

Help, for a life without tobacco :  
a European brand is born

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# Some key recommendations of the 2003 conference for EU smoke free campaigns

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- 1. Form part of a comprehensive tobacco control strategy**
- 2. Address the whole tobacco control agenda, not just prevention**
- 3. Use both traditional and new media**
- 4. Involve a partnership of all the stakeholders with an interest in European tobacco control – except the tobacco industry**
- 5. Link in with national-level activity**
- 6. Be subject to careful evaluation**



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# Some key recommendations of the 2003 conference for EU campaigns

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It was also suggested that youth campaigns should :

- **Speak both to adults and young people and that young people should be treated as adults**
- **Develop messages that allow the appropriation by young people and contribute to their empowerment**
- **Not moralise or preach (and avoid humour)**
- **Be engaging, clear and emotional but communicate facts to allow the public to draw their own conclusions**



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# More than an advertising campaign, an integrated communication programme to create a brand

Mass media

Web

FOR A LIFE  
WITHOUT  
TOBACCO

Events & PR  
European Youth  
Manifesto

Local dissemination



# Help implementation strategy 2005-2008

2005 “Launch”

- Raising Help Awareness

TV Exclusive

2006 “Capitalize”

- Raising Help Awareness
- Generate traffic on Help website

• TV  
• Introduction of Internet

2007 “Disseminate”

- Maintain high Help Awareness
- Increase traffic on Help website
- Influence attitude among target audience

• TV  
• Emphasis on Internet  
• (introduction of E-coaching Program and Viral campaign)

2008 “Reaping the benefits”

- Maintain Help Awareness & Generate Traffic to the Help web site
- Recruiting for the Youth Forum (conquest)
- Positively Influence attitudes among smokers and the Youth target
- Help Program Completion

• TV  
• Strong focus on Internet  
• E-coaching Cessation Program  
• Propagation of Viral



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# Combining TV + web for an effective outreach to young people

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## **\_ TV remains the main media ensuring a large coverage of the target and a maximum visibility among all target groups**

- More than 70% coverage – 6.7 opportunity to see the films
- Focus on specific programs targeting the youth

## **\_ Taking affinity into consideration, Internet is a must for the 15-34 year-old target group:**

- The most used media for 15-24 in Europe as they spend 14.7 hours/week on the Internet

**2008 campaign : 20% of media investment for internet.**

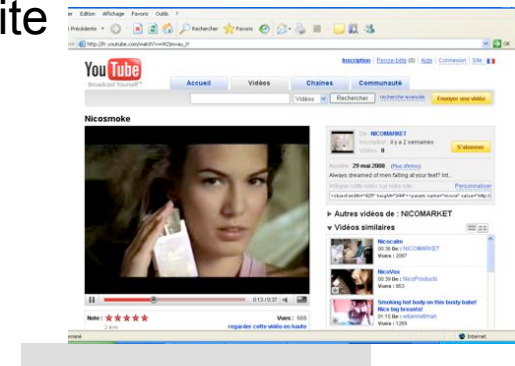


# Introducing new media with Nicomarket viral campaign targeting younger audiences

- Integrate young web users into the campaign through 8 viral spots, promoting the **negative side effects of smoking**

## — Viral does work :

- 450,000 visits for the Nicomarket website
- 7.5 million video views
- over 1,800 websites have been reached and feature either Nicomarket videos or contain reference to the website



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# Developing a creative strategy targeting young people

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\_ The core of the Help philosophy was to **avoid judging or stigmatising smokers**. Audiences were treated as mature individuals in a difficult position - **and the brand offered help**.

\_ The creative strategy was based on one key insight :

**“smoking makes you behave in an absurd way”** with the **objective to encourage young smokers to re-think their behaviour**.

\_ **3 topics: prevention, cessation and passive smoking**





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# Involving stakeholders at all stages

**Involving tobacco control experts**



**Help campaign strategy**

**Involving young people**



**Partnership with YFJ for the European Youth Manifesto**

**Disseminating actions**



**ENSP national projects and activity**



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# Campaign strategy and development involving all stakeholders in the anti-tobacco control

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**ENSP** European Network for Smoking Prevention:  
600 NGOs and anti-tobacco associations in Europe



**European Network of Quitlines**



**Health Ministries of the Member States**



An **Advisory Board**, constituted of **tobacco control experts** from around Europe supervise the Help campaign development and ensure message consistency with tobacco control themes.



# Involving young people : Help partnership with the YFJ



**A real sign of the European Youth's desire for a more active involvement in the decision and policy making process.**



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## Help dissemination in cooperation with the ENSP network: the start of a “Help franchise”

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- \_ To provide the possibility of a grant for **national projects that would be linked to the Help campaign.**
- \_ To take into account **specific national needs and context** as well as enhancing the national implementation of the Help campaign.

20 countries took the opportunity  
and ran 38 national projects linked to Help



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# A unique and systematic system of evaluation

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- **TV story boards pre-tests** : a qualitative approach with 39 group meetings in 20 European countries
- **Campaign post-test surveys** : 4 quantitative telephone post-tests organised in all the member states. Almost 100,000 interviews over 4 years.



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## 2005-2008 Key Results at a glance

**152 million Europeans remember seeing the TV campaign**

**4,5 billion contacts via the media campaign (TV + Online)**

**59% of young Europeans remember having seen at least one TV film**

**75% of all Europeans and 82% of the under 25 target like the adverts.**

**7 million visits to the Help website**

**1,100 national events and 340,000 CO tests performed Europe-wide,**

**Over 6,800 articles and reports in the media**



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# What could be improved?

## The agency point of view

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- \_ A better link with the local campaigns
- \_ A better cooperation with the tobacco control network
- \_ A more direct link between viral and the Help website
- \_ Give more content to the press releases
- \_ Be more creative in the event field
- \_ Make sure that Public Health communication is continually improved



Thank you for your attention.

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