Abstract

**Problem:** Ohio tobacco countermarketing **stand** brand calls on young people to take a stand against tobacco use based on aspirational messages and images of Ohio youth.

**Methods:** We developed a stand brand equity scale with sub-scales on brand reaction, loyalty, popularity, and personality. The scale captures the extent to which youth associate **stand** with positive messages and images. We conducted multinomial logistic regression between brand identification at baseline and smoking status at 8 months and 20 months later.

**Results:** This study suggests a causal association between **stand** popularity and smoking initiation: Youth with greater brand leadership/popularity at baseline were significantly less likely to smoke after 8 and 20 months.

**Conclusion:** Findings can inform campaign planning and social marketers seeking to reduce youth health risk behavior across multiple domains.

1. **Branding Strategy**
   - Build teen oriented brand to compete with tobacco industry brands
   - Avoid negative behavioral messages (“just say no”)
   - Get youth to aspire to the brand by creating an idealized social image of Ohio teens not smoking

**Hypotheses:** Brand equity acts as a protective factor to prevent initiation of youth smoking.

2. **Campaign Background & Study Methods**
   - Kickoff in 2003
   - Developed by Northlich Media, advertising, PR for the Foundation
   - Campaign evaluation conducted by RTI
   - Ohio Youth Tobacco Evaluation Survey (YTES)
   - Cross-sectional & longitudinal design
   - Time 1: Summer/Fall 2003, n = 1,657
   - Time 2: Fall 2004, n = 1,010
   - Time 3: Summer 2005, n = 673

3. **Campaign Awareness: 2003-2005**

4. TV Ads: “Vorbatin (Samantha)”

5. **Stand Exposure Builds Branding Equity**

6. **Brand Equity Scales**

7. **Results**
   In a multinomial logistic regression model that controlled for age, sex, race-ethnicity, and intention of smoking:
   - Youth with greater brand equity at baseline were less likely to be ever smokers after 8 months (OR = 0.94, p < 0.05).
   - Youth were less likely to be ever smokers after 8 months if higher at baseline in:
     - brand leadership/popularity (OR: 0.90, p < 0.001),
     - band personality (OR: 0.74, p < 0.01), and
     - brand awareness (OR: 0.84, p < 0.05)
   - Higher brand leadership/popularity at baseline, less likely to be ever smokers after 20 months (OR: 0.66, p < 0.05).

8. **Conclusions**
   - Brand equity is associated with exposure to the **stand** campaign
   - Among youth who are aware of the **stand** campaign, those with overall brand equity in the campaign at baseline would be less likely to initiate smoking at first and second follow-up
   - Brand equity acts as a protective factor to prevent initiation of youth smoking.

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**Table 1. Percentage of Respondents with Claimed Awareness of Any Ohio Stand Campaign Advertisement (TV, Radio, or Billboard) who Agreed or Strongly Agreed with the Stand Branding Scale Items**

<table>
<thead>
<tr>
<th>Scale</th>
<th>Item</th>
<th>T2</th>
<th>T3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Loyalty</strong></td>
<td>I’d like to help stand make a difference.</td>
<td>79.9</td>
<td>73.6</td>
</tr>
<tr>
<td></td>
<td>I’d talk about stand in front of my friends who smoke.</td>
<td>37.7</td>
<td>31.1</td>
</tr>
<tr>
<td></td>
<td>I’d wear a stand t-shirt or other gear.</td>
<td>79.9</td>
<td>73.3</td>
</tr>
<tr>
<td></td>
<td>If I had the chance, I would tell other kids my age to get involved with stand.</td>
<td>65.5</td>
<td>67.9</td>
</tr>
<tr>
<td><strong>Leadership/Popularity</strong></td>
<td>Stand is becoming more popular with kids like me.</td>
<td>63.6</td>
<td>64.0</td>
</tr>
<tr>
<td></td>
<td>Stand is for people like me.</td>
<td>67.7</td>
<td>72.1</td>
</tr>
<tr>
<td></td>
<td>The people in stand generally get involved.</td>
<td>76.2</td>
<td>77.1</td>
</tr>
<tr>
<td></td>
<td>The people in stand generally speak their mind.</td>
<td>81.5</td>
<td>94.2</td>
</tr>
<tr>
<td></td>
<td>The people in stand are just like me.</td>
<td>64.7</td>
<td>64.9</td>
</tr>
<tr>
<td></td>
<td>The people in stand are just like the people I hang out with.</td>
<td>52.5</td>
<td>54.4</td>
</tr>
<tr>
<td><strong>Brand Personality</strong></td>
<td>When you think stand, you think “Young people can take action.”</td>
<td>61.7</td>
<td>63.5</td>
</tr>
<tr>
<td></td>
<td>When you think stand, you think “Not smoking is cool.”</td>
<td>78.7</td>
<td>80.5</td>
</tr>
<tr>
<td></td>
<td>When you think stand, you think “People I care about need to stop smoking.”</td>
<td>83.8</td>
<td>84.7</td>
</tr>
<tr>
<td><strong>Brand Reaction</strong></td>
<td>When you think stand, you think “I am alone in my views against tobacco.”</td>
<td>79.7</td>
<td>81.4</td>
</tr>
<tr>
<td></td>
<td>When you think stand, you think “I am not alone in my views against tobacco.”</td>
<td>79.7</td>
<td>81.4</td>
</tr>
<tr>
<td></td>
<td>When you think stand, you think “People I care about need to stop smoking.”</td>
<td>79.9</td>
<td>80.8</td>
</tr>
</tbody>
</table>

**Table 2. Odds Ratios from Multinomial Logistic Regression on Ever Smoking**

<table>
<thead>
<tr>
<th></th>
<th>Time Two</th>
<th>Time Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Equity Scale</td>
<td>0.94*** (0.89, 0.99)</td>
<td>0.95 (0.90, 1.02)</td>
</tr>
<tr>
<td>Brand Loyalty Subscale</td>
<td>0.75 (0.71, 0.78)</td>
<td>0.74 (0.69, 0.78)</td>
</tr>
<tr>
<td>Brand Leadership/Popularity Subscale</td>
<td>0.54*** (0.42, 0.68)</td>
<td>0.66* (0.61, 1.08)</td>
</tr>
<tr>
<td>Brand Personality Subscale</td>
<td>0.59 (0.48, 0.69)</td>
<td>0.59 (0.43, 0.76)</td>
</tr>
<tr>
<td>Brand Awareness Subscale</td>
<td>0.64** (0.50, 0.85)</td>
<td>0.92 (0.70, 1.05)</td>
</tr>
</tbody>
</table>

Model controls for age, sex, race-ethnicity, and intention of smoking.

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**Figure 3. Campaign Awareness: 2003-2005**

**Figure 4. TV Ads: “Vorbatin (Samantha)”**

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**Figure 5. Strongly Agree by Confirmed Vorbatin Ad at T1**

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**Figure 6. Brand Equity Scales**

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**Figure 7. Results**

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**Figure 8. Conclusions**

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**Figure 9. Contact Information**

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**Figure 10. Table 1. Percentage of Respondents with Claimed Awareness of Any Ohio Stand Campaign Advertisement (TV, Radio, or Billboard) who Agreed or Strongly Agreed with the Stand Branding Scale Items**

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**Figure 11. Table 2. Odds Ratios from Multinomial Logistic Regression on Ever Smoking**