

the truth methodology  
September 13, 2017  
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**truth<sup>®</sup>** is a nationally recognized youth brand that combats smoking among teens.

# BACKGROUND



Our mission: **Reduce the smoking rate to 0.**

Our approach: Give our audience the tools to **be the generation to end smoking.** Don't preach.

Our style: **Have fun.** Make noise. Be positive. **Do it with swagger.**

# THE CHALLENGE



Enormous success as an anti-brand using facts to expose that Big Tobacco's lies

But in today's data-rich, always connected, transparent world – the “facts” have a less revelatory impact

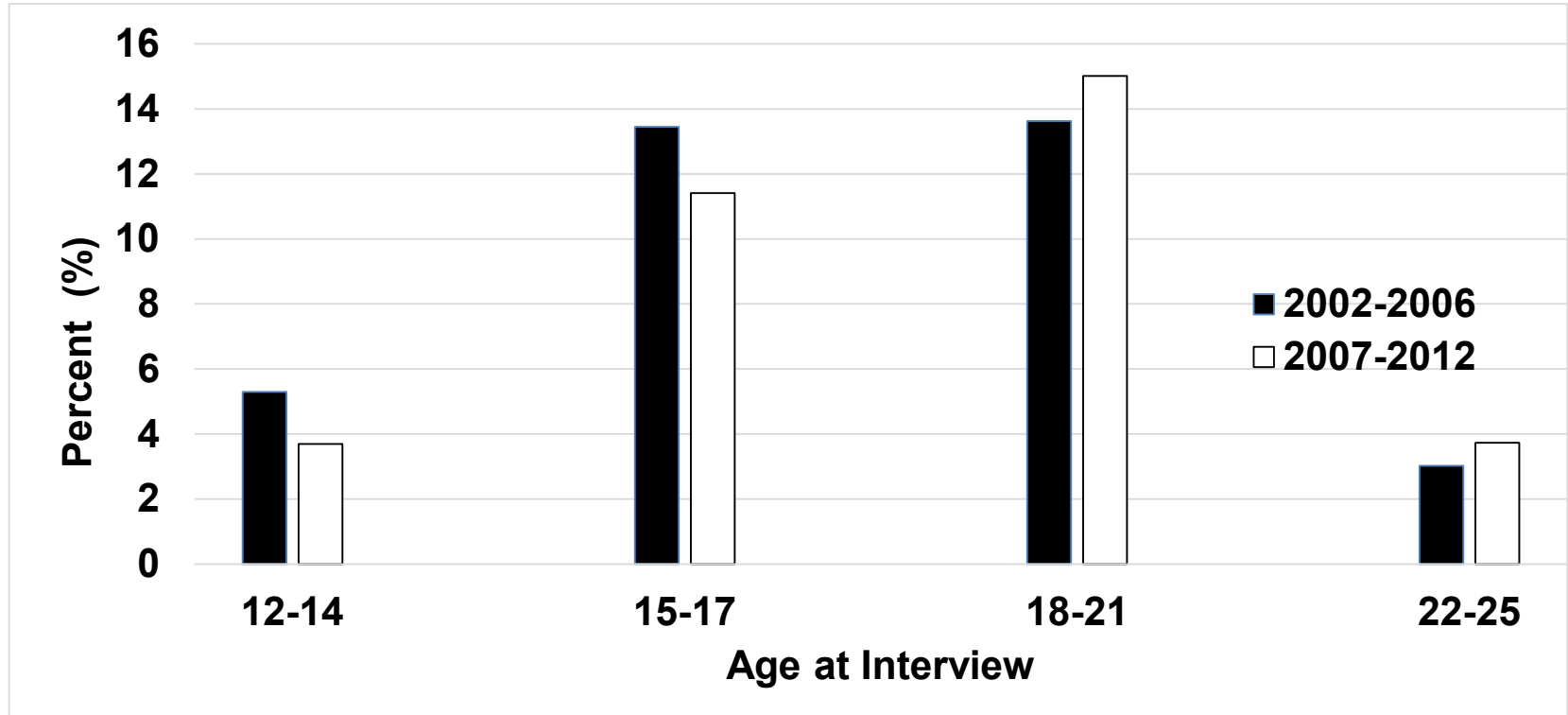
Elusive competition – less overt, but equally powerful

Proliferation of new products

Today's youth do not connect with brands in the same way previous generations once did

# SHIFTING AGE OF SMOKING INITIATION

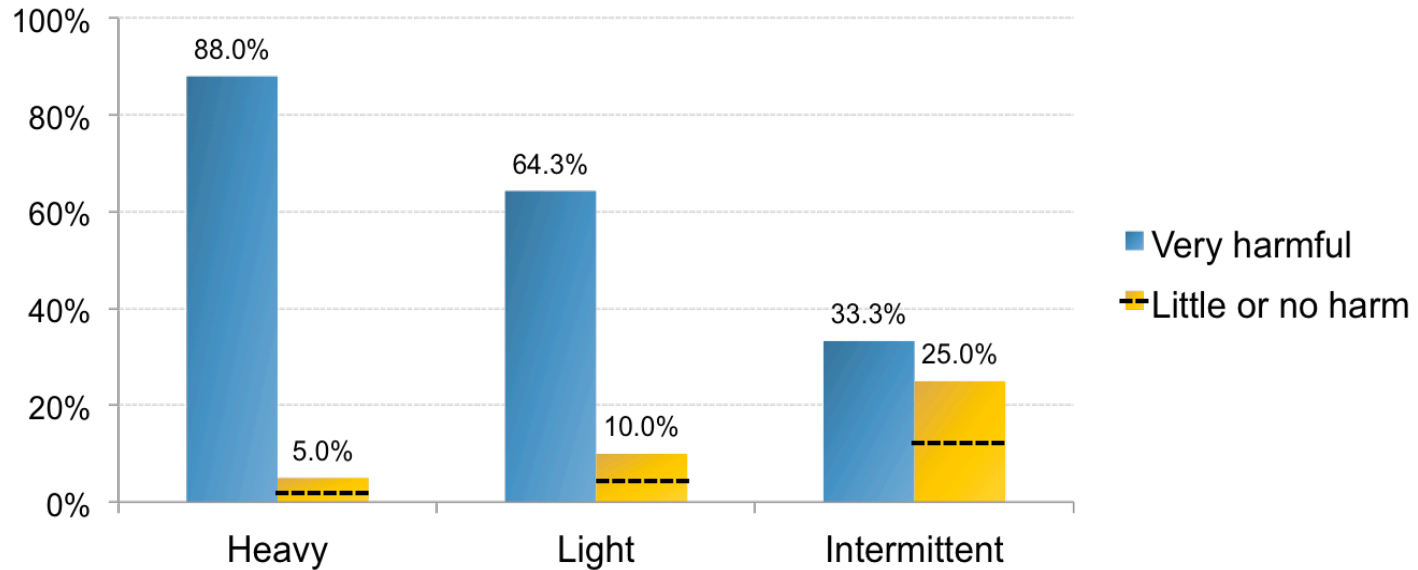
Smoking Initiation by Age and Time Period\*



\*NSDUH, 2002-2012

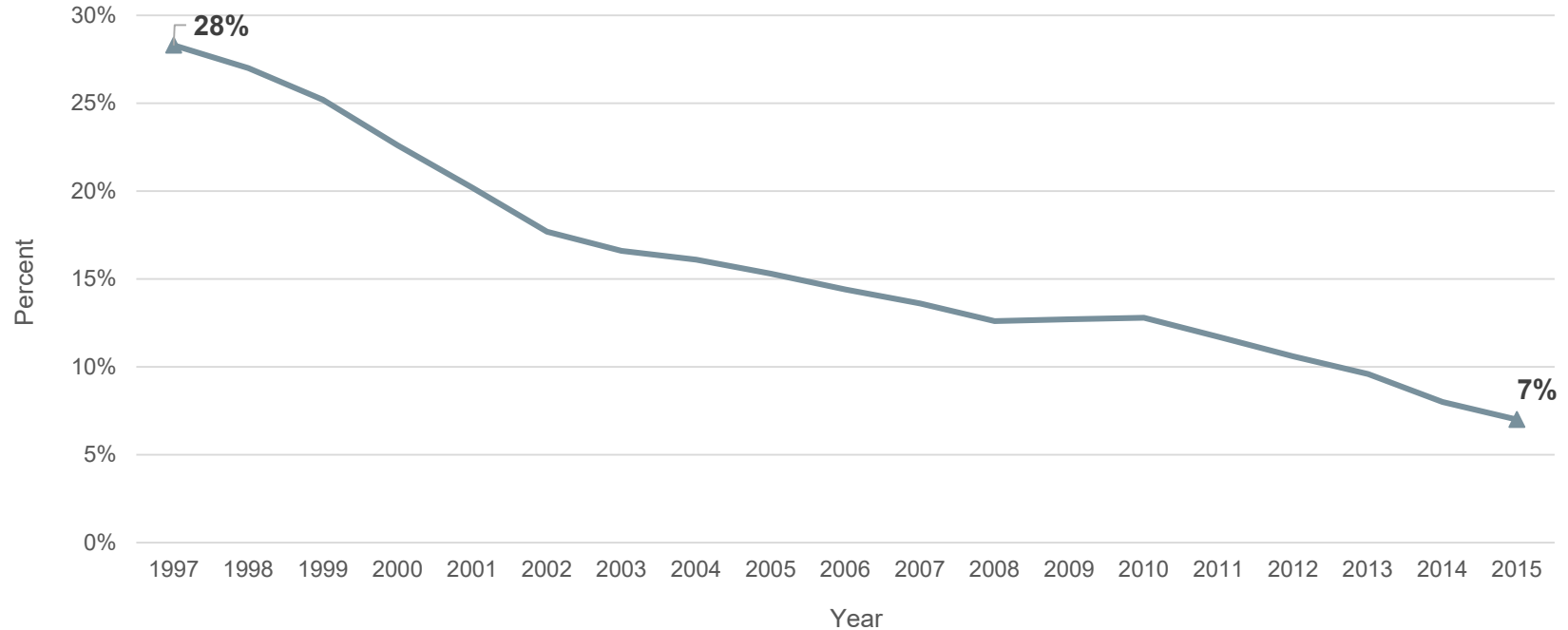
# SOCIAL ACCEPTABILITY OF LIGHT / INTERMITTENT SMOKING

Adolescents' perceptions of heavy, light, and intermittent smoking



# CIGARETTE USE

Past 30-Day Youth Cigarette Use: 1997-2015, MTF



Source: *Monitoring the Future Survey, 1997-2015*

\*Youth current smokers include those who report having smoked a cigarette in the past 30 days

\*\*All youth include 8th, 10th and 12th graders, combined





**RATHER THAN  
EXCLUSIVELY  
MESSAGING THE  
6% OF YOUNG  
PEOPLE WHO ARE  
STILL SMOKING...**

**6%**





- 15-21 year olds, of all ethnicities, who:
- are considering picking up their 1st cigarette and / or engaging in social smoking (cigarettes, hookah, little cigars)
  - are part of the 93%

Maintain focus on our aspirational 18 year old target

- They define success as:
- Making a positive impact on the world around them
  - Being affirmed by their peers

A composite image featuring three young people from the movie 'The Hot Chick' (2006). On the left is a young man with brown hair wearing a red and blue striped t-shirt. In the center is a young woman with blonde hair wearing a red top and a black jacket. On the right is a young man with dark hair wearing a black shirt with a colorful floral pattern. Overlaid across the center of all three is the text 'WE CAN BE THE GENERATION THAT ENDS SMOKING.' in a bold, white, sans-serif font.

**WE CAN BE THE GENERATION  
THAT ENDS SMOKING.**

# WHO WE ARE

One unified, ownable truth brand voice to communicate across all platforms, from social to experiential to broadcast. A singular voice will allow us to assert ourselves in culture as a Top 10 youth brand and empower this generation to end teen smoking for good and #FinishIT.

## truth IS....

EVERYONE against Big Tobacco

Pro non-smoking

All about having a good time

Irreverent, unexpected and fun

Provocative

Inclusive

Funny, clever

A brand, a movement, a revolution

Rooted in fact

## truth ISN'T

Smokers vs. non-smokers

Anti-smoking

About drinking or getting drunk (no alcohol images)

Goody-goody, preachy, judgmental

Taking itself too seriously

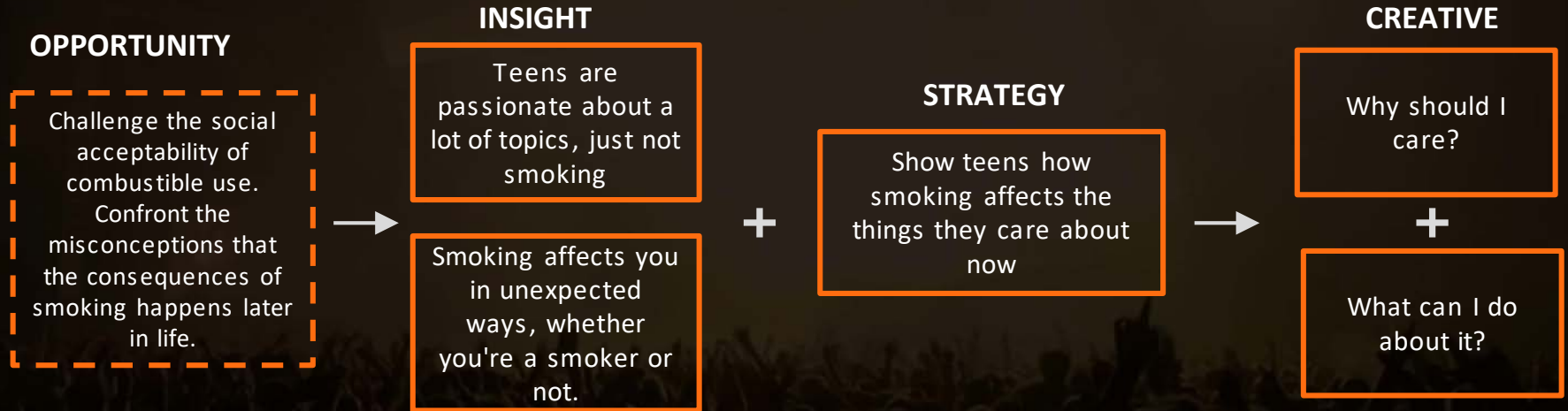
Hating on anyone because of their gender, race/ethnicity, religion, age, disability, national origin

Crass, overtly sexual, dirty, objectifying of women

a PSA, a commercial, a charity, non-profit, organization

Rooted in fear

# STRATEGIC FRAMEWORK



# AREAS MOST RELEVANT TO OUR AUDIENCE



Inspire them to “Be the generation that ends smoking” by connecting the impact of cigarettes (and tobacco) to the things that matter to them. Such as:

- Animals
- Environment
- Social Injustice
- Dating
- Future Financial Success



# OUR VOICE



## **EMPOWERING**

Non-judgmental and Positive. Inspires smokers and non-smokers alike to join the movement.

## **UNEXPECTED**

Tells you something you didn't know. Makes you say, "Did they just do that?!"

## **PROVOCATIVE**

Creates a visceral, emotional reaction. Incites action.

## **PUNK-ROCK**

Edgy, anti-establishment attitude. Not cute, parental or corpo.



# ONE VOICE ACROSS ALL CHANNELS

We dial our voice up or down depending on the channel, but it all feels like it's coming from the same person.

## TV

It's our broadest medium with a relatively short time to get Finishers' attention, so we need to be bold and concise.

## PAID DIGITAL

Less is more. Concise and let the pictures do the talking.

## SOCIAL

Social is more of a dialogue, so we are conversational to keep it fresh.

## THETRUTH.COM

We're speaking to a more captive audience who've come to us. We are entertaining but not at the expense of clarity.

# WHERE WE'VE BEEN



- ✓ Ignited a social movement
- ✓ Addressed the re-glamorization of smoking at scale in culture and disentangled the connection of smoking and attraction
- ✓ Introduced the rising challenge of alternative combustibles
- ✓ Used the power of social influence and social language to re-define social smoking and re-frame what a smoker is today
- ✓ Show how smoking has an unexpected impact on the things you care about right now
- ✓ Expose Big Tobacco's targeting practices of underserved communities



...r to treatment

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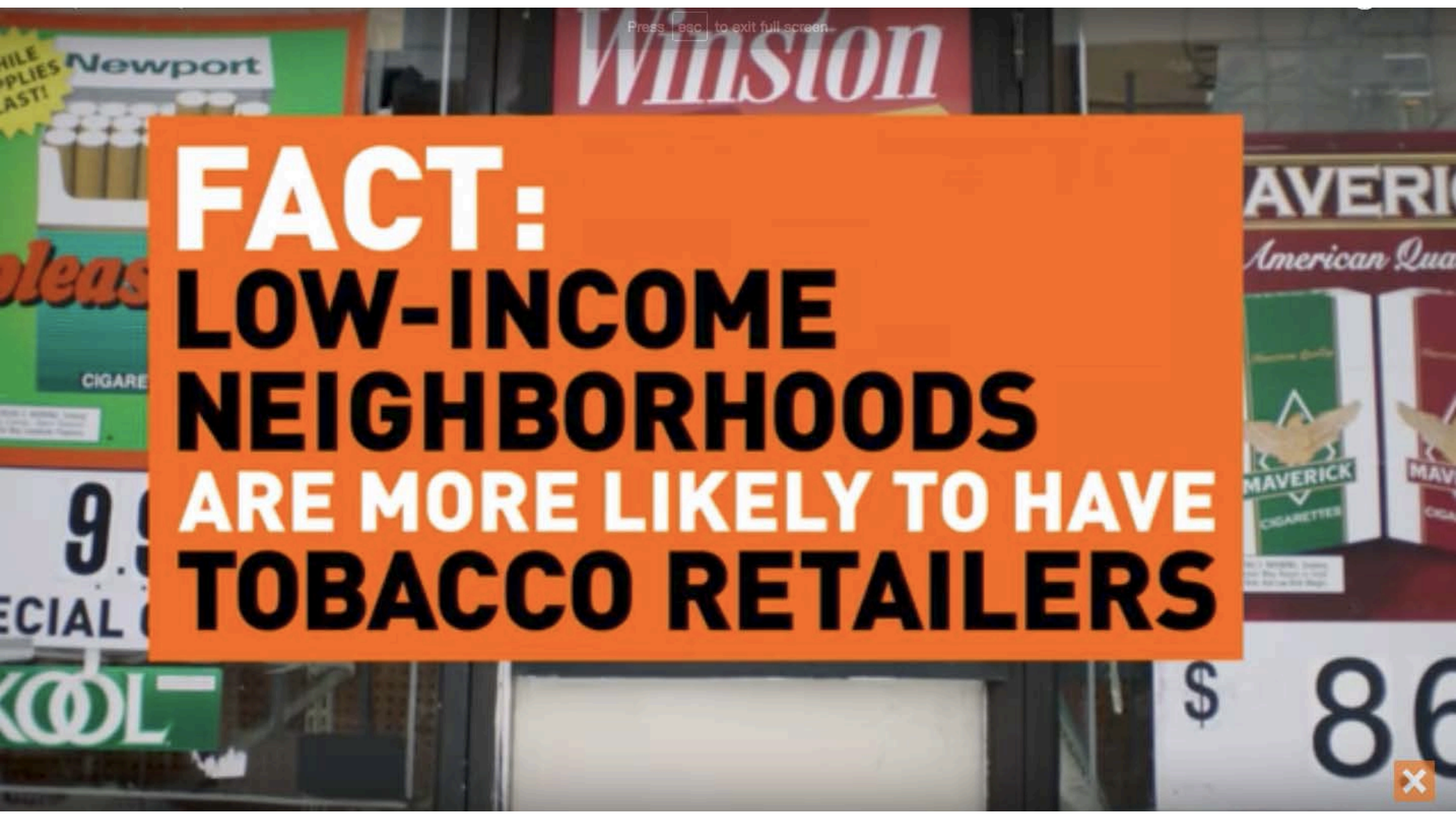
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[Link to "Business or Exploitation?" video from original presentation\\*](#)

\*Link goes to a non-HHS website which may not be accessible to all visitors

**FACT:**  
**LOW-INCOME**  
**NEIGHBORHOODS**  
**ARE MORE LIKELY TO HAVE**  
**TOBACCO RETAILERS**



[Link to "#StopProfiling" video from original presentation\\*](#)

\*Link goes to a non-HHS website which may not be accessible to all visitors



