Report overview

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- Methodology

Results

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# Campaign overview

** Quit Smoking Campaign 2a (16 Cancers) **

![Image of cancer organs]

342 TARPS  
23 October – 3 December  
Category: Graphic  
Primary target audience: Males 25-44

<table>
<thead>
<tr>
<th>Detail</th>
<th>October</th>
<th>November</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Television (30 sec equivalent)</strong></td>
<td></td>
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<tr>
<td>Free to air</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>SBS and community</td>
<td>16</td>
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<tr>
<td>Digital Video – Non-commissionable</td>
<td>23</td>
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<tr>
<td><strong>Digital</strong></td>
<td>30</td>
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<td>Society – Non-Commissionable</td>
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<td>13</td>
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<td>13</td>
<td>20</td>
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<td>20</td>
<td>27</td>
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Prompted recognition of **16 Cancers** quickly increased during the first burst. Recognition declined following the first television burst before slightly increasing during the second burst.

Weekly results for the primary target audience (males 25-44 years) are not separately shown due to very small sample size (weekly sample size ranged 2-6).

Over the campaign period (defined as weeks 43-50), recognition averaged 55% among smokers and recent quitters surveyed and 46% among males aged 25-44 years.
Ad-directed effectiveness

- Respondents who recognised **16 Cancers** were asked to rate the ad on four dimensions: being attention-grabbing, teaching them something new, making them stop and think and being believable. Ratings were averaged to form a composite measure reflecting ‘ad-directed effectiveness’.

- Average ad-directed effectiveness for **16 Cancers** in December 2016 was 2.19, this was comparable to the average for other advertisements adopting a ‘graphic’ style, previous campaign bursts and the target audience of males 25-44 years.

Base: All respondents who saw ad in campaign period. (Jul ’16 burst, n=177; Dec ’16 burst, n=178; males 25-44 years, n=55).

Average of four items: Attention-grabbing, Taught me something new, Made me stop and think and Believable. Items were rescaled to a common scale which ranged from 1 to 3.

* Indicates response is significantly different from the category average. Higher scores indicate higher ad-directed effectiveness.
Respondents who recognised **16 Cancers** were asked to rate the ad on three dimensions - relevance, making you think again about quitting (smokers), making you worry about your smoking (smokers) – reflecting ‘personalised effectiveness’. Ratings were averaged to form a composite measure.

The average personalised effectiveness score for **16 Cancers** in the December 2016 campaign period was 2.01. This was comparable to the average for other ads adopting a ‘graphic’ style (2.02), previous campaign bursts (2.03) and the target audience of males 25-44 years (2.13).
The following chart summarises the actions taken by smokers as a response to seeing **16 Cancers**. It shows the proportion who tried to quit, the proportion who sought help in one of four ways (see footnote), as well as the aggregate of these categories.

- One-fifth (20%) of smokers in the December 2016 campaign period stated they had tried to quit in response to the ad and slightly more than one-in-ten (14%) had undertaken help-seeking behaviour. One-quarter (25%) of smokers had undertaken either of these actions and these results exceeded campaign targets (5%).

- Similar results were seen in previous campaign bursts and among the campaign’s target audience of males 25-44 years. Results were also comparable to the average for ‘graphic’ style ads.

**Base:** All smokers who saw ad in campaign period. (Jul ’16 burst, n=148; Dec ’16 burst, n=149; males 25-44 years, n=47).

Help Seeking defined as smokers who had done any of the following: Called the Quitline, looked up quitting information online, visited the iCanQuit website and/or sought advice from a health professional.

As a result of seeing this ad, have you done any of the following things?

**Note:** 'Highest' results use 16 cancers data from the full year.
Intended action as a result of campaign

- Smokers who recognised **16 Cancers** were also asked if they intended to take any action in the future as a result of seeing the campaign.

- Approximately two-fifths (45%) of smokers who had seen **16 Cancers** in December 2016 reported they intended to take some type of action as a result of seeing the ad. The most common intentions were trying to quit (43%) and seeking advice from a health professional (22%). These results were comparable to previous bursts of the campaign and the target audience.

- Approximately half (51%) of the campaign’s target audience of males 25-44 years intended to take action.
## Performance summary against objectives

<table>
<thead>
<tr>
<th></th>
<th>Target</th>
<th>Result</th>
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<tbody>
<tr>
<td>Achieve an average prompted recognition of the campaign over the campaign period</td>
<td>60%</td>
<td>55%</td>
</tr>
<tr>
<td>Achieve a strong <em>ad-directed effectiveness</em> score for the campaign among those that recognised the campaign</td>
<td>2.33</td>
<td>2.19</td>
</tr>
<tr>
<td>Achieve a strong <em>personalised effectiveness</em> score for the campaign among those that recognised the campaign</td>
<td>2.01</td>
<td>2.01</td>
</tr>
<tr>
<td>Encourage smokers to make a quit attempt and/or seek help to quit</td>
<td>5%</td>
<td>25%</td>
</tr>
<tr>
<td>Prompt intentions to make a quit attempt and/or seek help to quit</td>
<td>5%</td>
<td>45%</td>
</tr>
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