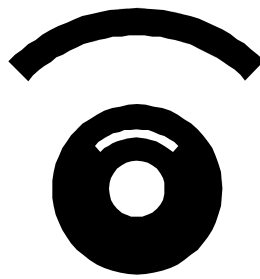


September 2002 Research Report



LOOK-LOOK

INFORMATION AND RESEARCH
CONNECTING YOU TO YOUTH CULTURE

Client: VTSF/Work, Inc.
September 17, 2002
Report 3 of 11

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METHODOLOGY/SAMPLE

This report presents the results of proprietary questionnaire issued August 29th - September 5th. The sample consisted of 400 Virginia respondents from the Look-Look database ages 13-17. The sample was as follows:

Overall breakdown:

Female	(239)	60%
Male	(161)	40%
13-15 year-olds	(174)	44%
16-17 year-olds	(226)	56%
North	(97)	24%
Central	(110)	28%
Tidewater	(102)	26%
Southwest	(91)	23%
Caucasian	(312)	78%
African American	(39)	10%
Other Ethnicities	(49)	12%

Each of the respondents was asked a series of questions pertaining to their level of recall and interest of the anti-tobacco campaign. The actual questions were as follows:

1. Have you recently seen or heard any information about anti-smoking?
 - Yes
 - No
 - Not sure

2. Where have you recently seen or heard this type of information? (Please select all that apply)
 - TV (network or cable)
 - Newspaper
 - Magazine
 - Radio
 - The Internet (including website banners)
 - In-school displays or programs
 - Teachers or other school staff
 - Parents
 - Brother/sister
 - Another adult not related to you
 - Friends or other classmates
 - Outdoors (such as billboards)
 - Movie theaters
 - Events -- such as concerts and local activities (i.e. signs - large plastic signs that are displayed behind the stage)
 - Promotional items such as buttons, T-shirts and flags
 - I don't remember
 - I haven't seen or heard any information about anti-smoking
 - Other

3. Have you recently seen any information about tobacco using this logo or containing the phrase "Why do you think?"
 - Yes
 - No
 - Not sure

4. What do you remember seeing or hearing about it?

5. Where have you recently seen the following logo? (Please select all that apply.)
 - TV (network or cable)
 - Newspaper
 - Magazine
 - Radio
 - The Internet (including website banners)
 - In-school displays or programs
 - Teachers or other school staff
 - Parents
 - Brother/sister
 - Another adult not related to you
 - Friends or other classmates
 - Outdoors (such as billboards)
 - Movie theaters
 - Events -- such as concerts and local activities (i.e. signs - large plastic signs that are displayed behind the stage)
 - Promotional items such as buttons, T-shirts and flags
 - I don't remember
 - I have never seen this logo
 - Other

6. Have you visited or heard of the website www.ydouthink.com?
 - Yes, I have visited the website
 - No, I have not visited the website but I have heard of it
 - No, I have never heard of this website

RESEARCH SUMMARY

- Overall, 89% of all respondents surveyed can recall hearing some sort of anti-smoking information, attributing the majority of this awareness to TV commercials (89%). Magazine (54%) and radio (45%) advertisements also contributed to this high level of awareness.
- More specifically, 71% of respondents have seen the logo/phrase, "Why do you think?"
- When asked to provide more detail about this particular campaign, respondent's answers varied between the following:
 - Can you think of a reason to smoke? / Can you think of a reason why smoking isn't dumb?
 - Cartoon characters
 - Radio songs (create your own song about smoking and get it played on the radio)
 - A kid in a factory flushing money down a toilet
 - A kid breaking his sister's piggybank to get money for cigarettes
 - Negative consequences (bad breath, excess facial hair, phlegm)
 - A character named Stinky who can't get a girl
 - A character named Lumpy
 - Some confusion with the Truth campaign
- Half (51%) of the respondents surveyed have never heard of the website www.ydouthink.com. While 44% have heard of it, only 5% have actually visited the site.

RESEARCH FINDINGS

Have you recently seen or heard any information about anti-smoking?

	Overall	Female	Male	13-15	16-17	Anglo	AA	Other	North	Central	TW	SW
Yes	89.0%	88.3%	90.1%	88.5%	89.4%	89.4%	84.6%	89.8%	87.6%	90.9%	95.1%	81.3%
No	5.8%	5.9%	5.6%	6.9%	4.9%	5.8%	5.1%	6.1%	5.2%	4.5%	2.0%	12.1%
Not sure	5.3%	5.9%	5.3%	4.6%	5.8%	4.8%	10.3%	4.1%	7.2%	4.5%	2.9%	6.6%

Where have you recently seen or heard this type of information?

	Overall	Female	Male	13-15	16-17	Anglo	AA	Other	North	Central	TW	SW
TV (network or cable)	89.0%	87.9%	90.8%	89.0%	88.7%	89.4%	95.7%	82.6%	90.6%	86.7%	92.6%	83.3%
Magazine	54.3%	58.2%	47.9%	58.1%	51.4%	52.2%	56.5%	67.4%	57.6%	56.1%	55.3%	45.2%
Radio	44.6%	46.9%	40.8%	44.5%	45.0%	44.2%	60.9%	39.1%	41.2%	53.1%	40.4%	41.7%
Outdoors (such as billboards)	36.0%	35.1%	37.3%	38.1%	34.7%	37.5%	26.1%	30.4%	30.6%	41.8%	36.2%	32.1%
In-school displays or programs	34.9%	30.1%	43.0%	35.5%	34.7%	33.3%	26.1%	50.0%	31.8%	39.8%	25.5%	39.3%
The Internet (including website banners)	31.0%	28.5%	35.2%	31.0%	31.1%	29.8%	30.4%	39.1%	23.5%	32.7%	31.9%	32.1%
Parents	27.6%	25.9%	26.8%	25.8%	26.1%	27.9%	8.7%	23.9%	24.7%	30.6%	24.5%	22.6%
Movie theaters	26.2%	25.5%	31.0%	29.0%	26.6%	27.2%	30.4%	28.3%	31.8%	30.6%	26.6%	23.8%
Friends or other classmates	23.4%	23.8%	22.5%	22.6%	23.9%	23.7%	17.4%	23.9%	23.5%	22.4%	24.5%	25.0%
Teachers or other school staff	18.9%	16.3%	23.2%	20.6%	18.0%	19.2%	13.0%	19.6%	24.7%	21.4%	11.7%	20.2%
Promotional items such as buttons, T-shirts and flags	16.0%	15.9%	16.2%	15.5%	16.2%	16.0%	13.0%	17.4%	12.9%	16.3%	24.5%	10.7%
Another adult not related to you	11.8%	11.7%	12.0%	12.3%	11.3%	11.2%	13.0%	15.2%	7.1%	15.3%	13.8%	8.3%
Events -- such as concerts and local activities (i.e. signs - large plastic signs that are displayed behind the stage)	11.5%	11.7%	11.3%	14.2%	9.5%	10.3%	13.0%	19.6%	8.2%	12.2%	18.1%	8.3%
News-paper	10.8%	6.7%	17.6%	9.7%	10.8%	11.2%	4.3%	10.9%	15.3%	12.2%	9.6%	7.1%
Brother/Sister	9.4%	10.5%	7.7%	10.3%	8.6%	8.0%	8.7%	19.6%	11.8%	13.3%	8.5%	2.4%
I haven't seen or heard any information about anti-smoking	5.2%	5.9%	4.2%	5.8%	5.0%	5.4%	4.3%	4.3%	3.5%	6.1%	4.3%	8.3%
I don't remember	3.4%	3.8%	2.8%	4.5%	2.7%	2.6%	4.3%	8.7%	3.5%	1.0%	0%	10.7%
Other	0.3%	0%	0.7%	0%	0.5%	0.3%	0%	0%	0%	1.0%	0%	0%

Have you recently seen any information about tobacco using this logo or containing the phrase "Why do you think?"

	Overall	Female	Male	13-15	16-17	Anglo	AA	Other	North	Central	TW	SW
Yes	70.8%	69.0%	73.3%	74.1%	68.1%	70.2%	79.5%	67.3%	71.1%	78.2%	67.6%	64.8%
No	22.5%	25.1%	18.6%	17.2%	26.5%	23.7%	12.8%	22.4%	22.7%	17.3%	26.5%	24.2%
Not sure	6.7%	5.9%	8.1%	8.6%	5.3%	6.1%	7.7%	10.2%	6.2%	4.5%	5.9%	11.0%

Where have you recently seen the following logo? (Please select all that apply)

	Overall	Female	Male	13-15	16-17	Anglo	AA	Other	North	Central	TW	SW
TV (network or cable)	67.7%	66.1%	70.4%	71.6%	65.8%	66.0%	87.0%	69.6%	68.2%	73.5%	60.6%	67.9%
I have never seen this logo	23.1%	24.7%	20.4%	18.7%	26.1%	24.0%	13.0%	21.7%	24.7%	19.4%	30.9%	19.0%
Magazine	20.5%	23.8%	14.8%	25.8%	17.1%	21.2%	17.4%	17.4%	18.8%	24.5%	11.7%	21.4%
Radio	12.3%	14.6%	8.5%	15.5%	10.4%	11.9%	13.0%	15.2%	10.6%	21.4%	8.5%	7.1%
Movie theaters	9.2%	8.8%	9.9%	9.0%	8.6%	10.3%	0	6.5%	4.7%	19.4%	2.1%	8.3%
The Internet (including website banners)	8.7%	9.2%	7.7%	9.7%	7.7%	9.3%	4.3%	6.5%	4.7%	11.2%	6.4%	8.3%
Outdoors (such as billboards)	5.8%	6.3%	4.9%	3.9%	7.2%	6.7%	0%	2.2%	3.5%	11.2%	1.1%	7.1%
I don't remember	5.2%	5.0%	5.6%	4.5%	5.4%	5.8%	0%	4.3%	7.1%	2.0%	5.3%	8.3%
Events -- such as concerts and local activities (i.e. signs - large plastic signs that are displayed behind the stage)	2.1%	2.1%	2.1%	1.9%	2.3%	1.9%	0%	4.3%	1.2%	2.0%	3.2%	2.4%
News-paper	2.1%	1.3%	3.5%	1.3%	2.7%	2.6%	0%	0%	2.4%	5.1%	0%	1.2%
Promotional items such as buttons, T-shirts and flags	1.8%	1.7%	2.1%	1.9%	1.8%	1.3%	0%	6.5%	1.2%	1.0%	3.2%	2.4%
In-school displays or programs	1.3%	1.7%	0.7%	1.3%	1.4%	1.6%	0%	0%	1.2%	1.0%	1.1%	2.4%
Other	1.0%	0.8%	1.4%	1.9%	0.5%	1.0%	0%	2.2%	1.2%	2.0%	0%	1.2%
Brother/Sister	0.8%	0.4%	1.4%	0.6%	0.9%	1.0%	0%	0%	0%	3.1%	0%	
Parents	0.5%	0.8%	0%	0.6%	0.5%	0.6%	0%	0%	0%	1.0%	0%	1.2%
Another adult not related to you	0.3%	0.4%	0%	0%	0.5%	0.3%	0%	0%	1.2%	0%	0%	0%
Friends or other classmates	0.3%	0.4%	0%	0%	0.5%	0.3%	0%	0%	0%	0%	1.1%	0%

Have you visited or heard of the website www.ydouthink.com?

	Overall	Female	Male	13-15	16-17	Anglo	AA	Other	North	Central	TW	SW
No, I have never heard of this website	51.0%	48.5%	54.7%	45.4%	55.3%	50.6%	56.4%	49.0%	52.6%	43.6%	58.8%	49.5%
No, I have not visited the website but I have heard of it	44.0%	46.0%	41.0%	48.3%	40.7%	45.2%	35.9%	42.9%	45.4%	50.9%	31.4%	48.4%
Yes, I have visited the website	5.0%	5.4%	4.3%	6.3%	4.0%	4.2%	7.7%	8.2%	2.1%	5.5%	9.8%	2.2%

What do you remember seeing or hearing about it?

Overall

A boy smoking a lot of cigarettes

a bunch of commercials about stuff that can happen to you when you smoke

a commercial about nto smoking

A commercial about shipping a package with cigarettes in it. I didn't hear, but I saw something of the sort.

A commercial or two...like, one that featured kids mumbling and stumbling to find words until a ressonating voice over boomed "Can you think of any reasons why smoking is a good idea?"

a commercial that showed smoking is bad for your health and spends your money

a commercial with kids saying that they can't think of any good reason to smoke.

a corny cartoon commercial, where a boy uses more and more cigarettes.

A dude's breath was smelling bad because he smoked.

A girl was coughing and it said that women who smoke have better chances of having phlem.

A lot of commercials on TV with that really gross kid (i forget his name) who smashes his sister's piggy bank and can never get a girl cuz he smokes.

a lot of kids on a commercial... they were being asked the question "why isnt smoking stupid?" also i think that they do advertisements on the radio where people make songs about why smoking is stupid.

a person came to the ymca with a messanger bag and ws asking aroun...i've seen the ads on tv

A radio commercial talkin about how "my body is my temple" and another radior commercial about your body being the car and the ciggarette burning up the car or something

a skunk on a billboard

a very funny commercial about some guy that has a screwed up life because of smoking.

about a boy and his love life is nonexistant because of smoking

about all the poinsons that are in the ciggerates

Against teens smoking.

all i remember was that they make smoking sound bad

all the kids are silent and dont know the answer

ammonia is found in dog poop, it's also found in cigarettes-commercial "how do babies avoid second hand smoke, first they learn to crawl" - commercial

Are there any reasons smoking isn't stupid?

at the end of anti-smoking ads like: 1)the guy that smokes and steals from his sister who has that dog 2)the girl w/ the phlem at the movies

basically that TV is trying to make anti-smoking the thing with teens by making other teens say why they dont smoke (personally i dont think its working)

Can anyone tell them why smoking isn't stupid and no one can.

can anyone tell us why not smoking isn't cool?

Can anyone tell us why smoking's not stupid? And i THINK those are the commercials with everyones friends out having fun, while theyre stuck at home.

can you name a reason why smoking is not dumb

can you think of a good reason to smoke? thats what i remeber and then i tried to think of one and i cant come up with one

can't remember

can't remember but I know I've seen it before

cartoon people that talked funny and smoked. just another anti smoking ad.

commercials

commercials

commercials on the radio and tv.

Commercials on the radio for writing and submiting songs about how bad smoking is for you.

Different information reagarding the effects smoking has on teenagers, and people not coming up with an explanation on why smoking is good.

dont know

don't remeber

What do you remember seeing or hearing about it?
Overall (cont.)
don't somking
Each ad this company has pretty much just focuses on one negative part of smoking. I see one a lot in the movies where it shows how smoking costs a ton of money. There are also a few more on TV that focus on the bad smell and the way it discolors your teeth.
Funny commercials.
Girls who smoke are threee times more likely to get more facial hair. Can anyone tell us why smoking isn't stupid.
havent
Haven't heard of it before.
havent seen it
haven't seen it
haven't seen it
haven't seen it
haven't seen it
haven't seen it
havent seen it before.
how stupid it was.
i am not sure
i am not sure where i have seen it, but it looks familiar
I can't remember
i didn't
I didn't see or hear anything.
I do not remember seeing this advertisment.
i dont
i dont
I don't
I don't know.
i dont no
i don't really remember
i don't really remember
I don't really remember where I saw it or what it was about.
i don't recognize the ad
I dont remember
i dont remember
i dont remember
i dont remember
I don't remember
i don't remember anything about them other than seeing them
I dont remember ever seeing it
i don't remember ever seeing this logo
i don't remember it
I dont remember it.
I don't remember seeing or hearing about it
i dont remember sumthing on tv i think
I don't rememebr exactly what it was, I just remember I really liked it and it made an impression on me when I watched it. I'm just having a memory lapse and can't think of what it was exactly about.
i don't think i have seen anything...
i don't think i've seen it.
i dunno
I have never seen it
I have never seen it
I have never seen it before
I have never seen or heard about it. I don't watch much tv so that may be why.
I have never seen the logo.
I have not seen or heard anything about it.
i have not seen this yet
i have seen their commercials on TV
i havent
i haven't
i haven't
I havent heard anything about it
i havent seen any advertisments from it
i havent seen it
i havent seen it
i havent seen it
i havent seen it
i havent seen it
I haven't seen it

What do you remember seeing or hearing about it?
Overall (cont.)
i haven't seen it
I haven't seen it at all.
I haven't seen it or heard about it
I haven't seen it.
I haven't seen it.
i haven't seen or heard about it
I haven't seen or heard anything about it.
i havent!
I hear it on tv and on the radio, on the radio people make up songs about smoking and on tv they have the commercials that tell you about the posins in smoking
I heard it on the radio and kids were talking about why they choose not to smoke.
i heard that they had a your coming around our town...ive seen commercials
i heard that they were traveling or something to schools
I heard the usual, that smoking is bad and useless (which I completely already agreee to).
i just remember it being on a commercial
i just remember it being on tv
I just remember seeeing it in a commercial
I just remember seeeing it in a commercial
I just remember seeing the logo after some commercial on tv, or in some add.
i just remember some of the "truth" ads
I just remember the phrase "Why do you think?"
I know that smoking sucks
I liked the commercials. I think they effectively relate anti smoking to teens in ways that teens will understand.
i love those fucking ad's smoking makes me sick
I never saw it before.
I never saw or heard about it
i remeber that it shows th effects of smoking and how much money it costs
i remeber that they ask questions to youth about smoking and no one seems to have a positive answer
I remember a bunch of kids sitting around trying to think of a reason why smoking is not stupid. They did not succeed. I also remember Lumpy.
I remember a comercial on TV that was sorta goofy and had that logo at the end
I remember a commercial that came on TV with that logo, it was a cartoon advertisement about a boy who liked this girl but she didnt want to kiss him b/c his breath smelled bad or something like that.
i remember a commercial about it, but nothing more than that.
I remember a funny commercial like a cartoon about not smoking then at the end they showed that logo
I remember a kid smoking cigarettis in some factory and all his money going into a toilet. I thought it was kind of a dumb ad because people aren't going to stop smoking just because they see a comercial. People are going to be themselves; ads won't change them.
I remember adds for TRUTH.COM...those are really cool...like the baby dolls they put crawling around or the body bags they lay out right in front of the tobacco bussiness's headquarter/building. I also heard radio adds where they choose songs that people made up that say why not to smoke.
i remember cartoons
I remember going to the movie theatres and seeing this really cool commercial where this guy stands and is sort of fed these cigarettes hundreds at a time by this machine.
I remember hearing it actually caused a rise in teen smoking
I remember hearing songs on the radio by them...the songs were really annoying.
I remember hearing that girls who smoke get twice as much facial hair.
I remember hearing that you can go to their website to learn how to submit a song about why smoking is stupid.
i remember it had that commercial where that kid had all these cigs forced into his mouth and he was smoking like a million of them...
I remember it quite well. I remember thinking that the Lumpy ones were stupid, they just made me want to change the channel, but the new ones where kids write songs about not smoking are very effective: I want to listen to them and I don't change the station when they come on.
i remember listening to a really bad song on the radio about why you shouldn't smoke.
I remember on the radio they had songs that people wrote about not smoking and they were really catchy lyrics.
I remember seeing a cartoon boy getting in trouble with his sister because he tried to steal her money, and another time he got rejected by a girl he liked because his breath was bad from smoking.
I remember seeing a commercial.
i remember seeing a ydoyouthink commercial, but i really don't remeber what it said. however, i do rememeber thinking that it was smart.
i remember seeing all the Lumpy comercials and the tobacco company comercials
I remember seeing it on T.V.! I think that they advertise that logo very well to younger children!
i remember seeing lumping on tv "trying" to get a girlfriend.
i remember seeing this logo on an anti-smoking add on tv and i've seen it in adds in magazines.
i remember seeing when they ask teen why they don't smoke and they don't answer anything. also the anti-drug like sport, art.
i remember that there was a teenage boy who started smoking one cigarete then the next minute he was smoking like a thousand at one time. then it ended with "why do you think"?
i remember the cartoons... i think thats ydoyouthink?
I remember the commercial. It had all those kids and they couldn't figure out a good reason as to why smoking was stupid.
I remember the commercials talking about smoking and saying "Why is smoking a good idea?," etc. Or billboards w/similar things. I've also heard songs about not smoking on the radio.

What do you remember seeing or hearing about it?
Overall (cont.)
I remember the commercials with a guy named "Stinky" who stinks horribly because he smokes so he can't get a girlfriend.
I remember the smoking people being portrayed as being uneducated and stupid. Also that the actions of smokers hurt themselves and others.
i remember them talking about disadvantages to smokeing
i remember this one commercial where it was talking about girls who smoke getting excess facial hair and this chick was waxing her "moustache" and it was really gross. there was also this one where the guy set loose a bunch of baby dolls with orange shirts and a message on the shirt taht people looked at, but i didnt really understand the message. if you were talking about the ydoyouthink thing, i've never seen that
I remember two different comercials, one of which was asking for good ideas for smoking.
i remeber not to smoke cause it gives you phlemn or excess facial hair
I saw a billboard with a black and white picture of a kid smoking and this logo was on the billboard.
i saw a commercial...it has my friends in it!
I saw an ad in a magazine w/ it, I think it also showed a website you could go to for more info.
I saw it in a commercial
i saw it on a billboard with a phrase something like smoking odor and a skunk .. im not sure exactly what it was
i saw it on television and it made me think
i saw it on tv
I saw it on tv and they were commercials about "what if this could happen to you".
i saw it online and at first i didnt undestnad
I saw one the other day at the movies. the most think i made the most impack is that it showed a guy smokeing and money from his pocket going down teh toilets.
i saw some of the commercials on tv with the "excess facial hair" and "phlegm" ones
I saw the comercialwhen thry asked "why is smoking not stupid?" and no one aswered.
I saw the phrase in a few commercials, and some of the commercials were pretty good. Others looked kind of hokey.
I saw this after an ad about not smoking came on
i saw two commercials; one with a girl and a guy at the movies together and at the end it showed the question mark moving around the "y" and the other had teens trying to think of reasons why smoking wasnt stupid
I see commercials with the logo...the ads were cool
i see it everywhere now -a-days, it actually gets annoying
i think i may have seen it on a channel one tv program at school. i thought about how i wont smoke.
I think I saw an add on TV with it asking people a reason to smoke and nobody could think of an answer.
I think it was asking why smoking wasnt stupid
i think the commercials are very eye catching and funny
i thought it was really clever and i hope it gets a lot of people to stop, because smoking is STUPID!!
i thought it was really stupid, people dont need the fucking television telling them not to smoke it is their own choice
I thought that the ads were pretty neat, but seem to be going the same route as other recent anti-smoking ads. You know, trying to seem hip, and fresh.
i weas at a baseball game and they haded me a rubberband that said ydoyouthink.com to wear around my wrist
i'm not sure
I'm not sure if I've seen it or not, but it looks like the commercial where they portrayed it hard to do tobacco and have money at the same time.
i'm not sure what you mean.
I'm not sure!
In at magazine
in magazines
In our movie theater, before the previews there is always a long 'why do you think' thing and it makes a lot of sense, because it shows us how money-wasting smoking is and how hazardous to our health it is. and there really is NOTHING that proves smoking isn't stupid, because it is.
isnt that the one where they have all the babys and they pick them up and they have anti smoking messages on their shirt
It always asks, "why do you think" like why do you think smoking is stupid, etc
it always has advertisements about anti smoking like girls get more facial hair.... things that most teenagers don't want to happen to them
it always shows the kids trying to think of a reason for why smoking is cool. all i remember is that no one could come up with an answer, and it really made me think that there isn't an answer... smoking is dumb
it asks questions that make sense and make you actually think about it
It forces people to recall sufficient reasons for using tobacco and related products.
it give you facial hair
it had a good commercial
It had a group of kids not knowing the question why is good to smoke or something like that
it is a song on the radio and it says to go to ydouthink.com
it is against smoking or bad things
it just asking why, I am guessing just why would you smoke
It makes fun of people who smoke.
it reminded me how stupid smoking is, i dont do it of course
it says things like can u tell me one good reason smoking is good for u.
It showed a girl waxing her upper lip because she had excess hair from smoking.
It was a commercial about how stupid smoking is and how there is not a good reason to smoke.
It was a commercial before a movie I watched on the big screen, it was some kid who kept on taking ciagarretes and it showed his money going down the toilet the more he took
it was a preview before a movie i saw

What do you remember seeing or hearing about it?
Overall (cont.)
It was a whole bunch of people trying to say why smoking wasn't good, because there were no good advantages. It was TV ad, if I am not mistaking it was black and white, until the end when the logo came and the question mark spun around the "Y."
it was about this boy who smoked because he thought it was cool. he liked this girl she smelled his breath and passed out because it was so bad
it was against smoking
it was an anti-smoking tactic that made you ask yourself why do u smoke?
IT WAS IN A COMMERCIAL
it was in an anti-smoking commercial
it was kind of stupid, it didn't make a good point
it was like some kids telling about why they think smoking is stupid and they named like a ton of reasons
it was on a mimi cooper going down the road
it was on an animated commercial with a kid and showing him smoking packs a day, like a factory. i don't know, it's hard to explain. also, i've heard songs people make up and play on the radio about how smoking is bad.
it was on mtv i think
it was ontv.
It was saying why do you think smoking is good, and the people are all blank, because they cant think of any reasons
It was some kid gettin cigattes shoved down his throat.
it was stupid humor type of thing. not really that effective.
its a anti smoking ad directed at teenagers
it's a way of askin kids why it's good to smoke and i just remember how everyone is like dumbfounded. they don't know wut to say, and then there are some funny commercials with Lumpy
it's cool
its really bad
i've just seen and heard anti-smoking ads.
I've never seen it
ive never seen it.
I've never seen it.
I've never seen that logo
ive never seen that one, but ads of Truth, infect truth are in skater magazines
ive never seen that symbol ever.
I've seen many commercials featuring it.
I've seen that particular ad campaign on TV only, I believe. It featured some goofy cartoons that were aimed at making smoking look "dopey". In one there was this stupid kid who smoked cigarattes and as a result, killed his future-girlfriend with his bad breath. The other commercial I've seen was one in which the same boy mentioned above has to steal money (in order to buy cigarettes) by destroying his little sister's piggy bank. The end result is that his sister knocks him out or something. This one actually had no outwardly apparent argument against smoking, the boy's being beat up by his sister stands out more than the fact that cigarettes waste money. Just a tip for marketers: you're hopefully aiming at an extremely young audience, as in 3rd or 4th grade kids. Otherwise your message is lost in the overly stupid character of your commercial. Personally, I hate the commercials.
ive seen the commercials and ive seen the car they drive around on the screen before
Just it being an anti-smoking commercial.
Just more facts on why it's stupid and the things they put in them.
Just odd questions with good points of why would you smoke?
just the picture
kept asking kids why they thought it wasn't cool to smoke
kids being asked why they smoke and they all didnt know the answer
Lumpy and his problems with smoking.
lumpy doesn't know smoking can stunt his love life
magazine
many commercials and previews and billboards its anti smoking and it is dumb, it should be taken off air
N/A
n/a
n/a
N/A
never saw one
No
no clue.
no smoking
none
none
nope
Not much, but I think they are a good idea.
not smoking
not sure
not sure
not sure
not sure
not sure

What do you remember seeing or hearing about it?
Overall (cont.)
NOt to smoke... and all the songs on the radio
nothin
Nothin really
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
Nothing at all
nothing i don't remember seeing
nothing i havent seen it before
nothing really
Nothing, except that it was on an ad on TV.
nothing, i've never seen it
Nothing.
nothing.. i just remember seeing it.. i think there might have been a funny commercial
Nothing...weird
ON a comercial a cartoon boy smoking alot of cigereets at a time and his money was going in a toilet and there was a counting machine counting how many he smoked.
on the radio, the commerical that has a youth singing a song, then they say "do u have a song about how gross smoking is? go to ydouthink.com to get it on the air."
On Tv, the weird cartoon guy was smoking and it all goes downhill for him.
people snorting their dirty nose
Possibly those songs on the radio (i.e. ciggy-boy etc)
Smokin
smoking
Smoking
smoking is bad
Smoking is bad.
Smoking is bad.
smoking is dumb
smokings bad for you
something about the bad facts of smoking and saying not to do it
something about why it is bad to smoke.
songs and on tv with the cartoons
t.v. radio
Targeted a demographic younger than the truth campaign.
television commercials
That if you smoke you're more likely to get facial hair
That is dealt in anti-smoking adds, I can't remember much else.
that it causes teens that smoke to produce I think 8% more plehm, then teen swho dont.
that it made me mad
That it makes my boyfriend WANT to smoke...not cool
that it was dumb
THAT IT WAS GAY
that no one can tel why smoking is cool or bad or something
that smoking causes flem
That smoking is "stupid"
that smoking is a bad thing
That smoking was bad
that some kid tried to break in to his sisters piggy bank and stole some \$ for cigs and she caught him and kicked him or something like that. those are dumb commercials.
That the commercials were pretty deep, and showed how stupid smoking is.
that there is no good reason for smoking, giving statistics about smoking, that it wastes a lot of money
That there isn't a good reason to smoke. I heard this off the ydoyouthink commercial.
that they said not to smoke.
that they were saying how stupid it was

What do you remember seeing or hearing about it?
Overall (cont.)
that ucan kiss ur social life godd-bye
The commercial about the teenage girls getting excess facial hair from smoking.
The commercial asks whether you can think of any good reasons to smoke.
the commercial goes "umm, uhh, uhuh," stuff like that then it says "can you think a reason to smoke" or somethin like that
The commercial in the movie theater caught my eye the most, but it didn't look like the wdouthink commercial above.
the commercial where they ask they people if they can name why smoking isn't stupid.
the commercial where they ask they people if they can name why smoking isn't stupid.
the commercials come on all the time. they have a couple out. for example, they have a teenage girl in the bathroom and she's waxing her upper lip, and a fact comes on saying the girls are 7x more likely to get excess facial hair. and then another one has this couple at the movies and they show the girl trying not to cough up phlegm... and then it says that girls who smoke produce more phlegm.
the commercials make no sense
The commercials were always so predictable and dull.
the commercials wit the cartoon character "Lumpy"
The commercial where all the kids sit speechless. The Question was "Can you give us a reason why smoking isn't stupid?"
The one about how cigarette's can ruin your love life, and every other one too
the one at the movies where the kid is smoking alot at one time and it is showing the money going down the toilet.
the same old things how its bad for u
the song about smoking and burning a hole in the kids car seats
The Stupid Cartoon guy...
The tv advertisements involving teens and what not.
the tv commercial
the website
there are all these songs that teens make up about how stupid smoking is and then it says to go to ydoyouthink.com if u wanna get one of your songs on the air
there was a commercial asking people why smoking isnt stupid and no one had an answer
There was a commercial asking tons of teens why smoking wasn't stupid, and they all just sat there and couldn't think of anything.
There were a bunch of babies crawling around.
There we're teens stumped about why smoking isnt stupid
they ask why smoking's not stupid, and kids don't say anything because they know it is stupid
They asked the question whats a good reason to smoke or something, and none of the kids had any good reasons for smoking!
they have a bunch of comercials on tv
They play the commerical a lot
They tell you a story and then tell you to visit the web site.
They were asking all these teens why any one would want to smoke, and none of them were answering. and at the end one of them says I dont know, or something like that.
they were kinda funny.
thinking it was a good campaign idea
This ad said, "Can you tell us why smoking isn't stupid?" an about ten people were speechless.
This promotion asks teens why it's smart to smoke.
Tobacco is wacko
TV
unsure.
very weak advertising campain
Well I seen it in a magazine i just glanced at it so i dont really know what it said
Well, I've seen and heard all the commercials with the tape I got as a field reporter.
well, they showed you one of the consiquences of smoking, but put in a more humorous manner. not so much pushing the 'you'll get cancer' image as 'You'll have bad breath'. i thought it was clever.
whatever is the point of smoking
whats the point of smoking, it asked.
Why do u think smoking is ok?
Why do you think smoking is stupid.
Why do you think smoking is stupid.
Why do you think Smoking is Stupid?
WHY IS SMOKING NOT DUMB
why isnt smoking not dumb
why it is stupid to smoke
why it is stupid to smoke
why smoke, or do drugs...
Why smoke?
Why smoke?
why smoking is dumb for you
why smoking is dumb for you
why smoking is stupid
y do i think smoking isnt dumb
yes i did

What do you remember seeing or hearing about it?
Overall (cont.)
yes i did
yes i did
yes,it was on a tv commercial.
you're supposed to think of any reason that smoking isnt stupid

What do you remember seeing or hearing about it?
Female
A boy smoking a lot of cigarettes
a commercial about nto smoking
A commercial or two...like, one that featured kids mumbling and stumbling to find words until a ressonating voice over boomed "Can you think of any reasons why smoking is a good idea?"
a commercial with kids saying that they can't think of any good reason to smoke.
A dude's breath was smelling bad because he smoked.
A girl was coughing and it said that women who smoke have better chances of having phlem.
A lot of commercials on TV with that really gross kid (i forget his name) who smashes his sister's piggy bank and can never get a girl cuz he smokes.
a lot of kids on a commercial... they were being asked the question "why isnt smoking stupid?" also i think that they do advertisments on the radio where people make songs about why smoking is stupid.
a person came to the ymca with a messanger bag and ws asking aroun...i've seen the ads on tv
A radio commercial talkin about how "my body is my temple" and another radior commercial about your body being the car and the ciggarette burning up the car or something
a skunk on a billboard
a very funny commercial about some guy that has a screwd up life because of smoking.
about a boy and his love life is nonexistant because of smoking
about all the poisons that are in the ciggerates
Against teens smoking.
ammonia is found in dog poop, it's also found in cigarettes-commercial "how do babies avoid second hand smoke, first they learn to crawl" - commercial
at the end of anti-smoking ads like: 1)the guy that smokes and steals from his sister who has that dog 2)the girl w/ the phlem at the movies basically that TV is trying to make anti-smoking the thing with teens by making other teens say why they dont smoke (personally i dont think its working)
can anyone tell us why not smoking isn't cool?
Can anyone tell us why smoking's not stupid? And i THINK those are the commercials with everyones friends out having fun, while theyre stuck at home.
can you think of a good reason to smoke? thats what i remeber and then i tried to think of one and i cant come up with one
commercials
commercials
commercials on the radio and tv.
Commercials on the radio for writing and submiting songs about how bad smoking is for you.
Different information regrading the effects smoking has on teenagers, and people not coming up with an explanation on why smoking is good.
dont know
don't remeber
havent
Haven't heard of it before.
havent seen it
haven't seen it
haven't seen it
havent seen it before.
how stupid it was.
i am not sure
i am not sure where i have seen it, but it looks familiar
i didn't
I didn't see or hear anything.
I do not remember seeing this advertisment.
I don't
I don't know.
i dont no
i don't really remember
i don't really remember
I don't really remember where I saw it or what it was about.
i don't recognize the ad
i dont remember
I don't remember
I dont remember ever seeing it
i don't remember it
I dont remember it.
I don't remember seeing or hearing about it
i dont remember sumthing on tv i think
I don't rememebr exactly what it was, I just remember I really liked it and it made an impression on me when I watched it. I'm just having a memory lapse and can't think of what it was exactly about.
i don't think i have seen anything...

What do you remember seeing or hearing about it?
Female (cont.)
I have never seen it
I have never seen it
I have never seen it before
I have never seen or heard about it. I don't watch much tv so that may be why.
I have never seen the logo.
i have not seen this yet
i have seen their commercials on TV
i haven't
I havent heard anything about it
i havent seen any advertisments from it
i havent seen it
i havent seen it
i havent seen it
i haven't seen it
I haven't seen it at all.
I haven't seen it or heard about it
I haven't seen it.
i haven't seen or heard about it
i havent!
I hear it on tv and on the radio, on the radio people make up songs about smoking and on tv they have the commercials that tell you about the posins in smoking
I heard it on the radio and kids were talking about why they choose not to smoke.
i heard that they had a your coming around our town..ive seen commercials
i heard that they were traveling or something to schools
I heard the usual, that smoking is bad and useless (which I completely already agreee to).
i just remember it being on a commercial
i just remember it being on tv
I just remember seeing the logo after some commercial on tv, or in some add.
I just remember the phrase "Why do you think?"
I know that smoking sucks
I never saw it before.
I never saw or heard about it
i remeber that they ask questions to youth about smoking and no one seems to have a positive answer
I remember a commercial that came on TV with that logo, it was a cartoon advertisement about a boy who liked this girl but she didnt want to kiss him b/c his breath smelled bad or something like that.
I remember a funny commercial like a cartoon about not smoking then at the end they showed that logo
I remember adds for TRUTH.COM...those are really cool...like the baby dolls they put crawling around or the body bags they lay out right in front of the tobacco bussiness's headquarter/building. I also heard radio adds where they choose songs that people made up that say why not to smoke.
i remember cartoons
I remember going to the movie theatres and seeing this really cool commercial where this guy stands and is sort of fed these cigarettes hundreds at a time by this machine.
I remember hearing songs on the radio by them...the songs were really annoying.
I remember hearing that girls who smoke get twice as much facial hair.
I remember hearing that you can go to their website to learn how to submit a song about why smoking is stupid.
i remember it had that commercial where that kid had all these cigs forced into his mouth and he was smoking like a million of them...
i remember listening to a really bad song on the radio about why you shouldn't smoke.
I remember on the radio they had songs that people wrote about not smoking and they were really catchy lyrics.
I remember seeing a commercial.
i remember seeing a ydoyouthink commercial, but i really don't remeber what it said. however, i do rememeber thinking that it was smart.
i remember seeing all the Lumpy comercials and the tobacco company comercials
I remember seeing it on T.V.! I think that they advertise that logo very well to younger children!
i remember seeing lumping on tv "trying" to get a girlfriend.
i remember seeing when they ask teen why they don't smoke and they don't answer anything. also the anti-drug like sport, art.
i remember that there was a teenage boy who started smoking one cigarete then the next minute he was smoking like a thousand at one time. then it ended with "why do you think"?
i remember the cartoons... i think thats ydouthink?
I remember the commercials talking about smoking and saying "Why is smoking a good idea?," etc. Or billboards w/similar things. I've also heard songs about not smoking on the radio.
I remember the commercials with a guy named "Stinky" who stinks horribly because he smokes so he can't get a girlfriend.
I remember the smoking people being portrayed as being uneducated and stupid. Also that the actions of smokers hurt themselves and others.
i remember them talking about disadvantages to smokeing
i remember this one commercial where it was talking about girls who smoke getting excess facial hair and this chick was waxing her "moustache" and it was really gross. there was also this one where the guy set loose a bunch of baby dolls with orange shirts and a message on the shirt taht people looked at, but i didnt really understand the message. if you were talking about the ydoyouthink thing, i've never seen that
i remember not to smoke cause it gives you phlemn or excess facial hair

What do you remember seeing or hearing about it?
Female (cont.)
i saw a commercial....it has my friends in it!
I saw an ad in a magazine w/ it, I think it also showed a website you could go to for more info.
I saw it in a commercial
i saw it on a billboard with a phrase something like smoking odor and a skunk .. im not sure exactly what it was
i saw it on television and it made me think
I saw it on tv and they were commercials about "what if this could happen to you".
i saw it online and at first i didnt undestnad
I saw one the other day at the movies. the most think i made the most impack is that it showed a guy smokeing and money from his pocket going down teh toilets.
i saw some of the commercials on tv with the "excess facial hair" and "phlegm" ones
I saw this after an ad about not smoking came on
i saw two commercials; one with a girl and a guy at the movies together and at the end it showed the question mark moving around the "y" and the other had teens trying to think of reasons why smoking wasnt stupid
i see it everywhere now -a-days, it actually gets annoying
i think i may have seen it on a channel one tv program at school. i thought about how i wont smoke.
i think the commercials are very eye catching and funny
i thought it was really clever and i hope it gets a lot of people to stop, because smoking is STUPID!!
i weas at a baseball game and they haded me a rubberband that said ydoyouthink.com to wear around my wrist
i'm not sure
i'm not sure what you mean.
I'm not sure!
In at magazine
in magazines
In our movie theater, before the previews there is always a long 'why do you think' thing and it makes a lot of sense, because it shows us how money-wasting smoking is and how hazardous to our health it is. and there really is NOTHING that proves smoking isn't stupid, because it is. isnt that the one where they have all the babys and they pick them up and they have anti smoking messages on their shirt
It always asks, "why do you think" like why do you think smoking is stupid, etc
it always has advertisements about anti smoking like girls get more facial hair.... things that most teenagers don't want to happen to them
it always shows the kids trying to think of a reason for why smoking is cool. all i remember is that no one could come up with an answer, and it really made me think that there isn't an answer... smoking is dumb
it asks questions that make sense and make you actually think about it
it says things like can u tell me one good reason smoking is good for u.
It showed a girl waxing her upper lip because she had excess hair from smoking.
It was a commercial about how stupid smoking is and how there is not a good reason to smoke.
it was a preview before a movie i saw
it was about this boy who smoked because he thought it was cool. he liked this girl she smelled his breath and passed out because it was so bad
it was an anti-smoking tactic that made you ask yourself why do u smoke?
IT WAS IN A COMMERCIAL
it was like some kids telling about why they think smoking is stupid and they named like a ton of reasons
it was on an animated commercial with a kid and showing him smoking packs a day, like a factory. i don't know, it's hard to explain. also, i've heard songs people make up and play on the radio about how smoking is bad.
It was saying why do you think smoking is good, and the people are all blank, because they cant think of any reasons
It was some kid gettin cigrattes shoved down his throat.
its a anti smoking ad directed at teenagers
it's a way of askin kids why it's good to smoke and i just remember how everyone is like dumbfounded. they don't know wut to say,and then there are some funny commercials with Lumpy
I've never seen it
ive never seen it.
ive never seen that symbol ever.
I've seen many commercials featuring it.
ive seen the commercials and ive seen the car they drive around on the screen before
Just it being an anti-smoking commercial.
Just odd questions with good points of why would you smoke?
kept asking kids why they thought it wasn't cool to smoke
Lumpy and his problems with smoking.
magazine
n/a
never saw one
No
none
not sure
not sure
NOt to smoke... and all the songs on the radio
Nothin really
nothing

What do you remember seeing or hearing about it?
Female (cont.)
nothing
nothing
nothing
nothing
nothing
nothing
Nothing at all
nothing i havent seen it before
nothing, i've never seen it
nothing.. i just remember seeing it.. i think there might have been a funny commercial
ON a comercial a cartoon boy smoking alot of cigereets at a time and his money was going in a toilet and there was a counting machine counting how many he smoked.
on the radio, the commerial that has a youth singing a song, then they say "do u have a song about how gross smoking is? go to ydouthink.com to get it on the air."
On Tv, the weird cartoon guy was smoking and it all goes downhill for him.
people snorting their dirty nose
Possibly those songs on the radio (i.e. ciggy-boy etc)
smoking
Smoking
Smoking is bad.
smokings bad for you
something about why it is bad to smoke.
t.v. radio
television commercials
That if you smoke you're more likely to get facial hair
That is dealt in anti-smoking adds, I can't remember much else.
that it causes teens that smoke to produce I think 8% more plehm, then teen shwo dont.
That it makes my boyfriend WANT to smoke...not cool
that it was dumb
THAT IT WAS GAY
that no one can tel why smoking is cool or bad or something
that smoking causes flem
That smoking is "stupid"
That smoking was bad
that there is no good reason for smoking, giving statistics about smoking, that it wastes a lot of money
That there isn't a good reason to smoke. I heard this off the ydoyouthink commercial.
that they were saying how stupid it was
The commercial about the teenage girls getting excess facial hair from smoking.
The commercial asks whether you can think of any good reasons to smoke.
the commercial goes "umm, uh, uhuh," stuff like that then it says "can you think a reason to smoke" or somethin like that
The commercial in the movie theater caught my eye the most, but it didn't look like the wdouthink commercial above.
the commercials come on all the time. they have a couple out. for example, they have a teenage girl in the bathroom and she's waxing her upper lip, and a fact comes on saying the girls are 7x more likely to get excess facial hair. and then another one has this couple at the movies and they show the girl trying not to cough up phlegm... and then it says that girls who smoke produce more phlegm.
the commercials make no sense
The one about how cigarette's can ruin your love life, and every other one too
the one at the movies where the kid is smoking alot at one time and it is showing the money going down the toilet.
the same old things how its bad for u
there are all these songs that teens make up about how stupid smoking is and then it says to go to ydoyouthink.com if u wanna get one of your songs on the air
there was a commercial asking people why smoking isnt stupid and no one had an answer
There was a commercial asking tons of teens why smoking wasn't stupid, and they all just sat there and couldn't think of anything.
There we're teens stumped about why smoking isnt stupid
they ask why smoking's not stupid, and kids don't say anything because they know it is stupid
They asked the question whats a good reason to smoke or something, and none of the kids had any good reasons for smoking!
they have a bunch of comercials on tv
They were asking all these teens why any one would want to smoke, and none of them were answering. and at the end one of them says I dont know, or something like that.
they were kinda funny.
thinking it was a good campaign idea
This ad said, "Can you tell us why smoking isn't stupid?" an about ten people were speechless.
This promotion asks teens why it's smart to smoke.
Tobacco is wacko
unsure.
Well I seen it in a magazine i just glanced at it so i dont really know what it said

What do you remember seeing or hearing about it?
Female (cont.)
Well, I've seen and heard all the commercials with the tape I got as a field reporter.
well, they showed you one of the consequences of smoking, but put in a more humorous manner. not so much pushing the 'you'll get cancer' image as 'You'll have bad breath'. i thought it was clever.
whats the point of smoking, it asked.
Why do u think smoking is ok?
Why do you think smoking is stupid.
why it is stupid to smoke
why smoke, or do drugs...
you're supposed to think of any reason that smoking isnt stupid

What do you remember seeing or hearing about it?
Male
a bunch of commercials about stuff that can happen to you when you smoke
A commercial about shipping a package with cigarettes in it. I didn't hear, but I saw something of the sort.
a commercial that showed smoking is bad for your health and spends your money
a corny cartoon commercial, where a boy uses more and more cigarettes.
all i remember was that they make smoking sound bad
all the kids are silent and dont know the answer
Are there any reasons smoking isn't stupid?
Can anyone tell them why smoking isn't stupid and no one can.
can you name a reason why smoking is not dumb
can't remember
can't remember but I know I've seen it before
cartoon people that talked funny and smoked. just another anti smoking ad.
don't smoking
Each ad this company has pretty much just focuses on one negative part of smoking. I see one a lot in the movies where it shows how smoking costs a ton of money. There are also a few more on TV that focus on the bad smell and the way it discolors your teeth.
Funny commercials.
Girls who smoke are three times more likely to get more facial hair. Can anyone tell us why smoking isn't stupid.
haven't seen it
haven't seen it
haven't seen it
I can't remember
i dont
i dont
I dont remember
i dont remember
i dont remember
i don't remember anything about them other than seeing them
i don't remember ever seeing this logo
i don't think i've seen it.
i dunno
I have not seen or heard anything about it.
i havent
i haven't
i havent seen it
I haven't seen it
I haven't seen it.
I haven't seen or heard anything about it.
I just remember seeeing it in a commercial
I just remember seeeing it in a commercial
i just remember some of the "truth" ads
I liked the commercials. I think they effectively relate anti smoking to teens in ways that teens will understand.
i love those fucking ad's smoking makes me sick
i remeber that it shows th effects of smoking and how much money it costs
I remember a bunch of kids sitting around trying to think of a reason why smoking is not stupid. They did not succeed. I also remember Lumpy.
I remember a comercial on TV that was sorta goofy and had that logo at the end
i remember a comercial about it, but nothing more than that.
I remember a kid smoking cigarettis in some factory and all his money going into a toilet. I thought it was kind of a dumb ad because people aren't going to stop smoking just becuase they see a comercial. People are going to be themselves; ads won't change them.
I remember hearing it actually caused a rise in teen smoking
I remember it quite well. I remember thinking that the Lumpy ones were stupid, they just made me want to change the channel, but the new ones where kids write songs about not smoking are very effective: I want to listen to them and I don't change the station when they come on.
I remember seeing a cartoon boy getting in trouble with his sister because he tried to steal her money, and another time he got rejected by a girl he liked because his breath was bad from smoking.
i remember seeing this logo on an anti-smoking add on tv and i've seen it in adds in magazines.
I remember the commercial. It had all those kids and they couldn't figure out a good reason as to why smoking was stupid.
I remember two different commercials, one of which was asking for good ideas for smoking.
I saw a billboard with a black and white picture of a kid smoking and this logo was on the billboard.
i saw it on tv
I saw the comercialwhen thry asked "why is smoking not stupid?" and no one aswered.
I saw the phrase in a few commercials, and some of the commercials were pretty good. Others looked kind of hokey.
I see commercials with the logo...the ads were cool
I think I saw an add on TV with it asking people a reason to smoke and nobody could think of an answer.
I think it was asking why smoking wasnt stupid
i thought it was really stupid, people dont need the fucking television telling them not to smoke it is their own choice

What do you remember seeing or hearing about it?
Male (cont.)
I thought that the ads were pretty neat, but seem to be going the same route as other recent anti-smoking ads. You know, trying to seem hip, and fresh.
I'm not sure if I've seen it or not, but it looks like the commercial where they portrayed it hard to do tobacco and have money at the same time.
It forces people to recall sufficient reasons for using tobacco and related products.
it give you facial hair
it had a good commercial
It had a group of kids not knowing the question why is good to smoke or something like that
it is a song on the radio and it says to go to ydouthink.com
it is against smoking or bad things
it just asking why, I am guessing just why would you smoke
It makes fun of people who smoke.
it reminded me how stupid smoking is, i dont do it of course
It was a commercial before a movie I watched on the big screen, it was some kid who kept on taking ciagarretes and it showed his money going down the toilet the more he took
It was a whole bunch of people trying to say why smoking wasn't good, because there were no good advantages. It was TV ad, if I am not mistaking it was black and white, until the end when the logo came and the question mark spun around the "Y."
it was against smoking
it was in an anti-smoking commercial
it was kind of stupid, it didn't make a good point
it was on a mimi cooper going down the road
it was on mtv i think
it was on tv.
it was stupid humor type of thing. not really that effective.
it's cool
its really bad
i've just seen and heard anti-smoking ads.
I've never seen it.
I've never seen that logo
ive never seen that one, but ads of Truth, infect truth are in skater magazines
I've seen that particular ad campaign on TV only, I believe. It featured some goofy cartoons that were aimed at making smoking look "dopey". In one there was this stupid kid who smoked cigarattes and as a result, killed his future-girlfriend with his bad breath. The other commercial I've seen was one in which the same boy mentioned above has to steal money (in order to buy cigarettes) by destroying his little sister's piggy bank. The end result is that his sister knocks him out or something. This one actually had no outwardly apparent argument against smoking, the boy's being beat up by his sister stands out more than the fact that cigarettes waste money. Just a tip for marketers: you're hopefully aiming at an extremely young audience, as in 3rd or 4th grade kids. Otherwise your message is lost in the overly stupid character of your commercial. Personally, I hate the commercials.
Just more facts on why it's stupid and the things they put in them.
just the picture
kids being asked why they smoke and they all didnt know the answer
lumpy doesn't know smoking can stunt his love life
many commercials and previews and billboards its anti smoking and it is dumb, it should be taken off air
N/A
n/a
N/A
no clue.
no smoking
none
nope
Not much, but I think they are a good idea.
not smoking
not sure
not sure
not sure
notin
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing i don't remember seeing
nothing really
Nothing, except that it was on an ad on TV.
Nothing.
Nothing...weird
Smokin

What do you remember seeing or hearing about it?
Male (cont.)
smoking is bad
Smoking is bad.
smoking is dumb
something about the bad facts of smoking and saying not to do it
songs and on tv with the cartoons
Targeted a demographic younger than the truth campaign.
that it made me mad
that smoking is a bad thing
that some kid tried to break in to his sisters piggy bank and stole some \$ for cigs and she caught him and kicked him or something like that.
those are dumb commercials.
That the commercials were pretty deep, and showed how stupid smoking is.
that they said not to smoke.
that ucan kiss ur social life godd-bye
the commercial where they ask they people if they can name why smoking isn't stupid.
the commercial where they ask they people if they can name why smoking isn't stupid.
The commercials were always so predictable and dull.
the commercials wit the cartoon character "Lumpy"
The commercial where all the kids sit speechless. The Question was "Can you give us a reason why smoking isn't stupid?"
the song about smoking and burning a hole in the kids car seats
The Stupid Cartoon guy...
The tv advertisements involving teens and what not.
the tv commercial
the website
There are many commercials using that logo asking why people smoke.
There were a bunch of babies crawling around.
They play the commerical a lot
They tell you a story and then tell you to visit the web site.
TV
very weak advertising campain
whatever is the point of smoking
Why do you think smoking is stupid.
Why do you think Smoking is Stupid?
WHY IS SMOKING NOT DUMB
why isnt smoking not dumb
why it is stupid to smoke
Why smoke?
Why smoke?
why smoking is dumb for you
why smoking is dumb for you
why smoking is stupid
y do i think smoking isnt dumb
yes i did
yes i did
yes i did
yes,it was on a tv commercial.

What do you remember seeing or hearing about it?

13-15

a bunch of commercials about stuff that can happen to you when you smoke

a commercial about not smoking

a commercial that showed smoking is bad for your health and spends your money

a commercial with kids saying that they can't think of any good reason to smoke.

a corny cartoon commercial, where a boy uses more and more cigarettes.

A lot of commercials on TV with that really gross kid (i forget his name) who smashes his sister's piggy bank and can never get a girl cuz he smokes.

a very funny commercial about some guy that has a screwed up life because of smoking.

about a boy and his love life is nonexistent because of smoking

ammonia is found in dog poop, it's also found in cigarettes-commercial "how do babies avoid second hand smoke, first they learn to crawl" - commercial

at the end of anti-smoking ads like: 1)the guy that smokes and steals from his sister who has that dog 2)the girl w/ the phlem at the movies

Can anyone tell them why smoking isn't stupid and no one can.

can anyone tell us why not smoking isn't cool?

Can anyone tell us why smoking's not stupid? And i THINK those are the commercials with everyone's friends out having fun, while they're stuck at home.

can you think of a good reason to smoke? thats what i remember and then i tried to think of one and i cant come up with one

can't remember

can't remember but I know I've seen it before

commercials on the radio and tv.

Commercials on the radio for writing and submitting songs about how bad smoking is for you.

Different information regarding the effects smoking has on teenagers, and people not coming up with an explanation on why smoking is good.

don't know

don't remember

Each ad this company has pretty much just focuses on one negative part of smoking. I see one a lot in the movies where it shows how smoking costs a ton of money. There are also a few more on TV that focus on the bad smell and the way it discolors your teeth.

Girls who smoke are three times more likely to get more facial hair. Can anyone tell us why smoking isn't stupid.

haven't seen it

haven't seen it

haven't seen it

haven't seen it before.

how stupid it was.

I can't remember

i dont

i don't really remember

I dont remember

i dont remember

I dont remember

I don't remember

i don't remember anything about them other than seeing them

I dont remember ever seeing it

i don't remember ever seeing this logo

I don't remember seeing or hearing about it

i don't think i have seen anything...

I have not seen or heard anything about it.

i havent

i haven't

i havent seen any advertisements from it

I haven't seen or heard anything about it.

I heard it on the radio and kids were talking about why they choose not to smoke.

i heard that they had a your coming around our town..ive seen commercials

I just remember seeing it in a commercial

I know that smoking sucks

i love those fucking ads smoking makes me sick

I never saw or heard about it

i remember that it shows the effects of smoking and how much money it costs

i remember that they ask questions to youth about smoking and no one seems to have a positive answer

I remember hearing that girls who smoke get twice as much facial hair.

i remember listening to a really bad song on the radio about why you shouldn't smoke.

I remember on the radio they had songs that people wrote about not smoking and they were really catchy lyrics.

i remember seeing a ydoyouthink commercial, but i really don't remember what it said. however, i do remember thinking that it was smart.

i remember seeing all the Lumpy commercials and the tobacco company commercials

i remember seeing lumping on tv "trying" to get a girlfriend.

i remember seeing this logo on an anti-smoking ad on tv and i've seen it in ads in magazines.

What do you remember seeing or hearing about it?
13-15 (cont.)
i remember the cartoons... i think thats ydouthink?
i remember this one commercial where it was talking about girls who smoke getting excess facial hair and this chick was waxing her "moustache" and it was really gross. there was also this one where the guy set loose a bunch of baby dolls with orange shirts and a message on the shirt taht people looked at, but i didnt really understand the message. if you were talking about the ydoyouthink thing, i've never seen that
i remember not to smoke cause it gives you phlemn or excess facial hair
I saw an ad in a magazine w/ it, I think it also showed a website you could go to for more info.
i saw it on television and it made me think
i saw it on tv
i saw it online and at first i didnt undestnad
i saw some of the commercials on tv with the "excess facial hair" and "phlegm" ones
I saw the phrase in a few commercials, and some of the commercials were pretty good. Others looked kind of hokey.
I saw this after an ad about not smoking came on
i saw two commercials; one with a girl and a guy at the movies together and at the end it showed the question mark moving around the "y" and the other had teens trying to think of reasons why smoking wasnt stupid
i think i may have seen it on a channel one tv program at school. i thought about how i wont smoke.
I think it was asking why smoking wasnt stupid
i think the commercials are very eye catching and funny
i thought it was really clever and i hope it gets a lot of people to stop, because smoking is STUPID!!
i'm not sure
I'm not sure if I've seen it or not, but it looks like the commercial where they portrayed it hard to do tobacco and have money at the same time.
i'm not sure what you mean.
I'm not sure!
isnt that the one where they have all the babys and they pick them up and they have anti smoking messages on their shirt
it always shows the kids trying to think of a reason for why smoking is cool. all i remember is that no one could come up with an answer, and it really made me think that there isn't an answer... smoking is dumb
It forces people to recall sufficient reasons for using tobacco and related products.
it had a good commercial
It had a group of kids not knowing the question why is good to smoke or something like that
it is a song on the radio and it says to go to ydouthink.com
It showed a girl waxing her upper lip because she had excess hair from smoking.
It was a commercial about how stupid smoking is and how there is not a good reason to smoke.
It was a whole bunch of people trying to say why smoking wasn't good, because there were no good advantages. It was TV ad, if I am not mistaking it was black and white, until the end when the logo came and the question mark spun around the "Y."
it was on a mimi cooper going down the road
it was ontv.
I've never seen it
ive never seen it.
I've never seen that logo
ive never seen that one, but ads of Truth, infect truth are in skater magazines
I've seen many commercials featuring it.
kids being asked why they smoke and they all didnt know the answer
Lumpy and his problems with smoking.
magazine
N/A
n/a
n/a
no smoking
none
not smoking
not sure
not sure
not sure
not sure
not sure
Notin really
nothing
nothing
nothing
nothing
nothing
Nothing...weird
ON a comercial a cartoon boy smoking alot of cigereets at a time and his money was going in a toilet and there was a counting machine counting how many he smoked.
on the radio, the commerical that has a youth singing a song, then they say "do u have a song about how gross smoking is? go to ydouthink.com to get it on the air."

What do you remember seeing or hearing about it?

13-15 (cont.)

On Tv, the weird cartoon guy was smoking and it all goes downhill for him.

Possibly those songs on the radio (i.e. ciggy-boy etc)

Smokin

smoking is bad

Smoking is bad.

Smoking is bad.

smokings bad for you

something about the bad facts of smoking and saying not to do it

Targeted a demographic younger than the truth campaign.

that it causes teens that smoke to produce I think 8% more plehm, then teen swho dont.

THAT IT WAS GAY

That smoking is "stupid"

that smoking is a bad thing

that some kid tried to break in to his sisters piggy bank and stole some \$ for cigs and she caught him and kicked him or something like that. those are dumb commercials.

That the commercials were pretty deep, and showed how stupid smoking is.

that there is no good reason for smoking, giving statistics about smoking, that it wastes a lot of money

That there isn't a good reason to smoke. I heard this off the ydoyouthink commercial.

that they said not to smoke.

that ucan kiss ur social life godd-bye

The commercial about the teenage girls getting excess facial hair from smoking.

the commercial goes "umm, uh, uhuh," stuff like that then it says "can you think a reason to smoke" or somethin like that

the commercial where they ask they people if they can name why smoking isn't stupid.

the commercials wit the cartoon character "Lumpy"

The one about how cigarette's can ruin your love life, and every other one too

The tv advertisements involving teens and what not.

there are all these songs that teens make up about how stupid smoking is and then it says to go to ydoyouthink.com if u wanna get one of your songs on the air

there was a commercial asking people why smoking isnt stupid and no one had an answer

There we're teens stumped about why smoking isnt stupid

they ask why smoking's not stupid, and kids don't say anything because they know it is stupid

They tell you a story and then tell you to visit the web site.

They were asking all these teens why any one would want to smoke, and none of them were answering. and at the end one of them says I dont know, or something like that.

they were kinda funny.

This ad said, "Can you tell us why smoking isn't stupid?" an about ten people were speechless.

Tobacco is wacko

TV

Well I seen it in a magazine i just glanced at it so i dont really know what it said

Well, I've seen and heard all the commercials with the tape I got as a field reporter.

well, they showed you one of the consiquences of smoking, but put in a more humorous manner. not so much pushing the 'you'll get cancer' image as 'You'll have bad breath'. i thought it was clevar.

whatever is the point of smoking

whats the point of smoking, it asked.

Why do you think smoking is stupid.

Why do you think smoking is stupid.

Why do you think Smoking is Stupid?

WHY IS SMOKING NOT DUMB

why isnt smoking not dumb

why it is stupid to smoke

why it is stupid to smoke

why smoke, or do drugs...

Why smoke?

Why smoke?

why smoking is dumb for you

why smoking is dumb for you

why smoking is stupid

yes i did

yes i did

yes i did

yes,it was on a tv commercial.

What do you remember seeing or hearing about it?

16-17

A boy smoking a lot of cigarettes

A commercial about shipping a package with cigarettes in it. I didn't hear, but I saw something of the sort.

A commercial or two...like, one that featured kids mumbling and stumbling to find words until a resonating voice over boomed "Can you think of any reasons why smoking is a good idea?"

A dude's breath was smelling bad because he smoked.

A girl was coughing and it said that women who smoke have better chances of having phlem.

a lot of kids on a commercial... they were being asked the question "why isnt smoking stupid?" also i think that they do advertisements on the radio where people make songs about why smoking is stupid.

a person came to the ymca with a messenger bag and ws asking aroun...i've seen the ads on tv

A radio commercial talkin about how "my body is my temple" and another radior commercial about your body being the car and the ciggarette burning up the car or something

a skunk on a billboard

about all the poisons that are in the ciggerates

Against teens smoking.

all i remember was that they make smoking sound bad

all the kids are silent and dont know the answer

Are there any reasons smoking isn't stupid?

basically that TV is trying to make anti-smoking the thing with teens by making other teens say why they dont smoke (personally i dont think its working)

can you name a reason why smoking is not dumb

cartoon people that talked funny and smoked. just another anti smoking ad.

commercials

commercials

don't somking

Funny commercials.

havent

Haven't heard of it before.

havent seen it

haven't seen it

haven't seen it

i am not sure

i am not sure where i have seen it, but it looks familiar

i didn't

I didn't see or hear anything.

I do not remember seeing this advertisment.

i dont

I don't

I don't know.

i dont no

i don't really remember

I don't really remember where I saw it or what it was about.

i don't recognize the ad

i dont remember

i dont remember

i don't remember it

I dont remember it.

i dont remember sumthing on tv i think

I don't rememebr exactly what it was, I just remember I really liked it and it made an impression on me when I watched it. I'm just having a memory lapse and can't think of what it was exactly about.

i don't think i've seen it.

i dunno

I have never seen it

I have never seen it

I have never seen it before

I have never seen or heard about it. I don't watch much tv so that may be why.

I have never seen the logo.

i have not seen this yet

i have seen their commercials on TV

i haven't

I havent heard anything about it

i havent seen it

i havent seen it

i havent seen it

i havent seen it

What do you remember seeing or hearing about it?
16-17 (cont.)
I haven't seen it
i haven't seen it
I haven't seen it at all.
I haven't seen it or heard about it
I haven't seen it.
I haven't seen it.
i haven't seen or heard about it
i havent!
I hear it on tv and on the radio, on the radio people make up songs about smoking and on tv they have the commercials that tell you about the posins in smoking
i heard that they were traveling or something to schools
I heard the usual, that smoking is bad and useless (which I completely already agreee to).
i just remember it being on a commercial
i just remember it being on tv
I just remember seeeing it in a commercial
I just remember seeing the logo after some commercial on tv, or in some add.
i just remember some of the "truth" ads
I just remember the phrase "Why do you think?"
I liked the commercials. I think they effectively relate anti smoking to teens in ways that teens will understand.
I never saw it before.
I remember a bunch of kids sitting around trying to think of a reason why smoking is not stupid. They did not succeed. I also remember Lumpy.
I remember a comercial on TV that was sorta goofy and had that logo at the end
I remember a commercial that came on TV with that logo, it was a cartoon advertisement about a boy who liked this girl but she didnt want to kiss him b/c his breath smelled bad or something like that.
i remember a commerical about it, but nothing more than that.
I remember a funny commercial like a cartoon about not smoking then at the end they showed that logo
I remember a kid smoking cigarets in some factory and all his money going into a toilet. I thought it was kind of a dumb ad because people aren't going to stop smoking just becuae they see a comercial. People are going to be themselves; ads won't change them.
I remember adds for TRUTH.COM...those are really cool...like the baby dolls they put crawling around or the body bags they lay out right in front of the tobacco bussiness's headquarter/building. I also heard radio adds where they choose songs that people made up that say why not to smoke.
i remember cartoons
I remember going to the movie theatres and seeing this really cool commercial where this guy stands and is sort of fed these cigarettes hundreds at a time by this machine.
I remember hearing it actually caused a rise in teen smoking
I remember hearing songs on the radio by them...the songs were really annoying.
I remember hearing that you can go to their website to learn how to submit a song about why smoking is stupid.
i remember it had that commercial where that kid had all these cigs forced into his mouth and he was smoking like a million of them...
I remember it quite well. I remember thinking that the Lumpy ones were stupid, they just made me want to change the channel, but the new ones where kids write songs about not smoking are very effective: I want to listen to them and I don't change the station when they come on.
I remember seeing a cartoon boy getting in trouble with his sister because he tried to steal her money, and another time he got rejected by a girl he liked because his breath was bad from smoking.
I remember seeing a commercial.
I remember seeing it on T.V.! I think that they advertise that logo very well to younger children!
i remember seeing when they ask teen why they don't smoke and they don't answer anything. also the anti-drug like sport, art.
i remember that there was a teenage boy who started smoking one cigarete then the next minute he was smoking like a thousand at one time. then it ended with "why do you think"?
I remember the commercial. It had all those kids and they couldn't figure out a good reason as to why smoking was stupid.
I remember the commercials talking about smoking and saying "Why is smoking a good idea?," etc. Or billboards w/similar things. I've also heard songs about not smoking on the radio.
I remember the commercials with a guy named "Stinky" who stinks horribly because he smokes so he can't get a girlfriend.
I remember the smoking people being portrayed as being uneducated and stupid. Also that the actions of smokers hurt themselves and others.
i remember them talking about disadvantages to smokeing
I remember two different comercials, one of which was asking for good ideas for smoking.
I saw a billboard with a black and white picture of a kid smoking and this logo was on the billboard.
i saw a commercial....it has my friends in it!
I saw it in a commercial
i saw it on a billboard with a phrase something like smoking odor and a skunk .. im not sure exactly what it was
I saw it on tv and they were commercials about "what if this could happen to you".
I saw one the other day at the movies. the most think i made the most impact is that it showed a guy smokeing and money from his pocket going down teh toilets.
I saw the comercialwhen thry asked "why is smoking not stupid?" and no one aswered.
I see commercials with the logo...the ads were cool
i see it everywhere now -a-days, it actually gets annoying
I think I saw an add on TV with it asking people a reason to smoke and nobody could think of an answer.
i thought it was really stupid, people dont need the fucking television telling them not to smoke it is their own choice

What do you remember seeing or hearing about it?
16-17 (cont.)
I thought that the ads were pretty neat, but seem to be going the same route as other recent anti-smoking ads. You know, trying to seem hip, and fresh.
i was at a baseball game and they handed me a rubberband that said ydoyouthink.com to wear around my wrist
In at magazine
in magazines
In our movie theater, before the previews there is always a long 'why do you think' thing and it makes a lot of sense, because it shows us how money-wasting smoking is and how hazardous to our health it is. and there really is NOTHING that proves smoking isn't stupid, because it is.
It always asks, "why do you think" like why do you think smoking is stupid, etc
it always has advertisements about anti smoking like girls get more facial hair.... things that most teenagers don't want to happen to them
it asks questions that make sense and make you actually think about it
it give you facial hair
it is against smoking or bad things
it just asking why, I am guessing just why would you smoke
It makes fun of people who smoke.
it reminded me how stupid smoking is, i dont do it of course
it says things like can u tell me one good reason smoking is good for u.
It was a commercial before a movie I watched on the big screen, it was some kid who kept on taking ciagarretes and it showed his money going down the toilet the more he took
it was a preview before a movie i saw
it was about this boy who smoked because he thought it was cool. he liked this girl she smelled his breath and passed out because it was so bad
it was against smoking
it was an anti-smoking tactic that made you ask yourself why do u smoke?
IT WAS IN A COMMERCIAL
it was in an anti-smoking commercial
it was kind of stupid, it didn't make a good point
it was like some kids telling about why they think smoking is stupid and they named like a ton of reasons
it was on an animated commercial with a kid and showing him smoking packs a day, like a factory. i don't know, it's hard to explain. also, i've heard songs people make up and play on the radio about how smoking is bad.
it was on mtv i think
It was saying why do you think smoking is good, and the people are all blank, because they cant think of any reasons
It was some kid gettin cigrattes shoved down his throat.
it was stupid humor type of thing. not really that effective.
its a anti smoking ad directed at teenagers
it's a way of askin kids why it's good to smoke and i just remember how everyone is like dumbfounded. they don't know wut to say.and then there are some funny commercials with Lumpy
it's cool
its really bad
i've just seen and heard anti-smoking ads.
I've never seen it.
ive never seen that symbol ever.
I've seen that particular ad campaign on TV only, I believe. It featured some goofy cartoons that were aimed at making smoking look "dopey". In one there was this stupid kid who smoked cigarattes and as a result, killed his future-girlfriend with his bad breath. The other commercial I've seen was one in which the same boy mentioned above has to steal money (in order to buy cigarettes) by destroying his little sister's piggy bank. The end result is that his sister knocks him out or something. This one actually had no outwardly apparent argument against smoking, the boy's being beat up by his sister stands out more than the fact that cigarettes waste money. Just a tip for marketers: you're hopefully aiming at an extremely young audience, as in 3rd or 4th grade kids. Otherwise your message is lost in the overly stupid character of your commercial. Personally, I hate the commercials.
ive seen the commercials and ive seen the car they drive around on the streen before
Just it being an anti-smoking commercial.
Just more facts on why it's stupid and the things they put in them.
Just odd questions with good points of why would you smoke?
just the picture
kept asking kids why they thought it wasn't cool to smoke
lumpy doesn't know smoking can stunt his love life
many commercials and previews and billboards its anti smoking and it is dumb, it should be taken off air
N/A
never saw one
No
no clue.
none
nope
Not much, but I think they are a good idea.
NOt to smoke... and all the songs on the radio
nothin
nothing
nothing

What do you remember seeing or hearing about it?
16-17 (cont.)
nothing
nothing
nothing
nothing
nothing
nothing
Nothing at all
nothing i don't remember seeing
nothing i havent seen it before
nothing really
Nothing, except that it was on an ad on TV.
nothing, i've never seen it
Nothing.
nothing.. i just remember seeing it.. i think there might have been a funny commercial
people snorting their dirty nose
smoking
Smoking
smoking is dumb
something about why it is bad to smoke.
songs and on tv with the cartoons
t.v. radio
television commercials
That if you smoke you're more likely to get facial hair
That is dealt in anti-smoking adds, I can't remember much else.
that it made me mad
That it makes my boyfriend WANT to smoke...not cool
that it was dumb
that no one can tel why smoking is cool or bad or something
that smoking causes flem
That smoking was bad
that they were saying how stupid it was
The commercial asks whether you can think of any good reasons to smoke.
The commercial in the movie theater caught my eye the most, but it didn't look like the wdouthink commercial above.
the commercial where they ask they people if they can name why smoking isn't stupid.
the commercials come on all the time. they have a couple out. for example, they have a teenage girl in the bathroom and she's waxing her upper lip, and a fact comes on saying the girls are 7x more likely to get excess facial hair. and then another one has this couple at the movies and they show the girl trying not to cough up phlegm... and then it says that girls who smoke produce more phlegm.
the commercials make no sense
The commercials were always so predictable and dull.
The commmercial where all the kids sit speechless. The Question was "Can you give us a reason why smoking isn't stupid?"
the one at the movies where the kid is smoking alot at one time and it is showing the money going down the toilet.
the same old things how its bad for u
the song about smoking and burning a hole in the kids car seats
The Stupid Cartoon guy...
the tv commercial
the website
There was a commercial asking tons of teens why smoking wasn't stupid, and they all just sat there and couldn't think of anything.
There were a bunch of babies crawling around.
They asked the question whats a good reason to smoke or something, and none of the kids had any good reasons for smoking!
they have a bunch of comercials on tv
They play the commerical a lot
thinking it was a good campaign idea
This promotion asks teens why it's smart to smoke.
unsure.
very weak advertising campain
Why do u think smoking is ok?
y do i think smoking isnt dumb
you're supposed to think of any reason that smoking isnt stupid

What do you remember seeing or hearing about it?
African American
a commercial that showed smoking is bad for your health and spends your money
can't remember
can't remember but I know I've seen it before
haven't seen it
haven't seen it
haven't seen it
I can't remember
i dont
I dont remember
I have not seen or heard anything about it.
I haven't seen or heard anything about it.
I just remember seeing it in a commercial
i saw it on tv
I think it was asking why smoking wasnt stupid
It forces people to recall sufficient reasons for using tobacco and related products.
It had a group of kids not knowing the question why is good to smoke or something like that
I've never seen that logo
ive never seen that one, but ads of Truth, infect truth are in skater magazines
N/A
n/a
no smoking
not sure
not sure
Smokin
Smoking is bad.
that some kid tried to break in to his sisters piggy bank and stole some \$ for cigs and she caught him and kicked him or something like that. those are dumb commercials.
That the commercials were pretty deep, and showed how stupid smoking is.
that ucan kiss ur social life godd-bye
They tell you a story and then tell you to visit the web site.
TV
whatever is the point of smoking
Why do you think smoking is stupid.
WHY IS SMOKING NOT DUMB
why isnt smoking not dumb
why it is stupid to smoke
Why smoke?
why smoking is dumb for you
why smoking is dumb for you
why smoking is stupid
yes,it was on a tv commercial.

What do you remember seeing or hearing about it?
Anglo American
a bunch of commercials about stuff that can happen to you when you smoke
a commercial about not smoking
A commercial about shipping a package with cigarettes in it. I didn't hear, but I saw something of the sort.
A commercial or two...like, one that featured kids mumbling and stumbling to find words until a resonating voice over boomed "Can you think of any reasons why smoking is a good idea?"
a commercial that showed smoking is bad for your health and spends your money
a corny cartoon commercial, where a boy uses more and more cigarettes.
A girl was coughing and it said that women who smoke have better chances of having phlem.
A lot of commercials on TV with that really gross kid (i forget his name) who smashes his sister's piggy bank and can never get a girl cuz he smokes.
a person came to the ymca with a messenger bag and was asking around...i've seen the ads on tv
A radio commercial talking about how "my body is my temple" and another radio commercial about your body being the car and the cigarette burning up the car or something
a skunk on a billboard
about a boy and his love life is nonexistent because of smoking
about all the poisons that are in the cigarettes
Against teens smoking.
all i remember was that they make smoking sound bad
all the kids are silent and don't know the answer
Are there any reasons smoking isn't stupid?
basically that TV is trying to make anti-smoking the thing with teens by making other teens say why they don't smoke (personally i don't think it's working)
Can anyone tell them why smoking isn't stupid and no one can.
can anyone tell us why not smoking isn't cool?
Can anyone tell us why smoking's not stupid? And i THINK those are the commercials with everyone's friends out having fun, while they're stuck at home.
can you name a reason why smoking is not dumb
can you think of a good reason to smoke? that's what i remember and then i tried to think of one and i can't come up with one
commercials
commercials
commercials on the radio and tv.
Commercials on the radio for writing and submitting songs about how bad smoking is for you.
don't remember
Each ad this company has pretty much just focuses on one negative part of smoking. I see one a lot in the movies where it shows how smoking costs a ton of money. There are also a few more on TV that focus on the bad smell and the way it discolors your teeth.
Funny commercials.
Girls who smoke are three times more likely to get more facial hair. Can anyone tell us why smoking isn't stupid.
haven't
Haven't heard of it before.
haven't seen it
haven't seen it
haven't seen it
haven't seen it before.
how stupid it was.
i am not sure
i am not sure where i have seen it, but it looks familiar
i didn't
I didn't see or hear anything.
I do not remember seeing this advertisement.
i don't
i don't
I don't
i don't no
i don't really remember
i don't recognize the ad
i don't remember
i don't remember
i don't remember
i don't remember anything about them other than seeing them
I don't remember ever seeing it
i don't remember it
I don't remember seeing or hearing about it
i don't remember something on tv i think

What do you remember seeing or hearing about it?
Anglo American (cont.)
I don't rememebr exactly what it was, I just remember I really liked it and it made an impression on me when I watched it. I'm just having a memory lapse and can't think of what it was exactly about.
i don't think i have seen anything...
i don't think i've seen it.
i dunno
I have never seen it
I have never seen or heard about it. I don't watch much tv so that may be why.
I have never seen the logo.
I have not seen or heard anything about it.
i have not seen this yet
i have seen their commercials on TV
i havent
i haven't
i haven't
i havent seen any advertisments from it
i havent seen it
i havent seen it
i havent seen it
i havent seen it
I haven't seen it
i haven't seen it
I haven't seen it at all.
I haven't seen it or heard about it
i haven't seen or heard about it
I haven't seen or heard anything about it.
i havent!
I hear it on tv and on the radio, on the radio people make up songs about smoking and on tv they have the commercials that tell you about the posins in smoking
I heard it on the radio and kids were talking about why they choose not to smoke.
i heard that they were traveling or something to schools
I heard the usual, that smoking is bad and useless (which I completely already agreee to).
i just remember it being on a commercial
i just remember it being on tv
I just remember seeeing it in a commercial
I just remember seeing the logo after some commercial on tv, or in some add.
i just remember some of the "truth" ads
I just remember the phrase "Why do you think?"
I know that smoking sucks
I liked the commercials. I think they effectively relate anti smoking to teens in ways that teens will understand.
i love those fucking ad's smoking makes me sick
I never saw or heard about it
i remeber that it shows th effects of smoking and how much money it costs
I remember a bunch of kids sitting around trying to think of a reason why smoking is not stupid. They did not succeed. I also remember Lumpy.
I remember a comercial on TV that was sorta goofy and had that logo at the end
i remember a commerical about it, but nothing more than that.
I remember a funny commercial like a cartoon about not smoking then at the end they showed that logo
I remember a kid smoking cigarets in some factory and all his money going into a toilet. I thought it was kind of a dumb ad because people aren't going to stop smoking just because they see a comercial. People are going to be themselves; ads won't change them.
I remember adds for TRUTH.COM...those are really cool...like the baby dolls they put crawling around or the body bags they lay out right in front of the tobacco bussiness's headquarter/building. I also heard radio adds where they choose songs that people made up that say why not to smoke.
i remember cartoons
I remember going to the movie theatres and seeing this really cool commercial where this guy stands and is sort of fed these cigarettes hundreds at a time by this machine.
I remember hearing it actually caused a rise in teen smoking
I remember hearing songs on the radio by them...the songs were really annoying.
I remember hearing that you can go to their website to learn how to submit a song about why smoking is stupid.
I remember it quite well. I remember thinking that the Lumpy ones were stupid, they just made me want to change the channel, but the new ones where kids write songs about not smoking are very effective: I want to listen to them and I don't change the station when they come on.
i remember listening to a really bad song on the radio about why you shouldn't smoke.
I remember on the radio they had songs that people wrote about not smoking and they were really catchy lyrics.
I remember seeing a cartoon boy getting in trouble with his sister because he tried to steal her money, and another time he got rejected by a girl he liked because his breath was bad from smoking.
I remember seeing a commercial.
i remember seeing a ydoyouthink commercial, but i really don't remeber what it said. however, i do rememeber thinking that it was smart.

What do you remember seeing or hearing about it?
Anglo American (cont.)
i remember seeing all the Lumpy commercials and the tobacco company commercials
I remember seeing it on T.V.! I think that they advertise that logo very well to younger children!
i remember seeing lumping on tv "trying" to get a girlfriend.
i remember seeing this logo on an anti-smoking add on tv and i've seen it in adds in magazines.
I remember the commercials talking about smoking and saying "Why is smoking a good idea?," etc. Or billboards w/similar things. I've also heard songs about not smoking on the radio.
I remember the commercials with a guy named "Stinky" who stinks horribly because he smokes so he can't get a girlfriend.
I remember the smoking people being portrayed as being uneducated and stupid. Also that the actions of smokers hurt themselves and others.
i remember them talking about disadvantages to smokeing
I remember two different commercials, one of which was asking for good ideas for smoking.
I saw a billboard with a black and white picture of a kid smoking and this logo was on the billboard.
i saw a commercial....it has my friends in it!
I saw an ad in a magazine w/ it, I think it also showed a website you could go to for more info.
I saw it in a commercial
i saw it on a billboard with a phrase something like smoking odor and a skunk .. im not sure exactly what it was
i saw it on tv
I saw it on tv and they were commercials about "what if this could happen to you".
i saw it online and at first i didnt undestnad
I saw one the other day at the movies. the most think i made the most impack is that it showed a guy smokeing and money from his pocket going down teh toilets.
I saw the phrase in a few commercials, and some of the commercials were pretty good. Others looked kind of hokey.
i saw two commercials; one with a girl and a guy at the movies together and at the end it showed the question mark moving around the "y" and the other had teens trying to think of reasons why smoking wasnt stupid
I see commercials with the logo...the ads were cool
i see it everywhere now -a-days, it actually gets annoying
i think i may have seen it on a channel one tv program at school. i thought about how i wont smoke.
I think I saw an add on TV with it asking people a reason to smoke and nobody could think of an answer.
I think it was asking why smoking wasnt stupid
i think the commercials are very eye catching and funny
i thought it was really clever and i hope it gets a lot of people to stop, because smoking is STUPID!!
i thought it was really stupid, people dont need the fucking television telling them not to smoke it is their own choice
I thought that the ads were pretty neat, but seem to be going the same route as other recent anti-smoking ads. You know, trying to seem hip, and fresh.
i weas at a baseball game and they haded me a rubberband that said ydoyouthink.com to wear around my wrist
i'm not sure
I'm not sure if I've seen it or not, but it looks like the commercial where they portrayed it hard to do tobacco and have money at the same time.
i'm not sure what you mean.
I'm not sure!
In at magazine
in magazines
In our movie theater, before the previews there is always a long 'why do you think' thing and it makes a lot of sense, because it shows us how money-wasting smoking is and how hazardous to our health it is. and there really is NOTHING that proves smoking isn't stupid, because it is.
isnt that the one where they have all the babys and they pick them up and they have anti smoking messages on their shirt
It always asks, "why do you think" like why do you think smoking is stupid, etc
it always has advertisements about anti smoking like girls get more facial hair.... things that most teenagers don't want to happen to them
it always shows the kids trying to think of a reason for why smoking is cool. all i remember is that no one could come up with an answer, and it really made me think that there isn't an answer... smoking is dumb
It forces people to recall sufficient reasons for using tobacco and related products.
it give you facial hair
it had a good commmercial
It had a group of kids not knowing the question why is good to smoke or something like that
it is a song on the radio and it says to go to ydouthink.com
it is against smoking or bad things
it just asking why, I am guessing just why would you smoke
It makes fun of people who smoke.
it reminded me how stupid smoking is, i dont do it of course
It was a commercial about how stupid smoking is and how there is not a good reason to smoke.
It was a commercial before a movie I watched on the big screen, it was some kid who kept on taking ciagarretes and it showed his money going down the toilet the more he took
it was a preview before a movie i saw
it was about this boy who smoked because he thought it was cool. he liked this girl she smelled his breath and passed out because it was so bad
it was against smoking
it was in an anti-smoking commercial
it was kind of stupid, it didn't make a good point
it was like some kids telling about why they think smoking is stupid and they named like a ton of reasons

What do you remember seeing or hearing about it?
Anglo American (cont.)
it was on an animated commercial with a kid and showing him smoking packs a day, like a factory. i don't know, it's hard to explain. also, i've heard songs people make up and play on the radio about how smoking is bad.
it was on mtv i think
It was saying why do you think smoking is good, and the people are all blank, because they cant think of any reasons
It was some kid gettin cigrattes shoved down his throat.
it was stupid humor type of thing. not really that effective.
its a anti smoking ad directed at teenagers
it's a way of askin kids why it's good to smoke and i just remember how everyone is like dumbfounded. they don't know wut to say.and then there are some funny commercials with Lumpy
it's cool
its really bad
i've just seen and heard anti-smoking ads.
I've never seen it
ive never seen it.
I've never seen it.
I've never seen that logo
ive never seen that one, but ads of Truth, infect truth are in skater magazines
ive never seen that symbol ever.
I've seen many commercials featuring it.
I've seen that particular ad campaign on TV only, I believe. It featured some goofy cartoons that were aimed at making smoking look "dopey". In one there was this stupid kid who smoked cigarattes and as a result, killed his future-girlfriend with his bad breath. The other commercial I've seen was one in which the same boy mentioned above has to steal money (in order to buy cigarettes) by destroying his little sister's piggy bank. The end result is that his sister knocks him out or something. This one actually had no outwardly apparent argument against smoking, the boy's being beat up by his sister stands out more than the fact that cigarettes waste money. Just a tip for marketers: you're hopefully aiming at an extremely young audience, as in 3rd or 4th grade kids. Otherwise your message is lost in the overly stupid character of your commercial. Personally, I hate the commercials.
ive seen the commercials and ive seen the car they drive around on the streen before
Just it being an anti-smoking commercial.
just the picture
kept asking kids why they thought it wasn't cool to smoke
lumpy doesn't know smoking can stunt his love life
many commercials and previews and billboards its anti smoking and it is dumb, it should be taken off air
N/A
n/a
n/a
N/A
never saw one
No
no clue.
none
none
nope
Not much, but I think they are a good idea.
not smoking
not sure
not sure
not sure
not sure
NOt to smoke... and all the songs on the radio
nothin
Nothin really
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
nothing
Nothing at all
nothing i don't remember seeing
nothing really

What do you remember seeing or hearing about it?
Anglo American (cont.)
Nothing, except that it was on an ad on TV.
nothing, i've never seen it
Nothing.
nothing.. i just remember seeing it.. i think there might have been a funny commercial
Nothing...weird
on the radio, the commerical that has a youth singing a song, then they say "do u have a song about how gross smoking is? go to ydouthink.com to get it on the air."
On Tv, the weird cartoon guy was smoking and it all goes downhill for him.
Possibly those songs on the radio (i.e. ciggy-boy etc)
smoking
Smoking
smoking is bad
Smoking is bad.
smoking is dumb
smokings bad for you
something about the bad facts of smoking and saying not to do it
songs and on tv with the cartoons
t.v. radio
Targeted a demographic younger than the truth campaign.
television commercials
That if you smoke you're more likely to get facial hair
That is dealt in anti-smoking adds, I can't remember much else.
that it made me mad
That it makes my boyfriend WANT to smoke...not cool
that it was dumb
THAT IT WAS GAY
that no one can tel why smoking is cool or bad or something
that smoking causes flem
That smoking is "stupid"
that smoking is a bad thing
That smoking was bad
that some kid tried to break in to his sisters piggy bank and stole some \$ for cigs and she caught him and kicked him or something like that.
those are dumb commercials.
That the commercials were pretty deep, and showed how stupid smoking is.
that there is no good reason for smoking, giving statistics about smoking, that it wastes a lot of money
That there isn't a good reason to smoke. I heard this off the ydoyouthink commercial.
that they said not to smoke.
that they were saying how stupid it was
that ucan kiss ur social life godd-bye
The commercial about the teenage girls getting excess facial hair from smoking.
The commercial asks whether you can think of any good reasons to smoke.
the commercial goes "umm, uhh, uhh," stuff like that then it says "can you think a reason to smoke" or somethin like that
The commercial in the movie theater caught my eye the most, but it didn't look like the wdouthink commercial above.
the commercial where they ask they people if they can name why smoking isn't stupid.
the commercials come on all the time. they have a couple out. for example, they have a teenage girl in the bathroom and she's waxing her upper lip, and a fact comes on saying the girls are 7x more likely to get excess facial hair. and then another one has this couple at the movies and they show the girl trying not to cough up phlegm... and then it says that girls who smoke produce more phlegm.
the commercials make no sense
The commercials were always so predictable and dull.
the commercials wit the cartoon character "Lumpy"
The commercial where all the kids sit speechless. The Question was "Can you give us a reason why smoking isn't stupid?"
the one at the movies where the kid is smoking alot at one time and it is showing the money going down the toilet.
the same old things how its bad for u
the song about smoking and burning a hole in the kids car seats
The Stupid Cartoon guy...
The tv advertisements involving teens and what not.
there was a commercial asking people why smoking isnt stupid and no one had an answer
There was a commercial asking tons of teens why smoking wasn't stupid, and they all just sat there and couldn't think of anything.
There were a bunch of babies crawling around.
There we're teens stumped about why smoking isnt stupid
they ask why smoking's not stupid, and kids don't say anything because they know it is stupid
They asked the question whats a good reason to smoke or something, and none of the kids had any good reasons for smoking!
they have a bunch of comercials on tv
They play the commerical a lot
They tell you a story and then tell you to visit the web site.

What do you remember seeing or hearing about it?
Anglo American (cont.)
They were asking all these teens why any one would want to smoke, and none of them were answering. and at the end one of them says I dont know, or something like that.
thinking it was a good campaign idea
This promotion asks teens why it's smart to smoke.
Tobacco is wacko
TV
unsure.
very weak advertising campain
well, they showed you one of the consiquences of smoking, but put in a more humorous manner. not so much pushing the ' youll get cancer' image as 'You'll have bad breath'. i thought it was clever.
whats the point of smoking, it asked.
Why do you think smoking is stupid.
Why do you think Smoking is Stupid?
WHY IS SMOKING NOT DUMB
why isnt smoking not dumb
why it is stupid to smoke
why smoke, or do drugs...
Why smoke?
y do i think smoking isnt dumb
yes i did
yes i did
yes,it was on a tv commercial.
you're supposed to think of any reason that smoking isnt stupid

What do you remember seeing or hearing about it?
Other Ethnicities
ammonia is found in dog poop, it's also found in cigarettes-commercial "how do babies avoid second hand smoke, first they learn to crawl" - commercial
cartoon people that talked funny and smoked. just another anti smoking ad.
don't somking
I don't remember
I have never seen it
I haven't seen it.
i saw it on television and it made me think
i saw some of the commercials on tv with the "excess facial hair" and "phlegm" ones
nothing i havent seen it before
that it causes teens that smoke to produce I think 8% more plehm, then teen swho dont.
The one about how cigarette's can ruin your love life, and every other one too
the website
they were kinda funny.
This ad said, "Can you tell us why smoking isn't stupid?" an about ten people were speechless.

What do you remember seeing or hearing about it?

Central

i remember seeing all the Lumpy commercials and the tobacco company commercials

a commercial that showed smoking is bad for your health and spends your money

I have not seen or heard anything about it.

I've never seen that logo

not sure

a commercial with kids saying that they can't think of any good reason to smoke.

about a boy and his love life is nonexistent because of smoking

Can anyone tell us why smoking's not stupid? And i THINK those are the commercials with everyone's friends out having fun, while they're stuck at home.

i heard that they had a your coming around our town..ive seen commercials

i remember that they ask questions to youth about smoking and no one seems to have a positive answer

i remember the cartoons... i think that's ydouthink?

i saw two commercials; one with a girl and a guy at the movies together and at the end it showed the question mark moving around the "y" and the other had teens trying to think of reasons why smoking wasn't stupid

I think it was asking why smoking wasn't stupid

It forces people to recall sufficient reasons for using tobacco and related products.

Possibly those songs on the radio (i.e. ciggy-boy etc)

Well I seen it in a magazine i just glanced at it so i dont really know what it said

can't remember

why it is stupid to smoke

Why smoke?

haven't seen it

can anyone tell us why not smoking isn't cool?

I don't remember

i havent

I'm not sure if I've seen it or not, but it looks like the commercial where they portrayed it hard to do tobacco and have money at the same time.

They were asking all these teens why any one would want to smoke, and none of them were answering. and at the end one of them says I dont know, or something like that.

a corny cartoon commercial, where a boy uses more and more cigarettes.

Can anyone tell them why smoking isn't stupid and no one can.

can you think of a good reason to smoke? thats what i remember and then i tried to think of one and i cant come up with one

Commercials on the radio for writing and submitting songs about how bad smoking is for you.

i love those fucking ad's smoking makes me sick

i remember that it shows the effects of smoking and how much money it costs

I remember hearing that girls who smoke get twice as much facial hair.

i remember seeing a ydouthink commercial, but i really don't remember what it said. however, i do remember thinking that it was smart.

i remember seeing lumping on tv "trying" to get a girlfriend.

i think the commercials are very eye catching and funny

it is a song on the radio and it says to go to ydouthink.com

It showed a girl waxing her upper lip because she had excess hair from smoking.

it was on a mimi cooper going down the road

that smoking is a bad thing

they ask why smoking's not stupid, and kids don't say anything because they know it is stupid

Why do you think smoking is stupid.

The one about how cigarette's can ruin your love life, and every other one too

A radio commercial talkin about how "my body is my temple" and another radio commercial about your body being the car and the cigarette burning up the car or something

Funny commercials.

i didn't

I didn't see or hear anything.

i dont

i don't recognize the ad

I have never seen or heard about it. I don't watch much tv so that may be why.

i have not seen this yet

i havent seen it

I haven't seen it.

i heard that they were traveling or something to schools

I remember going to the movie theatres and seeing this really cool commercial where this guy stands and is sort of fed these cigarettes hundreds at a time by this machine.

i saw a commercial....it has my friends in it!

i see it everywhere now -a-days, it actually gets annoying

it was stupid humor type of thing. not really that effective.

it's a way of asking kids why it's good to smoke and i just remember how everyone is like dumbfounded. they don't know what to say. and then there are some funny commercials with Lumpy

What do you remember seeing or hearing about it?
Central (cont.)
just the picture
No
nothing
nothing
nothing i havent seen it before
the commercial where they ask they people if they can name why smoking isn't stupid.
very weak advertising campain
about all the poisons that are in the ciggerates
basically that TV is trying to make anti-smoking the thing with teens by making other teens say why they dont smoke (personally i dont think its working)
i have seen their commercials on TV
I remember a commercial that came on TV with that logo, it was a cartoon advertisement about a boy who liked this girl but she didnt want to kiss him b/c his breath smelled bad or something like that.
I remember hearing songs on the radio by them...the songs were really annoying.
I remember it quite well. I remember thinking that the Lumpy ones were stupid, they just made me want to change the channel, but the new ones where kids write songs about not smoking are very effective: I want to listen to them and I don't change the station when they come on.
I remember the commercials talking about smoking and saying "Why is smoking a good idea?," etc. Or billboards w/similar things. I've also heard songs about not smoking on the radio.
it was about this boy who smoked because he thought it was cool. he liked this girl she smelled his breath and passed out because it was so bad
it was like some kids telling about why they think smoking is stupid and they named like a ton of reasons
songs and on tv with the cartoons
That if you smoke you're more likely to get facial hair
the commercials come on all the time. they have a couple out. for example, they have a teenage girl in the bathroom and she's waxing her upper lip, and a fact comes on saying the girls are 7x more likely to get excess facial hair. and then another one has this couple at the movies and they show the girl trying not to cough up phlegm... and then it says that girls who smoke produce more phlegm.
They asked the question whats a good reason to smoke or something, and none of the kids had any good reasons for smoking!
I remember seeing it on T.V.! I think that they advertise that logo very well to younger children!
In our movie theater, before the previews there is always a long 'why do you think' thing and it makes a lot of sense, because it shows us how money-wasting smoking is and how hazardous to our health it is. and there really is NOTHING that proves smoking isn't stupid, because it is.
The commercials were always so predictable and dull.
A girl was coughing and it said that women who smoke have better chances of having phlem.
all i remember was that they make smoking sound bad
i don't think i've seen it.
I have never seen it
I have never seen it
i havent!
I remember the smoking people being portrayed as being uneducated and stupid. Also that the actions of smokers hurt themselves and others.
it just asking why, I am guessing just why would you smoke
it reminded me how stupid smoking is, i dont do it of course
it was a preview before a movie i saw
It was some kid gettin cigrattes shoved down his throat.
many commercials and previews and billboards its anti smoking and it is dumb, it should be taken off air
A commercial about shipping a package with cigaretttes in it. I didn't hear, but I saw something of the sort.
a skunk on a billboard
Against teens smoking.
I don't know.
i saw it on a billboard with a phrase something like smoking odor and a skunk .. im not sure exactly what it was
i thought it was really stupid, people dont need the fucking television telling them not to smoke it is their own choice
I thought that the ads were pretty neat, but seem to be going the same route as other recent anti-smoking ads. You know, trying to seem hip, and fresh.
IT WAS IN A COMMERCIAL
it was in an anti-smoking commercial
it was on an animated commercial with a kid and showing him smoking packs a day, like a factory. i don't know, it's hard to explain. also, i've heard songs people make up and play on the radio about how smoking is bad.
NOt to smoke... and all the songs on the radio
smoking
that it was dumb
that they were saying how stupid it was
you're supposed to think of any reason that smoking isnt stupid
t.v. radio
There are many commercials using that logo asking why people smoke.

What do you remember seeing or hearing about it?

North

A commercial or two...like, one that featured kids mumbling and stumbling to find words until a ressonating voice over boomed "Can you think of any reasons why smoking is a good idea?"

A lot of commercials on TV with that really gross kid (i forget his name) who smashes his sister's piggy bank and can never get a girl cuz he smokes.

a lot of kids on a commercial... they were being asked the question "why isnt smoking stupid?" also i think that they do advertisements on the radio where people make songs about why smoking is stupid.

a person came to the ymca with a messenger bag and ws asking aroun...i've seen the ads on tv

at the end of anti-smoking ads like: 1)the guy that smokes and steals from his sister who has that dog 2)the girl w/ the phlem at the movies

can you name a reason why smoking is not dumb

can't remember but I know I've seen it before

cartoon people that talked funny and smoked. just another anti smoking ad.

Different information reagarding the effects smoking has on teenagers, and people not coming up with an explanation on why smoking is good.

Each ad this company has pretty much just focuses on one negative part of smoking. I see one a lot in the movies where it shows how smoking costs a ton of money. There are also a few more on TV that focus on the bad smell and the way it discolors your teeth.

Girls who smoke are threee times more likely to get more facial hair. Can anyone tell us why smoking isn't stupid.

havent seen it

haven't seen it

i am not sure

I can't remember

I do not remember seeing this advertisment.

I don't

i don't really remember

I don't really remember where I saw it or what it was about.

i dont remember

I don't remember seeing or hearing about it

i haven't

I haven't seen it at all.

I haven't seen it or heard about it

I haven't seen or heard anything about it.

I heard it on the radio and kids were talking about why they choose not to smoke.

I just remember seeeing it in a commercial

I just remember seeing the logo after some commercial on tv, or in some add.

i just remember some of the "truth" ads

I just remember the phrase "Why do you think?"

I never saw it before.

I remember a comercial on TV that was sorta goofy and had that logo at the end

i remember a commercial about it, but nothing more than that.

i remember listening to a really bad song on the radio about why you shouldn't smoke.

I remember on the radio they had songs that people wrote about not smoking and they were really catchy lyrics.

I remember seeing a cartoon boy getting in trouble with his sister because he tried to steal her money, and another time he got rejected by a girl he liked because his breath was bad from smoking.

I remember seeing a commercial.

i remember seeing this logo on an anti-smoking add on tv and i've seen it in adds in magazines.

i remember seeing when they ask teen why they don't smoke and they don't answer anything. also the anti-drug like sport, art.

I remember two different comercials, one of which was asking for good ideas for smoking.

I saw an ad in a magazine w/ it, I think it also showed a website you could go to for more info.

I saw it in a commercial

I saw this after an ad about not smoking came on

I think I saw an add on TV with it asking people a reason to smoke and nobody could think of an answer.

i thought it was really clever and i hope it gets a lot of people to stop, because smoking is STUPID!!

i'm not sure

In at magazine

It always asks, "why do you think" like why do you think smoking is stupid, etc

it give you facial hair

it is against smoking or bad things

It was a whole bunch of people trying to say why smoking wasn't good, because there were no good advantages. It was TV ad, if I am not mistaking it was black and white, until the end when the logo came and the question mark spun around the "Y."

its a anti smoking ad directed at teenagers

i've just seen and heard anti-smoking ads.

I've never seen it

ive never seen it.

ive never seen that one, but ads of Truth, infect truth are in skater magazines

ive never seen that symbol ever.

I've seen many commercials featuring it.

What do you remember seeing or hearing about it?
North (cont.)
I've seen that particular ad campaign on TV only, I believe. It featured some goofy cartoons that were aimed at making smoking look "dopey". In one there was this stupid kid who smoked cigarettes and as a result, killed his future-girlfriend with his bad breath. The other commercial I've seen was one in which the same boy mentioned above has to steal money (in order to buy cigarettes) by destroying his little sister's piggy bank. The end result is that his sister knocks him out or something. This one actually had no outwardly apparent argument against smoking, the boy's being beat up by his sister stands out more than the fact that cigarettes waste money. Just a tip for marketers: you're hopefully aiming at an extremely young audience, as in 3rd or 4th grade kids. Otherwise your message is lost in the overly stupid character of your commercial. Personally, I hate the commercials.
ive seen the commercials and ive seen the car they drive around on the screen before
Just it being an anti-smoking commercial.
Just more facts on why it's stupid and the things they put in them.
kept asking kids why they thought it wasn't cool to smoke
N/A
no smoking
Not much, but I think they are a good idea.
Nothin really
nothing
nothing
nothing
nothing
nothing really
nothing, i've never seen it
Nothing.
on the radio, the commerical that has a youth singing a song, then they say "do u have a song about how gross smoking is? go to ydouthink.com to get it on the air."
people snorting their dirty nose
That is dealt in anti-smoking adds, I can't remember much else.
that it made me mad
THAT IT WAS GAY
that they said not to smoke.
the commercial goes "umm, uh, uhuh," stuff like that then it says "can you think a reason to smoke" or somethin like that
the commercial where they ask they people if they can name why smoking isn't stupid.
The commercial where all the kids sit speechless. The Question was "Can you give us a reason why smoking isn't stupid?"
the song about smoking and burning a hole in the kids car seats
the website
there are all these songs that teens make up about how stupid smoking is and then it says to go to ydoyouthink.com if u wanna get one of your songs on the air
There were a bunch of babies crawling around.
They tell you a story and then tell you to visit the web site.
whatever is the point of smoking
whats the point of smoking, it asked.
Why do u think smoking is ok?
Why do you think smoking is stupid.
why it is stupid to smoke
why smoke, or do drugs...
why smoking is stupid
yes i did

What do you remember seeing or hearing about it?

Tidewater

a bunch of commercials about stuff that can happen to you when you smoke

a commercial about nto smoking

a very funny commercial about some guy that has a screwd up life because of smoking.

all the kids are silent and dont know the answer

ammonia is found in dog poop, it's also found in cigarettes-commercial "how do babies avoid second hand smoke, first they learn to crawl"-commercial

commercials

don't somking

havent

haven't seen it

havent seen it before.

i am not sure where i have seen it, but it looks familiar

i don't really remember

i dont remember

i don't remember anything about them other than seeing them

i don't remember ever seeing this logo

i don't remember it

I dont remember it.

i dont remember sumthing on tv i think

i don't think i have seen anything...

I have never seen it before

I have never seen the logo.

i haven't

I havent heard anything about it

i havent seen it

I haven't seen it

i haven't seen it

i just remember it being on a commercial

I just remember seeeing it in a commercial

I know that smoking sucks

I liked the commercials. I think they effectively relate anti smoking to teens in ways that teens will understand.

I remember a bunch of kids sitting around trying to think of a reason why smoking is not stupid. They did not succeed. I also remember Lumpy.

i remember cartoons

I remember hearing that you can go to their website to learn how to submit a song about why smoking is stupid.

i remember that there was a teenage boy who started smoking one cigarete then the next minute he was smoking like a thousand at one time. then it ended with "why do you think?"

I remember the commercial. It had all those kids and they couldn't figure out a good reason as to why smoking was stupid.

I remember the commercials with a guy named "Stinky" who stinks horribly because he smokes so he can't get a girlfriend.

i remember this one commercial where it was talking about girls who smoke getting excess facial hair and this chick was waxing her "moustache" and it was really gross. there was also this one where the guy set loose a bunch of baby dolls with orange shirts and a message on the shirt taht people looked at, but i didnt really understand the message. if you were talking about the ydoyouthink thing, i've never seen that

i saw it on television and it made me think

i saw it online and at first i didnt undestnad

I saw one the other day at the movies. the most think i made the most impack is that it showed a guy smokeing and money from his pocket going down teh toilets.

i saw some of the commercials on tv with the "excess facial hair" and "phlegm" ones

I saw the comercialwhen thry asked "why is smoking not stupid?" and no one aswered.

I saw the phrase in a few commercials, and some of the commercials were pretty good. Others looked kind of hokey.

i weas at a baseball game and they haded me a rubberband that said ydoyouthink.com to wear around my wrist

isnt that the one where they have all the babys and they pick them up and they have anti smoking messages on their shirt

it always shows the kids trying to think of a reason for why smoking is cool. all i remember is that no one could come up with an answer, and it really made me think that there isn't an answer... smoking is dumb

it asks questions that make sense and make you actually think about it

it had a good commmercial

It had a group of kids not knowing the question why is good to smoke or something like that

it says things like can u tell me one good reason smoking is good for u.

It was a commercial about how stupid smoking is and how there is not a good reason to smoke.

it was an anti-smoking tactic that made you ask yourself why do u smoke?

it was kind of stupid, it didn't make a good point

It was saying why do you think smoking is good, and the people are all blank, because they cant think of any reasons

its really bad

kids being asked why they smoke and they all didnt know the answer

Lumpy and his problems with smoking.

N/A

What do you remember seeing or hearing about it?
Tidewater (cont.)
no clue.
nope
not smoking
not sure
not sure
nothing
nothing
nothing
nothing
nothing
nothing
nothing
Nothing, except that it was on an ad on TV.
Nothing...weird
ON a comercial a cartoon boy smoking alot of cigereets at a time and his money was going in a toilet and there was a counting machine counting how many he smoked.
On Tv, the weird cartoon guy was smoking and it all goes downhill for him.
Smokin
Smoking is bad.
Smoking is bad.
smokings bad for you
Targeted a demographic younger than the truth campaign.
that it causes teens that smoke to produce I think 8% more plehm, then teen swho dont.
That smoking was bad
that some kid tried to break in to his sisters piggy bank and stole some \$ for cigs and she caught him and kicked him or something like that. those are dumb commercials.
that there is no good reason for smoking, giving statistics about smoking, that it wastes a lot of money
The commercial about the teenage girls getting excess facial hair from smoking.
the same old things how its bad for u
there was a commercial asking people why smoking isnt stupid and no one had an answer
There was a commercial asking tons of teens why smoking wasn't stupid, and they all just sat there and couldn't think of anything.
There we're teens stumped about why smoking isnt stupid
they have a bunch of comercials on tv
they were kinda funny.
thinking it was a good campaighn idea
This ad said, "Can you tell us why smoking isn't stupid?" an about ten people were speechless.
Tobacco is wacko
unsure.
Well, I've seen and heard all the commercials with the tape I got as a field reporter.
well, they showed you one of the consiquences of smoking, but put in a more humorous manner. not so much pushing the 'you'll get cancer' image as 'You'll have bad breath'. i thought it was clevar.
Why do you think Smoking is Stupid?
WHY IS SMOKING NOT DUMB
why isnt smoking not dumb
yes i did
yes i did
yes,it was on a tv commerical.

What do you remember seeing or hearing about it?
Southwest
A boy smoking a lot of cigarettes
A dude's breath was smelling bad because he smoked.
Are there any reasons smoking isn't stupid?
commercials
commercials on the radio and tv.
dont know
don't remeber
Haven't heard of it before.
haven't seen it
haven't seen it
how stupid it was.
i dont
i dont no
I dont remember
i dont remember
I dont remember ever seeing it
I don't rememebr exactly what it was, I just remember I really liked it and it made an impression on me when I watched it. I'm just having a memory lapse and can't think of what it was exactly about.
i dunno
i havent seen any advertisments from it
i havent seen it
i havent seen it
I haven't seen it.
i haven't seen or heard about it
I hear it on tv and on the radio, on the radio people make up songs about smoking and on tv they have the commercials that tell you about the posins in smoking
I heard the usual, that smoking is bad and useless (which I completely already agreee to).
i just remember it being on tv
I never saw or heard about it
I remember a funny commercial like a cartoon about not smoking then at the end they showed that logo
I remember a kid smoking cigarettis in some factory and all his money going into a toilet. I thought it was kind of a dumb ad because people aren't going to stop smoking just becuase they see a comercial. People are going to be themselves; ads won't change them.
I remember adds for TRUTH.COM...those are really cool...like the baby dolls they put crawling around or the body bags they lay out right in front of the tobacco bussiness's headquarter/building. I also heard radio adds where they choose songs that people made up that say why not to smoke.
I remember hearing it actually caused a rise in teen smoking
i remember it had that commercial where that kid had all these cigs forced into his mouth and he was smoking like a million of them...
i remember them talking about disadvantages to smokeing
i remeber not to smoke cause it gives you phlemn or excess facial hair
I saw a billboard with a black and white picture of a kid smoking and this logo was on the billboard.
i saw it on tv
I saw it on tv and they were commercials about "what if this could happen to you".
I see commercials with the logo...the ads were cool
i think i may have seen it on a channel one tv program at school. i thought about how i wont smoke.
i'm not sure what you mean.
I'm not sure!
in magazines
it always has advertisements about anti smoking like girls get more facial hair... things that most teenagers don't want to happen to them
It makes fun of people who smoke.
It was a commercial before a movie I watched on the big screen, it was some kid who kept on taking ciagarretes and it showed his money going down the toilet the more he took
it was against smoking
it was on mtv i think
it was on tv.
it's cool
I've never seen it.
Just odd questions with good points of why would you smoke?
lumpy doesn't know smoking can stunt his love life
magazine
n/a
n/a
never saw one
none
none

What do you remember seeing or hearing about it?
Southwest (cont.)
not sure
not sure
nothin
Nothing at all
nothing i don't remember seeing
nothing.. i just remember seeing it.. i think there might have been a funny commercial
Smoking
smoking is bad
smoking is dumb
something about the bad facts of smoking and saying not to do it
something about why it is bad to smoke.
television commercials
That it makes my boyfriend WANT to smoke...not cool
that no one can tel why smoking is cool or bad or something
that smoking causes flem
That smoking is "stupid"
That the commercials were pretty deep, and showed how stupid smoking is.
That there isn't a good reason to smoke. I heard this off the ydoyouthink commercial.
that ucan kiss ur social life godd-bye
The commercial in the movie theater caught my eye the most, but it didn't look like the wdouthink commercial above.
the commercials wit the cartoon character "Lumpy"
the one at the movies where the kid is smoking alot at one time and it is showing the money going down the toilet.
The Stupid Cartoon guy...
The tv advertisements involving teens and what not.
the tv commercial
They play the commerical a lot
This promotion asks teens why it's smart to smoke.
TV
Why smoke?
why smoking is dumb for you
why smoking is dumb for you
y do i think smoking isnt dumb