

## **Work For Good – *Tips From Former Smokers*®**

Creative that mobilizes people behind a shared purpose. Any form of advertising that worked to change a habit or change an opinion, and created positive results.

**Required:** Written explanation of the big idea and how it was executed, including its purpose, and how it worked to change a habit or opinion.

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Tobacco use is the leading cause of preventable disease, disability, and death in the United States. As of 2019, 14% of U.S. adults, approximately 34 million people, currently smoke cigarettes. Every day, about 1,600 young people under the age of 18 smoke their first cigarette, while more than 200 become daily smokers. Over 16 million people live with at least one disease caused by smoking and 58 million nonsmoking Americans are exposed to secondhand smoke.

**Everyone knows smoking kills, but few people who smoke ever think about what it's like to live with a tobacco-related disease. It's a brutal experience that takes a devastating toll.**

People who smoke have been told over and over that cigarette smoking and secondhand smoke kill. So much so that our own qualitative research showed they had become desensitized to the message. However, few people who smoke had ever considered what it's like to suffer from a tobacco-related disease. Few had ever thought about how to live with a hole in their throat. Few knew that smoking could lead to amputation. They hadn't thought about how to bathe when you don't have any legs, or what happens when you have a premature baby due to smoking. No one had discussed how smoking affects your eyesight, or that oral cancer affects more than just your mouth.

Since 2012, the *Tips from Former Smokers*® campaign has taken a different approach to the conversation around cigarettes and demonstrated the devastating consequences of what it's like to live with a smoking-related disease. It's an approach that captured the attention of even the most entrenched smokers.

The *Tips* campaign features the unflinching, disturbing truth from real former smokers living with tobacco-related diseases. Our approach was never about telling people who smoke what they should do. Research showed that depicting the stark reality of living with a tobacco-related illness was compelling and to let smokers come on their own to the decision to quit. In 2020 and 2021, we also featured the stories of the loved ones of former smokers living with tobacco-related diseases. Their perspectives convey the terrible consequences smoking can have on the people most dear to you.

In our *Tips* ads, people shared everyday 'tips' for living with the consequences of smoking-related disease. While some of the ads seemed shocking to watch, the real point was that what we depicted actually wasn't shocking to the people who were living with the disease. What we showed was their new everyday lives, their 'new normal,' which was anything but normal.

The *Tips* campaign has now been running for 10+ years with new spots running each year. Since the start of the campaign in 2012, the CDC estimates that over 16.4 million Americans who smoke attempted to quit because of the campaign and approximately one million have successfully quit.