Massachusetts
Tobacco Control
Advertising Strategies

Fight 4 Your Life

Presented February, 2009

Massachusetts Department of Public Health, Tobacco Control Program
Tobacco Control 2007

- Massachusetts Health Care Reform in effect

- MassHealth (Medicaid) Smoking Cessation Benefit - 2 year pilot program

- Governor Patrick endorses tobacco control funding increase

- Legislature appropriates $12.75 million to tobacco control – $4 million increase
BRFSS: 20 Years of Data

- Twenty years of BRFSS data tell us that Massachusetts smoking rates have declined dramatically since 1986

- **BUT** most of the declines were among white professional college grads

- Among the less affluent and less educated, smoking rates have remained disturbingly high.

- This holds true not only for Massachusetts, but for most of the US.
Who Smokes? Massachusetts 2007

- More Likely to Smoke
  - 37.4%
  - 33.2%
  - 27.4%
  - 27.1%
  - 23.9%
  - 21.7%

- Less Likely to Smoke
  - 16.4%
  - 14.1%
  - 10.2%
  - 7.3%

* Adults, age 18-64  ** Adults, age 25+
Reaching our most vulnerable populations

• Data driven
• Targeted messages
• Select media channels
• Campaign evaluation
New challenges for Advertisers

The old days

• Big budgets
• TV affiliates
• Broadcasting to the Masses

The 21st Century

• Smaller budgets
• New technologies
• Internet
• Cable TV
• Target marketing
• Evaluation
• Accountability
Smokers: What do we know?

**Demographics**
- Income under $25K
- High school grad/GED
- MassHealth member
- Lives in certain zip codes
- Most likely to quit: 35 – 60 years old

**Psychographics**
- Sensation seeker
- Past trauma
- Depression/ anxiety
- Other unhealthy behaviors – drinking, gambling
- Weight issues
- Does not exercise

Data source: BRFSS
What the Tobacco Industry knows

Psychographics based on:

- Job
- Car, truck or motorcycle
- Cologne/ makeup
- Vacation
- Night out
- Spouse/Girlfriends/Boyfriends
- Beer/wine
- Jeans brand
- Overall personality type

Tobacco Industry Market Segmentation

Young male smokers

- Macho Hedonists
- 50s Throwbacks
- Enlightened
  Go-getters
- New Age Men

Young female smokers

- New Traditionalists
- Uptown Girls
- Mavericks
- Wallflowers

The Perfect...

Medication
- Targets individual cells
- No side effects
- Affordable
- Does the job

Ad Message
- Targets individual smoker
- No unintended consequences
- Overcomes barriers
- Does the job

Ads must be “administered” on a population basis
Pre-campaign phone survey

Who are the smokers?
Battery of psychographics included in questionnaire for both men and women

- Gambling behavior
- Favorites type of movie
- Preference in cars/trucks
- Clothing styles
- Cell phone use
- Anxiety scale
- Etc.
Market Segmentation: Male Smokers

Age 35 - 55

- Joe, the Plumber
- Go-getter
- Little League Coach
- Dropout
Target Audience: Male Smokers (35-54)

Joe, the Plumber

**Demographics**
- Low income
- MassHealth Subscribers
- High School grads
- Blue collar
- Most likely to quit aged 40 - 50

**Psychographics**
- Loners, do not turn to others for support
- Tough guys
- Concerned with performance
- Motivated by fear
- Most likely to quit “cold turkey”
Market Segmentation: Female smokers

Age 35 – 54

- Overstressed super mom
- Go-getter
- Maverick
- Wallflower
Target Audience: Female Smokers

Overstressed Super Mom

Demographics

– MassHealth members
– Children under age 18
– Boston, Worcester, Fall River/New Bedford, Springfield, Western MA
– Most likely to quit aged 40 - 50

Psychographics

– Want/need support from other women
– Value family, health, relationships
– Afraid of gaining weight
– Have tried to quit several times
– Can’t imagine life without cigarettes
Creative: Building on the Past

- Make smoking history.
- Pam Laffin, Ronaldo Martinez, Rick Stoddard

Men
- Scare them
- Fear of Disability
- Ronaldo

Women
- Scare them, but offer sisterly support
- Oprah Approach
- Kendyl and Katrina
Creative Strategy: Recruitment

- Real life men and women
- Unscripted, in their own words
- 40 – 50 years of age
- MassHealth or low income
- Quit 1 – 3 years ago
- Emotional message
Spokespeople

- 42 years-old
- Single mom
- Smoked 30+ years
- MassHealth
- Cares for grandson
- Quit 3 years

- 43 years old
- Single mom
- Smoked 15+ years
- 2 children
- Quit 2 years

- Diagnosed at age 37
- Disabled, still living
TV Buy Adults 35 - 49

**Boston**
- Broadcast: 265 GRPs/week x 9 weeks = 2,385 GRPs
- Cable: 89 GRPs/week x 9 weeks = 801 GRPs
- Total buy: $730,000*  CPP = $229*

**Springfield**
- Broadcast: 282 GRPs/week x 9 weeks = 2,538 GRPs
- Cable: 55 GRPs/week x 9 weeks = 495 GRPs
- Total buy: $144,000*  CPP = $56*

50% bonus ads February - April
Target Programming

**Men**
- Spike TV
- Nascar
- Sports
- Bullriding

**Women**
- Oprah
- Soaps
- E Entertainment TV
- Lifetime TV

**Both**
- Fox TV
- Court TV
- Poker
Transit

- Bus, subway, Taxi Tops
- Mini Billboards at convenience stores
- Boston, Worcester, Springfield, New Bedford, Lawrence, Lowell, Brockton, Westfield, Holyoke, Franklin and Berkshire Counties
Internet

- 28 million gross impressions on targeted internet channels
  - Medical web sites
  - Quit smoking web sites
  - Gambling/Gaming web sites
  - Yahoo mail

- Click through to Fight4yourlife.org
Internet

FIGHT4YOURLIFE
QUIT NOW

CIGARETTES. MAYBE THEY WON'T KILL YOU RIGHT AWAY.

For Berkshire County Residents

Fight 4 Your Life tells the stories of people who battled to quit smoking, real people who fought for their lives.

Kendyl Davis
Read more about Kendyl
Read transcript

Katrina Bergman
Read more about Katrina
Read transcript
Post Campaign Evaluation

Traditional Evaluation: Ad Recall

69.5% targeted female smokers recalled ads.
93% of those felt the ads gave good reasons to quit.

56.0% targeted male smokers recalled ads.
86% of those felt the ads gave good reasons to quit.
Quit attempts – All smokers
– 9.4% increase in quit attempts

450,000 – 528,000 smokers made quit attempts during the campaign

64,000 – 103,000 ADDITIONAL quit attempts during the campaign
Psychographic targets hit

- **Men**: more quit attempts among Joe the Plumber than any other smoker groups
- **Women**: more quit attempts among Overstressed Moms than other smoker groups

When psychographics were combined with demographics and recall of ads, we can accurately predict two-thirds of those who made quit attempts
Impact of Ads: Males & Females

- Recall of Fight 4 Your Life ads was significantly more predictive of quit attempts than all other demographics measured.

- Those who saw ads were 78% more likely make a quit attempt than those who did not see ads.
Moving Forward

- Budget cuts
- Refining the message
- Fight 4 Your Life adapted to free nicotine patch giveaway programs
- Moving away from TV toward internet
Resources

Fight4yourlife.org

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Make smoking history.

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