

A close-up photograph of three young people smiling and posing for a photo. The person on the left is a young man with a wide smile, wearing a brown jacket over a light blue shirt. The person in the middle is a young woman with a wide, open-mouthed smile, wearing a dark top. The person on the right is a young man with a wide smile, wearing a red and white plaid shirt. They are all looking towards the camera. A blue banner is overlaid on the bottom half of the image, containing text.

# *Refined Brand & Non-Trier Campaign Strategic Concepts*

*RESEARCH STIMULI*

A diverse group of approximately 15 students is posing on a red metal railing in front of a brick school building. The students are dressed in casual attire, including hoodies, jackets, and jeans. They are arranged in a line, with some sitting on the railing and others standing behind them. The background shows a brick building with arched windows and a paved area with yellow double lines. A blue banner is overlaid on the bottom left of the image.

***STRATEGIC CONCEPTS***  
***Day 2- NON-TRIER***

## *Concept A:*

### *We've Moved On From Cigarettes*

**More than 80% of teens have said no to cigarette smoking – it's at its lowest point in generations.**

**You are smarter than previous generations and see cigarettes for what they are— a deadly holdover from the past. You know smoking means you're controlled by tobacco and puts your future at risk. So maybe it used to be cool to smoke, but it definitely isn't now.**

***Research Note:*** *Probe on right terminology to express something being not cool anymore (e.g. so over, lame, etc). How would teens express.*

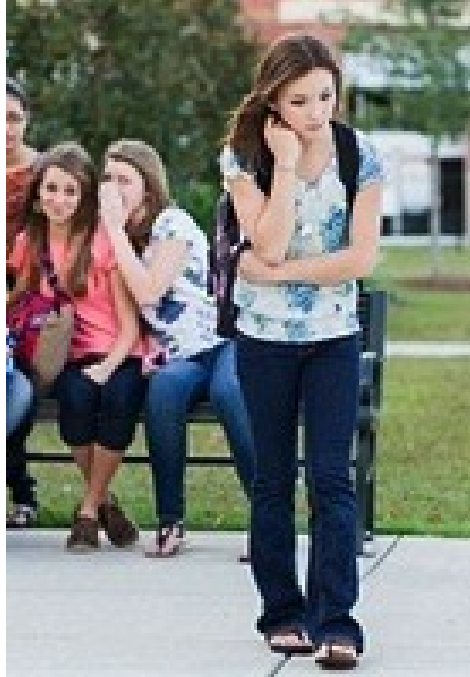


## *Concept B:*

# *Friendship Is About More Than Cigarettes*

**Some of your friends smoke, worried that you'll lose them if you don't too?**

**Friendships are based on more than just smoking together. Cigarettes can permanently change your life by causing you to lose your taste buds, stunting your growth, creating fertility issues, and making you vulnerable to cancer later in life. Your friends will be cool if you don't want to smoke - and they'll still be your friends.**



**JUDGEMENT**



## *Concept C:*

# *Smoking Is A Fake Solution To Fitting In*

**School can be tough, but finding a group of friends makes it easier to get through.**

**Think cigarettes will help you make friends? Cigarettes will give you cancer.**

**Think cigarettes will make you look more grown up? They actually stunt your growth.**

**Think they will help you look cool? How about those yellow teeth and fingers?**

**So what are you really getting from cigarettes?**



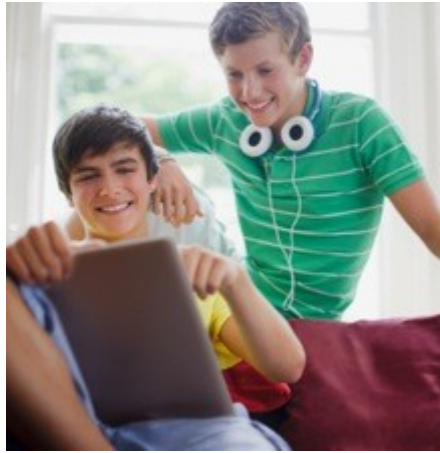
## *Concept D:*

### *Tobacco Makes You Gross*

**Do you think what you wear and how you look is important?**

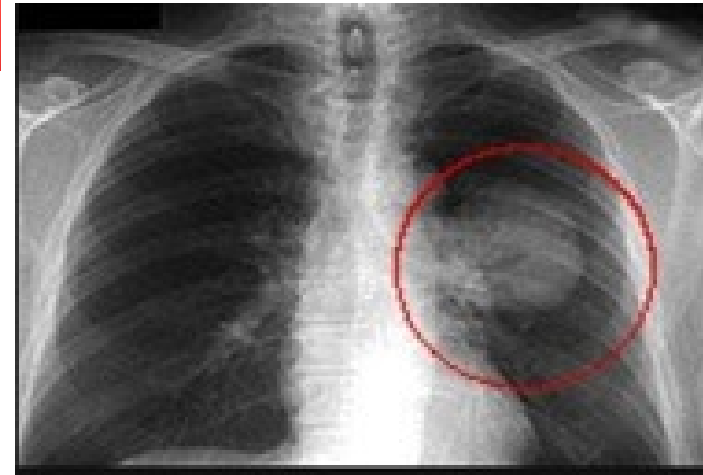
**How would you like to be that kid, the one who has yellow-stained fingers, patchy skin, bad teeth, and coughs all the time? Or the one who has bad breath and, you know, stinks? Tobacco does all that. Isn't people thinking you are gross the last thing you want?**

***Research Note:*** Probe on right terminology to express “gross”. Consider probing on “wrinkles”.



# ***Consequences of Tobacco Use***

ADDITIONAL MOODBOARD PROBING ON HEALTH CONSEQUENCES





***STRATEGIC CONCEPTS***  
***Day 3- BRAND***

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# *Concept A: Be Bigger Than a Cigarette*

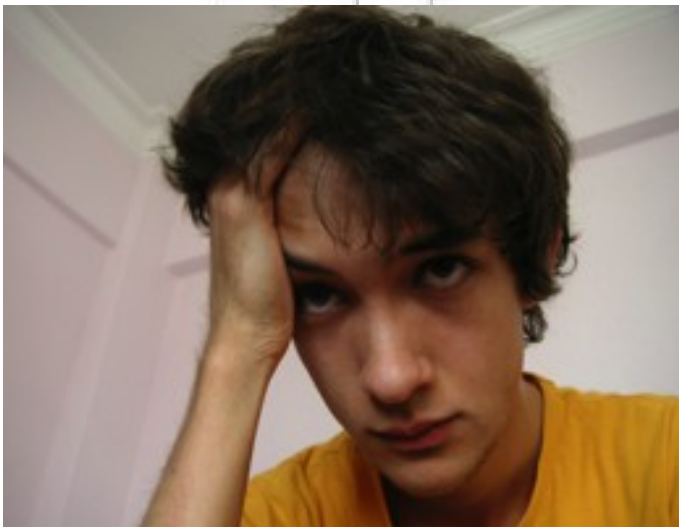
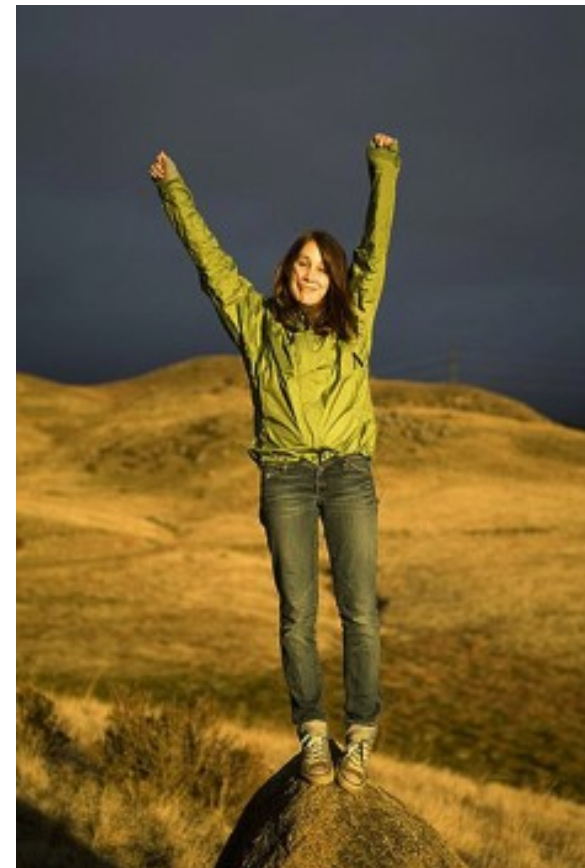
**Four inches. Not really that big, right? But every year cigarettes cause people to pay the ultimate price because they could never overcome their need for that small thing between their fingers. Don't let that tiny thing take anything from you. You're bigger than that.**



## *Concept B:*

# *Smoking Sucks, You Don't Have To*

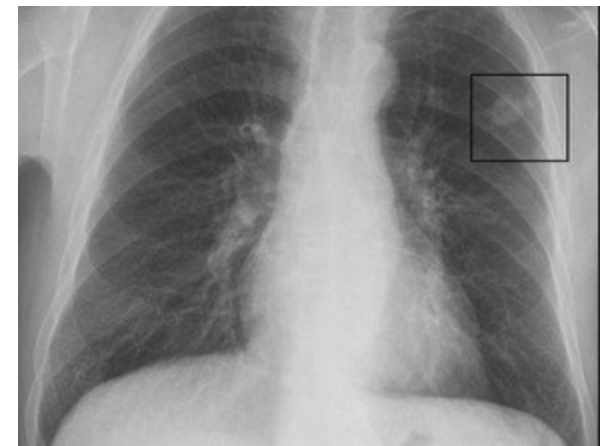
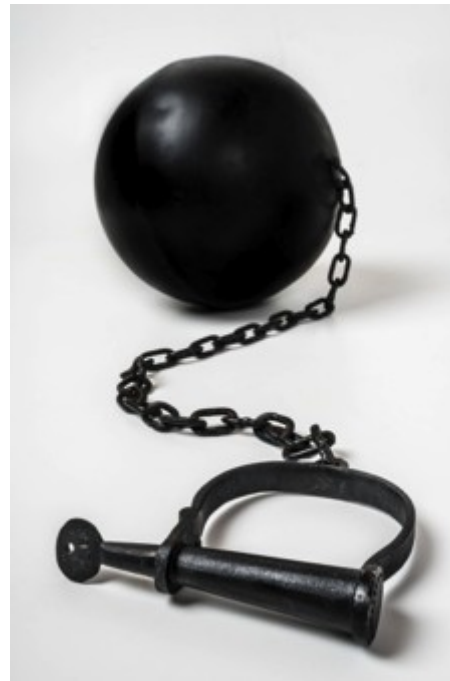
**Think your life is tough? Smoking isn't going to make it better. Every day teens who thought "it's just one cigarette, once in a while" become regular smokers, losing control to smoking and signing themselves up for major health issues. Don't let smoking make your life get worse.**



## *Concept C:*

# *Don't Let Cigarettes Tell You What To Do*

**Between school, friends and family, your problems are very real. But cigarettes are not the answer. Cigarettes not only take your health, they take control away from you. You think things are tough now, just wait until cigarettes start telling you what to do.**



*Concept D:*

## *Don't Let Tobacco Label You*

**You are your own person. But tobacco takes that away from you. You can start to lose control to tobacco after just a small amount of use. Become who you want to become, don't lose yourself to tobacco.**



**HELLO I'M**

What I  
decide

