



# Promotion Communiqué

March 2008  
www.NAQuitline.org  
Page 1 of 2

Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations and services.

## EX<sup>®</sup> Campaign Set to Launch March 31, 2008

*NAQC staff compiled the following information based on presentations and information provided by American Legacy Foundation<sup>®</sup> staff on the upcoming launch of the EX Campaign.*

The National Alliance for Tobacco Cessation (Alliance) will launch the *EX* campaign nationally on March 31, 2008 with a press conference at 10AM Eastern at the National Press Club in Washington, D.C. The launch phase will run from **March 31 until June 29, 2008** using the following media strategies:

- March 31 – September 30: Television advertisements on a mix of more than 17 broadcast and cable networks including ESPN, FOX News Channel and Lifetime.
- April – June: Radio on both network and unwired (i.e. more locally focused) networks including ABC Radio Network and on programs such as “The Tom Joyner Morning Show” and “Conexión Thalia”. Focus is on commute time and talk-radio.
- Intermittently: Television and radio components will feature “integrations” where *EX* messages will be incorporated into the content of the programming.
- April – December: Online strategies including search engine advertising on Google and banner ads on sites that encourage self-reflection (e.g. topics such as job searching, relationships and family on sites such as Match, Monster and iVillage).
- April and May: Ambient out of home (OOH) strategies such as coffee trucks and sleeves, lunch trucks, elevators, movie theatres and airports.

The American Legacy Foundation has already provided state-specific media delivery information for the national campaign directly to each state health department. If you have questions about this information or have not received it, please contact Bill Furmanski ([wfuranski@americanlegacy.org](mailto:wfuranski@americanlegacy.org) or 202-454-5752).

*EX* was developed by American Legacy Foundation and its advertising agency GSDM/Idea City of Austin, Texas. Campaign goals include (1) Increase knowledge and change attitudes and beliefs related to successful quitting; and (2) Increase self-efficacy and intentions to quit. The long-term goal is to increase quit attempts and successful quits. The target audience for the campaign is adults, ages 25-49, who have tried to quit smoking in the last 12 months.

### Ad Content & Use of 1-800-QUIT-NOW

Although two sets of *EX* advertisements have been developed (i.e. *Relearn* and *We Know It's Hard*), only the *Relearn* ads will run nationally. These ads promote tobacco cessation through “relearning life without cigarettes.” Tobacco users will be encouraged to visit the *EX* Web site ([BecomeAnEx.org](http://BecomeAnEx.org)) which will mention 1-800-QUIT-NOW as a resource. National advertising will NOT include 1-800-QUIT-NOW. Descriptions of the *EX* advertising can be found online at Campaign Elements ([www.thenatc.org/144.aspx](http://www.thenatc.org/144.aspx)).

*EX* print and Web-based materials, including the [BecomeAnEx.org](http://BecomeAnEx.org) Web site, will encourage smokers to call 1-800-QUIT-NOW. The *EX* site will re-launch on March 31 and is available at no cost to all consumers.



# Promotion Communiqué

March 2008  
www.NAQuitline.org  
Page 2 of 2

## State & Local Integration

Alliance member states will be able to air *EX* ads locally to promote cessation services based on their own objectives using media time they purchase. State and local activities will begin April 21.

One option for Alliance members is to air *EX* television ads from the series “We Know It’s Hard to Quit” – Direct response ads. This series of three ads was designed to spur smokers to call a quitline number such as 1-800-QUIT-NOW. States airing these ads can tag this advertising with state-specific information such as the name of the sponsoring department of health and/or a toll-free number.

## More Information

NAQC members are encouraged to visit [www.TheNATC.org](http://www.TheNATC.org) and [www.americanlegacy.org](http://www.americanlegacy.org) for more information about the *EX* Campaign including:

- Program elements
- Advertising scripts
- Formative research and background on the development of the campaign
- Pilot evaluation results

States are welcome to contact Bill Furmanski ([wfuranski@americanlegacy.org](mailto:wfuranski@americanlegacy.org) or 202-454-5752) at the American Legacy Foundation with questions or for additional information about *EX* or the Alliance.

## Evaluation Plan

The *EX* campaign national evaluation plan includes several components to track awareness of and receptivity to *EX* advertising messages and will determine whether exposure to the campaign over time increases knowledge and changes attitudes and beliefs related to successful cessation.

A longitudinal panel study will collect data telephonically from a probability sample of at least 5,000 adult smokers before the campaign launches, with three follow-up interviews over a two-year period. This sample will be drawn from eight designated media markets (DMAs) – Birmingham, AL; Columbus, OH; Fort Smith/Fayetteville, AR; Houston, TX; Kansas City, MO; Phoenix/Prescott, AZ; Pittsburgh, PA and Portland, OR. These DMAs vary in terms of reach and frequency of the advertising and socio-demographic factors, as well as tobacco control policy variables such as clean indoor air legislation, taxes and overall tobacco control expenditures.

A national online study will be conducted to determine national estimates of the effect of the campaign. Also, a comprehensive assessment of the [BecomeAnEX.org](http://BecomeAnEX.org) Web site will include monitoring detailed patterns of utilization, performing usability testing and conducting a study to determine quit rates among enrolled participants.

## NAQC Contact

For more information on NAQC’s efforts to keep members informed about national quitline promotions, contact Randi Lachter at <mailto:rlachter@naquitline.org>.