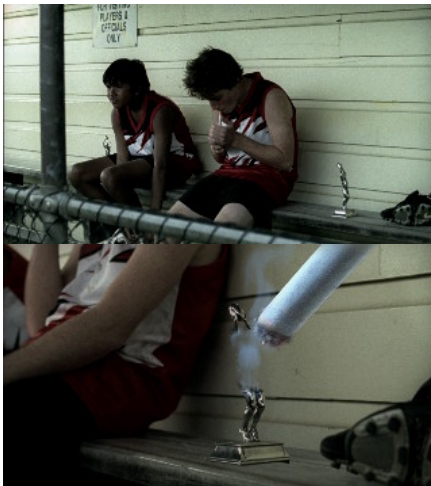




**Summary of the
Smarter than Smoking Media Campaign**

July 2009





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CAMPAIGN MATERIAL AND MESSAGES

A four week state-wide Smarter than Smoking media campaign will go to air on television, radio, cinema and online from 15 July to 12 August.

The campaign targets 12 to 15-year-olds and aims to reinforce the short-term effects of smoking, challenge the point of smoking and reinforce that smoking is not the norm.

The [campaign material](#) includes three 15 second advertisements, called 'Burnt (Shopping)', 'Burnt (Footy)' and 'Miss out'. Each advertisement uses scenarios and settings relevant to young people.

'What's the point in smoking when all it does is cost you?' is the tagline of the all advertisements, with 'cost you' referring to smoking costing your fitness, your looks, your social life and your money – so what's the point?



Burnt (Footy)

Depicts a cigarette burning away a football trophy from a young boy who is smoking after a game a football.



Burnt (Shopping)

Depicts a cigarette burning away shopping bags from a young girl who is smoking with her friend outside a shopping centre.



Miss out

Depicts young people at a concert using a video call to speak to a friend who is unable to be there because of his smoking.

Radio advertising material will be used to reinforce the messages in the television advertisements.

TARGET GROUP

Within the project's broad 10 to 15-year-old target group, the media materials aim to communicate to;

- young people who have yet to experiment with smoking and those who have already experimented.
- 12 to 15 year olds, as smoking experimentation increases dramatically as they make the transition from primary school to secondary school.
- both males and females equally.

The project's media materials aim to be inclusive and representative of the project's priority target groups (defined as those most at risk of taking up smoking). Priority target groups include 12 to 15-year-olds in Western Australia:

- living in low socio-economic areas
- living in regional areas.
- of Aboriginal and Torres Trait Islander (ATSI) descent
- with parents who smoke.

MEDIA ACTIVITY SCHEDULE

**19 July – 8 August
(3 weeks)**

Television advertising - metropolitan and regional

Channels include 7, 10, GWN and Win

The advertisements used on television will be [Burnt \(Footy\) and Miss Out](#).

The television advertising will be spread across afternoon (after school) and early evening programs.

The media buy is specific to programs popular among the target group, including:

- NEW10 – The Simpsons, Neighbours, Rove, House, Recruits
- TVW7 – Packed to the Rafters, Home and Away
- GWN – Home and Away
- Win – Neighbours, The Simpsons

**19 July – 8 August
(3 weeks)**

Radio advertising - metropolitan and regional

Stations include 92.9 in the metropolitan area and Hot FM (Southwest, Albany, Esperance, Wheatbelt, Kalgoorlie), WAFM (Karratha, Broome, Geraldton, Port Hedland), Coast FM Mandurah, Red FM and Hot Hits Carnarvon in regional areas.

Radio advertisements, 'Cost you (Supermarket)' and 'Cost you (Deli)' will be used.

The ads will go to air during drive and evening programming throughout the week on 92.9 i.e. Hamish and Andy and the Hot 30. For regional stations the advertising will be during the Hit Music programs in the evening.

**15 July – 12 August
(4 weeks)**

Cinema advertising – metropolitan and regional

Metropolitan locations include Midland, Armadale, Currambine, Joondalup, Warwick, Whitfords, Innaloo, Morley, Fremantle, Rockingham, Southlands, Belmont, Cannington and Mandurah.

Regional locations include Busselton, Kalgoorlie, Albany, Bunbury, Geraldton, Carnarvon and Esperance.

The advertisement used in cinemas will be [Burnt \(Shopping\) and Burnt \(Footy\)](#).

The advertisements will screen during the release of Harry Potter and the Half Blood Prince for the first 3 weeks, and during other movies suitable for 12 to 15-year-old audiences such as My Life in Ruins and Public Enemies for the final week of cinema activity.

**19 July – 15 August
(4 weeks)**

Online activity

Student Edge – Moderated Blog

Activity includes a moderated blog on the [Student Edge website](#). A variety of 'blog' topics will be provided over the 4 weeks. Activity also includes an image and link to the OxyGen website. [Student Edge](#) is a WA based company with approximately 60 000 members aged 12 to 15-years. A \$250 clothing voucher will be offered as an incentive to contribute to the blog. The first blog topic is;

- If cigarettes went up to almost \$20 a packet, would that make you quit or stop you from starting to smoke in the first place?

Windows Live Messenger

Activity includes a text link on chat windows in Windows Live Messenger. This text link will be served to 13-17 year-olds in WA only, who use Windows Live Messenger. Text links include;

- Smoking is pointless. Tell us why and win. (links to Student Edge blog)
- Smoking costs you. Find out how much you waste on cigarettes (links to 'Scary Maths' game on OxyGen)
- Smoking only affects old smokers - NOT. Bust some more myths here (links to 'Fact and Myths' game on OxyGen)

POST CAMPAIGN EVALUATION

Post campaign evaluation will be conducted directly after the television advertising has concluded from 8 August. The evaluation will be conducted via a street intercept method in the metropolitan area (Perth city centre, suburban shopping strips and centres such as Fremantle, Scarborough, Joondalup and Rockingham).

The sample will consist of 14-15 year olds (n=300), of which a quota will be applied on gender to ensure an even split of male and female participants and by smoking status to ensure a mix of smokers, those who have smoked at least once and those who haven't ever smoked.

The objectives of the post campaign research is to collect information on the campaign in terms of

- the reach of the campaign
- reaction to the campaign including message take-out, personal relevance
- attitudes towards smoking
- likelihood of smoking in the future

Post campaign evaluation results will be available early October.

FURTHER INFORMATION

For further information please see the background information attached.

This includes information in regard to:

- Mass media as a key strategy of the Smarter than Smoking project
- Research behind the development of the campaign materials

Should you require any further information in relation to the activities outlined in this document please contact:

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Summary of Smarter than Smoking Media Campaign July 2009

BACKGROUND INFORMATION

The Smarter than Smoking project is a multi-strategy intervention with the overall aim of reducing smoking prevalence among 10 to 15-year-olds in WA.

The project is funded by Healthway and implemented by the Heart Foundation in collaboration with The Cancer Council WA, the Asthma Foundation, the Australian Council on Smoking and Health, Tobacco Control Branch (Department of Health), School Drug Education and Road Aware, the Child Health Promotion Research Centre (based at ECU), the Health Promotion Evaluation Unit (based at ECU) and the Aboriginal Health Council of WA (AHCWA).

The Smarter than Smoking project has incorporated a range of strategies to ensure a comprehensive youth smoking prevention program. Mass media forms the umbrella under which a range of ongoing strategies are implemented. Other key areas of the comprehensive strategy mix include sponsorship of sports, arts and racing events/programs, school based programs and resources, production of youth oriented publications (including the OxyGen website) and merchandise, advocacy to reduce tobacco promotion, affordability and availability to young people.

Since the project's inception in 1995, there have been at least 2 waves of mass media per year and over this time the project has developed a suite of seven TV commercials.

Target Group

The target group for the Smarter than Smoking project is young people aged 10 to 15-years in Western Australia (n=174,000).

Although national and Western Australian teenage smoking prevalence data both indicate some encouraging decreases over time, the high prevalence of youth smoking remains an issue of major concern.

Within the project's broad 10 to 15-year-old target group, the media materials aim to communicate to;

- young people who have yet to experiment with smoking and those who have already experimented.
- 12 to 15 year olds, as smoking experimentation increases dramatically as they make the transition from primary school to secondary school
- both males and females equally.

The project's media materials aim to be inclusive and representative of the project's priority target groups (defined as those most at risk of taking up smoking). Priority target groups include 12 to 15-year-olds in Western Australia:

- living in low socio-economic areas
- living in regional areas
- of Aboriginal and Torres Trait Islander (ATSI) descent
- with parents who smoke.

Young people within priority target groups are more at risk of taking up smoking for several reasons. Smoking is more likely to be perceived as the 'norm' as they are more likely to have friends, parents and/or older siblings who smoke. In addition broader social norms regarding smoking among family and friends lag behind those of the general population.

Young people aged 12 to 15 years, are also considered a priority group as smoking experimentation increases dramatically as they make the transition from primary school to secondary school.

Research behind the development of the new campaign materials

Research conducted with young people by Smarter than Smoking, and others working in youth smoking prevention informed the brief to its advertising agency, Gatecrasher. This included key findings of qualitative research conducted by Smarter than Smoking in 2004, ongoing quantitative research conducted from 2005 to 2007, a 'think-tank' workshop with Gatecrasher and Smarter than Smoking in 2008 and literature in regard to smoking prevention campaigns targeting young people.

As a result, the advertising agency responded to the brief and presented several concepts. Six concepts were selected to be tested via focus groups with young people from the project's target group. The concept testing was conducted by Painted Dog Research on behalf of Smarter than Smoking. The testing included 10 focus groups (n=55) with young people aged between 12-15 years, predominantly from a low socio-economic background, of which there was a combination of smokers and non-smokers and young Aboriginal and non-Aboriginal people.

The concept testing gathered information from the target group in regard to immediate reaction, message take out and appropriateness of the concepts (e.g. appeal/impact, personal relevance, acceptability, credibility), as well as appropriateness of various executional elements (e.g. scenarios, characters used, images). Young people were also consulted in regard to ways to increase the relevance of concepts.

Of the six concepts, two concepts performed strongly, that is 'Burnt' and 'Miss Out'. When tested with young people 'Burnt' and 'Miss Out' performed best overall in terms of message take out, believability and impact upon attitudes and behaviour in relation to smoking.

Young people involved in the testing also confirmed the project's belief that producing more than one advertisement would have greater appeal to the target audience over time. Therefore, using the most relevant scenarios from 'Burnt' and 'Miss Out', 3 x 15 seconds advertisements have been produced, which will be rotated throughout the media campaigns conducted by Smarter than Smoking from August 2008 to 2010.

For more information, please contact the project for the full concept test report.

2008 Post Campaign Evaluation Results – Summary

In August 2008, new media materials ('Burnt {Footy}', 'Burnt {Shopping}' and Miss Out) were launched during the Project's statewide mass media campaign. Post campaign evaluation was conducted directly after this campaign concluded.

The campaign was evaluated via face-to-face, street intercept surveys in a number of locations in the Perth metropolitan area, including Perth (city centre), Fremantle, Scarborough, Joondalup, Midland, Rockingham, Morley, Innaloo, Cannington, Armadale, Boorgagoon, Cottesloe, Karrinyup and Whitfords.

Once the television activity concluded 320 surveys were collected over two weeks from 13 to 27 September. This sample (n=320) included an even split of males and females and 14 and 15 year olds and a third of the sample were smokers, a third were trialists and a third were non-smokers.

Overall, the new campaign performed well. The new media materials achieved strong levels of awareness and the campaign has been the most efficient to date, especially Burnt (Footy). The intended messages were clearly recognised, and believable. The advertising received positive reactions, with the campaign seen as more original than the previous 'Eyes' campaign.

Awareness

- Total spontaneous awareness of the two television advertisements, Burnt (Footy) and Miss Out was 32%. This result is comparable to the launch of 'Eyes' in 2005 (34%)
- Total prompted awareness of the two television advertisements, Burnt (Footy) and Miss Out was 85%.

- When taking into account media weight, this campaign performed very efficiently in terms of the level of cut through/awareness achieved for dollar spend.

Message Take out

- Most common unprompted message take out of the television advertisements included the health effects of smoking (66%) consequences of smoking/miss out (55%), and the short term negative effects of smoking (23%)

Reaction to the campaign

- The messages were well accepted with 82% of respondents 'agreeing a lot' with the messages in the ads, and a further 14% 'agreeing a little'.
- The vast majority (94%) of respondents thought that the messages were believable.
- The proportion reporting that they talked about the ads with their friends was 26%, which is consistent with 2007, and positively only 4% reported they said 'bad things' with their friends about the advertisement
- 84% of respondents said the advertisements made them think of good reasons for not smoking.
- Four out of five respondents (80%) said that having seen the advertisements, they would say something to a friend if they started experimenting with cigarettes.

Please contact the Project for complete post campaign evaluation report (2008).

Post campaign evaluation will be conducted in 2009 directly after the July/August media campaign has concluded. These results will be available in mid-September.