truth #FinishIT campaign: hijacking culture to reduce tobacco use
agenda

• leveraging the power of our digital native audience
• hijacking culture to further de-normalize tobacco use
• assessing impact
complementing other campaigns

Key Attitudinal Constructs

- Anti-Tobacco Social Movement
- Independence from Tobacco
- Anti-Tobacco Industry Sentiment
- Anti-Smoking Imagery
- Unacceptability of Social Smoking
THIS GENERATION:
SOCIAL MEDIA GIVES THEM POWER...
AND THEY’RE EAGER TO MAKE A DIFFERENCE FOR CAUSES THEY BELIEVE IN.
"You can’t be powerful if you don’t know you’re powerful, you have to be able to use it.”
—Luke, 17, Detroit

"Maybe I’d join a movement if it was already started, but that’s the problem because everyone else is thinking the same thing!"
—Ian, 20, Montana
using culture

Tobacco is not considered a societal problem by many in our audience.

However, nothing is more important to a young person than their perceived attractiveness / desirability.

Music is also a very important cultural passion point.

The ad premiered during the Grammy's, and the longer-format video placed across digital sites.

The hook: connect Swiping Left, a digital act of rejection, with smoking selfies on dating sites.
placement
audience response

#1 trending topic on Twitter globally twice and in the U.S. once in one night

#3 trending topic on YouTube

- The two videos that were more popular were a Jimmy Fallon skit and a music video by Sam Smith who won 4 Grammy awards that night
My girls Becky G & Fifth Harmony on the #LeftSwipeDat commercial 😊😌 //= = 🎉
@gracehelbig rapping tho...I love it!! 🏆 #awesome #LeftSwipeDat
Girls who smoke go from a 10 to a 2 🚬🚫🚫

You gotta 💣 #Truth 🗣️

Just watched 💎 thetruth 😈 #LeftSwip

The #LeftSwipeDat commercial was better than all of the Superbowl commercials 🎫

Just saw 💥 the commercial it was pretty awesome to see him #LeftSwipeDat I laughed 🎉

The #LeftSwipeDat commercial was great. 😏

#LeftSwipeDat commercial is marketing done the right way. Kudos. ✔️
And it made me laugh. 🤗

Just saw the #LeftSwipeDat commercial and I replayed it like 7 seven times. I must memorize it lbs 🤷‍♂️👉👌

She Wants The D 🌹 @Divina_DaSilva

Just seen the latest TRUTH commercial with @KingBach @Alphacat & @Traphik i was bumpin to it! #LeftSwipeDat
Teens don’t think that smoking has any impact on their daily lives.

Smoking affects you in unexpected ways, whether you're a smoker or not.

Cats and dogs are twice as likely to get cancer if their owner smokes....
continuing the momentum

build awareness & engagement
Use the threat of a world without cat videos to dramatize just how much smoking sucks for everyone… people and pets.

hijack culture
Use the Grammys to connect secondhand smoke with pets; ignite the conversation and activate the usage of #catmageddon across a broad audience.

sustain momentum and influence KABs
Continue to emphasize secondhand smoke with pets and the connection to the movement.
SMOKING = NO CATS = NO CAT VIDEOS
Full article and graphics on community.petco.com (Ave monthly uniques ~85k)

Truth banner on Petco.com (Ave monthly uniques ~3MM)

Shared video on Petco’s Facebook
## Digital Campaign Metrics

<table>
<thead>
<tr>
<th></th>
<th>Video Views</th>
<th>Social Engagements</th>
<th>Unique Visits to thetruth.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>#CATmageddon</td>
<td>207,100,561</td>
<td>3,215,466</td>
<td>1,855,159</td>
</tr>
<tr>
<td>Left Swipe Dat</td>
<td>48,989,898</td>
<td>2,361,843</td>
<td>1,919,226</td>
</tr>
</tbody>
</table>
recognition

Awards
- Effie, Clio, Ogilvy
- New benchmark for engagement on Twitter
- One of Facebook’s best campaigns of the year
- Non-profit of the year
campaign evaluation

Formative Studies
Pre-Market Concept & Ad Testing Studies

Implementation Studies
In-Market Continuous Tracking

Outcome Studies
Truth Longitudinal Cohort
(TLC; n=14K)
summary of findings to date

78% of all youth and young adults can recall at least one truth ad

Higher frequency of self-reported ad exposure significantly related to increased attitudinal shifts & reduced intentions to smoke;

Higher GRPs significantly related to reduced intentions to smoke cigarettes; and

Digital ad exposure significantly related to increased attitudinal shifts.
thank you

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