

# Perceived Effectiveness of Tobacco Countermarketing Advertisements Among Young Adults

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**Objectives:** To measure relative effectiveness of tobacco countermarketing advertisements by category and emotive execution style among young adults. **Methods:** Participants (n=1011) from 2 US 4-year colleges, one southern and one northern were surveyed before and after viewing advertisements in one of 3 categories: social norms, health consequences, or tobacco industry manipulation and with 4 emotive execution styles: drama, testimonial (negative emotive) and

humor, sarcasm (positive). **Results:** Health consequences and negative emotive advertisements were rated significantly most persuasive. **Conclusions:** This is the first study to support the effectiveness of tobacco countermarketing advertisements emphasizing the negative emotive health consequences of smoking among young adults.

**Key words:** mass media, advertisement, countermarketing, antitobacco messages

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