



SMOKE FREE NORTH EAST COMMUNICATIONS AND MEDIA EVALUATION 2005/06

Background

The Office commissioned an external integrated media agency to provide expertise in a range of areas including social marketing, public relations, media monitoring, media liaison, media training and development, creatives, media strategy and buying, print production and design, broadcast production and development (TV, Radio and Web). Robson Brown was appointed in March 2005 to provide this external support and the Office worked closely with them throughout the year.

An integrated communications campaign was required to launch Smoke Free North East (SFNE) and to ensure that the region is heard at Government level and by the general public. Timings were crucial as the campaign had to mobilise members of the public and key organisations and agencies to actively support protecting workers' health, in conjunction with the passage of the vitally significant Health Bill through parliament.

Campaign Objectives

The campaign objectives were set as follows:

- To help secure public and political support for a complete smoking ban in public places and workplaces
- To co-ordinate stakeholder activity and ensure the campaign is focused and coordinated

Strategically, the decision was taken to run a brand-based and multi-layered consumer campaign, which was non-governmental in outlook and positive in tone: being anti-smoking, rather than anti-smoker. This approach meant that SFNE would avoid alienating the 70% of smokers who would like to quit. Above-the-line activity was used to create awareness of the campaign and key facts and was vital in educating and making people aware of the messages about second hand smoke. Below-the-line activity was implemented to directly engage and educate key audiences.

Brand Creativity

In order to meet the communications campaign objectives, the Fresh branding was developed to be consumer in feel, positive and flexible. Creative elements included highly visible on-street branding, posters, banners, adverts, radio activity and targeted press advertising. Building on the national media agenda, the PR team consistently pitched tailored and relevant ideas to the media, maximising national news agenda issues within local and regional media. Stories focused on human interest and related to health. Strong photographic images were available for media use.

Advertising was bold in design and carried simple, easily understood and relevant messages and targeted various groups of people from the general public and businesses to MPs.

Key Messages

The communications focused on three key messages, which were supported with research, facts and case studies. The messages were:

1. A significant majority of people in the North East support action for smoke free workplaces
2. Second hand smoke is **THE** hidden industrial disease of the 21st Century
3. Everyone deserves to work in a smoke free workplace

Overall Campaign Highlights

Public Relations

- 305 articles achieved
- 48,864 cm² of print coverage
- 4,715 s of broadcast coverage
- 41.2 million positive Opportunities to See (OTS)
- £531,549 positive PR Value observed
- Positive to negative PR Value ratio of 21:1
- SFNE played a core role alongside other key organisations in securing MP votes for a complete ban on smoking in enclosed public places and workplaces. Lives of workers in the North East will now be saved.
- A number of independent public survey results measured changing attitudes in favour of a complete ban on smoking in bars and pubs:

April 2004 Mori	47%
May 2005 Swift	55% (engaged by Smoke Free North East)
Dec 2005 YouGov	66%

- 19 out of 30 North Eastern MPs voted for comprehensive legislation
- Message penetration of primary key messages was contained within 62% of coverage
- Fresh or Smoke Free North East was directly credited in over 80% of the articles
- Two thirds of coverage carried quotes from a campaign spokesperson
- Over 25% of coverage featured a call to action, eg visit www.freshne.com
- Media highlights included: participation in BBC Breakfast News debate, BBC 'The Politics Show' and support from the North East's regional weekly newspaper, 'The Sunday Sun' (weekly branded Fresh editorial coverage for six continuous weeks during summer 2005)
- The North-East submitted the most responses to the Department of Health during the consultation on the Health Bill, with 100% of Primary Care Organisations and Local Authorities submitting in support of Option 2.
- Website hits reached 267,402 – prize of a trip to smoke free Dublin offered
- £531,549 positive PR Value observed
- The campaign was a major contributor, working alongside national organisations such as Ash, Cancer Research UK, etc, in influencing the Government's vote. This change in the Health Bill is the most significant change to public health legislation in 30 years

Note: Independent evaluation conducted by Mantra, March 2006

Advertising

- 82 press ads delivered 12 million advertising messages, reaching 85% of North East adults 7 times
- 814 radio spots delivered 16 million advertising messages, reaching 40% of North East adults 18 times
- Total advertising messages 27 million, reaching 85% of North East adults 16 times
- Ads ran in regional newspapers and in Northern editions of national newspapers ('The Guardian' and 'The Observer')
- Main business publications in the region were also targeted with advertising
- Branded banners placed across the region including the Metro Radio Arena
- Postcards handed out to members of the public and used as a mechanic for people to contact their MPs and voice their opinion
- Advan (mobile 48 sheet posters) to target specific events
- The total media expenditure between May 21 2005 and March 21 2006 was £155,071
- Total value of booked advertising space £250,333
- Media buying discount of £95,262

Note: Full details follow

Implementation

Integrated Approach and Outline of Activities

Prior to the launch, a workshop was undertaken with Alliance and Advisory Panel members in order to develop key messages and identify key audiences and spokespeople. The outcome was an alliance membership which supported the brand, strategy and key messages, thus maximising the impact of Fresh.

Launched on World No Tobacco Day, 31 May 2005 and adopting a campaigning voice, the proposition was designed to be that smokefree is the social norm.

Media Awareness

Media advocacy was crucial to the campaign's success. Individual media briefings (involving key North East media contacts and the the Office's Acting Directors) were arranged in order to raise awareness of the campaign, understanding about the harm second hand smoke does and its impact on people in the North East, especially amongst bar and club workers.

Media

- The campaign was launched with a heavyweight promotion on Century Radio which ran for five weeks and included a call to action to visit the website
- Advertising ran in paid for and free local, regional and national print media, governmental publications: The Parliamentary 'Monitor' and the Lord's 'Who's Who'
- Fresh branded Advans were used at launch stage throughout the region to provide a 'high street' presence and situated at key venues such as the

MetroCentre and Darlington to coincide with Ministerial visits and political conferences

- Strong photographic images were used in media relations

Advocacy

An advocacy programme was developed aimed at securing support from local authorities, MPs, NGOs, regional/sub-regional organisations and other representative organisations. Stakeholder briefings were undertaken with MPs and a letter campaign targeting MPs and media was implemented.

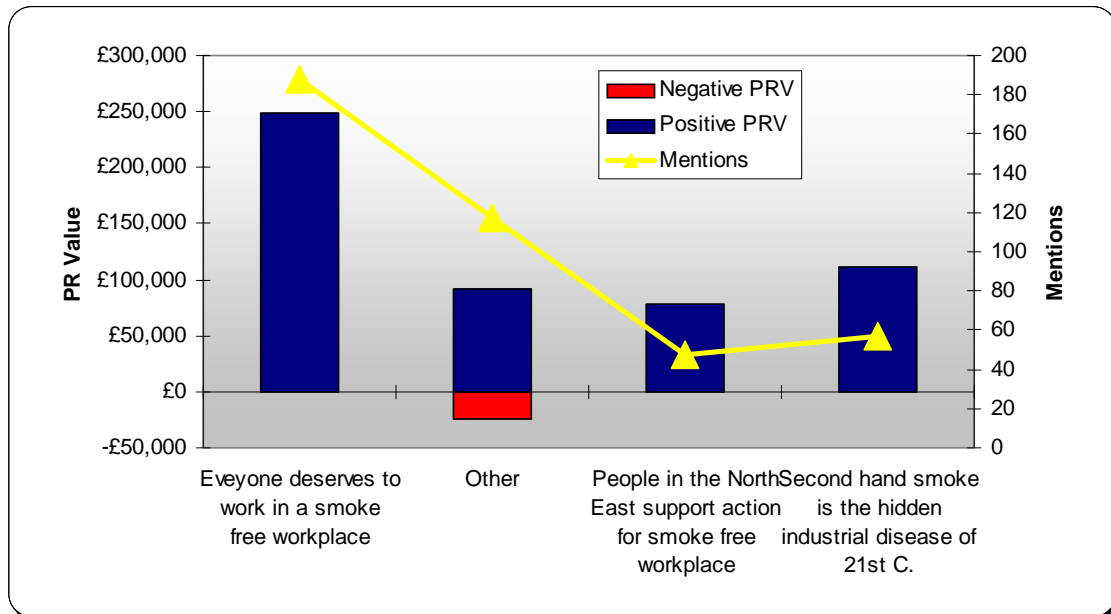
Consumer Outreach

- Branded banners were erected in prominent public locations, eg the Tyne Bridge, Metro Radio Arena, Metro shopping Centre, South Shields Town Hall, Stockton Bridge
- Exhibition stands were used at local events
- 145,000 postcards calling for a complete ban were distributed to people to voice their opinion and post the card off to the Department of Health (summer 2005)
- 15,000 postcards calling for a complete ban were distributed to people to voice their opinion and post the card off to their MP (winter 2005/06)
- Branded items such as drink mats, pens, banners, stickers and posters were distributed through partner events in the region
- The Fresh website was developed to provide a central information source for members of the public and other interested parties. The site is easy to access and navigate, is informative and includes a call to action. For professional members, branded artwork was available via the site for local authorities and Primary Care Trusts to adopt the Fresh logo into their own local campaigns

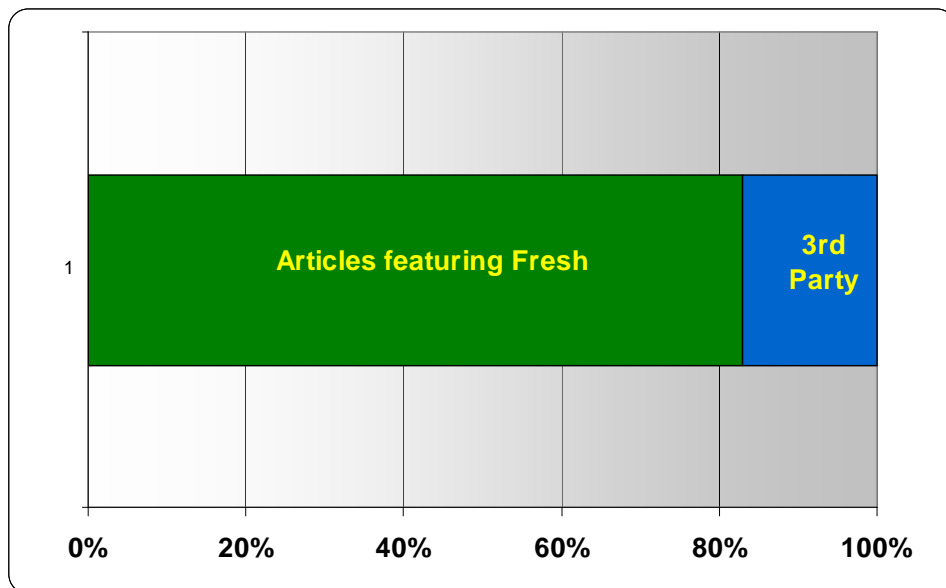
TOTAL PUBLIC RELATIONS BREAKDOWN

- 305 articles achieved
- 48,864 cm² of print coverage
- 4,715 s of broadcast coverage
- 41.2 million positive Opportunities to See (OTS)
- £531,549 positive PR Value observed
- Positive to negative PR Value ratio of 21:1

Message Content



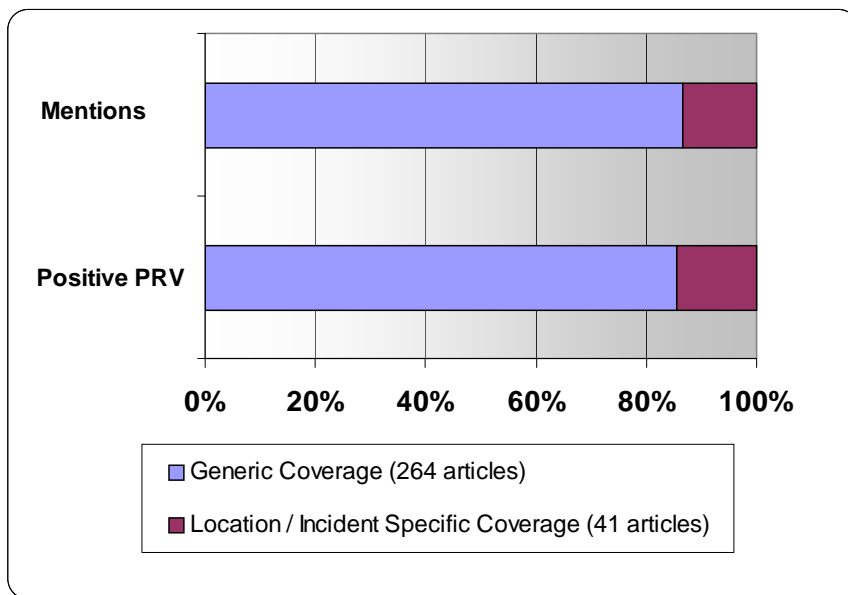
- The message carrying the greatest impact has been, “*Everyone deserves to work in a smoke free workplace (even bar staff)*”. This message appeared in 62% of the articles and accounted for 47% of the total positive PR Value
- Negative coverage was minimal and tended to occur when Forest contributed to the debate



Total sample 305 articles

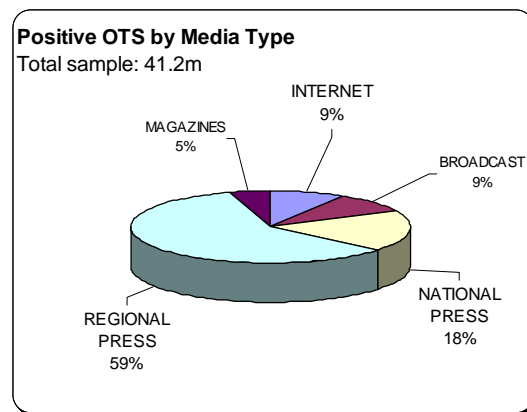
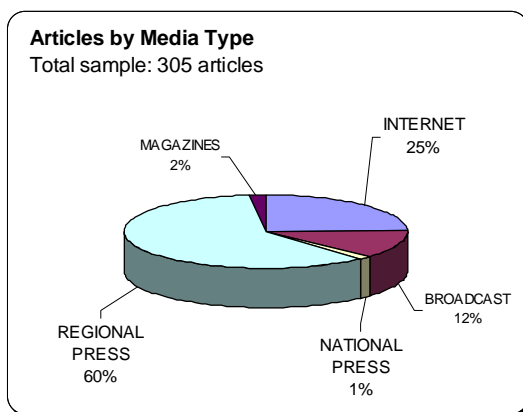
- Fresh, or Smoke Free North East, was directly credited in over 80% of the articles
- Almost two-thirds of the articles carried quotes from a campaign spokesperson
- Over a quarter of the articles featured a call to action, such as a website address

Coverage Type



- The majority of articles concerned the general objectives of Smoke Free North East
- These were supported by articles dealing with specific locations (usually becoming smoke free) and incidents

Media



- 60% of the coverage appeared in regional press in the North East
- This media type accounts for a similar proportion of the PR Value observed
- The four articles appearing in the national press reached an OTS figure of 7.5m

OVERALL ADVERTISING EVALUATION

A radio promotion was developed with Century to promote key messages and incentivise listeners to log onto the Fresh website to pledge support over a six-week period.

The campaign was a great success with votes on the website showing support for a Smoke Free North East at 70% and more.

In August we did another push of local press to coincide with parliamentary activity encouraging people to lobby their local MP via the Fresh website and voting for a Smoke Free North East. The message we used was:

35 North East workers die every year from second hand smoke

We also distributed over 145,000 postcards for people to show their support for a smoke free environment with no exemptions.

In November, Tony Blair visited the region and we employed the use of an Advan to follow the Prime Minister's route. The message to the Prime Minister on the Advan, in local press and 'The Guardian' (to add national gravitas) was:

"You've told the Government that you want protection from second hand smoke. They're not listening. So, tell them again"

In January 2006 we kept the pressure up encouraging people to visit the website and vote for a Smoke Free North East. The messages we used in local press and 'The Observer' were:

"70% of people in the region would like a smoking ban in all workplaces. Make sure your MP is one of them"

"Pub and club workers both deserve a smoke free working environment. Tell your MP and clear the air"

Total Advertising Delivery

- 82 press ads delivering 12 million advertising messages, reaching 85% of north East adults 7 times
- 814 radio spots delivering 16 million advertising messages which reached 40% of North East adults 18 times
- Total advertising messages 27 million reaching 85% of North East adults 16 times
- Media expenditure of £155,071
- Total booked value of £250,333
- Saving of £95,262
- Media buying discount of 38%

2005/06 ADVERTISING MEDIA PLAN

Total advertising delivery

2005/06 ADVERTISING MEDIA PLAN

MEDIA	SPACE	POSITION	COST	SUMMARY	2005							2006				
					APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
LAUNCH																
Local & Regional Press	12x7 colour	Run of paper	£38,996													
Century Radio	30 seconds	Run of segment	£9,000													
Advan	48 sheet posters	Various routes	£2,738	£50,734												
ADVOCACY																
Local & Regional Press	12x7 colour	Run of paper	£19,816													
	12x7 colour	Run of paper	£17,857													
	Page colour	Run of paper	£28,553													
Business Contact	Page colour	Feature	£588													
Guardian (North)	22x5 mono	Run of paper	£2,400													
Observer (North)	22x5 mono	Run of paper	£1,200													
Advan	48 sheet posters	Newcastle/Darlington	£920	£71,334												
CESSATION																
Local & Regional Press	17x4 colour	Run of paper	£9,581													
North East Business	Page colour	Run of magazine	£550													
All local & regional radio stations	20 seconds	Run of segment	£22,872	£33,003												
			TOTAL	£155,071												

EVALUATION OF LAUNCH PHASE

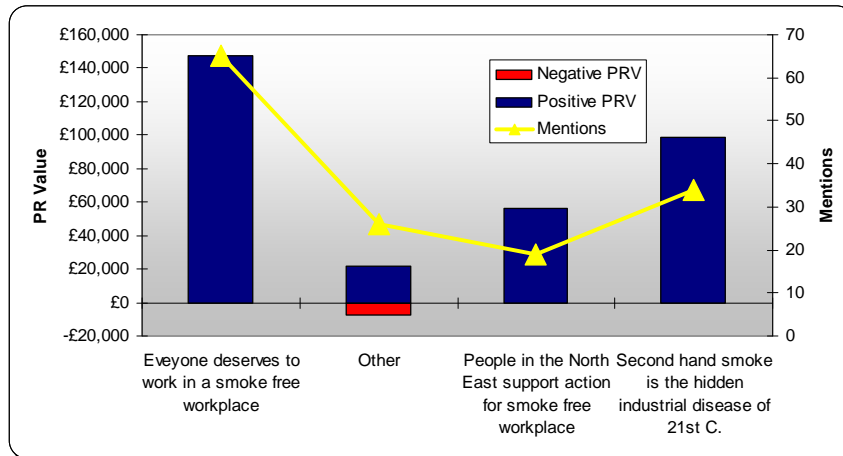
This section looks at the results of the communications work undertaken following the initial launch. The period addressed is from 31 May to 31 July 2005.

PUBLIC RELATIONS MEDIA EVALUATION PERIOD FROM 31 MAY TO 31 JULY 2006

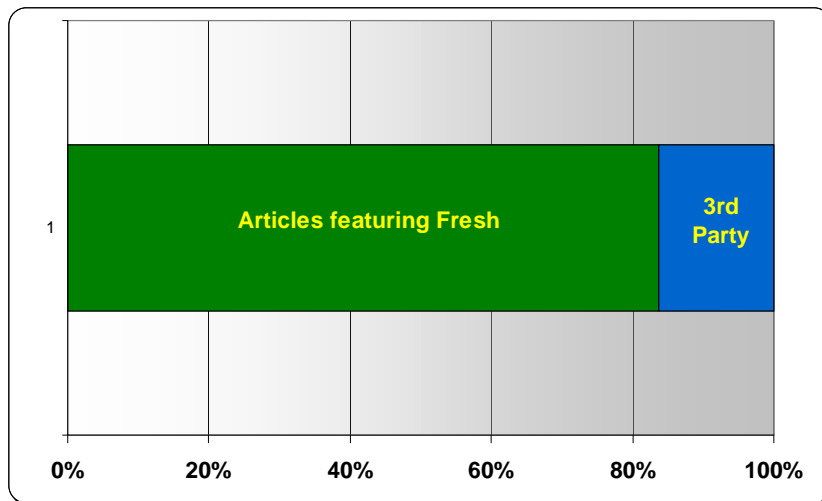
Highlights

- 92 articles achieved
- 23,981 cm² of print coverage
- 1,950 s of broadcast coverage
- 19.7 million positive Opportunities to See (OTS)
- £323,529 positive PR Value observed
- Positive to negative PR Value ratio of 43:1

Message Content



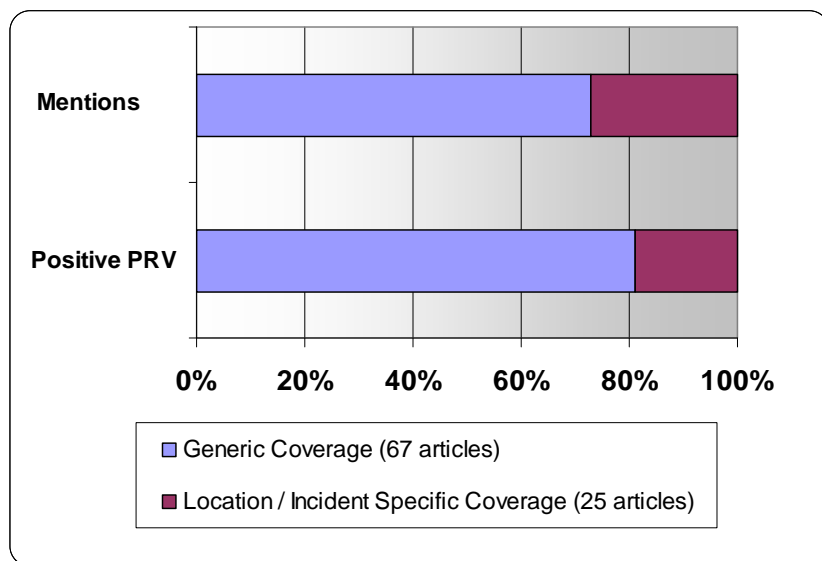
- The message carrying the greatest impact has been, “*Everyone deserves to work in a smoke free workplace (even bar staff)*”. This message appeared in 71% of the articles and accounted for 46% of the total positive PR Value
- Negative coverage was minimal and occurred when Forest contributed to the debate



Total sample 92 articles

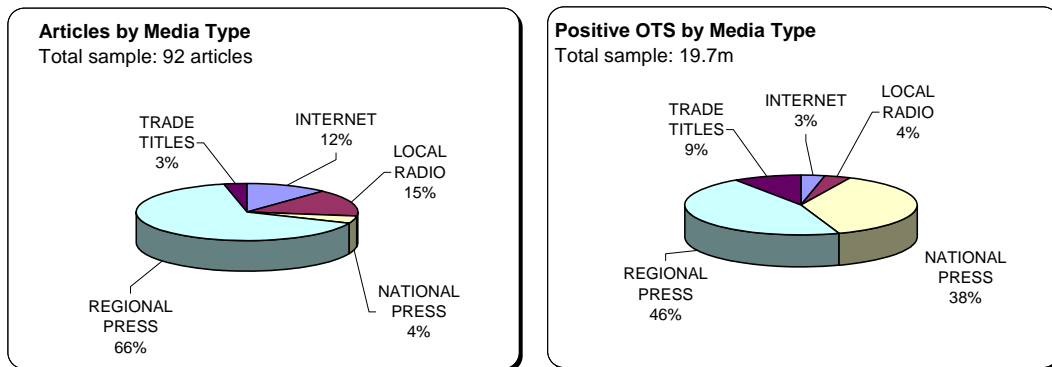
- Fresh, or Smoke Free North East, was directly credited in over 80% of the articles
- Two-thirds of the articles carried quotes from a campaign spokesperson
- Over a quarter of the articles featured a call to action, such as a website address

Coverage Type



- The majority of articles concerned the general objectives of Smoke Free North East
- These were supported by articles dealing with specific locations (usually becoming smoke free) and incidents

Media



- Two thirds of the coverage appeared in regional press in the North East
- This media type accounts for a similar proportion of the PR Value observed
- The four articles appearing in the national press reached an OTS figure of 7.5m

ADVERTISING MEDIA EVALUATION PERIOD FROM 31MAY TO 31 JULY 2006

- 82 press ads delivered 12 million advertising messages and reached 70% of North East adults 3 times
- 100 radio spots delivering 6 million advertising messages and reached 32% of North East adults 9 times
- The total number of advertising messages totalled 18 million and reached 80% of adults in the North East 5 times

The vote was a great success for our campaign and we now look forward to the implementation strategy

GLOSSARY OF TERMS

Quantitative Methods

'Mentions' provides simple data on volume: the number of times a particular variable has appeared in the sample, or the number of appearances achieved in a publication or media type. In simple terms, this is the number of 'hits' achieved.

'Square Centimetres' and 'Seconds' both indicate the volume of space occupied in the given timeframe. Are you achieving substantial mentions or incidental mentions? Are you achieving the presence in key titles and how does your presence shape up against the competition?

'**Opportunities to See**' (OTS) gives a breakdown of how many people had the opportunity to see positive or negative coverage. This measurement criteria displays volume, but can also indicate whether your audience saw positive or negative messages. However, although there is a breakdown by positive and negative potential audience, this measure does not take into account *degree* (i.e. how positive or negative).

PR Value measurement utilises the favourability ratings made in our message content analysis. The equivalent advertising cost of the space occupied is weighted according to the strength of the messages observed in that space. It is an extremely sensitive and effective measure and can be reported in both positive and negative terms.

Campaign Delivery

For press advertising, independent audited statistics are used to measure newspaper readerships. This figure is then multiplied by the number of insertions in each newspaper and calculate what percentage of adults the schedule will reach and how many opportunities to see will be generated.

For TV and radio, continuous research (BARB for TV, RAJAR for radio) measures the audience for each transmitted spot from which we can calculate overall campaign reach and opportunities to see.