



Appendix Figure 1. Differences between Hipster and Partier peer crowd marketing materials.

DIFFERENCES BETWEEN HIPSTER AND PARTIER PEER CROWD MARKETING MATERIALS



A SOCIAL BRANDING CAMPAIGN TO REDUCE HIPSTER TOBACCO USE


Messages focused on abstract facts that exposed the tobacco industry's negative impacts on the environment, animal abuse, and world hunger. Designs were more artistic, diverse, and less polished.



NATURAL BEAUTY IS FLEETING
 FACT: 4.6 TRILLION CIGARETTE BUTTS ARE THROWN BY THE GROUND IN 80 BILLION OF PAPER CIGARETTES YEAR. THERE ARE 7 BILLION PEOPLE IN THE WORLD. THAT MEANS THAT EVERY PERSON IN THE WORLD WOULD NEED TO PICK UP 666 CIGARETTE BUTTS A YEAR TO RID THE EARTH OF CIGARETTE LITTER.

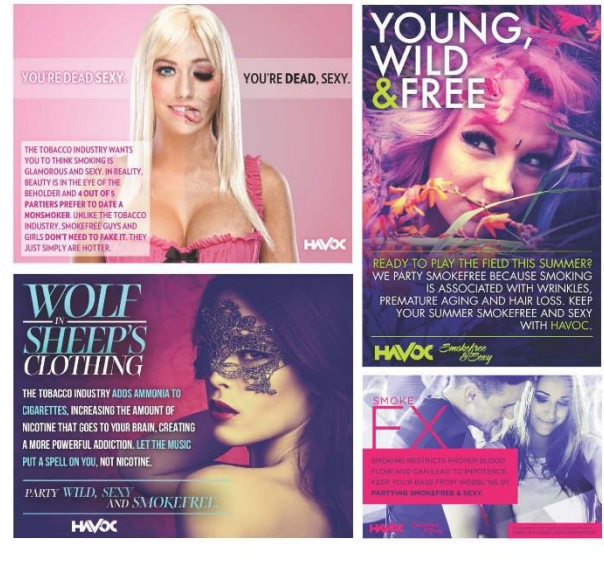
DEMO
 "Probably Leads Dull Existence"
 FACT: THESE ARE ALL TERMS TAKEN FROM BIG TOBACCO'S FILES THAT HAVE BEEN USED TO DESCRIBE DIFFERENT GROUPS OF POTENTIAL CUSTOMERS FOR THEIR NICOTINE ADDICTIVE PRODUCTS.
 You Are Our CUSTOMER

PRIMITIVE MORALITY
 FACT: THE TOBACCO INDUSTRY ASSES ITS REVENUES TO TEST TOBACCO PRODUCTS ON DOGS, RABBITS, MICE & MONKEYS. IN ONE STUDY IN 2006, MONKEYS WERE KILLED TO EXAMINE THE EFFECT OF NICOTINE ON THEIR BRAINS.



A SOCIAL BRANDING CAMPAIGN TO REDUCE PARTIER TOBACCO USE

Messages focused on tangible and short-term facts including smoking's effects on appearance, dating, and sexual performance. Designs were more polished, consistent, and trendy.



YOU'RE DEAD, SEXY
 THE TOBACCO INDUSTRY WANTS YOU TO THINK SMOKING IS GLAMOROUS AND SEXY. IN REALITY, BEAUTY IS IN THE EYE OF THE BEHOLDER AND 4 OUT OF 5 PARTNERS PREFER TO DATE A NONSMOKER. UNLESS THE TOBACCO INDUSTRY, SMOKEFREE GUYS AND GIRLS DON'T NEED TO FAKE IT. THEY JUST SIMPLY ARE HOTTER.

WOLF IN SHEEP'S CLOTHING
 THE TOBACCO INDUSTRY ADDS AMMONIA TO CIGARETTES, INCREASING THE AMOUNT OF NICOTINE THAT GOES TO YOUR BRAIN, CREATING A MORE POWERFUL ADDICTION. LET THE MUSIC PUT A SPELL ON YOU, NOT NICOTINE.
 PARTY WILD, SEXY AND SMOKEFREE.

SMOKE
 SMOKE KILLS. IT'S NOT JUST A WORD. IT'S A FACT. SMOKE KILLS. IT'S NOT JUST A WORD. IT'S A FACT. SMOKE KILLS. IT'S NOT JUST A WORD. IT'S A FACT.