

Testing tobacco control messages with a young adult audience

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COMMISSIONING CONTACT'S COMMENTS

The Health Promotion Agency (HPA) commissioned TNS to investigate advertisements with tobacco denormalisation and health consequence themes as part of the formative research for its new tobacco control campaign aimed at young adults. Advertisements with those themes were chosen for testing because they have been shown to be effective for youth and adult audiences in overseas jurisdictions.^{1,2}

Using a two-phase study, TNS tested a range of existing advertisements from overseas with a New Zealand young adult audience. The first phase of the study was an online survey in which 1082 young adults (smokers and non-smokers) viewed and rated a set of test advertisements. The second phase comprised individual qualitative interviews and an eye-tracking experiment in which 20 young adult smokers viewed a set of test advertisements and discussed with the interviewer their perceptions of, and reactions to, each advert. This report combines the results from the two phases of the study in an effort to identify the components of the advertisements that were/were not effective for a New Zealand young adult audience.

Note that this study represents one piece of evidence used in the development of HPA's tobacco control campaign. The final execution of the campaign is not specified by the findings from any one report. It should also be noted that while this report refers to increased cessation as a key campaign goal, subsequent refinements to the campaign strategy led to a greater focus on initiation than cessation.

This commission was managed by Hayley Guiney (Researcher) and Dr. Darren Walton (Manager, Research and Evaluation).

References

1 Schar, E., Gutierrez, K., Murphy-Hoefer, R., & Nelson, D. (2006). *Tobacco use prevention media campaigns: Lessons learned from youth in nine countries*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center

2 Durkin, S., Brennan, E., & Wakefield, M. (2012). Mass media campaigns to promote smoking cessation among adults: an integrative review. *Tobacco Control*, 21(2), 127–138. doi:10.1136/tobaccocontrol-2011-050345

REVIEW

This report was reviewed internally.

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Feedback on draft reports was provided by Hayley Guiney.

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Testing of Tobacco Advertisements Final Report



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1

Project overview



The research has been undertaken to identify the effectiveness of a set of overseas quit-smoking ads and to understand how the creative elements within these are likely to resonate with a New Zealand audience

Project background

- In March 2011 the Government adopted the Smokefree 2025 goal for New Zealand. This was in response to the recommendations of a landmark Parliamentary inquiry by the Māori Affairs select committee
- As part of this initiative the Health Promotion Agency (HPA) is planning a communication campaign in 2014 to further reduce initiation, encourage cessation, and effectively position smoking as a non-normal behaviour. Given the highly addictive nature of smoking, the campaign presents unique challenges. As a commencement point, the HPA has identified a series of overseas ads that have been designed to de-normalise smoking behaviours
- HPA wants to understand how effective these ads may be in the New Zealand environment and in particular, what creative elements within each resonate to capture interest, and potentially motivate smokers to consider quitting
- This investigation included a large scale quantitative study across a sample of n=1,082 respondents and a qualitative study involving the use of an eye-tracking experiment. Collectively the two phases of the project were designed to diagnose and decode young adults' responses. The quantitative component measured the level of interest, engagement and motivation achieved by each ad. Eye-tracking equipment was used in the qualitative phase with n=20 respondents with the resulting data being used as a basis for an in-depth interview to further understand the elements that attracted attention, the cognitive processes involved, and the outcomes by way of emotional responses

Reporting objectives

To advise the HPA on which ads are the most effective, and what creative elements within these ads make them effective

The report is split into three main sections that work together to answer the overarching research question

Which ads are the most effective, and what are the elements that make them effective?

Understanding young smokers: what motivates young smokers to make a quit attempt?

- How do young smokers differ from older smokers?
- How receptive are they to making a quit attempt?
- What messages are most likely to trigger a quit attempt?

Ad effectiveness: how effective are the ads?

- How motivational are the ads and does the motivational impact differ by different groups?
- How relevant are the ads to young smokers?
- How well are the ads trusted or seen as authentic?
- What outcomes are generated by each of the ads?

What works: what is it that makes the ads effective or ineffective?

- How are the messages being comprehended and interpreted to create motivation?
- What images and cues relate most strongly with the audience?
- What aspects of each ad work best to hold attention and interest?
- What aspects of the execution contribute most to the objective, and is there anything that presents risks to attainment of the objectives?

Methodology overview

Methodology

- The project comprised two distinct phases: a large scale quantitative evaluation using an online methodology and a qualitative investigation that included the use of eye-tracking technology to help understand the creative elements of the advertisements
- Once the questionnaire for the quantitative phase had been developed it was subjected to cognitive testing with five respondents from the target audience. This involved one-on-one interviews with a senior researcher to ensure that the questionnaire was free of ambiguity and that respondents were able to accurately formulate responses to the various questions
- A randomisation schedule was developed for the eight ads in the online survey such that each respondent would be required to evaluate a total of three ads: one 'health consequence' ad and two 'denormalisation' ads. The randomisation ensured approximately equal exposure to the six denormalisation ads and two health consequence ads and was designed to ensure that the order of the ads was rotated so each was also seen in the same position approximately an equal number of times
- Data collection for the quantitative phase was undertaken between 6 September and 13 October 2013 with a total of 1082 completed responses. An interim dataset was extracted and analysed on 17 September 2013 to provide input into the qualitative phase. As part of this analysis it was determined that two ads were very ineffectual and these were removed from the qualitative investigation: 'Stop Me' and 'Target'
- The qualitative phase involved one-on-one interviews with twenty young smokers aged between 18 and 24 years. Those recruited were equally divided between Māori and non-Māori and by gender. Interviews included an experiment where respondents had their eye movements recorded as they watched each ad. The series of six remaining ads were played to each respondent consecutively prior to commencing the interview. The order of the six ads was based on a balanced design so that ads were viewed in the same location an equal number of times by each ethnic group and gender. The eye-tracking data was then used to fully probe responses and emotional outcomes for each ad

Sample overview

		Smokers	Non-smokers	Total
18-24	Māori	35	86	121
	Non- Māori	139	202	341
25 and over	Māori	77	106	183
	Non-Māori	237	200	437
Total		488	594	1082

	Smokers					Non-Smokers				
	Age		Ethnicity			Age		Ethnicity		
	18-24	25 And older	Māori	Non-Māori	18-24	25 And older	Māori	Non-Māori		
What if Girl	113	201	67	247	199	215	133	281		
Debi Austin	40	86	35	91	76	85	52	109		
1200	43	85	27	101	72	87	53	106		
Bubblewrap	122	210	74	258	190	198	122	266		
Evil Guy	39	89	29	99	76	83	52	107		
Which is Uglier	48	86	32	102	76	78	45	109		
Stop me	36	86	30	92	86	78	53	111		
Target	55	79	28	106	71	82	49	104		



Tobacco denormalisation

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2

Summary



The points below summarise the three main areas we addressed and conclusions

1

Understanding young smokers: Young smokers are different from older smokers in their behaviours and motivations. Young smokers smoke less than older smokers and feel more able to quit smoking. However unlike older smokers they are not motivated by future health concerns and are much more concerned about the opinions of their friends and the effect that their smoking has on others

2

Ad effectiveness: The eight ads that we assessed differed in their ability to generate interest, to motivate, and appeal to young adults. Debi Austin was the most effective ad generating both interest and motivation, followed closely by What If Girl. Evil guy, Which is Uglier and 1200 were seen as interesting, but had very little motivational impact. Bubblewrap scored averagely on all measures; it was loved by some but hated by others. Target and Stop Me were largely unsuccessful on all measures

3

What works: The four key elements that the more successful smoking ads have in common are: an indicator that health damage is highly likely, either through the threat of immediate impact or through the believability of the ad; the negative social connotations of smoking; a message that is relevant with relatable characters; and an element of shock or novelty. Ads that are too fast, complicated or confusing lose interest, while ads that are excessively gory create disbelief and are likely to be ignored

The Debi Austin and What If Girl were the two most effective ads in terms of generating a motivation to avoid tobacco due largely to their demonstration of health impacts, relevancy and shock, and in the case of What if Girl, negative social positioning

1st

Debi Austin

Debi Austin was effective in attracting the interest of young adults and also did very well motivating them to avoid tobacco through both the highly graphic images and raspy voice-over. The ad was seen as relevant, being an 'ad designed for me' and as being a good representation of the truth. Respondents related well to the young girl who played Debi, and connected with the message that many people start smoking to be cool. This could be improved by depicting how most New Zealand teens start smoking: in a group with friends. Respondents felt that the ad was made more believable through the use of a real person, but that this would have had more impact if the negative health effects had been shown on someone younger. Overall this ad was very effective providing a good balance between shock and gore, and being an ad that young New Zealand smokers related to

2nd

What if Girl

Like Debi Austin, What if Girl was a very motivating ad for young adults. Smokers found this ad to be highly relevant, it reminded them of things that they cared about, particularly their appearance and social acceptance, and it was more likely than most other advertisements to change the way they think about tobacco products. The only short-coming of What if Girl was that some respondents felt as though the level of gore was off-putting, and it was the ad that people were most likely to avoid by changing the channel. Overall the ad resonated well with young adults and the novel approach to displaying the health impact was effective in helping people to visualise the consequences of smoking

Bubblewrap was very effective with some while Evil Guy was interesting and novel but had little motivational impact on smokers

3rd

Bubblewrap

Bubblewrap scored averagely on all of the quantitative measures, and had very split reviews at the qualitative stage. Some people loved the ad and strongly identified with the bubblewrap lungs analogy, while others felt that the ad was like too many other quit smoking ads. For these people the ad lacked any personal relevance and connection, and the lack of a person that they could relate to made the ad feel too far removed for them

4th

Evil Guy

Evil Guy was seen as novel and interesting. It rated well for its appeal to smokers, and as a powerful representation of the truth. While it was motivational for non-smokers, it failed to influence smokers to consider their own smoking as the main message was about addiction and many smokers felt they were not addicted. Many participants tuned out because the approach annoyed them. Some interpreted the ad as being about the corporation behind tobacco that smokers neither thought nor cared about. Overall the ad lacked relevance in its key messages

5th

1200

1200 was very effective at generating interest in non-smokers, and was rated by non-smokers as an ad that is a good representation of the truth. Smokers also found this ad interesting and there were comments about it being intense, clever and powerful. However, the interest in this ad did not translate into motivation for smokers as the message behind the ad was largely rejected. Young smokers did not believe that they would be one of the 1200 to be killed by smoking, this being influenced by their belief that they will quit before doing any damage and that many health messages are exaggerated. Consequently the ad was substantially brushed off as irrelevant

Which is Uglier moved too quickly to be interpreted well and Stop Me and Target were ineffective

6th

Which is Uglier

Which is Uglier resonated much more with non-smokers than with smokers, and where smokers did relate to the ad it was because of the impact that their smoking had on others. This second-hand smoking message was effective in making some smokers consider quitting, but this was mostly where respondents had friends or family who did not smoke. Additionally the ad was seen as far too fast and confusing, and many people were confused by the message it was trying to portray

7th

Stop Me

Stop Me scored very poorly with smokers and non-smokers, but scored just above Target on most measures. The only positive about this ad was that very few people thought that the facts in it were exaggerated, however the effect of this was limited as the message was not seen as relevant

8th

Target

Target was the worst scoring ad, both in terms of interest and motivation for both groups, with 64% of the total sample being unaffected by it. Additionally only 5% of all respondents felt that Target contained any information that was relevant to them, it did not succeed in reminding people about what they cared about, and only 19% of people said that the ad appealed at all. Target was rated just below What if Girl as an ad that people would change the channel to avoid

In summary, there are several aspects of the adverts that stood out as elements that need to be emphasised, balanced or avoided

Emphasise

The social opprobrium smoking can cause

The immediate impact smoking can have on enjoying life

The immediate and ongoing health effects caused

Relatable (and where possible real) people in comparable situations

Novelty in the portrayal of the message

Balance

Shock versus gore

The severity of health consequences with the believability and ability to comprehend the message

The novelty of the way the message is portrayed with the complexity of this portrayal

Avoid

Complication and confusion

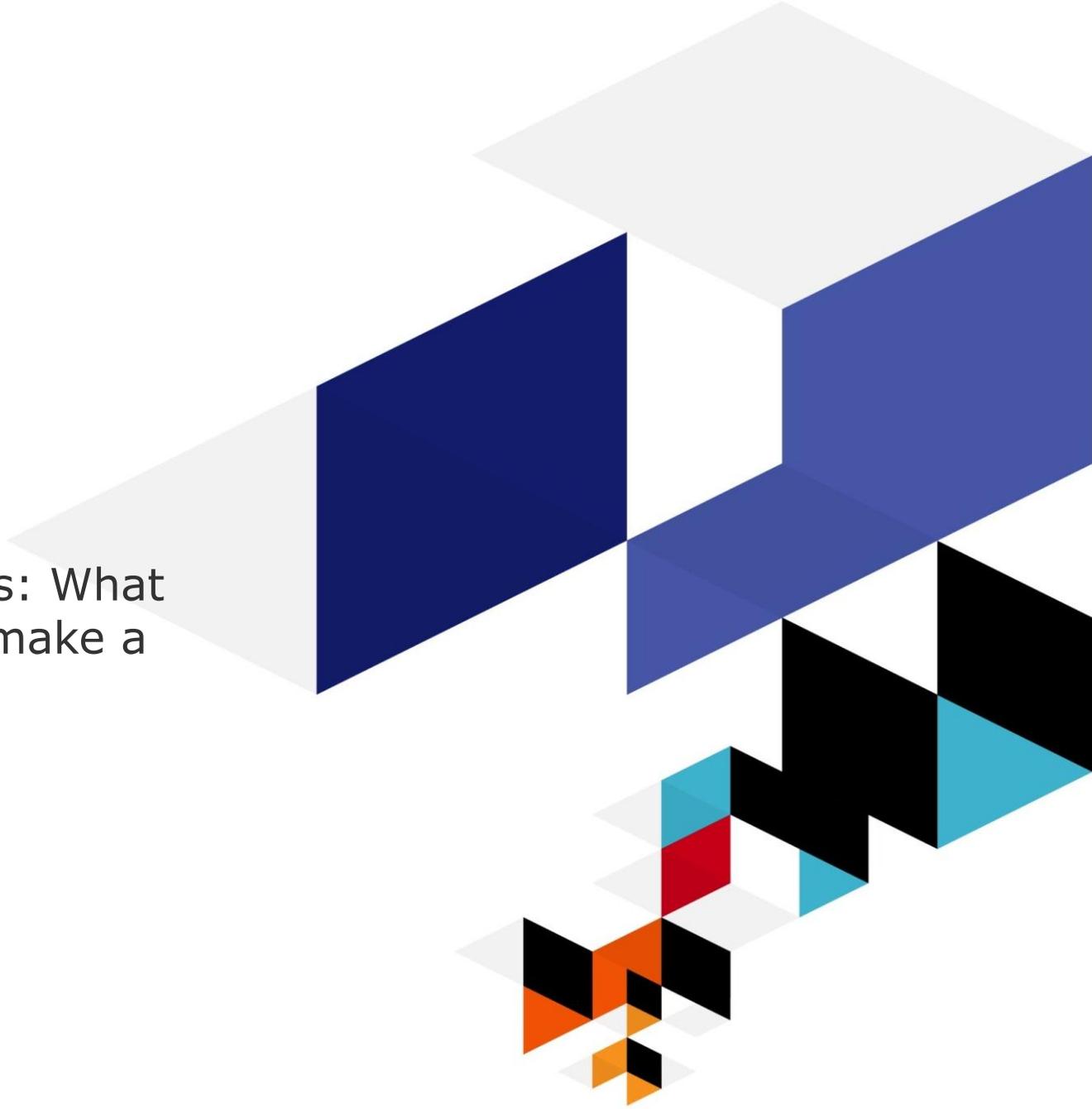
Messages that are too subtle for a less educated audience

Messages that conflict too strongly with the views that smokers hold about themselves

Scenes that don't fit the social context in New Zealand

3

Understanding young smokers: What motivates young smokers to make a quit attempt?



As a foundation we undertook some secondary research looking at trends within the different smoker groups and found that young smokers do differ from their older counterparts

Younger smokers are **more** likely to have made a **quit attempt** within the last three months ⁽¹⁾



But the quit attempt was **less likely** to have been made for their **own health** compared to older smokers (35+) ⁽²⁾...

... and **more** likely to be made for **someone else's** health⁽²⁾



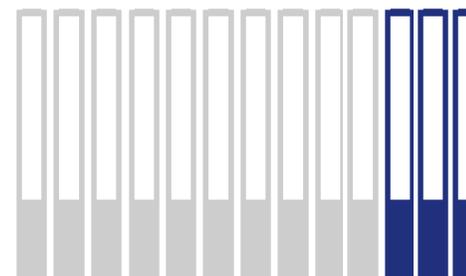
SOURCE : New Zealand smoking monitor 2011/2012

NOTES:

1. Smokers <35 years old n = 761, Smokers 35 years or older n = 1958
2. Smokers <35 years old n = 473, Smokers 35 years or older n = 1,081

There are also differences in the amount smoked and the frequency with which they smoke

Younger smokers (<35) smoke **fewer cigarettes** per day than older smokers do (35+)⁽¹⁾...



10 vs. 13
(Cigarettes per day)

87% smoke at least **once a day** versus **94%** of older smokers

[of those remaining]

Only **64%** smoke at least **once a week** versus **72%** of older smokers

... and are **less likely** to smoke **regularly**⁽²⁾

SOURCE : New Zealand smoking monitor 2011/2012

NOTES:

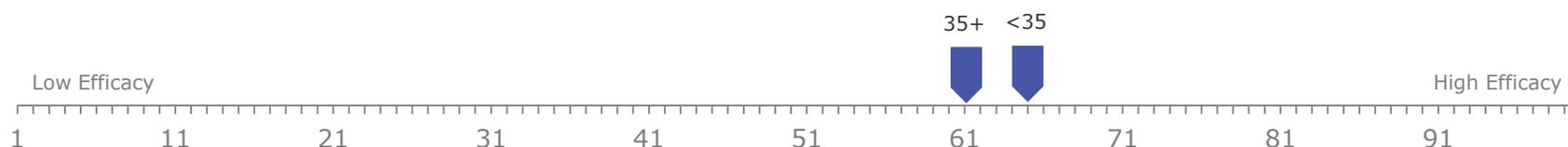
1. Smokers <35 years old n= 747, Smokers 35 years or older n = 1882
2. Smokers <35 years old n= 761, Smokers 35 years or older n = 1958

There are also differences in their perceptions about whether they will suffer health impacts from smoking, and in their perceptions of their own ability to quit

Younger smokers are more likely to believe that they will quit **before** they do any real **damage** to their health ⁽¹⁾⁽²⁾



And have **higher efficacy** about **quitting smoking** than older smokers have⁽³⁾



SOURCE : New Zealand smoking monitor 2011/2012

NOTES:

1. Smokers <35 years old n = 761, Smokers 35 years or older n = 1958
2. Statistic: The percentage that agree or strongly agree that they will quit smoking before doing any real damage
3. Smokers <35 years old n = 750, Smokers 35 years or older n = 1958

So?

Young smokers **don't smoke as much** as older smokers, they are much more confident in their own **ability** to quit smoking meaning that they are possibly **more able** to quit successfully

Young smokers also make **more quit attempts** than older smokers, possibly as a result of their **higher self-efficacy**

However, young smokers are also more likely to believe that they will quit **before they damage their health**, making them **less susceptible** to the **health messages** that quit smoking campaigns often rely on

The current research revealed that young smokers are less worried about future health risks and much more concerned about the present, or how their smoking could be affecting their ability to do the things they enjoy

Future vs. current health concerns



"I just felt like disgusted in myself, watching that ad, because I'm a smoker and like seeing that, seeing that sort of stuff happening affected me quite a bit, because I was like sitting there wondering what's happening inside my body, right now... or every time I smoke is something like dying inside of me?"

"Like it's going to affect you this way, like I like going out and doing stuff, running around doing things. I guess there would be a point where if you were a heavy smoker... pack-a-day for years, and you still like to go out and partying, that would really start to inhibit everything"

"That one hit home a little bit more on the health side of it... it sort of gave the idea that each cigarette is doing you damage rather than just on the whole"

"You notice it, if you stop smoking... you aren't so short of breath for a while and all that sort of stuff, you notice it, there's no way that you can't see it going on. You can't not relate to that... your skin's better, your breathing's better, you don't get as congested when it's cold, and all that sort of thing"

In line with the secondary research, young smokers often stated that long term health risks wouldn't happen to them, that they would quit before it was an issue and the possibility of dying from smoking was small

Denial of the long term health effects



"I've never really known anyone to die from smoking. I guess I think it's just played up a bit, 'cause like I have family members who have smoked their whole life and they are fine, so I guess it just depends on someone's health"

"I dunno I just don't feel like I was gonna be part of that one hundred that die or whatever... that's just me thinking I'm super woman. Everyone I know that had a smoke hasn't died from smoking, so I'm just like yea sweet as I'm going to be all good, nothing can hurt me"

"You don't really see people that look that bad... I haven't seen anyone look like that... makes it seem like it mustn't be that bad"

"Yea just the age old story, until it happens to someone you know or yourself you just can't picture it happening"

"Yes, you don't care about your health now. Because you know you are going to get up now and you will be fine. You are just like I will just have 5 energy drinks"

However, young smokers were more prepared to accept the reality of health risks when confronted with a real person who was suffering the effects, and the more they could relate to the person, the better the impact

Including people in an ad makes it more effective, but these people need to be relatable



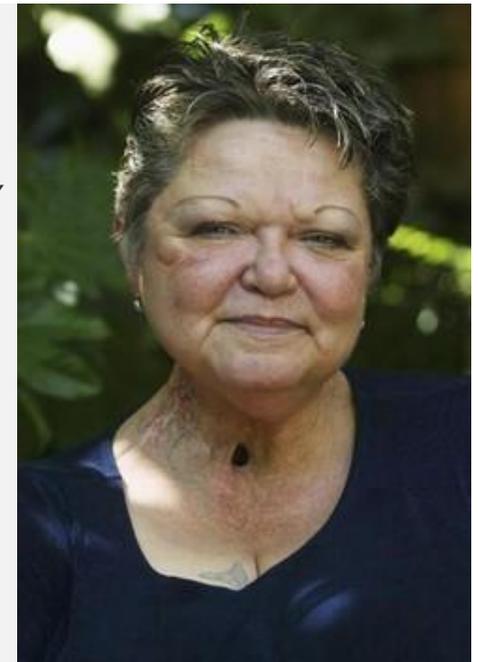
"There's human faces in it, and it's showing what you could be in the future with the older woman"

"It's more believable – a real person with real effects from smoking – it makes it more relatable"

"I guess just seeing people in real life situations makes it more relatable as individuals as opposed to just a fact... yea being able to see yourself in that situation at some time"

"It does happen, it has actually happened to somebody... it obviously happens but you're not seeing it"

"The ones that are less graphic and more real, hit home sort of thing, you start thinking about your family, people you can affect, and it's not just about what happens to your body"



Young people are highly influenced by their peer groups, they recognise that smoking is less socially acceptable and are strongly cognisant of the negative views of others towards their smoking

Other people's opinions matter



"I especially like the part where the other person sees her and is kind of grossed out, because you don't want to be ostracised for anything, and she clearly was... I've been in situations before where people give you judgy looks and it's never a pleasant feeling"

"It also showed how her friend reacted to it, how her friend was like uugh that's disgusting. It's like the social perception of what you are doing."

"And watching people's reactions to it, and that's like, yea, cause some people look at people like that when they are just smoking"

"And the look that that other girl gave her, I dunno she was probably like "you're gross", I don't want to be looked at like that"

"I don't smoke in public... I don't like people looking at me... 'cause I do, I look at people when they are smoking like 'ewww'"

We also found that young smokers are affected by the thought that their smoking might hurt others, and many already avoid subjecting others to second hand smoke

The effect that smoking has on other people also matters



"It makes me think about the people that I'm around when I have a smoke, like it's not fair on them, like it's my choice to smoke but they made the decision not to, and then dick heads like me stand there and have a smoke – I'm not bothered about myself, I'm more worried about everyone else"

"This one got me because of the second hand smoke... so many people die because of other people getting addicted to something... other people feel the consequences and die because of it"

"... like I feel like I should stop smoking now because it affects people that aren't even addicted"

Yea I think about it, like that affects my family and stuff, like if I die, they would be devastated... that affects everyone around me not just me"

[Change how you think about smoking?] *"yea, cause people that you are doing it around get affected as well"*



Many young smokers mentioned that the graphic elements of the ads were important as they are needed to shock or scare them into quitting, but this needs to be balanced with level of gore and the length of exposure to it

Shock works, gore doesn't



"Well to be honest, I still haven't seen an ad really today where it has actually shocked me enough to stop smoking... it has to be shocking enough but not so gruesome that people will just change channels"

"First, people would probably change the channel because it is so graphic, and second, people probably wouldn't believe that that's what happens... I think that's exaggerated. It seems more like a horror movie than a real life ad"

"It wasn't too gruesome, it was enough that I wanted to see what else was going to happen, and it was short enough that it was memorable... I think if it's too long you get bored... and it was gruesome enough that it was in your face but not like dragging it out, it was quick and over and made a statement"

"Obviously you can just tell that it's graphically enhanced and doesn't affect many people because it's not overly believable"



Messages that motivate young smokers are those that demonstrate the high likelihood of the health impacts, show the negative social connotations of smoking, are relatable to young smokers, and have the ability to shock

01

High likelihood of the health impact:

Young smokers are highly resistant to the health messages in ads as they do not believe that these are likely to happen to them. Ads that counter this by being believable, showing the health effects on real people, or by showing the effects that smoking is *already* having on their health are much more effective in driving the health message home

02

Negative social impact:

Messages that show negative social impacts are very powerful in provoking thoughts of quitting. Young smokers are sensitive to the opinions of others, particularly from those within their peer groups. They are also motivated by the potential impact that their smoking may have on others

03

Relatability: Young smokers relate closely with their peer groups and those younger than them, and with scenes that depict events in their lives and the lives of their immediate family. This relatability is essential for them to connect with an ad

04

Shock factor: To be effective the ad needs to include a strong 'shock factor' that genuinely causes young people to stop and think about their smoking and the impact on their health and others, however care needs to be exercised to ensure that the resulting images and messages are not perceived as so exaggerated to be unbelievable

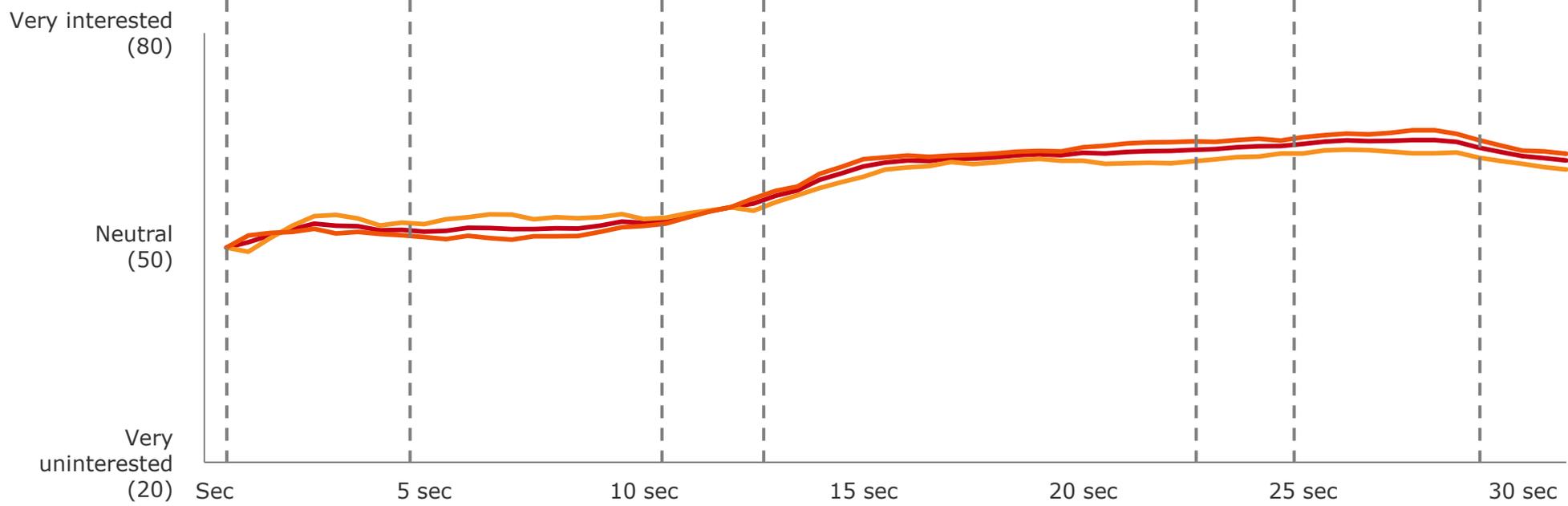
4

Ad effectiveness: how effective are the ads?



The slider results for 'What if Girl' show that interest is retained and built about equally amongst both smokers and non-smokers, with smokers showing only slightly less interest

Dynamic interest (slide results) – 'What if Girl?' [B]



— Total sample — Smokers — Non-smokers

Sample sizes: Total n = 728; Smokers n = 314; Non-smokers n = 414



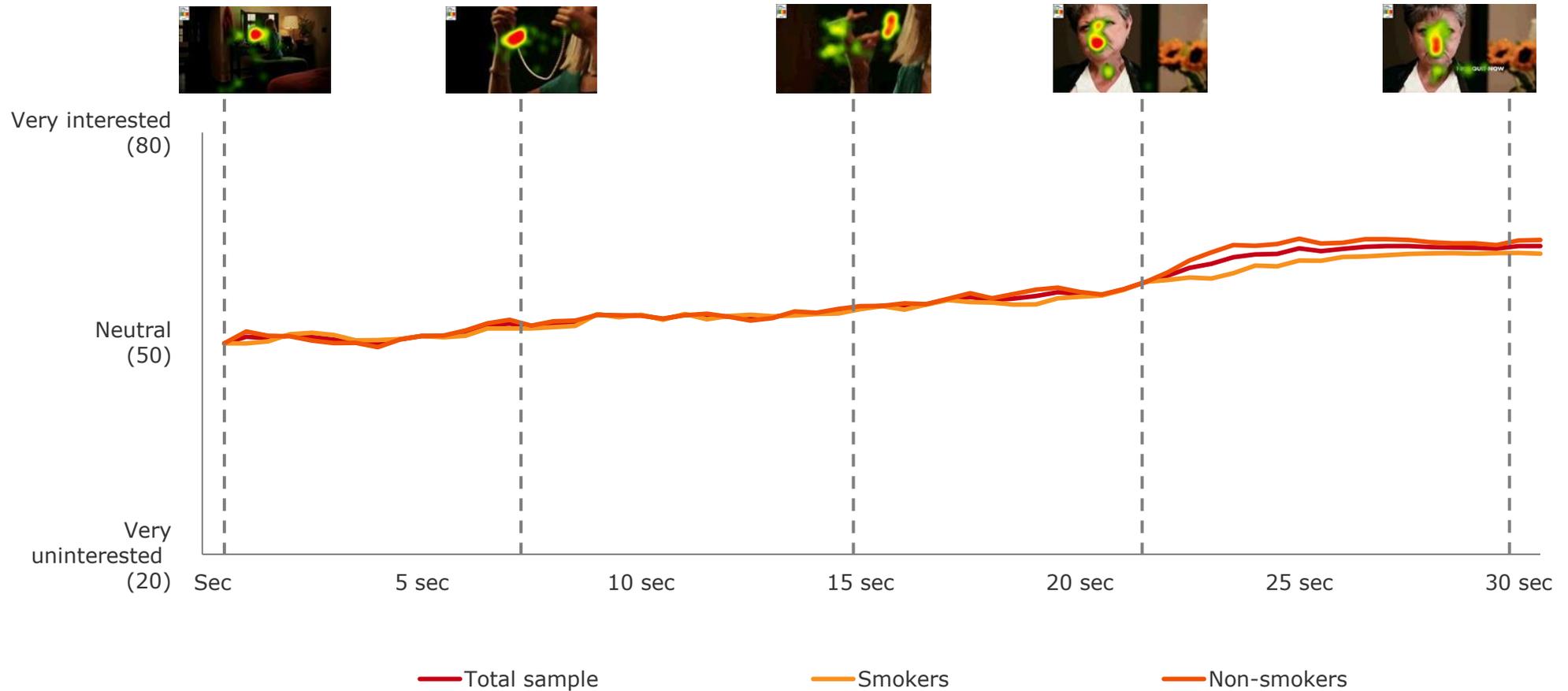
Tobacco denormalisation

© TNS



Like 'What if Girl', the interest gap between smokers and non-smokers in 'Debi Austin' is small, and only increases slightly as it becomes apparent that it is a smoking ad

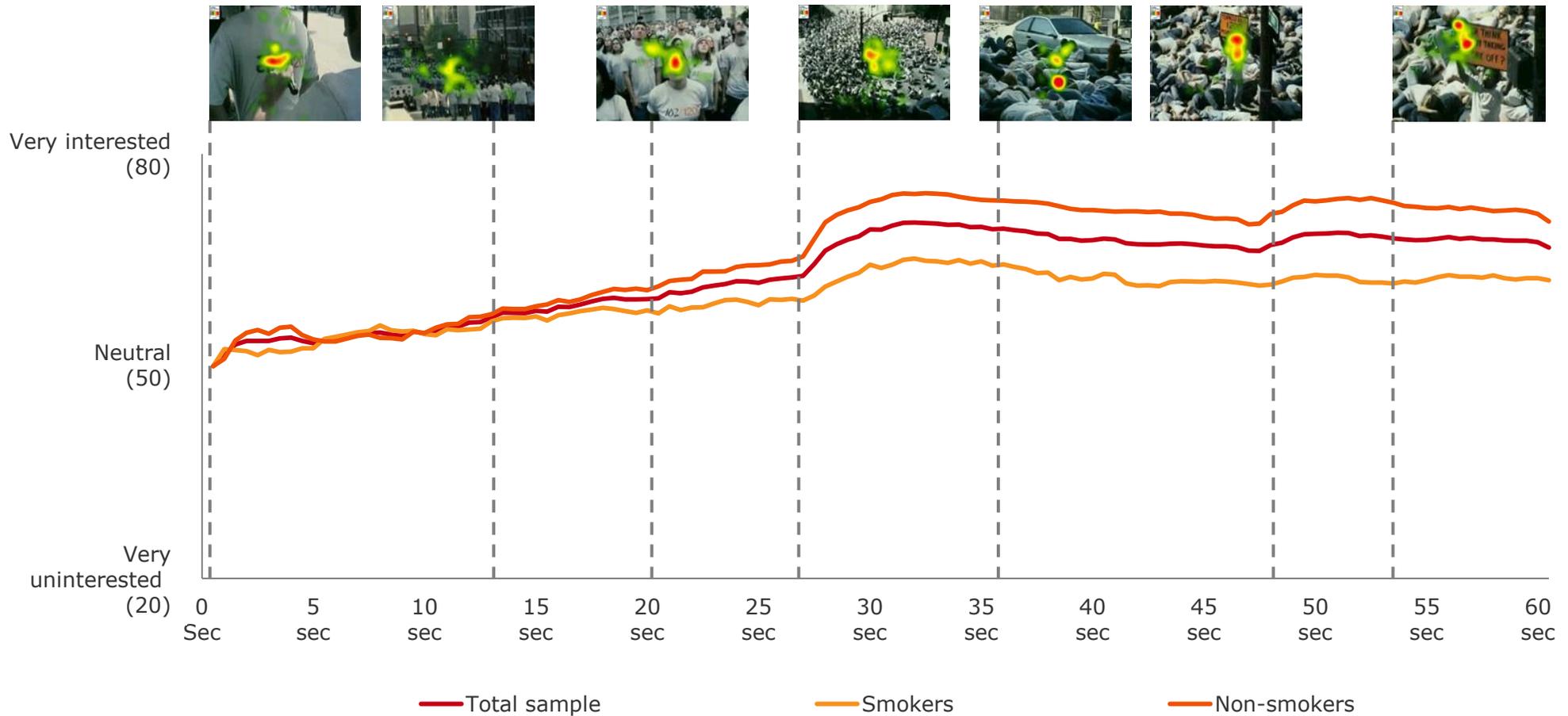
Dynamic interest (slide results) – 'Debi Austin'



Sample sizes: Total n = 287; Smokers n = 126; Non-smokers n = 161

However this gap is much more pronounced within '1200', where the overall interest level among smokers drops away once it is clear that it is an ad about smoking

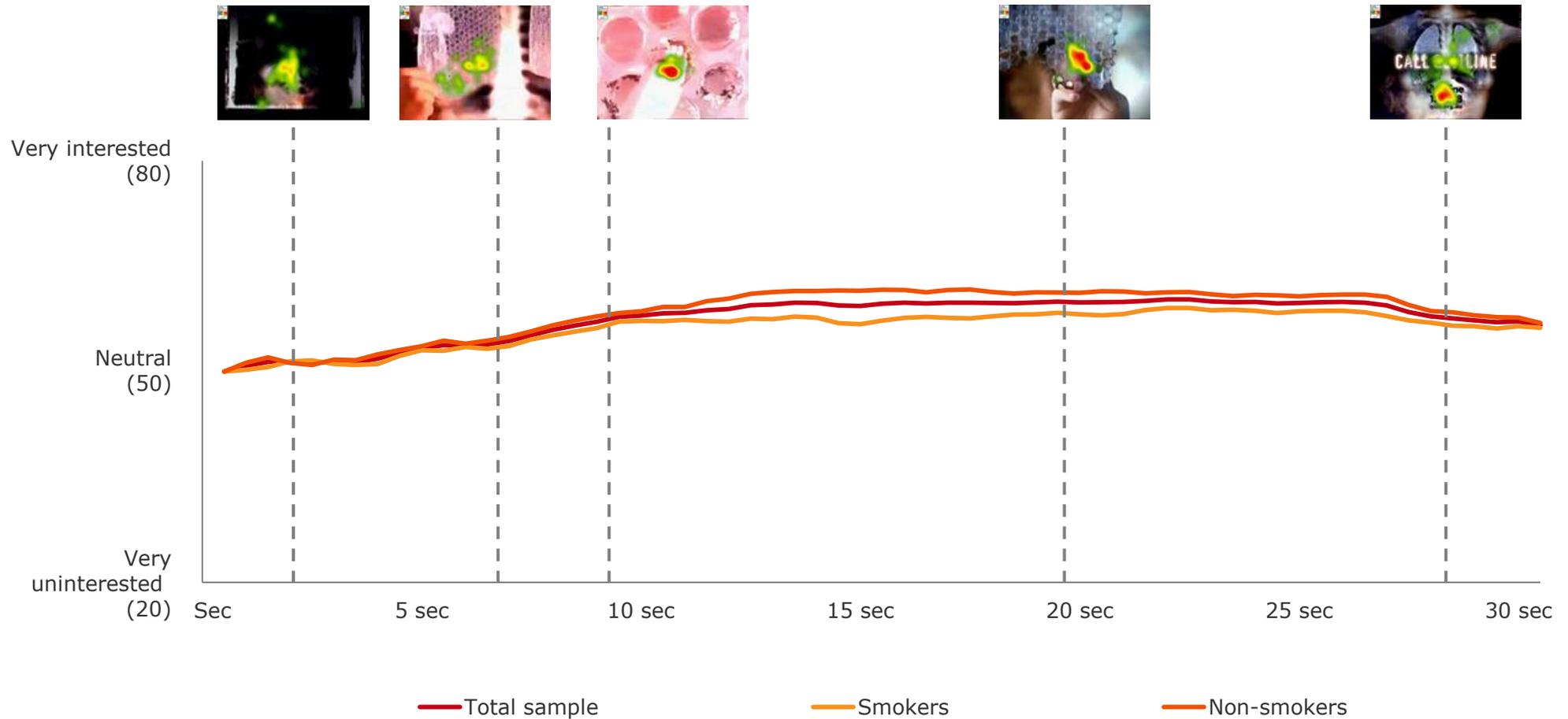
Dynamic interest (slide results) – '1200'



Sample sizes: Total n = 287; Smokers n = 128; Non-smokers n = 159

'Bubblewrap' on the other hand, shows less of an interest gap, and less interest overall relative to the previous three ads

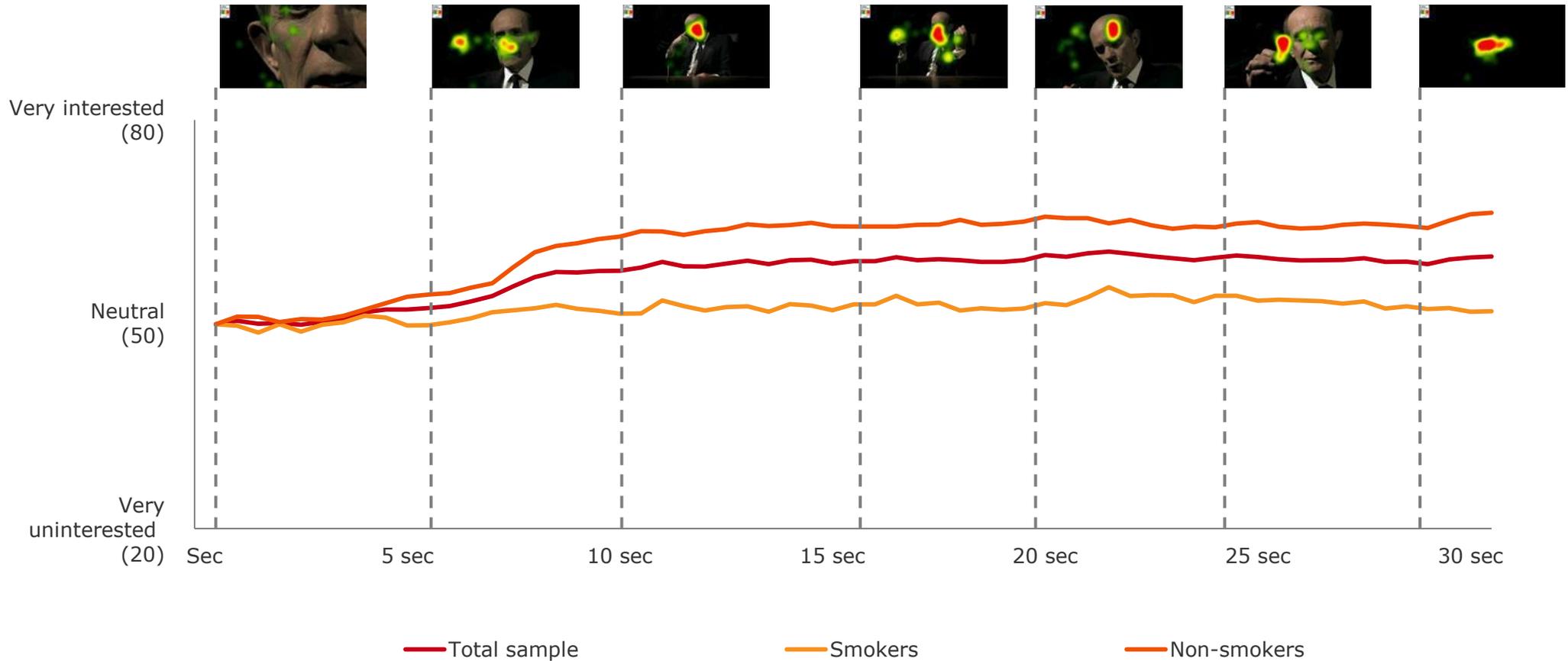
Dynamic interest (slide results) – 'Bubblewrap' [B]



Sample sizes: Total n = 720; Smokers n = 332; Non-smokers n = 388

Evil guy shows the most pronounced difference between smokers and non-smokers; interest from smokers is neutral while non-smokers show a sharp increase in their interest early which is maintained throughout the ad

Dynamic interest (slide results) – ‘Evil Guy’



Sample sizes: Total n = 287; Smokers n = 128; Non-smokers n = 159



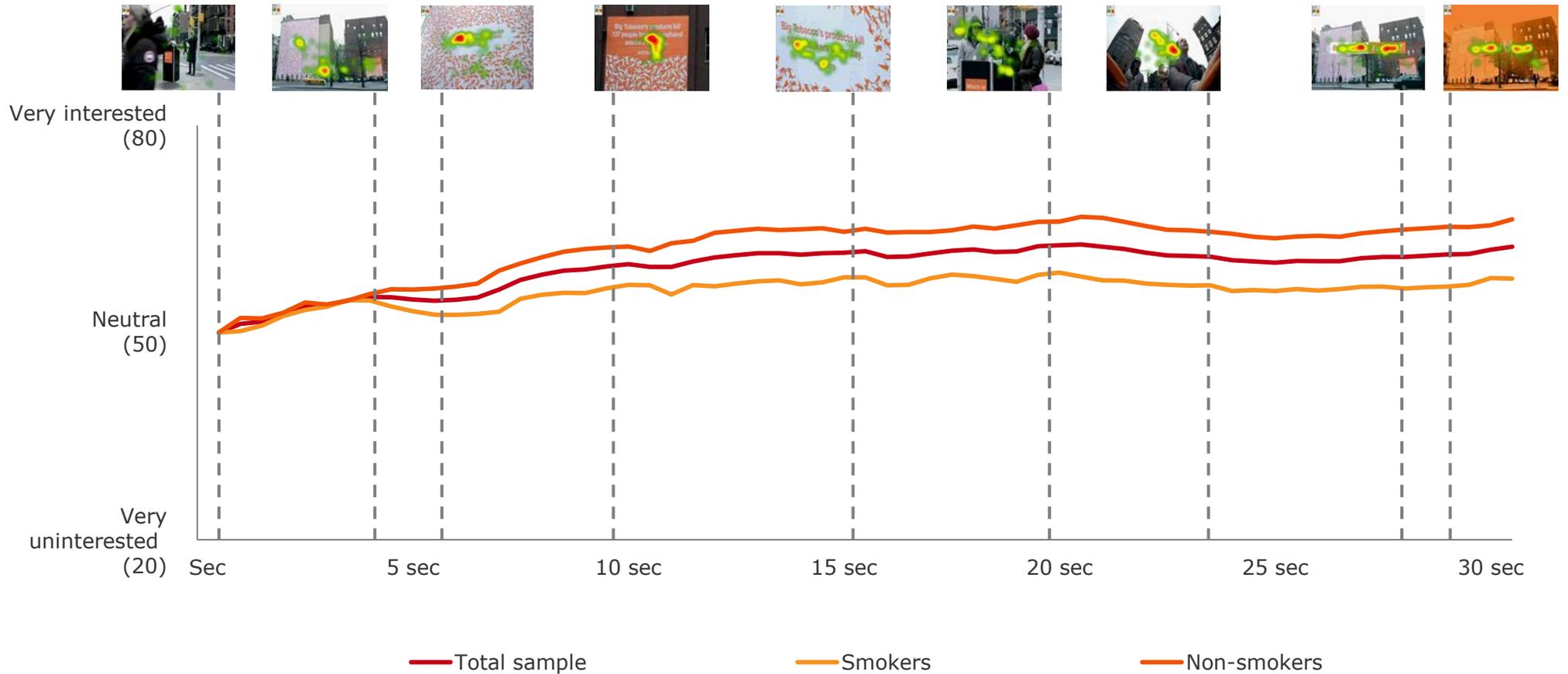
Tobacco denormalisation

© TNS



'Which Is Uglier' also shows a quite different level of motivation between smokers and non-smokers, with smokers remaining neutral most of the way through

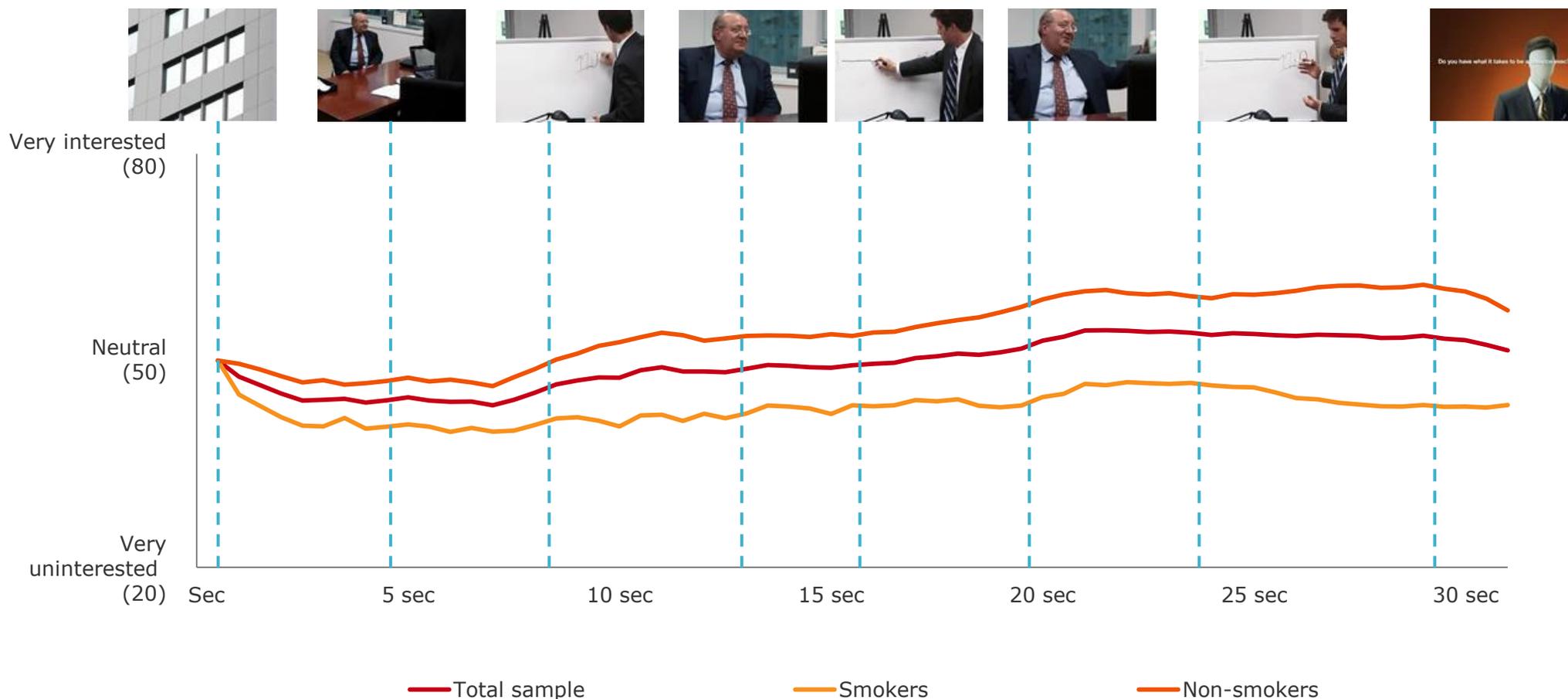
Dynamic interest (slide results) – 'Which is uglier?'



Sample sizes: Total n = 288; Smokers n = 134; Non-smokers n = 154

'Stop me' shows one of the worst results of all the ads, with respondents from both groups expressing disinterest at the beginning, and only non-smokers ever becoming interested

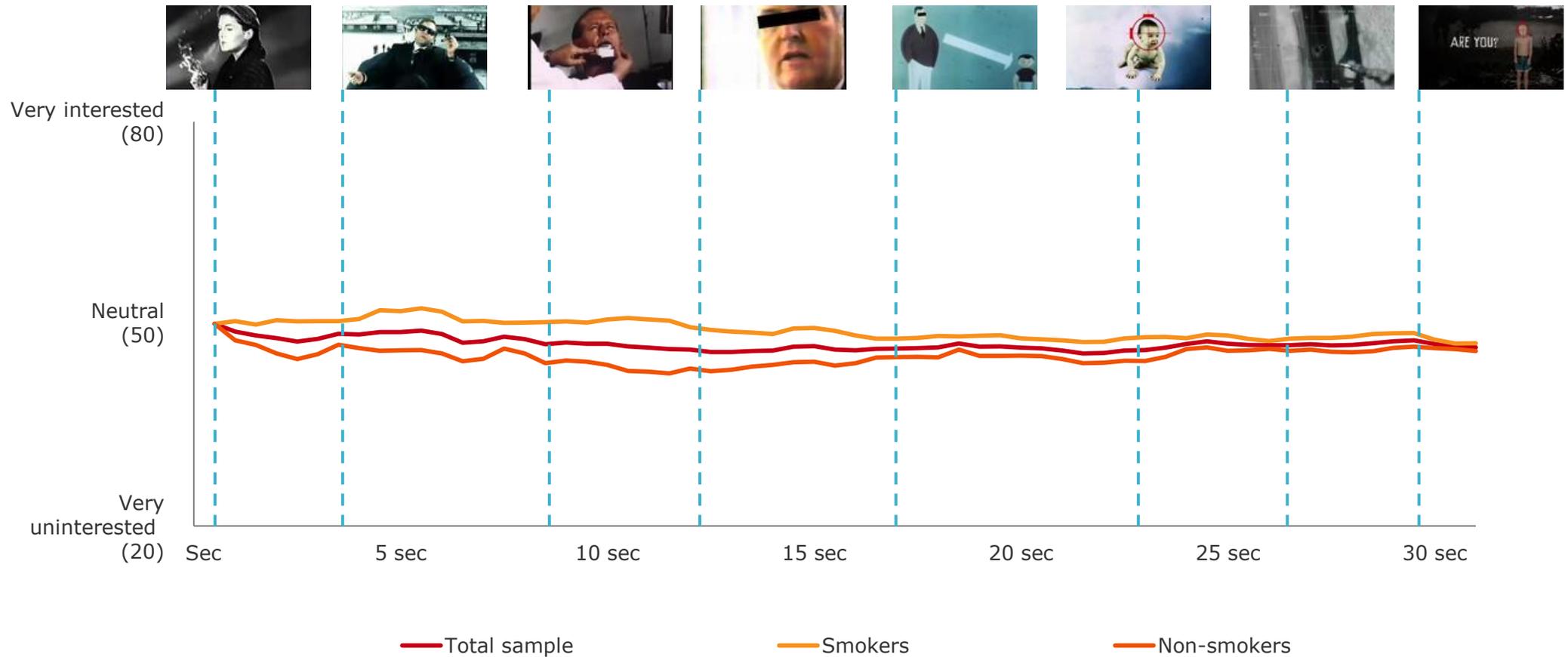
Dynamic interest (slide results) – 'Stop me'



Sample sizes: Total n = 286; Smokers n = 122; Non-smokers n = 164

Target is the worst performing with both smokers and non-smokers expressing disinterest throughout the whole ad

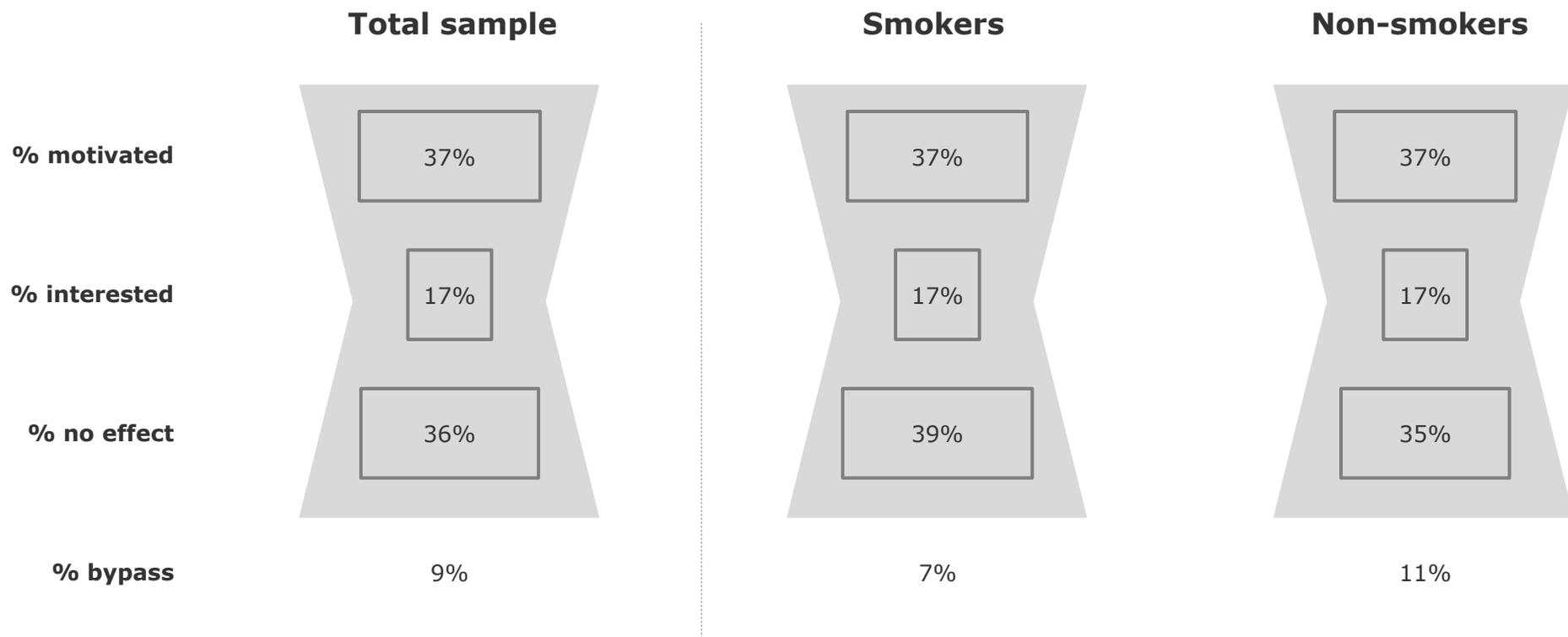
Dynamic interest (slide results) – 'Target'



Sample sizes: Total n = 287; Smokers n = 134; Non-smokers n = 153

The AdEval analysis for 'What If Girl' indicates that this ad has a significant effect on the level of motivation, and this is seen across smoker and non-smoker groups

Overall interest and motivation (AdEval) – 'What if Girl' [B]

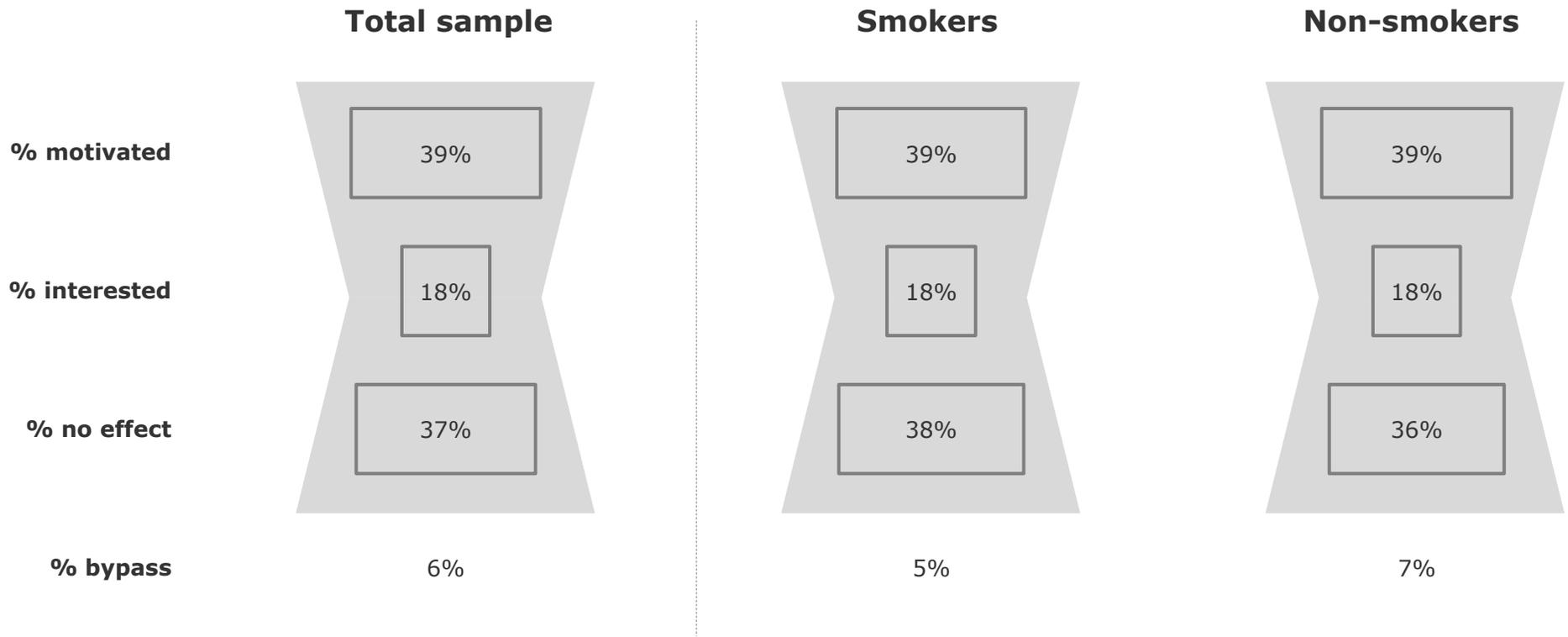


Sample sizes: Total n = 728; Smokers n = 314; Non-smokers n = 414

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers

Motivation generated by 'Debi Austin' is similarly very high with 39% of the audience classified as being motivated

Overall interest and motivation (AdEval) – 'Debi Austin'



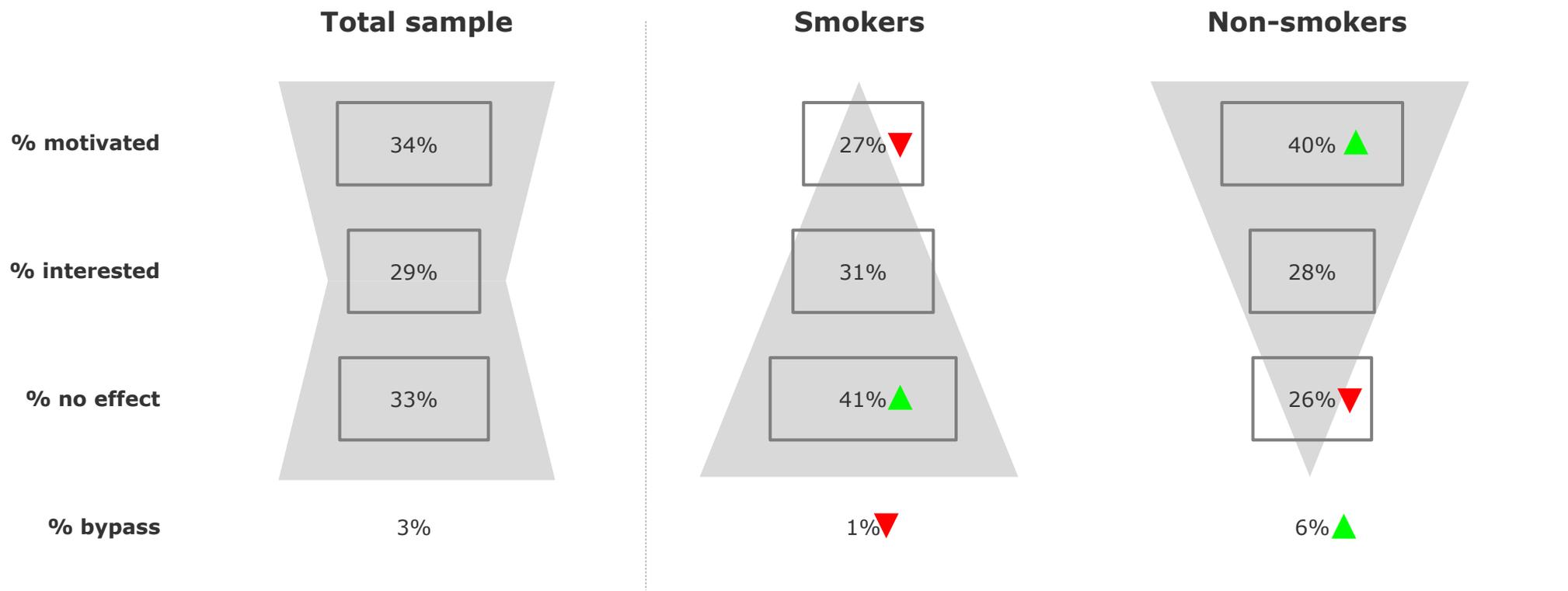
Sample sizes: Total n = 287; Smokers n = 126; Non-smokers n = 161

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers

'1200' shows very different results between smoker and non-smoker audiences, reflecting the same trend as seen in the interest slider

Overall interest and motivation (AdEval) – '1200'

The AdEval triangle for smokers is upright, a sign that the ad is ineffective in motivating and interesting smokers - this is the opposite for non-smokers where 40% of non-smokers are motivated



Sample sizes: Total n = 287; Smokers n = 128; Non-smokers n = 159

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers

The AdEval analysis of the 'Bubblewrap' ad suggest that it is slightly less engaging for smokers with only 32% being motivated, compared to 36% of non-smokers

Overall interest and motivation (AdEval) – 'Bubblewrap' [B]

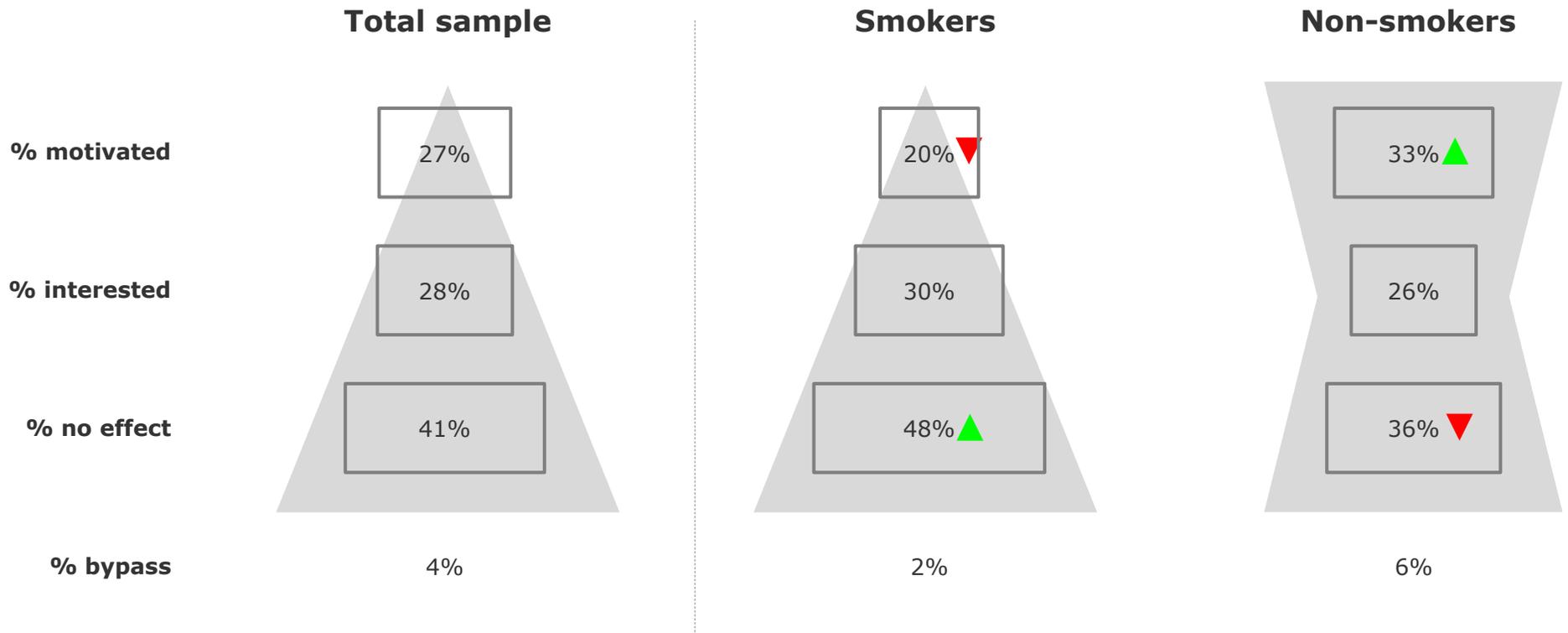


Sample sizes: Total n = 720; Smokers n = 332; Non-smokers n = 388

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers

'Evil Guy' shows similar results to '1200', where smokers are much less motivated than non-smokers

Overall interest and motivation (AdEval) – 'Evil Guy'



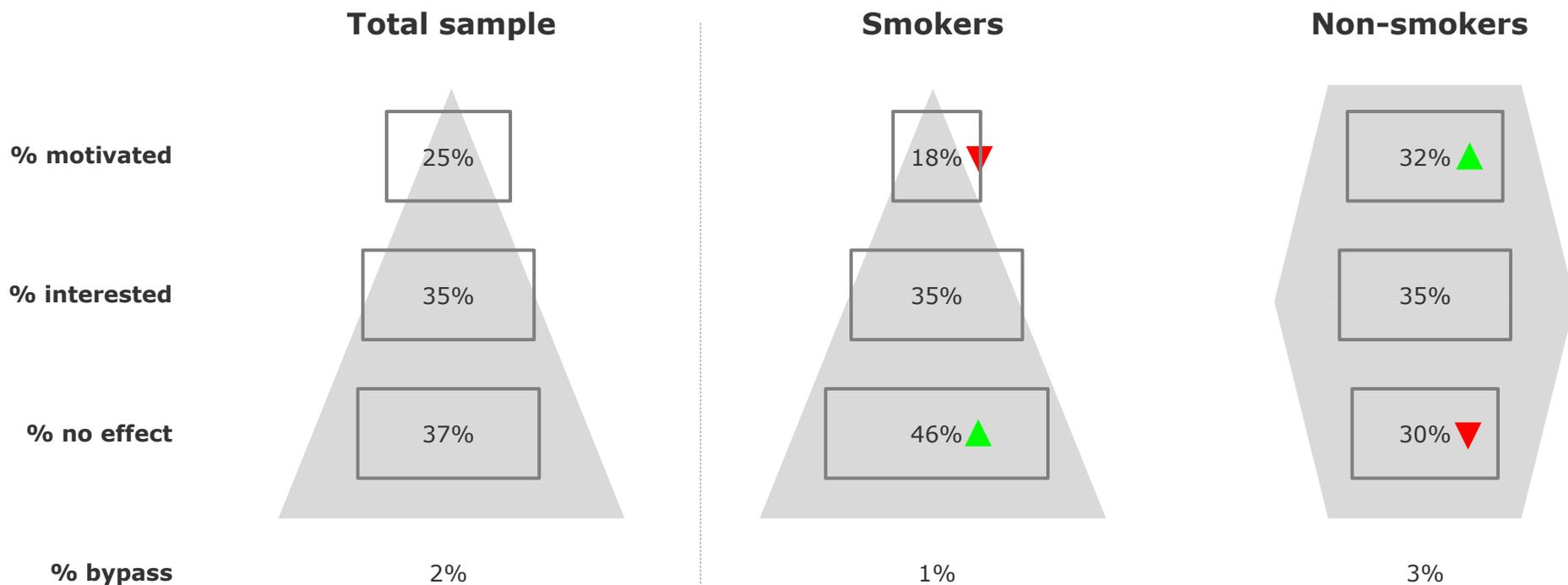
Sample sizes: Total n = 287; Smokers n = 128; Non-smokers n = 159

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers

The 'Which Is Uglier' ad shows a low level of motivation for non-smokers, but a lot of interest by non-smokers

Overall interest and motivation (AdEval) – 'Which is uglier?'

The high level of interest shown by non-smokers is only partially translated into motivation, with a large portion of those interested (35%) not being motivated by the ad

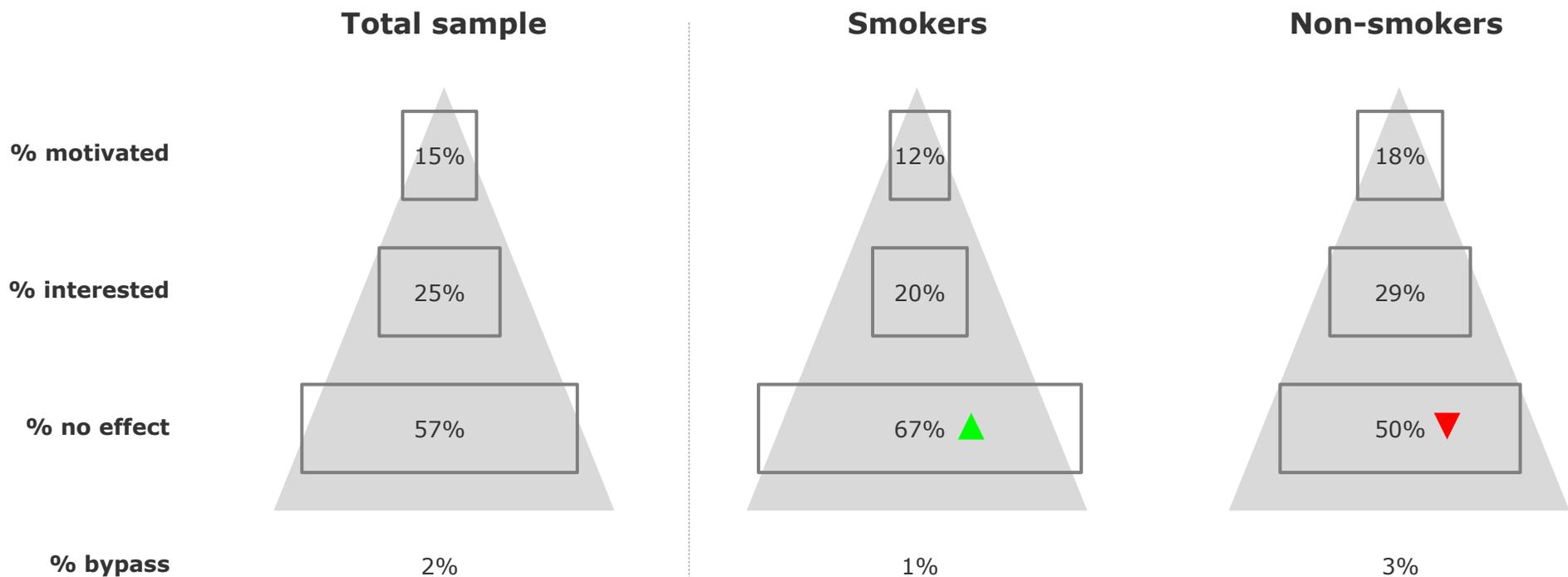


Sample sizes: Total n = 288; Smokers n = 134; Non-smokers n = 154

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers

'Stop Me' shows low a level of motivation across both groups, especially in the smoker group where 67% of respondents are unaffected by the ad

Overall interest and motivation (AdEval) – 'Stop me'



Sample sizes: Total n = 286; Smokers n = 122; Non-smokers n = 164

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers



Tobacco denormalisation

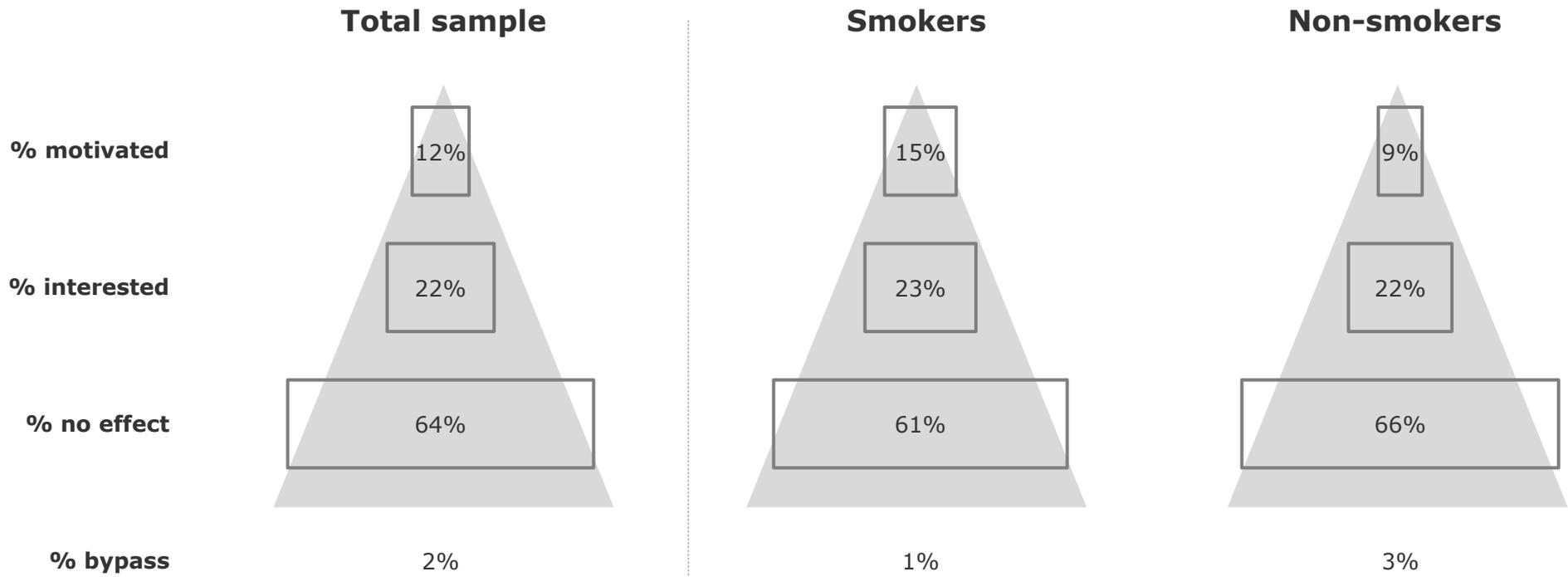
© TNS



'Target' shows a very similar pattern to 'Stop Me', with low motivation across both groups

Overall interest and motivation (AdEval) – 'Target'

Target is the only ad for which non-smokers appear less motivated than non-smokers (all other ads shows the opposite of this trend)

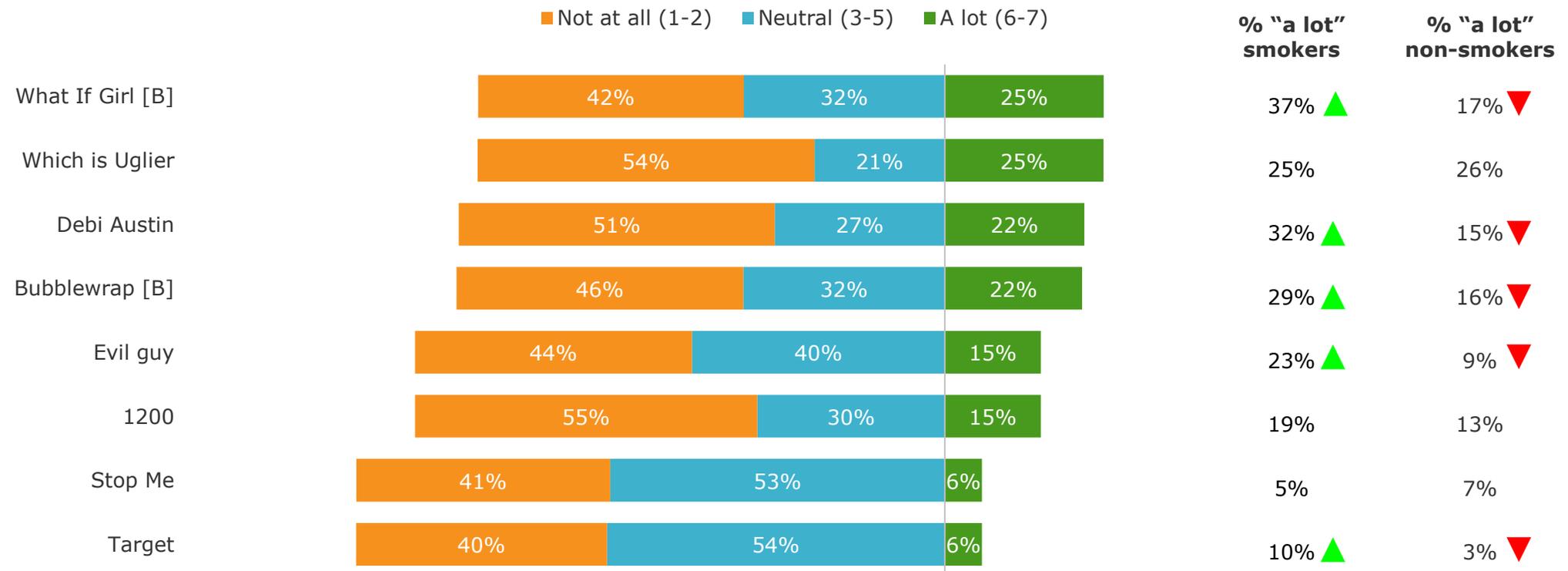


Sample sizes: Total n = 287; Smokers n = 134; Non-smokers n = 153

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers

'What if Girl' was rated as containing the most relevant information overall, however this was influenced by the large proportion of smokers rating it this way

Emotional connection and appeal – ad contained relevant information



Question Wording:

When you think about the effects of smoking, to what extent, if at all, did this ad contain information that is relevant to you?

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

Appendix: The appendix provides additional analysis of age and ethnicity. Refer separate tables for between group analysis

▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers



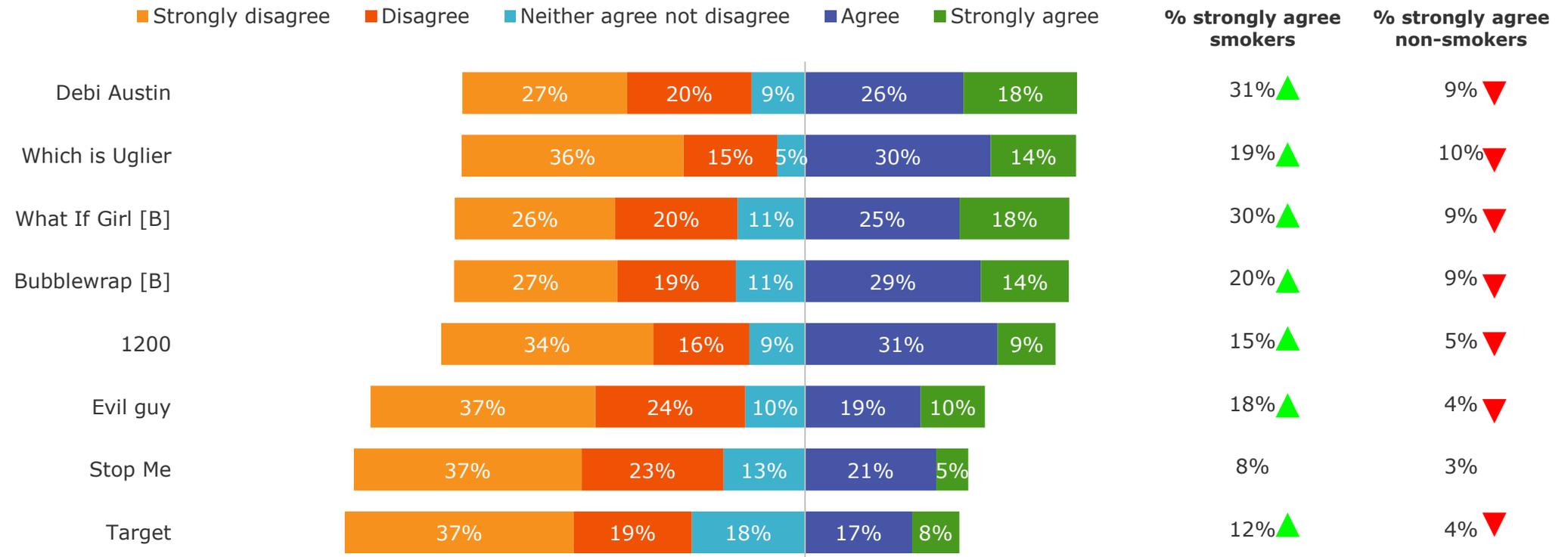
Tobacco denormalisation



'Debi Austin' was rated as being '*designed for people like me*' more than any other ad, however this was also largely influenced by smokers

Emotional connection and appeal – ad designed for people like me

Looking at smokers alone, 'Debi Austin' and 'What If Girl' had the highest proportion of respondents strongly agreeing that the ad was designed for people like them



Question Wording:

This ad was designed for people like me

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

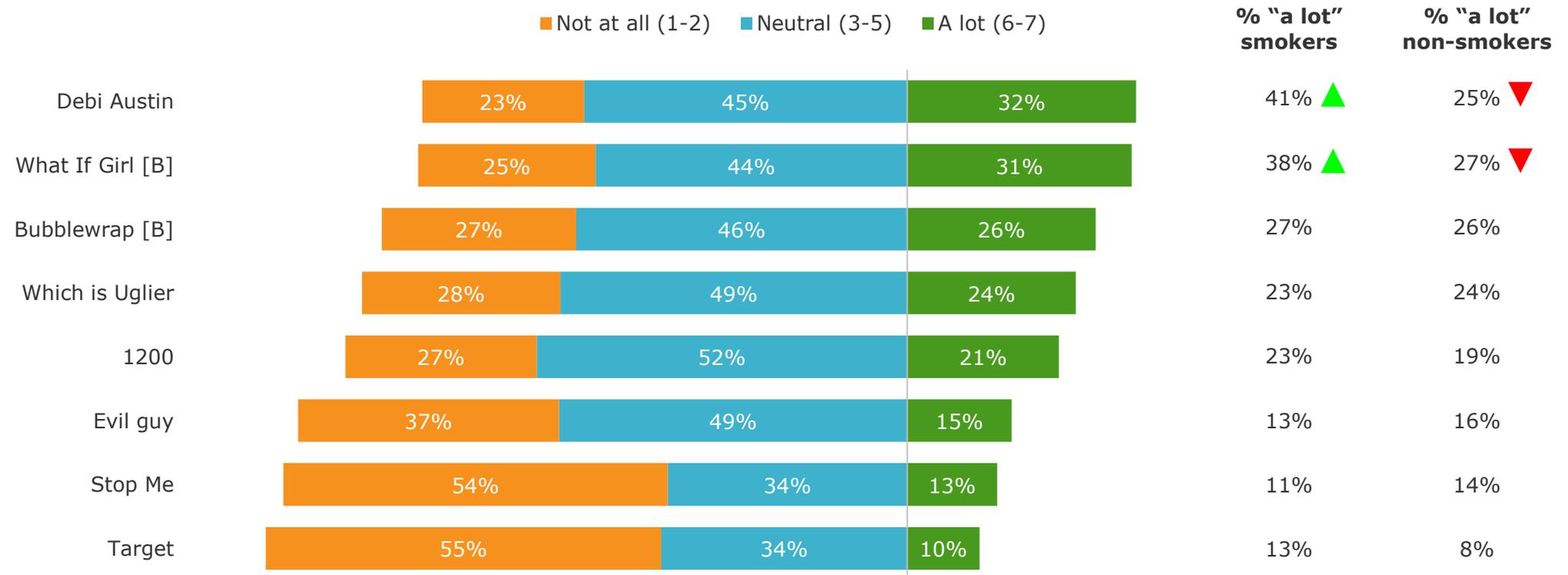
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▼ Significantly lower than smokers/non-smokers



'Debi Austin' and 'What If Girl' were the two ads that were most effective in reminding people what they really cared about, this being particularly high for smokers

Emotional connection and appeal – ad reminded me about what I personally care about



Question Wording:

How vividly, if at all, does the ad you've just seen remind you about things you personally care about?

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

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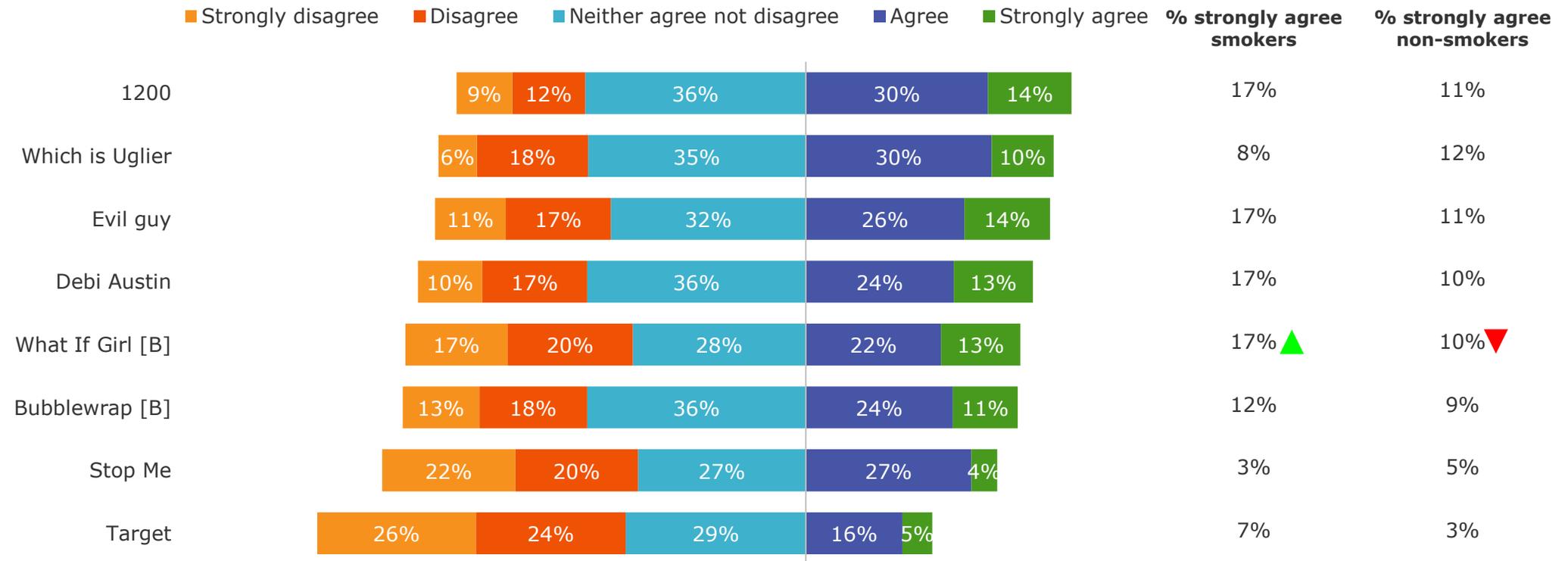
Tobacco denormalisation



'1200', 'Which is Uglier' and 'Evil Guy' were rated as the most appealing ads amongst the total population

Emotional connection and appeal – This ad appeals to me

Looking at those who strongly agree, 'Which is Uglier' was much more appealing for smokers compared with non-smokers



Question Wording:

This ad appeals to me

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

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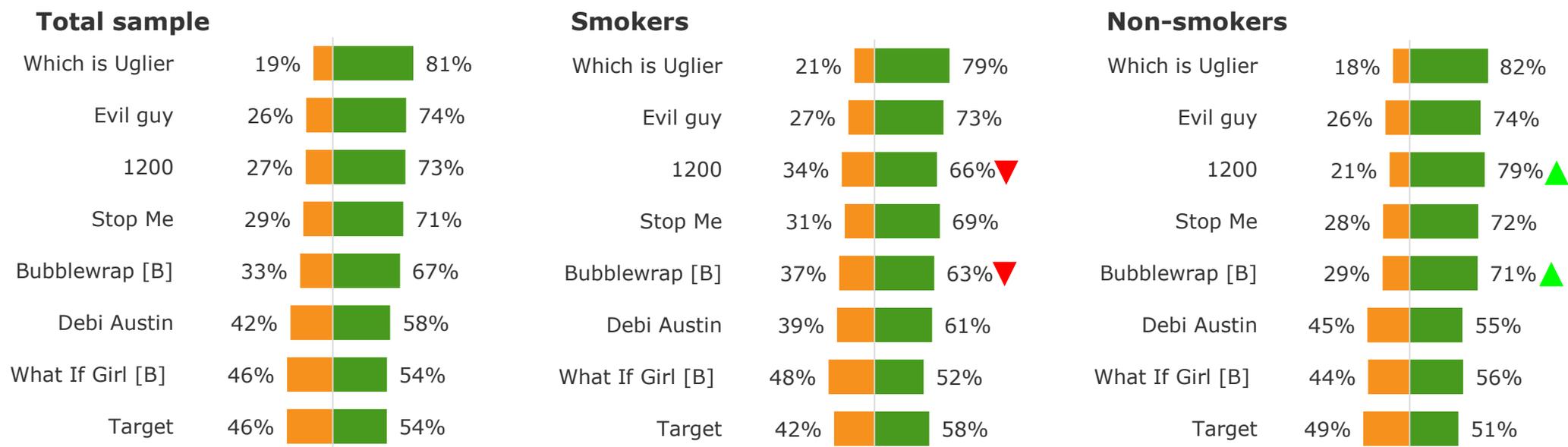
Tobacco denormalisation



'Target' was the ad that the most people would change channel to avoid, followed closely by 'What if Girl'

Emotional connection and appeal – change the channel?

■ Yes (would change) ■ No (would not change)



Question Wording:

Would you try to avoid seeing this ad by changing the channel?

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

Appendix: The appendix provides additional analysis of age and ethnicity. Refer separate tables for between group analysis

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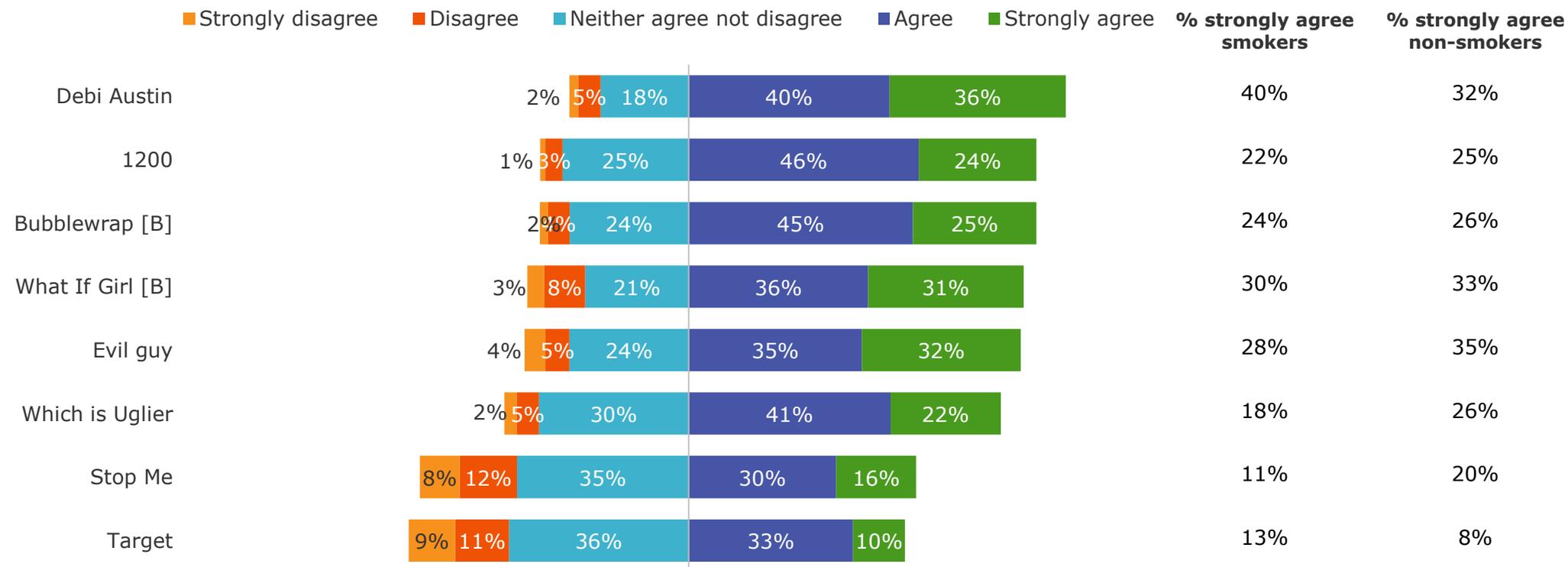
Tobacco denormalisation



'Debi Austin' and '1200' were the highest rated ads in terms of the proportion of people that said they agree or strongly agree that the ad is a powerful representation of the truth

Trust and authenticity – ad is a powerful representation of the truth

'What if Girl' and 'Evil Guy' also scored well with smokers as ads that were strong representations of the truth



Question Wording:

This ad is a powerful representation of the truth

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

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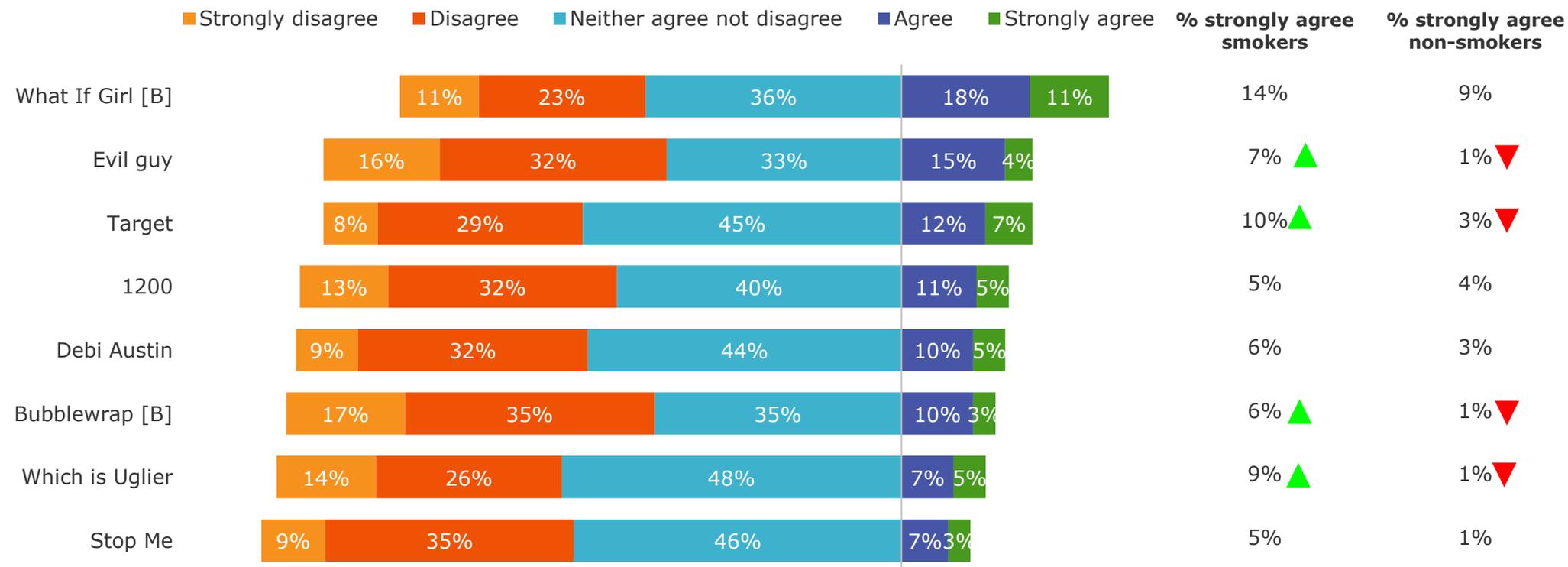
Tobacco denormalisation



'What If Girl' was rated much higher than all other ads in terms of how much respondents believe that the people who made this ad exaggerated the facts

Trust and authenticity – the people who made this ad exaggerated the facts

On all ads smokers were more likely than non-smokers to believe that the people who made the ad exaggerated the facts



Question Wording:

The people who made this ad exaggerated the facts

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

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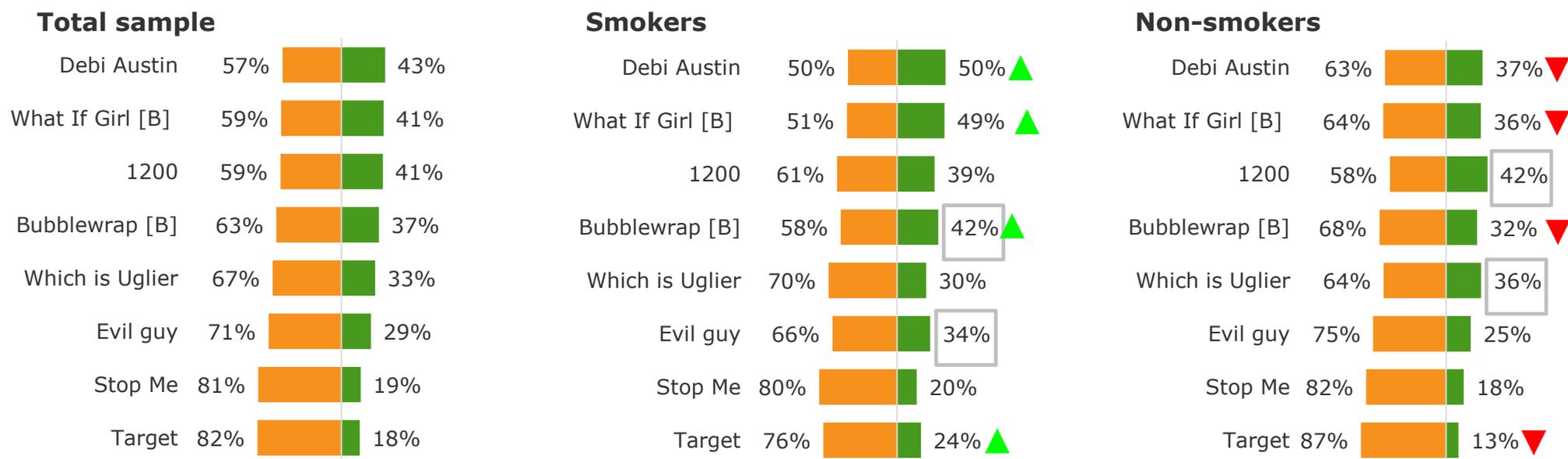
Tobacco denormalisation



'Debi Austin' was the ad that had the largest impact on changing the way smokers think about tobacco products, followed by 'What if Girl' (non-smokers were most affected by '1200')

Outcomes – ad changed the way you think about tobacco products

■ Not much/not at all ■ Yes very much/yes a little



Question Wording:

Has this ad changed the way you think about tobacco products?

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

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▲ Significantly higher than smokers/non-smokers
▼ Significantly lower than smokers/non-smokers



Tobacco denormalisation

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The three ads most likely to change the way the respondents think when they or someone else has a cigarette were 'What If Girl', 'Debi Austin' and '1200'...

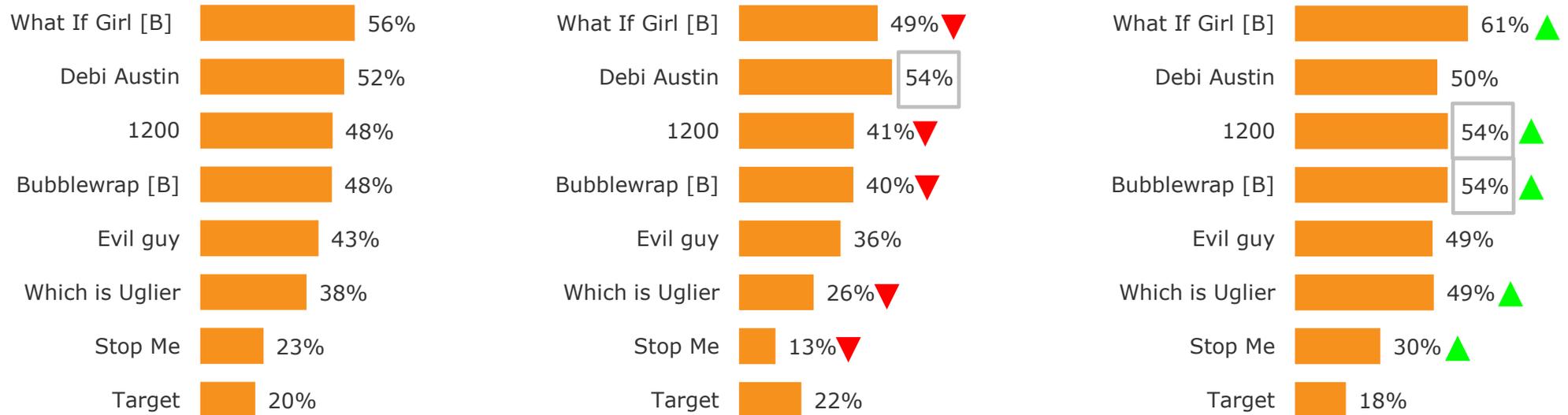
Outcomes

- (smokers) will think about ad next time you have a cigarette (% said yes)
- (non-smokers) will think about ad next time you see someone else with a cigarette (% yes)

Total sample

Smokers

Non-smokers



Debi Austin was the most powerful at changing how smokers think, followed by 'What if Girl', though '1200' was particularly powerful for non-smokers

Question Wording:

Smokers: Will you think about this ad the next time you have a cigarette?

Non-Smokers: Will you think about this ad the next time you see someone else with a cigarette?

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288;

Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

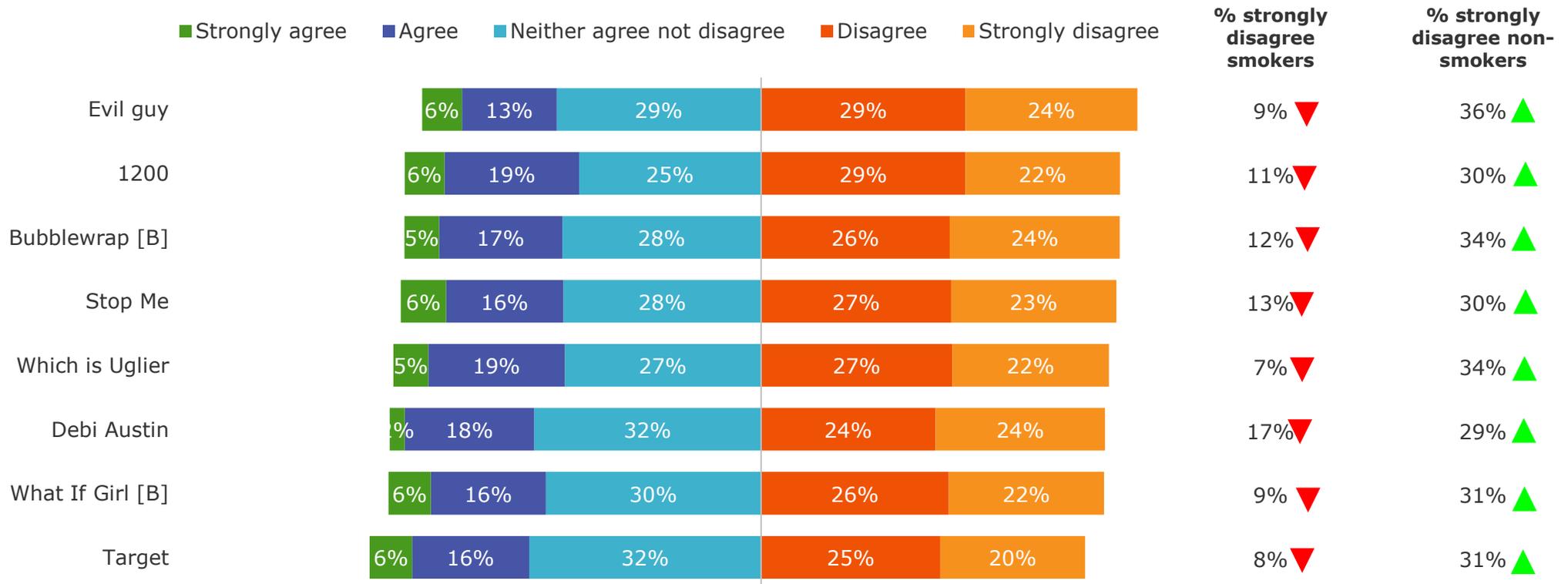
Appendix: The appendix provides additional analysis of age and ethnicity. Refer separate tables for between group analysis

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▼ Significantly lower than smokers/non-smokers

... while 'Evil Guy' and '1200' had the largest number of people disagreeing/strongly disagreeing that tobacco was a normal consumer product, though this was strongly influenced by non-smokers

Outcomes – tobacco is just a normal consumer product

Amongst smokers 'Bubblewrap' had the greatest proportion of viewers who disagreed/strongly disagreed that tobacco is a normal consumer product (16%), while amongst non-smokers it was 'Evil Guy' (42% agree/strongly agree)



Question Wording:

Tobacco is just a normal consumer product

Sample sizes:

Evil Guy n = 287; Stop Me n = 286; 1200 n = 287; Target n = 287; Which is Uglier n = 288; Debi Austin n = 287; Bubblewrap n = 720; What If Girl n = 728

Appendix: The appendix provides additional analysis of age and ethnicity. Refer separate tables for between group analysis

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▼ Significantly lower than smokers/non-smokers



Tobacco denormalisation



Overall the most effective ads were different for the different groups - 'Debi Austin' and 'What if girl' were most effective for smokers, while non-smokers connected with '1200', 'Which is Uglier' and 'Evil Guy'

Key take-outs

1

What if Girl and Debi Austin rated well on interest and motivation amongst smokers and were rated very highly by smokers as containing information relevant to them, as being an '*ad designed for me*', and for containing information that reminds them about what they really care about

2

'What if Girl', 'Target' and 'Debi Austin' all rated highly on '*an ad I would change channel to avoid*' indicating that they generate a certain level of discomfort in viewers, however, 'Debi Austin' was most often described as a powerful representation of the truth, while 'What if Girl' was seen as an exaggeration of the facts

3

'1200', 'Which Is Uglier' and 'Evil guy', all scored poorly with smokers but relatively well with non-smokers. 'Which is Uglier' was rated by non-smokers as containing a lot of information that was relevant to them (relative to other ads), and 'Evil guy' was judged by non-smokers as being the most powerful representation of the truth

4

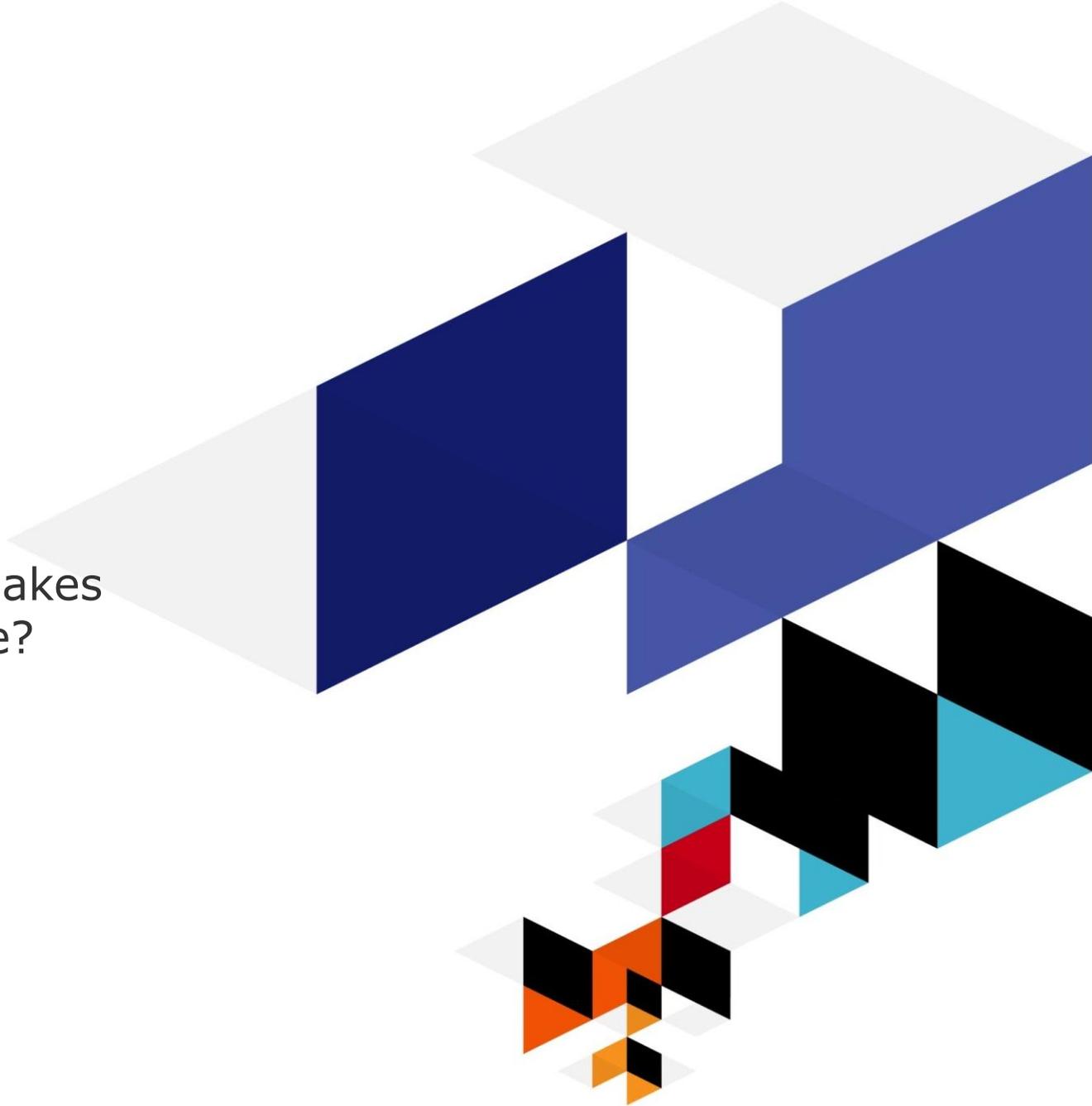
'Stop Me' and 'Target' scored very poorly with both groups sparking very little interest or motivation. 'Target' was also rated as the ad most likely to cause non-smokers to change the channel

Metric summary

	What If Girl		Debi Austin		1200		Bubblewrap		Evil Guy		Which is Uglier		Stop Me		Target	
	Smoker	NS	Smoker	NS	Smoker	NS	Smoker	NS	Smoker	NS	Smoker	NS	Smoker	NS	Smoker	NS
Highest interest point	64%	66%	63%	65%	65%	74%	59%	62%	55%	66%	59%	67%	50%	61%	52%	50%
Motivation % (% motivated)	37%	37%	39%	39%	27%	40%	32%	36%	20%	33%	18%	32%	12%	18%	15%	9%
Emotional connection relevant information (% lot)	37%	17%	32%	15%	19%	13%	29%	16%	23%	9%	25%	26%	5%	7%	10%	3%
Emotional connection design for people like me (% strongly agree)	30%	9%	31%	9%	15%	5%	20%	9%	18%	4%	19%	10%	8%	3%	12%	4%
Emotional aspect what I care about (% a lot)	38%	27%	41%	25%	23%	19%	27%	26%	13%	16%	23%	24%	11%	14%	13%	8%
Emotional appeal appeals to me (% strongly agree)	17%	10%	17%	10%	17%	11%	12%	9%	17%	11%	8%	12%	3%	5%	7%	3%
Change channels (would change %)	48%	44%	39%	45%	34%	21%	37%	29%	27%	26%	21%	18%	31%	28%	42%	49%
Powerful representation of the truth (% strongly agree)	30%	33%	40%	32%	22%	25%	24%	26%	28%	35%	18%	26%	11%	20%	13%	8%
Exaggerated (% strongly agree)	14%	9%	6%	3%	5%	4%	6%	1%	7%	1%	9%	1%	5%	1%	5%	1%
Changed how I think about tobacco products (% very much/little)	49%	36%	50%	37%	39%	42%	42%	32%	34%	25%	30%	36%	20%	18%	24%	13%
Will think about next time I smoke/see smoking (% yes)	49%	61%	54%	50%	41%	54%	40%	54%	36%	49%	26%	49%	13%	30%	22%	18%
Is a normal consumer product (% strongly disagree)	9%	31%	17%	29%	11%	30%	12%	34%	9%	36%	7%	34%	13%	30%	8%	31%

5

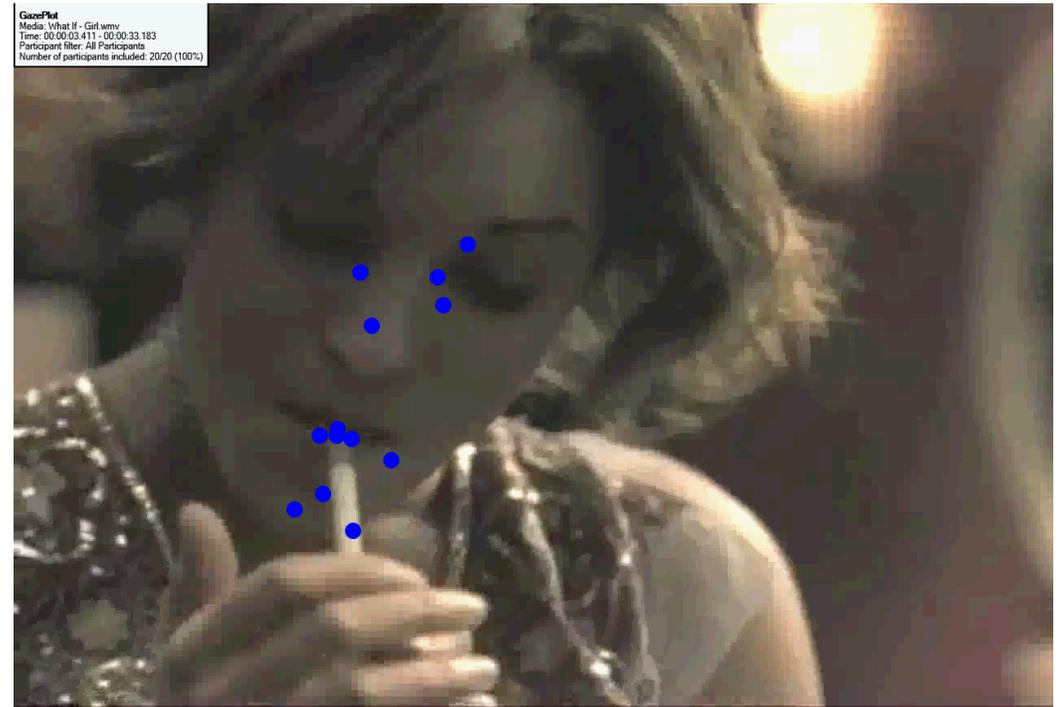
What works: what is it that makes the ads effective or ineffective?



The highly graphical images depicting rapid degeneration of an attractive young girl made 'What if Girl' particularly hard hitting

Respondents were repulsed by the images depicting extreme **facial changes** and commented about the **tar** coming out of her mouth, and the **rapid degradation** of her appearance

Respondents also directed their attention towards the **facial expressions** of her **friend** in the background, especially as she expressed **disgust** about the physical changes that the main character was experiencing as a consequence of smoking



The images gave the ad impact that grabbed and held attention, while the disgust of the other girl reinforced the message depicting society's disapproval of smoking



The graphical images gave the ad high impact

"This ad was probably one of the worst ones with the tar coming out of the mouth, watching her skin rot away, each puff she took she slowly deteriorated"

"This one freaks me out, the sores on her face, I don't like that kind of stuff"

"That really put me off, that was really gross... extremely uncomfortable... that's scary, the tar coming out of her mouth, that's in your body but you can't see it"

Social rejection reinforced the message

"I especially like the part where the other person sees her and is kind of grossed out because... you don't want to be ostracised or anything, and she clearly was... I've been in situations before where people give you 'judgy looks' and it's never a pleasant feeling"

"I thought it was really good, it was in your face. It also showed how her friend reacted to it, how her friend was like uugh that's disgusting. It's like the social perception of what you are doing"

"And watching people's reactions to it, and that's like, yea, cause some people look at people like that when they are just smoking"

"I was wondering what other people think about me" [Does that matter?] "Yes I guess it does, not everyone but there are certain people that you think I wonder if they look at me badly for doing it"

Almost without exception, 'What if Girl' was found to be disturbing and created a strong sense of disgust with respondents focussing intensely on images of her face and the tar in her mouth



The strongest emotion was disgust

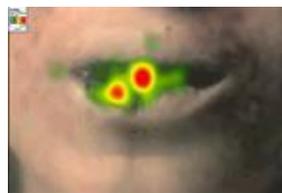
"That black stuff was disgusting... when you see it, it actually makes you feel sick because it's coming out of her mouth too... it's like eeww"

"Seeing the tar coming out of her mouth, and her skin starting to rot away, and it kinda disturbed me a little bit... it was like shocking. I suppose I haven't seen anything like it before, with smoking ads or anything like that"

"Ah it was just, she was pretty at the start then now she is disgusting. Even though I am a smoker you just... eeww"

"Yes, that look is yuk. It puts you off. All that stuff coming out. Everything is changing, her skin. It's yuk"

"It was kind of shocking how it starts off with this girl who is quite attractive getting more and more unattractive... and I guess quite sort of disgusting"



The strong sense of disgust and shock created by the ad was effective at making people think about their own smoking and what effect this may be having on them creating a motivation to quit

The ad made people think about their own smoking

"I just felt like, disgusted in myself, watching that ad, because I'm a smoker and like seeing that, seeing that sort of stuff happening affected me quite a bit, because I was like sitting there wondering what's happening inside my body, right now... or every time I smoke is something like dying inside of me"

"Yes for sure, if we could see what was happening to us when we smoke. We know it's happening but we don't see it. How that girl was deteriorating and she could actually see it, and what stood out is that she kept smoking, she kept taking a puff, so it is just stupid if you ask me"

"Made me think about my smoking... yes just because I try and be healthy and it's completely the opposite, so it's making me think eeww... taking that into my body"

"I don't want that happening... It does [make you think about quitting] sort of, it is a strong message. It's ruining your body basically when you smoke"

"That kind of makes you want to cut down, on not wanting those changes to happen to you too fast"

"Make me think about smoking... about quitting... yes because it was kind of blunt. The very first animation, it would have been that, about how I could look"

"If we could actually see the damage we are doing to ourselves it would make you think twice if every puff you are taking is doing that"

Most related to the ad either through connection with the young female, the health effects or with a desire to maintain their own appearance. However, some felt the bathroom scene could be improved



Most were able to relate to the ad

"I think the whole fact of identifying with the woman as well "

"It matters cos I don't want my face to turn out like that. And the way that chick was looking at her in the mirror"

"I have always been quite metrosexual. Yes... because I don't want a horrible look. I have to look professional in my job, on stage, all these things"

Although relevancy could be improved

"It was weird that she was in a bathroom smoking. I went... you're not allowed to smoke in bathrooms, so it was different"

"The first thing I thought was why is she smoking in the bathroom?"

"Yes I think it would [be effective] especially on a woman's part, I don't think it would be effective for guys to quit"

"For me this one doesn't really stand out, it seems to be aimed more at women and girls who smoke, that sort of stuff. I guess this ad could work, but probably not in my demographic, young males, 18 to 25"

While some thought that the level of gore would put them off watching the ad, others commented that the level of exaggeration reduced the motivational impact because they didn't believe the message



Some felt the ad so graphic that they would avoid it

"First, people would probably change the channel because it is so graphic and second, people probably wouldn't believe that's what happens..."

"But if we were watching it I would probably change channel... just because I wouldn't want to see it again"

"It was longer and once I have seen it a couple of times I have seen it a 100. I just know what's happening and I know the length of it and I would change it over"

Some felt that the exaggeration reduced the motivational impact

"Is seems more like a horror movie than a real life ad"

"You don't really see people that look that bad... I haven't seen anyone look like that .. makes it seem like it mustn't be that bad, never seen that"

"It's definitely interesting but I wouldn't say it relates to me perfectly, just because you don't really see many smokers out there that do go through such a drastic change even when they do smoke their whole life, it's still hard to pick them. I don't personally really see any people affected anywhere near as bad... not visually anyway"

Most related the young girl in the Debi Austin ad to their own circumstances, the images were focussed on intently and almost everyone found the hole in Debi Austin's throat disturbing

Respondents spent a lot of time watching the **young girl**, and looking at the **cigarette** she was pretending to smoke

Everyone found the **hole** in the old lady's throat **disturbing** and some commented that they tried to look away as it was gross or disturbing



The raspy voice was a key element to the ad that helped grab and hold attention, and it appears that this would continue to play on people's minds



The sound of her voice and the hole in her throat got attention

"That bothers me, the hole in her throat bothers me... it's not normal, it's freaking weird... I just don't like looking at it, or hearing her voice"

"Just hearing her voice, and seeing that hole in her throat... not cool"

"We have some pretty nasty ads here at the moment and that would be up there with them. Seeing the hole in her throat and hearing her"

"Like the voice... I can still hear it now, not so much the visual of that one, well the visual was there too, but it was the voice on that one"

"That was scary, thinking what the hole was. I don't even know what's wrong with her, throat cancer or something, that's scary as. Makes you think more seriously about quitting... and the voice. Sounded like two people were talking out of that hole"

"Wheezy voice sticks in your head"

"Makes me feel bad, even the way she is talking, like taking a breath and everything she has to do"

Most could relate to the young girl trying to be cool by smoking; it made them think about their younger siblings, or themselves as teenagers and wanting to be a good role model for others younger than them

The young girl was effective and many related to her

"It made me think to myself it could happen to me and it really shocked me seeing that hole in the girls throat... later on in life just from smoking at a young age"

"It reminds me of my little sister... I have always told my sister if I see her smoking I will kick her arse... it's just something I don't want to see"

"I live with children so, I know how easily they pick up habits and how it can, how they will stick with it because they think it's cool and just to copy you and stuff. That one made me feel really uncomfortable... I thought it was a good ad because it scared the crap out of me"

"This one's kind of relatable in a way, especially when she's trying to look cool with a cigarette in her hand... I know a lot of people who have started smoking because they just want to be like everyone else"

"It hits me when it's like, when you think about kids watching their parents smoke and thinking that it's cool and doing it themselves, because the last thing you want is, well I live with a 7 year old and a 5 year old and a 3 year old and the last thing you'd want is for them to see me smoking and think it's cool and want to do it as well"

"That sort of just made me angry, seeing that little girl pick up a smoke. I have a little brother and little sister, and I don't want to see them smoking. And I guess I'm not being a very good role model in that area. It just made me angry."



The graphic detail of a person with a hole in her throat shocked most respondents. It made them fearful for their own health...

The ad shocked and created fear for their own health



"Just shocked... reminds me of myself, cos both my parent smoked so I can relate to it, and then this is like... I understand now. That's her in 40 yrs hey. Just shocked at how she was speaking"

"If it's cancer in the throat that she has had. This is one of the worst ones I would say in terms of making you think twice about it, cos you can see how easy it is to get addicted especially from a young age"

"It makes it a bit harder cos you realise it does happen or what can happen. But it was a real person, it wasn't graphically enhanced or anything... It has more effect because it is more believable, a real person with real problems basically. Makes it more relatable, real life"

"That it could be me one day and my poor kids would have to put up with it, if I live that long. I am aware of the affects I just choose to ignore it. I don't want that to happen to me one day and I don't want to be walking around like a Muppet"

"That if you are addicted and you smoke enough that is going to happen to you, you are going to have to walk around with a hole in your neck... in a few years that could possibly be me if I don't stop"

... and for most generated a strong desire to be free of cigarettes



The reality generated a strong desire to quit smoking

"It will make you want to quit smoking... that could happen to you if you start smoking"

"That ad definitely makes me want to quit... just seeing her with the hole in her throat and how she was talking"

[How does it make me feel about smoking?] *"It doesn't make me feel good"*

"That was scary, thinking what the hole was, I don't even know what's wrong with her, throat cancer or something, that's scary as. Makes you think more serious about quitting"

"It makes me want to quit because of the physical appearance... because of the way it looked... it looks ugly and sounds ugly"

"...makes me want to stop because I don't want to die. I don't want to die with an ugly face or a hole in my neck"

While disturbing, the ad was not considered to be excessively gory and the fact that it included a real person made it more believable, although an ad featuring a younger person would likely increase the impact



While it shocked, it was not excessively gory

"No, because it's not hard out as the whole time, it's just like an ad. It was visually ok the whole time. Because it's not gross."

"I think a lot more people could relate to it and possibly be freaked out by it. It's not too graphic, there is nothing bad happening, it's just the lady at the end who has gone through this and it makes you realise what is happening"

Including a real person was effective, but a younger person could be better

[Does it feel real?] *"Yes, especially when it's an actual person"*

"It has more effect because it is more believable, a real person with real problems basically. Makes it more relatable, real life"

"It would be a lot more effective if she was in mid 20s, definitely someone not so grey and wrinkled"

"Possibly, yes even our year. I think it is still effective with her, but if it showed a younger person I think it would be definitely even more effective"

Depicting how kids typically start smoking in New Zealand would likely create a stronger connection and providing facts that unequivocally link the health problem to smoking would remove any doubt



There is some opportunity to improve relevancy

"I was wondering why it had a little girl in it at first... she didn't look like the type to start smoking... the type of people I see smoking, she doesn't look like it... (The ad needs to have) like a little Māori girl or something"

"It's a bit scary but at the same time it didn't kind of match the words. She was like... I did it to be cool and fit in but she was by herself. I know when me and my friends started smoking we started as a group and were trying to be cool with each other. The situation should target how people would start smoking. More effective if she was with other girls hiding out behind a house or something, doing the sneak out to have a cigarette or out the back of school"

Additional facts could also make the ad more real

"I believed it was a person but I don't know if that hole in her throat was just caused from smoking, I feel they try to blame it all on smoking instead of thinking about the other things it could have been as well. If they had facts to back it up to say this is why"

"[Do I relate to the message?] Yes and no... I think if they had more facts to prove it"

There were some who believe that the ad would be ineffective on them unless it had more dramatic personal images of human suffering as a consequence of smoking

Some need stronger images to be motivating

"[Change my opinion about smoking] My main opinion about smoking is 'it's my choice', I can choose to do it if I want, if you don't like it then ok, I'll go outside away from you, but if you're going to try to force me to stop then I'm going to try to fight it..."

"If I were to see someone lying in bed choking to death on their last few minutes of life that, yeah that would be pretty brutal. Like, I don't know whether they'd be allowed to show that on TV or not. But um, yeah, I guess that would pull on my heart strings a wee bit"

'1200' captured interest with the large number of people and the fact that so many died had a high impact, however the message was not always clear or believed

The initial scenes with a large number of people **captured interest** and images of **1200** dropping dead had a **high impact**

There was seldom a single point of focus with most watching the central images

The **sign** at the end attracted a lot of attention but people were often **confused** about the **message**



The initial scenes with a larger crowd captured attention and maintained interest as respondents were intrigued to find out what was happening

The initial crowd scenes generated intrigue



"I didn't understand this at first, or what it had to do with smoking, I didn't even know if it was about smoking"

"Well I didn't think it was a smoking ad, at first I thought it looked like round the bays and not till the end that you clicked on. That's a lot of people, looks like more than 1200"

"I didn't know what was going on. It looked like they were doing a marathon a fun run, putting numbers on and it was going to turn into something like that and not being able to compete a fun run or something"

"I was looking at the numbers and stuff on their t shirts and there was 1200 so I sorted knew it was something to do with 1200, but I didn't know what it meant till the sign comes up"

The large number of people dropping dead had a high impact...



Most were affected by the scale of people being killed

"Here it was shocking because you don't normally get a face to the number the die... it was shocking seeing all these people because it's something that I, and many other people that I know, do"

"It was pretty hard out seeing lots of dead people. The amount of people stood out – like 2000 people.. I was thinking 2000 per day then, then how many days cigarettes have been around... It's killing a lot of people really fast"

"Just the amount of people dropped dead in that instant, it's true but to see that many people just drop down, that's a lot of people and you can see 1200 people just fall over ranging from adults to kids"

"That part was really effective especially the close up of the guy, it was like you felt them drop dead on the ground and that's when I felt my eyes go like that and realised people just dropped dead"

"It's just like so many people die at the same time, you really see that happen and then it explains it afterwards and it's kind of like oh... I think because so many people just drop dead it's like a shock... like an impact"

... and number of deaths had an emotional effect

So many deaths had an emotional effect



"Quite good actually, I thought it was quite a strong message when everyone dropped to the ground at the end"

"It's shocking, everyone just collapses... it's the truth though. It's really sad to see, especially children"

"It was pretty hard out seeing lots of dead people. The amount of people stood out"

"I feel like one day I could actually just drop dead and it will be because I smoke"

"The young people that were on the ground that they had close up shots of and that it is 1200 people that died per day... that it was a lot of people just from cigarettes"

"That gave me the heeby-jeebies, definitely did not feel good... smoking kills a lot of people"

However, few related to this because they personally didn't know anyone who had died from smoking, or did not believe that it could happen to them



There was often a lack of connection

"I feel like it's true.. but that those people probably don't look after themselves anyway, they probably have other health issues for that many people to die from it. Exaggerated for sure, like seeing someone that was fat and he ate a muffin everyday"

"It's just boring, me personally I just don't see the point in it.. me myself I'm just like that's not going to work, that's not going to happen, I'm not going to be part of that crowd that dies from smoking"

"I don't know anyone who has died from smoking, I have family members who have smoked their whole life and they are fine. So it's almost not believable"

"I just didn't [relate to it], just don't feel like I am going to be part of 100 that die... I guess that is just me thinking I am super woman. I am like yeah but nah cos personally everyone I know that smokes haven't died from smoking, so I am like sweet as all good, nothing can hurt me"

"Seeing all those people lie down is like nah, like who cares about him over there it's not his fault he died of smoking, no one told him to put the cigarette in his mouth sort of thing... so it's like yeah it kills people but it's their choice"

"Not very well, cause I could... nothing really showing me what it's doing to me or telling me I should quit smoking it's just showing me a whole lot of people walking around"

Although many of those interviewed had difficulty relating their personal circumstances to the ad, some believed the message and felt it could be them. Others were confused with the final message.



Some
connected in
different
ways

"I actually thought they died then I realised it was only an ad... so when you see all those people you think that could be me"

[I don't relate to it] "because I don't know anyone smoking with lung cancer. But it did feel real... because it doesn't matter that it's not family related that I know it's still people... so you still feel like it's actually true"

"Yes I guess I did a little bit but only due to the sign at the end. That was the most relatable part to me cos you do need to take it day by day"

The ad was
also
somewhat
confusing

"Kinda makes it not so hard thinking about taking a day off as opposed to just quit smoking"

"I don't know what he is trying to get at, is he trying to get the message across to the tobacco company or is it to us as watchers?"

"Yes, I was unsure if they were telling me to take a day off smoking or telling the tobacco company to take a day off, telling tobacco companies to take a day off selling smokes... a day off where people don't die"

Probably as a result of the lack of direct connection, the ad was not seen to generate a strong desire to quit smoking



The ad did generate thoughts of quitting...

"Smoking is kinda dodgy, like I don't think I really want to smoke anymore. I don't want to die"

"Yes [made me think about smoking and quitting] but not as strongly as some of the others, not as strong as the first one and I think the girl with the melting face. I think that [feeling] grossed out, disgusting is the main thing for wanting to quit"

"Probably increases the feeling to quit a tiny bit... just the end sign that big hit, seems easier like not such a big deal. Just like taking a day off a habit, makes it seem quite simple"

... although some rejected the message

"It's just boring, I don't see the point in it. That's not going to happen... otherwise people wouldn't smoke if they thought about them dying. People don't think they are going to die from smoking"

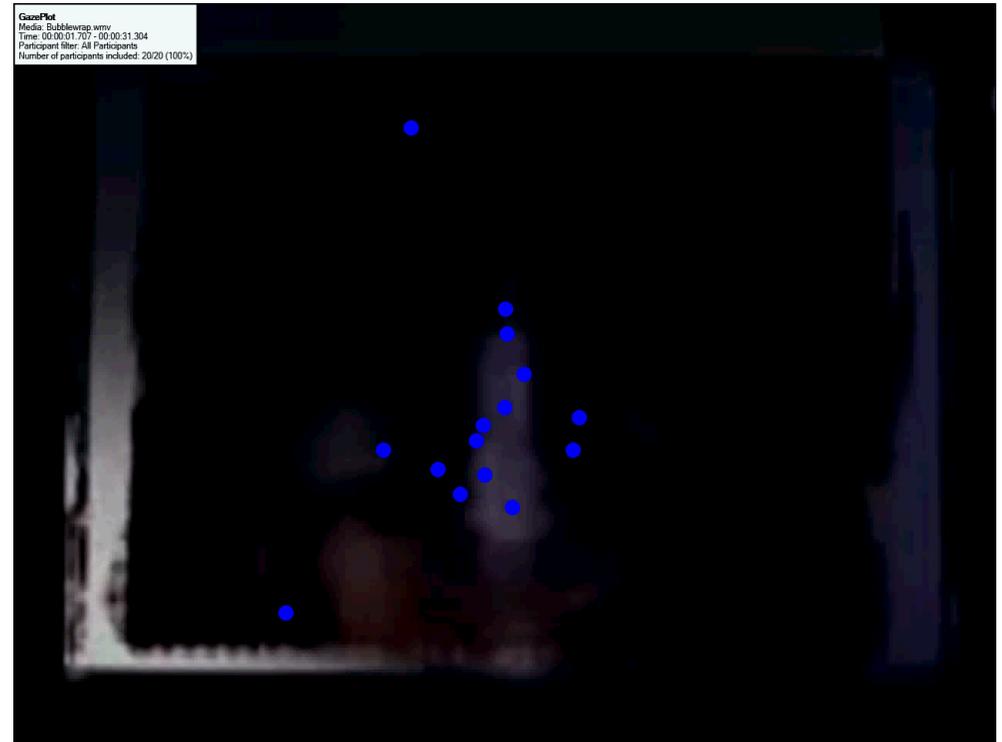
"I am not bothered about myself, I am worried about everyone else... but regardless of this I am going to have a cigarette"

"It didn't inspire me to stop smoking"

"It is just boring, you look at it and think 1200 whatever and you will see it come on again and you will just flick it"

'Bubblewrap' was a very visual ad and there was a lot of focus on the cigarette burning holes through the plastic lungs

Most focussed **strongly** on the image of the cigarette **burning holes** in the bubblewrap lungs which made it easy for them to **visualise** the effect of smoking on their **own lungs**



The images of cigarettes melting the bubblewrap lungs were well interpreted and had a high impact

The analogy of bubblewrap lungs was effective



"That one hit home a little bit more on the health side of it than the one before (What if girl)... the way the cigarette fits perfectly into each sort of hole... it sort of gave the idea that each cigarette is doing you damage rather than just on the whole"

"I felt like I could feel it in my own lungs... yes, the [bubblewrap] lungs made me think about my own lungs"

"It stood out more because it didn't show anything else but that. Focussed on one point. It stood out more than the first one [1200], and the one with the 2 facts [Which is Uglier]. It stood out for me because of the visual. The visual element is important"

"Quite cool the analogy of how it is doing it, the piercing through your lungs. Makes you think about what it would be doing to your lungs. Everything, even the heat perspective of it"

"A bit gross about myself, like the analogy that is what it is doing to you. The bottom bit where it is completely rotten away gets you thinking"

The ad did well in making most think about the damage that they may have already done, and about the fact that every cigarette is doing further damage



Impression
of
immediate
damage had
impact

"The other one is about the future effects, this is what happens"

"The Bubblewrap one shows what is going on every time you have a smoke"

"Well when it was like every smoker has emphysema, I was suddenly like oh my god I should go to the doctor I am probably dying. In my head I was like 'ohhhh what have I done?!' It made me think what the hell am I doing. My lungs are dying, my lungs aren't normal"

"It actually made me stop and think about my lungs for a while... like is that actually happening to me"

"I don't really consider myself a heavy smoker, it's just a social thing, and that one really got the idea that it's just as bad as someone who is smoking a pack a day"

"I think just the closeness of what it is, looking at it and thinking it could be what my lungs look like... like puffing on a cigarette and every puff has an effect on me"

"I felt like I shouldn't have started cos I felt like that would probably happen. I feel like it is probably happening"

"Yeah like every cigarette you have, putting it in a easier way to understand it like every cigarette you have this is what you are doing to your lungs"

For some it raised concerns about how their smoking may be affecting their health, while others rejected the message as simply another anti-smoking ad



It made them think about their own health

"Cos my old lady had emphysema... so it made you think about that"

"You don't realise what you are doing to your body is really bad, like you don't want that to happen"

"Instantly you think about your lungs. It's not like you can take them out and give them a clean. The damage is done to vital organs. Makes me wonder about myself and other loved ones who have been smoking longer"

"I think just the closeness of what it is, looking at it and thinking it could be what my lungs look like"

While others rejected the message

"I don't find it as effective though. I personally just thought it was kinda cool, it looked like fun"

"Not too much to be honest with that ad, that was just burning a hole in the plastic"

"Don't really know, just another boring smoking ad. I don't really see the point in the ad"

"No not really, same things pretty much, like healthy and stuff. Smoking is not going to burn through your lungs like that"

Overall, 'Bubblewrap' was somewhat polarising with some being sufficiently shocked to consider quitting, while others rejected the images



Those who were more disturbed were more motivated

"Made me think quite strongly about quitting. I was having a conversation the other day about the packaging and with the really disturbing ones some people were putting pieces of paper there to block it, it's that kind of disturbing to look at"

"Because there are so many of those ads done before and it hasn't made a change... like I don't think anyone would look at it and think I am going to stop smoking. Like it's not enough adrenaline to you. It's interesting but it doesn't shake you enough"

"Yip 100%, it was probably the most effective one for me because it gave it a little bit of like... oh shit, I probably should stop now"

Without impact, the ad was ineffective

"I don't know, just didn't find that it was making me want to quit"

"This ad by itself didn't make me want to quit... Cos the other ads actually showed it and this was just an x-ray... It showed the effects but not the actual people, with bubblewrap"

"Yes I guess, no one wants to have holes in their lungs but that's a choice you make, you know the effects and the reality but you just sort of shut off and keep doing what you are doing"

"It was ok, it was educational but I didn't really feel anything"

A number of people found the ad boring or lacking in novelty and felt it was just like all other smoking ads

It lacked a novelty element



"Oh okay it's another one of these smoking ads... It doesn't really give you much information, it tells you that you are killing yourself but that's kind of where it stops. Yea it's just giving you the same facts that most ads give you every time – you're killing yourself, this is why, this is what's happening, end of ad"

"This might have been a fantastic ad like ten years ago, but it's not going to do nothing for, for me, yea personally anyway, it won't do anything"

"It kind of just reminded me of those typical ones that we have, and it is kind of typical, I didn't really get anything out of it... it's just like the kind of stuff people tell you to try get you to stop without actually having like facts. Because I feel like it wouldn't just burn a little hole because if you punctured a lung you would just die"

"I dunno, just another boring smoking ad... just because there are a few out there that are like pointless I think... you just don't really see the point of an ad sometimes"

"Um, well it's, well it's a concerning thought [that I could have emphysema], hearing it like that but um, it doesn't have enough impact on it to make me stop, cause even if I have it it's not life threatening right now so yeah if I'm still alive and kicking obviously it's not bad enough"

The lack of human images appears to have diminished the overall effectiveness of the Bubblewrap ad

The ad lacks personal connection

"I know it wouldn't work for me and some other people because it's too easy to tune out and disregard because as much as you know your lungs are there and they're representing your lungs it's not, there's not a human face to it, it's really easy to disconnect because there's nothing all that human about the ad"

"It would be good if it had the main person getting their lungs burnt out like that and then people either side of them, and the same thing was happening to them but at a slower rate or whatever"

Improving the visual impact and adding more of a human element would potentially increase the effectiveness of the ad

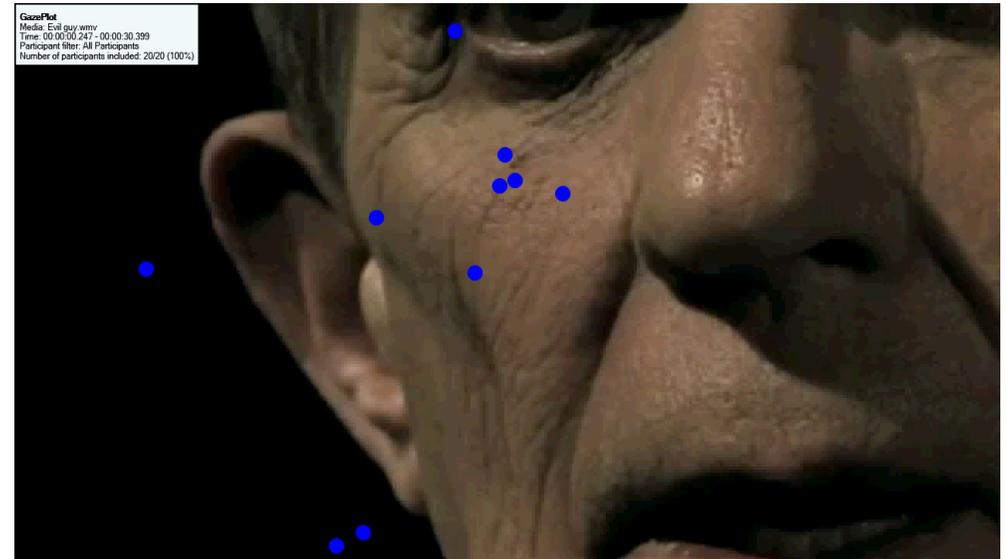
Immediacy of the impact is excellent

But the ad lacks impact due to a lack of personal connection

The **bubblewrap images** are very effective, and combining these with the impact on a **real person** would increase the **relevancy** of the ad which appears to be the **weakness**

During 'Evil guy' participants focused primarily on the main character's face, and few noticed the cigarette until the end of the ad

Respondents spent most of the ad focusing on the main character's **face** and while the **images** were **quite strong**, the effectiveness of the ad was mostly delivered through the **spoken words**



The ad was seen as quite different. The association with drugs got attention and had an immediate impact...



Associating
cigarettes
with drugs
got attention

"He says you will become an addict which sounds terrible, I don't want to be an addict"

"He was quite in your face, I felt there were quite a few facts in there, don't ask me what they were I don't know, but he just grabs your attention, saying all this crap about smoking"

"In a way cos it's like he has this power over you, it's kinda scary and it's like it's true. He kind of owns you cos you are addicted to it and go back for more"

"It was...oh shit it's just like buying drugs"

[What stood out the most?] *"When he said you are my slave and you will become a drug addict"*

"Well the way they've sorta said it's a drug like in a way it is like an addiction, so I guess the only connection I had was probably at the end when I was thinking crap... you know it could be like you're a drug addict... like you're about to start like a proper addiction... like to weed or you know cocaine or something... , you know, it always starts with the first hit so I guess that's the only part that really got to me. But I have to say that the other ads were way more effective than this one..."

... as did the image of the powerful 'dealer'

As did the powerful images of 'the dealer'

"Grabbed me because it kept cutting scenes going to different positions, but like as opposed to being filmed the whole time. It was attention keeping because it kept changing scenes the whole time. And the close up on the grey eye"

"Yes because of the yelling and the accent, kind of mafia. It definitely grabbed my attention"

"I was quite attracted to that ad, if you know what I mean, it had my attention... I think it's quite a cool ad"

"The suit and the dark setting... he's just someone that you wouldn't want to mess with, I guess"

Several people expressed annoyance with the ad, or with themselves for smoking and generally didn't like the message

There was a strong sense of annoyance



"Because he is annoying, I don't think this would be effective. Cos it's just a man talking about taking people's money, I think it would just make people want to punch him in the face"

"Bastard, he is just getting rich off us and we are killing ourselves to make him rich. But he is telling the truth and it's all freedom of choice whether we smoke or not, he is telling us it is addictive, we know it's addictive but you pick the first one up and you don't seem to stop"

"I don't like that ad, because you already know all that stuff it is just telling you straight to the point. Nobody really wants to hear it"

"That you will become my slave... it kind of hits you and you think no I am not your slave. It's like you immediately fight it, whereas the other ones I thought like is that really happening... but I am trying to fight everything that he is saying in my head... I think what I am not a drug addict – just denial yeah"

"Yes it makes you feel like he owns you and you feel like defensive, but you don't do anything cos you cant speak to him. He annoys me"

"Yes, how he is talking to you, like he is growling at you. He's the person who makes it... makes me feel angry, like I don't want to pay you"

Some denied that they were addicted and felt that they could give up if they wanted to and therefore the message wasn't as relevant...



Some did not believe they were addicted...

"It doesn't relate to me cos I am not addicted to smoking... I can give it up easily"

"No because I don't rely on cigarettes, like if I don't have the money I am not going to go out and buy them"

"I never really thought about it before until then, it's kinda like being forced to do something that you don't want. It's like paying for something that you don't really want... it's not like a real drug dealer as such so you know you are not going to get in trouble for it, it's not like you get pulled over by the police and you have got a packet of cigarettes."

... although some believed that the different approach could work or that it could be effective in encouraging young people not to take up smoking

But some thought the ad could be effective

"It could be effective here because it is something that has not been done. Not looking at it from this guy is making money"

"I don't know if it would make people quit smoke but it would definitely make them think about it, who's getting rich off it, cos all smokers know it's is an expensive habit"

"It could be effective for younger people... like just coming out of high school, that's when I first started smoking properly. Try and sink it into their head before they leave and start working, don't smoke or else start earning and some of your wages are going to be mine"

[Affect how I feel about smoking] *"Yes, that old man, it will be in my dreams tonight... just his eye. I quite like that one"*

"Smoking is a drug is addiction, that a good start to quitting, say no first"

"I guess so, I mean having someone say yeah they're blatantly doing that... telling you yeah, you're addicted, you're under my control... would, change something a little in my mind"

"Yeah maybe... it would probably work better on non-smokers than actual smokers"

Overall, the ad did not create a strong sense that it would be effective in encouraging smokers to quit

The message did not generate a desire to quit smoking

"I am not sure how but it just didn't hit me that hard, that you could be saving money instead of spending it on cigarettes"

"No it didn't make me feel anything [about my smoking] it was just interesting"

"It doesn't make you want to stop. It's just someone telling you this and that, it's just talking"

"I don't know it doesn't scare you, I think it needs to be a bit more powerful"

"No [it wouldn't make me want to quit] it just got me annoyed"

"People need to see the effects, I am quite blasé about this one"

"No, it doesn't make me think about giving up smoking. It's just telling us that he is stealing our money. People actually wouldn't stop smoking"

"This could be one of those ones where I just kinda brush it off"

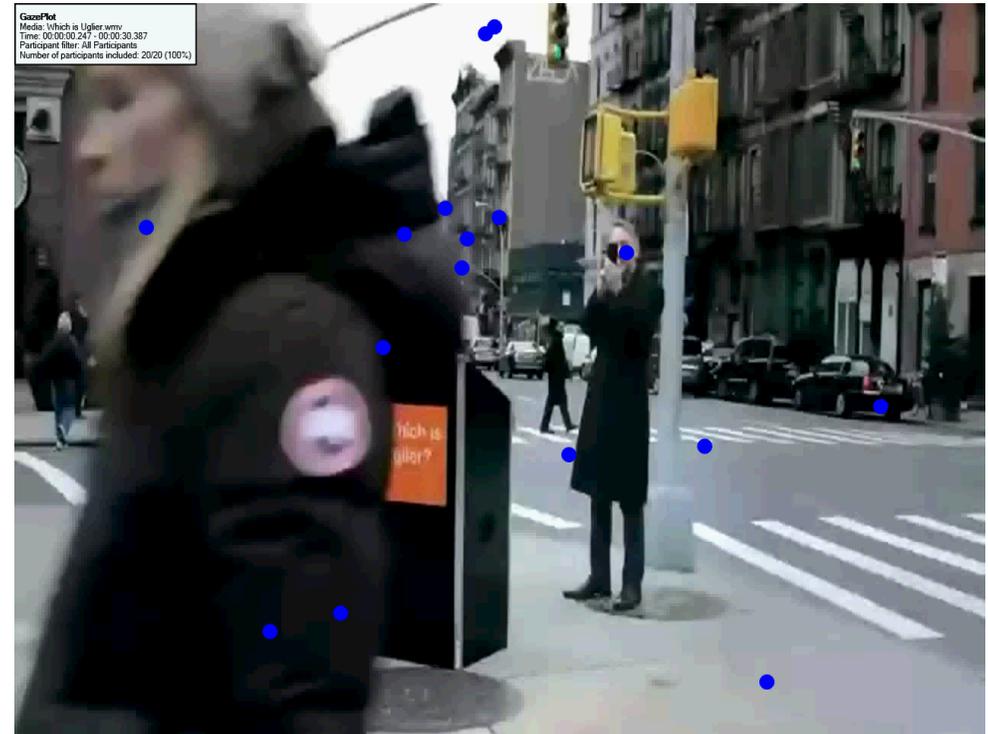
"That ad alone probably not, it makes me think about it, but there's no sort of, I think the gruesome in your face ads are better because it puts a physical thing against what you're doing and so you associate it with like ... I don't want to be that"

'Which is Uglier' was similar to 1200, wherein a lot of people were not focusing on anything in particular for a good proportion of the ad

Respondents said that this ad was **confusing** and **too fast** and this is demonstrated in the way that their gaze is often **scattered** in the centre of the screen

Most people were also attracted to **reading the signs** as they appeared, but commented that they were not allowed to see the signs **long enough** to interpret them

What participants did take away was the message about **second hand** smoke



Many felt that 'Which is Uglier' moved too quickly for them to interpret the message

Some found that the ad moved too fast



"Not really cos I couldn't really keep up with it... too fast... I didn't even read the whole fact, I only saw the numbers. I didn't know what they were for though"

"I didn't know what was going on, like I knew that they were trying to get a message, but I just couldn't keep up with the ad... it was really fast paced, I was just trying to keep up with it"

"Unless you watch the telly and focus on it hard out, there's lots of other stuff happening that you can just by-pass it"

"They flicker the things too fast, you don't really get a chance to actually read the pictures"

"I think the thing that stood out the most was that I couldn't read the things because it was going too fast, like the second time was more aware... but the first time I was more like what the hell does that say? I don't even know how many people it killed because I couldn't see... it was kind of too rushed."

"Goes too quick, haven't got enough time to look at it properly – like what's it about, it's too quick."

"It took me a while to read it, it took me a while to work out it was bodies around, it was all over the show and I was trying to work out the link ... I didn't quite get it at first. Went fast, cut from high to low, trying to work it out"

The scale of the billboards had impact and the ad tapped into concerns that many smokers have about the effect of their addiction on others



The billboards created impact

"Big billboards make a impact and make people take notice and read it because they look like they are in New York city and there are billboards everywhere but not many with die and kill and all those things so people notice and they read it and realise how much it does"

"I think that one would be effective cos it's on a massive building and people would actually get it"

Concern for others

"How other people die from second hand smoke... it made me think about the number"

"I thought there was a whole lot of people dying from second hand smoke too. Like your smoking affects other people that don't even smoke and that still a whole lot of people dying from your addiction"

"Well the 2nd hand number is a biggie, I have a daughter which we don't smoke around and that, so that's probably more of a message, to be aware of where you are smoking and who you are smoking around"

"That's quite a large number of people a day that die for something that they didn't do"

However, many of those interviewed did not feel as though it was relevant to them and did not feel that the ad generated thoughts of quitting



Some believed it was not relevant to them

"No [I don't relate] I don't feel bad cos I don't smoke around people who don't smoke. If I smoke it is outside with my other friends who do. I personally try and stay away from people, like I don't smoke in my car and I don't smoke around people who don't smoke"

"Because most of the people I know smoke so it's kinda like everyone is around it anyway. If someone is not smoking I don't smoke"

"Images of like a pile of bodies, you cant even see anything. You have to see other humans, like this could happen to you to"

"Probably cos I haven't lost anyone to smoking, don't know anyone"

"I always think it wont happen to me... does it feel unreal"

Most didn't feel motivated to quit

"No, it doesn't make me think about quitting... I feel like it is lacking proof if that makes sense"

"It's not the type of ad that would make me quit it's got to be more reality like. I wouldn't quit because of that – you already know what it does you know"

"I guess it wasn't overly effective it was just writing on a wall, so it had not real effect on any emotion, no emotional trigger"

Overall, those who did think more strongly about quitting after seeing 'Which is Uglier' were influenced by the effect that their smoking has on others, but most felt that the ad needed more impact for them to be motivated



Some thought the ad could inspire quitting...

"Yes – it does make me want to quit... it's the second hand smoke... like it's for yourself... but you don't realise the other people [are affected]"

"Yes, like I feel like I should stop smoking now cos it affects people that aren't even addicted"

... while others need stronger images to motivate them

"I guess that is a hard fact, I guess seeing people in real life situations so it makes it more related to individuals as opposed to a fact, being able to see yourself in that situation"

"Yes, the facts were interesting but the facts should have gone with some better visual. Wasn't as effective as I couldn't really see anything... like people"

"It was pretty boring to be honest and straight forward, a lot of smokers out there wouldn't be fazed about the ad"

"Like... it's not really going to stop anyone from smoking unless they sit down and watch the telly and concentrate on the ad, like focus on it hard out, cause there's so much other stuff happening that you bypass it"

Analysis of the individual ads supports the preliminary research that indicates that the most effective ads for young smokers are those that demonstrate the likelihood of health impacts, have a level of shock, are relevant, and depict social disgust

01

Most effective: The ads that were the most effective ('What if Girl' & 'Debi Austin') showed the health impacts in a way that made people think '*this could be me*', included an element of shock and social disgust. These ads were only limited by disbelief at the particularly gruesome scenes, and at the relevance of the settings in New Zealand (e.g. smoking inside and the apparent social status of the young girl)

02

Least effective: The ads that were least effective ('1200', 'Which is Uglier' and 'Evil Guy') lacked a personal connection and had messages that were confusing or that young smokers did not relate to on a personal level. The fact that these ads were seen as interesting or clever was not enough to make people consider making a quit attempt

03

Indifferent: 'Bubblewrap' was effective with some, but ineffective for others. Those who were motivated by the ads thought it was highly visual and it made them think about what smoking is doing to their health now. Those unmotivated by the ad felt as though it lacked novelty and a personal connection

6

Appendix



Ethnicity and age group summary⁽¹⁾

AdEval scores [% "Motivated"]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori		18-24	25 And older	Māori	Non-Māori	
What if Girl	40%	35%	48% ▲	34% ▼		34%	40%	51% ▲	31% ▼	
Debi Austin	35%	41%	40%	38%		30% ▼	47% ▲	52% ▲	33% ▼	
1200	26%	27%	22%*	28%		42%	39%	47%	37%	
Bubblewrap	33%	31%	31%	32%		31%	40%	43% ▲	32% ▼	
Evil Guy	21%	20%	14%*	22%		34%	31%	37%	31%	
Which is Uglier	17%	19%	13%	20%		30%	33%	31%	32%	
Stop me	14%	12%	13%	12%		12% ▼	24% ▲	23%	15%	
Target	11%	18%	14%*	15%		8%	10%	4%	12%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes: Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity

Ethnicity and age group summary⁽¹⁾

When you think about the effects of smoking, to what extent, if at all, did this advert contain information that is relevant to you? [% "A lot"]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori		18-24	25 And older	Māori	Non-Māori	
What if Girl	39%	36%	46%	34%		14%	20%	22%	14%	
Debi Austin	35%	30%	34%	31%		14%	15%	19%	13%	
1200	21%	18%	22%*	18%		7%	17%	13%	12%	
Bubblewrap	27%	30%	36%	27%		14%	17%	22% ▲	13% ▼	
Evil Guy	31%	20%	28%*	22%		12%	6%	13%	7%	
Which is Uglier	17%	29%	22%	25%		26%	26%	36%	22%	
Stop me	3%	6%	7%	4%		1% ▼	13% ▲	9%	5%	
Target	7%	11%	14%*	8%		3%	2%	2%	3%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes: Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity

Ethnicity and age group summary⁽¹⁾

This ad was designed for people like me [% “Strongly agree”]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori	18-24	25 And older	Māori	Non-Māori		
What if Girl	30%	29%	39%	27%	8%	10%	12%	7%		
Debi Austin	25%	34%	34%	30%	7%	11%	19%▲	4%▼		
1200	7%	19%	22%*	13%	3%	7%	8%	4%		
Bubblewrap	18%	22%	24%	19%	6%	12%	14%▲	7%▼		
Evil Guy	21%	17%	24%*	16%	5%	4%	10%▲	2%▼		
Which is Uglier	15%	21%	16%	20%	7%	13%	9%	10%		
Stop me	6%	9%	13%	7%	2%	4%	6%	2%		
Target	13%	11%	18%*	10%	3%	5%	4%	4%		

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes : Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity



Tobacco denormalisation

© TNS



Ethnicity and age group summary⁽¹⁾

How vividly, if at all, does the advert you've just seen remind you about things you personally care about? [% "A lot"]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori		18-24	25 And older	Māori	Non-Māori	
What if Girl	39%	37%	54% ▲	33% ▼		21% ▼	32% ▲	38% ▲	22% ▼	
Debi Austin	40%	42%	46%	40%		14% ▼	34% ▲	38% ▲	18% ▼	
1200	23%	24%	33%*	21%		21%	18%	25%	17%	
Bubblewrap	24%	29%	36% ▲	24% ▼		24%	28%	37% ▲	21% ▼	
Evil Guy	13%	13%	21%*	11%		17%	14%	25% ▲	11% ▼	
Which is Uglier	21%	24%	19%	25%		24%	24%	29%	22%	
Stop me	19% ▲	7% ▼	13%	10%		7% ▼	22% ▲	21%	11%	
Target	13%	13%	14%*	12%		4%	11%	6%	9%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes: Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity



Tobacco denormalisation

© TNS



Ethnicity and age group summary⁽¹⁾

This ad appeals to me [% "Strongly agree"]

	Smokers				Non-Smokers				
	Age		Ethnicity		Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori	18-24	25 And older	Māori	Non-Māori	
What if Girl	21%	14%	31% ▲	13% ▼	6% ▼	14% ▲	14%	8%	
Debi Austin	15%	17%	29% ▲	12% ▼	8%	12%	19% ▲	6% ▼	
1200	9%	21%	19%*	17%	10%	11%	13%	9%	
Bubblewrap	11%	12%	15%	11%	8%	11%	16% ▲	6% ▼	
Evil Guy	15%	18%	14%*	18%	8%	14%	17%	8%	
Which is Uglier	8%	8%	9%	8%	11%	13%	9%	13%	
Stop me	3%	3%	7%	2%	3%	6%	9%	3%	
Target	5%	8%	11%*	6%	1%	5%	6%	2%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes: Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity

Ethnicity and age group summary⁽¹⁾

Would you try to avoid seeing this ad by changing the channel? [% "No"]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori		18-24	25 And older	Māori	Non-Māori	
What if Girl	49%	53%	55%	51%		50% ▼	62% ▲	63%	53%	
Debi Austin	62%	60%	72%	56%		52%	58%	68% ▲	49% ▼	
1200	67%	65%	74%*	64%		81%	77%	78%	79%	
Bubblewrap	61%	64%	66%	62%		69%	73%	74%	70%	
Evil Guy	76%	71%	63%*	75%		74%	75%	73%	75%	
Which is Uglier	66% ▼	87% ▲	70%	81%		82%	83%	80%	83%	
Stop me	79%	64%	75%	67%		68%	76%	73%	71%	
Target	44% ▼	66% ▲	64%*	56%		48%	54%	47%	53%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes: Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity

Ethnicity and age group summary⁽¹⁾

This ad is a powerful representation of the truth? [% “Strongly agree”]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori		18-24	25 And older	Māori	Non-Māori	
What if Girl	31%	29%	48% ▲	25% ▼		29%	36%	39%	30%	
Debi Austin	38%	41%	49%	36%		32%	33%	46% ▲	26% ▼	
1200	21%	22%	30%*	20%		22%	28%	36% ▲	20% ▼	
Bubblewrap	22%	25%	30%	22%		21% ▼	30% ▲	35% ▲	21% ▼	
Evil Guy	31%	27%	34%*	26%		30%	40%	48% ▲	29% ▼	
Which is Uglier	19%	17%	22%	17%		26%	26%	27%	26%	
Stop me	14%	10%	17%	10%		16%	23%	26%	16%	
Target	11%	14%	21%*	10%		10%	7%	12%	7%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes : Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity



Tobacco denormalisation

© TNS



Ethnicity and age group summary⁽¹⁾

The people who made this ad exaggerated the facts [% “Strongly disagree”]

	Smokers				Non-Smokers				
	Age		Ethnicity		Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori	18-24	25 And older	Māori	Non-Māori	
What if Girl	10%	10%	12%	10%	9% ▼	15% ▲	20% ▲	8% ▼	
Debi Austin	13%	22%	20%	19%	14%	15%	23% ▲	11% ▼	
1200	12%	7%	15%*	7%	10%	8%	6%	10%	
Bubblewrap	9%	9%	11%	9%	14%	17%	22% ▲	12% ▼	
Evil Guy	10%	11%	10%*	11%	16%	25%	25%	19%	
Which is Uglier	4%	8%	9%	6%	12%	10%	13%	10%	
Stop me	11%	12%	20%	9%	13%	19%	17%	15%	
Target	5%	8%	18%* ▲	4% ▼	7%	10%	8%	9%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes : Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity

Ethnicity and age group summary⁽¹⁾

Has this ad changed the way you think about tobacco products? [% "A little/ Very much"]

	Smokers				Non-Smokers				
	Age		Ethnicity		Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori	18-24	25 And older	Māori	Non-Māori	
What if Girl	46%	50%	61% ▲	45% ▼	32%	39%	43% ▲	32% ▼	
Debi Austin	45%	52%	54%	48%	31%	43%	43%	35%	
1200	38%	39%	44%*	37%	43%	42%	44%	42%	
Bubblewrap	43%	42%	44%	42%	28%	35%	36%	30%	
Evil Guy	41%	31%	41%*	32%	26%	24%	27%	24%	
Which is Uglier	25%	33%	29%	30%	36%	35%	36%	36%	
Stop me	18%	21%	21%	20%	13%	24%	19%	17%	
Target	25%	24%	32%*	22%	13%	13%	14%	12%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes: Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity

Ethnicity and age group summary⁽¹⁾

Will you think about this ad the next time you have a cigarette?/Will you think about this ad the next time you see someone else with a cigarette? [% "Yes"]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori		18-24	25 And older	Māori	Non-Māori	
What if Girl	47%	50%	67% ▲	45% ▼		54% ▼	68% ▲	63%	60%	
Debi Austin	53%	55%	56%	54%		38% ▼	61% ▲	62%	45%	
1200	36%	43%	47%*	39%		53%	55%	53%	55%	
Bubblewrap	38%	42%	38%	41%		48%	59%	56%	53%	
Evil Guy	37%	36%	38%*	35%		48%	49%	59%	44%	
Which is Uglier	28%	26%	25%	27%		51%	48%	50%	49%	
Stop me	21%	10%	17%	12%		18% ▼	44% ▲	32%	29%	
Target	24%	20%	21%*	22%		14%	22%	16%	19%	

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes : Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity

Ethnicity and age group summary⁽¹⁾

Tobacco is just a normal consumer product [% "Strongly Disagree"]

	Smokers					Non-Smokers				
	Age		Ethnicity			Age			Ethnicity	
	18-24	25 And older	Māori	Non-Māori	18-24	25 And older	Māori	Non-Māori		
What if Girl	7%	10%	10%	9%	30%	33%	35%	30%		
Debi Austin	13%	19%	20%	15%	28%	31%	25%	31%		
1200	7%	13%	15%*	10%	35%	26%	32%	29%		
Bubblewrap	7% ▼	15% ▲	22% ▲	9% ▼	37%	30%	36%	33%		
Evil Guy	3%	11%	17%*	6%	30%	42%	38%	36%		
Which is Uglier	2%	10%	16% ▲	5% ▼	30%	38%	22% ▼	39% ▲		
Stop me	14%	13%	20%	11%	33%	28%	32%	30%		
Target	7%	9%	11%*	8%	35%	27%	22%	35%		

Note: (1) Due to random sampling, the numbers of Māori/Non-Māori and <25 YO / 25 + YO respondents may vary within each ethnic/age group. As such, caution should be taken when interpreting results looking at age or ethnicity in isolation. Refer to the full set of tables for detailed between group analysis

Sample Sizes: Those marked with an * have sample sizes n<30. Please refer to the sample sizes in the methodology section for the full breakdown of the sample sizes

▲ Significantly higher than other age group/ethnicity
▼ Significantly lower than other age group/ethnicity