

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 |

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|-----|----|---|----------------------------------|-------------------------|
| 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 |

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|-----|----|---|-------------------------|---------------------------------|
| 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 |

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|---|---|---|---|-----|
| 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 |
|-------------------------|------------------------------|
|-------------------------|------------------------------|

<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>

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

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

<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/>

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

[https://
https://www.youtube.com/vapingprevention.org/
gallery/252](https://www.youtube.com/vapingprevention.org/gallery/252)

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gallery/251](https://www.youtube.com/vapingprevention.org/gallery/251)

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

[Wave 2 Extension via Custod](#)

https://youtu.be/q3r_Y9MV

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

<https://youtu.be/njK8Evv4https://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>

<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)

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

[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.>

oiMC4wLjAwMDAiLCJQljo
V2luMzliLCJBTil6Ik1haWwi
LCJXVCI6Mn0%3D

%7C3000&sdata=j69192QR
bxZaiDUeXowDqa27aowu
wYCPig%2F%2Fw8yNs

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

oiMC4wLjAwMDAiLCJQljo
V2luMzliLCJBTil6Ik1haWwi
LCJXVCI6Mn0%3D

%7C3000&sdata=j69192QR
bxZaiDUeXowDqa27aowu
wYCPig%2F%2Fw8yNs

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

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

oiMC4wLjAwMDAiLCJQljo
V2luMzliLCJBTil6Ik1haWwi
LCJXVCI6Mn0%3D

%7C3000&sdata=j69192QR
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 |