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December 29, 1987

MEMORANDUM

To: The Members of the Communications Committee

From: ~~Peter G. Sparber~~ -
~~Susan H. Stuntz~~

Re: Indoor Air Quality Advertising Recommendations

Over the last year, we have been examining closely the possibilities of adding advertising to our arsenal of resources available to fight the public smoking/indoor air quality issue. With Executive Committee authorization of additional funding in late summer, we have during the last four months developed and extensively tested two sets of ads:

- * One group, targeting the general public, places environmental tobacco smoke in its proper context as a symptom rather than a cause of poor indoor air quality.
- * The second group, targeted to restaurateurs, cites business losses that resulted from the Beverly Hills smoking ban to urge continued opposition to restrictive legislation.

After reviewing test results, and reevaluating our public smoking and indoor air quality programs for 1988, we recommend that the two indoor air quality ads that tested most favorably be used in state and local advertising campaigns in areas identified by our field staff and legislative counsel, where smoking restrictions are under consideration. These ads (Appendix A) would supplement existing efforts in these regions.

We further recommend that one ad targeted to restaurateurs (Appendix B) be offered to field staff and legislative counsel for publication in state and local restaurant journals, in areas considering restaurant restrictions.

TI DN 0014715

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After reviewing test results, and reevaluating our public smoking and indoor air quality programs for 1988, we recommend that the two indoor air quality ads that tested most favorably be used in state and local advertising campaigns in areas identified by our field staff and legislative counsel, where smoking restrictions are under consideration. These ads (Appendix A) would supplement existing efforts in these regions.

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When we began to develop advertising in the late summer, we called upon in-house expertise as well as an outside ad agency to design some two dozen ad concepts on the two issues. Our criteria were simple:

- * Ads must mention smoking prominently.
- * Copy must be short and to the point.
- * Target audiences are business owners and employees and, secondarily, legislators.
- * Indoor air quality ads would be sponsored by a third party; The Institute would sign the restaurant ads.

These two dozen ads were subjected to a series of rigorous tests. Results of these tests, and our recommendations, follow:

SUMMARY OF INDOOR AIR QUALITY AD DEVELOPMENT

The Advertising Subjected to Testing

- * 15 rough ads on indoor air quality, all ^{approved by} using ACVA as a sponsor.
- * 9 rough ads on restaurant smoking restrictions, all with Tobacco Institute as a sponsor. We also tested the same ads, with a restaurant trade group as sponsor.

The Testing

- * Field staff and legislative counsel at the eastern regional legislative seminar reviewed the rough ads. Eliminations and revisions left us with 7 indoor air quality ads (Appendix C) and 5 restaurant ads (Appendix D).
- * *who were in them?* Focused groups in Princeton, N.J., San Francisco and Chicago examined the revised ads. As a result of the focused group discussions, four indoor air quality ads were developed for further testing. These included the two in Appendix A we recommend for placement, along with two additional ads (Appendix E). In addition, we identified the one restaurant ad in Appendix B for use with restaurant owners and managers.

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TI DN 0014716

* The four indoor air quality ads were tested ^{in sample regional} in regional editions of Time magazine in 17 locations. These included:

- | | |
|---------------|---------------|
| o Atlanta | o Minneapolis |
| o Austin | o Mobile |
| o Birmingham | o New York |
| o Cherry Hill | o Providence |
| o Chicago | o San Antonio |
| o Detroit | o San Diego |
| o Houston | o Syracuse |
| o Melbourne | o Tampa |
| o Miami | |

Readers were polled for recall of ad and message.

Test Results

- * Field staff and legislative counsel agreed that ads, to be effective, should refer to the public smoking issue. Most suggested against using a universal no-smoking symbol as art, because of the negative message it sends.
- * Focused panels all were aware of the issue; most attributed indoor air pollution almost entirely to smoking. They tended to react most positively to indoor air quality ads in which smoking was not mentioned prominently. However, after viewing a few ads many began to express concern about the ads "apologizing for tobacco."
- * Business managers in focused panels expressed concern that employees might use the ads to force examination of building air quality. Union leaders responded very favorably to the ads and the issue. Public officials tended to be split according to past experience with the smoking issue -- those who had already passed restrictions didn't want to see the issue raised again, those for whom restrictions are still a consideration were interested, but skeptical.
- * A report on the focus^{ed} group research is Appendix F.
- * The four ads that were tipped into Time all scored relatively high for issue ads on recall. A majority of the proven recallers described the ads as believable, and said the issue was important to them. However, none of the ads appeared to be effective on its own in significantly moving public opinion on the issue.

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- * Ironically, the two tip in ads that referred to smoking in the headlines tended to have a reverse effect, more firmly cementing in readers' minds a link between smoking and indoor air pollution.
- * The report on the tip in ads is Appendix G.

Recommendations

- * Two indoor air quality ads, sponsored by ACVA Atlantic, both with the headline, "If you think air pollution only exists outside, you haven't been given the inside information," should be used as part of the existing public and legislative awareness programs at the state and local level.
- * One restaurant ad, sponsored by The Tobacco Institute, and headlined, "What if they passed a law that took away 30% of your business?" will be offered to field staff and legislative counsel for placement in state and local restaurant publications.

Media Strategy - Indoor Air Quality

- * Indoor air quality ads are intended to reach organized labor and the employees they represent. A secondary audience are the legislators who will be considering smoking restriction/ventilation legislation.
- * With field staff recommendation and approval, indoor air quality advertising will be used in daily newspapers, in business journals, and in legislative publications, in states and localities which are considering smoking restriction and/or ventilation legislation. Some national advertising will be considered to reach audiences in certain localities.
- * Ads will supplement ongoing efforts to raise the visibility of the indoor air quality issue and to place ETS in the proper context. These efforts include:
 - o ACVA and Truth Squad media tours
 - o Activities of the National Energy Management Institute (NEMI)
 - o ACVA and NEMI building inspections
 - o Indoor air quality seminars
 - o Coalition building programs with labor
 - o Third party support of ventilation regulations
 - o Legislative testimony

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- As far possible.*
- * Advertising will run prior to, during, and following ACVA media tours. ~~In these states and localities.~~ Ads also will run concurrently with legislative testimony, scheduled indoor air quality seminars at which ACVA is represented, and other media activity.

Media Strategy - Restaurants

- * The restaurant ad is targeted to restaurant owners and operators. A secondary audience may be the legislators who would be considering restriction legislation.
- * With field staff recommendation and approval, ads would be purchased in state and local restaurant journals, in areas considering restaurant restriction legislation.

Budget -- Indoor Air Quality Ads

→ *Insert*

- * Absent specific recommendations from the State Activities Division, it is difficult to estimate a firm budget. Headquarters staff has tentatively identified three states for which it would like to consider indoor air quality advertising activity during the first quarter in 1988:
 - o New York
 - o Pennsylvania
 - o Illinois
- * A six-week campaign in each state would, in most circumstances, cover legislative and media activity.
- * Full-page regional inserts in Time magazine over a six-week period are estimated at \$117,076.80 per market. We estimate an additional \$75,000 for purchase of third to half-page ads in local newspapers during the same time period.
- * Estimated total cost per market, per six-week campaign: \$200,000.

Budget -- Restaurant Ads

- * Again, without specific information from State Activities, we cannot develop a budget. To date, headquarters staff has identified restaurant publications in California, Massachusetts, Connecticut and Ohio as targets for advertising.

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- * Full-page ads in most of these state and local publications cost no more than \$5,000. It would be difficult, therefore, to spend more than \$150,000 on a restaurant ad campaign throughout the year.

Attachments

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