



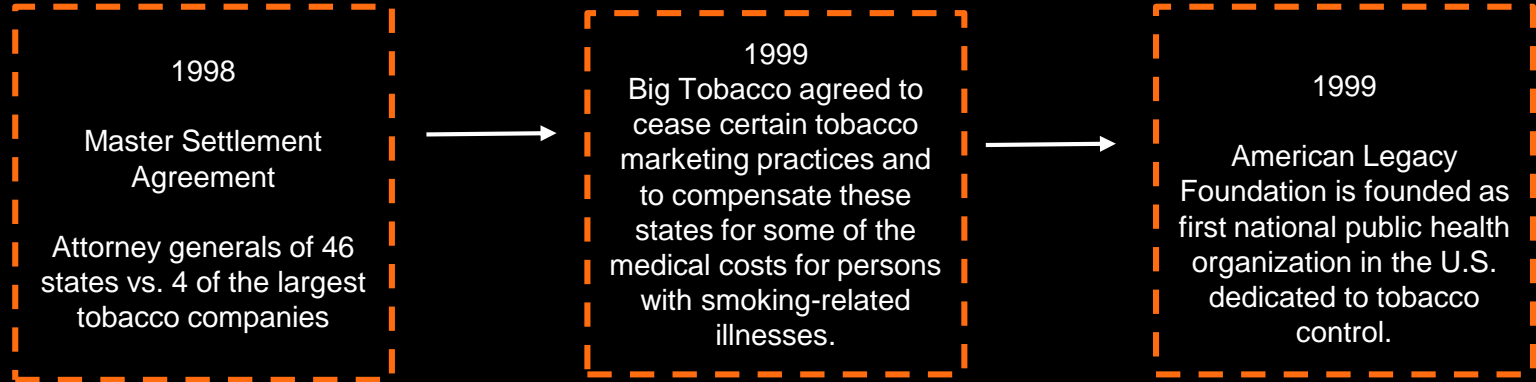
**truth<sup>®</sup>**

**STARLA STILES**  
DIRECTOR, COMMUNICATIONS



**truth initiative<sup>®</sup>**  
INSPIRING TOBACCO-FREE LIVES

# THE START



# THE LANDSCAPE



2000

Body Bags was released.

Truth was an anti-brand using facts to expose Big Tobacco's manipulative tactics.



The primary focus was youth aged 12 to 17 years.

About 80% of smokers began using tobacco before age 18.



Most successful anti-tobacco campaign in history.

Success lies in the research.

# THE RE-LAUNCH

2014

Exposing the facts and Big Tobacco's lies in a world taken over by the internet became less shocking and impactful.



Age of initiation shifted from teenagers at about age 13 to 18-21 year-olds.



Today, every individual holds power in shaping movements and framing issues the way they want to talk about them.





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

# WHO ARE WE TALKING TO?



94%

15-21 year olds, of all ethnicities, who:

- are considering picking up their 1st cigarette and / or engaging in social smoking (cigarettes, hookah, little cigars, e-cigarettes)
- are part of the 94%

Maintain focus on our aspirational 18 year old target

They define success as:

- Making a positive impact on the world around them
- Being affirmed by their peers

A woman with long dark hair, wearing a red bandana and large hoop earrings, is looking upwards with a determined expression. She is standing in front of a wall that has been heavily graffitied with yellow and red paint. The word 'POLICE' is written in large, bold letters across the wall in several places. There is also a small white sign with some illegible text on the wall. The overall scene suggests a protest or a moment of defiance.

**WE ARE NO LONGER  
THE LITTLE GUYS  
TRYING TO SLAY THE GIANT**

**WE ARE THE GIANT**







**THE GENERATION THAT'S GOING TO**  
**END SMOKING**  
**HAS ARRIVED**

# WHERE WE'VE BEEN



WE'VE STOPPED NEARLY

**200,000**

KIDS FROM SMOKING



# WHO WE ARE

## TRUTH ISN'T

- ROOTED IN FEAR
- ANTI-SMOKING
- SMOKERS VS. NON-SMOKERS
- TAKING ITSELF TOO SERIOUSLY
- GOODY-GOODY, PREACHY, JUDGEMENTAL
- ABOUT DRINKING OR GETTING DRUNK(NO ALCOHOL IMAGES)
- HATING ON ANYONE BECAUSE OF THEIR GENDER, RACE/ETHNICITY, RELIGION, AGE, DISABILITY, NATIONAL ORIGIN
- CRASS, OVERTLY SEXUAL, DIRTY, OBJECTIFYING OF WOMEN
- A PSA, A COMMERCIAL, A CHARITY, NON-PROFIT, ORGANIZATION

## TRUTH IS

- INCLUSIVE
- PROVOCATIVE
- ROOTED IN FACT
- PRO NON-SMOKING
- ALL ABOUT HAVING
- FUNNY, CLEVER
- EVERYONE AGAINST BIG TOBACCO
- IRREVERENT, UNEXPECTED AND FUN
- A BRAND, A MOVEMENT, A REVOLUTION



# BRAND VOICE

# OUR VOICE



## **EMPOWERING**

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

## **UNEXPECTED**

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

## **PROVOCATIVE**

Creates a visceral, emotional reaction. Incites action.

## **PUNK-ROCK**

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

# ONE VOICE ACROSS ALL CHANNELS

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

## TV

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

## PAID DIGITAL

Less is more. Be concise and let the pictures do the talking.

## SOCIAL

Social is more of a dialogue, so we need to be conversational to keep it fresh. But not fall into the traps of punny jokes and humor that skews too young.

## THETRUTH.COM

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

# THE USE OF “WE”

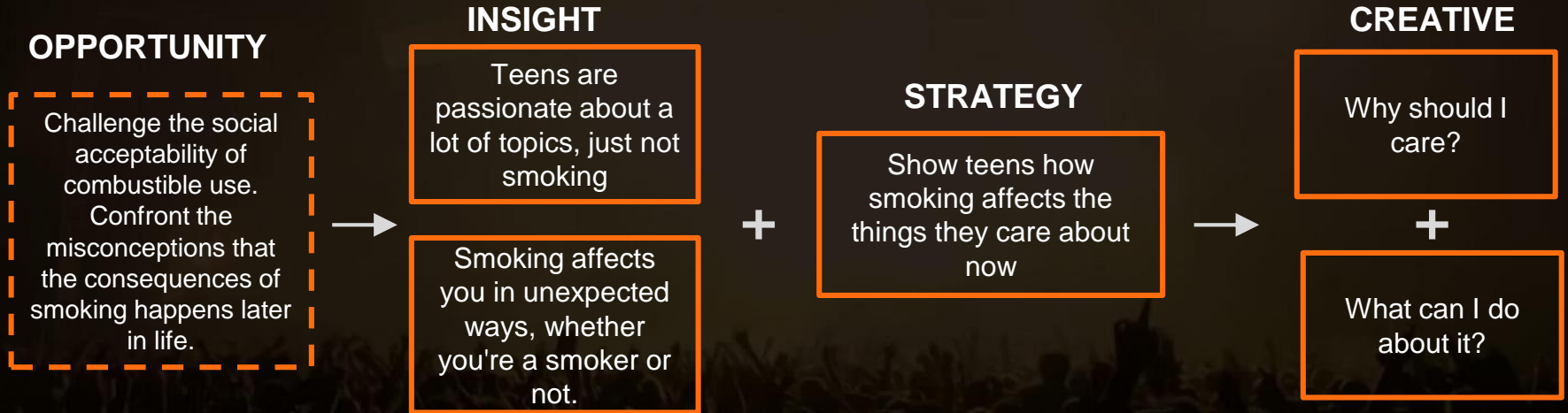
**When we use the word “we” it should refer to the collective group of Finishers and never to truth, the brand.**



# STRATEGY



# STRATEGIC FRAMEWORK





# RECENT WORK

# WHERE WE ARE NOW

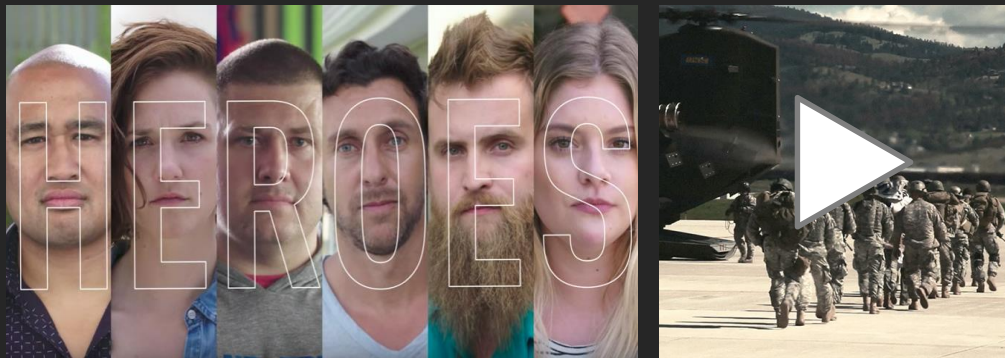
## Exploitation

Big Tobacco explicitly targeted people dealing with mental health issues and members of the U.S. military.

From sending free cigarettes to psychiatric facilities to sponsoring holiday cards and free gifts (including cigarettes) for troops.

FACT: 38 percent of military smokers start after enlisting.

FACT: In the mental health community, people with substance abuse disorders and mental illness account for 40% of cigarettes smoked in the U.S.



# WHERE WE ARE NOW

## Struggling Communities

Big Tobacco targeted lower-income communities with products that can derail lives and diminish hope. We deserve better.

FACT: 72% of remaining smokers come from lower income communities.

FACT: Big Tobacco grew genetically engineered tobacco plants with 2x the natural levels of nicotine.





# CONTINUING THE MOMENTUM

# INFLUENCERS

Struggling  
Communities



Mental Health



Military



Military



# CONTENT PARTNERS



[TeenNick](#)



[MTV](#)



[Adult Swim](#)



[Comedy Central](#)



[SoundCloud & Spotify](#)

# SOCIAL CONTENT





# DIGITAL CONTENT

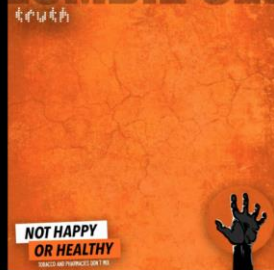
## WE'RE WORTH MORE

TELL BIG TOBACCO WHY  
YOU'RE #WORTHMORE

#WORTHMORE  
Filter



## CREATE YOUR ZOMBIE SELFIE



STEP ONE:  
ZOMBIFY  
YOURSELF

TAKE A SELFIE →

UPLOAD PIC →



Zombie Protest  
Filter



# EXPERIENTIAL EFFORTS

# WHO WE ARE

Experiential marketing or grassroots is the most tangible part of the truth brand. We bring the truth brand to life on the ground in a fun and memorable way.

Our on the ground activations give us the opportunity to inspire youth to be the generation to end smoking for good in an authentic way.

Our activations range from High School Nation and Vans Warped Tour to Questival and Chegg concerts.



# MARKETERS

Each summer we seek out and successfully recruit energetic, passionate, hard-working and creative individuals nationwide to join our corps of truth riders.

Our potential tour riders come to Washington, D.C. for a series of interviews and group activities for a chance to show why they should join the team.

Who are the tour riders?

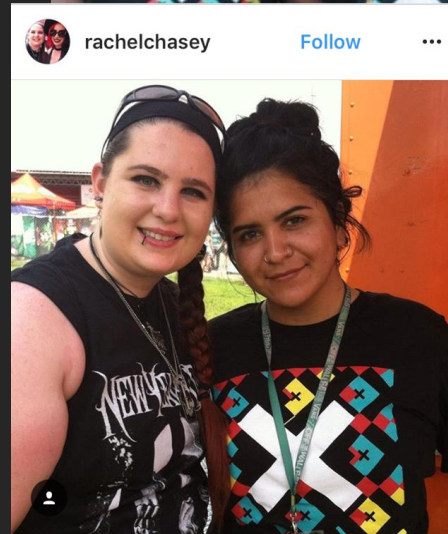
- 21 - 26-year-old trendsetting mavens who are passionate about music, fashion, sports, content generation, social media, etc.
- Love truth!
- Comfortable with themselves, hard workers, team players, outgoing, and comfortable sharing space.



# MERCH

Our merch serves as the only tactile way to communicate our message. The demo is very hands on with our merch. We survey different groups in our demo and work hard to ensure our merch is **eye catching**, **innovative**, **unique**, and **trendy**. Our merch is almost always a conversation starter and serves to extend the conversation about truth's message.

We want our demo to be proud to wear our merch to parties, school, and anywhere where they want to stand out in a cool/subtle way. It motivates, encourages, and rallies more teens to be part of the revolution to be the generation that ends smoking.





# QUESTIONS

