



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



DEPARTMENT OF HEALTH
TOBACCO CONTROL MARKETING
COMMUNICATIONS STRATEGY
2008-2010



SMOKEFREE

Contents

- Strategy development process
- Business Objectives and the challenge for marketing
- The strategy
- Evaluation
- Summary: what's new or different?

STRATEGY DEVELOPMENT PROCESS

A wide range of stakeholders and experts were consulted

Experts and academics

Tobacco control practitioners

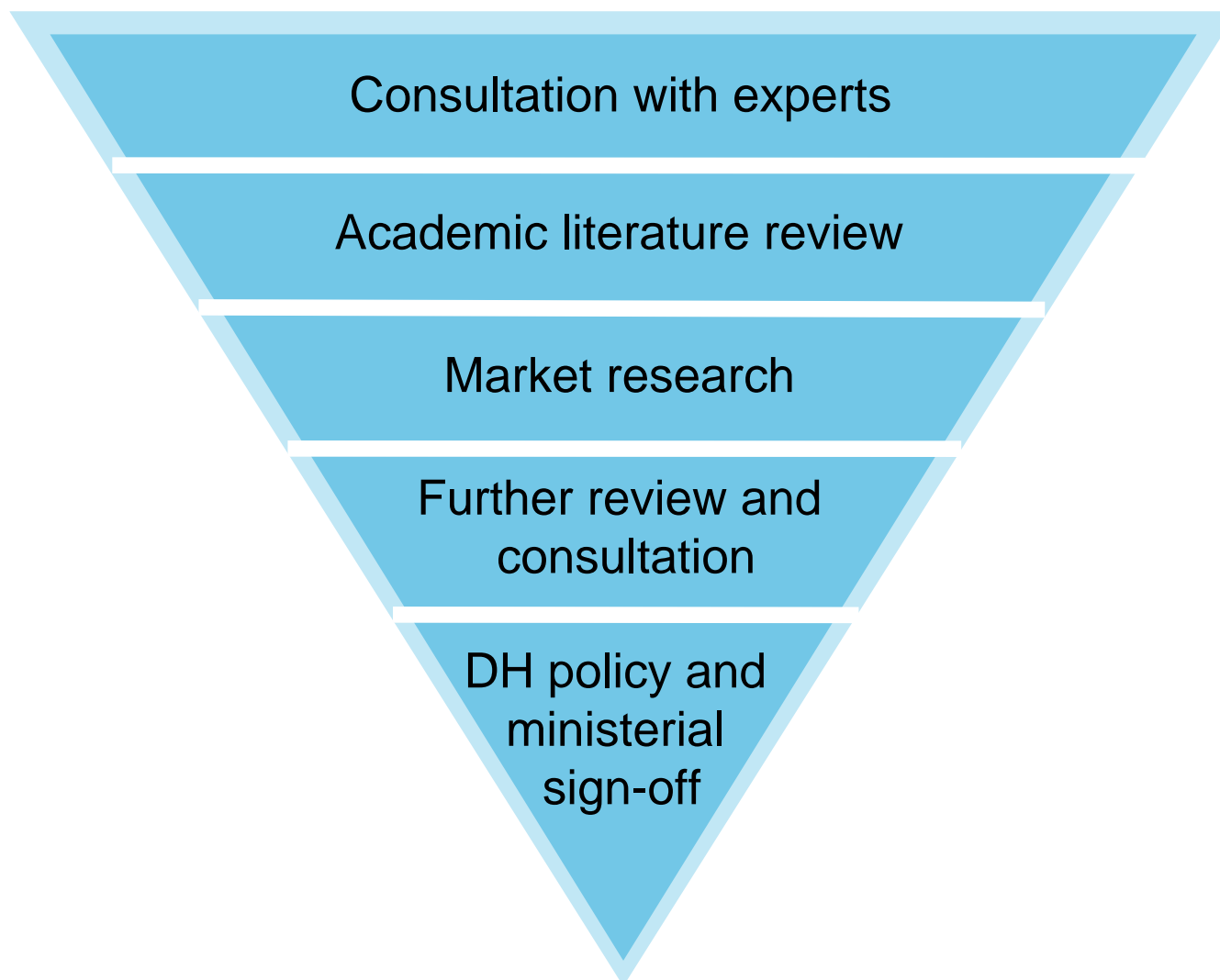
Social marketing experts

Statisticians and analysts

Consumer insight specialists

Routine and manual smokers

Strategy development process

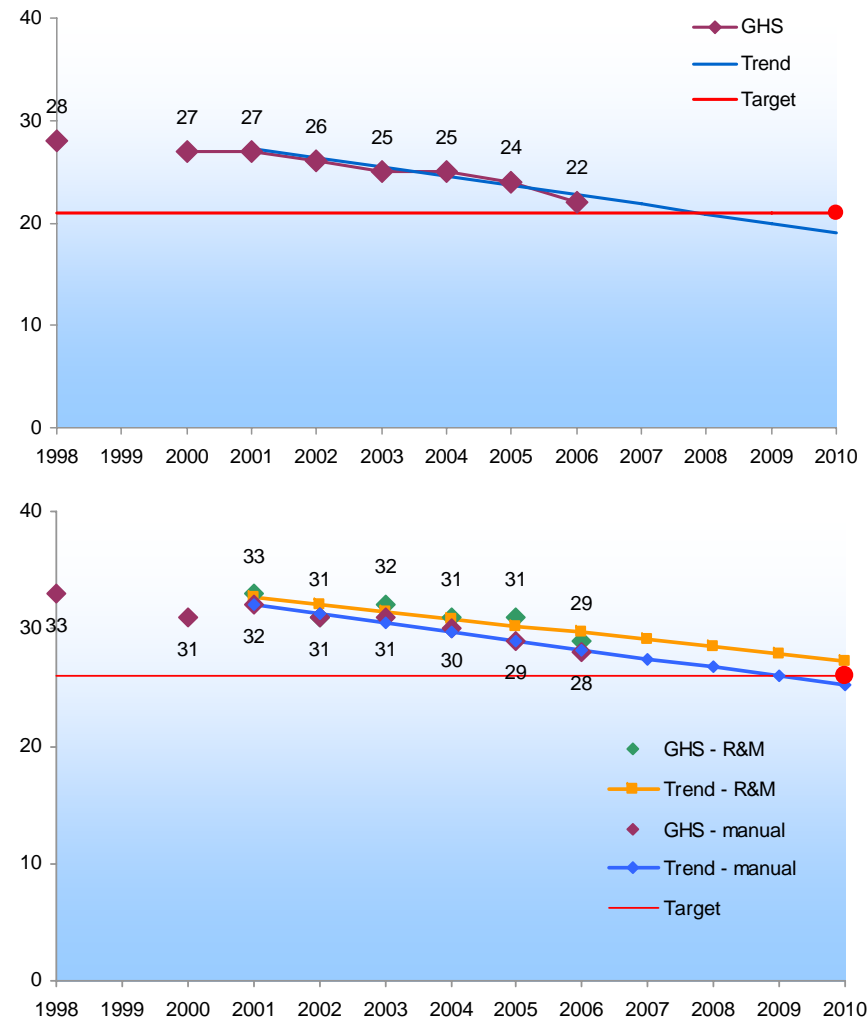


BUSINESS OBJECTIVES AND THE CHALLENGE FOR MARKETING

The challenge for marketing

The PSA targets:

- Reduce smoking prevalence* amongst all adults to **21%** or less by 2010
- Reduce smoking prevalence amongst routine and manual workers to **26%** or less by 2010



*Prevalence is currently at 22% among all adults and 29% among R & Ms, General Household Survey 2006



Marketing Challenge:

Find the most effective marketing mix for 2008 – 2010 to drive the volume of quit attempts required

Quantifying the marketing task: Establishing a 'lead generation' model

- Fuses data from different sources e.g. Population Trends, GHS prevalence data, smoking toolkit study, previous DH campaign evaluation data to build model
- Takes into account estimated impact on prevalence of policy initiatives such as Smokefree legislation and demographic changes
- Uses Robert West's 2006 'Route to Quit' model to understand the efficiency of quitting using different methods
- Generates a required number of quit attempts and responses that must be driven by marketing communications

The scale of the task for marketing communication

General population:
Target: 21% by 2010



Routine and manual:
Target: 26% by 2010



THE MARKETING COMMUNICATIONS STRATEGY

Effort focussed on the Routine and Manual group (R&M's)



- Prevalence currently 29%
- Routine and manual workers are split 60% vs 40%, men vs women
- 42% aged 25-45 (cf 35% in general population)
- 39% have children aged 0-15 (compared to 31% of the population)
- Most prevalent in North (NW, NE, Yorkshire) and Midlands
- Employment subject to old-fashioned gender divide and concentrated in relatively few sectors

Top 5 R & M jobs by gender

MEN



HGV Drivers
(363,000)



Storage Handling
(271,000)



Sales & Retail
(233,000)



Van Drivers
(174,000)



Labourers (Building)
(169,000)

WOMEN



Sales & Retail
(884,000)



Carers
(581,000)



Cleaners/Domestics
(549,000)



Educational Assistants
(295,000)



Kitchen & Catering Assistants
(288,000)

Research showed how challenging an audience they are



They are more addicted than other smokers

Heavier smokers, most likely to have started before 16
Least likely to intend to give up in the next six months

Less likely to believe in/picture success

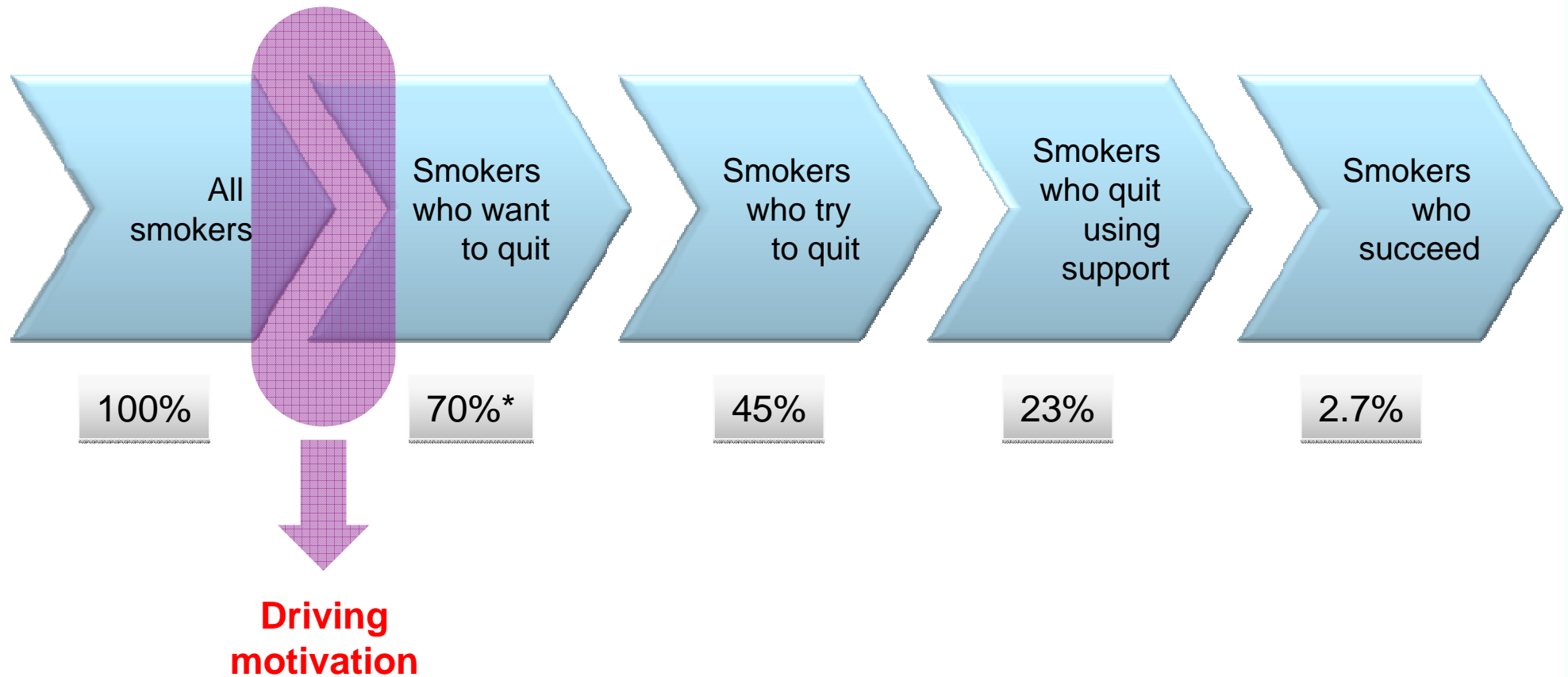
Lower self confidence, poor image on non-smokers
Peer/community pressure to smoke

Smoking plays a very important role in their lives

Signals membership of a community
Fulfils every emotional need
Smoking positives outweigh negatives

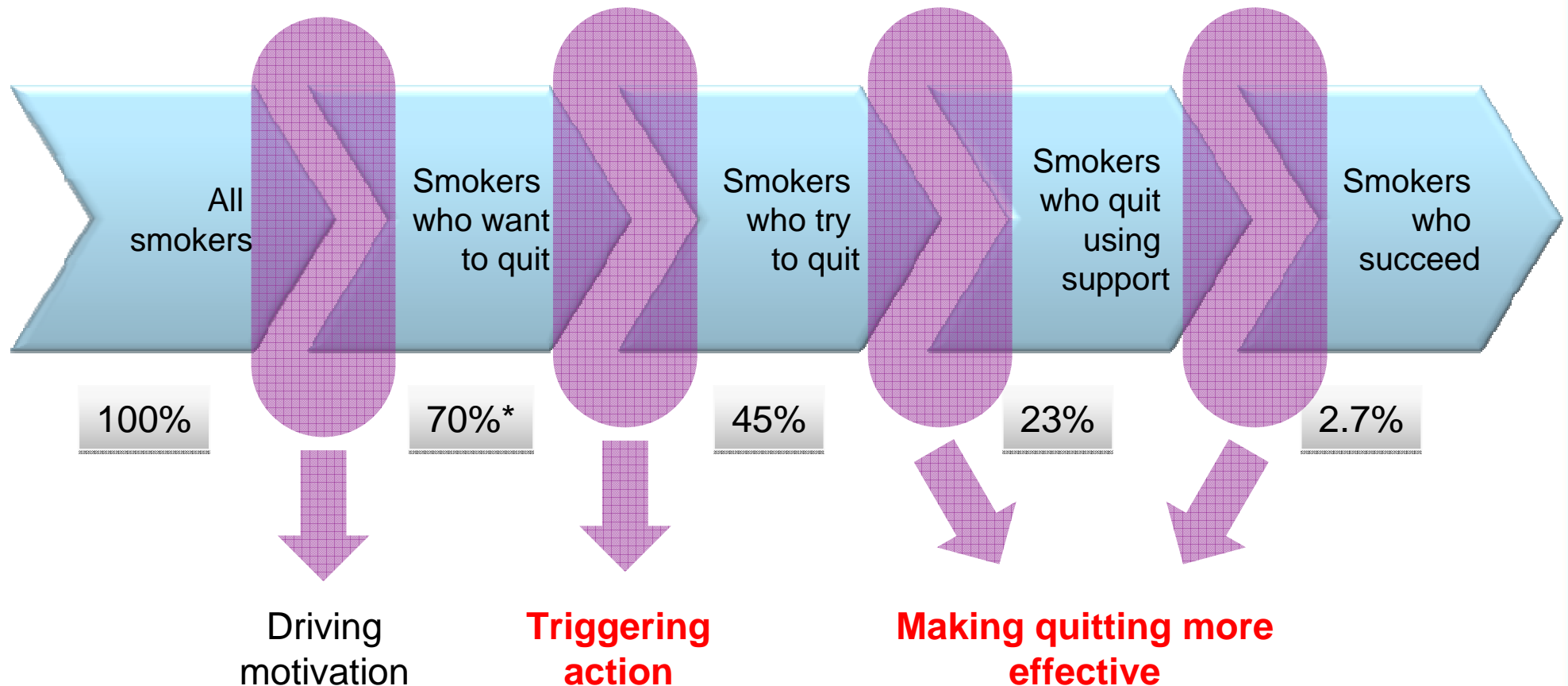
**Although they try to quit at the same rate as other population groups,
they are less likely to be successful**

Most effort to date has focused on driving **motivation**



*NB figures relate to all smokers. Specific data for R&M smokers will be collected in future.

In future we will influence other stages in the journey



*Only 25% smokers really want to quit so there's still room for improvement here

All future activity will contribute to one of three overall marketing objectives

Triggering action

Encouraging smokers who want to quit to make a quitting-related action. E.g. set a quit date, find out more about NHS support

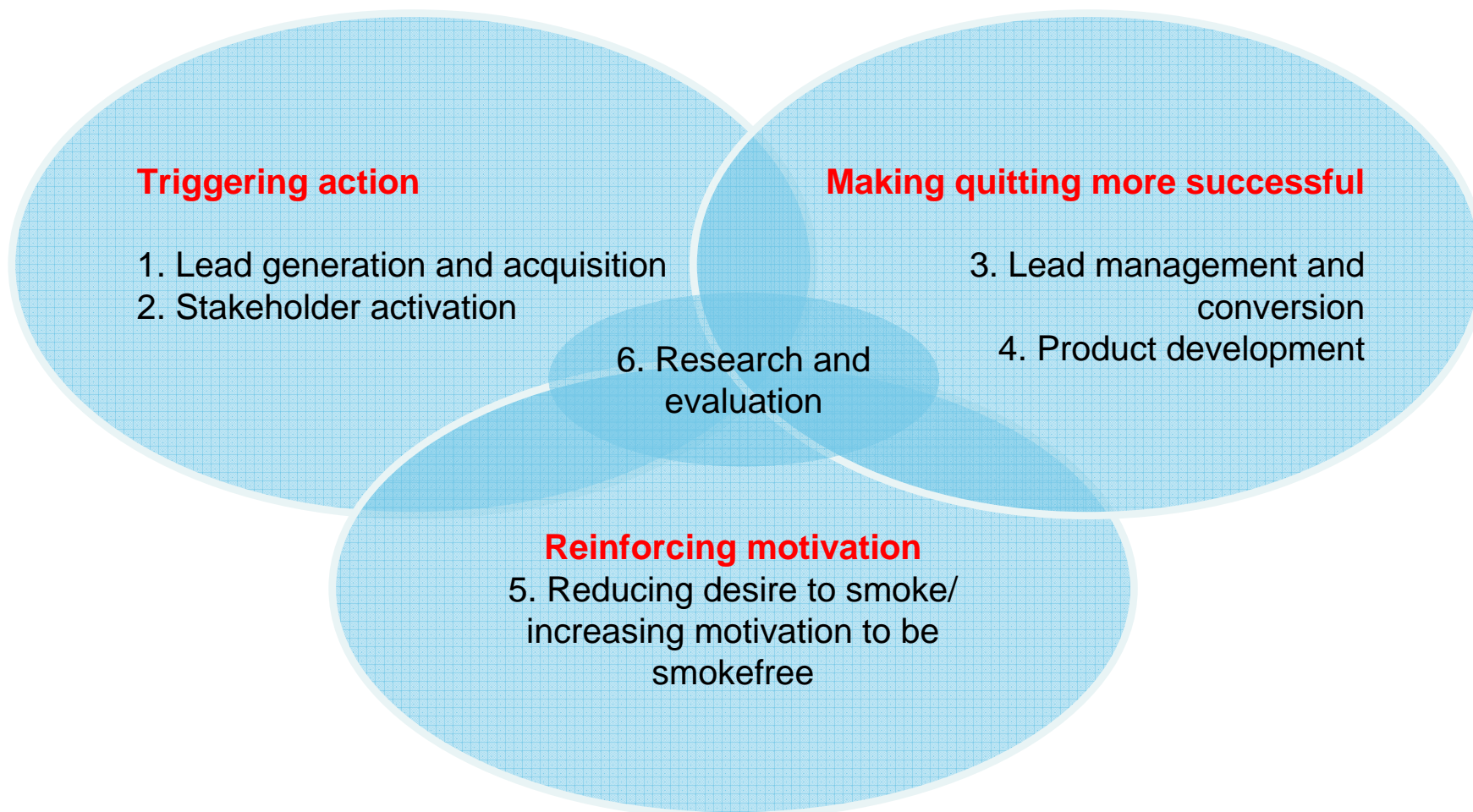
Making quitting more successful

Encouraging the use of NHS support when quitting, and exploring ways of reducing relapse

Reinforcing motivation

Providing reasons for why smokers should quit and want to become smokefree

Six workstreams have been defined that will help meet these objectives



Acquisition and lead generation

Role of workstream

To supply a constant 'pipeline' of leads for NHS support by getting significant volumes of smokers to get in touch with the NHS (e.g. via NHS Smoking Helpline, www.nhs.uk/gosmokefree website, interactive TV, SMS, coupon).



Rationale for this activity

Academic research suggests that smokers must have both sufficient motivation AND be exposed to a trigger in order to take action. Marketing can work by exploiting existing triggers and creating new ones.

Example activities

Year-round direct response campaign (e.g. TV, direct marketing, search engine marketing) targeting smokers thinking of quitting. Using field marketing as a trigger for quitting.

Stakeholder activation

Role of workstream

To trigger quitting-related actions, and quit attempts by using third party influencers, such as healthcare professionals and employers, and to supply leads for NHS support.



Rationale for this activity

Stop smoking messages may have greater credibility if delivered by stakeholders, such as healthcare professionals (especially GPs), and employers. This also provides the opportunity for reaching smokers in environments inaccessible to commercial media.

Example activities

HCP programme to disseminate best practice and increase referral rates to NHS Stop Smoking Services. Partnership, direct marketing and PR activity with employers to encourage them to promote quitting in the workplace.

Lead management and conversion

Role of workstream

To increase quitting success rates of those who have contacted the NHS (e.g. via the helpline, website, interactive TV or SMS) for support



Rationale for this activity

Smokers are more likely to quit successfully with NHS support than going cold turkey, although many smokers still choose to quit on their own. Smokers need to be supported in their quit attempts and quitting with the NHS needs to be established as the norm.

Example activities

Ongoing customer relationship marketing programme, providing support to quitters over the longer-term. Improved functionality of the helpline, website and interactive TV.

Product development

Role of Workstream

To increase the effectiveness of quit attempts by improving existing treatments and creating more accessible and appealing support offerings for routine and manual smokers.



Rationale for this activity

Routine and manual smokers face many barriers to quitting. Creating new support offerings with broader appeal or relevance could encourage more smokers to quit using support and the best treatments.

Example activities

Pilot telephone intervention programme.
Exploration of stop smoking support in the workplace.

Reinforcing motivation

Role of workstream

To increase smokers' desire to quit through providing reasons for quitting and increase desire to become smokefree, through portraying a positive vision of the future.



Rationale of activity

Smokers who really want to quit are more likely to make a quit attempt and to do so successfully. R & M smokers have a poor image of non-smokers, which is a major barrier to quitting success.

Example activities

Advertising campaigns (e.g. TV, outdoors, radio, press etc), sponsorships, partnerships, PR activity, including using case studies and brand ambassador programmes.

Using a broader range of channels to engage R & M smokers

- R & Ms can be effectively reached by broadcast media channels (e.g. TV advertising), but this needs to be integrated with other channels to effect behaviour change
- The nature of the communities in which R & M smokers live suggests the need for
 - a greater mix of channels
 - media and tactics to influence smokers from within their communities
- Community activation: new channels will include face to face marketing events, local PR, and word of mouth
- Broadcast media will continue to drive awareness and drive response

EVALUATION

A more rigorous approach to evaluation has been put in place

- New **key performance indicators** have been developed for each marketing task
- New activities will be **tested and piloted** before roll-out
- A **new research study** will be implemented to monitor the impact of the broad range of marketing activities on the target audience
- Progress against targets will be **monitored regularly** using a range of data sources

SUMMARY

Key Components of The Strategy

What's New or Different?

What's new or different?

- A marketing communications strategy based on three clear objectives
- A new focus on triggering action and making quitting easier
- A revised target audience: routine and manual smokers
- New marketing tasks that are based on sound insights about routine and manual smokers
- A broader range of programmes and activities, drawing on all the marketing levers available not just advertising
- A new 'community activation' channel strategy
- Highly accountable and target driven - a scientific lead generation model and new KPIs



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