Vaping Mistake		8
Nicotine = Brain Poison		6
Nicotine Addiction Isn't Pretty		4
Possessed		1
Rethink Tobacco	1	
Rick and Morty		1
Safer ≠ Safe	3	2
Save Your Breath	2	
Scary Enough		1
Science Experiment		1
Spit game	2	
Sweet Clouds		1
Tested On Humans	4	1
Tobacco Controls		1
Trash Talking Trash	1	1
UNC_ControlAds		3
WWE		2
Total Result	34	55