**APPENDIX**

Scripts of the Three Effective Ads.

Ad 1: Radio script “Last Pack 0:60

Produced for the Philadelphia Department of Public Health in 2010

**BOY is male age 10-12 of any ethnicity.**

**MOM is female age 30-40, same ethnicity as BOY.**

**VOICEOVER is female age 30-50, any ethnicity, with warm smart voice.**

**SFX:** DING-DING SOUND OF KEY IN IGNITION. TWO CAR DOORS SLAM. SOUND OF TAKING THE PLASTIC WRAP OFF CIGARETTE BOX.

**BOY:** Mom, are those cigarettes? You said you were quitting.

**MOM:**  Sigh, I know, I am going to quit.

**BOY:** When?

**MOM:** Tell you what. This is going to be my last pack of cigarettes.

**SFX:** SOUND OF RECORD SKIP. WOMAN’S LAST LINE REPEATS OVER AND OVER LIKE A BROKEN RECORD:

*…My last pack of cigarettes.* RECORD SKIP *…My last pack of cigarettes.* RECORD SKIP…

**VO:** If you’ve tried to quit smoking on your own, this probably sounds familiar. You promise you’ll do it, and you find yourself making that promise over and over. But there is an easier way. You’re twice as likely to quit for good, if you quit with help.

**SFX:** SOUND OF RECORD SKIP.

**BOY:** Mom, I think it’s time.

**VO:** Talk to a doctor, phone a quit coach, learn about treatments, and quit for good. For resources, support, and tools, call 1-800-QUIT-NOW or visit SmokeFreePhilly.org

Aired on General Market stations on and off for 13 weeks in total (over 10 months; see Figure 1 for TRPs per timepoint)

Cumulative TRPs: 1353

Average reach: 38%

Average frequency per week (among all who saw it): 2.9 times (SD=2.4)

Ad 2: TV script “Last Pack” 0:30

Produced for the Philadelphia Department of Public Health in 2010

**MAN (ED) is average looking African American male age 45-55.**

**CLERK is an average looking white male age 50-60.**

**VOICEOVER is female age 30-50, any ethnicity, with warm smart voice.**

SCENE IS IN A CORNER STORE. A BELL RINGS AS A MAN WALKS IN.

**CLERK:** Hey Ed. Pack of smokes?

**MAN:** Yeah. You know, this is my last pack. I’m quitting.

CLERK PLACES PACK OF CIGARETTES ON COUNTER, MAN THEN TAKES CIGARETTES.

**MAN:** My last pack.

THE SCENE REPEATS OVER AND OVER IN ABBREVIATED FORM:

**MAN:** This is my last pack…I’m quitting.

VOICEOVER OVER REPEATING SCENE:

**VO:** If you’ve tried to quit smoking on your own, this probably looks familiar.

You say you’ll do it, and you find yourself saying that over and over.

But there is an easier way.

SCENE STOPS REPEATING

**CLERK:** Pack of smokes?

**MAN:**  No. I really quit this time. I got help. I’ll just take the paper.

MAN TURNS AROUND WITH NEWSPAPER AND WALKS TOWARDS THE DOOR.

**VO:** Talk to a doctor, phone a quit coach, learn about treatments and quit for good. Call 1-800-QUIT-NOW or visit SmokeFreePhilly.org.

TAG SHOWN ON SCREEN

Quit with help. Quit for good.

1-800-QUIT-NOW

SmokeFreePhilly.org

Aired on cable stations for 23 weeks in total (on and off over 12 months; see Figure 1 for TRPs per timepoint)

Cumulative TRPs: 5469

Average reach: 50%

Average frequency per week (among all who saw it): 3.6 times (SD=2.4)

Ad 3: TV script “Rick Stoddard” 0:30

Produced for the Massachusetts Department of Public Health in 2001;

Tag shown on screen added for the Philadelphia Department of Public Health in 2010

**Personal testimonial from RICK STODDARD (white male).**

CUTS BETWEEN FAMILY PICTURES AND RICK STODDARD SPEAKING:

**RS:** I'm Rick Stoddard. That's my wife Marie. She died from smoking cigarettes. She was 46 years old. Forty-six. Now I look back on our lives together and I just keep coming back to, she died at 46 years old. I guess I never thought of 23 as middle-aged.

TAG SHOWN ON SCREEN

Quit with help. Quit for good.

1-800-QUIT-NOW

SmokeFreePhilly.org

Aired on broadcast and cable stations for 10 weeks (over 6 months; see Figure 1 for TRPs per timepoint)

Cumulative TRPs: 1250

Average reach: 69%

Average frequency per week (among all who saw it): 4.2 times (SD=2.6)