



Overview

- I Launched in February 2000, **truth**[®] is the largest national youth smoking prevention campaign and the only national campaign not directed by the tobacco industry. The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social consequences of smoking—allowing teens to make informed choices about tobacco use by giving them the facts about the industry and its products. It is designed to engage teens by exposing Big Tobacco’s marketing and manufacturing practices, as well as highlighting the toll of tobacco in relevant and innovative ways.
- I **truth**[®] provides facts and information about tobacco products and the tobacco industry, and gives teens tools that enable them to take control and make informed decisions about tobacco use.
- I About 80 percent of smokers begin using tobacco before the age of 18; the primary focus of the **truth**[®] campaign is youth aged 12 to 17 years.
- I The objective of **truth**[®] is to change social norms and reduce youth smoking. Recent data has shown that historic declines in youth smoking have stalled, making **truth**[®]’s lifesaving messages more important than ever.
- I **truth**[®] is a multi-dimensional, constantly evolving campaign, featuring television advertising; a Web site; social networking sites and interactive elements; events; and grassroots outreach through a summer tour. All efforts are focused directly on teens who are most likely to smoke and need the information most.

Strategy of the **truth**[®] Campaign

- I Tobacco use provides some teens with an outlet to express themselves; **truth**[®] provides an alternative. Teenage years are a time of transition into adulthood and a quest for control. For some teens, tobacco use can fulfill the innate adolescent need to rebel; **truth**[®] is an alternative way to meet that need.
- I As a brand, **truth**[®] directly counters messages from the tobacco company brands, which spent more than \$13 billion in 2005 to market their products in the U.S. alone. **truth**[®] can never match that spending, so instead it stays ahead by breaking through and being more “cutting edge.”
- I The **truth**[®] campaign uses research with teen audiences, marketing and social science research, and evidence from the most successful anti-tobacco campaigns to inform its strategies.

truth[®] Works

- I Research has found that the **truth**[®] campaign accelerated the decline in youth smoking rates between 2000 and 2002.
- I Twenty-two percent of the overall decline in youth smoking during these years is attributable directly to the **truth**[®] campaign, according to research published in the March 2005 issue of the *American Journal of Public Health*. The study, which was the first to evaluate the behavioral outcomes of the **truth**[®] campaign, found that in 2002 there were approximately 300,000 fewer youth smokers as a result of **truth**[®]. The study assessed whether there is a “dose-response” relationship between the level of exposure to the campaign and changes in youth smoking rates during the first two years of the campaign, 2000–2002. Results showed that youth who were exposed to a greater number of **truth**[®] ads—or got a “dose” of **truth**[®]—were less likely to smoke.
- I Research released in September 2007 found that the **truth**[®] campaign may also be changing teens’ perceptions about how common smoking is among their peers. A study conducted by RTI International and funded by the American Legacy Foundation[®] indicated that teens exposed to the **truth**[®] campaign have a more accurate view of the number of their peers who smoke. Teens with less exposure to the campaign believed smoking was more common among people their age. The study, “Association Between National Smoking Prevention Campaigns and Perceived Smoking Prevalence Among Youth in the United States,” appeared in the *Journal of Adolescent Health*. The finding is good news for the **truth**[®] campaign because teens’ perception of the prevalence of peer smoking has been shown to predict future smoking.
- I The campaign has won more than 300 awards for advertising efficacy and has also been lauded by leading federal and state public health officials, the U.S. Centers for Disease Control and Prevention, the U.S. Department of Health and Human Services, and former President George H.W. Bush.



truth® Awareness Campaigns

- | The **truth**® campaign communicates messages about the health effects, social costs and addictiveness of tobacco. The following descriptions provide brief overviews of the campaign's creative executions to date:
- | **truth**® (2000) launched at a youth summit attended by 1,000 teens from across the country.
- | **Infect truth**® (2001, 2002) educated teens on the facts about cigarette design and engineering.
- | **A Look Behind the Orange Curtain** (2002, 2003) shed light on the tobacco industry's marketing tactics and included such topics as addiction and the health consequences of smoking.
- | **Crazyworld** (2003) showed teens how tobacco companies play by a different set of rules than other companies. While many companies recall products at the first sign of danger to a consumer, the tobacco industry makes a product that kills 1,200 of its customers every day.
- | **Connect truth**® (2004) used an orange dot icon to link together pieces of information to reveal the larger picture about the effects of smoking and the chain of events from the marketing of tobacco products to consumer illnesses to death.
- | **Shards O'Glass** (2004) featured a fictitious company that manufactures freeze pops with glass shards in them, a dangerous product analogous to cigarettes. The ad is meant to raise consumer awareness about the harmful effects of smoking.
- | **Seek truth**® (2004) used the Q&A format to encourage teens to ask questions and seek answers about the tobacco industry and its marketing and manufacturing practices.
- | **Fair Enough** (2005) took a new approach to advertising with a sitcom-style television campaign that featured a cast and theme music. The commercials used tobacco industry documents to reveal marketing ideas.
- | **truth**® **found** (2005–2006) pointed big orange arrows at some of the people and places targeted and affected by Big Tobacco.
- | **truth**® **documentary** (2006) used a documentary filmmaking style to capture real people's reactions to the marketing tactics of the tobacco industry. The campaign, called **truth**® **documentary** for the style in which the ads were shot, featured one correspondent and a camera crew investigating the reasoning behind some ideas from Big Tobacco.
- | **Infect truth**® (2006) called attention to the marketing tactics and health consequences of the tobacco industry in such a way as to "infect" people with that knowledge and encourage active peer-to-peer participation.
- | **truth**® **documentary phase II** (2007) built on the approach of **truth**® **documentary** to continue to highlight the absurdity of statements found in tobacco industry documents.
- | **The Sunny Side of truth**® (2008) used animation, music, Broadway-style choreography and sarcasm to illustrate the "sunny side" of smoking tobacco.



truth[®] Advertising and more

- | **truth[®]** ads are in-your-face and hard-hitting because teens respond to up-front and powerful messages that display courage and honesty in a forceful way.
- | **truth[®]** is relevant with teens. Teens are involved in testing all **truth[®]** advertising concepts and provide suggestions and feedback through the **truth[®]** Web site.
- | The **truth[®]** campaign is everywhere in youth media—on television networks popular with teens like MTV, BET, USA, ABC Family, VH1, and **fuse**. **truth[®]** also has a prominent presence on the Internet with its highly interactive and relevant-to-teens Web site, **www.thetruth.com**, that allows teens to engage with **truth[®]** on their own terms.
- | **truth[®]** can not only be seen on the small screen but the big screen as well. **truth[®]** campaigns have aired before films in the nation's largest theater chains including AMC Entertainment, Inc.; Cinemark USA, Inc.; Regal Entertainment Group; and Loews. The successful "Singing Cowboy" ads were featured on more than 17,606 screens in all 50 states in an effort to counter the effects of smoking depictions in movies.
- | **truth[®]** is adopting new ways to reach teens by integrating **truth[®]** messaging, imagery and interactivity into social networking sites popular with teens. Sites that **truth[®]** has adapted a presence on include MySpace, Xanga, Bebo, Facebook, Piczo, and Hi5. Using these Web sites allows the campaign to spread its important messages from teen to teen, quickly and economically.
- | **truth[®]** has also taken its message one step further and added some distinctive interactive elements through its Web site, **www.thetruth.com**. For example, for the **Infect truth[®]** campaign, the online "infections" consisted of downloads, mini-sites, TV spots, and tobacco fact-based messages called "Quickies." Regularly at the **truth[®]** Web site, teens are able to download screensavers, desktop themes and do-it-yourself print tools; play games; and send messages—all designed to spread virally throughout the online teen community.
- | A summer tour travels across the country, allowing teens to engage firsthand with the campaign. State-of-the-art **truth[®]** "trucks" rigged with DJ decks and video monitors allow teens to speak and interact firsthand with **truth[®]** "crew members" at popular events and music festivals where teens gather. Each tour stop features impromptu rap sessions, join-in freestyle demos and giveaways of popular **truth[®]** "gear" such as hats, flip-flops, wallets, and t-shirts. Past tour partners have included the Vans Warped Tour, Ball4Real, Scremfest '07, and CosmoGirl!.

truth[®] and CDC

- | The U.S. Centers for Disease Control and Prevention (CDC) is now a key partner in further extending the reach of the **truth[®]** campaign. Through a three-year, \$3.6 million matching grant from the CDC, the campaign is increasing its advertising in 18 states and 41 cities, reaching a broader range of youth, including young people in rural and surrounding smaller communities that typically have less exposure to the campaign because of low cable television penetration. The CDC has renewed its grant with the foundation for a second phase of **truth[®]** advertising.
- | To help reach these rural communities, the American Legacy Foundation[®] has provided another grant initiative with the help of the CDC. The **truth[®]** or Consequences Youth Tobacco Prevention Grants Program supports community-based tobacco use prevention efforts in 18 states across the country.
- | The grants allow community organizations to leverage the enhanced **truth[®]** media campaign in their areas by developing local tobacco use prevention projects that are relevant to 12 to 17-year-old youth in the community, and that will engage and promote young people as agents of social change. Organizations can apply for grants, and grantees will design and implement youth-driven projects focused on reducing youth tobacco use in their local communities. In 2006, Legacy received a matching grant from the CDC to support these efforts.



truth[®] and Partnerships

| **truth[®]** is always looking for new and creative ways to reach teens. Through several beneficial partnerships, **truth[®]** has been able to extend its mission of spreading the word about the dangers of tobacco.

| **Virgin Mobile USA**—Through a partnership between **truth[®]** and Virgin Mobile USA, customers have the option to earn free airtime minutes if they view and respond to **truth[®]** ads on their pay-as-you-go phones.

| **fuse**—The **truth[®]** tour partnered with the cable channel **fuse**, the nation's only viewer-driven music network, for "Warped: Inside & Out," a six-part, documentary-styled look at the Vans Warped Tour 2006, where more than 800 people from bands and support crews to roadies travel across the country all summer as a portable community. **truth[®]** traveled with Vans as part of the campaign's summer grassroots tour. Each show featured **truth[®]** brand presence via the signature orange-colored "**truth[®]** truck," as well as a look at activities at the **truth[®]** zone and interviews with **truth[®]** crew members. "Warped: Inside & Out" was the highest-rated show in **fuse**'s lineup of programming for the year.

| Each Wednesday in 2007, **fuse** devoted its entire programming lineup to "Warped Wednesday," featuring shows dedicated to the tour. A series of video vignettes featured a documentary-styled, on-the-ground look at the tour. The presence of the **truth[®]** crew and truck in the vignettes was another way for teens to get a real-life sense of life as a crew member, devoted to educating teens about tobacco use in a cool, fun setting. Some of the content captured on camera was available exclusively online at www.fuse.tv. In addition, **truth[®]**-related vignettes were produced and aired on music channel VH1 and cable channel Spike.

truth[®] Awards

| Since its inception, the **truth[®]** campaign has been recognized for its creativity, unique approach and its results, winning more than 300 awards in a variety of categories. **truth[®]** has collected more than 100 Hatch Awards, 19 Clio Awards, three Webby Awards, and three Effie Awards including one Grand Effie, a prestigious honor that is rarely awarded to a nonprofit. The campaign has won two Emmys and has been nominated for three others in a variety of categories.

| **Webby Awards**—The Webby Awards honor excellence on the Internet. Established in 1996 during the Web's infancy, the Webbys are presented by the International Academy of Digital Arts and Sciences, a 550-member body of leading Web experts, business figures, luminaries, visionaries, and creative celebrities.

| **Emmy[®] Awards**—The Emmy Awards recognize excellence within various areas of the television industry and are considered a symbol of peer recognition from the Academy, which is made up of more than 13,000 members who cast their ballots for the category in their field of expertise.

| **Clios**—The Clio Awards are given to reward creative excellence in advertising and design in a variety of fields, including television, print, radio, and others.

| **Effie Awards**—The Effie Awards honor Ideas that Work—the great ideas that achieve real results and the strategy that goes into creating them.

| **Hatch Awards**—The Francis W. Hatch Awards, presented by The Ad Club, celebrate creative excellence in New England advertising.



Overview of the American Legacy Foundation®

- | The American Legacy Foundation®, a Washington, DC-based national public health foundation devoted to tobacco use prevention and education, provides funding and strategic direction for the campaign. **truth**® advertising is produced by Arnold Worldwide of Boston. Media buying for the **truth**® campaign is conducted by PHD of New York City.
- | The American Legacy Foundation® is building a world where young people reject tobacco and anyone can quit. The foundation was created as a result of the 1998 Master Settlement Agreement (MSA) between the tobacco industry, 46 U.S. states, and five U.S. territories. Payments to the foundation are made on behalf of the settling states. **truth**® is one of many foundation initiatives that advance collaborative, innovative, evidence-based solutions to undo the harm from tobacco use in America.
- | The American Legacy Foundation® receives the majority of its funding from payments to the National Public Education Fund established by the MSA. The MSA called for payments to the fund for five years and thereafter for years in which the companies participating in the agreement collectively have a 99.05% market share. The foundation received what is likely the last guaranteed payment in 2003. The participating manufacturers' share does not currently meet the threshold and is not expected to in the foreseeable future. As a result, the foundation and the **truth**® campaign are now facing a serious funding challenge. Efforts are being made to raise funds to continue the **truth**® campaign as well as continue funding the foundation's other lifesaving programs.

¹ Mowery PD, Brick PD, Farrelly MC. Legacy First Look Report 3. Pathways to Established Smoking: Results from the 1999 National Youth Tobacco Survey. Washington, DC: American Legacy Foundation®. October 2000.

² Federal Trade Commission (FTC). Cigarette Report for 2002. Washington, DC: U.S. Federal Trade Commission. 2004.