

# Quit Tips, Fall 2015

FY16

## TIPS FROM FORMER SMOKERS CAMPAIGN

September 21 – November 1, 2015

### Successful CDC Campaign “Tips From Former Smokers” to Be Expanded

Rita Rubin, MA JAMA February 10, 2015, Vol 313, No. 6 > News & Analysis Capitol Health Call

“In addition to the thousands of Americans the ‘Tips’ campaign has helped to quit smoking, we now know it is one of the most cost-effective public health campaigns with an unprecedented return on investment for taxpayers,” Sen Tom Harkin (D, IA) on December 10 announcement to increase of \$6 million in funding that will enable the CDC to expand the successful campaign.

This fall campaign will feature the best performing ads based on completed views on Google and YouTube from 2014: Rose’s Tip, Shawn’s Tip and Bill’s Tip.



### TARGET AUDIENCE

- Adults 25-34 Primary
- Adults 18-24 Secondary
- High School or less than a high school degree
- Low SES

### GOALS

- Statewide reach, 6 week campaign
- 150 GRP's per week
- HP 2020 performance measures = Reach of 70-85%

### THE BUY

- Quit Tips television and Quit Tips & Quit Partners digital placements
- Television (network and cable to reach entire state)
- 64% of the television budget placed in prime time and 14% in live sports
- Additional 1230 spot placements negotiated as added value to enhance the campaign across both broadcast and cable
- Internet placements to include banner ads on Google, video ads on YouTube, Hulu, and Comcast Spotlight Video (CSV+) and Facebook text ads

### PROPOSED BUDGET

\$85,714 beginning 9/21/15

Spots to air every week

### ESTIMATED

25-34 Reach of 94.7% and 8.2 frequency

18-24 Reach of 90.9% and 6.2 frequency

