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FINAL

AIR Marketing Wins Copper Quill Award of Excellence for “Tobacco Use: It's a Personal Foul”

Phoenix, AZ (July 8) – AIR Marketing has won the International Association of Business Communicators (IABC) Phoenix Chapter Copper Quill Award of Excellence for its campaign “Tobacco Use: It's A Personal Foul.”

The campaign was conducted on behalf of the Arizona Department of Health Services Bureau of Tobacco Education and Prevention, which was honored with three awards from IABC. The winning category for AIR Marketing was Electronics Communication, Brand Identification & Community Relations. In addition to a robust, interactive Web site (personalfoul.org), the fully integrated, multi-media campaign featured broadcast (TV and Radio), print, and in-theatre advertising, as well as a brand-immersive experience called “The Tobacco-Free Zone” at US Airways Arena.

Specifically designed to resonate with children ages 8 to 13, the campaign jingle “Smells foul, tastes foul, makes you feel foul, too. Don’t use tobacco, it’s a personal foul – it’s a personal foul on YOU!”, was designed to promote both a cessation message (quitting tobacco) as well as a prevention message (keeping kids from trying tobacco in the first place).

The campaign increased public awareness about the inherent health risks associated with tobacco use and spread the word among youngsters that smoking or chewing will negatively affect the way other kids perceive you. In other words, using tobacco is “uncool.”

Elaine Ralls, president of AIR Marketing, said: “It is especially rewarding to conduct a campaign on behalf of the Arizona Department of Health Services Bureau of Tobacco Education and Prevention, which is a cause we endorse and support. The creativity came through with strong enthusiasm.”

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About AIR Marketing:

AIR Marketing, known for Analytics + Imagination=Results, is an integrated marketing agency that achieves clients' goals with a unique data-driven approach and decades of collective industry-specific insight, knowledge and experience from hospitality to health care to financial. Clients nationwide look to AIR to get, keep and grow more customer revenue through dynamic campaigns and measurable results. For more information visit: www.airmarketing.com