



*Regional Tobacco Control Creative
Development Research Debrief Plus*

Presented to DH and COI
COI job no 293782

March 2009



Background

- * Different regions and local Primary Care Trusts (PCTs) were creating their own Tobacco Control campaigns
To build awareness and generate more enquiries and greater usage of the services
- * These may or may not have aligned with the national campaign
- * The intention was for the regional advertising agency to create a suite of materials for use by regions and PCTs
Addressing local requirements
Generating leads for individual Local Stop Smoking Services (LSSS)
Avoiding the need for individual regions and PCTs to create their own campaigns
- * Research was needed to explore the main proposition areas under consideration
Plus exploring a concept for Quit Week
And some Theme Park partnership work, with a motivational role

Research objectives

- * The main objectives of the research were to:
 - Assess reactions to the potential ideas and executions
 - Explore communication for each idea and execution
 - Look at reactions to creative executions
 - Explore tone of voice
 - Understand how motivating these were to Routine & Manual (R&M) smokers
 - And how they would encourage R&M smokers to use or consider their Local Stop Smoking Service

- * And secondarily to:
 - Understand reactions to the Quit Week concept
 - Assess communication from the partnership theme

Sample

- * All participants were:
 - Full and part time workers
 - 25-44
 - Men and women
 - Smoked more than 5 cigarettes per day (excluding social smokers)
 - Creative and articulate
 - Representative of the ethnic mix of their area

- * Working in Routine and Manual professions
 - Most common roles for men:
 - HGV/van driving, storage handling, sales and retail assistant, labourers, postal workers, security guards, carpenters/joiners, metal work/maintenance and construction trades
 - Most common roles for women:
 - sales and retail, carers, cleaners/domestics, educational assistants, kitchen and catering assistants, receptionists, packers/bottlers/canners, chefs/cooks, hairdressers

Sample

- * All were seriously intending to give up smoking
Agreed with statement A below and were thinking of quitting within 3 months or less:
A: I am seriously intending to give up smoking in the next few months and I'm already thinking about ways to stop.
I am planning on quitting...
 - In the next month
 - In the next 2 or 3 months
 - In the next 6 months

- * All had made a serious attempt to stop smoking in the past
Agreed with statement A below
A: I have tried to give up in the past and have stopped smoking for at least 3 days in the past year

Sample split by lifestage

- * The groups were split according to lifestages defined as follows:
- * Younger family
Had at least one child aged 0-5 living at home
- * Older family
Had at least one child aged 6-15 living at home

Sample structure

Group no	Lifestage	Sex	Location
1	Younger family	Men	South-east
2	Older family	Women	South-east
3	Younger family	Women	North
4	Older family	Men	North
5	Younger family	Men	Midlands
6	Older family	Women	Midlands

Who, where, when

- * Moderation, analysis and reporting were carried out by Lucy Banister and Oliver Feldwick of The Nursery
- * 6 x two hour group discussions were conducted in the following locations:
 - 18th March 2009, in home
 - Barnes, SW London
 - Leeds, Yorkshire
 - 19th March 2009, in home
 - Erdington, Birmingham



1. General context
2. Theme Parks
3. Quit Week
4. Regional routes
 1. Testimonials
 2. I'm Not Here To Tell You
 3. One Way Street
 4. Easy Locations
 5. Prescription NRT
 6. Audrey
 7. Branding hierarchy
5. Conclusions and recommendations



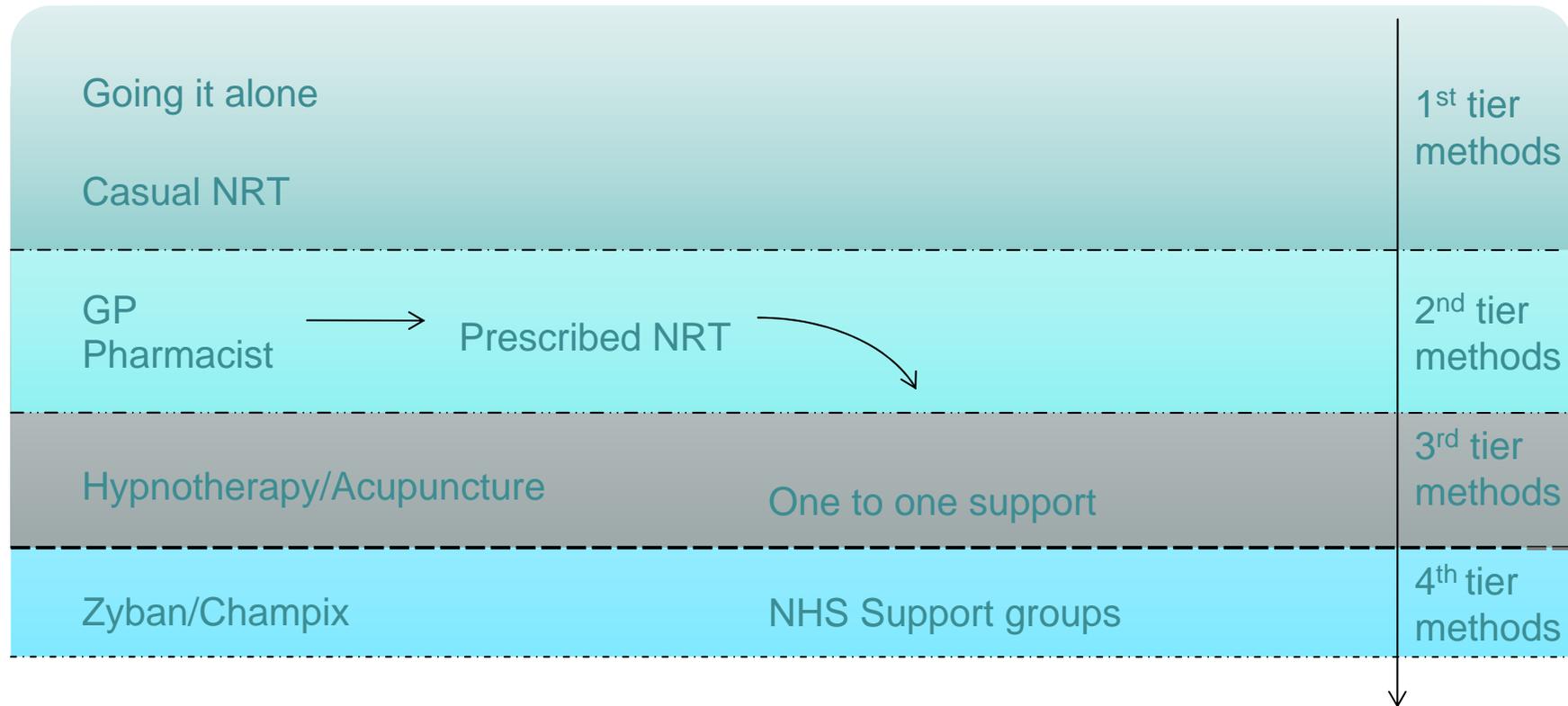
1. General context



Levels of knowledge varied greatly

- * There were a lot of people who knew very little about quitting methods
- * And some who could be quite knowledgeable about what methods were available and what support services offered
 - Including some who had used the services and who reported back positively
 - Although there were always complaints that the service was rationed
- * Levels of knowledge of quitting methods powerfully influenced responses to the creative work
- * Some messages were clearly more appropriate for those with greater knowledge
 - It is not easy to find an approach equally appealing to those with and without knowledge/experience of various quitting methods

The quitting journey



- As seen in the previous Cold Turkey research project (JN: 290864), smokers tend to progress through these different tiers of methods
- Often only moving on to the next tiers upon exhausting the options within that tier

Place in journey affects response

- * Quitters tended to progress through hierarchy of quitting methods (see previous page)
And their place within that journey made a big difference in how they responded to creative work
- * It required a certain level of quitting experience, and a frustration with the methods tried, in order for a quitter to try 2nd / 3rd / 4th tier methods
As such, we found a significant difference between those who were still at tier one
And those who had made that first step in seeking help
- * So these two distinct audiences became clear:
 - Those who were distant from support full stop
 - And those who were open to support but still unable to quit
(and often sceptical about the specific role of the NHS)

Many smokers did not know that LSSS services existed

- * For smokers unaware of LSSS quitting involved “going it alone”
Perhaps with *ad hoc* use of Nicotine Replacement Therapy
- * Those who knew very little about LSSS tended to have less quitting experience overall
Not aware of the value of further information
Or seeing the benefit of external help
- * So needed to be made aware that support services existed
But also to be persuaded that support services could help
- * This lack of knowledge had a big influence on reactions to some specific messages
(If NRT were a complete mystery, there were bigger questions than ‘how much is it?’
that needed answering – for instance, how and why it worked)

More advanced quitters needed specific reasons to choose NHS

- * Those who were open to, and using, support methods did not need to be persuaded of their benefit
 - They were already open to outside help
 - And knew more about methods available
 - Often more self-aware, readier to admit addiction

- * These would-be quitters sought more specific substantiation as to why NHS was a worthwhile option
 - Reassurance over negatives
 - Focus on positives
 - Reaffirmation of the value of NHS Support

- * So specific or targeted information could have more of a role
 - Information about individual elements of the service felt appropriate
 - (For instance those who had bought NRT in the past often viewed prescription NRT as “a bargain”)



1. General context
2. Theme Parks



Exploring the connection between family and smoking

- * For most a trip to the zoo / theme park was an enjoyable day out with the family
Although some would moan about the children playing up!
- * Many smokers we spoke to would not smoke when out and about with their children
Even if they were outdoors
“You always feel horrible smoking around kids anyway”
Younger family, Female,
Leeds
“You are not allowed to smoke in theme parks anyway....well I wouldn’t have thought you had freedom to smoke even outside“
Younger family, Male, Barnes
- * While those further away from quitting could struggle with the idea
Cigarettes still felt integral to their lives
“God... A whole day with the kids at a zoo?!... I’d need a fag more than ever”
Younger family, Male, Barnes
“I’d want to chain smoke in a theme park”
Older family, Female, Barnes

Demonstrating Smokefree's potential

- * Hence easier for those closer to quitting to start to associate positive family experiences with being smokefree
- * Even if it's a tall order for those further away from quitting
- * As reported in the Smokefree brand research report, smokers tend to associate the Smokefree brand with the legislation
A means of identifying the places where smoking is not allowed
Although always acknowledged to be a positive expression of this prohibition
- * Because Smokefree couched in a positive way it held potential to mean much more
And we saw nothing in the response to Theme Parks to suggest otherwise
- * But it would take time for the brand to be fully developed and for all its current limited associations to grow

Style and tone fitted well

- * The creative approach and content of the 'Theme Park' work was inherently positive
And many commented how different this was from what they would expect from smoking comms
"It feels different from what you usually see"
Older family, Male, Leeds
- * It expressed all the fun and colour of a family day out
Often got people talking about how much they enjoyed visiting zoos/theme parks
And the pleasures of a day out with all the family
- * This sense of family fun was well captured by the bright and positive style and tone of the creative work

The 'event' is not clearly communicated

- * participants were unclear about what this event would entail
- * Some thought it might be some kind of ticket deal? (suggested by ticket visual)
- * Others assumed it required them to refrain from smoking for the day?...
Or perhaps just not smoking during the visit to the zoo/theme park?
- * And some wondered whether non-smokers would be able to get involved
Or would non-smokers have to pretend to smoke to participate in the ticket deal?
- * It seemed strange to insist that this be a day strictly without smoking
One day did not seem meaningful
Or enforceable
So this sense of prohibition could negate some of the goodwill the idea generated

Building positive associations for Smokefree

- * It's hard for smokers to see what else it could be apart from some kind of tactical one day quit attempt
- * We had to explore other ways it could work with them
- * There was more favourable reaction to the idea of some kind of awareness-building day
- * Offering information, events, activities creating positive associations for Smokefree with family fun and entertainment
 - Allowing smokers to proceed at their own pace
 - Rather than seeming to blackmail them into a guilt-induced quit attempt
 - “You already feel bad about yourself if you smoke around your children on a day out, it's in the back of your mind that you should stop smoking, you don't need to be made to feel worse”* Younger family, Female, Leeds

Delivering big brand benefits

- * This poster captured a lot of positives for Smokefree as a brand
 - Developed the brand icon
 - Associating Smokefree with happy family occasions
 - Celebrating all that is good about a life without cigarettes
 - “I like the idea of seeing what life will be like on the other side, when you have quit smoking, that it’s colourful, positive, better than life as a smoker”*
 - Older family, Female, Barnes
- * Although some more negative associations could be reinforced if it was exclusively about being a day where smoking was not allowed
 - Getting too close to Smokefree’s legislative associations
- * Overall this approach showed what the potential for Smokefree could be if it were developed
 - Although comms would need to stress the positive elements / extras of the day to facilitate this process

NHS

make 'ONE DAY' A FUN DAY

Go smokefree today

Why put it off? Make today a day you'll all remember. And for support staying smokefree or so you've left the gates, get in touch with our 'dedicated' team - and get the help that's right for you.

Because family life's more enjoyable smokefree

Call - 0800 169 0169 Text - 55555

SMOKEFREE

www.nhs.uk/smokefree

NHS

make 'ONE DAY' A FUN DAY

Go smokefree today

Why put it off? Make today a day you'll all remember. And for support staying smokefree once you've left the gates, get in touch with our 'dedicated' team - and get the help that's right for you.

Because family life's more enjoyable smokefree

Call - 0800 169 0169 Text - 55555

SMOKEFREE

www.nhs.uk/smokefree



1. General context
2. Theme Parks
3. Quit Week



An extension of 'No Smoking Day'?

- * The initial interpretation was always that this was simply a week long 'no smoking day'
In this context, it felt rather unappealing
- * Giving up for a week felt like a far more daunting undertaking than just one day
But did not feel any more meaningful or motivating
- * Could feel like a short-term step
Those less ready to quit did not feel that they could give up for a week
And those giving up just for the week, felt they might well not carry on
"What's the point in just quitting for a week? Better to wait for the right time and do it properly"
Older family, Male, Leeds

Quitting at the right time, for the right reasons

- * Smokers saw quitting as a step which should only be taken when the time was right for that person
 - Not a sense that it could credibly be co-ordinated as a mass movement
 - “If you are going to give up you are going to give up. You have to believe in it. It has to be your moment...when you start smoking you smoke in a group, but when you give it up, you give up alone when it is right for you”*
Younger family, Male, Barnes
 - “If you wake up one day and have a bad day you’re not going to stop, stop smoking day or not”*
Younger family, Female, Leeds
- * Only a smoker’s immediate circle of family and friends could have any influence on quitting behaviour
 - Little sense that smokers would notice others outside this close circle
- * Although the broader sense that people were generally giving up a lot could have positive motivational impact
 - It couldn’t act as a singular trigger for quitting
 - But rather as part of the background impetus for quitting



'No Smoking Day' had passed many by

- * None felt that 'No Smoking Day' was currently having an impact on their behaviour
Often aware of it, but had missed it already, often without even realising
Seen promotional material, and realised it was happening 'sometime in March'
But had not felt relevant to them, as they were not ready to stop on that precise day
"When is National No Smoking Day??" Younger family, Female, Leeds
"Often you realise it after it's been and gone" Younger family, Female, Leeds
- * So the impression was that if 'No Smoking Day' had not made an impact why would it be different for a week?...
Needed something to differentiate it from this notion of just being a longer 'No Smoking Day'
And give it meaning rather than just being a token day
"There's a national day for everything nowadays. There's even a national sausage day. It's a gimmick to me" Younger family, Male, Barnes

Building the brand, rather than forcing a quit

- * When explored as a week full of activity and information about quitting it felt more appealing
 - Especially the suggestion that you could pick your own optimal day to quit
 - And that it would still be possible to engage with the activity as an interested smoker
 - Not an 'all or nothing' affair

- * The idea of fun events happening at local community level was also liked
 - Making information engaging and appealing
 - More than just facts about quitting
 - Something akin to 'Red Nose Day'?

- * Overall, a positive approach seemed most appropriate
 - A compulsory 'no smoking week' could often trigger negativity
 - "I would deliberately wake up on no smoking day and smoke. I hate being told what to do"* Older family, Female, Barnes
 - Whereas a week of fun activities felt more appealing
 - And could therefore build positive associations for the Smokefree brand



EVERYBODY'S GETTING IN THE HABIT OF QUITTING SMOKING THIS WEEK

BRISTOL QUIT WEEK MARCH 12-17

When you quit with support you're up to 4 times more likely to succeed. So to celebrate Bristol Quit Week we're encouraging smokers all around the city to visit their local NHS Stop Smoking Service for expert advice and access to free prescription nicotine replacement therapy to help you get off cigarettes forever. Why go it alone when you don't have to?

GET WHAT YOU NEED TO QUIT
0845 731 8888


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1. General context
2. Theme Parks
3. Quit Week
4. Regional routes
 1. Testimonials



Often an appealing route

- * The idea of seeing a smoker's own experiences of quitting was appealing
Especially if it felt authentic and true to real life
- * Acknowledging common experiences of smokers
Such as "when I quit, it took hard work"
Adding a sense of authenticity
 - "People who think it's easy obviously haven't tried to give up, so it's good that they've said that it's hard work"* Younger family, Male, Barnes
 - "This is real, it IS hard work, it is not easy to stop smoking"* Older family, Female, Barnes
 - "It's hard, that's true, but it's easier with help"* Older family, Male, Leeds

Testimonials from real smokers could add to credibility

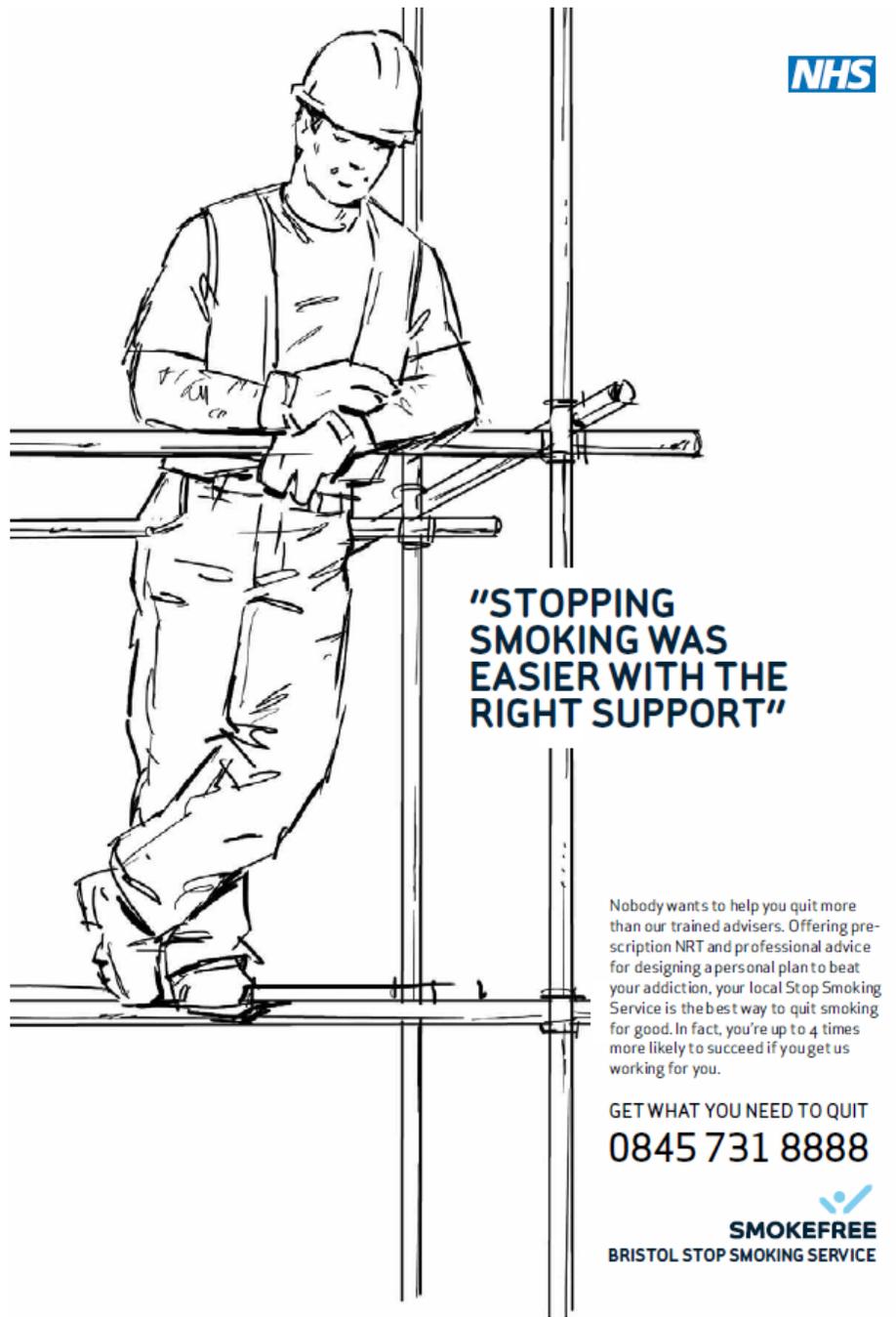
- * Smokers are more willing to believe the benefits of the support services when the information comes from a real ex-smoker, who has used the services
As opposed to the support services promoting their own benefits
- * The possibility of finding real life personal tips and tricks is inherent
Examples of little ways that other smokers managed the quitting process
And examples of ways that the support services helped them
- * However, many participants felt that this kind of creative approach lacked impact
Would not grab their attention
Familiar with a testimonial approach
So would rely on something dramatic or engaging in the execution to generate stand-out

'Builder' was appreciated for the realism and the pun

- * The idea of seeing real people was appealing, especially a character like the builder
Many wanted to see a similar testimonial for their own lifestage
"It's all average people, I want to see one with a young mum in it too – it would be good to hear how someone like me did it" Younger family, Female, Leeds
- * The pun was generally understood - the idea that the builder was being supported by the scaffolding
- * Some took out the wrong meaning of 'the right support', especially those who were unaware of support services
Could be seen as emotional support from partners/family
"It's your friends and family who could really help you to quit...your kids pushing you to quit, your wife not smoking in front of you." Younger family, Male, Barnes
- * There was often disappointment that the copy was not telling this man's story
He was seen as a genuine quitter and everyone wanted to hear how *he* quit smoking
"I thought it was going to say how HE did it... I don't want to hear about their trained advisors" Younger family, Female, Leeds

'Close up' execution had less character

- * The execution with a close up of a face risked looking generic
Could be an ad for something else
"I assumed that one was for Just For Men or something" Older family, Male, Leeds
But also little character or engagement from a face out of context
(NB there may have been a stimulus effect at play)
- * However, it was very much appreciated that this man was telling his personal story
As opposed to the 'Builder' execution
Although there was a bit of disappointment that the copy felt a bit official
There is a desire for a more individual character / experience
- * Participants liked hearing about the smoker's personal quit plan
Made the service seem tailored and responsive
Although they would want greater detail about what this entailed and *how* it helped; currently it felt vague



NHS

**"STOPPING
SMOKING WAS
EASIER WITH THE
RIGHT SUPPORT"**

Nobody wants to help you quit more than our trained advisers. Offering prescription NRT and professional advice for designing a personal plan to beat your addiction, your local Stop Smoking Service is the best way to quit smoking for good. In fact, you're up to 4 times more likely to succeed if you get us working for you.

GET WHAT YOU NEED TO QUIT
0845 731 8888


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**"WHEN I QUIT
SMOKING IT
TOOK A LOT OF
HARD WORK,
NOT ALL MINE
EITHER"**

In fact quitting was easier than I thought it was going to be. My local Stop Smoking Service gave me expert advice and easy access to prescription nicotine replacement therapy, making the whole or deal... no big deal at all. They worked with me to develop a quit plan for my life and gave me what I needed to beat my addiction.

GET WHAT YOU NEED TO QUIT
0845 731 8888


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1. General context
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4. Regional routes
 1. Testimonials
 2. I'm Not Here To Tell You



The negative effect of call centre imagery

- * The call centre setting had some negative connotations
 - Suggesting that advisors were just reading a script off screen
 - Or that the conversation would be awkward, or formulaic
 - Previous experiences with call centres did not inspire confidence
- * Call centre imagery was not a natural fit with the message
 - Suggested anonymous and depressing offices
 - “The sort of people who will give you information and go home, 9 to 5 call centre types”* Older family, Male, Leeds
- * And this route felt quite straightforward creatively
 - Possibly lower impact
 - And with fewer smoking cues
 - Did not help the support services to appear especially dynamic or engaging

But a motivating tone of voice

- * However, this execution had a very appealing headline / tone of voice that reflected many smokers' attitudes and opinions towards quitting and the support services
It acknowledged the resentment felt about being bossed around by officialdom
Smokers liked to think that it was all up to them - the smoker's own decision
- * It also suggested that the support staff would provide a good service
Straightforward, clued-up, no nonsense
Providing helpful information as opposed to intrusive counselling
- * Could help remove barriers to contacting support services
Reassured that quitters would not be pressurised into quitting
By suggesting that staff would be on the same level as the smoker
And that quitters could just call to get more information without obligation
"You won't be pressurised to stop smoking" Younger family, Women, Leeds
"No-one is going for force quitting on you. It's your choice. No-one likes to be told what to do, or pressured" Older family, Men, Leeds

Reflecting rather than challenging smokers' attitudes

- * This route did a good job of expressing what smokers think and believe
And many liked the reassurance that it was **the smoker's** choice when to quit
But this approach did not trigger a reappraisal of support services
- * Rather than promoting the Stop Smoking Services, this route reassured smokers about potential negatives
Reassuring smokers that the call centre staff wouldn't nag or pressurise them
But struggling to provide strong positive reasons to make contact
- * Focussed on one detail of the quitting journey
Which was often strongly appealing by itself
But the focus on the helpline did not capture a wider sense of the services
- * The call centre focus could often raise as many concerns as it addressed for those who knew little about the services



NHS

**"I'M NOT HERE TO
TELL YOU TO
STOP SMOKING"**

No one can tell you when to quit smoking. It has to be your decision. But if you are thinking about giving up cigarettes, give me a call. I can tell you all about the prescription treatments and free support available through your local NHS Stop Smoking Service, which can really improve your chances of success. In fact you're up to 4 times more likely to quit for good with us.

IT'S YOUR CHOICE TO QUIT. BUT WE CAN HELP.

0845 731 8888


SMOKEFREE
BRISTOL STOP SMOKING SERVICE

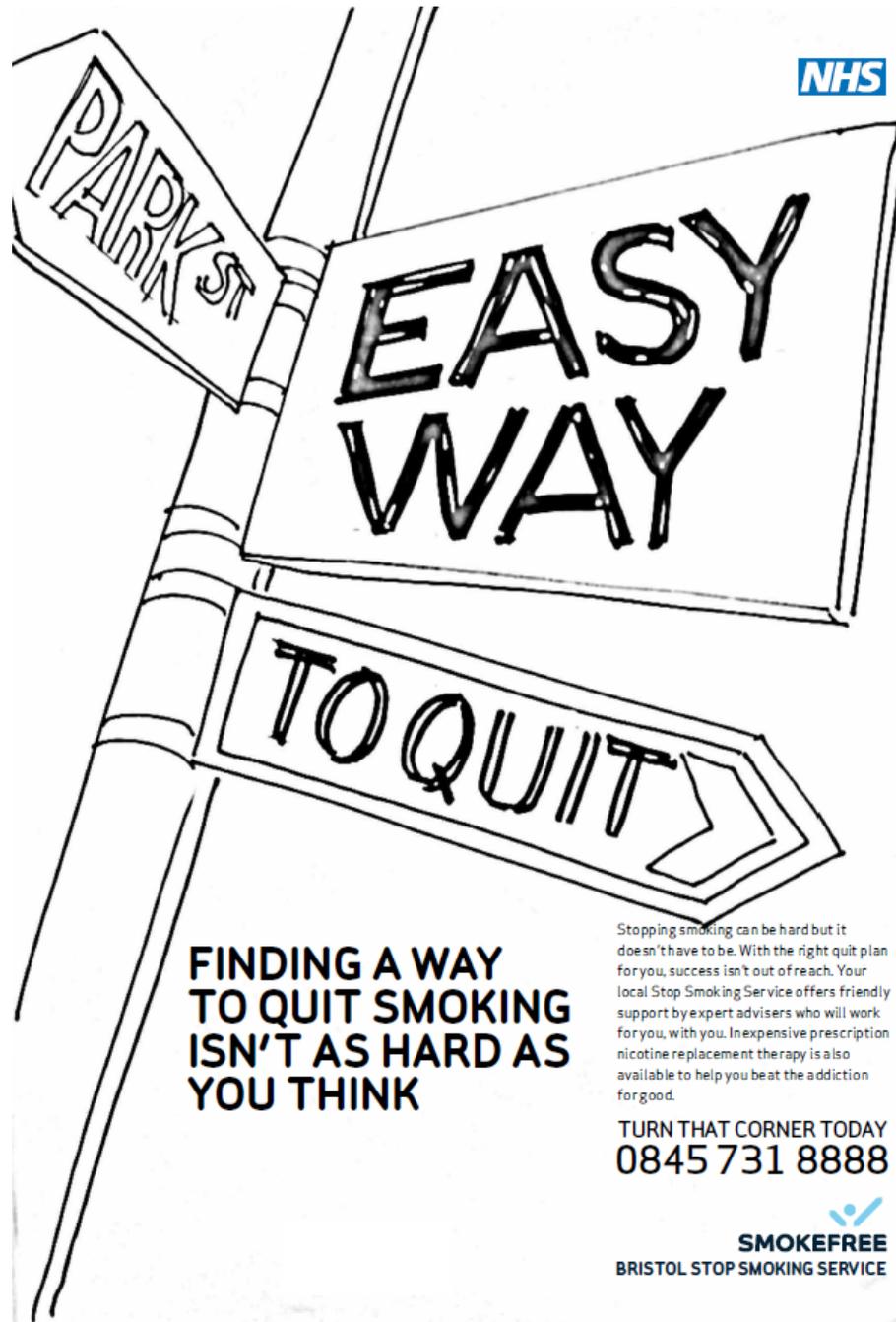

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 3. One Way Street



Positive imagery

- * This route centred on the themes of ease and convenience
Suggesting that access to support was simple and accessible
Using metaphors of directions and journeys in relation to finding support
- * Focusing on success
About the ease of finding a way to quit
“It says we’ve got a stop smoking system that works” Younger family, Men, Barnes
- * It could also communicate localness
Implied services would be convenient and ‘just around the corner’
“Up your street’ means there’s one not too far from where you live” Younger family, Women, Leeds
- * Both used positive and dynamic imagery that sounds clear and confident
Reinforced by the sub-headings “Turn that corner today” and “take your next step”
“You can decide which way you want your life to go” Older family, Men, Leeds



NHS

**FINDING A WAY
TO QUIT SMOKING
ISN'T AS HARD AS
YOU THINK**

Stopping smoking can be hard but it doesn't have to be. With the right quit plan for you, success isn't out of reach. Your local Stop Smoking Service offers friendly support by expert advisers who will work for you, with you. Inexpensive prescription nicotine replacement therapy is also available to help you beat the addiction for good.

**TURN THAT CORNER TODAY
0845 731 8888**


SMOKEFREE
BRISTOL STOP SMOKING SERVICE

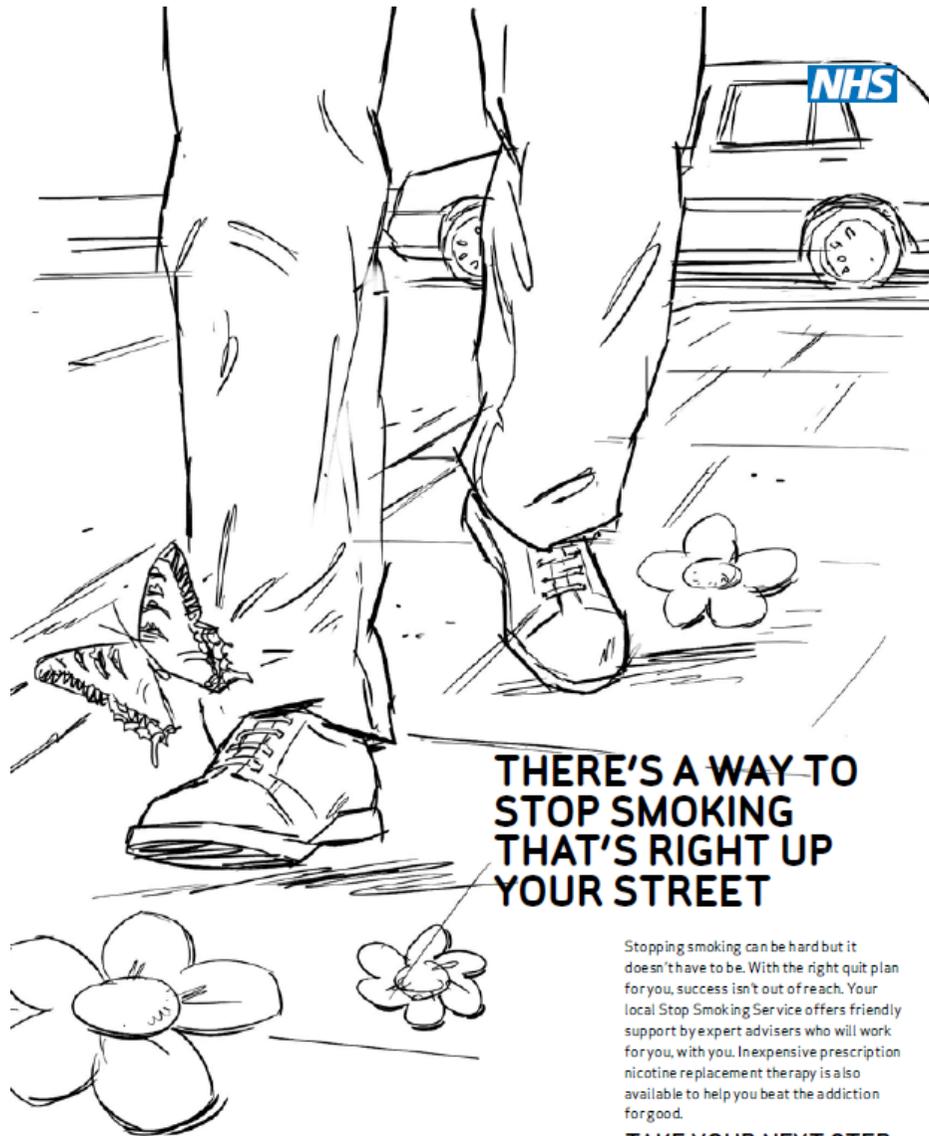

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'Signpost' is a clear metaphor

- * The 'signpost' execution was an appealing visual metaphor
Signposts imply simplicity and direction
"Showing the right direction to head in...they will give you advice and direction, they will advise you and tell you how to do it" Younger family, Women, Leeds
- * Usually interpreted as 'quitting isn't as hard as you think'
An appealing and straightforward notion
- * Interestingly it was not seen as way of comparing different methods (easiest method vs other methods)
The sign-post was not viewed as directing the quitter to the easiest method amongst all the ones available
- * Rather it was simply seen as a clear indication of the right route to take to quit
(if you want to quit this is the way to go)
- * However referring to quitting as 'easy' had little credibility
Especially amongst experienced quitters who knew just how hard quitting could be
'Easier' felt much more realistic

'Street' : headline vs visual

- * The street execution could confuse because of the visual
Participants struggled to understand how butterflies and flowers fitted
Often seen as alluding to freshness
Rather than the pleasantness/ease of the path
- * Many (especially men) felt that the butterfly and flowers were too twee / girly
"It's a bit naff really... In real life it would be fag packets all over the place..."
Younger, Male, Birmingham
- * Setting aside the imagery, the headline 'There's a way to stop smoking that's right up your street' was understood to communicate a double meaning of appropriateness / proximity
Which was always appreciated



**THERE'S A WAY TO
STOP SMOKING
THAT'S RIGHT UP
YOUR STREET**

Stopping smoking can be hard but it doesn't have to be. With the right quit plan for you, success isn't out of reach. Your local Stop Smoking Service offers friendly support by expert advisers who will work for you, with you. Inexpensive prescription nicotine replacement therapy is also available to help you beat the addiction for good.

**TAKE YOUR NEXT STEP
0845 731 8888**

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 4. Easy Locations



New and interesting message

- * Participants were intrigued and surprised to find out that NHS Stop Smoking Services could be situated in non-healthcare locations
Only a few knew they were available outside doctors' surgeries
- * Availability in non-healthcare locations demonstrated a greater level of convenience and proximity than previously envisaged
Could cause reappraisal of the NHS Support Services
- * Raised expectations about availability which would of course have to be substantiated
- * Could also suggest much greater accessibility than previously associated with doctors' surgeries
Longer opening hours, easier to make appointments, shorter waiting-times, even drop-in facilities
All of which were strongly appealing

Library vs supermarket

- * The library was not particularly appealing as a location
Not perceived as convenient or as commonly visited as supermarkets
- * For many in this target (particularly men) the library is 'not my thing'
Too middle class, academic, associated with school and learning
"Not the library, I don't really go to the library...how about the leisure centre? it could tie in with getting fit and healthy" Older family, Women, Barnes
- * Those who did visit libraries tended to be women with younger children
"That'd be good because the library is the one place the kids know they have to behave..." Younger family, Women, Leeds

Library execution not engaging

- * Library signage is not that exciting!
“It looks really boring, it wouldn’t stand out to me” Older family, Women, Barnes
- * The current headline felt awkward and wordy (‘Leave the addicted to cigarettes chapter of your life behind’)
Some thought it was overtly posh
- * Everyone found the alternative endline of ‘Drop by your local library and close the book on smoking forever’) more appealing but it did not seem focussed on quitting
“It has a lot of words in it, it says more about libraries and reading than it does about quitting smoking” Younger family, Women, Leeds

Supermarket more widely relevant

- * The supermarket location worked harder to demonstrate convenience and locality
Everyone is happy to drop in to their supermarket
- * The execution looked interesting and distinctive
Especially for smoking comms
Visually striking
- * However, many did not understand the offering
And thought that the ad was promoting NRT sales in supermarkets
Had to read the copy to find out the actual message
- * The headlines did not necessarily clarify the message
The first headline ('Bet quitting smoking today wasn't on your shopping-list') was appreciated for being clever
Whereas the second ('Get down the supermarket and get off smoking for good') was seen as more aggressive, 'in your face'

But still surprising for many

- * The idea of support services located in a supermarket could seem odd to those unfamiliar with support
- * Felt like a very public location
Did not imagine a separate room for consultation / support groups

Would there be pressure in the supermarket?

- * Sense that the stop smoking services might approach shoppers in the supermarket uninvited

Familiarity with promotional stalls in supermarkets could accentuate these concerns

“Would it be like that AA man as you go into the supermarket?... Not sure if I’d like that.”

“It’s great if it’s there if you want it, if you want to approach them, but I don’t want to be stressed out and hassled when I’m in the supermarket”

Older family, Women, Barnes

- * Preferred to be able to explore options on their own initiative

Communicates positives about the services

- * Taking support services out of the doctors' surgery and into a local, non-clinical location made them more approachable
 - No longer associated with the serious or negative imagery of judgemental GPs
 - Not such a high pressure environment
- * Avoided the inconvenience of waiting two weeks for an appointment
- * Escaping the dreary image of waiting rooms
- * A powerful demonstration that support could truly be found 'just around the corner'
 - Hard to get more local than your local supermarket
 - But would this set expectations too high?...

"Having it in the supermarket and library means they will see you at times that are convenient to you, there's no need for an appointment you just turn up"

Younger family, Men, Barnes



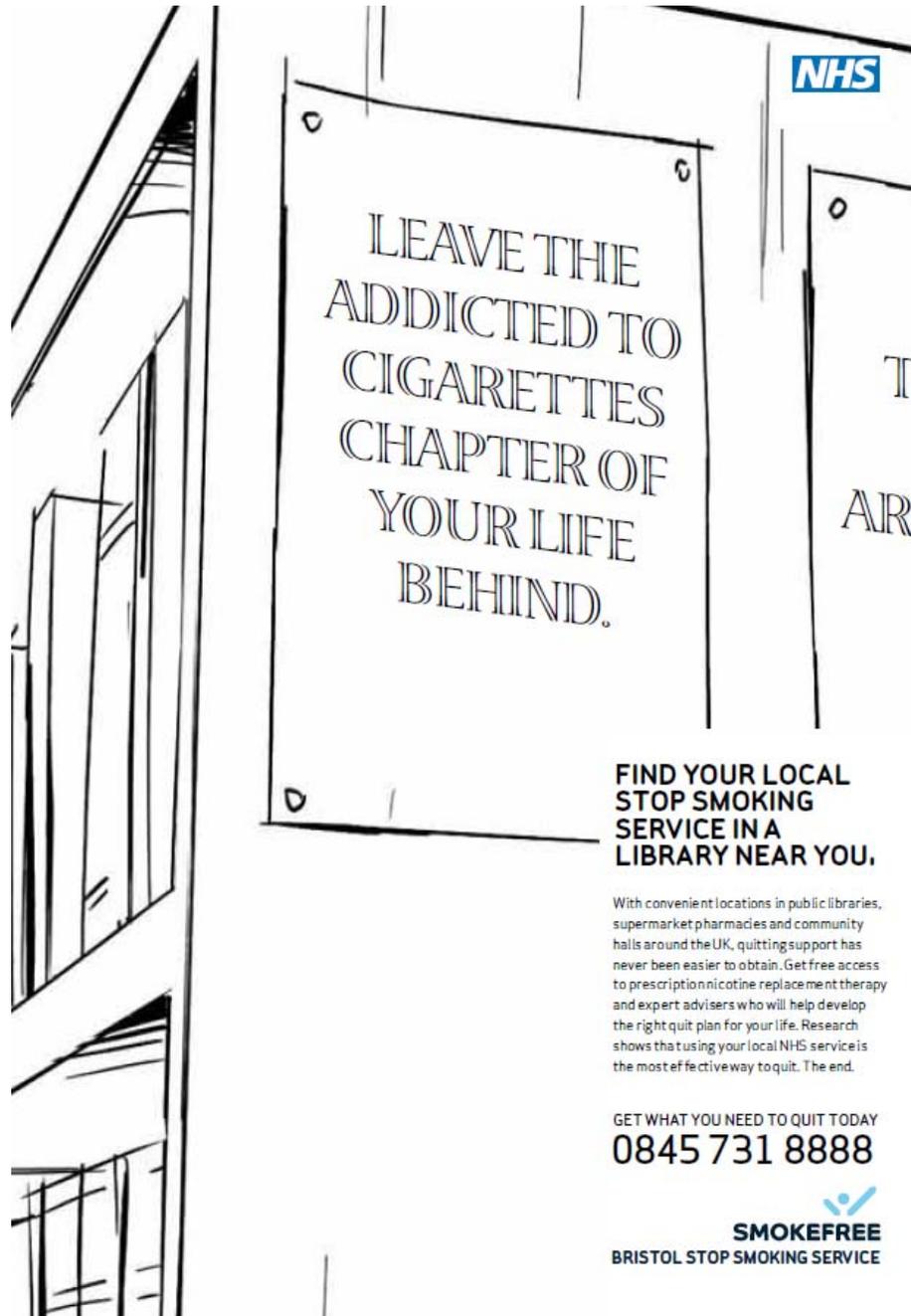
**FIND YOUR LOCAL
STOP SMOKING
SERVICE IN A
SUPERMARKET
NEAR YOU.**

With convenient locations in supermarket pharmacies, public libraries and community halls around the UK, quitting support has never been easier to obtain. Get free access to prescription nicotine replacement therapy and expert advisers who will help develop the right quit plan for your life. Research shows that using your local NHS service is the most effective way to quit. Get the deal of a lifetime and go smokefree today.

GET WHAT YOU NEED TO QUIT TODAY
0845 731 8888


SMOKEFREE
BRISTOL STOP SMOKING SERVICE


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Research and Planning



NHS

LEAVE THE
ADDICTED TO
CIGARETTES
CHAPTER OF
YOUR LIFE
BEHIND.

T
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**FIND YOUR LOCAL
STOP SMOKING
SERVICE IN A
LIBRARY NEAR YOU.**

With convenient locations in public libraries, supermarket pharmacies and community halls around the UK, quitting support has never been easier to obtain. Get free access to prescription nicotine replacement therapy and expert advisers who will help develop the right quit plan for your life. Research shows that using your local NHS service is the most effective way to quit. The end.

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1. General context
2. Theme Parks
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 4. Easy Locations
 5. Prescription NRT



Distinct approach

- * This route took a very different approach, envisaged from the mood board stimulus to be stylish and aspirational
Different imagery from perceived smoking comms norms
- * Tattoos appealing and desirable to this audience
Many had them!
Tattoos represented strength, style, coolness, virility
The lower back tattoo particularly associated with younger women
- * Linking healthy and attractive images with patches and quitting
Not clearly connected with the message
But could generate positive attitudes towards quitting
- * The 'beery bloke' image was not as appealing as the 'sexy' female images
Participants wanted the male version to be much more aspirational
A man lifting weights, toned and muscle-y instead of a 'darts player'

Cost of NRT not always known

- * This route depended on knowledge of NRT to communicate fully
There were some who simply did not know what it would cost
- * Those who had bought NRT, or had seen it at the chemist, had a vague idea
Assumed around £10-£15 for a pack
But again, that was meaningless to those who had not used NRT and so would not know how long that pack would last

*“Last time I looked they were £17 or £18 per week’s supply, so that is good”
Older family, Women, Barnes*
- * Therefore only those who know how much NRT usually costs could appreciate whether it was a good deal or not

Perceptions of value

- * 'Two weeks supply' helped communicate value
 - "It needs better explaining. It needs to be clearer that the £7.10 is for two weeks supply...otherwise you assume that's the price for a week"* Older family, Women, Barnes
 - "It's good value if that's the price for two weeks supply and if you think about the money you are saving on cigarettes by not smoking"* Younger family, Women, Barnes
- * And value was relative to how well a quit attempt went
 - A failed quit attempt, accompanied by an unused box of NRT, was galling
 - Whereas a course of NRT perceived as good value if it led to success
 - "If it works, then £7.10 is cheap"* Older Family, Men, Leeds
 - "It just tells you how much money it will cost you to stop smoking. You could be paying all that money and not be guaranteed to stop"* Younger family, Women, Leeds

Prescriptions could complicate

- * Perceptions were also relative to experience with prescription NRT
Understanding the route required experience of NHS NRT (it's free, but you pay for the prescription)
Many (especially men) did not know what the cost of a prescription was
- * Some did not find lower priced NRT appealing
Many had received NHS NRT for free
(single mums/those on low incomes/income support/pregnancy)
"I thought if you went to the doctor you could get them for free, my mum did, what's the £7.10 for?" Older Family, Women, Barnes
"You can get them for free, so why are they telling you £7.10" Younger family, Women, Leeds
- * And in the context of smoking, prescriptions could often raise negative issues
Smokers resented having to pay for NRT even on prescription
"If the government really wanted us to quit it would be free!"



NHS



**IF YOU THOUGHT NICOTINE REPLACEMENT
WAS EXPENSIVE, THINK AGAIN.**

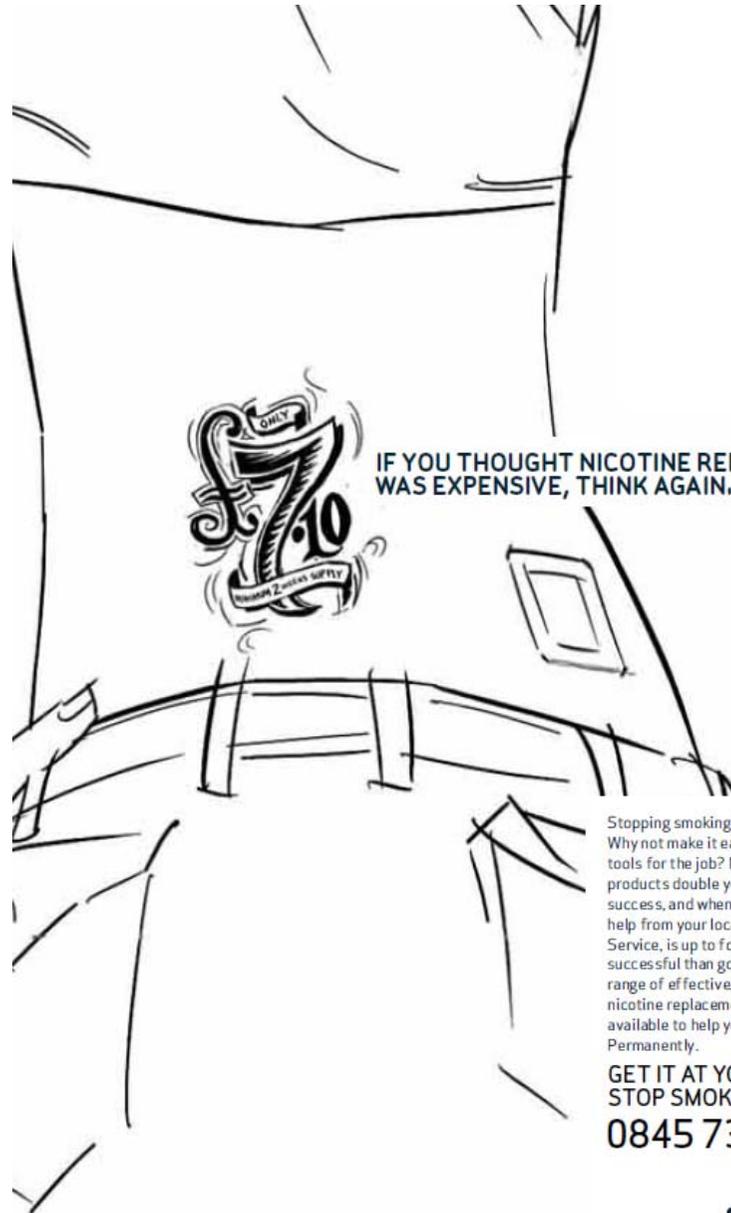


Stopping smoking is a personal choice. Why not make it easier with the right tools for the job? Nicotine replacement products double your chances for success, and when combined with free help from your local Stop Smoking Service, is up to four times more successful than going it alone. A wide range of effective, low cost prescription nicotine replacement products are available to help you quit today. Permanently.

**GET IT AT YOUR LOCAL
STOP SMOKING SERVICE
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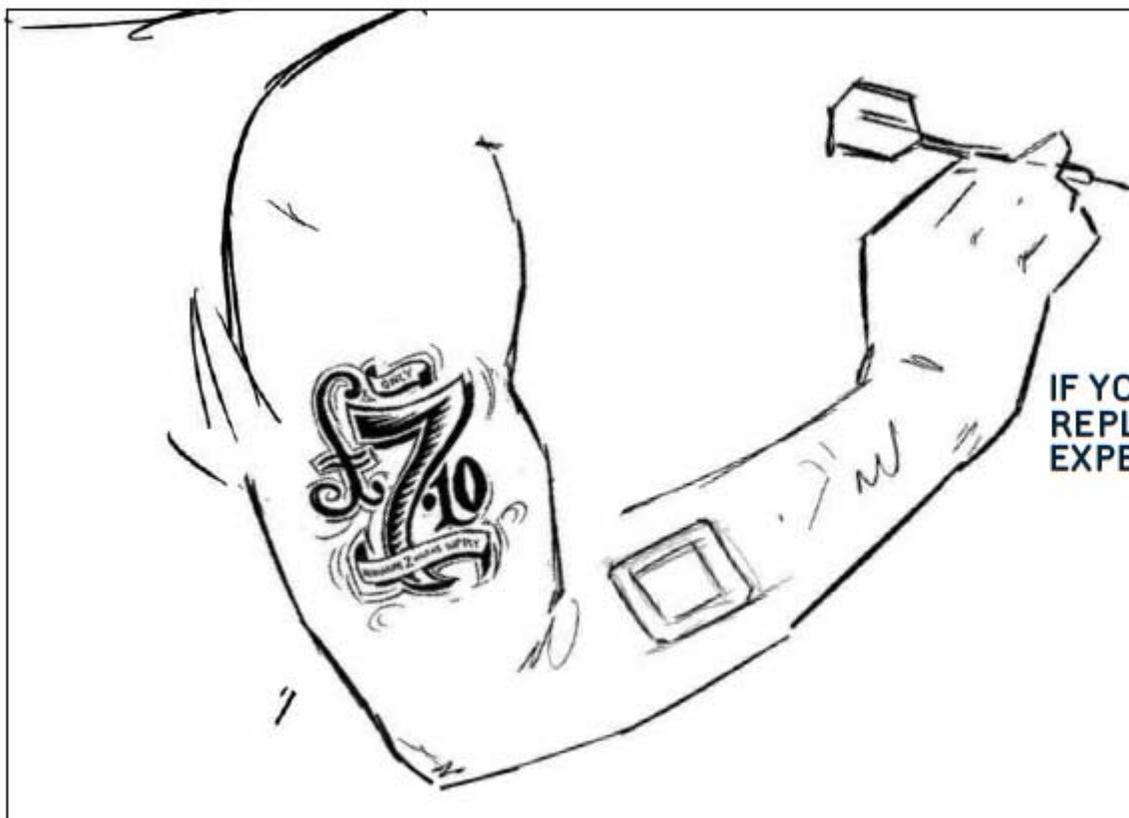
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**SMOKEFREE**
BRISTOL STOP SMOKING SERVICE



1. General context
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Widely appealing and engaging

- * Many found this idea entertaining and interesting
And appeal grew in the context of a campaign
There was a lot of energy around this route
Partially due to Audrey's memorable and quirky name
And partially from the surprising and amusing situations she was in (eg 'girder')
- * Audrey was an entertaining central character to identify with
Compared positively with the brand characters Frank (drugs), or Maureen (BT 118 500)
"It's like talking to Frank or Maureen" Older Family, Male, Leeds
"It stands out, having a name like Audrey....it's a bit like that BT Maureen character"
Older family, Women, Barnes
- * It was tonally appealing
"Doesn't muck about" seen as humorous and down to earth
- * Seen as very different from the tone of voice expected from the support services
'Preachy', serious, even patronising



Enhanced positive perceptions of the services

- * Audrey helped add a touch of humour and personality to the support services
Different scenarios expressed different parts of her (the services) personality
 - The 'girder' execution showed she was reliable – always by your side wherever you were
 - The 'fire extinguisher' execution showed she would go to any (and extreme) lengths to help you
 - Both ridiculous enough for quitters to see that the tone was deliberately light-hearted

“Trying to say they will go out of their way to help you quit – both he and she are out of their comfort zones”
Younger family, Men, Barnes

“It implies the support is there for you whenever you need it”
Older family, Women, Barnes

“It doesn't matter where you are, the support is there for you”
Younger family, Women, Leeds

Humour worked well

- * Participants could easily visualise Audrey in different situations
Showing potential campaignability
- * The humour seen as a good way to counter the serious image of the NHS
A total departure for previous comms
- * But an easy way to make the services feel approachable and warm
 - “It’s really out of proportion [use of fire extinguisher] it’s like she is senile! There are different sides to her. She seems alright, she’s there for you”* Older family, Men, Leeds
 - “I like that one. It’s quite funny. You think “who’s Audrey?” She seems proactive about helping you to quit smoking. She means business”* Younger family, Women, Leeds
 - “She’s no nonsense, strong and determined.”* Younger family, Women, Leeds
 - “She’ll help you put ciggs out for good.”* Younger family, Women, Leeds
 - “She’s a been there, done that type of person”* Older family, Men, Leeds
 - “She sounds like someone who used to smoke”* Younger family, Women
 - “I like it, it’s got a bit of satire. It’s gritty. It gets straight to the point. There’s none of this “coaching you” to quit nonsense, they tell it like it is”* Younger family, Men, Barnes



Audrey or Des?

- * There were many more Audrey executions than her male counterpart Des so it was easier for participants to see her as the focus of the campaign
- * Des suffered from the context of the salon execution
There was no apparent reason for the salon setting
“It’s trying to say that he’ll even be there in the hairdressers”
Younger family, Women, Leeds
“He’ll put himself out, be out of place or go out of his way to help you”
Older family, Men, Leeds
“I don’t care about smoking in the salon though, it’s not a time that I want to smoke”
Older family, Women, Barnes

Audrey or Des? (ctd)

- * The setting neither represents a common smoking situation or helps characterise 'Des' positively
Seemed to suggest Des was gay or in touch with his 'feminine' side
"Says that Des has the woman's touch that he is in the hairdressers"
Older family, Men, Leeds
- * This dominated the takeout of the execution
And something with which the male R&M audience were much less comfortable
- * It was usually felt that a woman would be more appropriate because that was what was expected
- * And the men on the casting board were viewed as 'weird' / 'creepy'
Encouraging participants to think a woman would be more suitable

Steer clear of graves!

- * The execution with the spade could confuse the message

Added a sense of menace

Especially as the hole was grave-sized!

“I get it – it’s like, bury your habit or she’ll be burying you” Younger family, Women, Leeds

“She’s digging a hole for you, or for your cigarettes. It’s a more serious message (compared to Audrey extinguisher) ” Older family, Men, Leeds

“I’m depressed. We know what can happen but I don’t like to be told” Younger family Women, Leeds

“That touches a sore spot, I know why they do it, they are trying to scare us, but that approach stresses me out and makes me want to smoke”

Older family, Women, Barnes

Steer clear of graves! (ctd)

- * Participants were unsure whether this was meant to be a traditional, negative smoking message, or a tongue-in-cheek, over-the-top approach
- * When interpreted as a tongue-in-cheek exaggeration, this showed potential for engagement through a humorous approach
- * And showed potential to break through the barriers that the most negative smokers erected towards any Stop Smoking / Support message
- * We think there is great potential in a humorous approach for support services, even if death perhaps a step too far at this stage!

NHS



**WHEN IT COMES TO
HELPING YOU QUIT,
AUDREY DOESN'T
MUCK ABOUT.**

Nobody wants to help you quit more than our trained advisers. Offering prescription NRT and professional advice on how to tackle your addiction, your local Stop Smoking Service is the best way to beat smoking for good. In fact, you're up to 4 times more likely to succeed if you get us on board.

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QUITTING SMOKING IS EASIER WITH AUDREY BY YOUR SIDE

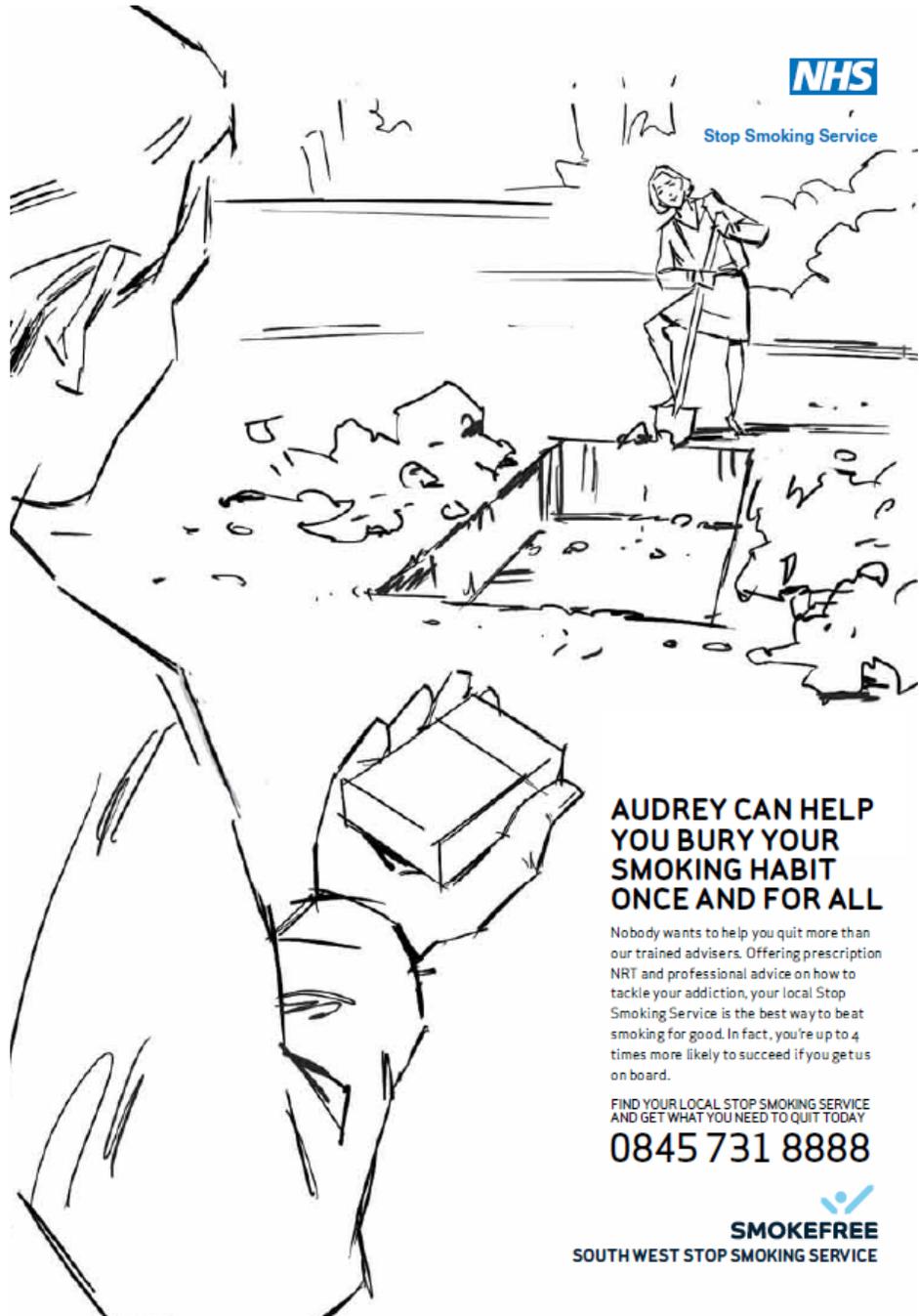
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Stop Smoking Service

**AUDREY CAN HELP
YOU BURY YOUR
SMOKING HABIT
ONCE AND FOR ALL**

Nobody wants to help you quit more than our trained advisers. Offering prescription NRT and professional advice on how to tackle your addiction, your local Stop Smoking Service is the best way to beat smoking for good. In fact, you're up to 4 times more likely to succeed if you get us on board.

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Stop Smoking Service



DES CAN HELP YOU QUIT SMOKING IN YOUR OWN STYLE

Nobody wants to help you quit more than our trained advisers. Offering prescription NRT and professional advice on how to tackle your addiction, your local Stop Smoking Service is the best way to beat smoking for good. In fact, you're up to 4 times more likely to succeed if you get us on board.

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 7. Branding hierarchy



Role of NHS in communications

- * NHS logo always seen as dominant (vs local services branding and Smokefree)
Communicated: clinical, medical
Embodied by 'your local GP' or nearby hospital
- * NHS implied 'widely available', 'free', ultimately 'trustworthy'
But also seen as bureaucratic, inflexible, slow-moving
- * Suggesting a service that was national, but implemented through the local GP surgery
NHS venues, administered by NHS staff
 - "If you know it's NHS you know it's something for free, rather than a firm trying to flog you an expensive stop smoking remedy"* Younger family, Men, Barnes
 - "You know it's genuine, it's not some money-making con"* Younger family, Women, Leeds
 - "You've got all the knowledge behind it, NHS expertise"* Younger family, Men, Barnes

Authoritative and governmental

- * NHS branding clearly connected support services to the Government and general stop smoking activity
- * Gave local services a stamp of authority
Although could also become associated with negative national issues with NHS
News stories that focussed on waiting times and funding
- * It could act as a back-up
Adding authority and substance to local services

Regional NHS less familiar

- * Participants tended to think in terms of the hospital/surgery to which they were nearest
- * Not familiar with regional NHS (eg NHS Bristol)
Services across a city did not feel meaningful
- * Although, from other research we have conducted, we wondered if this were more meaningful when it could act as a reassurance of coverage / density
Those outside large cities more in need of reassurance that there were services available for them
- * So 'South West Smoking' could reassure those in Tiverton, say, that this was a service that extended beyond a big city like Bristol
But for those in Exeter, say, it played less of a role

Local was more motivating than regional

- * The idea of a 'Bristol' Stop Smoking Service was not an especially meaningful distinction to those living in large cities
Especially those in a suburb, away from the city centre

“Just because it’s “Leeds” it doesn’t mean it’s local TO ME. Kings Hospital for instance is not that convenient, it involves getting a taxi. Plus as a single mother I don’t have childcare and money to spend on taxis like that” Younger family, Women, Leeds

“Because I live in London I just expect to be able to have access to all sorts of services. I assume there will be one within reach. I suppose if I lived on the Isle of Skye I might find it interesting to know there is a service close to me”
Younger family, Men, Barnes

Local more motivating than regional

- * Quitters wanted to know what was available for them in their local area
Thinking about their local high street, community centre suburb
It's Erdington, not Birmingham
“While Hammersmith is closer to me, it's not my borough so if I saw one of these ads in the supermarket I would assume it was for Hammersmith residents, not Richmond residents” Older family, Women, Barnes
- * Such information is all the more powerful if it can be salient
The clinic ‘just around the corner’
Or hearing that your neighbour has been there

Local focus also suggested accessibility

- * It was highly motivating to think that there were services 'just around the corner'
Making them feel easy to access
- * But also part of the local community
Fitting in with your area
Visited by people 'like you'
- * The very notion of local suggested that the service would be approachable and friendly
Knowing the area – and from the area
Felt 'grass roots' and accessible
- * But as we have seen it is a very tight definition of local – your own high street, or community area

Smokefree – as yet unrealised potential

- * Smokefree was generally positively received
And easily understood in the context of ‘going Smokefree’
- * But as a simple branding device it was not always as self-explanatory
Many could appreciate its deeper potential values
And recognise the cheering character within the logo
- * But others had stronger associations with it and the smoking ban (and so it could seem more negative)
- * Many unclear on what Smokefree currently stood for
Even when, on reflection, they could appreciate what it could represent
 - “Reminds you of places that are smokefree”* Younger family, Men, Barnes
 - “It is your end goal when you quit, you will be smokefree in the end, and you won’t be harming other people”* Older family, Women, Barnes
 - “It could be bigger, more in your face than it is. It’s just stuck there at the bottom.”* Younger family, Men, Barnes

Branding hierarchy

- * We found that NHS branding currently dominated response
 - Currently much more familiar than anything else
 - Placed in the most prominent position so eyes naturally drawn to it
- * Until Smokefree gained a strong separate identity it felt that it risked being overshadowed by the NHS branding
 - Could be seen more as a sign off, than as a brand in itself
 - And often seen as an NHS sub-brand
 - Emphasised by its current placement
- * The phone number always recognised as a call to action
 - Although many spotted that it was 0845
 - Which triggered the usual complaints and request for an 0800 number



Conclusions and recommendations



Conclusions – awareness of support services varied

- * Knowledge of support services varied enormously and some in our sample knew very little
- * This resulted in there being very different audiences
Although they could all be equally interested in quitting
Some could be very open and interested in using support
But others would only want to do it their way (usually going it alone)
- * A challenge for communications
Could not presume too much prior knowledge in all smokers
But reiterating basic information not necessarily motivating to more experienced quitters
- * Exploring details of the support services, or specific barriers often proved problematic
Because this approach relied on the smoker holding the same views / holding the same perceived barriers

Conclusions – reluctance to engage

- * Support services often carried medical connotations
Reinforced by the NHS branding
- * For some no clear perception of what the services actually offered
And for some who had used them there could be negative feedback (length of time spent waiting for appointments, amount of support on offer)
But also some very positive experiences (fantastic, supportive staff)
- * As we have seen many times before there was a reluctance to engage with support
Many were not convinced that they needed what support can offer
Often not a positive aura of success surrounding the quitting methods offered
- * This was particularly an issue with R&M men (again as we have seen many times before)
They often had very little to do with doctors and believed that 'real men don't seek help'
Perceived quitting merely a case of just stopping and toughing it out
- * Hence the challenge for comms was not simply to inform, but to involve the emotions

Conclusions – Prescription NRT

- * Prescription NRT felt like quite a complex message
 - Motivating to some
 - But many found it confusing (unaware of what NRT costs normally)
 - And it raised some additional issues (such as complaints about prescription prices)
- * So reliant on specific prior knowledge / and a smoker's openness to seeking help from a medical source
 - Specifically reliant on the target's knowledge of OTC NRT costs and openness to following a course of treatment to quit
- * Importantly the creative approach associated quitting with positive imagery
 - Participants envisaged aspirational models wearing patches

Conclusions – Easy locations

- * Hence communication needed to raise awareness of support services and trigger re-appraisal of what they could offer
- * Letting quitters know that support available in non-medical locations such as supermarkets or libraries was appealing
Suggested greater convenience and ease of use
- * And removed some of the barriers towards support stemming from the medical context
So long as the new locations were appealing (supermarkets preferable to libraries)
Leisure centres often mentioned (accessible, associated with self-improvement, personal challenges, positive health and wellbeing)

Conclusions - Testimonials

- * A testimonial approach could clearly spell out the benefits of the support service
 - From the range of services available
 - To the approach taken by the counsellors
- * Could be a chance to demonstrate the different types of people who use the service
 - And credibly communicate how the services helped them
- * Although we would be concerned about how distinctive this approach could be
 - Unlikely to lead to a reappraisal of the services
 - Difficult to generate stand-out?

Conclusions – ‘I’m not here to tell you’

- * This approach highlighted specific details of the service and this could be very positive
- * However it could struggle to address key issues
With a service where so many were unaware of what was on offer, looking at details such as call centres could even raise, rather than alleviate concerns
It could also create call centre concerns for quitters who had not even thought about call centres in this context
- * The positive tone of voice was very much appreciated
- * But this approach could not sufficiently challenge smokers’ perceptions of the services

Conclusions – One Way Street

- * The *One Way Street* route focussed on making a point about the services overall and on the core end benefit – that quitting with the NHS was easier
Benefit, rather than feature
Clear and strongly appealing
- * The ‘signpost’ execution could potentially communicate this single-mindedly
Whereas ‘street’ was not easily understood (imagery confusing)
- * By focussing on the quitting journey this route emphasised the end benefit quitters were seeking
And used purposeful and functional imagery
- * However we could see that (particularly when compared with other routes we explored) it did not necessarily engage on a deeper emotional level

Conclusions - Audrey

- * We recommend that the approach with the most potential to be developed is *Audrey*
- * We believe *Audrey* has the potential to be funny and light-hearted
And in a sector not usually associated with humour this was a real positive
- * It could also help break down the very real barriers that exist between this target and the notion of seeking support / using NHS services to help
It could make the services seem less preachy and middle class
More fun and down to earth
- * Because it was so jokey and light-hearted there seems to be little danger that expectations of the services would be raised to a level that could be difficult to meet
No-one would truly expect a smoking counsellor to wield a fire extinguisher!
- * And because of the totally unexpected nature of the campaign we believe it is likely to have real cut-through
Vital when awareness levels are so low

Conclusions - Audrey

- * However, it is important for the *Audrey* idea to be developed as a campaign
What might seem odd as a one-off gathers engagement as part of a series
- * We cannot say for sure from the findings of this research whether an Audrey or a Des would be preferable
The stimulus served Audrey better
But a Des might offer even more cut-through / be even funnier than using a woman
- * Expectations are of a woman, hence using a man is more likely to trigger re-appraisal – we think it will be a creative decision
- * We think that the casting of Audrey would be crucial
She needs to be an intrinsically appealing and characterful person
Without seeming off-puttingly stupid or blandly attractive
- * But the humour would need to stem from the situations rather than Audrey herself (who displays determination and dedication, but just in the most unexpected contexts)
Therefore the support services can come across as basically friendly and helpful
But with an ability to laugh at themselves

Conclusions – thoughts on regionality

- * This research raises some interesting issues about the potential benefits of reinforcing the regional message
- * Quitters tended to be more concerned about the personal proximity / approachability / ease of use of support services
Rather than regionality
- * In rural areas a focus on the region might reassure quitters that the service offered was not confined to the large cities
But that is less an issue of regional chauvinism than a reassurance that there will indeed be a service close by
(As we discovered in the work we conducted for the South-west)
- * Using non-medical locations would seem to help communicate that the service has greater accessibility and convenience than would be expected




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