***Did you know?***

**Quitline Advertising campaign**

**November 2013-March 2014**

**Background**

The ‘Did you know?’ advertising campaign was developed to educate people on Quitline and the quitting process and to address some common misconceptions about both.

The campaign is an informative one with a strong call to action to sign up to Quitline. It follows an emotive campaign (“The moment I knew”) which encourages people to quit smoking.

**Talent**

The campaign features five real Quitline Advisors each of whom delivers a different message. The campaign aims to show that a range of different people work for Quitline and they all provide a warm, non-judgemental service.

The Advisors featured in the advertisements are:

* **Dom** who has been working at Quitline for three years. He started smoking in school (got in with a bad crowd) and decided to quit in college when he made new Smokefree friends.
* **Jerri** who has been working at Quitline for eight months. She decided to quit for her health after two of her uncles passed away.
* **Sharmaine** who has been at Quitline for three years. She has never smoked but came from a smoking home where her parents smoked all the time. She always hated it.
* **Dave** who has also been at Quitline for three years. He smoked heavily for ten years but decided to quit when both his parents passed away from smoking related illnesses.
* **Robyn** who has been at Quitline for 13 years. She smoked when she was younger.

**Messaging**

**The advertisements focus on six key messages:**

1. Quitline is a multiple channel service – support is available via phone, text and online. Many people think that Quitline is just a phone service. We also have a full quit smoking programme available on our website. We encourage clients to use all three channels as our research shows that the more services used, the better the success rate (e.g. people who use online, text and phone have a better chance of successfully quitting than those who just use the phone service).
2. Quitline has a developed a new service to meet the special needs of pregnant women. All Quitline Advisors have special training to help pregnant women. We provide intense support for the woman, until at least 6 weeks after the baby is born. It’s never too late to quit for your baby.
3. It can take a number of attempts to successfully quit smoking. Relapse isa normal part of the process and Quitline expects people to come back and use our service again and again. However, some people think that they are not allowed to use us more than once.
4. Smoking is an addiction with three parts: an Addiction to nicotine; habits; and emotions. Quitline Advisors can help you identify the habitual and emotional parts of your addiction and make a plan to deal with them.
5. While Quitline cannot dispense prescription stop smoking medication, we can still provide the behavioural support to people using them. The medication combined with Quitline support greatly increases someone’s chances of successfully quitting.
6. Nicotine is the addictive part of tobacco but it is not the harmful bit. It is the other 4,000 chemicals in tobacco that do the damage. Quitline can give you patches, gum and/or lozenges to help you combat your cravings for nicotine. They deliver a low supply of nicotine and are much safer than smoking. It is important that patches, gum and/or lozenges are used correctly and for the recommended 8 weeks.

**Launch**

The campaign will run from November 2013-March 2014.

The advertisements will be launched in rotation so as to prolong the life of the campaign and the campaign will be rolled out in two phases. Phase one will go live on Sunday 3 November. This will include the multiple services, the relapse and the three parts of the addiction advertisements. The second phase will be launched in February after the busy New Year period and will comprise the nicotine and the quitting medication messages.

The advertisement promoting Quitline’s pregnancy service will run for the full duration of the campaign with specific environmental placement only.

**Placement**

To support the launch of the campaign, television advertising will be placed at a level of 200 TARPS for the first two weeks of November across free to air channels as well as Sky and Prime. After that, it will be placed at Quitline’s normal rate of 100 TARPS per week. The advertisement will be placed during both peak and off peak programming. The advertisement promoting Quitline’s pregnancy service will be placed predominantly around programming targeting this demographic.

The advertisements will also be played across Health TV and a range of online video websites. The advertisements will be freely available for local providers and health services to use. The campaign also includes a message telling viewers that the local service can also help them quit. For more information on this and to obtain a copy of the advertisements, please email sarahw@quit.org.nz

Online advertisements and other media will also support the television campaign.

**The campaign elements include:**

* Six 30 second television advertisements (with 6 x 15 second cut down versions as well as web only versions to place outside Contact Centre opening times)
* One 90 second montage showcasing the Quitline service
* One advertisement for local providers to use
* A series of online banner ads
* Video interviews with the Advisors featured in the ads
* Images for use online and in print publications

**Production**

The campaign was produced by Screentime, a production company based in Auckland.