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

Presenters: John Atkinson & Elizabeth Harvey
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
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)

Phone Clients  FWCC Phone Support opt-in  Ontario Smokers
ENDS USE IN PAST YEAR

2014 Ontario Smokers: 42.5%
2015 Driven to Quit Challenge: 28.8%
2016 FWCC: 26.1%
Heaviness of Smoking Index

- Low Addiction
- Medium Addiction
- High Addiction

FWCC Registrants vs. Ontario Smokers
## EXECUTION OF PROGRAM

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

Registrants
Unique referred clients
Provided service

2016 FWCC:
- Registrants: 7,271
- Unique referred clients: [CELLRANG E]
- Provided service: [CELLRANG E]

2015 Driven to Quit:
- Registrants: 8,585
- Unique referred clients: [CELLRANG E]
- Provided service: [CELLRANG E]
ONLINE SUPPORT OPT-IN AND ENGAGEMENT

<table>
<thead>
<tr>
<th>Year</th>
<th>Contest Referrals</th>
<th>SHO Registrations</th>
<th>SHO Community Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>6,139</td>
<td>8,785</td>
<td>34%</td>
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<tr>
<td>2016</td>
<td>2,729</td>
<td>4,421</td>
<td>-4%</td>
</tr>
</tbody>
</table>

-34% decrease from 2015 to 2016
EMAIL SUPPORT OPT-IN AND ENGAGEMENT
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.

Full rules at www.FirstWeekChallengeContest.ca
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)
Meet Lisa, she quit smoking and won The First Week Challenge Contest.

More information can be found at firstweekchallengewin.ca or by calling 1-877-513-3333.
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