



2014 APAC Effie® Awards Gold

“Smoking Kid - A Personal Message to the Smokers”

Category: **GoodWorks – Non Profit**
Brand/ Client: **Thai Health Promotion Foundation**
Lead Agency: **Ogilvy & Mather Advertising Thailand**

Market Background

Thai government has many attempts to reduce the smoker rate since 1973. The earliest effort was to announce the prohibition in selling cigarettes to children under 15 years old, followed by forced cigarette manufacturers to print pictures of smoking-related diseases on cigarette packs, introduced the Municipal Law banning smoking in public places including buses and theaters, enacted a law prohibiting any form of cigarette advertisement, and even increased cigarette taxes that push up the prices. The effort required to reduce smoker numbers as compared to the actual results is consistently contradictory.

State of Brand's Business

The Thai Health Promotion Foundation has offered a free help-line call service, called the 1600 Quitline, staffed by professional counselors to aid those who can't quit by themselves since 1993. However, the number of calls to 1600 Quitline was far too low to be considered effective. An average of only 7,057 calls per month was recorded from January to May 2012, and an average of 2,080 smokers, or 0.05% of all smokers in Thailand, called per month in 2009-2010. (Source: THPF Annual Report 2010) Unless we could increase the number of calls to the Quitline - which was considered a highly effective way to quit - the problem of smoking in Thailand would remain a considerable problem.

Strategic Challenge

Since the early 1990s, the Thai government and health organizations have taken tough measures and invested heavily in anti-smoking campaigns. Legislation was enacted including banning smoking in public places and eliminating any form of cigarette advertising. Tobacco manufacturers were forced to include the 1600 Quitline on all cigarette packages, right next to graphic images showing the negative long-term health effects of smoking. Also, the 1600 Quitline was featured prominently in all anti-smoking advertising materials produced. The THPF released 10 anti-smoking commercials over the last decade that sought to convince smokers to quit through a variety of creative executions: fear (smoking leads to illness and early death), emotions (stop smoking for the sake of your children), or

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creating a social trend with an anti-tobacco message. Yet, they were ineffective in getting smokers to call the Quitline. Smokers - many of whom were already well aware of the dangers of their habit - either ignored the campaigns or found the ads a touch patronizing and didn't give the key message much thought. The constant barrage of similar-sounding anti-tobacco public service messages became little more than background noise that faded into the ether of everyday life. The 1600 Quitline, which was listed on literally every cigarette package sold in the country, had become just another meaningless warning rather than a solution. The challenge was not necessarily in spreading the message that smoking is bad, but in creating an entirely new approach that would grab the smokers' attention and convince them to take action.

Objectives

Marketing objective is to increase the number of calls to the 1600 Quitline by 10% over three months.

Insight

After extensive analysis, we found that the main barrier preventing smokers from listening to the warnings or taking action were the smokers themselves. They were already well aware of the hazards, but they were often arrogant and considered themselves all-knowing. They believed they were in control of the situation - especially of their health. Common refrains were "I'm in control of everything now." "I know smoking is bad but I'm ok." "No one knows the condition of my health better than me." "I know myself best." Therefore, warnings from friends and family or the THPF were seen as irrelevant messages from 'outsiders' who did not really understand their real situation. The previous anti-smoking campaigns were meaningless because they talked about smokers in general and not about 'them' specifically. To create a real behavior change, we had to select the right speaker, one who smokers will trust wholeheartedly. And there was no more powerful envoy of the anti-smoking message than the smokers themselves. The insight for this campaign was "the most powerful speaker is 'me', the smoker". To successfully convince smokers to called Quitline and eventually drop their bad habit, the new campaign needed to make them admit to themselves that smoking was a problem that needed to be solved and help them remember a fact they had chosen to ignore.

The Big Idea

"Inside-Out Reflection" (A personal message to the smokers). Instead of bombarding them with anti-smoking messages, we created an impactful moment that unexpectedly grabbed their attention, thereby forcing them to reflect on their behavior.

Bringing the Idea to Life

We placed smokers in a situation in which their own voice would serve as the warning message. This moment would allow smokers to reflect on their behavior and generate a call-for-action message on a personal level, with smokers themselves unknowingly acting as the messengers. The creative idea, "Smoking Kid" was generated by combining smokers' insight with Thai cultural insight. Thailand is a hierarchical society in which a great deal of importance is placed on the showing of respect to elders. This also means that the older generation is expected to set a positive example for the younger generation. Adults have a duty to teach kids to behave in a proper way while kids listen and obey unconditionally. There is a common Thai proverb translated as: "Adults have bathed in hot water before and have had experiences children have not," meaning adults have the wisdom of experience and kids need to listen and follow their advice. The idea was to have kids, who were considered innocent and less capable, trick adult smokers into admitting how awful smoking was, thereby generating a moment of inside-out reflection and making smokers act as the speakers of the anti-smoking campaign. We planned to implement the campaign in three steps, beginning from direct experiences turning into social trend. Step 1: Moment of Truth. We delivered a personal message at a personal

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moment by creating the experiment through the activation. We designed the experiment to happen at the most critical moment - during the act of smoking - to create a 'self-awakening' moment. We hired child actors, cigarette in hand, to approach designated public smoking areas outside office buildings and ask smokers if they could use their lighter. As was expected, all adult smokers refused the request and instead lectured the kids on the dangers of smoking. The children would then ask why they were still smoking, before handing them a brochure with the message: "You worry about me, but why not about yourself? Reminding yourself is the most effective warning to help you quit. Call the 1600 hotline to quit smoking". Step 2: Mirror effect on other smokers. We spread out mirror effect on other smokers through online media. We wanted to recreate the same intimate feelings of surprise and personal reflection experienced by the original participants for a wide audience of smokers. Therefore, instead of mass media, in which audiences are forced to view and receive information in a passive way, we used online media. This was a natural choice because it is more personal and highly engaging, and thus would work best with the ad's message. By actively watching the entire scene caught on hidden cameras, the smokers would experience the same feeling and would have time to reflect on their behavior as well. Step 3: Mass awareness from contagious content. We generated social trends from public with massive earned media. Generations of tobacco addicts picked up the habit from watching actors smoke in the main media of the day, namely films and television. Now, we had a chance to create the opposite effect using our main media of the day, online media. With strong content and an impactful message that resonated with a global audience, plus the social nature of the internet that encouraged the sharing of the video, we could spark important conversations among both smokers and non-smokers alike. This would bring the topic of smoking back into the offline world and as a result, the 1600 Quitline would once again be visible to smokers.

Communications Touch Points

Consumer Touch Points	Country
TV (Spots, branded content, sponsorship on TV, product placement, Interactive TV/Video on Demand)	Thailand
Radio (Spots, merchandising, programme/content)	
Print (Trade/professional, newspaper - print, newspaper - digital, magazine - print, magazine- digital, custom publication)	
Direct (Mail, Email)	
PR	
Guerrilla (Street teams, tagging, wraps, buzz marketing, ambient media, sampling/trial)	✓
Events	
Cinema	
Interactive/Online (Display ads, brand website/microsite, developed brand content for another website, mobile/tablet optimised website, digital video, video skins/bugs, podcasts, gaming, contests, search engine marketing (SEM/SEO), Geo-based ads, etc.)	✓
Social Networking Sites/Applications	
Mobile/Tablet (App, in-app or in-game app, messaging/editorial/content, display ad, location-based communication)	
Consumer Involvement (WOM, consumer-generated, viral)	✓
OOH (Airport, transit, billboard, place-based)	
Packaging	
Product Design	
Trade Shows	
Sponsorship	
Retail Experience (POP, in-store video, in-store merchandising, retailtainment, store within a store, pharmacy)	
Sales Promotion	

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Professional Engagement (In-office, Congresses, detail/e-tail/interactive visual aids (IVAs), closed loop marketing (CLM), continuing engagement, informational/documentary video)	
Point of Care (POC) (Wallboards, video [HAN, Accent Health], brochures, coverwraps, electronic check-in)	
Other - _____	

Paid Media Expenditures

All amounts in USD

Under \$100K \$100K - under \$250K \$250K - under \$500K \$500K - under \$1M
 \$1M - under \$5M \$5M -under \$10M \$10M -under \$20M \$20M and over

Paid Media Expenditures	Country Thailand
Total Budget Range for this case from Jan 01, 2012 – Sep 30, 2013	Under \$100K
Average annual budget for this case in the prior year (enter NA if not applicable)	NA
By your estimates, compared to other competitors in this category, this budget is:	<input checked="" type="checkbox"/> Less <input type="checkbox"/> About the same <input type="checkbox"/> More

Non applicable

Owned Media and Sponsorship

Non applicable

Other Marketing Components

Marketing Components	Country Thailand
None	✓
Couponsing	
CRM / Loyalty Programmes	
Giveaways / Sampling	
Leveraging Distribution	
Other marketing for the brand running at the same time as the entered effort/campaign	
Pricing Changes	
Other - _____	

Non applicable

Results

The campaign was able to create a measurable behavior change. The number of completed calls went from an average of 7,057 per month from January to May, to 11461 in June, an increase of 62% (beyond target: 10% within 3 months). This marked a new high and outperformed all of THPF's previous anti-smoking campaigns over the past 20 years. (Source: Data from THPF 2012)

Moreover, after the launching period on July, the average number of monthly calls through November was 9321, up 32% from pre-launching levels. This sustained higher number of calls meant that other media advertising the 1600 Quitline was no longer invisible to smokers. (Source: Data from THPF 2012)

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Far Outperforming Previous Campaigns

- Cost of investment per call was substantially reduced from an average of \$1.5 million to \$5,000 (only required production cost with zero media cost) (Source: Data from THPF 2012)
- With no media spending, the campaign eventually generated incredibly high earned media valued at \$USD 3.2 million within one month. (Source: THPF Media Department)

Influencing smokers both locally and globally with a universal message

The video became a viral sensation and helped to spark a worldwide conversation. Some journalists, industry analysts and netizens were calling it the "most effective anti-smoking ad ever." The video was viewed more than a million times within the first three days and more than 5 million times within 10 days. (Source: Combine different links from youtube)

Scores of local and international media outlets reported on the video. This included Al Jazeera, Reuters, Financial Times, New York Daily News, Adweek, Arab News, Chicago Tribune, Deccan Chronicle from India, and Philstar from the Philippines. The clip was shared in 30 countries, and was mentioned in more than 20,000 posts on social media and blogs. (Source: THPF Media Department)

The Netizens Have Spoken

Tens of thousands of comments from viewers all over the world were logged on social media outlets, news sites and video sharing portals. The reaction was overwhelmingly positive. People were inspired and felt a call to action - smokers for quitting and non-smokers for sharing the video. (Source: Combine different links from youtube)

SS

wow. I'm a smoker and I completely ignore those pictures on the package, I'm immune to them. I know it's wrong, it's bad, it's killing me and yet...after watching this video, it's the first time that I can honestly say that an anti-smoking ad has ever affected me....well done. That was brilliant.

CrowtheRobot

Good ad. It doesn't just try to SCARE people into stopping smoking, it actually makes the people THINK.

Dan

Pretty hard to sit here with a smoke in my hand and watch that ad. Powerful stuff. If I attempt to quit (again) I will watch that ad whenever I get that craving. Couldn't hurt.

jettabear1

Excellent ad! This has given me the incentive to toss my smokes in the trash

Nadine

WOW !!!! I have watched this 4 times

Very powerful

I passed it on to all my smoker friends

Best anti smoking add ever.... It hit home

Smoking Kid campaign employed a new approach, "Inside-Out Reflection" which able to create a personal moment for the smokers to realize the fact they choose to ignore. It was a very first time in using online media as a direct channel to communicate with smokers. With a budget of just \$5,000 and no media spending, Smoking Kid had an enormous impact that touched smokers and non-smokers alike. The result of campaign not only became the most effective ever for the THPF, but also generated massive buzz around the world. Smokers far beyond Thailand's borders experienced their own "inside-

out reflection" moment, sparking a global conversation and providing inspiration to many looking to give up smoking once and for all.

Other Factors That Drove Results

No other factor

Country Case Ran In

We launch "Smoking Kid" campaign only in Thailand but the result of viral effect was shared in 30 countries. (Source: THPF Media Department)