



FOR IMMEDIATE RELEASE

Cash prizes? Facebook? Talking motivational posters? This isn't your grandparent's quit smoking program.

Clarity Coverdale Fury Explores New Connections To Energizing Smoking Cessation

MINNEAPOLIS (October 19, 2011) – Quitting smoking is usually a serious, somber, solo activity. But Clarity Coverdale Fury is helping client ClearWay MinnesotaSM and its cessation program QUITPLAN[®] Services to change this by fusing sweepstakes marketing with social marketing. The result is turning quitting smoking into a group activity—complete with prizes, Facebook community building and online video content that CCF admits is “a little strange.” (Yes, a talking cat super glued to a rope can help people quit smoking.)

This approach centers on an event called “The QuitCash Challenge,” which gives smokers a chance to win \$5,000 (and other prizes) if they can quit smoking for the month of October. During this time, participants can access the QUITPLAN Services Facebook page, where they can connect with other participants, receive useful insights from cessation experts and view the world’s weirdest quit smoking motivational tactic — talking motivational posters.

According to CCF Creative Director (and ex-smoker), Michael Atkinson, “Traditionally, quitting smoking is a fairly defensive process. You throw away your cigarettes and do your best to resist temptation—you play defense. But by shifting the focus to things like contest involvement, Facebook conversations and video content viewing, people have an opportunity to become active participants in the quitting process—play offense. That’s a huge shift.”

One tactic that CCF is using to encourage participants of The QuitCash Challenge is a Facebook video series of “Talking Motivational Posters.” Each video highlights what it takes to quit smoking (determination, focus, strategy, etc.), but done “appropriately unseriously”—featuring everything from a talking, eagle-riding terrier to a group of singing Easter Island statues.

About Clarity Coverdale Fury

Clarity Coverdale Fury specializes in helping brands make an emotional connection with customers through digital marketing, brand development, advertising, promotions and public relations. They consistently produce results often doubling or tripling a brand’s historical performance. Their tools include brilliant strategic thinking and world-class creativity. Clarity Coverdale Fury is perhaps best known for creating the global launch of Belvedere Vodka which shot from \$0 - \$1 billion in sales in just nine years. Current brands in the agency’s portfolio include: ClearWay Minnesota, International Dairy Queen, Purina Mills and Red Gold Tomatoes among others. Information on Clarity Coverdale Fury can be located on www.claritycoverdalefury.com.

About ClearWay Minnesota

ClearWay MinnesotaSM is dedicated to enhancing life in Minnesota by reducing tobacco use and exposure to secondhand smoke through research, action and collaboration. In 2001, ClearWay Minnesota launched QUITPLAN[®] Services, which has helped over 18,000 Minnesotans successfully quit tobacco.

Clarity Coverdale Fury

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