

The moment I knew...

Quitline Advertising Campaign July 2013 – Q&A

What is the content of *The moment I knew...* campaign?

A series of television advertisements feature three real people – Sandy, Carl and Josie – who share the moment they knew they had to quit smoking. For solo-mum Sandy, the moment was when she realised that if she became sick with a smoking related disease she wouldn't be able to raise her kids. For Carl, the moment was when he realised he'd been smoking for 30 years and was wasting money on cigarettes that could be spent on his whānau. For Josie, the moment was when she realised that she didn't want to die prematurely from smoking as her mother and sister had.

We see a 'flash forward' where Sandy, Carl and Josie imagine what would have happened if they'd continued to smoke. Sandy is shown sick and breathing through tubes. Carl sees his money turning into a cigarette packet. Josie is shown placing her own memorial plaque on the wall next to her mother and sister's.

These 'moments' are followed by a piece to camera by Quitline CEO Paula Snowden, encouraging smokers who know it's time to quit to contact Quitline. The end frame displays Quitline's contact details, logo and the Smokefree Aotearoa 2025 logo.

What is the format and length of these advertisements?

- 3 x 30 second advertisements featuring the moment Sandy, Carl and Josie each realised they had to quit.
- 3 x 15 second advertisements featuring a shortened version of the moment Sandy, Carl and Josie each realised they had to quit.
- 1 x 30 second advertisement featuring a combination of Sandy, Carl and Josie's 'moments'.
- 1 x 30 second advertisement featuring Josie, with Quitline's website address instead of phone number displayed in the end frame.
- Online advertisements featuring Sandy, Carl and Josie will supplement television placement.

What is the idea behind this campaign?

The aim was to create a campaign with high emotional impact and a simple, direct call to action for smokers to contact Quitline for help. Real people were used to give the campaign authenticity. Their reasons for quitting are ones that will resonate broadly with smokers – health, money and family. Using CEO Paula Snowden in the advertisements was intended to provide a face to Quitline and humanise the organisation's work.

The development of this campaign was informed by recent research¹ which shows that the most effective cessation messages contain a narrative and are highly emotive. It also concludes that the message should be direct and 'hard-hitting' in the sense that it elicits strong emotions, including those of guilt, fear or sadness.

Who are the people in the advertisements?

- **Sandy Hodge** is a single Mum of twins based in Auckland. The children featured in the advertisement are not her own. This is because she is remembering the moment she decided to quit in the past when her children were much younger. Sandy currently works as External Relations Manager
- **Josie Reiri-Rongonui and Carl Rongonui** of Te Ore Ore are partners who live in Masterton. Josie works for Whaiora as a quit coach and Carl is a shearer.
- **Quitline's CEO Paula Snowden** lives in Wellington and is a former smoker herself. After four attempts, she quit for good when she became pregnant with her daughter.

Who are the advertisements trying to target?

Quitline's last campaign (*The New You*) focussed on targeting people who are ready to quit smoking, with advertisements informing them of the Quitline service. *The moment I knew...* campaign also targets smokers who are not yet ready to quit, with more 'hard hitting' messages which offers them a reason to consider quitting.

¹ References

- Hoek et al. (2012). Consumer Testing of Terminology and Key Messages for Smoking Cessation. *A report commissioned by the Ministry of Health.*
- Durkin, Wakefield, & Spittal (2011). Which types of televised anti-tobacco campaigns prompt more Quitline calls from disadvantaged groups? *Health Education Research.*
- Farrelly et al. (2012). Promotion of smoking cessation with emotional and/or graphic antismoking advertising. *American Journal of Preventive Medicine.*
- Farrelly et al. (2011). Promoting calls to a quitline: Quantifying the influence of message theme, strong negative emotions and graphic images in television advertisements. *Tobacco Control.*

The advertisements aim to specifically target Māori, but more generally the 20-45 age group and lower socioeconomic groups.

Where and when will the advertisements screen?

This campaign begins on July 1st and will be broadcast nationally at an average placement weight of 100 TARPS per week. The first advertisement to be screened will be Josie's, followed by Carl, Sandy's and the combined version at three week intervals. The aim is maintain interest and momentum as the full campaign is revealed.

In addition, online advertisements will be placed on major websites and websites targeting Māori and Pacific peoples.

How long will the campaign run for?

The campaign will screen for around three months. Quitline's research has shown that new campaigns prompt a big increase in call volumes and web traffic for around three months, after which time demand plateaus to normal levels.

By regularly refreshing campaigns we hope to keep demand high. Another new campaign will be developed for release later in the year.

Who were these advertisements made by?

The advertisements were produced by Auckland-based production company Screentime. They were written and directed by Kewana Duncan. Both Screentime and Duncan have significant experience in working with Māori television and incorporating Māori values into their work.

Will this new campaign replace the Quitline advertisements that are currently on TV?

Yes. Quitline's advertisements from *The New You* and *The Wait* campaigns will stop screening when the new campaign goes to air.

Do media campaigns work to prompt people to contact Quitline?

Quitline data shows that about one third of all calls to 0800 778 778 are as a direct result of television advertising.