Author's response to reviews

Title: The impact of televised tobacco control advertising content on campaign recall: Evidence from the International Tobacco Control (ITC) United Kingdom Survey

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Author's response to reviews: see over
Dear Mr Silvestre,

Apologies for the formatting errors. I have not resubmitted the manuscript with the following changes:

**Title Page:** Funding Statement retitled “Acknowledgements” and the following ethics statement inserted:

“The study design was reviewed and approved by the institutional review boards or research ethics boards of the University of Waterloo (Canada), Roswell Park Cancer Institute (USA), University of Strathclyde and University of Nottingham (UK), University of Stirling (UK), The Open University (UK) and The Cancer Council Victoria (Australia).”

**Title Page:** List of Abbreviations moved from end of text to title page.

**Introduction:** Final paragraph rephrased to:

“Using data from the International Tobacco Control (ITC) United Kingdom Survey, the present study sought to explore whether increased exposure to tobacco control campaigns results in increased probability of recall, and whether campaigns designed to elicit negative emotions achieve higher rates of recall than positive campaigns. In addition, we assessed duration of recall by testing the association between recall and campaign exposure in the 1-3 and 4-6 month periods before survey.”

**Conclusion:** New “Conclusion” section added, including the final paragraph and the following text inserted as the new penultimate paragraph:

“In conclusion, our findings show that while increased exposure to negative tobacco control campaigns increased levels of self-reported recall, those with positive emotive content did not. Furthermore, this remained the case even when exposure had taken place more than three months previously.”

**Figure 1:** Short legend added:

“Monthly exposure to tobacco control campaigns measured in GRPs, positive (above) and negative (below) campaigns – April 2005 to March 2009.”

No further changes have been made to the original manuscript. Please don’t hesitate to contact me with any further issues.

Thanks. Apologies for any inconvenience.

Yours faithfully
Sol Richardson