

Protecting and promoting the health and safety of the people of Wisconsin

Innovative Approaches to Ad Testing

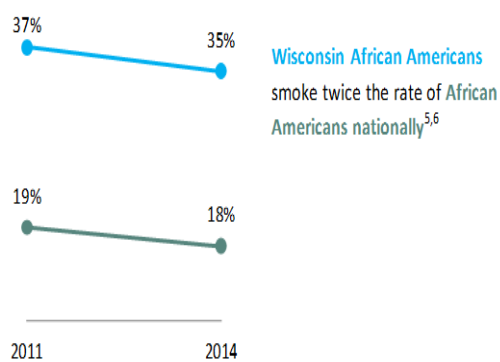
How Wisconsin Reached Beyond its Borders to Gain Insights

Spencer Straub
Media and Communications Coordinator

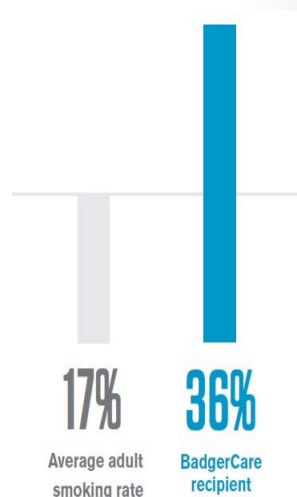
March 23, 2017



Our Target



2011, 2014 National Health Interview Survey
2011, 2014 Wisconsin Interactive Statistics on Health



[1]



Selecting Ads to Test



[2]

Evaluating the Ads



[3]

Judging Criteria

- Message takeaway
- Believability
- Memorability
- Appeal
- Information provided
- Uniqueness
- Relevance
- Motivational effectiveness
- Overall appeal



[4]

A Challenge Arises



[5]



A Different Testing Approach



[6]



Analyzing the Results



[7]



And the Winners are...

[8]



Suffering – Mom Cancer



- Most preferred ad for African Americans
- 2nd most preferred ad overall
- Top performer in Memorability, Motivating Smokers to Quit, and Believability

[9]



Cranky Smoker



- Most preferred ad overall
- Top performer in Uniqueness and Appeal
- Tied with another ad for Relevancy
- Tied with another ad for Information Provided

[10]



Let's Watch Them

[11]



Launching the Ads



[12]



Bracing for Impact

Suffering TV Ad Talking Points
October 19, 2015

What evidence proves that graphic, hard-hitting campaigns are effective?

Hard-hitting media campaigns have been proven to raise awareness about the dangers of smoking and to motivate smokers to quit. Numerous studies have consistently shown that ads carrying strong negative messages about health consequences are more effective than many other forms of advertising, such as humorous or emotionally neutral advertisements. The “Suffering” ad was tested with Wisconsin smokers, and tested highest among all tested ads in the categories of Memorability, Motivating Smokers to Quit, and Believability. Wisconsin smokers said this kind of message can help them quit successfully.

Are you limiting the hours and programming where the ads will be run?

We understand the strong nature of these messages and have done all that is possible within the conventions of broadcast advertising to protect young children from these ads. No ads will be run on children’s programming (for example, Disney® and Nickelodeon®).

What about people who smoke for years and do not die from a smoking-related disease?

While it is true that some smokers do not die from smoking-related diseases, for every smoking-related death, at least 30 Americans live with a smoking-related illness. Smoking remains the largest cause of preventable death and disease in the United States,

[13]



Call Response



[14]



Insights

- Budget and timing efficiency of online testing
- Greater confidence in the ads you're running
- Smoother approvals
- Some characteristics might transcend geography when it comes to ad preference

[15]



Contact Info

Spencer Straub
Wisconsin Tobacco Prevention and Control Program
Media and Communications Coordinator
spencer.straub@wisconsin.gov

[16]

