What died in my mouth?

Saving Young Invincibles from Tobacco Addiction
Public Health in the Rockies Conference // September 14, 2016
Agenda

- Project goals & unique approach to audience segmentation
- Tactics for reaching young adults
- Project outcomes
Project Goals & Audience Segmentation
Project Objectives

What We Wanted to Achieve

Educate young adults on what it means to be a social smoker
Interrupt progression of tobacco use

Get young adults to smoke less and less...until they don’t
smoke at all

Find the ideal recipe – the right messages and approaches to
make significant inroads with this audience
Rationale

Why Young Adults (YAs)? Why Now?

This is a critical age
- Opportunity to stop the progression of tobacco use
- More likely to make behavior changes around key milestones

YAs in Colorado are not actively being targeted or reached
- No widespread campaigns to engage them
- No good tools or resources for them
Audience

Who They Are

18-29 year olds, millennials

Primary focus is non-college (STW)

- Largest numbers work in service and labor jobs
- Generally lower income, though some do work in high paying jobs
- Always connected through social media, online video and audio

Focus on Thrill-seeking Socializers and Stoic Individuals
Thrill-seeking Socializers
Stoic Individuals
Considerations & Insights

YA perceptions of their relationship to tobacco
- Not a “smoker” so don’t need to “quit”
- Smoking is part of partying/hanging out
- Smoking breaks down social barriers
- Don’t fully recognize the power of addiction
- Not as concerned about long-term health impacts
Tactics for Reaching Young Adults
Tactics

Created new YA advertising campaigns
Launched EnoughWithThePuff.com
Launched new social media channels
Produced library of YA content
Influencer engagement
Created New Young Adult Campaigns

Approach

Conducted **audience research and focus groups** to identify messages, perceptions and drivers to support prevention / cessation with denier audience

Developed two campaigns based on additional secondary research: After-party Animals and Snarky Cards

- Values, attitudes and lifestyles based approach (VALs)
After Party Animals

Thrill-seeker Advertising Campaign

This is Mister Phlegm Ball.

You have Tobacky Tongue.

It's like you woke up in Satan's armpit.

See and share your After-Party Animal.

AfterPartyAnimals.com
After Party Animals – Quiz

Take the Quiz: After a fun night out, why do I feel like crap?

AGAINST MY BETTER JUDGMENT LAST NIGHT:

1. I streaked solo through the neighborhood
2. I wolfed down a greasy burrito at 3 a.m.
3. I awkwardly locked lips with my workmate

Answer these questions to reveal your After Party Animal:

I feel great!

This is your After-Party Animal:

Beast of Shame

Last night’s party licks are coming back to haunt you. What with that massive headache and sore throat, you better just go back to bed. But first, find out what actual animal might suit you.

Share Your Animal
Snarky Cards

Stoic Advertising Campaign

1. Puke starts to collect in my mouth.
2. Congratulations, Prince of Phlegm.
3. He goes nuts with that cheap body spray.
4. I’m sure some people love the aroma of decaying mongoose.
5. Sorry your girlfriend dumped you.
6. We might be more tantalizing if we went dumpster diving instead.
**Snarky Cards – Quiz**

**Take the Snarky Survey**

Life really sucks when:

- My favorite seat is accidentally sent to mom
- There's no bubble wrap, or paper products of any sort
- A huge hit pops up out of nowhere on Friday night

Answer these 1 2 3 questions to share the snark

**Choose Your Snarky Card**

- House
- Lizard
- Alien
- Green Face
- Cat
- Mug
Implemented Paid Media

Advertising Buy Details

Targeted Stoic and Thrill-seeker websites and networks

Digital-only campaign (95% digital, 5% offline)

Heavy social media focus

Lots of video!
Enough with the Puff

Ways To Deal
Slippery Slope
Smoking Is Not A Party
Any Smoking Is Smoking
Ready To Stop Smoking

You Know You're a Smoker When...

10 Facebook Posts that Make You Want to Unfriend Someone

Social Smoking Is a Slippery Slope
Social Media
Influencer Campaign

Engaged and Activated Online Influencers

Worked with Colorado-based influencers to share campaign messages through their social media channels

Influencers created original content (2-3 posts) promoting the campaign and EWTP promise
Influencer Campaign

Engaged and Activated Online Influencers
Influencer Campaign

Engaged and Activated Online Influencers

@sarakateee

Go make the promise everyone! youtu.be/lQYx4iT5vo?a #dontbeabummer
1:09 PM - 24 May 2016

2 RETWEETS   6 LIKES

Sara Kate

#DontBeABummer Have a second? Take the time to read this post. I’m promising to never be a social cigarette smoker. If you are not aware of what social smoking is, it’s when someone that doesn’t consider themselves a smoker, smokes in certain social environments. I think a smoker is a smoker, no exceptions. Smoking is one of the worst habits a person can have. I never want to be a part of that. Not only is it an unattractive habit, it’s awful for your health. You’re also causing harm to the people standing around you that inhale your second hand smoke from cigs. So check out the link in my bio to the @enoughwiththepuff #DontBeABummer promise and take part in the campaign. Stay tuned to my YouTube channel for more posts on this campaign (including a visit to the campaign mural painted by local artists in...)
11:40 AM - 3 Jun 2016

4 RETWEETS   10 LIKES
Influencer Campaign

Engaged and Activated Online Influencers
Influencer Campaign

Engaged and Activated Online Influencers

semisweettooth Such a great campaign! Love this message!

bitesizeblonde Awesome idea. I smoked for 10 years and now they gross me out. Can't believe I did it. My kids better never.

marcheta07 I started smoking around 14 and quit when I was 27 started running at 28 almost 29. It was hard!! It's still hard some days. It's been 5 years today!!! I don't know about altitude living in east Texas but humidity sucks....definitely wish I had never tried smoking but so glad I quit. I can't stand to smell them now!

runtothefinish @marcheta07 huge props for quitting I know it's crazy hard from many friends!

polishedavenue Pretty smile and Denver being cigarette free would be a dream!

foodpleasurehealth smoking is disgusting and bad yet, it is so hard to get people get out of that habit :(

healthylivingdreams That is amazing Cristina!! What a great cause to be apart of!
Outcomes

Paid Media

8.4M PAID MEDIA IMPRESSIONS
.12% CLICK THROUGH RATE
1.4M SOCIAL MEDIA REACH
5K SOCIAL MEDIA INTERACTIONS
5K UNIQUE SOCIAL MEDIA USERS
53K VISITS TO WEBSITE FROM 45K UNIQUE PEOPLE
4K QUIZ COMPLETIONS
230K INFLUENCER IMPRESSIONS
21K ENGAGEMENT FROM INFLUENCER CAMPAIGN
Outcomes

Influencer

Nearly 250,000 impressions

Over 23,000 engagements

Promising preliminary results show that people engaged through influencers have more meaningful and candid conversations about the issue with people they trust

Brings a level of credibility unmatched by paid/owned media