Marketing Savvy - Know Thy Audiences

with Brett de Hbedt, Hootville Communications
Iams Executives Scrambling To Figure Out Why Brand Is Losing 2- To 4-Year-Old Chocolate Labs

MASON, OH—Frantic executives of the Iams pet food corporation convened an emergency meeting Wednesday to address the brand's increasingly poor sales among 2- to 4-year-old chocolate-colored Labrador retrievers, company sources reported.
DON'T MAKE SMOKES YOUR STORY

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FOR YOUTH

The *Smarter than Smoking* priority is to reduce and prevent tobacco use among our young people.

Whilst research is showing that fewer young people are taking up smoking overall and use is relatively low for those up to 15 years old, it is higher for those 16-17 years old[1]. This is important because the majority of adult smokers started as teenagers and are more likely to continue smoking[2]. If tobacco use continues, the risks associated with smoking, particularly to health and fitness – have a large detrimental effect.

**HOW CAN YOU BE **SMARTER THAN SMOKING**?**

Here are a few tips that you might want to consider in helping you as a young person, be Smarter than Smoking:

- Think about the reasons you don’t want to smoke
- Make the choice not to smoke and let your friends know
- Say “no” to smoking – and practice what you want to say and do before you are being offered a cigarette
- Support others to stop or reduce their smoking
- Avoid situations where cigarettes might be offered
- Avoid experimenting with smoking
- Choose to do something else when others start smoking
- Choose friends who are also Smarter than Smoking.

Did you realise that when you hang are around others who are smoking, even if you are not smoking yourself, you are still also breathing in tobacco smoke? It is important to protect yourself from *secondhand smoke.*
NASA's all-female spacewalk cancelled because there's no suit that will work onboard
Smoking isn't sexy.

It can cause erectile dysfunction.
Over time, smoking changes the way you look - and not for the better!

It takes just 2 weeks for the tobacco stains on your hands and teeth to fade once you quit. Quitting has immediate and long term benefits for people of all ages. How did quitting improve your appearance?

Did you know the price of cigarettes has increased today?
Smoking costs you your health, and also lots of your money. Today is a good day to #quitsmoking

Learn more about the increase in costs - http://tinyurl.com/kve96m4


Tony Macaroni Ryder likes this.
NACCHO creates a health-promoting Twitter storm: “Isn’t it about time we took health advice from the fast food industry?”
Aboriginal Health @NACCHOAustralia Feb 22
Yes isn't it about time we took health advice from the fast food industry.
#healthyfutures @croakeyblog @NACCHO_CEO
pic.twitter.com/bUj25xJx0a
The average circumference of a new born baby’s head is 35cm, so don’t forget to say thanks to your mum this Mother’s Day!

Check out the ABC Shop catalogue for our top picks including Desperate Romantics, David Hobson and delicious sweet.

**Bonus!** By shopping at your local ABC Shop you can enter the draw to win a luxurious high tea experience for your mother and three friends. Pull it all off and you are covered until Christmas.

Healthy, intelligent & generous?

Pass it on! Donate sperm.
THE MOST DANGEROUS PLACE FOR AN AFRICAN AMERICAN IS IN THE WOMB.

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\[ C = 4m + 3v + 2(i-f) - 2a \]

- \( C \) = Probability of conversion
- \( m \) = Motivation of user (when)
- \( v \) = Clarity of the value proposition (why)
- \( i \) = Incentive to take action
- \( f \) = Friction elements of process
- \( a \) = Anxiety about entering information
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