

Marketing on a Budget: Monthly quit & win challenges to drive quitline utilization

Presenters:

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**smokers'
helpline**



Canadian
Cancer
Society

1-877-513-5333
smokershelpline.ca

**téléassistance
pour fumeurs**



Société
canadienne
du cancer

1-877-513-5333
teleassistancepourfumeurs.ca

WHAT IS THE FIRST WEEK CHALLENGE?



- Monthly campaign
- Register online or by phone
- Simple registration questions
- Opt-in for phone, email, online support, and evaluation
- Incent completion of demographic questions
- Monthly campaign, unlimited entries

BACKGROUND

Marketing campaign: Incentivize people to make a quit attempt and get them into the cessation system

Relationship with Pharma: Longstanding relationship with McNeil, used FWC branding already in market

Why the First Week? If you are successful for the first week, you're 9X more likely to stay quit

12 months of the year: More opportunities to make more quit attempts (but sometimes confusing!)

ONTARIO

Population of Ontario:
13,735,317

Current Smokers
(over the age of 12 years): 1.9 million

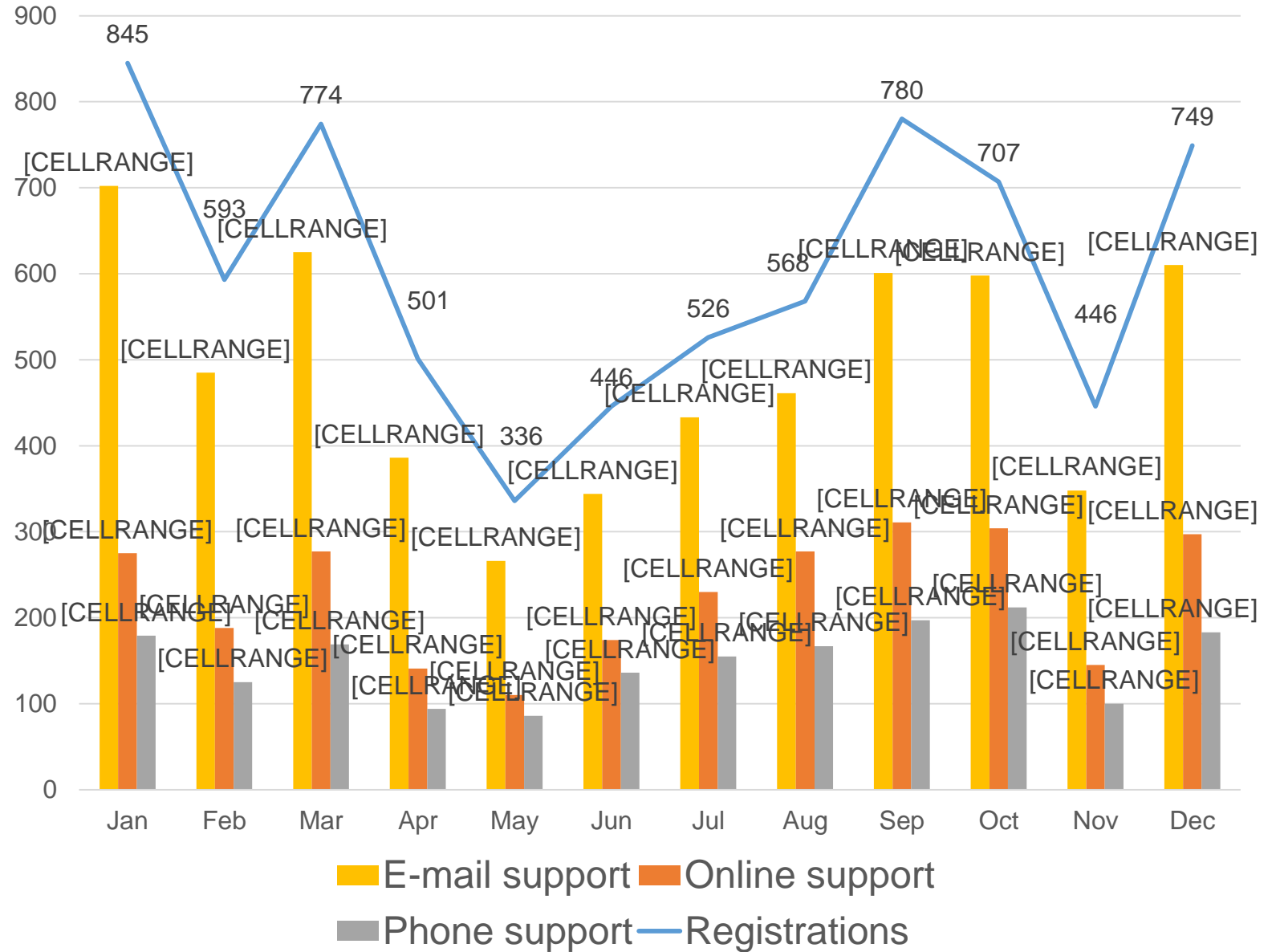
**Smoking prevalence (over the
age of 15 years): 17.1%**

**New Clients Served by SHL
in 2016: 12,000**



REGISTRATIONS AND SUPPORT REQUESTS

7,271 Total Registrations



PROFILE OF A REGISTRANT

Between **30-39 years old** (2,021)*

Self-identify as **Canadian/American** cultural background (3,647)

Moderately addicted (H.S.I.)(46% of respondents)

Cigarette smoker (5,183)

Started smoking between **ages 15-19** (2,404)

Made at least one quit attempt in past year (3,614)

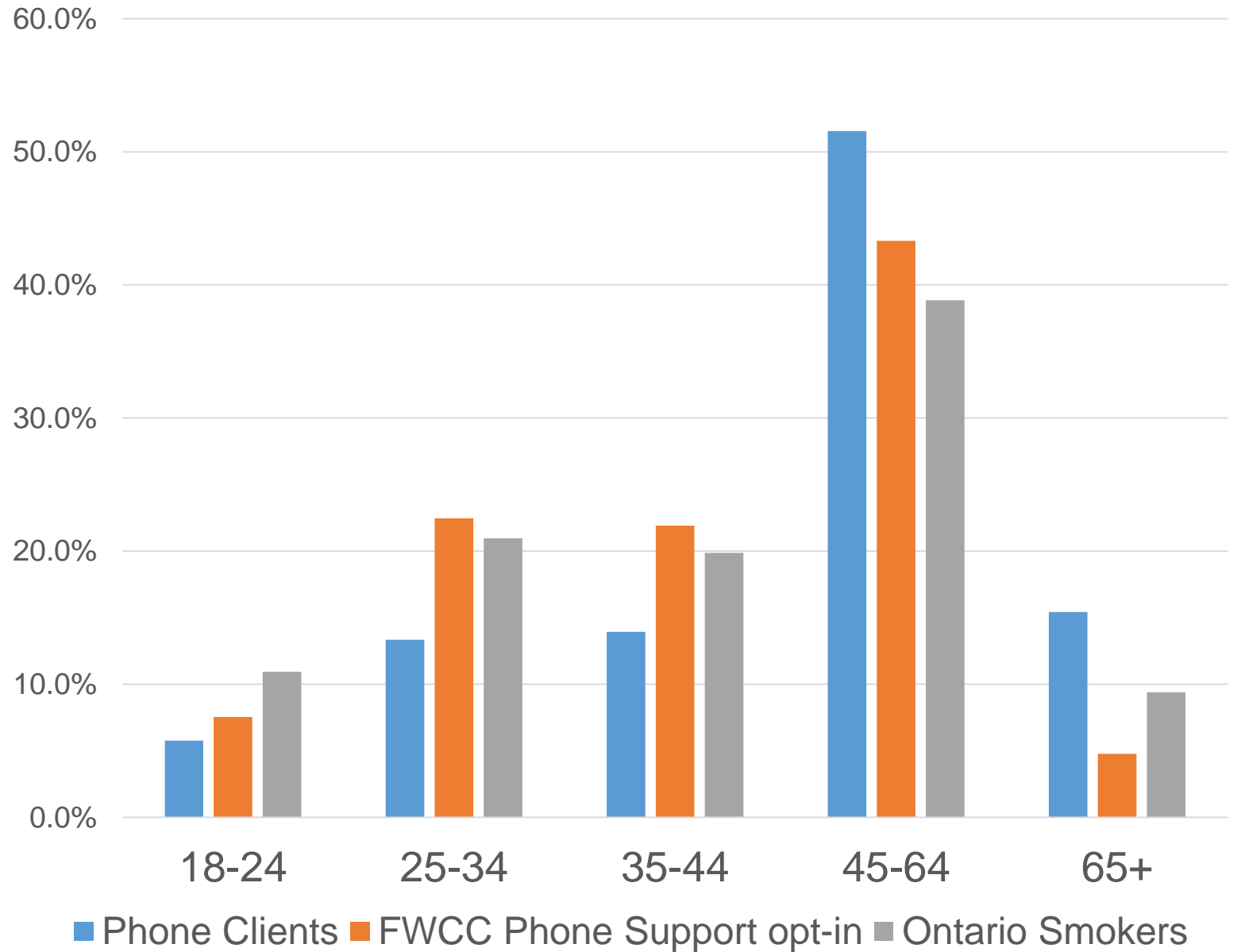
Heard about the contest from a **Website or Facebook** (1,593 and 1,260 respectively)

Had not previously participated in a quit contest (including prior months of FWCC)
(64%)

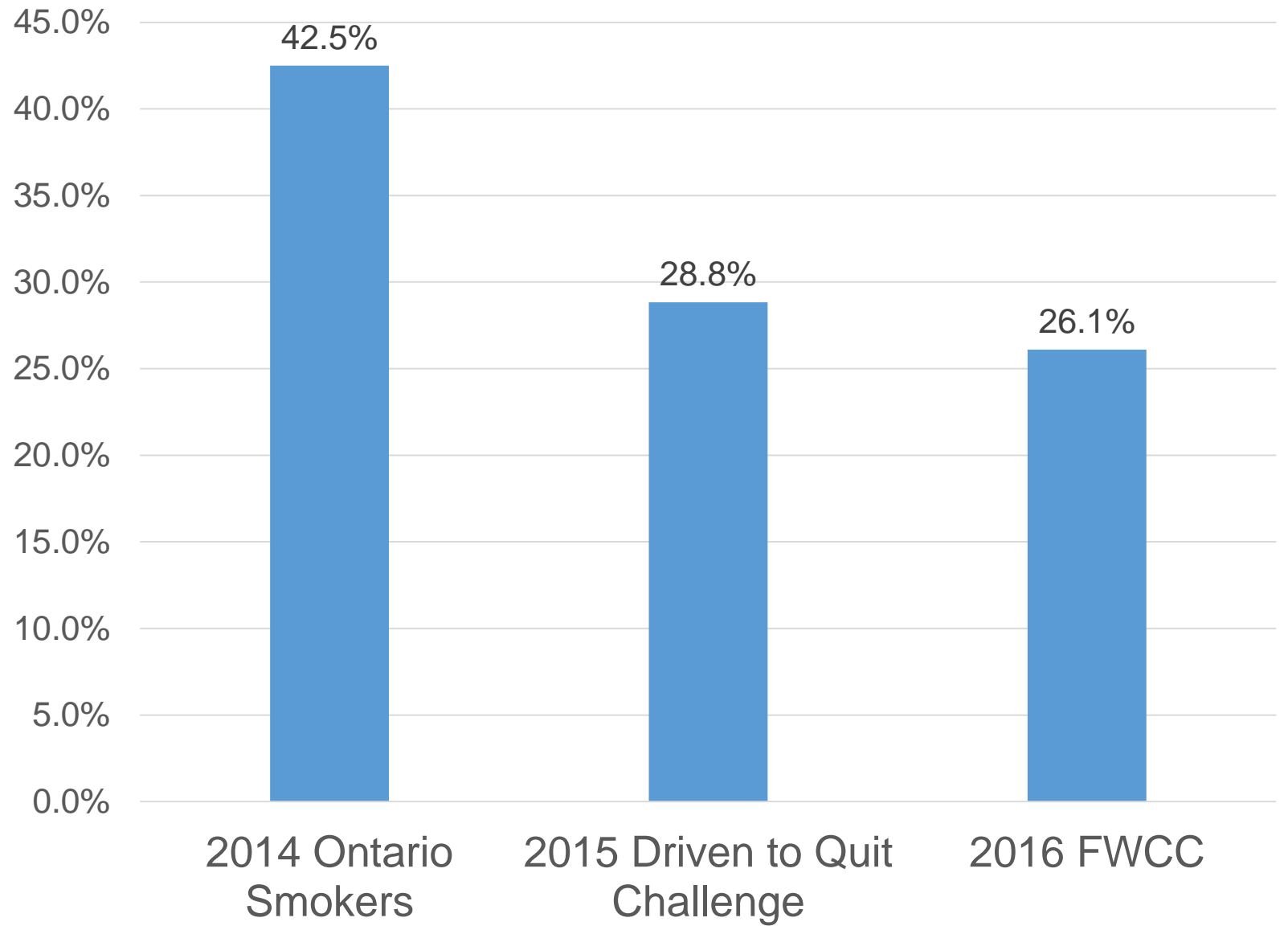
Based on responses from optional registration survey (n=5,190), except*

*Based on responses from core registration questions (n=7,271)

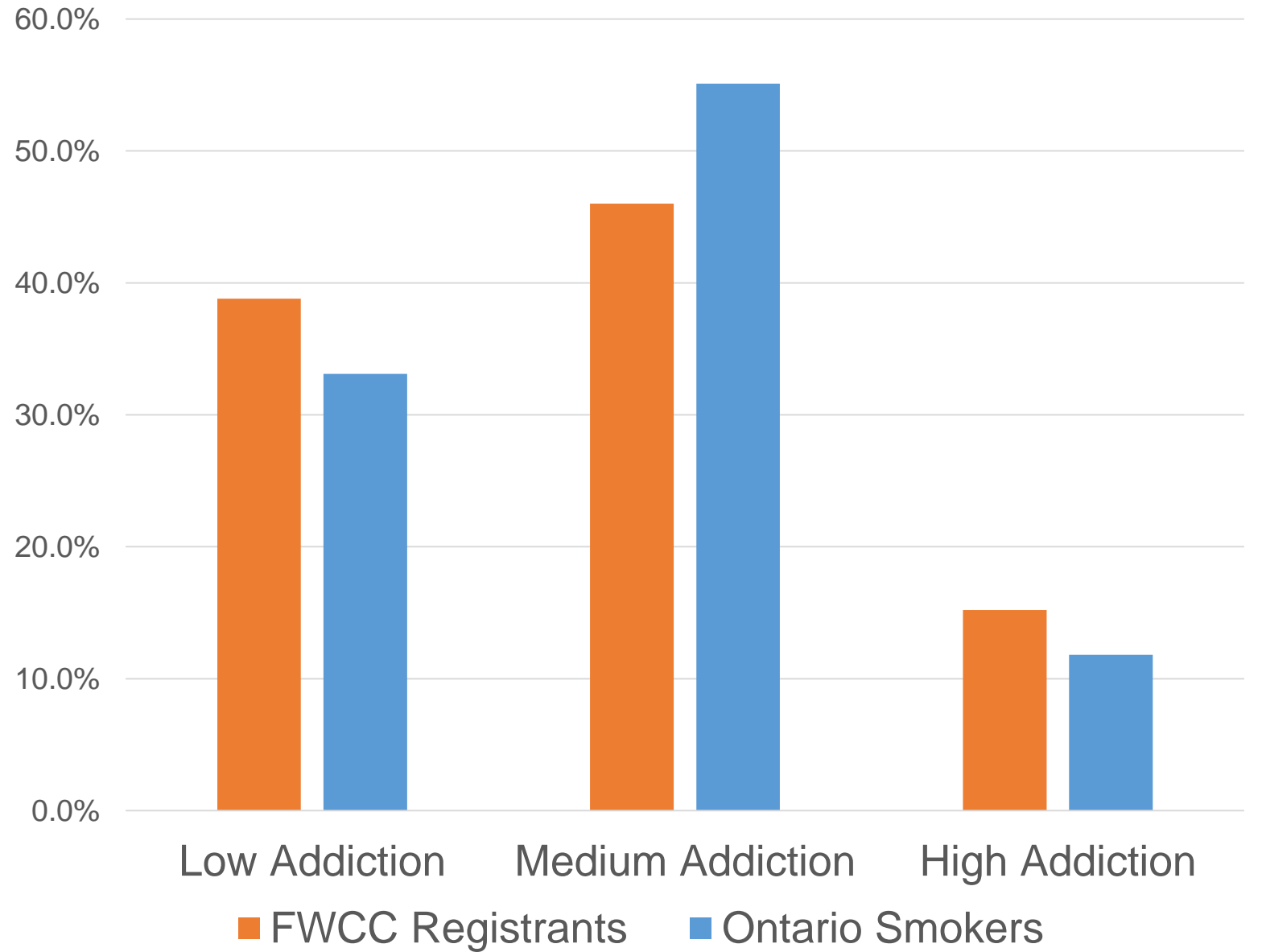
AGE DISTRIBUTION OF CLIENTS (PHONE SUPPORT)



ENDS USE IN PAST YEAR



HEAVINES S OF SMOKING INDEX



EXECUTION OF PROGRAM

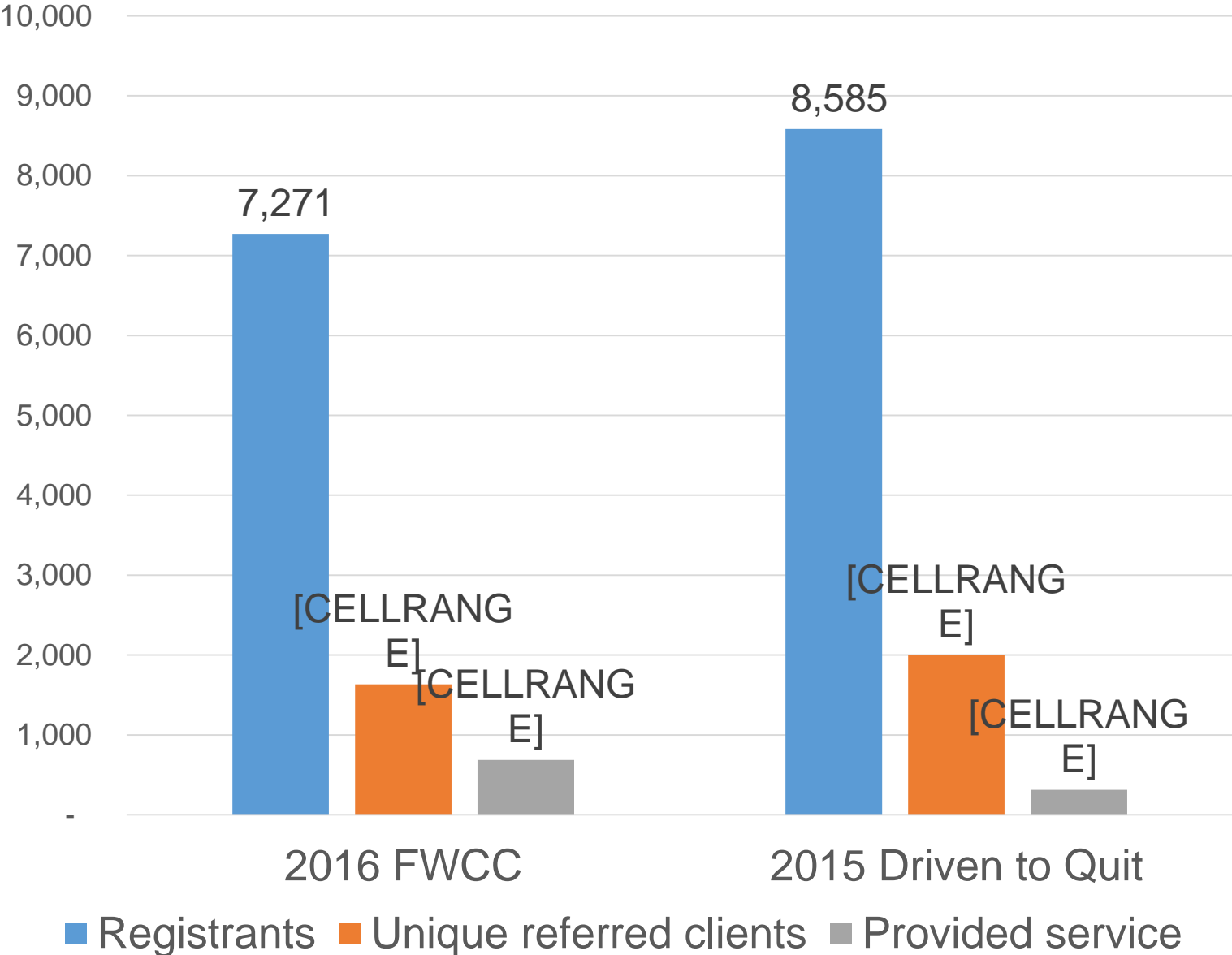
Sponsorship \$35,000	Existing Resources (CCS and SHL)	Partnerships
Prizing (\$500 & \$50 x 12)	Administration (staffing)	Local promotion and outreach
Legal	Website	Paid marketing
Branding and graphic design	Email marketing	(Provided them with tools and resources)
Printing of marketing tear-sheets	Warehousing and shipping of materials	
NRT Coupons	Digital marketing	

TYING IN INTERVENTIONS

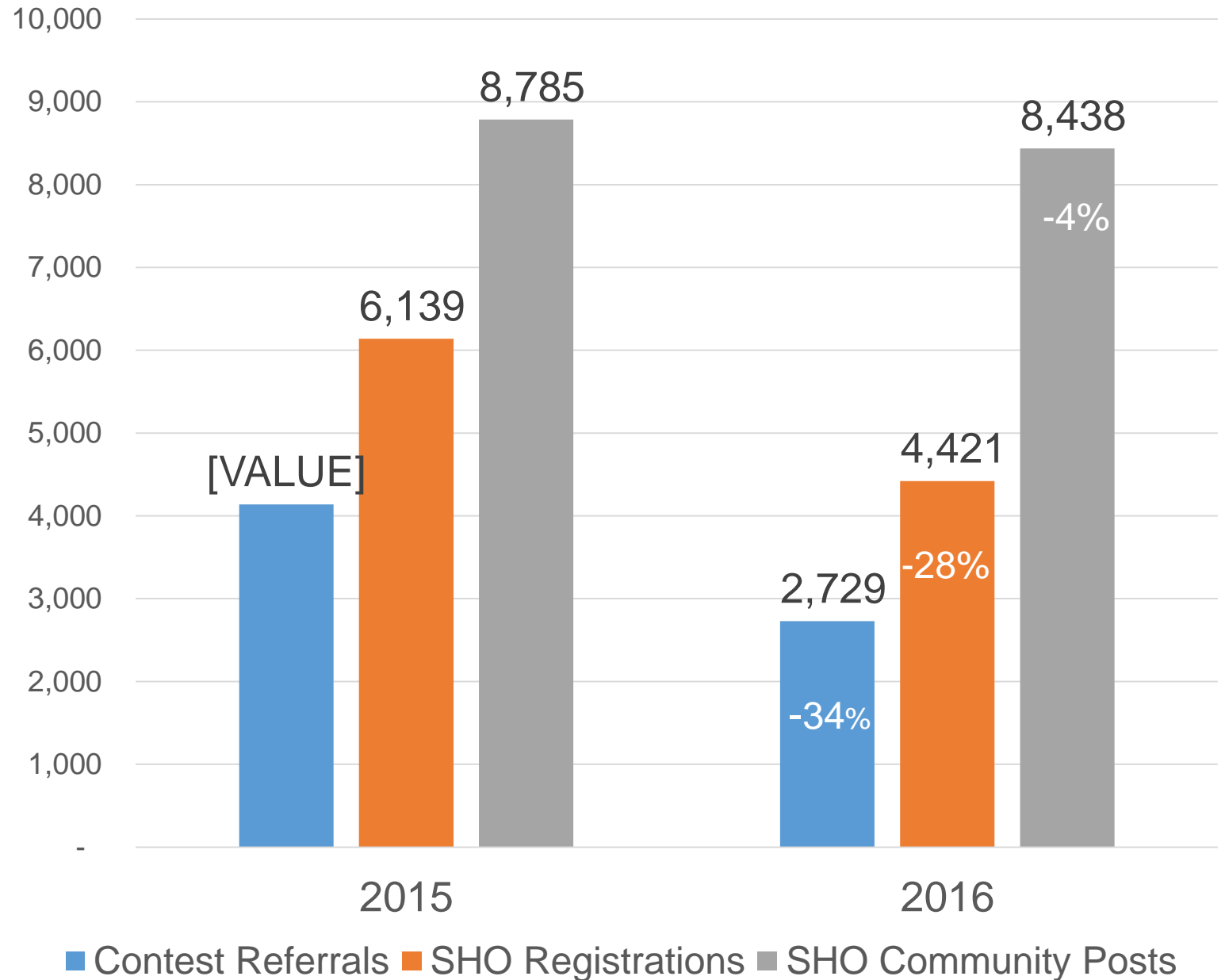
- **Access to registration:** Multiple points of entry sending to phone or online
- **At registration:** 3 opt-in questions asked that relate directly to interventions
- **Support email:** 10 sent throughout month to offer additional support and reminders of services



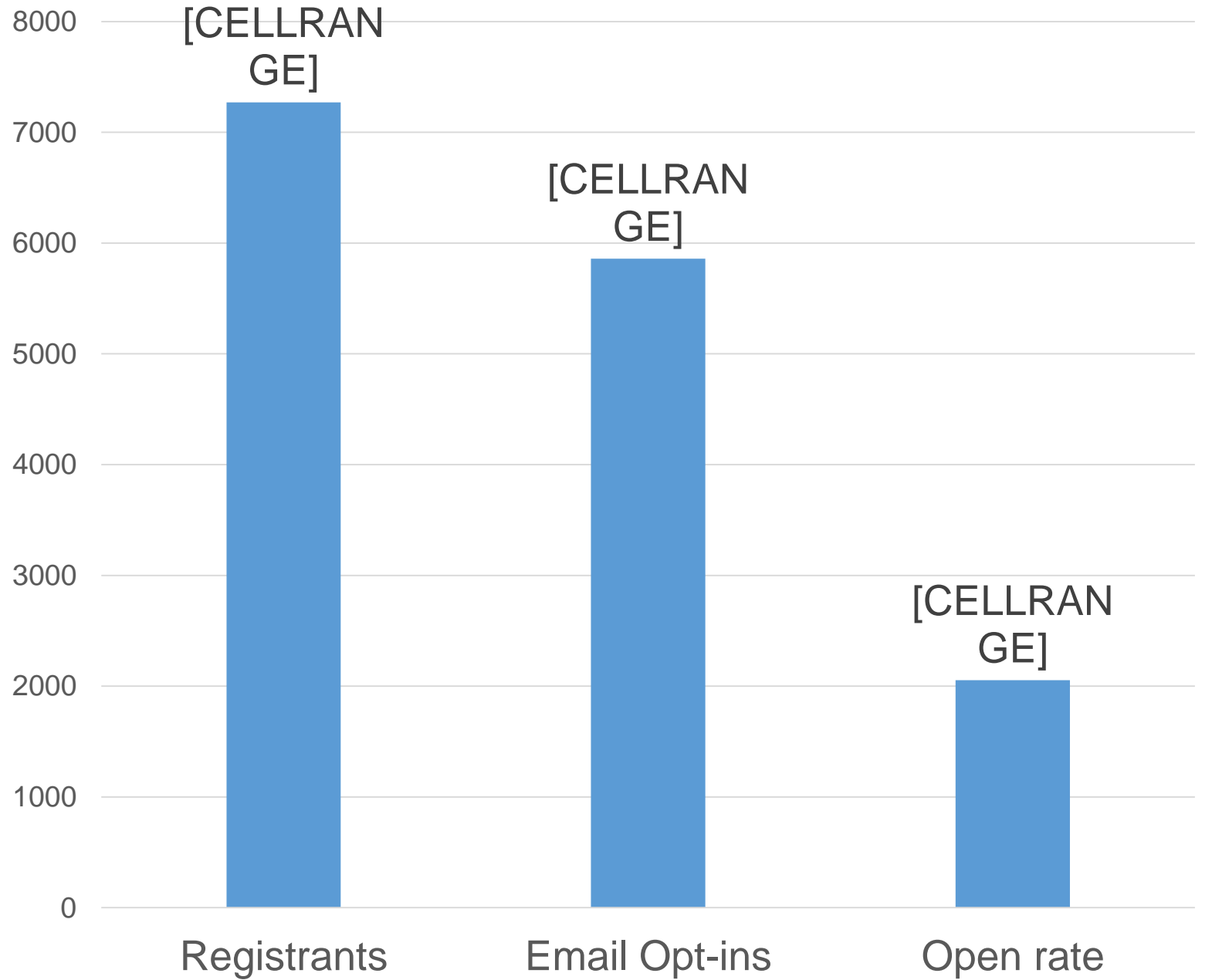
PHONE SUPPORT OPT-IN AND ENGAGEMENT



ONLINE SUPPORT OPT-IN AND ENGAGEMENT



EMAIL SUPPORT OPT-IN AND ENGAGEMENT



MARKETING – TEAR SHEET

FIRST WEEK CHALLENGE
CONTEST

QUIT FOR ONE WEEK
FOR A CHANCE TO WIN \$500!

Participants register at www.FirstWeekChallengeContest.ca
or call 1-877-513-5333

Every registrant will receive a discount coupon toward the purchase of Nicoderm® or Nicorette® and free support is available.

Call Smokers' Helpline at 1-877-513-5333 - or the number on cigarette packages - for proven tips and tools, and to work with a non-judgemental Quit Coach to create your personal plan for quitting.

smokers' helpline Canadian Cancer Society Société canadienne du cancer SMOKE FREE ONTARIO nicorette NICODERM

Full rules at www.FirstWeekChallengeContest.ca

MARKETING - RECRUITMENT

Subject:

Are you up for
The
Challenge?
Quit smoking
and win!

39,793 people emailed

8,829 opened (22.19% OR)

1,344 clicked (3.38% CTR)

MARKETING - DIGITAL

1.00

CONGRATULATIONS LISA!

0:01 / 0:30

Meet Lisa, she quit smoking and won The First Week Challenge Contest

Canadian Cancer Society

Subscribe 1,719

10 views

+ Add to Share More

FIRST WEEK CHALLENGE CONTEST

QUIT FOR ONE WEEK FOR A CHANCE TO WIN \$500!

CLICK HERE »

firstweekchallengecontest.ca or 1-877-513-5333

WHAT'S STOPPING YOU FROM QUITTING FOR JUST ONE WEEK?

FIRST WEEK CHALLENGE CONTEST

smokers' helpline

Learn More →

WHY WOULD YOU QUIT FOR ONE WEEK?

FIRST WEEK CHALLENGE CONTEST

smokers' helpline

Learn More →

QUITTING SMOKING IS A CHALLENGE, BUT YOU'RE NOT ALONE

FIRST WEEK CHALLENGE CONTEST

smokers' helpline

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MARKETING INSIGHTS

- Paid social **drove the highest numbers for activity**
- Email marketing (recruitment and support emails) had the highest conversion rate **(27%)**
- The click thru rate (0.15%) for Display ads is **high compared to the industry standard average** for health conditions (0.06%)
- Facebook is easy (and much cheaper) to **manage on your own**

6-MONTH RESULTS

- **Cessation:** 42% of respondents reported having been at least 30 days smoke-free
- **Satisfaction:** 86% would recommend FWCC to a friend wanting similar support
- **Support:** 85% felt FWCC was somewhat or very important in encouraging their quit attempt

BUDGET COMPARISONS

Driven to Quit Challenge, 2012

- Funding: **\$950,000***
- Registrants: **37,404**
- Spent/quit attempt: **\$25.40**
- Spent/opt-in for call: **\$68.86**
- Spent/completed call: **\$459.04**
 - Necessary timing of call-backs resulted in 15% completion rates
- Spent/website opt-in: **\$95.78**

* All expenses included in this budget

First Week Challenge Contest

- Funding: **\$35,000†**
- Registrants: **7,271**
- Spent/quit attempt: **\$4.81**
- Spent/opt-in for call: **\$21.49**
- Spent/completed call: **\$50.87**
 - Necessary timing of call-backs resulted in 42.2% completion rates
- Spent/website opt-in: **\$0.48**

† Many expenses covered by existing resources

IN CLOSING

“I looked forward to the **emails** and **encouragement**. The contest gave me another reason to keep plugging along.”

“I have **a chance to win a prize**....even though **the real prize** is finally **becoming a non-smoker!**”

“**It made me see that I needed help.** I tried the First Week Challenge Contest multiple times, but could not get through 7 days without going back to the cigarettes.”

THANK YOU

Questions, comments & discussion