



VTERB Media Committee FY14 & FY15 Review

Agenda

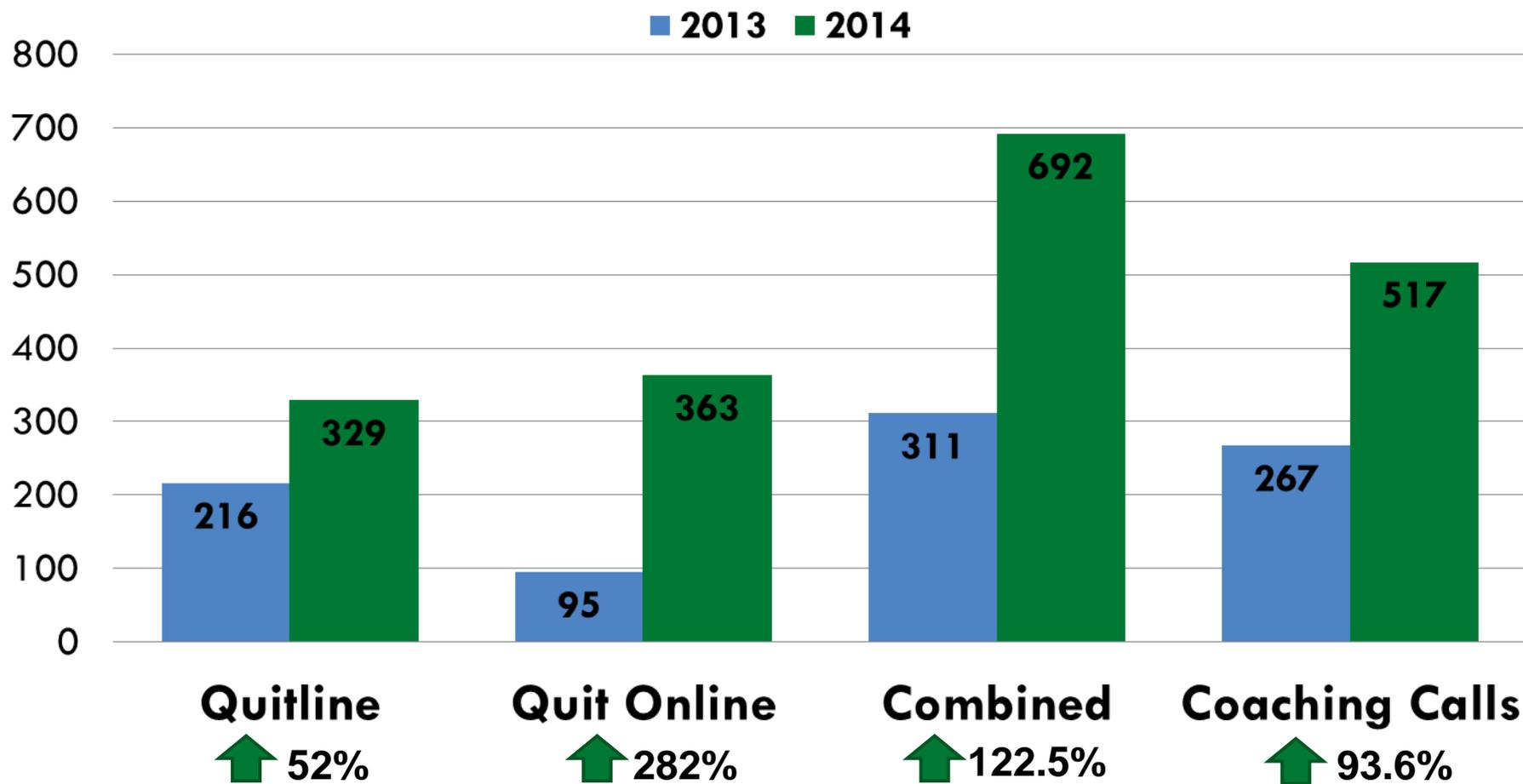
- Program Outcomes & 802Quits Results
- Fall 2014 Tips & Quit Partners Media Review
- Q1 2015 Tips & Quit Partners Media Review
- Down & Dirty Evaluation
- Down & Dirty True Country Message Package
- POS (Counter Balance) Fall 2014 Media
- Upcoming VTERB Media Review & Vote Dates

Program Outcomes & Results





Results – Record Medicaid Participation





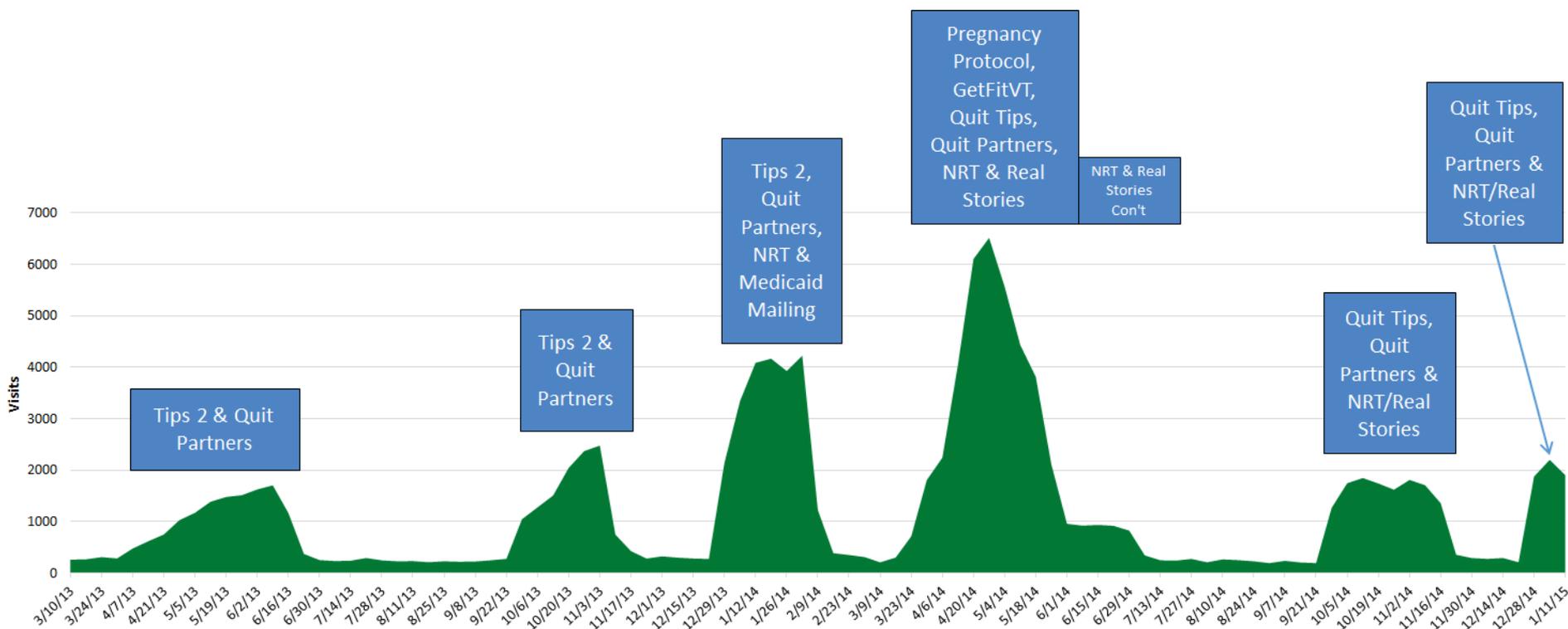
Results – Record Quit Tool Orders

	2012	2013	2014
January	156	37	64
February	102	38	750
March	89	29	239
April	76	55	114
May	70	40	62
June	65	60	71
July	43	48	36
August	59	40	32
September	44	29	42
October	32	29	66
November	18	31	32
December	32	16	67
TOTAL	786	452	1,575





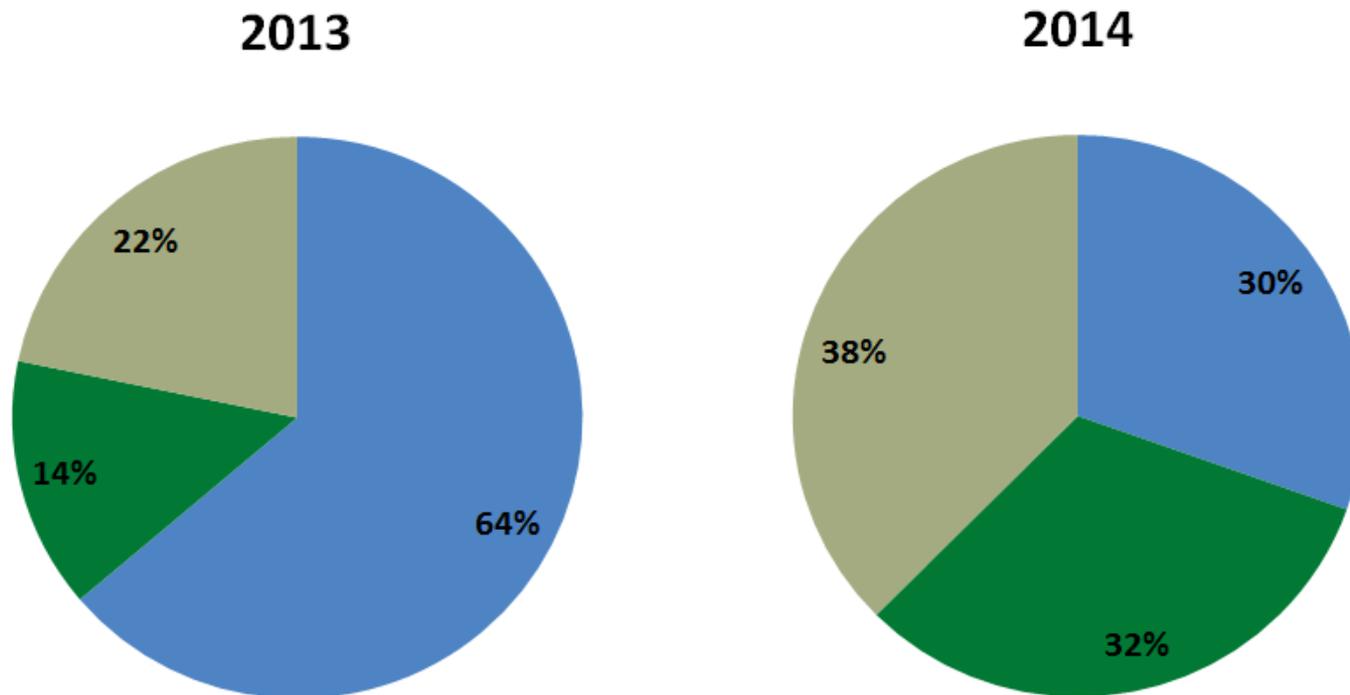
Results – Website Visits



With the campaigns noted, we can see **the top driver to the site is paid media.** The current Winter Quit Tips, Quit Partners and NRT/Real Stories campaigns started on December 29, 2014.



Results – Website Visits by Device



■ Desktop ■ Tablet ■ Mobile

Mobile visits 257%

Tablet visits 360%

Comparing
2014 (Jan 1 – Dec 31, 2014)
2013 (Jan 1 - Dec 31, 2013)

Vermont Department of Health



Results – Views of Key Pages

	NRT	Baby	Stories	In Person Quit Help
2013	1,756	193	3,338	7,699
2014	36,206	8,357	13,488	11,636
% Change	+1,962%	+4,230%	+304%	+51%

Comparing
2014 (Jan 1 – Dec 31, 2014)
2013 (Jan 1 – Dec 31, 2013)

Vermont Department of Health

Quit Tips Fall 2014 Media Overview

**A TIP FROM A
FORMER
SMOKER**

Quit Tips Fall 2014 Media Overview

- **Timing**

9/29/2014 – 11/16/2014

- **Target Audience**

Adults 25-34

- **Media Tactics**

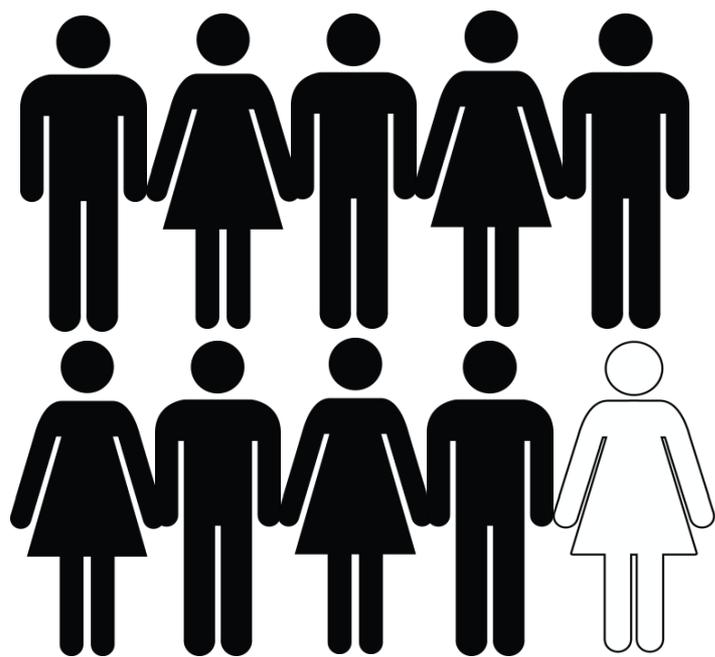
Television & Online

- **Media Expenditure**

\$43,195

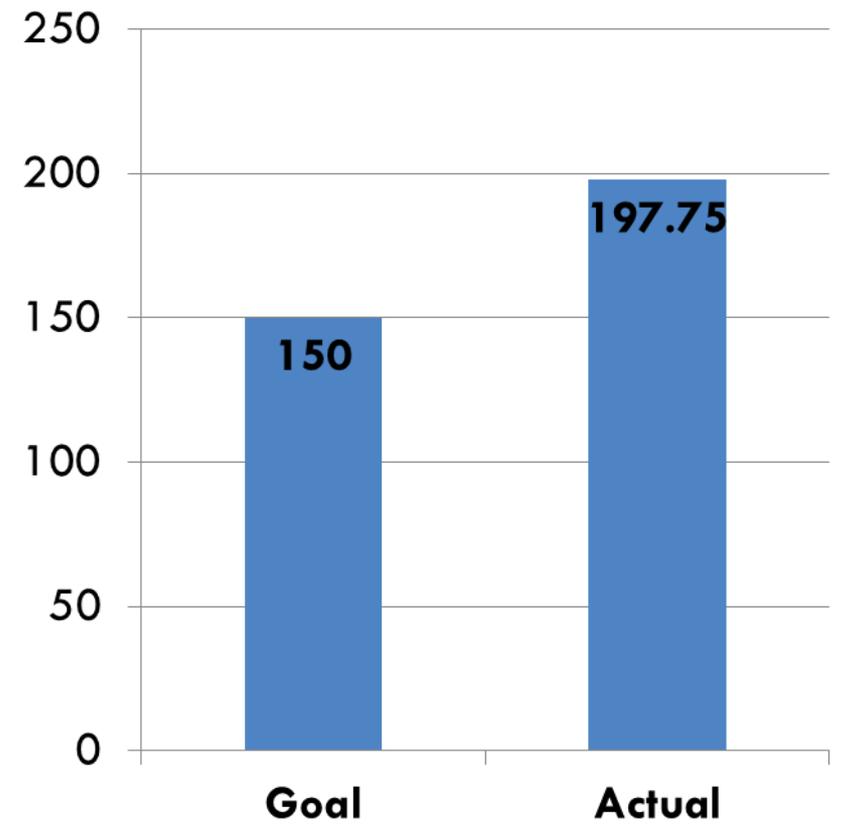


Quit Tips Fall 2014 Media Results



Frequency of **8-9** times.

Weekly GRPs

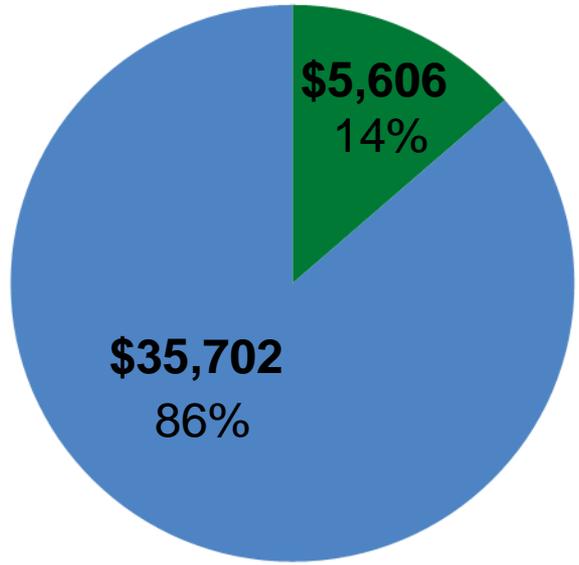


Quit Tips Fall 2014 Media Results

TV



Paid vs. Added Value



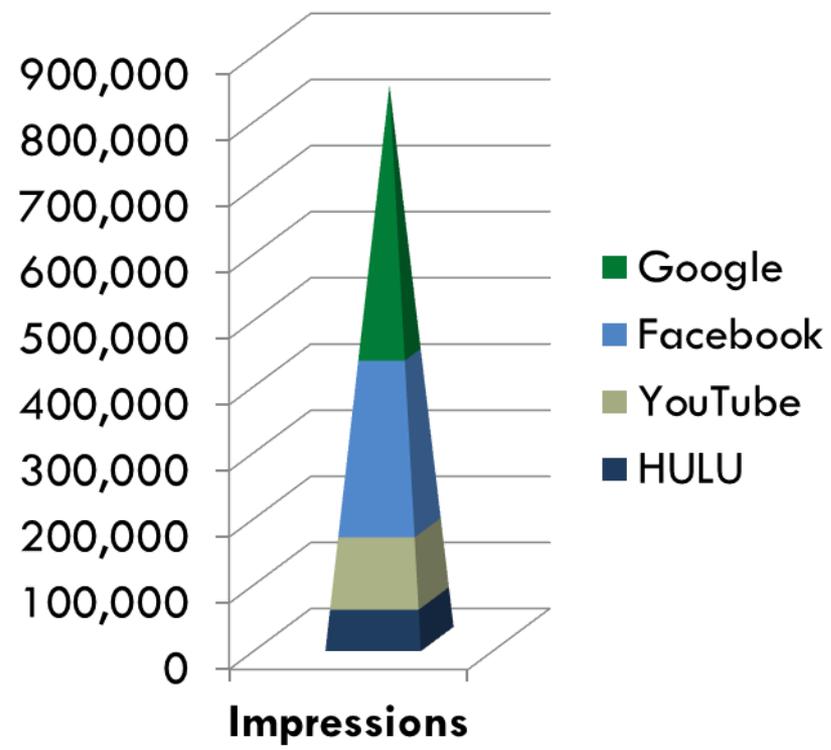
■ Negotiated Added Value
■ Paid

Quit Tips Fall 2014 Media Results

Online



Over 74,000 completed online views



VT Quit Partners Fall 2014 Media Overview



VT Quit Partners Fall 2014

Media Overview



- **Timing**

10/6/2014 – 11/23/2014



- **Target Audience**

Adults 25-34

- **Media Tactics**

Television & Online



- **Media Expenditure**

\$43,707

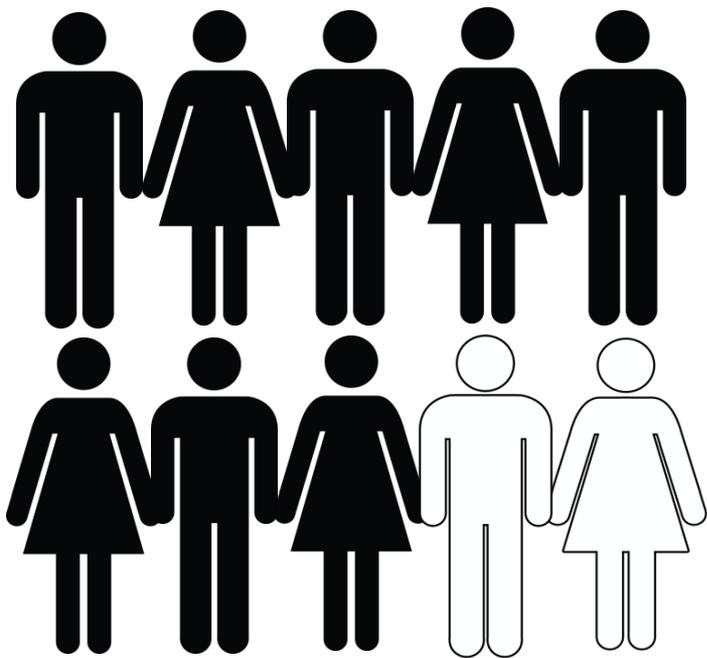


VT Quit Partners Fall 2014

Media Results

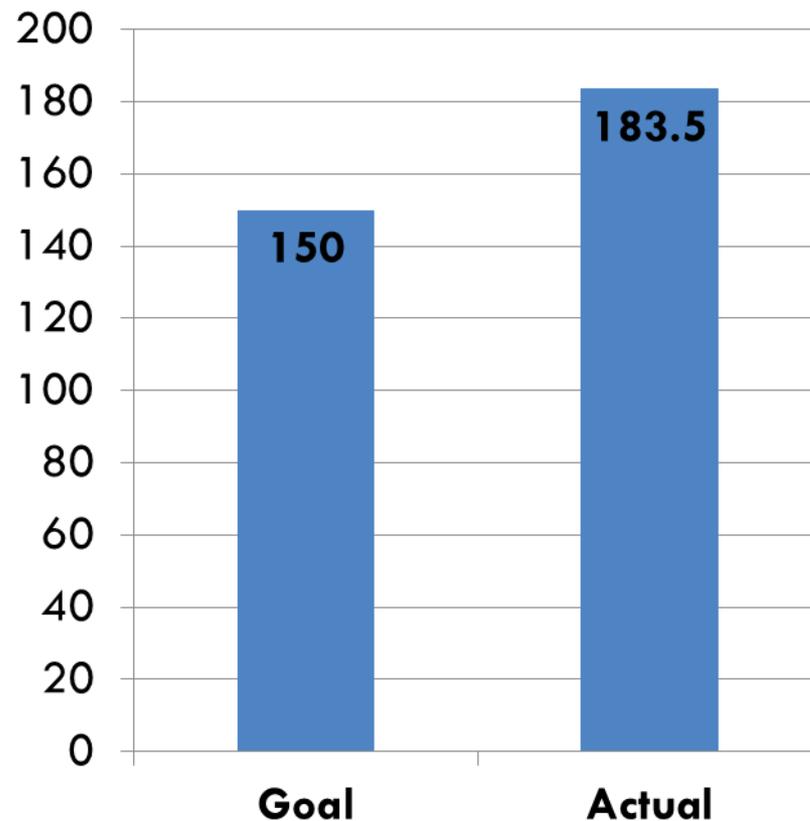


Reach



Frequency of **8-9** times.

Weekly GRPs



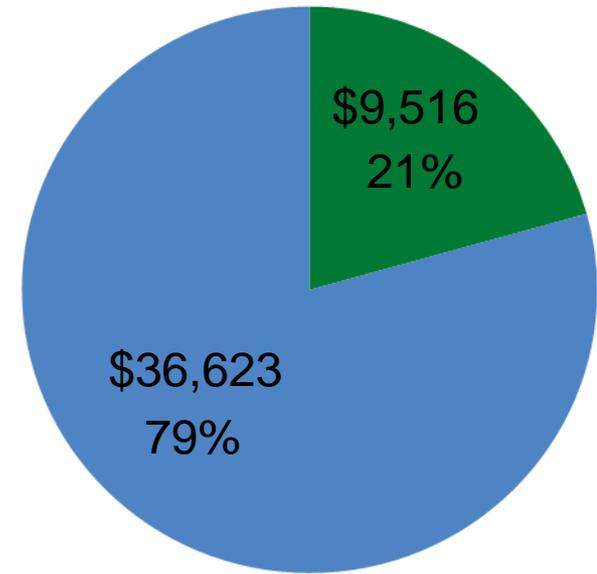
VT Quit Partners Fall 2014 Media Results



TV



Paid vs. Added Value



- Negotiated Added Value
- Paid

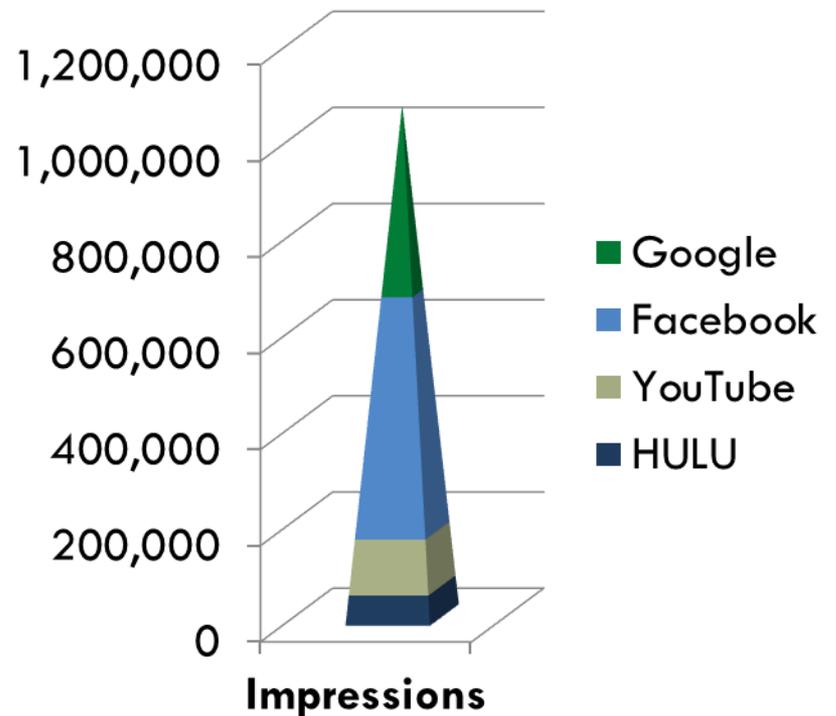
VT Quit Partners Fall 2014 Media Results



Online



Over 82,500 completed online views



Quit Tips Q1 2015 Media Plan

**A TIP FROM A
FORMER
SMOKER**

Quit Tips Q1 2015 Media Plan

- **Timing**

12/29/2014 – 2/8/2015

- **Target Audience**

Adults 25-34

- **Media Tactics**

Television & Online

- **Media Expenditure**

\$66,100

- **Goal**

150 Gross Rating Points
(GRPs) per week



Quit Tips Q1 2015 Media Plan Placements

A TIP FROM A
**FORMER
SMOKER**

TV



SCANDAL

Online



Vermonters 25-34



Interests e.g.

- Country Music Fans
- Rock Music Fans
- Hunting/shooting
- Gossip/Tabloid News



Genre Targeting e.g.

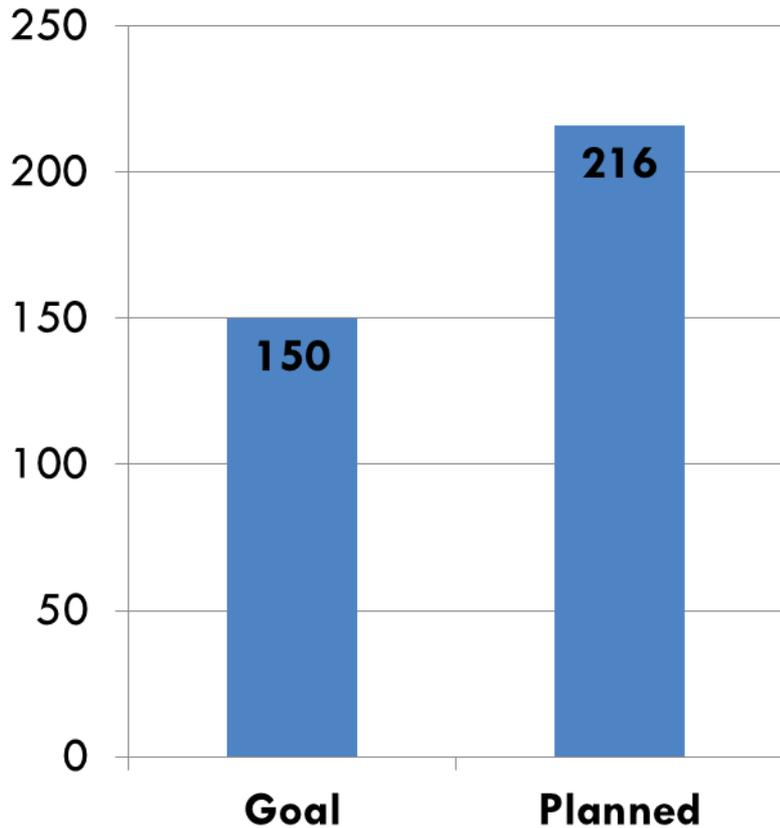
- Comedy
- Drama
- Reality TV

Quit Tips Q1 2015 Media Plan

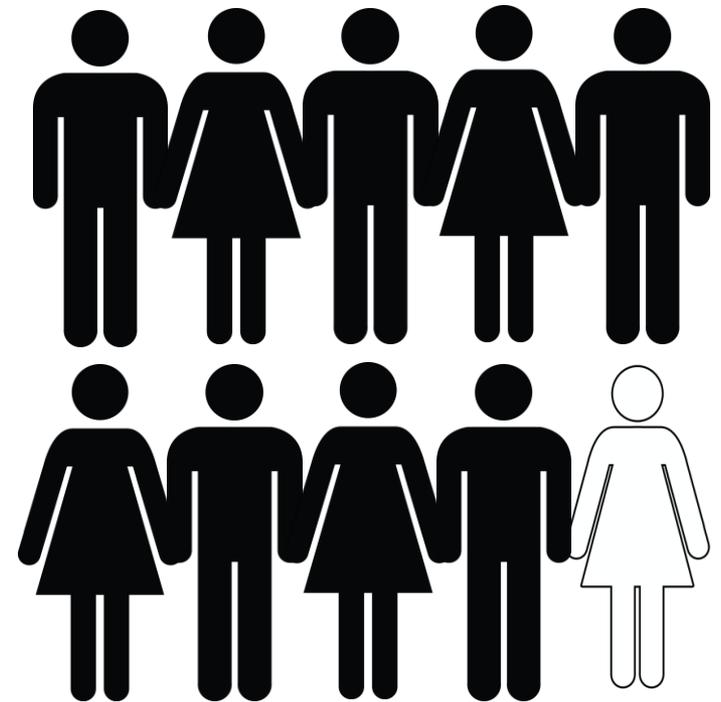
Estimated Outcome

A TIP FROM A
**FORMER
SMOKER**

Weekly GRPs



Reach



Frequency of **8** times

VT Quit Partners Q1 2015 Media Plan



VT Quit Partners Q1 2015 Media Plan



- **Timing**

12/29/2014 – 2/8/2015

- **Target Audience**

Adults 25-34



- **Media Tactics**

Television & Online



- **Media Expenditure**

\$33,500

- **Goal**

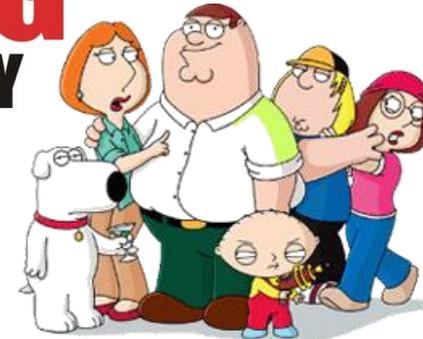
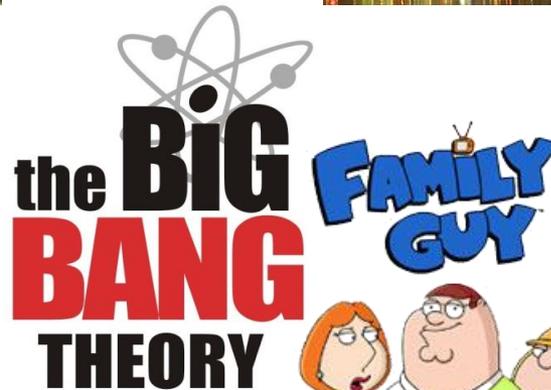
150 Gross Rating Points (GRPs) per week



VT Quit Partners Q1 2015 Media Plan Placements



TV



Vermont Department of Health

Online

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Vermonters 25-34

The YouTube logo, consisting of the word "YouTube" in white lowercase letters on a red rounded rectangular background.

Interests e.g.

- Country Music Fans
- Rock Music Fans
- Hunting/shooting
- Gossip/Tabloid News

The Hulu logo, consisting of the word "hulu" in a green, lowercase, sans-serif font.

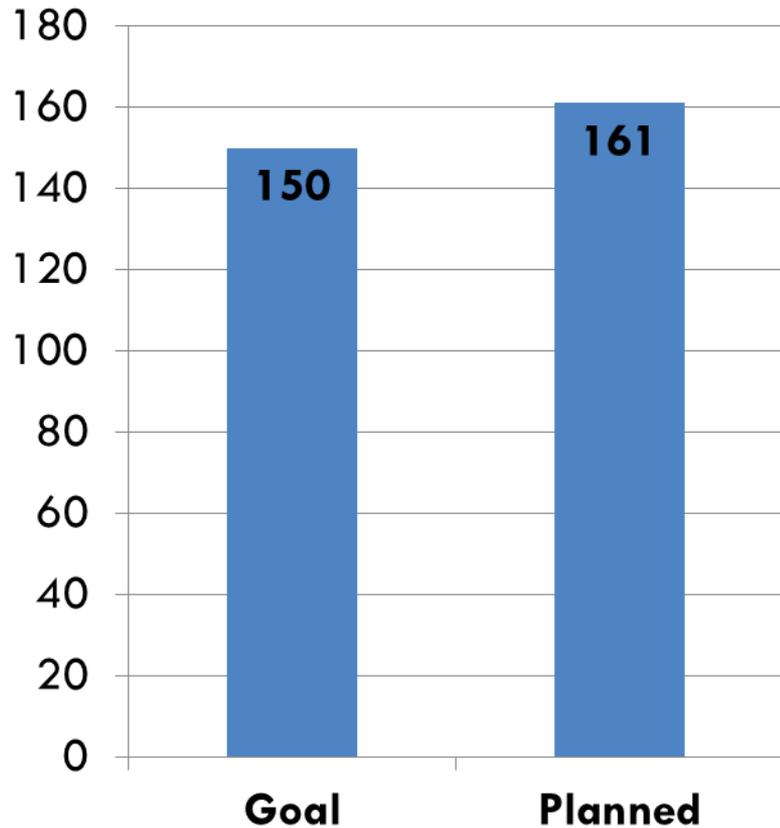
Genre Targeting e.g.

- Comedy
- Drama
- Reality TV

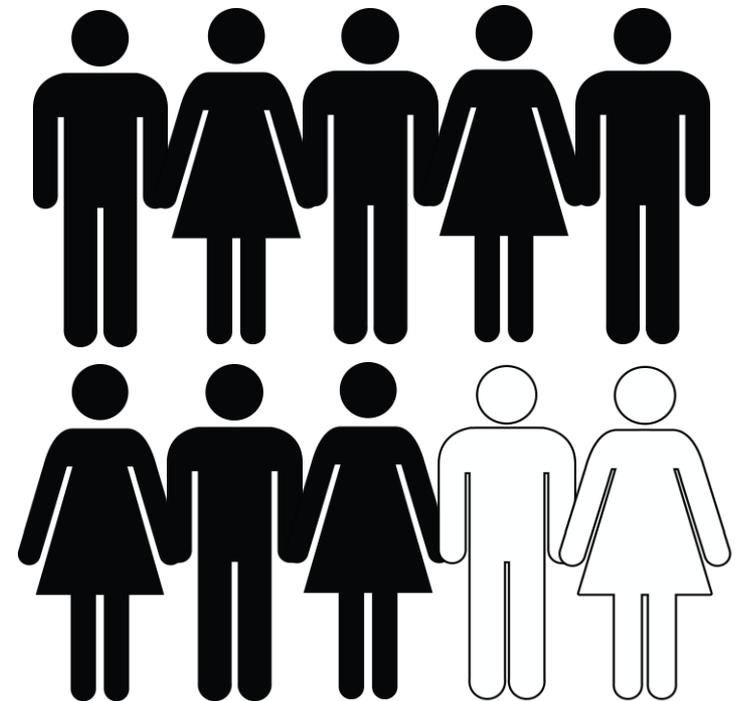
VT Quit Partners Q1 2015 Media Estimated Outcome



Weekly GRPs



Reach



Frequency of 6 times

Youth Prevention – High Risk Country Peer Crowd

**DOWN
AND
DIRTY**

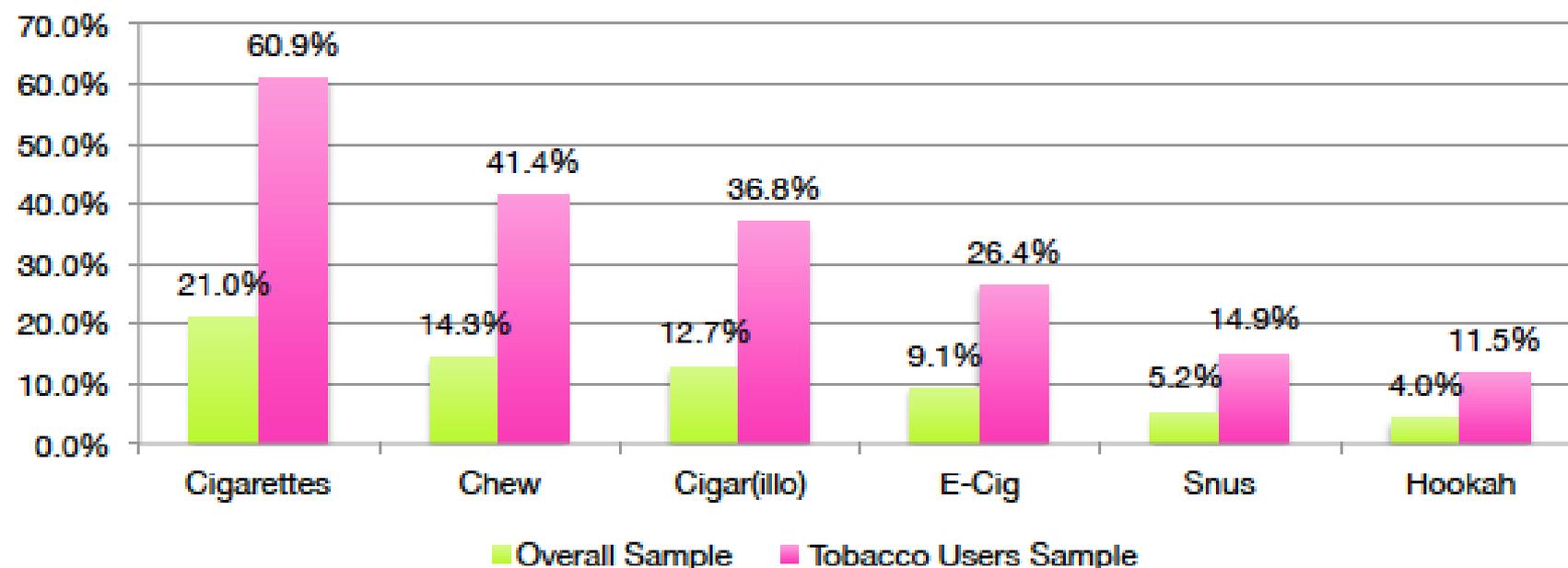
Year 1 Evaluation

- ❑ IRB approved online survey
- ❑ Assess Brand Awareness and appeal among Country peer crowd
- ❑ Assess tobacco use among target audience after first year of implementation
- ❑ Interest-Based Targeting Recruitment on Facebook
- ❑ Inclusion criteria: Vermont resident, 13-18 years old, consent given
- ❑ 252 respondents (53.6% female)

Year 1 Evaluation – Tobacco Use

- 34.5% of sample reported using one or more types of tobacco over the past 30 days

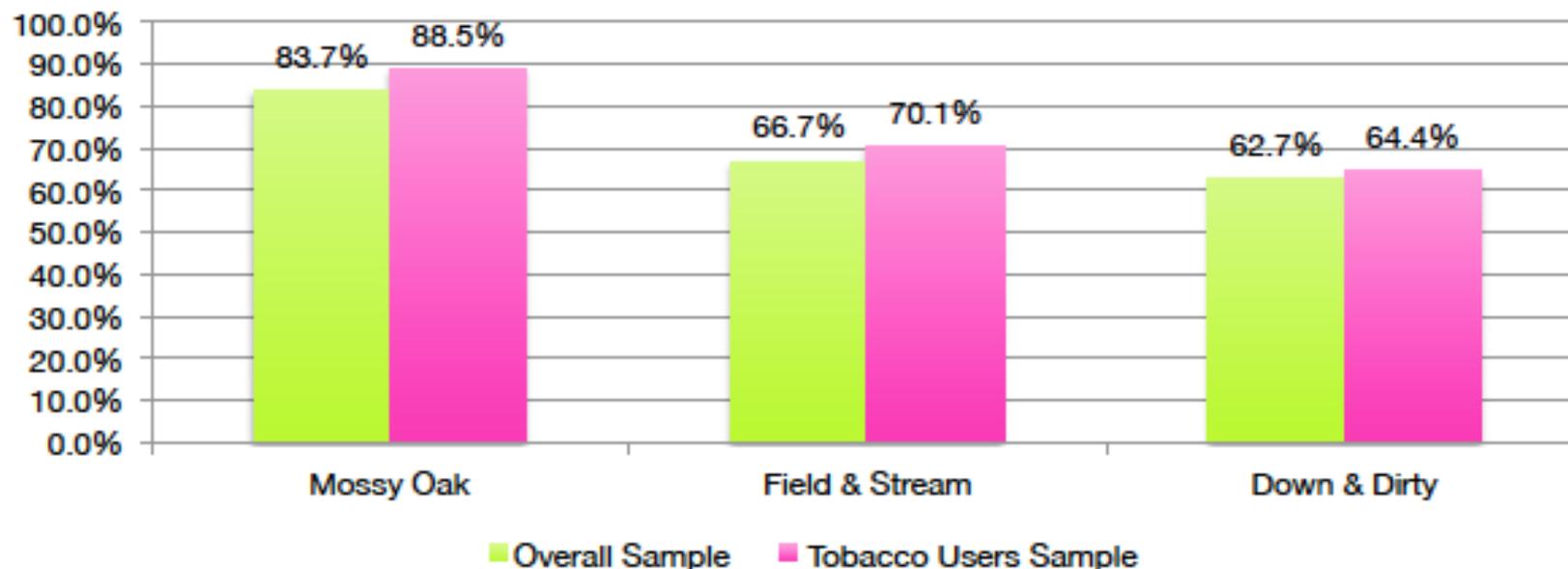
Figure 1. Types of Tobacco Used



Year 1 Evaluation – Brand Awareness

- 62.7% of respondents reported awareness of D&D
- Tobacco users reported higher awareness

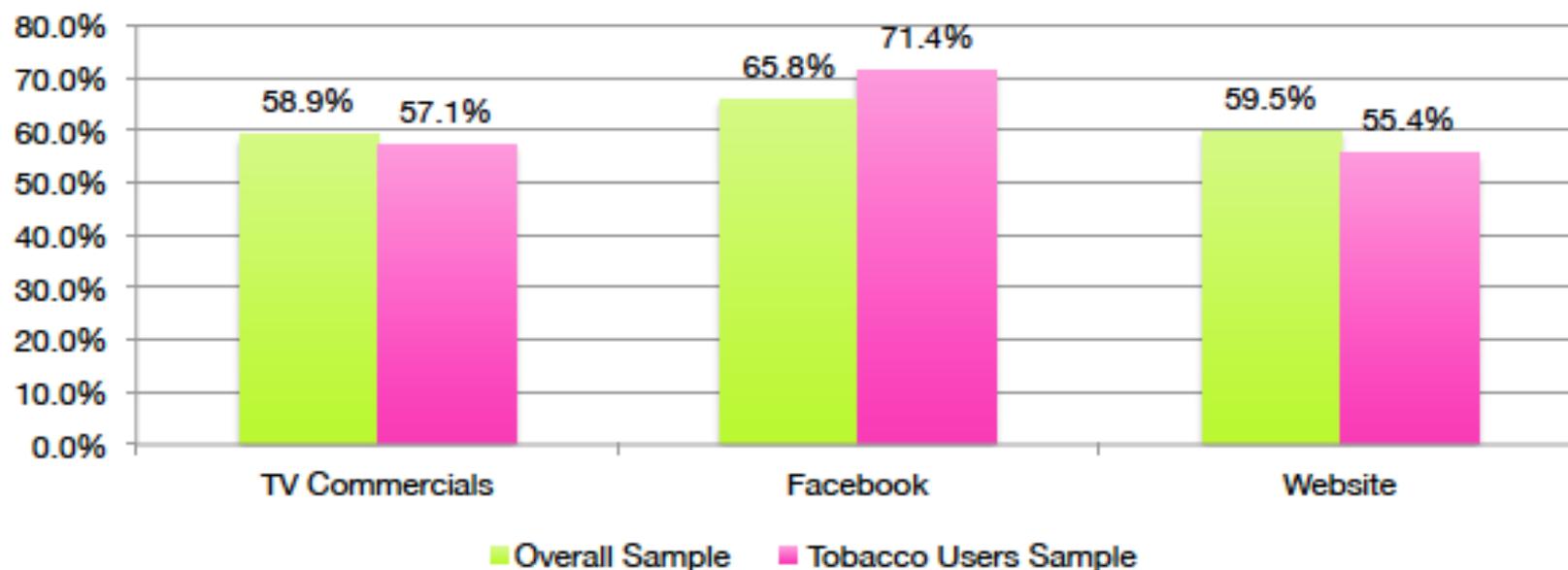
Figure 2. Country Brands Awareness



Year 1 Evaluation – Brand Exposure

- 59.5% of those aware of the brand have visited the website
- 65.8% have visited the Facebook page
- 58.9% have seen D&D commercial at least once

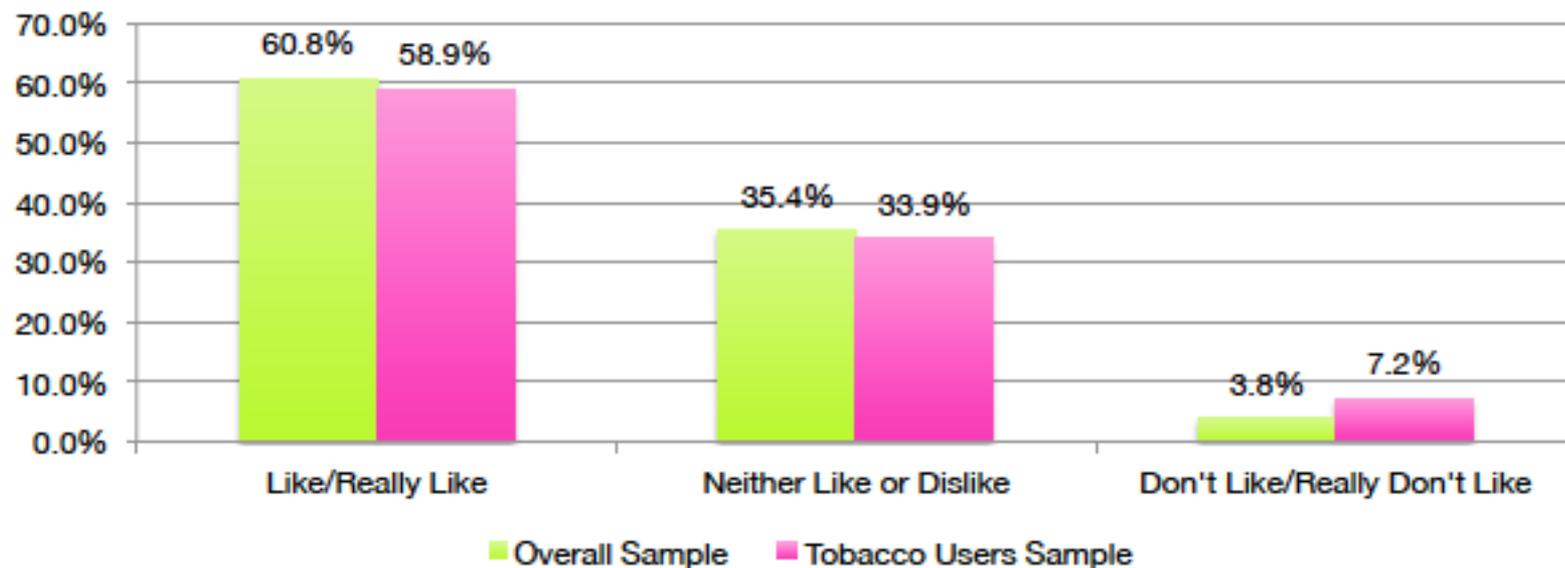
Figure 4. Brand Exposure



Year 1 Evaluation – Brand Perceptions

- 60.8% of those aware of D&D reported they “really like” or “like” the brand

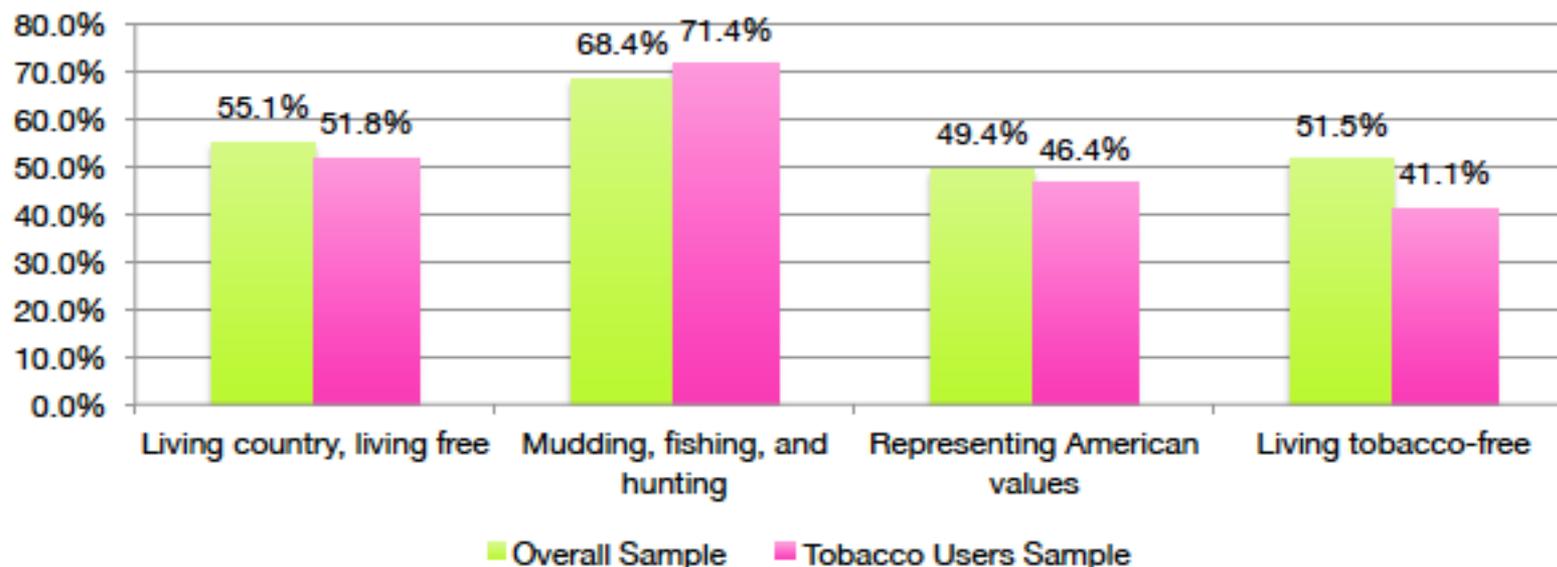
Figure 5. Brand Appeal



Year 1 Evaluation – Brand Perceptions

- How much each phrase describes D&D
- Answers below represent responses for “A lot” and “A great deal”

Figure 7. Phrases Describing D&D



Year 1 Evaluation – Brand Perceptions

Table 1a. People Most Likely To Attend D&D Events (Female)

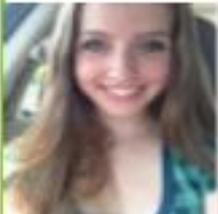
					
Peer Crowd	Hip Hop	Alternative	Country	Preppy	Mainstream
Overall	0.6%	1.3%	86.1%	5.1%	7.0%
User	0.0%	1.8%	87.5%	3.6%	7.1%

Table 1b. People Most Likely To Attend D&D Events (Male)

					
Peer Crowd	Hip Hop	Alternative	Country	Preppy	Mainstream
Overall	0.6%	2.5%	89.9%	5.1%	1.9%
User	0.0%	3.6%	92.9%	1.8%	1.8%

Year 1 Evaluation – Brand Perceptions

- Exposure of ads ranged from 23.7% to 43.5%
- Most liked was the Go Far. Ride Hard. Commercial
- Between 77.4% and 86.4% of respondents strongly disagreed with the statement, “I do not like the message in this commercial”

Table 2. Ad Testing Results by Ad

Ad Name	N	Exposure	Likeability	Message
Go Far. Ride Hard.	62	43.5%	64.5%	77.4%
Girls Living the D&D Life	70	31.4%	58.6%	80.0%
Go Far. Ride Hard. [EXTENDED]	59	23.7%	55.9%	86.4%
Tyler and Duke Muddin'	65	41.5%	55.4%	78.5%

Year 1 Evaluation – Summary

- Strong brand awareness in first year (62.7% of total / 64.4% of tobacco users)
- More tobacco users (71.4%) are exposed to D&D Facebook page than overall sample (65.8%)
- Findings imply that D&D has successfully reached at-risk Country teens and 58.9% of the tobacco users who are aware of the brand “like” or “really like it”
- High prevalence of tobacco use in sample (34.5%) indicate social media efforts are reaching high-risk teen audience since the same FB targeting techniques used for the campaign were used for the study
- Campaign is now firmly associated with Country culture and 51.5% associate it with “living tobacco free”.

**DOWN
AND
DIRTY** **TRUE**
COUNTRY
CHALLENGE

Warning: Fakers will be exposed.

Think you're the real deal?

Find out how country you are with the True Country Challenge.

START

Weekly Prizes: \$50 Cash | Grand Prize: \$150 Real Tree Gift Card

WE ARE COUNTRY. WE LIVE TOBACCO FREE.

Contest Only Open To Virginia Residents, ages 13-18.

Terms & Conditions

Full Message Package – “True Country”



- Larger version of most successful digital initiative last year
- Greatest single campaign growth for any of Rescue SCGs Social Brands

FY13/14 True Country Campaign



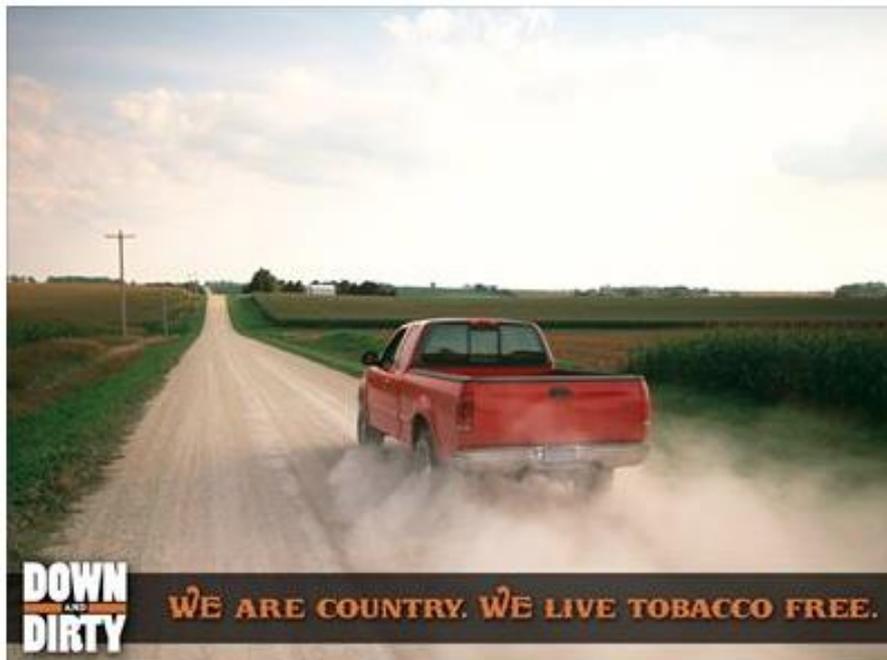
Full Message Package – “True Country”



Dan Brown

Being True Country means knowing the freedom of a pickup truck and a dirt road. Yet, cigarettes and chew have thousands of chemicals added to them, making them more addictive and taking away your freedom of choice. There's nothing country about that.

Take our true country challenge to find out how country you really are.



Like · Comment · Share · about a minute ago ·

- This campaign will showcase how true country values like freedom and family do not align with using tobacco
- Digital experience includes a True Country Challenge Facebook quiz that asks rural youth to prove how “country” they are by answering a variety of general rural questions and culturally relevant tobacco questions
- Digital experience facilitates sharing on Facebook

Full Message Package – “True Country”



- ❑ Draft TV script ready for production – March campaign launch
- ❑ Traditional buy will increase state-wide awareness of the brand and tobacco-free messaging
- ❑ Targeted digital campaign will support traditional media by reaching ONLY rural teens



WE ARE COUNTRY. WE LIVE TOBACCO FREE.

Full Message Package – “True Country”



TV Spot – Production Plan

- ▣ Jan 27 – Media Committee script review
- ▣ Feb 2 – Media Committee script approval
- ▣ Feb 5-6 – Production
- ▣ Feb 9-18 – Post-production
- ▣ Feb 19 – Media Committee review and vote on draft video
- ▣ March 4 – Board review and vote on final video
- ▣ March 16 – Air date

Point of Sale (POS) Initiative

**COUNTER
BALANCE**

Fall Campaign - Overview

Stage 1: (Fall 2014– Fall 2015)

Educate Vermont parents about the impact point of sale tobacco advertising has on children's perceptions of tobacco and likelihood that they will eventually use tobacco

Communication actions:

1. **Traditional media** - :30sec television spot
2. **Campaign website**- includes downloadable information, mailing list sign up, representative contact info. (Foundation built for future stages)
3. **Social media**- Facebook content and paid digital ads on Facebook and YouTube
4. **Coalition Outreach & Earned Media**: Resource Toolkit

Coalition Activities – Counter Tools:

In the Fall of 2014 we used Counter Tools (countertools.org) to conduct store assessments that measure the prevalence of tobacco product and ads in convenience stores, gas stations, grocery stores, pharmacies, and other locations frequented by youth.

Stage 2 (Fall 2015 – Spring 2016)

Build on the awareness and education-related outcomes achieved during phase one and shift the strategy to encourage social action and audience engagement.

- Continue to gauge the level of public interest in changing POS laws in Vermont
- Give potential supporters more specific ways to get involved
- Community leaders will be identified and engaged
- Community based activities such as state house rally

Stage 3 (Fall 2016- Summer 2017)

Heighten awareness and engagement around the need for POS intervention(s) while continuing to build public support for the changes in communities across Vermont.

Planning with environmental change experts will guide the development of an implementation strategy for phase three.

Fall Campaign: Key Outcomes

FACEBOOK	
New Page Likes	430
Total Reach	113,751
Total Engagements	476
Average Engagement/Post	12.5
WEBSITE	
Total Page Views	4,659
Total Unique Page Views	3,731
Average Time on Page	01:44
Contact Form Submissions	11
YOUTUBE	
Video Views	49,577 (most in VDH history)
Ad Impressions	274,792
Ad Click Thrus	1,376

Counter Balance VT Fall 2014 Media Overview



Counter Balance Fall 2014

Media Overview

□ **Timing**

10/5/2014 – 12/7/2014

□ **Target Audience**

Adults 25-49

Parents of Grade School

Parents of Tweens

Educated/Upper HHI

□ **Media Tactics**

Television & Online

□ **Media Expenditure**

\$77,000

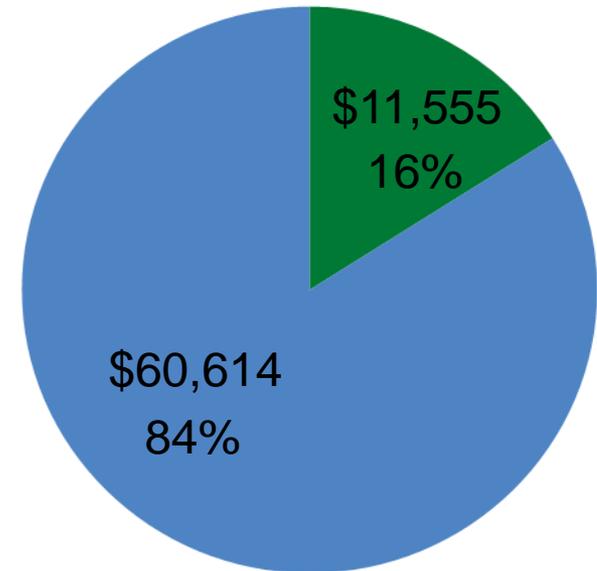


Counter Balance VT Fall 2014 Media Results

TV



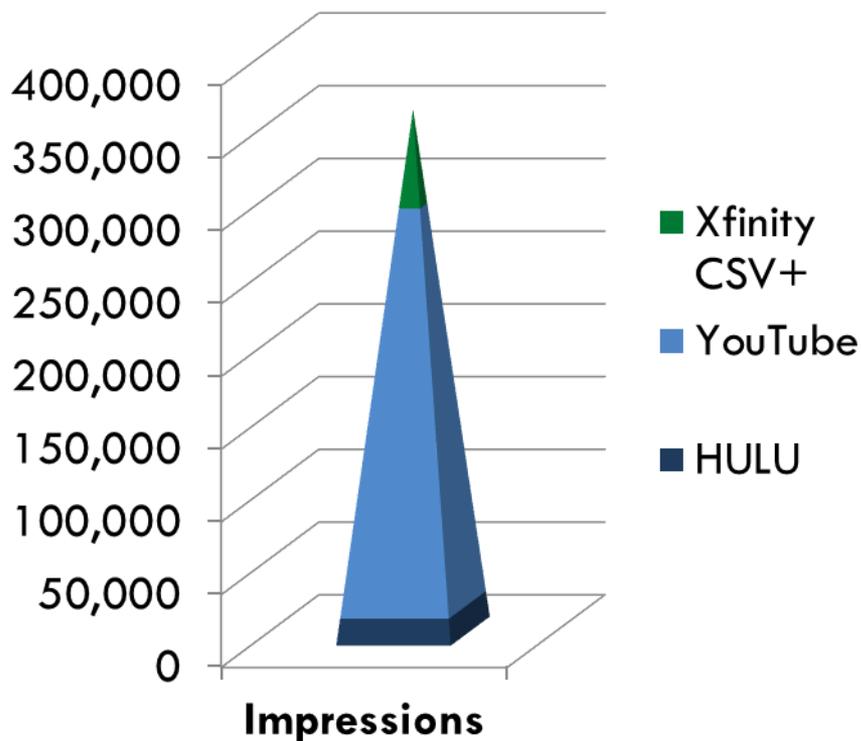
Paid vs. Added Value



- Negotiated Added Value
- Paid

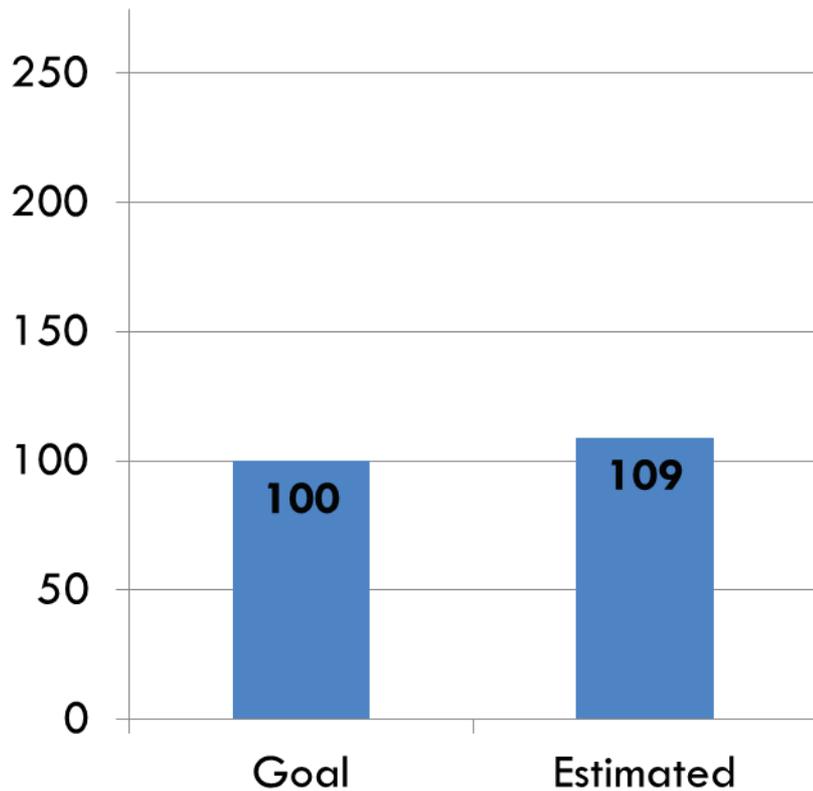
Online

Over 114,000 completed online views

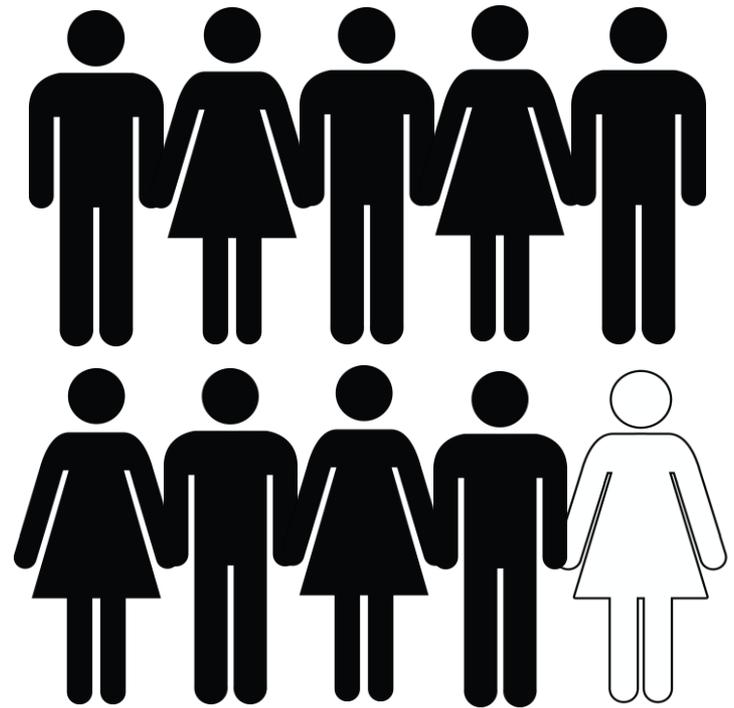


POS Fall Media Plan - Estimated Outcome

Weekly GRPs



Reach



Frequency of **10.3** times

Thank you VTERB Media Committee!



Upcoming VTERB Media Review & Vote Dates

Feb 19 – review and vote on March Down & Dirty ad and media plan & review media plan for spring cessation using Tips and VT Quit Partners ads

March 4 – Full board review and vote on Down & Dirty ad; review and vote on spring cessation ads using Tips and VT Quit Partners

March – review concept for May flight of Down & Dirty ad; review media plans for April/May CounterBalance

April – review and vote on May Down & Dirty ad and media plan; review concept for new CounterBalance production

May 6 – Full board review and vote on Down & Dirty ad and media plan

**CounterBalance ad for fall will be produced over the summer when VTERB is normally on hiatus.