Online Message Testing
Select Effective Messaging
Evaluate TV Ads
Defend Your Campaign

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• 1998
• Nonprofit
• $202 million
• 25 years
$1.50 TAX INCREASE WOULD PREVENT 47,700 MN KIDS FROM BECOMING ADDICTED ADULT SMOKERS

Avoid cigarette taxes!
QUITPLAN Services offers FREE gum, patches & lozenges for eligible smokers. Learn more!

Clarity Coverdale Fury likes QUITPLAN® Services.

Choose kids.
Raising the tobacco tax should be an easy choice for our leaders.
A $1.50 tobacco tax increase would prevent more than 47,000 Minnesota kids from becoming smokers. Research shows the more cigarettes cost, the less people smoke, especially kids. Let’s choose to protect kids, not tobacco company profits.

LET’S RAISE THE TOBACCO TAX.
LET’S RAISE IT FOR HEALTH.

Call 888-NOW-I-CAN to tell Minnesota’s leaders to choose kids.
Tobacco is still a big problem in Minnesota.

Secondhand smoke causes narrowing of the arteries.

The same poison that kills bugs is in secondhand smoke.

Are you ok with that?
Cessation Ads

quitplan.com
Evaluation Tools

• Cross sectional and longitudinal surveys
• Tracking volumes
• Message testing
Purpose of Message Testing

- Select most effective creative
- Short-term evaluation
- Appropriate for our brand
- Defend our ads
Methodology

- Action Marketing Research
- 400-900 adult Minnesotans (and surrounding states)
- Established on-line panels
- Match our target audience
- View commercial on YouTube
- Questions to capture recognition, impact, attitudes
Limitations

• Cross sectional data
• Does not imply causality
• Self reported data
#1 - Selecting the most effective ads

- Effective
- Brand match?
- Smokers 25-54
QUITPLAN Services Ad
Percent “Describes Very Well”

<table>
<thead>
<tr>
<th></th>
<th>CDC</th>
<th>QUITPLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depressing</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Motivating</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>Informative</td>
<td>36%</td>
<td>18%</td>
</tr>
<tr>
<td>Helpful</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>Annoying</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Percent describes “Very likely”

<table>
<thead>
<tr>
<th></th>
<th>CDC</th>
<th>QUITPLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce or quit</td>
<td>34%</td>
<td>15%</td>
</tr>
<tr>
<td>Use the service</td>
<td>23%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Conclusions

• Data support heavier rotation of the CDC spots
• QUITPLAN brand would not be harmed
• Hope balances fear
#2 - Evaluate Ads

Tobacco is still a big problem in Minnesota.
Still a Problem Ad – Roller Coaster
Still a Problem Ad – Your Share
Still a Problem Ad – School Bus
## Results

<table>
<thead>
<tr>
<th></th>
<th>Roller Coaster</th>
<th>School Bus</th>
<th>Your Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very clear that tobacco use is still a problem</td>
<td>78%</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>Very or somewhat relevant</td>
<td>79%</td>
<td>70%</td>
<td>87%</td>
</tr>
<tr>
<td>Very or somewhat believable</td>
<td>87%</td>
<td>87%</td>
<td>91%</td>
</tr>
<tr>
<td>Felt anger at tobacco companies</td>
<td>34%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>Felt anger at sponsor</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>
## Results

<table>
<thead>
<tr>
<th>Trying To Say:</th>
<th>Roller Coaster</th>
<th>School Bus</th>
<th>Your Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>We need to do more to keep kids from smoking</td>
<td>86%</td>
<td>80%</td>
<td>10%</td>
</tr>
<tr>
<td>Keeping people from smoking is an ongoing challenge</td>
<td>52%</td>
<td>43%</td>
<td>24%</td>
</tr>
<tr>
<td>Smoking isn’t just a problem for smokers but for everyone</td>
<td>26%</td>
<td>19%</td>
<td>74%</td>
</tr>
<tr>
<td>Smoking can have tragic consequences</td>
<td>32%</td>
<td>51%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Conclusions

• All three spots successfully communicated key messages
• Effective ads – stay on course
#3 – Defend the Campaign

- School bus ad
- Bus drivers/bus companies being negatively depicted
- Concerns that kids will see kids on tv smoking
Our response

• Common goal - safe and healthy kids
• Adjusted broadcast time – avoided 5-8 p.m.
• Offered to meet with associations
• Communicated new research
  – Overwhelming majority (80 percent) understood the message of the ad as “We need to do more to keep kids from smoking.”
  – The top two terms the survey group used to describe the ad were “attention-getting” and “thought-provoking.”
  – The research did not find that people believed the ad was making any sort of comment about school buses or drivers.
Summary

- Practical
- Useful
- Affordable
- Efficient
- Not a substitute for larger evaluations