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CASE STUDIES

Many agencies take great pride in their work for its creativity, the dedication of their team and the results they deliver for their clients. But how many agencies are proud of their work because they know it helped save lives? Escalate is, and is grateful to work on the Truth® Campaign with our client partners at the American Legacy Foundation.

CHALLENGE:

In its first decade, the well-known Truth® Campaign spoke out against Big Tobacco and helped lower teen smoking 60%. Those teens most likely are now in college/first job, where social smoking is a fact of life. Add to that the meteoric rise in popularity of hookah (and the perception it is less harmful than cigarettes) amongst college students and the pressure is on to re-engage. But how, in a way both meaningful to college students and authentic to the anti-Big



on-campus student groups, which allowed the team to gain a better understanding of each unique campus dynamic. The tour gave the brand an in-road to have a conversation (off-line and on-line) with students and provide life-saving messages in a way that talks to them on their terms, not from a soapbox. After a successful inaugural tour headlined by Cobra Starship, the 2013 truthLIVE concert tour featured OneRepublic and openers TeamMate, and visited five Eastern colleges. 20,000+ tickets went very quickly, with students often lining up in advance at venue box offices.

RESULTS:

The 2013 truthLIVE college music tour exceeded expectations and delivered strong results with both concert attendees and those who heard about their truthLIVE experience through Word Of Mouth:

- Attendance grew 375% over 2012.
- Brand awareness for truth grew 51.6%.
- Familiarity with the four key tobacco messages most important to truth all grew at double-digit rates.
- More than half of respondents reported that they now

think differently about tobacco products (57%) and tobacco companies (62%)

OUR MISSION:

Our mission is to Escalate relationships to brand advocacy with measurable results.

For great client partners such as the American Legacy Fund, Birds Eye, Coca-Cola, Colorado Technical University, Cox Communications, Hillshire Farms,

illy issimo, Stonefire and vitaminwater, Escalate fuses Experiential + Word of Mouth (including Social Media) marketing to foster meaningful relationships between customers and brands.

Please reach out to discuss how we can Escalate your business.

CONTACT INFO

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CAMPAIGN: TRUTHLIVE COLLEGE MUSIC TOUR
CLIENT: AMERICAN LEGACY FOUNDATION
AGENCY: ESCALATE

ESCALATE

Tobacco mission of the Truth® Campaign?

SOLUTION:

Tobacco is a no-interest category. truth had to find a way to be part of the cultural conversation to help elevate the serious lack of interest in tobacco prevention. truthLIVE was created with an extremely limited budget and only a handful of ruthless marketing team members responsible for getting into the dirt and building the tour from the ground up.

By creating a unique tour property, truthLIVE was able to give the brand the platform it needed to connect with young adults through their passion point of music. truth collaborated with

