



Convenience Advertising



CA99 UPDATE
CAMPAIGN EVALUATION
CONVENIENCE ADVERTISING INTERNATIONAL

X-SMOKER



A campaign recently completed in New Zealand has targeted teenage smokers in schools. The campaign is in a "comic book" style and urges teen smokers to become "X-Smokers".

Following are examples of the messages produced and their evaluated response.

Target Audience:	Teenage smokers (13 -15 yr olds)
Goal:	To get teenagers that smoke to realise that it is possible to stop smoking or cut down on their smoking.
Types of venues:	Secondary Schools, In Wellington, Wairarapa and Manawatu
Number of display points:	18 schools, 300 display points
Media:	6 x A4 messages (3 male, 3 female)
Client:	Health Funding Agency Central, New Zealand
Duration:	Pilot: 1998 Expanded campaign: 1999 – 2000

X-SMOKER



1 **CONVENIENCE**
DOMESTIC

X-SMOKER

UNDER THE POWER OF NICOTINE

Smoking can easily become a habit that is difficult to control.

NICOTINE is the addictive drug in tobacco that makes people keep smoking.

TAR sticks to the lungs and causes cancers.

CARBON MONOXIDE is a poisonous gas in cigarettes. It robs the body of oxygen. This makes it harder for smokers to breathe and they get less fit.

Smoking less cigarettes and stopping smoking are better for your health and fitness.

Become an X-Smoker!
Aaah! kore!

"I'M STARTING TO LOSE HIM. HE'S THINKING ABOUT CUTTING DOWN OR, EVEN WORSE, GIVING UP SMOKING ALTOGETHER!"

"C'MON BRO! YOU CAN DO IT!"

1 **CONVENIENCE**
DOMESTIC

X-SMOKER

UNDER THE POWER OF NICOTINE

Smoking can easily become a habit that is difficult to control.

NICOTINE is the addictive drug in tobacco that makes people keep smoking.

TAR sticks to the lungs and causes cancers.

CARBON MONOXIDE is a poisonous gas in cigarettes. It robs the body of oxygen. This makes it harder for smokers to breathe and they get less fit.

Smoking less cigarettes and stopping smoking are better for your health and fitness.

Become an X-Smoker!
Aaah! kore!

"I'M STARTING TO LOSE HER. SHE'S THINKING ABOUT CUTTING DOWN OR, EVEN WORSE, GIVING UP SMOKING ALTOGETHER!"

"C'MON, YOU CAN DO IT!"

MESSAGE ONE

"UNDER THE POWER OF NICOTINE"

THE MESSAGE IS SIMILAR, TARGETING BOTH MALE AND FEMALE

X-SMOKER



2 WHY QUIT?

X-SMOKER

BREAKING FREE FROM THE GRASP OF... NICOTINE!

What are your reasons for cutting down or stopping smoking?

- to feel healthier and fitter, with less coughing and less sore throats
- don't want to be addicted
- to do better at sport, like rugby and netball
- to have more money for other things
- to get rid of the smell of smoke on your fingers, hair, breath and clothes
- feeling sad about relatives dying of lung cancer

Become an X-Smoker!
Aaah! kore!

AND HE THOUGHT HE COULDN'T DO IT!

2 WHY QUIT?

X-SMOKER

BREAKING FREE FROM THE GRASP OF... NICOTINE!

What are your reasons for cutting down or stopping smoking?

- to feel healthier and fitter, with less coughing and less sore throats
- don't want to be addicted
- to do better at sport, like rugby and netball
- to have more money for other things
- to get rid of the smell of smoke on your fingers, hair, breath and clothes
- feeling sad about relatives dying of lung cancer

Become an X-Smoker!
Aaah! kore!

AND SHE THOUGHT SHE COULDN'T DO IT!

MESSAGE TWO

"BREAKING FREE FROM THE GRASP OF NICOTINE"

THE MESSAGE IS SIMILAR, TARGETING BOTH MALE AND FEMALE

X-SMOKER



3 CONVENIENCE ADVERTISING

X-SMOKER
TRAPPED AGAIN?

Lots of people need more than one try before they stop or cut down smoking for good.

Many young people think they will give up smoking when they are older.

In fact, if you carry on smoking it gets much harder to stop.

The best time for you to cut down or stop your smoking is now!

Become an X-Smoker!
Auahi kore!

© 1999 CONVENIENCE ADVERTISING AUSTRALIA

I THOUGHT I COULD HANDLE NOT SMOKING, BUT HERE I AM... TRAPPED BY NICOTINE AGAIN!

YOU'RE NOT TRAPPED. THERE IS A WAY OUT. IT MAY NOT BE EASY BUT YOU CAN MAKE IT!

3 CONVENIENCE ADVERTISING

X-SMOKER
TRAPPED AGAIN?

Lots of people need more than one try before they stop or cut down smoking for good.

Many young people think they will give up smoking when they are older.

In fact, if you carry on smoking it gets much harder to stop.

The best time for you to cut down or stop your smoking is now!

Become an X-Smoker!
Auahi kore!

© 1999 CONVENIENCE ADVERTISING AUSTRALIA

I THOUGHT I COULD HANDLE NOT SMOKING, BUT HERE I AM... TRAPPED BY NICOTINE AGAIN!

YOU'RE NOT TRAPPED. THERE IS A WAY OUT. IT MAY NOT BE EASY BUT YOU CAN MAKE IT!

MESSAGE THREE

"TRAPPED AGAIN"

THE MESSAGE IS SIMILAR, TARGETING BOTH MALE AND FEMALE

X-SMOKER



RESULTS FROM THOSE SMOKING AT THE START OF THE PROJECT

RECOGNITION:

- 88% recalled seeing poster 1
- 64% recalled seeing poster 2
- 54% were able to describe poster 3
- 54% were able to describe some graphic element(s) from the posters

MESSAGE RECALL (UNPROMPTED):

- 46% "you should stop/ cut down smoking/ Auahi kore"
- 40% "You should become an X-Smoker, or the words X-Smoker"
- 29% "You're not trapped/ you can do it"
- 51% "I learned something useful from the posters"

ACCEPTABILITY/ ATTRACTIVENESS:

- 75% liked the way the posters looked
- 73% agreed the comic book style is a good idea

Out of 1 to 10, where 10 is "very cool" the median rating was 7

Smokers had a better recall rate than non smokers

(40% of smokers recalled the phrase "X-Smoker" but only 14% of non-smokers)

X-SMOKER



ENCOURAGEMENT AND SUPPORT FOR CUTTING DOWN OR QUITTING SMOKING

50% agreed that *"the posters would encourage a smoker to think about stopping or cutting sown smoking"*

65% Pacific Nations students agreed

50% agreed that *"the posters made me think maybe I should stop or cut down smoking"*

62% Pacific Nations 53% Maori

59% agreed that *"the posters helped me believe I could stop or cut down on my smoking"*

68% Maori agreed

68% *"I would like to become an X-Smoker"*

71% of Maori and Pacific Nation students

80% reported changing or trying to change their smoking

X-SMOKER



STOPPING OR CUTTING DOWN ON SMOKING

33% of sample were smoking at the start of term 2

At the time of evaluation:

32% had stopped smoking

31% had cut down (median 21 to 7 average 33 to 14)

20% reported no change

7% had tried but failed to stop or cut down

3% had increased their smoking

7% other

So, 63% of those who smoked at the start of the project had reported reducing or stopped smoking at the evaluation.

X-SMOKER