



FOR IMMEDIATE RELEASE

Clarity Coverdale Fury Bends More Than The Rules In New Campaign

MINNEAPOLIS (February 21, 2011) – A new campaign from Clarity Coverdale Fury is bending the rules of traditional media by showing how QUITPLAN® Services helps smokers break out of their addiction to tobacco.

Six weeks ago, a giant outdoor board went up at 10th & Hennepin, featuring a dramatic photograph of a teenage boy behind bars. But in this case, the bars were specially constructed giant cigarettes over 17 feet high and 2 feet in diameter that made it appear as though he was imprisoned.

The new board utilizes the same giant cigarettes as bars, but now two of them are bent in the middle and the dramatic photograph of the boy is gone. In his place, behind the bent bars, is the website quitplan.com. Alas, the boy has broken free from his addiction to tobacco.

As QUITPLAN Services' Director of Marketing and Communication, Marietta Dreher, said, "Being able to tie both of our messages together – the dangers of tobacco and the help to quit smoking – in a giant outdoor board gives us a unique one-two punch that we never expected."

Jac Coverdale, Clarity Coverdale Fury Creative Director added, "It's rare that you have a visual concept that can work so seamlessly for two different messages."

QUITPLAN Services has helped over 18,000 people in Minnesota quit smoking. QUITPLAN is a free service for Minnesotans sponsored by ClearWay MinnesotaSM, which is an independent nonprofit organization that improves the health of Minnesotans by reducing the harm caused by tobacco.

The tobacco industry continues to spend almost \$200 million each year in Minnesota to attract new, young customers to replace the thousands that die each year from tobacco related illness. Additional campaign work will continue to emphasize the aggressive marketing practices of the tobacco industry and promote QUITPLAN Services' successful efforts to help people quit smoking by developing a specific plan to fit their needs.

More of the creative work is available online at weallpaytheprice.com, a website designed to educate Minnesotans about the harms of tobacco and expose the tobacco industry's practices.

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, Medtronic, International Dairy Queen, Purina Mills and Red Gold Tomatoes among others. Information on Clarity Coverdale Fury can be located on www.claritycoverdalefury.com.

Clarity Coverdale Fury

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About ClearWay MinnesotaSM

ClearWay Minnesota is an independent nonprofit organization that improves the health of Minnesotans by reducing the harm caused by tobacco. ClearWay Minnesota serves Minnesota through its grant-making program, QUITPLAN® stop-smoking services and statewide outreach activities. It is funded with three percent of the state's 1998 tobacco settlement. For more information on ClearWay Minnesota or QUITPLAN Services, call 952-767-1400 or visit clearwaymn.org.

Credits:

Client: ClearWay Minnesota

Agency: Clarity Coverdale Fury

Executive Creative Director/Art Director: Jac Coverdale

Creative Director/Writer: Jerry Fury

Group Brand Supervisor: Rich McCracken

Production Company: 3 Ring Scenic

Print Producer: Caroline Ryan Gibbs

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