



***truth<sup>®</sup>: Lessons Learned from a National Youth Tobacco Prevention Campaign***

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**CDC National Conference, August 30, 2007**

# Lessons Learned from truth<sup>®</sup>

- Understanding the consumer and working with creative agencies.
- Developing truth<sup>®</sup> as a brand.
- Ensuring a high level of campaign exposure nationwide: exploring emerging media.
- Establishing an multi-component evaluation system to provide defensible, credible results.

# Understanding the Target Audience

- Segmenting the audience
  - 12-17 year olds
  - Open-to-smoking, high sensation seeking
- Continuously studying our consumers
  - Legacy Media Tracking Online (LMTO)-receptivity and awareness of ads
  - Focus Groups and Dyad Interviews
  - Teen Research Unlimited

# Media: Program Selection

- Select programming with a strong teen composition and rating.
- Select programming that reinforces the brand's personality and audience mindset.
  - Family Guy, Simpsons, King of the Hill, That 70's Show
  - Grey's Anatomy, One Tree Hill, Ugly Betty
  - Not on 7<sup>th</sup> Heaven

# Awareness and Receptivity

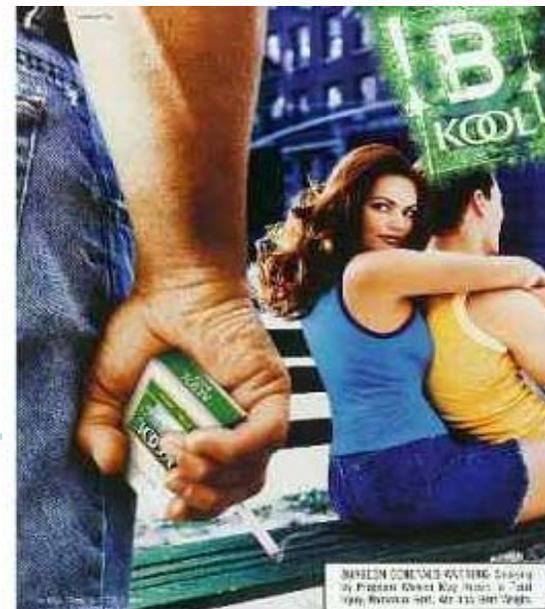
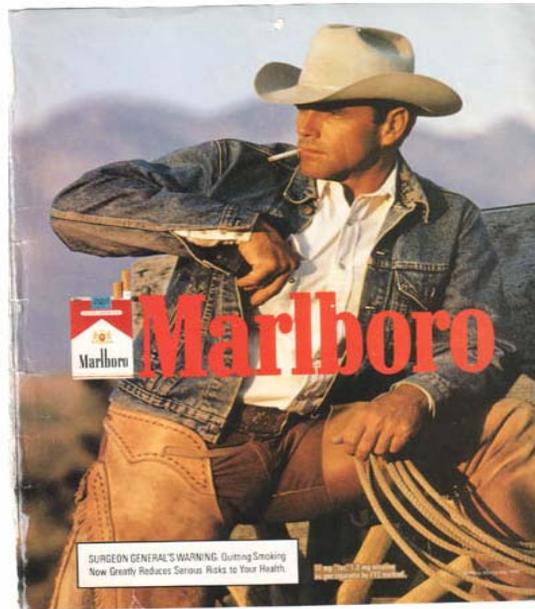
- Use LMTO to continually track awareness of and receptivity to the campaign.
- Confirmed awareness among target audience
- Receptivity measures:
  - Ad grabbed my attention
  - Ad gave good reasons not to smoke

# Working with Creative Agencies

- Internal staff have agency experience
- Clearly identify roles and responsibilities
- Building trust and respect for many perspectives and disciplines

# truth<sup>®</sup> is a Brand

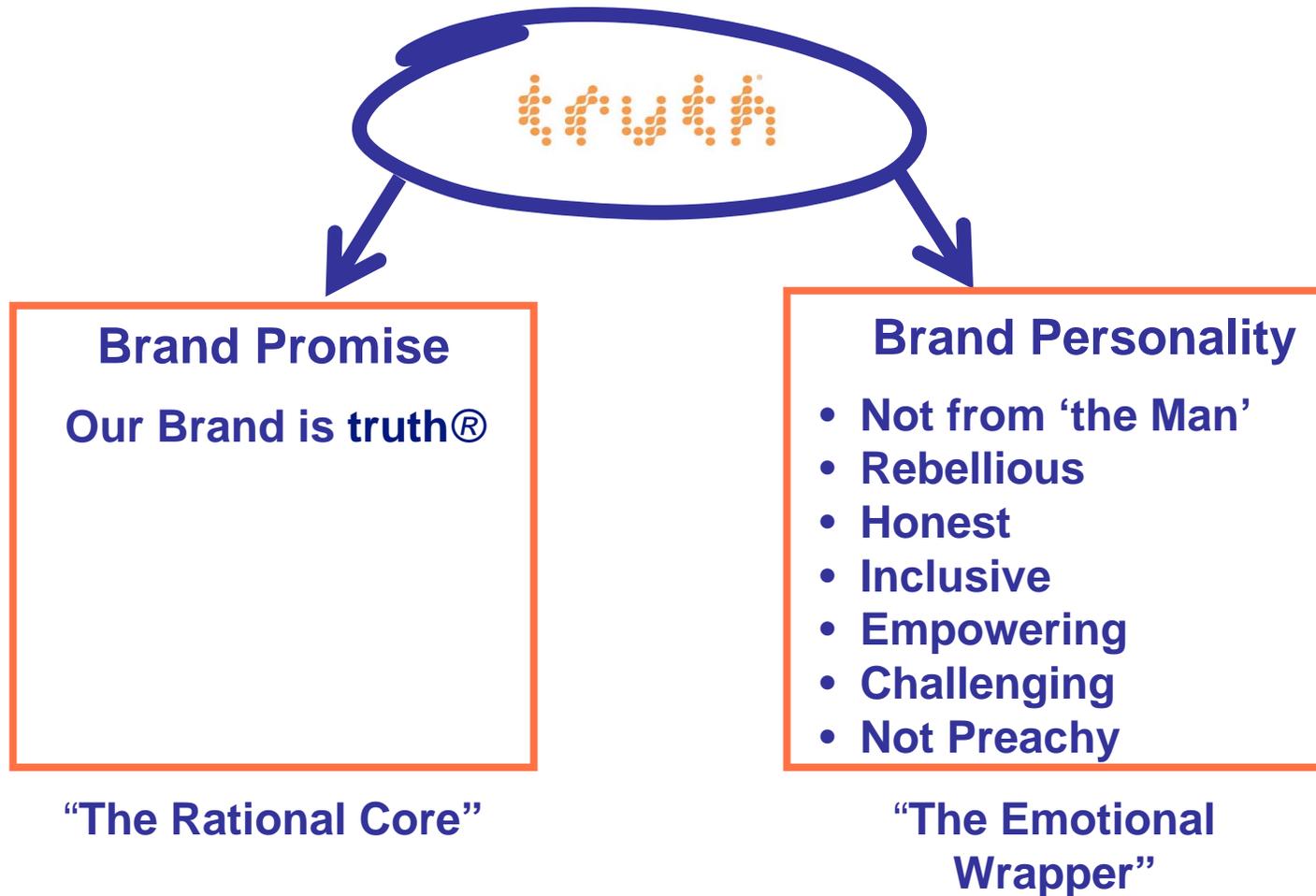
- Teen brands are tools for self-expression
- Counters pop-culture smoking images pervasive in society
- Out-brand Big Tobacco: They have some of the most successful brands in the world; create a brand that's more empowering and rebellious than smoking.



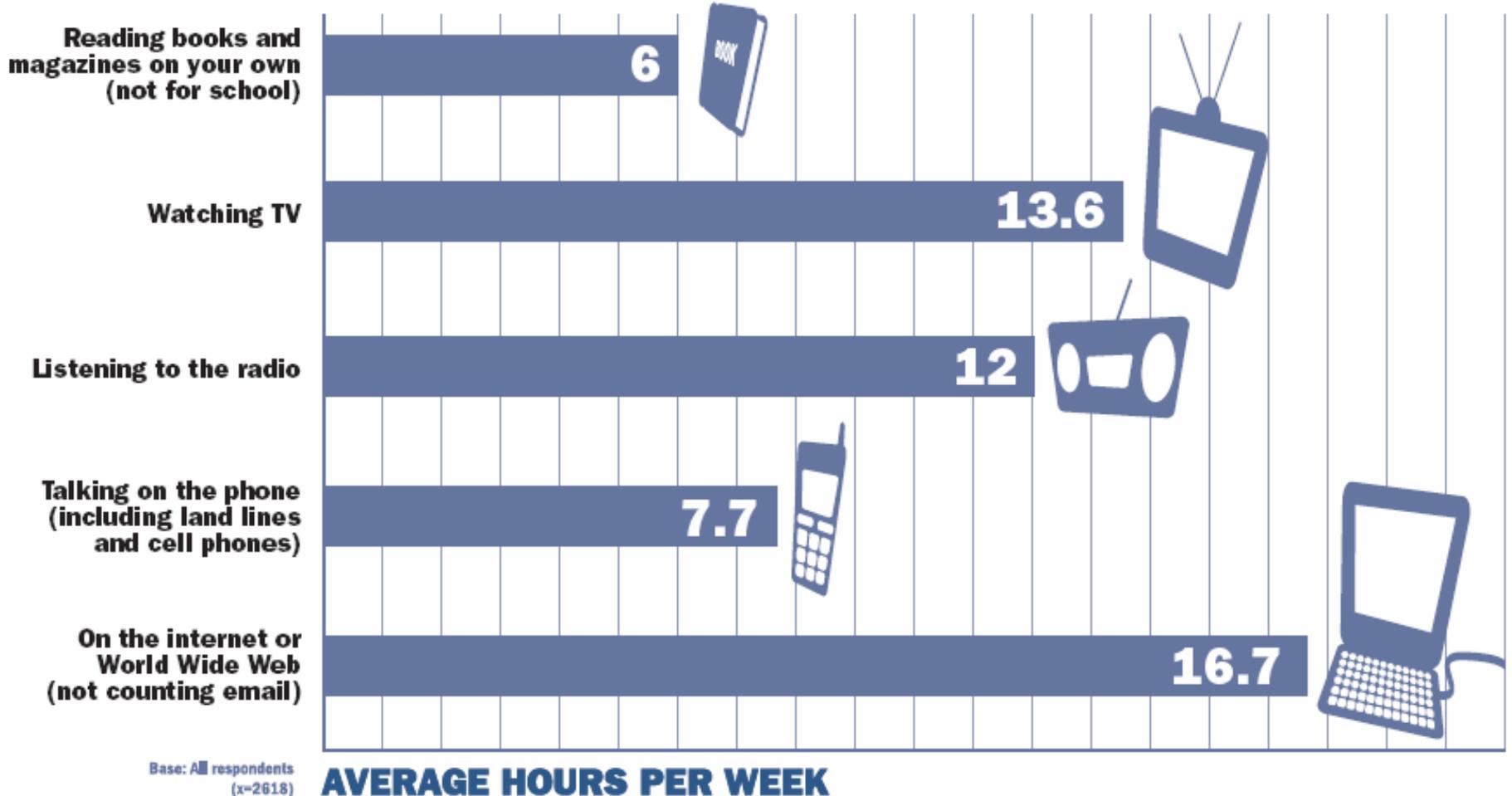
# Camel #9



# Brand Essence



# Media Consumption

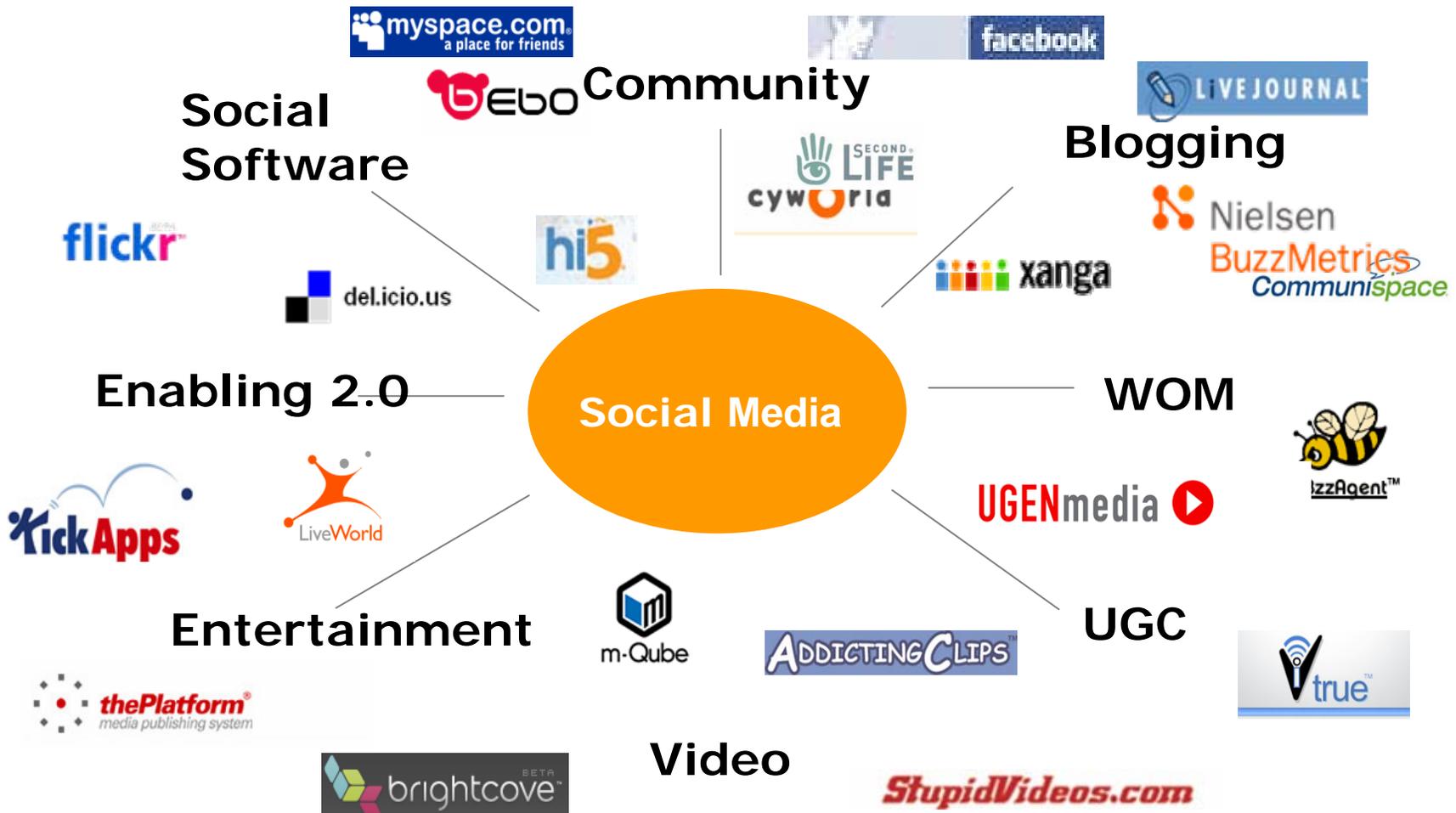


**AVERAGE HOURS PER WEEK**

# Concentrated Areas of Focus

- truth Tour
- Social Media
- Mobile

# Social Media Provides the Outlet



# Estimated Online Impact

- [www.thetruth.com](http://www.thetruth.com)
  - 50,000 visitors/week- best sustained traffic ever
  - 25% of all traffic is from the 5 social networking sites
- Total Online Impact (through 3/15/07)
  - 150,000 visits/week (truth + 5 sites); avg=3 visits
  - 24,500 “friends” (20,000 on myspace)
  - 143,000 infections spread via email
  - 100,000 infections “embedded” into personal profiles
  - 4,000 “comments” or conversations about truth

# Summer Tour 2007

- 8<sup>th</sup> year
- Natural extension of the campaign
- Creates a “tangible” product
  - Over 770,000 attendees
  - 60,000 pieces of gear
  - 49 cities / 29 states
- Music = Relevance
  - Vans Warped Tour
  - Scream
  - Ball4Real



# Emerging Media- Mobile

- Objective
  - Increase reach of truth spots
- Virgin Mobile homepage
- Strategies:
  - Free minutes
  - Respond to text messaging: 89% completion/ 8.5% click through rate
  - Survey: 5 questions / 5 minutes
  - Ringtones: 8,000 downloads of truth branded ringtones

# Multi-pronged Evaluation Approach

- Legacy Media Tracking Survey (LMTS)
- National Youth Tobacco Survey (NYTS)
- Monitoring the Future (MTF)
- American Legacy Longitudinal Tobacco Use Survey (ALLTURS)

# Evaluation Results, 2000-2001

- Change in Awareness: 75% of all youth (12-17) in the U.S. accurately described at least one truth ad.
- Change in Beliefs: Targeted beliefs and attitudes changed markedly.
- Change in Intention to Smoke: Youth with confirmed awareness of truth 66% more likely to say they *would not smoke* in the coming year.

# Behavioral Impact of truth<sup>®</sup>, 2000-2002

- Dose–response relationship between campaign exposure and youth smoking (OR=0.78;  $p < .05$ ).
- Comparing actual to projected smoking rates over time--declined by 7.3%, but would have declined by only 5.7% in the absence of truth.
- truth accounted for roughly 22% of the overall decline in youth smoking in this period. (300,000 youth didn't initiate)

# CDC Match Grant: truth<sup>®</sup> or Consequences

- Over three years, increase the truth<sup>®</sup> media delivery in 18 states (41 Designated Media Markets – DMAs) to the mean national level.
- Provide tobacco use prevention programming to open-to-smoking youth through community-based grants.
- Provide technical assistance and training to grantees.



# Further information

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