



The Help campaign in 2005-2006

The anti-tobacco campaign of the European
Commission's DG Sanco



Context and strategy

The campaign objective

Address one of the main causes of avoidable death in the EU





And help make sure that
smoke-free becomes
a **new norm** in the 27
Member States

Address one of the main causes of avoidable death in the EU

- **By combining efforts on three issues:**

- Prevention
- Cessation
- Passive smoking

- **And focusing on specific targets:**

- Young people between 15 and 24
- Young adults between 25 and 35



A campaign strategy...

- ⊙ With a **collective, positive** tone
- ⊙ Positioning the Commission as a **facilitator**
- ⊙ Using a **unifying concept** and a **signature system**

But above all

Working closely with qualified partners

b&s
business & show - événement
EVENTS & PUBLIC RELATIONS

 Carat


LIGARIS
tisseurs de liens


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TOBACCO

Political context, and Partnerships

⦿ The **necessary** inclusion of key stakeholders

- ⦿ **The European Network for Smoking Prevention**
constituted of 600 anti-smoking NGOs in Europe



- ⦿ **The European Network of Quitlines**
Present in all MS



- ⦿ **Health Ministries of EU Members States**



- ⦿ **The European Youth Forum**
Reaching out to young people



And an Advisory Board for expert input into the campaign

- ⦿ Constituted of tobacco control experts from around Europe, chaired by Pr Gerard Hastings of Stirling University, Scotland.
- ⦿ Orients key strategic choices, and assesses campaign developments.
- ⦿ Encourages research around the campaign in partnership with both Stirling and the Open Universities.
This has made Help a hub of some of the most comprehensive research in the field with initiatives such as:
 - ⦿ Writing of academic papers based on pre and post test research
 - ⦿ Participation in the Global Dialogue initiative
 - ⦿ Pan European quitline evaluation
 - ⦿ Production of some of the first ever pan European qualitative data on smoking behaviours



A Europe-wide project team

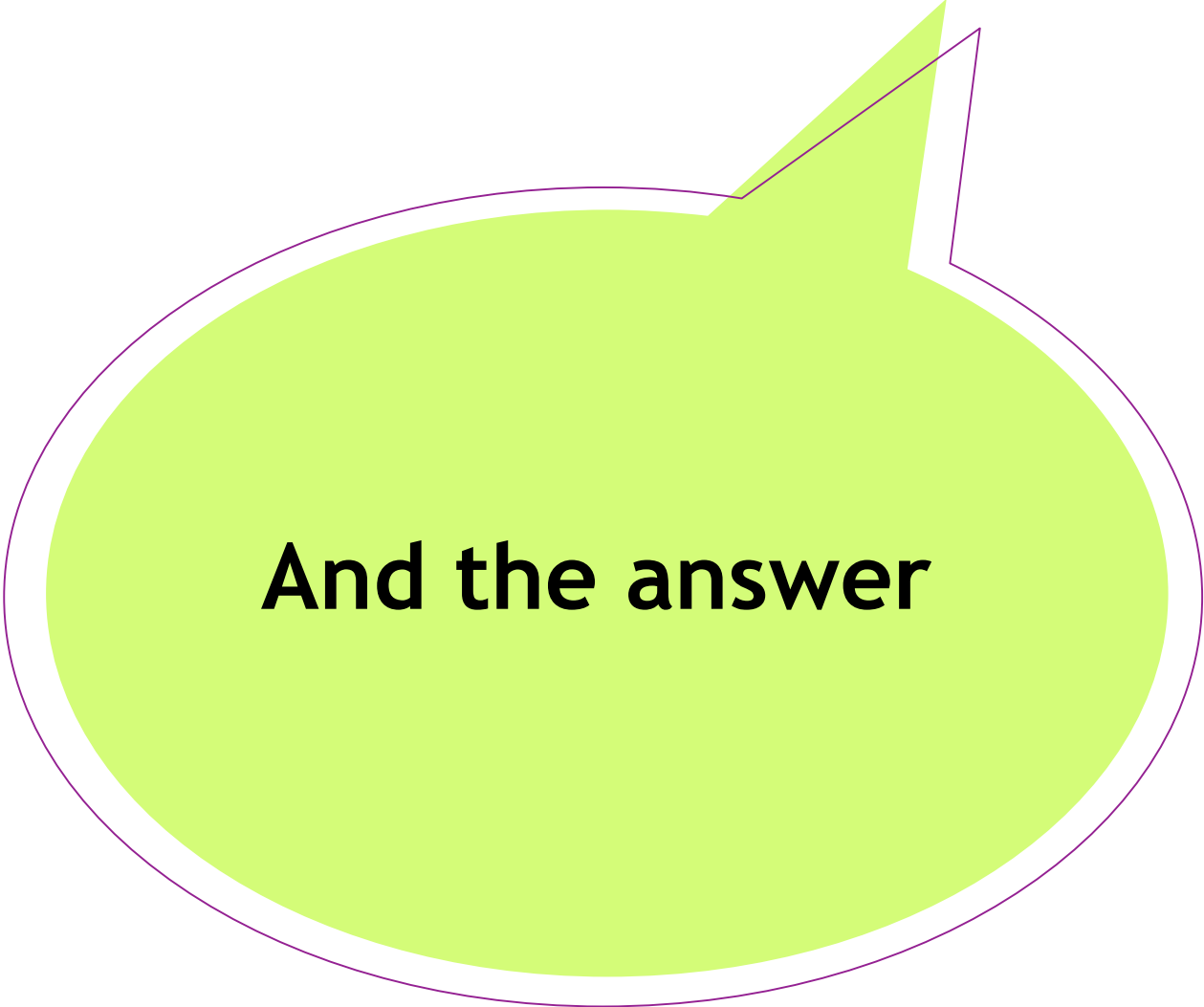
⊙ A Consortium managing the campaign centrally

- ⊙ Ligaris, advertising agency and project leader, in charge of campaign strategy, the creative elements, and the website.
- ⊙ B&S, a Brussels based agency in charge of PR and Events
- ⊙ Carat, a media agency coordinating the media campaigns across Europe.

⊙ And campaign teams across Europe

- ⊙ Worldcom PR professionals carry the campaign locally
- ⊙ Carat's media experts buy and manage media campaigns locally
- ⊙ ENSP tobacco control experts contribute to national level campaign development







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Support

- Support a collective and positive effort
- Offer information
- Support and complement actions at national level



Action

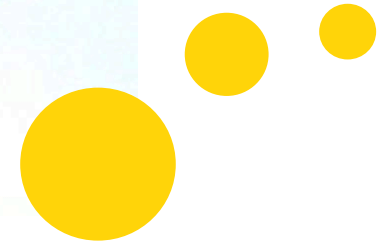
- Act as a relay towards anti-smoking organisations, quitline numbers, and the Help website.
- Be present in the field

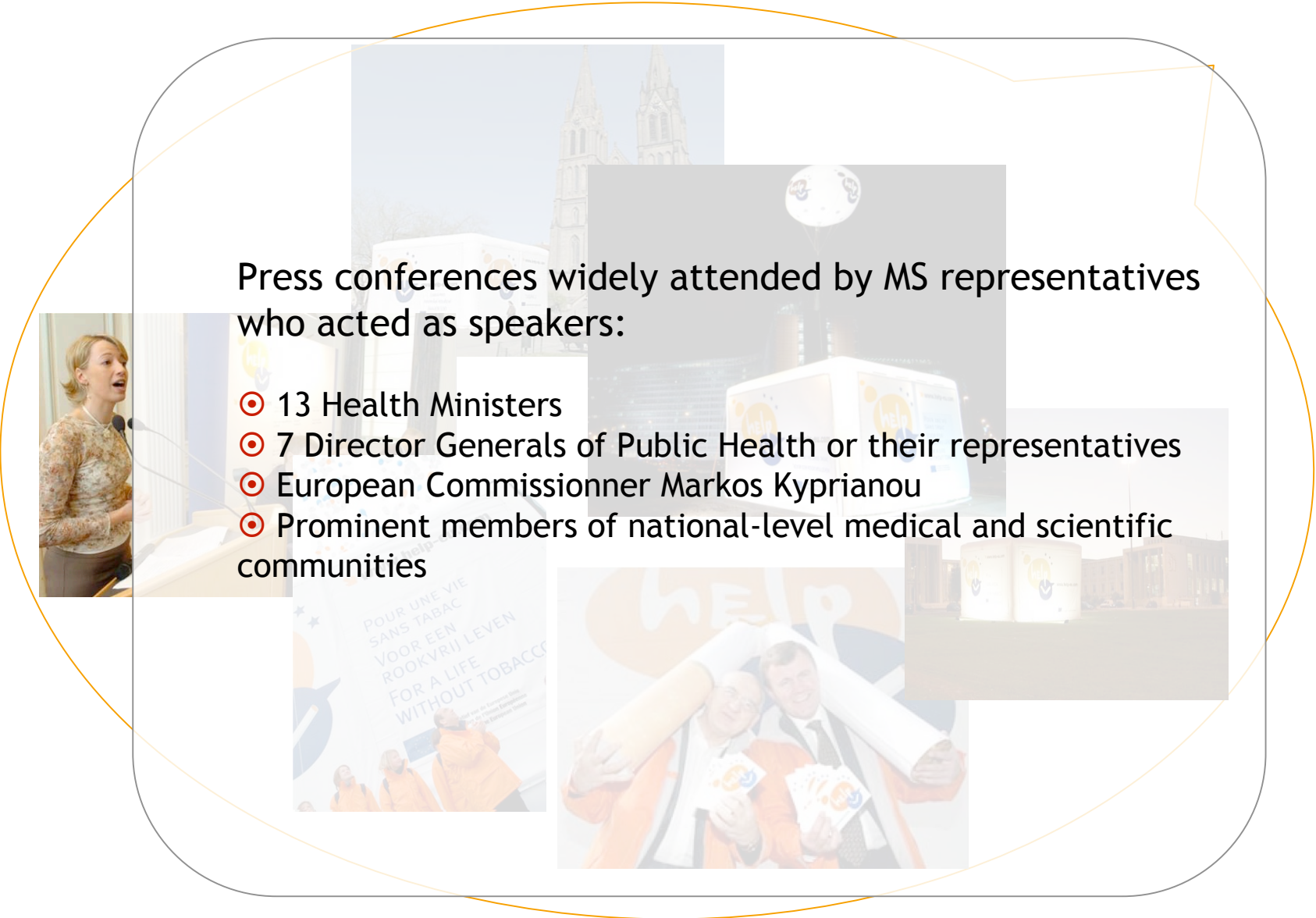


The campaign

The campaign launch

- ⊙ European Commissioner Markos Kyprianou officially launched the campaign in March 2005





Press conferences widely attended by MS representatives who acted as speakers:

- ⊙ 13 Health Ministers
- ⊙ 7 Director Generals of Public Health or their representatives
- ⊙ European Commissioner Markos Kyprianou
- ⊙ Prominent members of national-level medical and scientific communities

A three-month Roadshow with press conferences

Mass media

Events & PR



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto

Web



Mass media

- TV spots
- Web campaign (2006)

Events

help

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Young European
Manifesto

Web



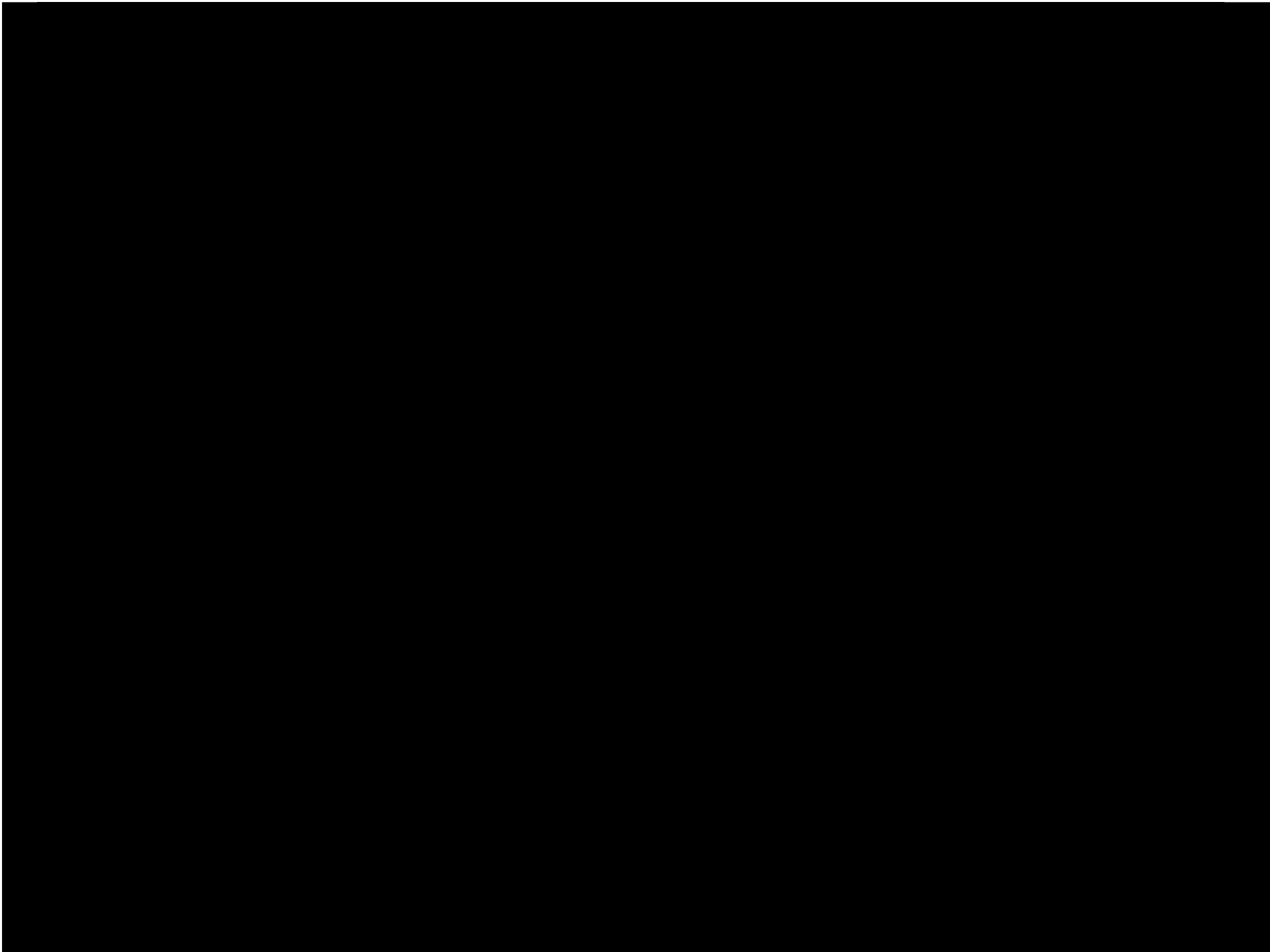
Reaching out to European citizens through a mass media campaign

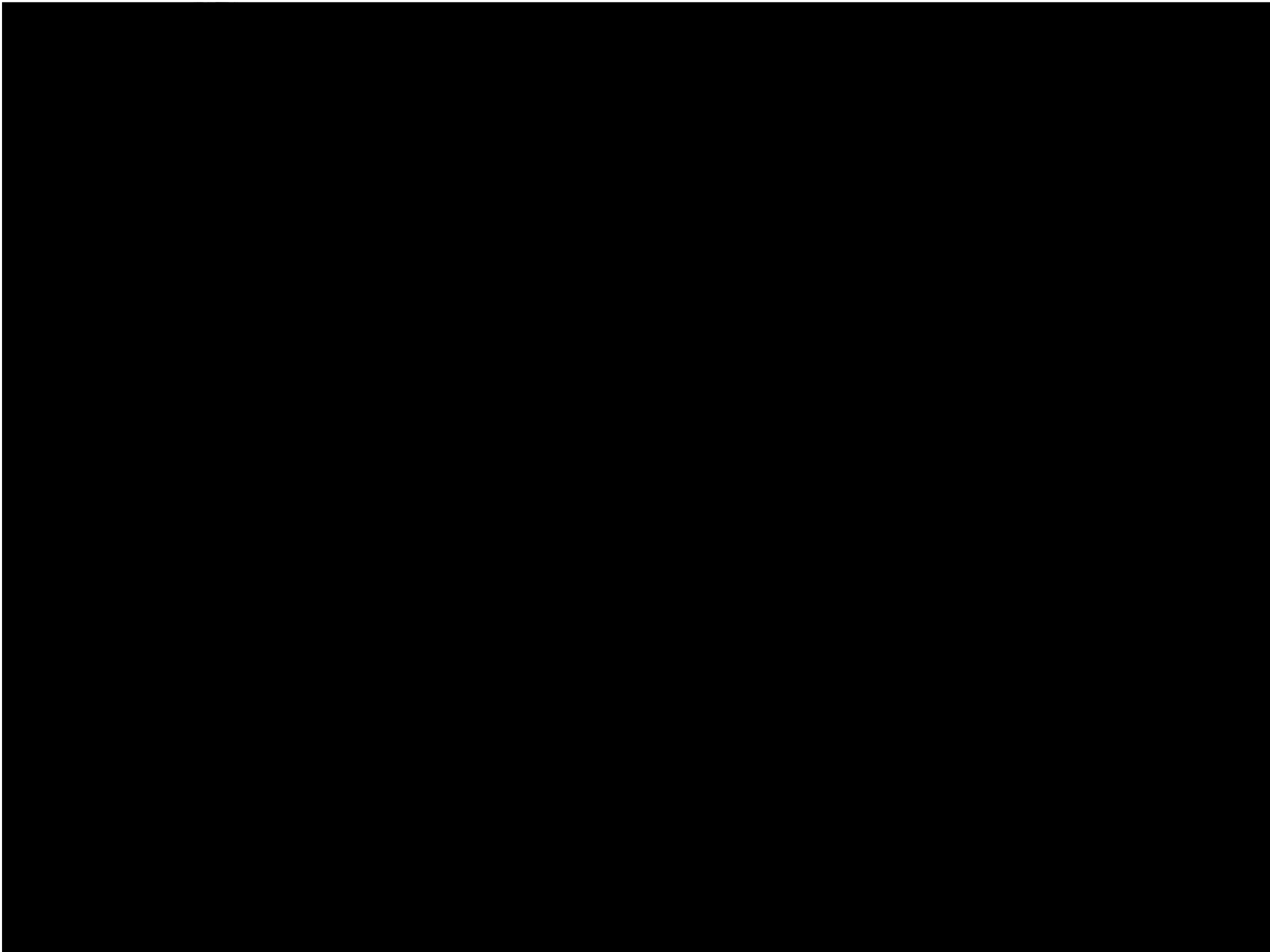
- Help set out to build a « brand » for anti-smoking and to use mass media to put its message across.
- The symbol of the paper whistle was chosen as an illustration of a specific insight : the fact that smoking makes us behave in absurd ways
- TV spot scripts were extensively pre-tested across the Member States in qualitative focus groups run by marketing research firm Ipsos.
- The 3 TV spots were broadcast throughout Europe, on local TV channels, and post tests were conducted after each TV wave.



The spots









Spot broadcasts



Deployment in each of the 25 MS on 80 TV channels

Selective media planning

● **Over 90 Carat network experts** working in each of the MS to manage the TV campaigns:

- Selection of each break against the youth target
- Negotiation with Media-owner
- Tracking of audience delivery

● **A key period: beginning of the year** to advertise with regards to the new year resolutions:

+ attractive visibility/cost of TV channels

● **Focus on specific programs:**

- Idols, Star Academy, Nouvelle Star...
- Fictions like: Nip Tuck, Prison break, Desperate housewives, Lost, Grey's Anatomy, Baywatch...
- Big Brother and other reality shows...



Over 30 000 T.V. spots broadcast in 2005-6

NB: Audit conducted by the EU in July 06 granted a "A level Standard" to Carat Global Management

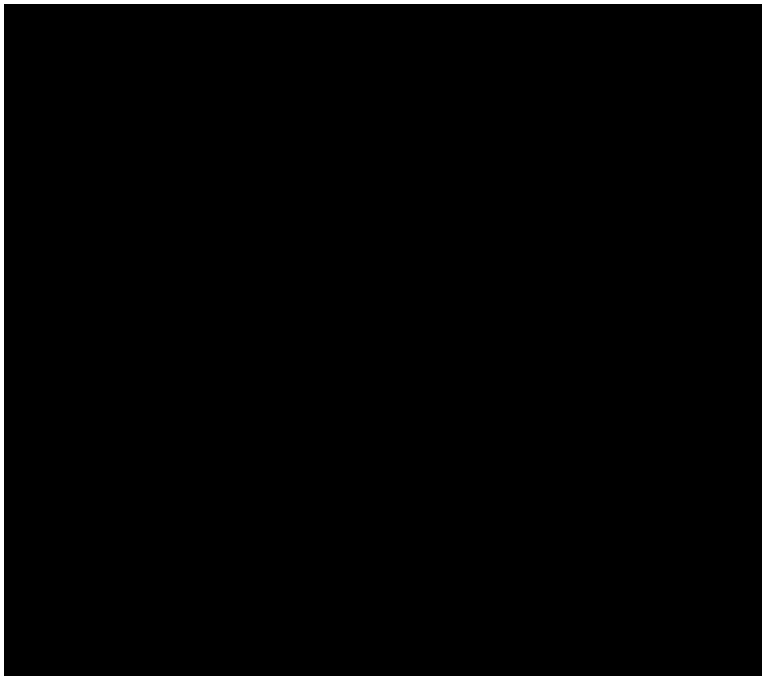
Key TV results



The Help saga hit the mark and communicated a message that was universally understood and approved of across Europe

- ① 151 millions Europeans remembered seeing the campaign
- ① 55% of young Europeans (aged 15-34), 114 million, remember having seen at least one film
- ① Very strong appreciation result, with 75% of people interviewed (83% among young people) who liked the adverts.
- ① The key messages of the campaign were clearly understood
 - ① Smoking is **absurd** : 78% of people
 - ① Smoking **endangers the life** of those around you : 86%
 - ① To face smoking problems, **help is available** : 75%





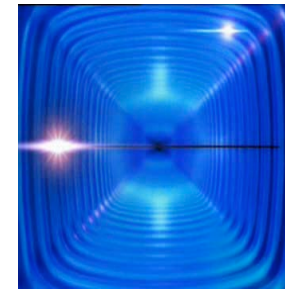
The collage features several screenshots from major web portals:

- MSN Hotmail:** Shows the top navigation bar with the 'help' logo and the slogan 'Por una vida sin tabaco.' Below it, an email inbox is visible.
- Yahoo!:** Displays the 'In association with' banner and a news article titled 'COOKING IN SWIMMING'.
- AOL:** Shows a large digital clock displaying '04H30' and a 'Strike a blow for a life without tobacco' banner.
- Entertainment News:** A sidebar menu lists categories like 'Competition', 'Music', 'TV', 'Radio', 'Music Downloads', 'Going Out', 'Games', 'Message Board', and 'Newsletter'. The main content area includes several news items:
 - Row over celebrity rowing 'victory'**: A story about James Cracknell and Ben Fogle.
 - Denise, the Lost actor's star girlfriend, Drains to death**: A story about a woman found dead in a swimming pool.
 - Julie and Phil leave after UK visit**: A story about Hollywood couple Brad Pitt and Angelina Jolie.
 - Miss to pen her life story**: A story about Supermodel Kate Moss.
 - Book and chess as Galloway elected**: A story about Boob and chess greeted George Galloway.
 - 70s star 'said police were crooked'**: A story about a 1970s pop star.
 - Jackson does 'dress' for shop trip**: A story about Pop star Michael Jackson.
 - Arctic album beats Beatles in list**: A story about The Arctic Monkeys.
 - Familiar role for Dee in TV comedy**: A story about Jack Dee.

Help-focused web campaign on targeted portals (Yahoo, MSN) which boosted web site visits

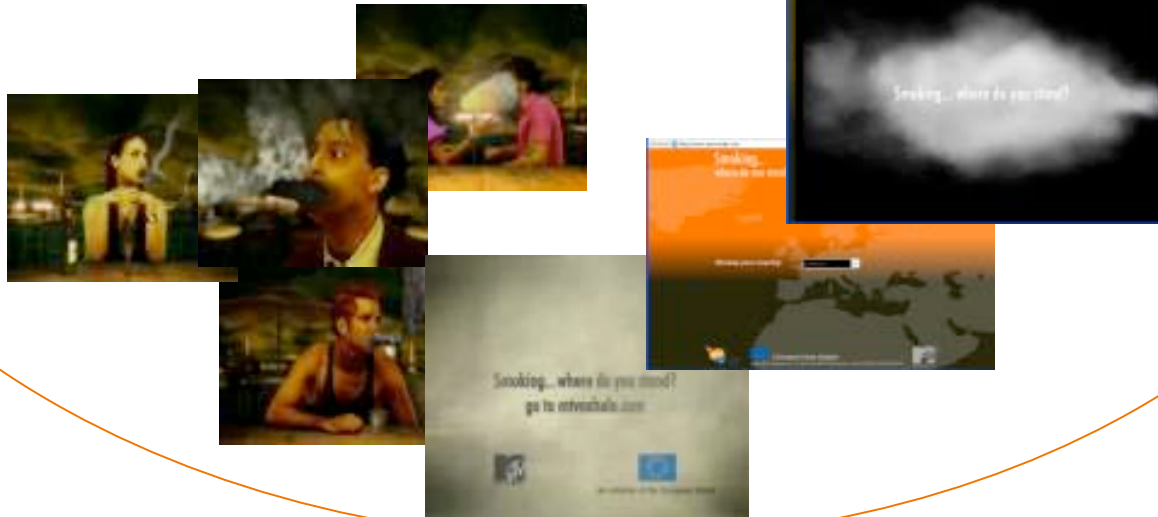
Examples of specific operations & partnerships

⊙ **Editorial highlights:**
on the main evening news in Spain



⊙ **Preferential ad spaces:**
outside commercial break
in Czech Rep

⊙ **MTV partnership: TV / Online / Microsite**



Mass media

- Events & PR**
- Launching event
 - Roadshow
 - Press relations



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto

Web



CO testing Launch Event with European Commissioners in Brussels





In the field

Offering European citizens the opportunity to measure their carbon monoxide levels.

« Help booths » manned by tobacco control experts were present in the 25 Member States and informed the public about the dangers of smoking and passive smoke.

- More than 90,000 CO tests carried out
- More than 200 events run in the 25 MS





A relay on a dedicated section of the help website

I DON'T WANT TO START

I WANT TO QUIT

I FACE SECOND HAND SMOKING

➤ PRESS DESK

➤ NEWSLETTER

FOR A LIFE WITHOUT TOBACCO ?

ABSURD ZONE



50,000 measurements of carbon monoxide

Help is travelling across Europe to measure your monoxide level (CO).

The challenge: 50,000 measurements in 2006!
Come and take part in the operation.

MEASUREMENTS OF CO CARRIED OUT IN EUROPE

Carbon monoxide is a poisonous gas and one of the most dangerous constituents of cigarette smoke.

- It is present in the air breathed in by all the smokers who generate it by "drawing" on their cigarette, cigar or pipe.
- Non-smokers can also inhale CO in confined atmospheres where there are smokers.

➤ The partners of the operation

➤ Why measure it?

➤ Come and measure it!

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Partnerships developed in various MS

13 specific partnerships were concluded in Austria, Belgium, France, Germany, Italy, Estonia, Finland, Greece and Slovakia.

Highlights include:

- ⊙ **Europe-wide**
A partnership around the **launch of the movie** “Tobacco, the conspiracy” was developed. This included PR presence at preview nights, exclusive screening young people involved with the Young European Manifesto process, etc.
- ⊙ **Belgium**
Free ad space for 60 spot broadcasts on 9 major television stations between September and December.
Obtained through close co-operation between HELP, FARES (ENSP) and the Ministry of Health.
- ⊙ **Estonia**
Partnership with www.delfi.com, the **most visited news website** in Estonia (167.000 visitors per day). Delfi made a special homepage for a TV show on Estonian TV3 with 8 people, including celebrities, giving up smoking. Included reporting on the CO-tests.



Europe-wide press relation activities

Year 1

- European launch **Press Conference** (Brussels Berlaymont 01.03.2005)
 - 120 journalists present
 - over 500 press articles across the EU press
- Press Conference** for launch of TV Campaign with Commissioner
25 national press conferences (from March till July 2005).
- Europe-wide dissemination of **9 press releases / articles** written by tobacco control experts
- Constant national press relations activities** via local Worldcom agencies.

Year 2

- Europe-wide dissemination of a further **9 press releases** in the 25 MS and of a rich **dossier on passive smoking** comparing and contrasting European realities.
- National PR activities around CO events** (invitations, press releases)
- Constant national press relations activities** via local Worldcom agencies on all campaign developments.



Mass Media

Events



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto

- ⦿ National conferences
- ⦿ May Event

Web



The high point in Brussels in May 2006: writing a common Manifesto



Mass Media

Events



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto

Web



A multi-purpose website, in 22 languages



- ⊙ The site supplies information about the dangers of smoking, advice in quitting, and relays help at national level by supplying contact to national anti-smoking organisations.

- ⊙ Thematically developed content according to visitor profile :

- ⊙ I don't want to start
- ⊙ I want to quit
- ⊙ I face second-hand smoke

- ⊙ The site is structured around **public-at-large sections** (tips and advice, games etc.), an **institutional section** (latest news on tobacco-control policies etc.) and hosts other innovative features such as a portfolio of anti-tobacco adverts from all over Europe.



Key results for 2005-2006

And 2005-2006 results

- ① 1,7 billion contacts via the media campaign (TV + Online)
- ① 151 millions Europeans remember seeing the TV campaign
- ① 55% of young Europeans remember having seen at least one TV film
- ① A very strong appreciation result, with 75% of people interviewed (83% among young people) who liked the adverts.
- ① 1,7 million visits on the Help **website**
- ① Over 250 events run **Europe-wide**, and **90 000 CO tests** performed
- ① 3900 media clippings and 13 media partnerships (free broadcast of TV spots, participation in TV shows..)





A look at the 2007 working plan

Building consistency over time - a strategy for 2007

⊙ 2005 : Program launch

⊙ 2006 : Capitalising

⊙ 2007 : A need to **demultiply**

Use all campaign tools to demultiply campaign effects

And... introduce the campaign into Romania and Bulgaria



Media

Events



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto

Web



Media

- New TV spot
- TV + Web synergies

Events



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**Young European
Manifesto**

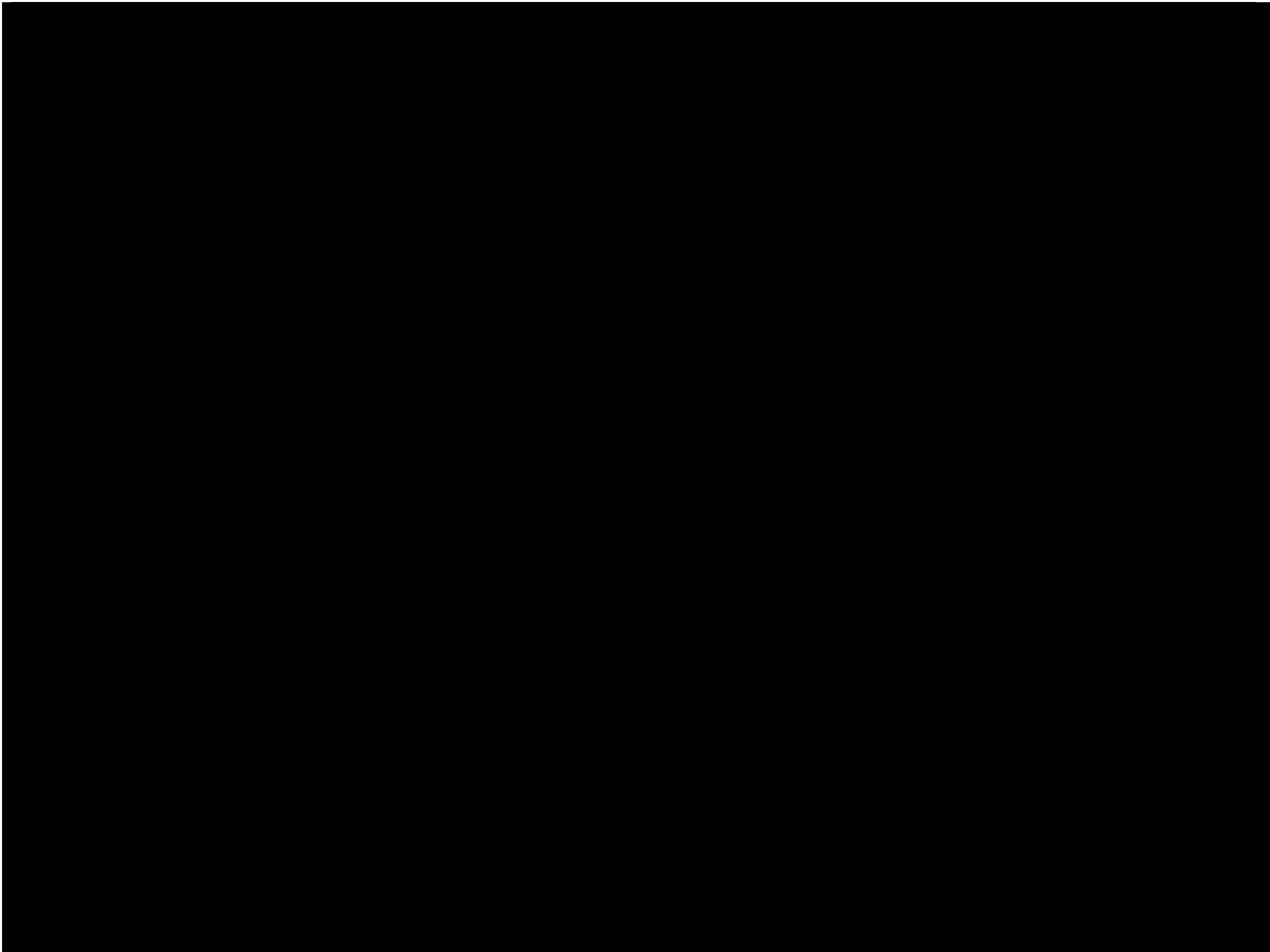
Web



Passive smoking film

- ⊙ Further emphasize the key theme of passive smoking with a new 30'' spot
- ⊙ Capitalise on the « paper whistle » creative to benefit from overall campaign effect and add a further film to the Help portfolio



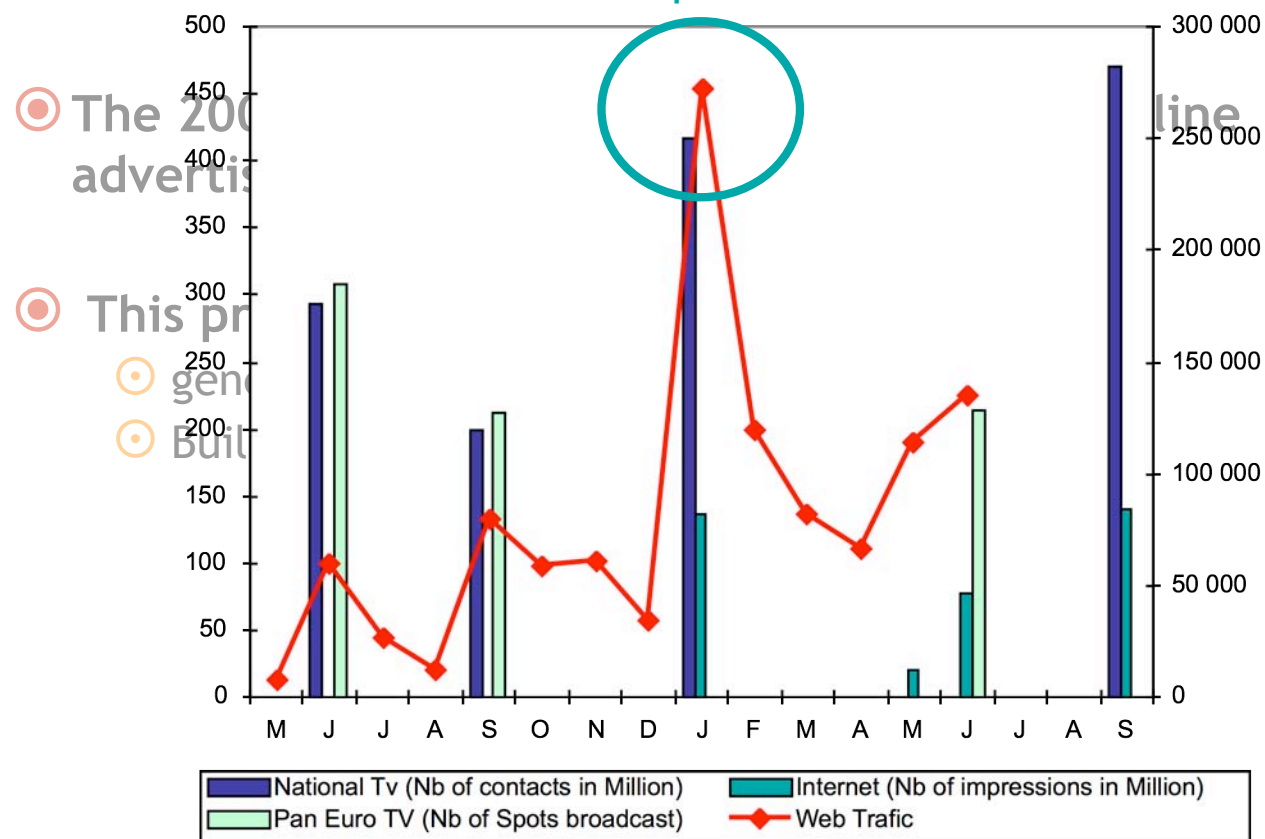


In terms of media

Nb of Contacts/
Impressions

Nb of Visits

Combined effect of TV & web
pressure on website visits

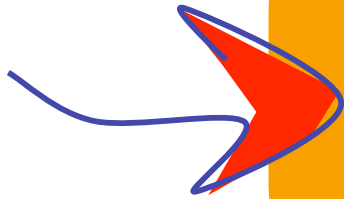


○ The 200
advertis

○ This pr
○ gen
○ Built

50% Of Europeans under 25 saw at least one of the adverts (source Ipsos)





The 2007 media mix will reconduct the TV + web synergy with an upweight on web in order to launch several online developments

Help media split 2007

74% TV - 26% Web

**Benchmark level on web
for brands targeting
young people**

**20 to 33% of total
investment online**

The 2007 media strategy

⊙ Television

- ⊙ Keep building brand awareness by maintaining a strong National TV Flight early 2007 January/February
- ⊙ A second wave in September with a Pan European TV Flight

⊙ Online

- ⊙ 4 distinct web waves
- ⊙ To support key Help moments of the year :
 - ⊙ Manifesto in February 2006
 - ⊙ Help thematic in January,
 - ⊙ E-mail coaching in June
 - ⊙ Viral operation in September



Media

Field actions

- CO Events
- Help Classes



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto

Web



Demultiplying events activities

- ⊙ **Development of the CO testing events** : in public places, holiday resorts (Summer Tour) and in companies and administrations.
- ⊙ **HELP Classes:** due to repeated requests coming from school teachers in many different countries, Help will develop information kits in 2007, to be made available to schools. These will be ordered directly on www.help-eu.com, and promoted by campaign partners.
- ⊙ **An event will also be organised in Strasbourg** in order to present the HELP campaign to the European Parliament.



Media

Events



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto
 ● National dissemination
 ● Web support

Web



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto promotion

- ① **25 press conferences** presenting the text will be organised in the Member States.
- ① The Manifesto will be **presented/promoted at national level** in collaboration with National Health and/or Education Ministries, National or Regional Parliaments, and NGOs.
- ① **Public and Press relation activities** will be organised around every event to create maximum visibility.



Media

Events



FOR A LIFE WITHOUT TOBACCO

Young European Manifesto

Web



FOR A LIFE WITHOUT TOBACCO



Web highlights for 2007

An E-mail coaching operation

- ⊙ Providing Help via an **online e-mail coaching module**.
- ⊙ Users sign up online, and are sent emails at regular intervals over a 3 to 4 month period to help them in their cessation process
- ⊙ Scheduled to launch for WNTD 2007 with online promotion campaign



A coaching message method developed by the French INPES



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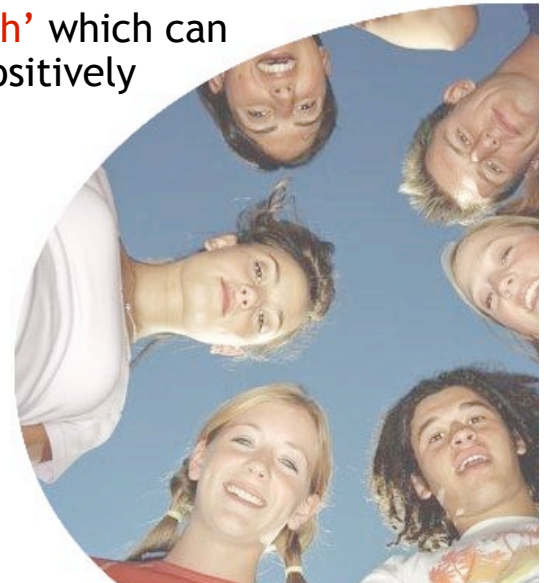


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A viral operation targeting younger audiences

⊙ What is viral advertising?

- ⊙ Viral advertising allows one to exit « classic » communication means and to exploit **informal channels** that often have greater proximity with the target group.
- ⊙ The aim is to **generate attention and interest** on an issue which can seem « boring » for younger audiences since it is prohibition-driven
- ⊙ Viral marketing is the **online 'word of mouth'** which can influence the Youth perception the most positively



The 2007 viral campaign plan: preliminary ideas

- ① The viral campaign will comprise a series of mini-spots/clips broadcast via internet waves on sites with youth affinity
- ① These will lead to a dedicated mini-site relaying the viral message and allowing the targets to pass on the films to their friends (film pass on rate can be quantified and “virality” measured)
- ① Forecast launch September 2007

