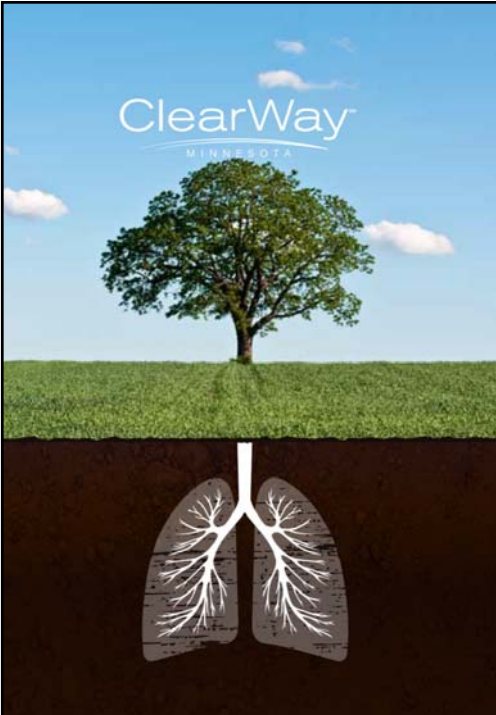


	 QUITPLAN Lessons from Minnesota
	National Conference on Tobacco or Health March 23, 2017

	Mission: To reduce the harm that tobacco causes Minnesotans through research, action and collaboration ClearWay MINNESOTA 2
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Goals for today

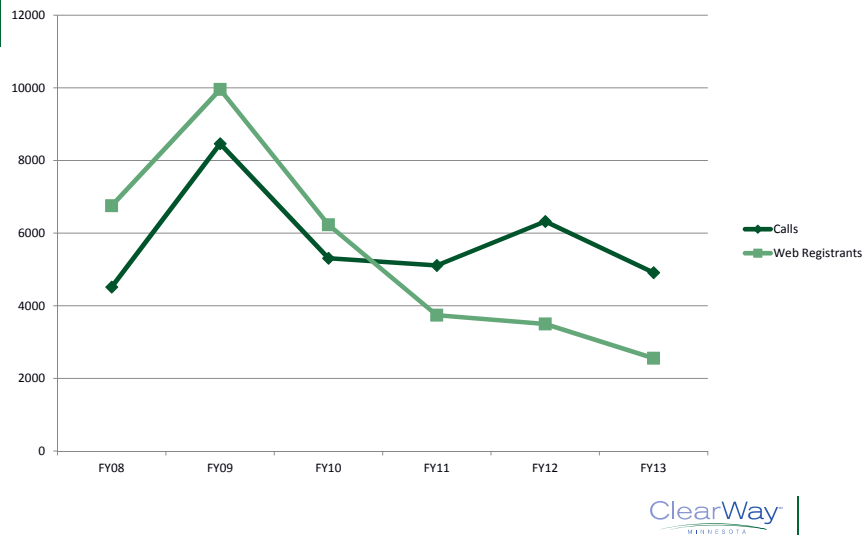
- Explain our process to
 - Develop a new campaign
 - Assess its impact on services
- Offer recommendations to make the strategic media decisions

What we will cover....



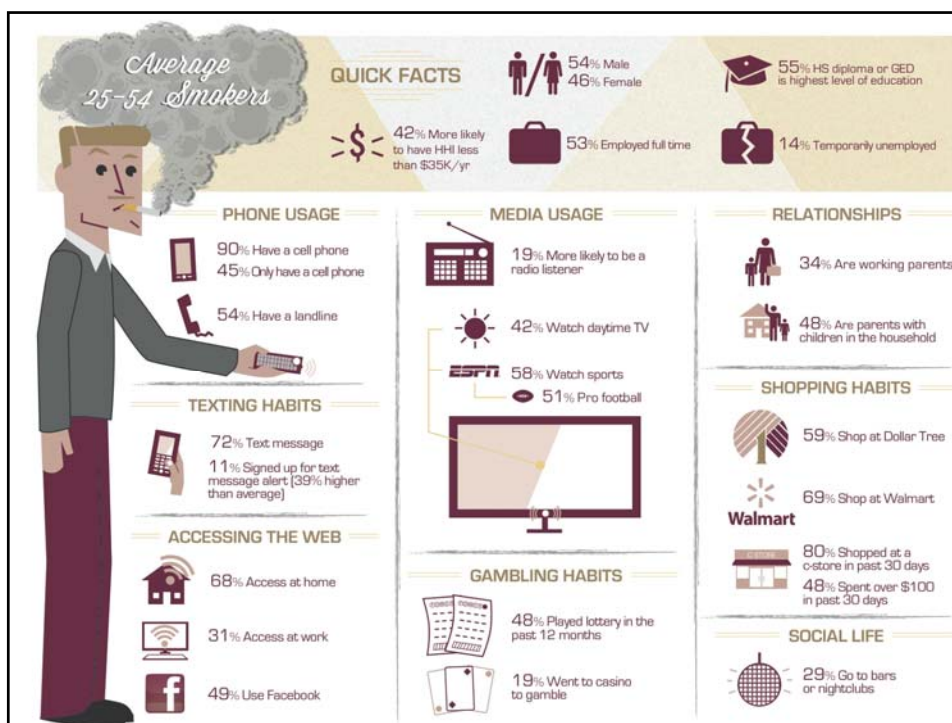
1. Formative research
2. Media campaign development
3. Service results
4. Media analysis – volume predictors

QUITPLAN® Services volume



Build consumer demand

- View smokers as consumers
- Look at quitting from their perspective
- Meet consumers' needs and wants
- Promote quitting in ways that reach smokers where they're at in the quitting process



Formative Research



Talk to smokers

- Online bulletin boards
- Focus groups

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Online bulletin boards

"If you were abducted by aliens, where might I find evidence you were a smoker?"



Focus groups



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Smokers' perceptions

I was being typecast as something that I wasn't proud of and didn't want to be.

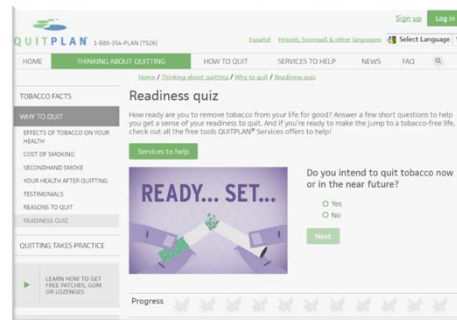
Stereotypes are not always true and this is when I would feel misunderstood and judged.

Smokers are a little bit more of an outcast. You know, got to go outside to smoke. Get dirty looks from people in the cars next to you.

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Key findings and implications

- Smoking is a significant part of a smoker's identity
- Smokers readiness to quit varies
- Smokers have different quitting styles



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Media Campaign Development

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Concept testing

- Focus group
- Online testing



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Focus group testing

- Overall reaction
- Main message
- Relevance
- Impact on quitting
- Interest in QUITPLAN Services

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Focus group concepts



Try Anything



It's Easier
to quit
with help.



No Judgments. Just Help.



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No Judgments. Just Help.



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Focus group feedback

I really liked this one. You could connect with everything the person was going through and the feeling of those lectures.

I could totally relate to that. The dirty looks, the money going down the drain. It reminds you of the things you don't like about being a smoker.

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Online message testing

- Relatability
- Emotional impacts
- Motivation to act
- Impression of QUITPLAN Services



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Online methodology

- Established online panels
- 400 adult tobacco users (18-54)
- Minnesota and surrounding states
- Viewed preliminary cut via YouTube

“Angie”

Ad concept only, actual ad would be fully animated.

People could relate to this ad

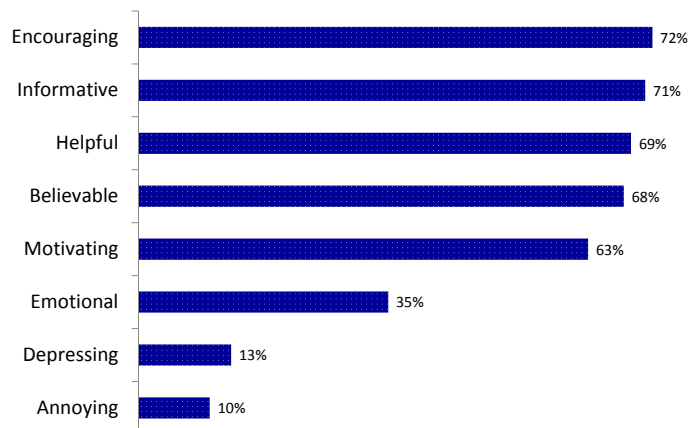
- 76% could relate to the character
- 72% found it to be encouraging



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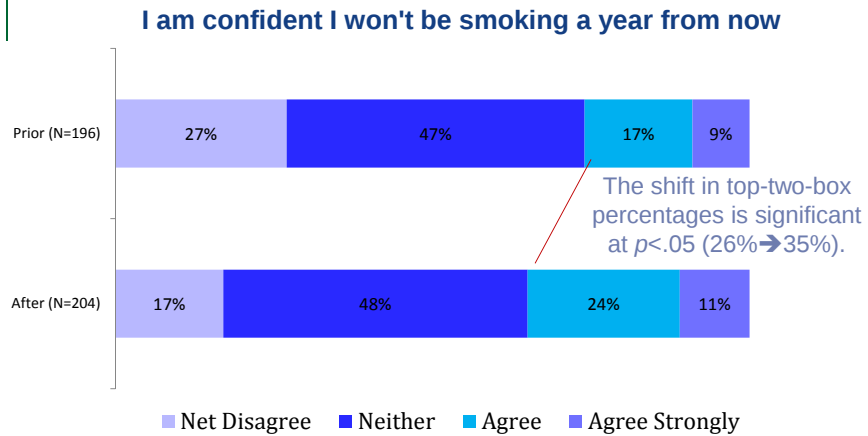
Emotional impact

How well do you feel the following words describe the ad you just saw?



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More confidence in quitting



Motivation to act

63% Quit/reduce

64%



What people liked about the ads

*No judgments. Free help
– patches, texts, etc.
Gives people what they
want.*

*They understand how
hard it is to quit. They
understand the true
pressure.*

*It completely relates
to how I feel.*

*QUITPLAN looks
caring. Something
different than the
standard stop-smoking
ad.*

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Concept testing conclusions

- Ads would likely be successful
- Smokers could easily relate to the characters
- Increased confidence in quitting
- Empathy, respect and hope - key motivators

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	New services and campaign launch
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	 A graphic for March 2014 featuring the word 'LAUNCH' spelled out in wooden blocks. The blocks are arranged in a row, and the word is centered. Above the blocks, the text 'March 2014' is displayed in white on a green rectangular background. The background of the graphic shows a blurred surface with many other letter blocks.
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MANICOTÉ

	Wendall

	Angie

	1 2 3 4 Service Results ClearWay MINNESOTA

Year one volumes

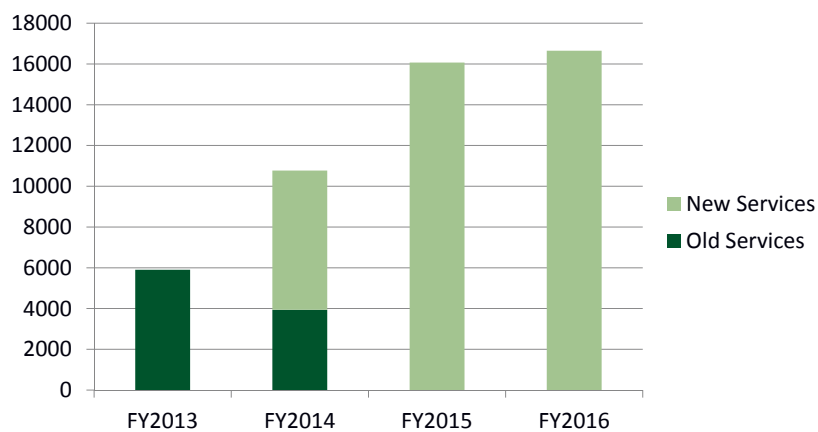
QUITPLAN VOLUMES INCREASE 170%

5,900 tobacco users served in 2013, more than **16,000** tobacco users served in first year of new services (March 2014 through February 2015)



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Increase in tobacco users served



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Satisfaction survey

- 86 percent of users are satisfied with services
- 92 percent would recommend services to another tobacco user

I felt comfortable signing up because of the 'no judgment' message. I already know smoking is bad for me.

The commercials are a great reminder to keep thinking about it, even if you are not ready at this time

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Requests from other states

- Oklahoma
- Florida
- California
- Utah
- Nebraska
- New Hampshire
- Oregon
- CDC

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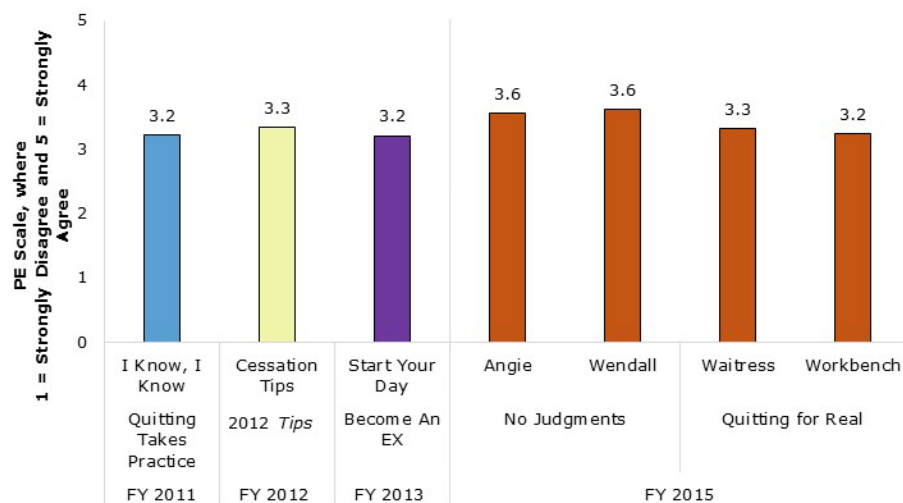
Tobacco Free Florida

Quantitative Evaluation

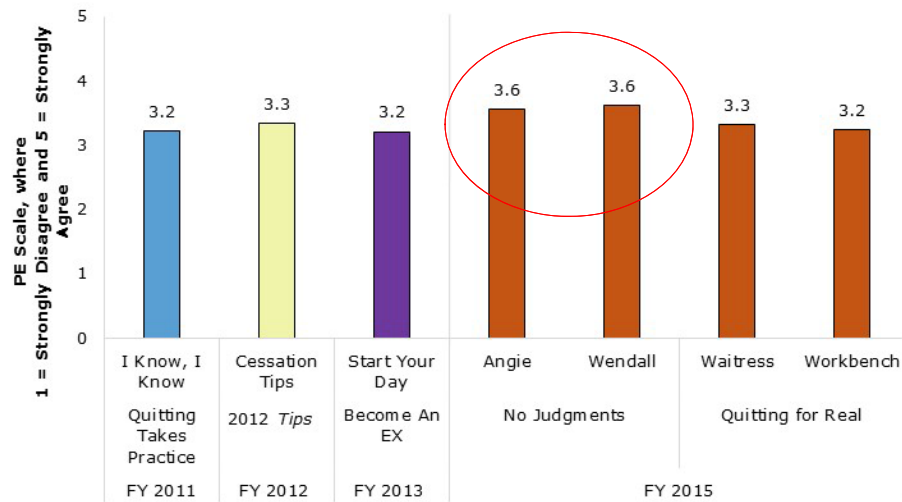
- Perceived Effective scores
- Motivational Reaction
- Made smokers want to see more information on quitting

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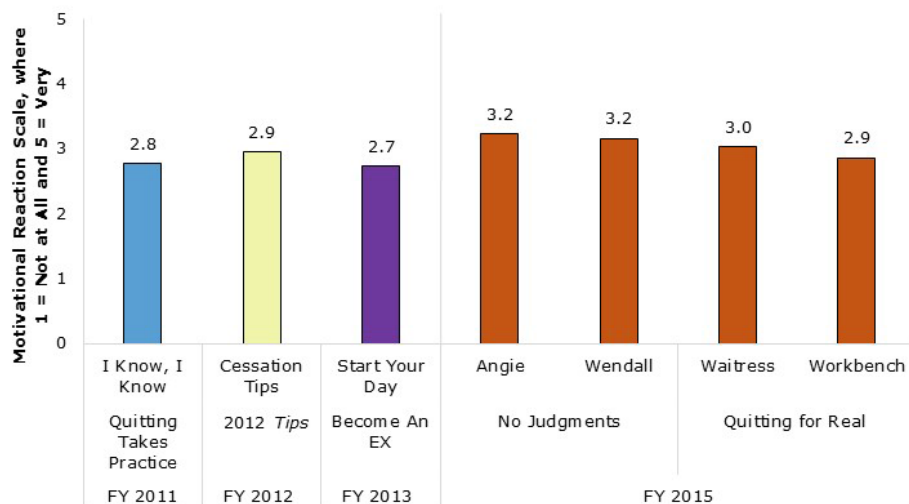
Perceived effectiveness from Florida



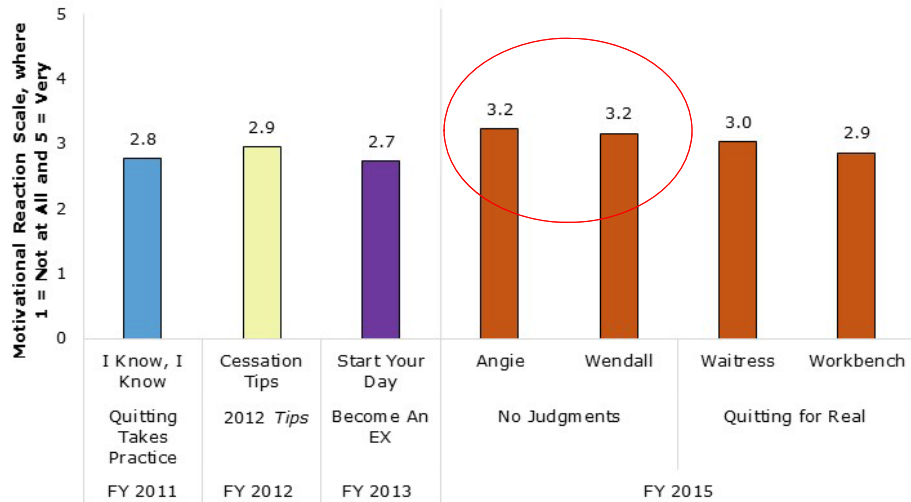
Perceived effectiveness from Florida



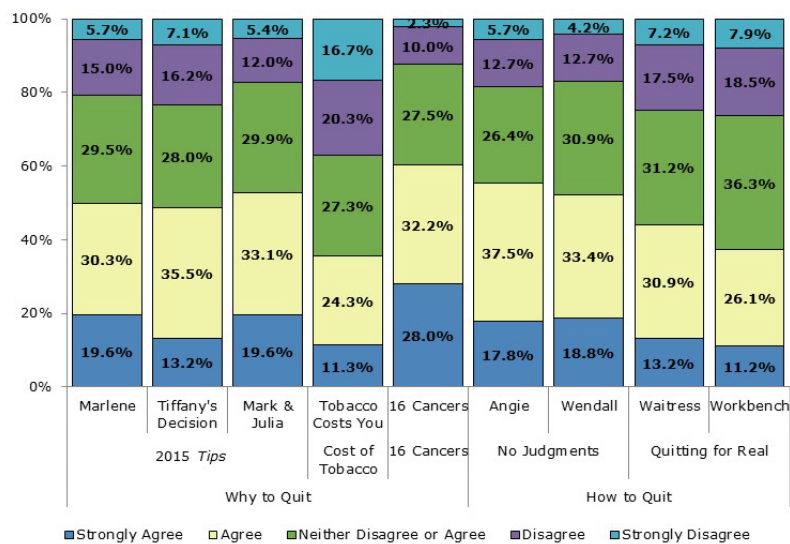
Motivational reaction from Florida



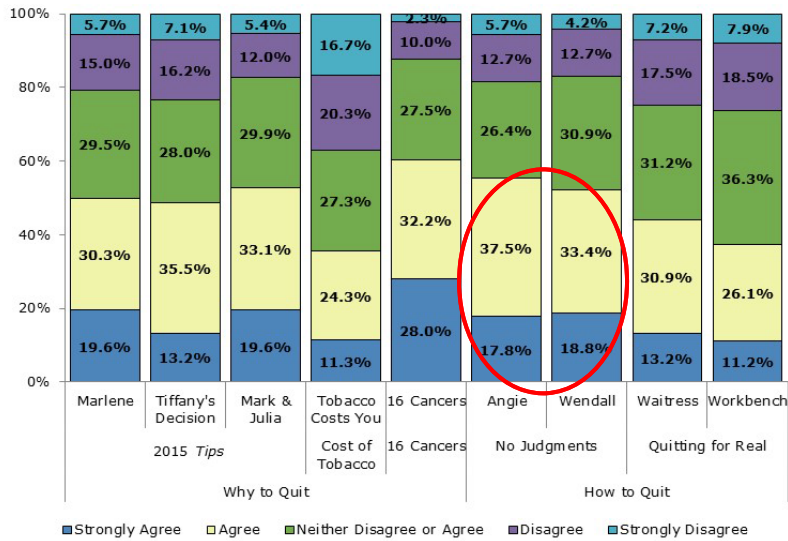
Motivational reaction from Florida



Want to see more information about quitting



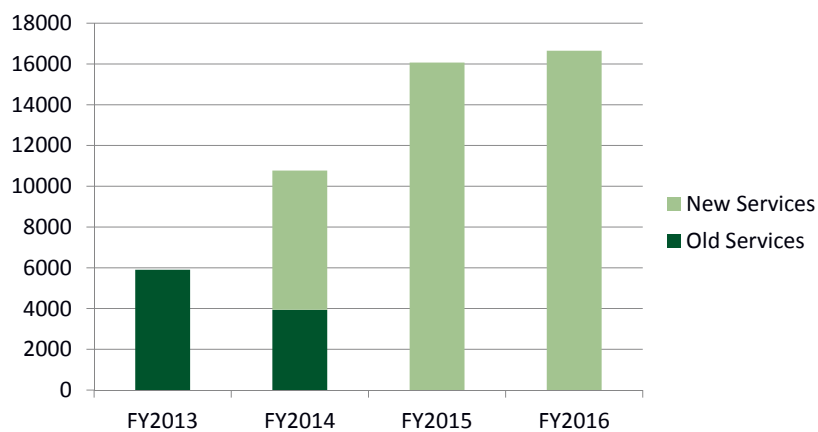
Want to see more information about quitting





Media Analysis - Volume Predictors

Increase in tobacco users served





Media analysis methodology

- Regression analysis
- Two models
 - Predicting inbound calls
 - Predicting web visits
- Controlled for non-media events

Predictors

- QUITPLAN TV
- QUITPLAN radio
- QUITPLAN infomercial
- Quitting contest promotions
- Digital impressions
- Earned media

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QUITPLAN Services television



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QUITPLAN Services radio



QUITPLAN Services infomercial



Infomercial short form

Quitting contests



MINI-QUIT MONDAYS

PRACTICE QUITTING AND WIN \$5!

Quitting takes practice. And practice is Mini-Quit Mondays - a new challenge even helps you learn new skills to overcome each one with a drawing for a \$100 Amazon gift card.

WHAT'S A MINI-QUIT?
Mini-quits are short exercises designed to help you quit tobacco. We'll have one Mini-Quit Monday with a prize drawing for you.

NICE! HOW DO I JOIN?
To get notified of future Mini-Quit Mondays, go to quitcash.com to sign up for email and we'll let you know when the next one is on. When you get a notification, just opt in with a "Y" or "N".

AND HOW DO I WIN?
That's it. You don't have to do anything more! By pledging to participate in the mini-quit challenge, you're automatically entered for the prize drawing.

IS THERE STILL A MONTH-LONG CHALLENGE? CAN I STILL WIN \$5,000?
Yup, and yup. Register in March, and if you can through April without tobacco*** you'll be entered for a grand prize drawing for \$5,000. And with all the you'll have had, it should all be that much easier.

*Standard text and rules apply.
**Does not register you for the Free Quit and email services available at quitcash.com.
***Must be through April 1st.
****Must be a Minnesota resident to enter.

MINI-QUIT MONDAYS

Go to quitcash.com for rules & details.

SEPT 14	SMOKE-FREE CAR No smoking in the car for the whole day.	☐
OCT 12	WALK IT OFF Replace at least one cigarette break with a walk or healthy activity.	☐
NOV 16	DELAY AND DISTRACT Any time you get a craving today, distract yourself to delay having a smoke! Chew a straw, take some deep breaths, etc.	☐
DEC 14	SMOKE-FREE MEALS No smoking for 2 hours after every meal.	☐
JAN 11	PULL THE TRIGGER Identify one of your personal triggers for tobacco use (e.g. driving in the car, drinking coffee, etc.). Don't give into it today.	☐
FEB 15	SMOKE-FREE HOME Don't smoke in your house all day.	☐
MARCH AND APRIL	QUITCASH CHALLENGE REGISTRATION & PARTICIPATION	☐
MAY 16	2-HOUR WINDOW Identify a 2-hour window during the day when you're most likely to smoke. Don't!	☐
JUN 13	PRACTICE SAYING NO Say "no" to at least one cigarette. Whether a friend or coworker asks you, or you just ask yourself. Say it loud and proud.	☐
JUL 11	CHANGE IT UP Today, don't smoke where you normally do. It'll help break up the routine.	☐
AUG 15	NO SOCIAL SMOKING No smoking with friends or coworkers today!	☐

QUIT CASH CHALLENGE

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QuitCash Challenge television

Digital ads

|| BANNER ADS (April 14, 2014) ||



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Earned media



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Results: Web predictors

- Digital impressions
- QUITPLAN Service television
- QUITPLAN Services infomercial
- QUITPLAN Services radio
- QuitCash Challenge television

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Results: Inbound call predictors

- QUITPLAN Service television
- QUITPLAN Services infomercial
- QUITPLAN Services radio
- CDC Tips ad

Media analysis conclusion

- A variety of media work to increase service volumes
- Media appears to work differently for inbound calls and web visits
- Efficient media can impact volumes.

Lesson learned

- Understanding smokers
- Develop responsive campaigns
- Strategic use of different media to maximize resources

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WARRICK

Thank You.