

Category 2.2 – Marketing Planning:
Resources, Research and Insights

Second-Hand Smoke: Taking it right outside to protect Scotland's kids

Précis

“ You never really understand a person until you consider things from their point of view... until you climb into their skin and walk around in it.”

Atticus talking to Scout in Harper Lee's 'To Kill A Mockingbird'

Really get to know your audience and you'll find the insight that sparks positive action.

We'd like you to walk around in Joanne's* skin, while we tell you the story of how we changed **32,232** entrenched mind-sets to help protect Scotland's kids from the hidden dangers of Second-Hand Smoke.



*Joanne is a fictional character, representative of our target audience.

Ambition and clarity of objectives

Joanne is a 31 year old mum from Glasgow. She loves her ciggies – they get her through the day. But she wouldn't dream of smoking in front of her kids because she knows about passive smoking – that's why she does everything she can to protect them from it. If they're in the living-room, she smokes out the kitchen window or waits until they're in bed. She doesn't want them breathing her smoke and getting a dry throat or itchy eyes...

But try to explain to Joanne that Second-Hand Smoke (SHS) is still there long after she's put out her cigarette, and that it's seriously harming her kids, and she's having none of it. In her head, if you can't see or smell the smoke anymore, it's gone.

That was our challenge in a nutshell – our audience of C2DE parents already knew about passive smoking and were doing what they thought was enough to protect their kids from harm.

But SHS is the invisible, toxic smoke that pervades your house for hours – you can't see or smell it, but it's there. It's particularly harmful to kids because their lungs and immune systems are still developing. We're not just talking itchy eyes and dry throats – we're talking serious health harms.

The 'safe smoking' measures parents like Joanne were taking weren't enough. We had to get them to understand the 'invisibility of consequence' and appreciate that, despite thinking they were already doing enough to protect their kids, they were still exposing them to serious harm.

Our objectives were clear – we had to:

- Increase understanding of SHS and why it's so harmful to kids.

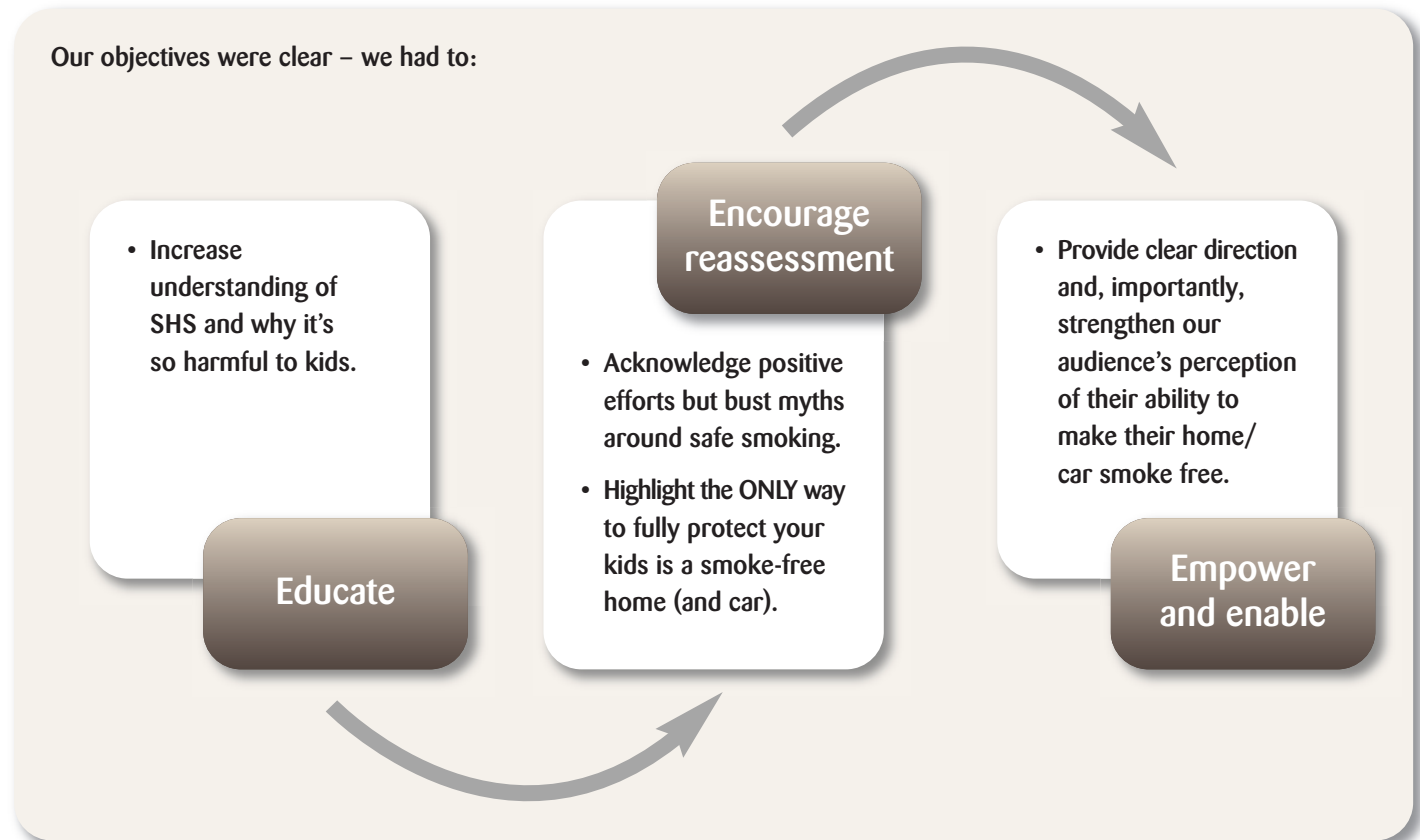
Educate

Encourage
reassessment

- Acknowledge positive efforts but bust myths around safe smoking.
- Highlight the **ONLY** way to fully protect your kids is a smoke-free home (and car).

- Provide clear direction and, importantly, strengthen our audience's perception of their ability to make their home/ car smoke free.

Empower
and enable



Effective use of resources and capabilities

Joanne lives in a second-floor flat. Her husband works nights. There's no way she'd stand in the back green on her own in the dark. Anyway, surely it's worse to leave her kids alone than to smoke out the window?

With previous Scottish Government Marketing campaigns focused on cessation, this campaign was new territory. We undertook extensive insight gathering.

Firstly, desk research:

Google 'second-hand smoke' and there are countless research studies, scholarly articles, and hundreds of global campaigns. The available information was almost overwhelming. Undaunted, we mined the evidence base, defining SHS themes:

- Awareness and understanding of SHS.
- SHS being particularly harmful to children.
- Behaviours undertaken to combat SHS and their efficacy.
- Perceptions of how easy it was to implement those behaviours, alongside key barriers.

Our key findings:

- Globally, understanding of SHS was low, hence the misguided attempts of parents to smoke 'safely' – their view was, as long as they were out of sight of the kids, it's fine to smoke indoors.
- And, there was a *disproportionate* level of harm to children, because their lungs and immune systems were still developing.

Worryingly, there seemed to be no appreciation of/understanding around that *disproportionate* harm –that children were particularly vulnerable to SHS just wasn't on our audience's radar...

Uncovering hidden gems

Our real breakthrough came when we uncovered hard-hitting 'new news', previously buried away:

- SHS lingers for hours, moving from room to room despite the efforts you take to control it¹.
- Kids breathe faster than adults². And because kids breathe faster than adults, they breathe *more* of SHS' toxic chemicals, summing up the disproportionate harm perfectly.

Amazingly, neither of these had played a lead role in the global campaigns we'd seen – it felt like we were on to something...

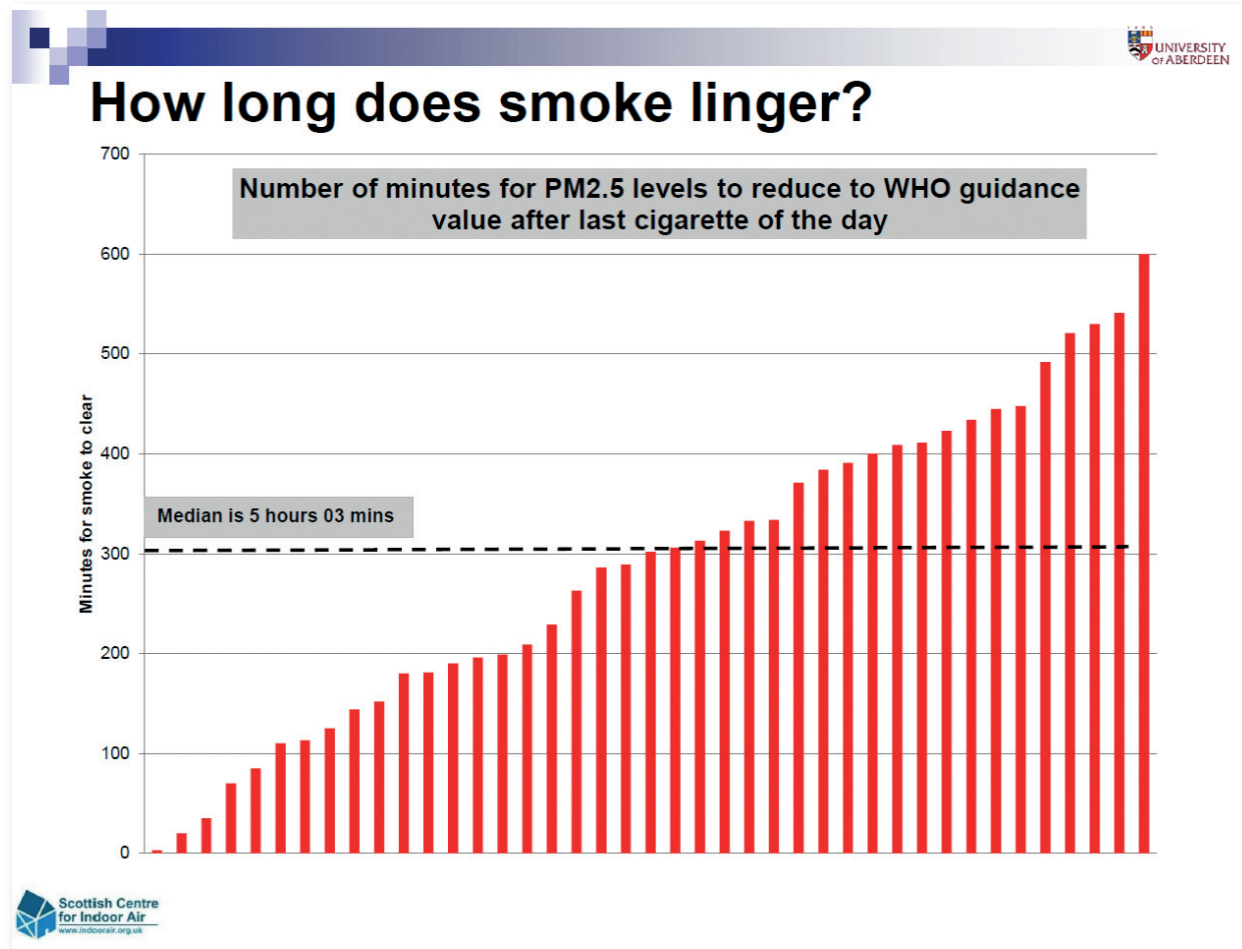
¹ Refresh: Creating a smoke-free home, 2012

² Royal College of Physicians (2010) Passive smoking and children: A report by the Tobacco Advisory Group. London:RCP.

Bringing it home

Global data and evidence was compelling, but we pushed that one stage further.

Enter leading academic Dr Sean Semple, already researching levels of SHS in Scottish homes. At our request, he worked tirelessly to provide robust evidence that SHS was lingering on average for **five hours** in Scottish homes, moving from room to room.



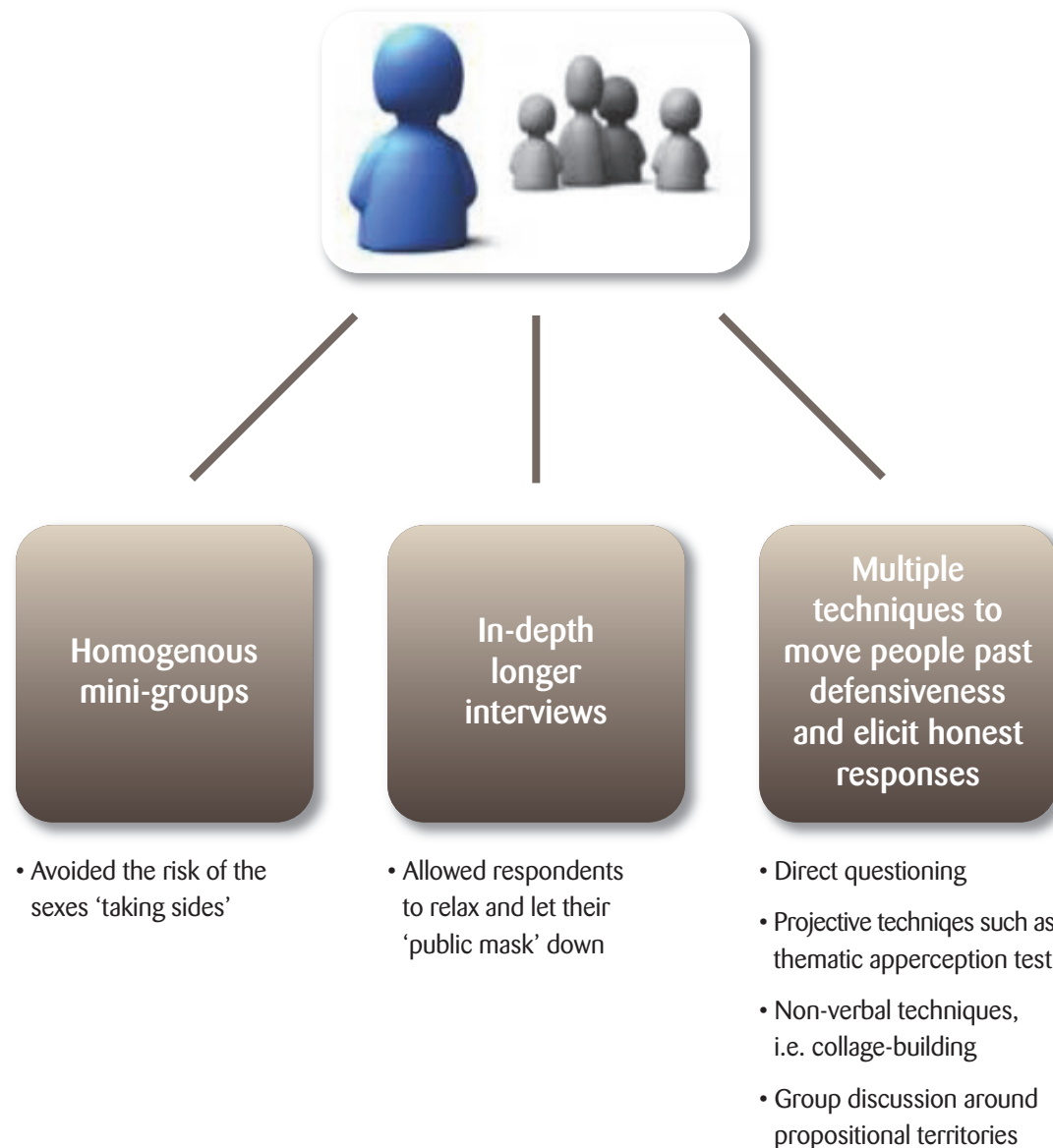
His data, alongside our 'kids breathe faster' fact, informed bold, single-minded propositional territories that we crafted for our next vital stage...

Climbing into their skin

Of all the hard-to-reach audiences we've worked with, this audience looked like the trickiest – heavy-smoking parents, with no intention of quitting, believing they were already protecting their kids. If we didn't find our campaign 'sweet spot', we'd be wallpaper.

Primary research was needed to get under our audience's skin to discover if our 'new news' would break down their defensiveness and motivate them to do more to protect their kids.

Working alongside Scott Porter Research, we devised optimum methodologies:



Understanding: a two-way street

Understanding the invisibility of consequence...

We thought we were on to something with the two facts we'd uncovered. Learning that invisible smoke can linger for hours, pervading your home, was powerful 'new news' to our audience, made all the more compelling when underpinned by the knowledge that their kids were especially vulnerable.

Understanding the audience mind-set...

The research also generated key attitudinal insights that helped us immerse ourselves more deeply in our audience mind-set:

Powerful instinct to 'protect'	Quitting not an option	SHS understanding vague	A two-dimensional debate
• Would do anything to protect their kids • Believed they'd already adopted suitable behaviours	• Smoking part of their fabric of life • They would switch off at the suggestion of a quit message	• Understanding was patchy / inaccurate • So efforts to protect kids ineffective • No grasp of disproportionate harm	• Difficult domestic / social circumstances, combined with limited access to outside space, perceived as insurmountable barriers • The answer to 'can I keep my home smoke free?' was 'no'

Understanding the barriers...

There was a tangible sense of helplessness in the face of our compelling 'new news':

"See if you said to me 'smoke and walk ten feet away, or stand on one leg' – whatever – I would do it just to be able to smoke and keep everybody safe and happy. I just want to be told how to do it safely. I don't want to be told 'oh, you're a bad mum and you're putting your kids in danger!'"

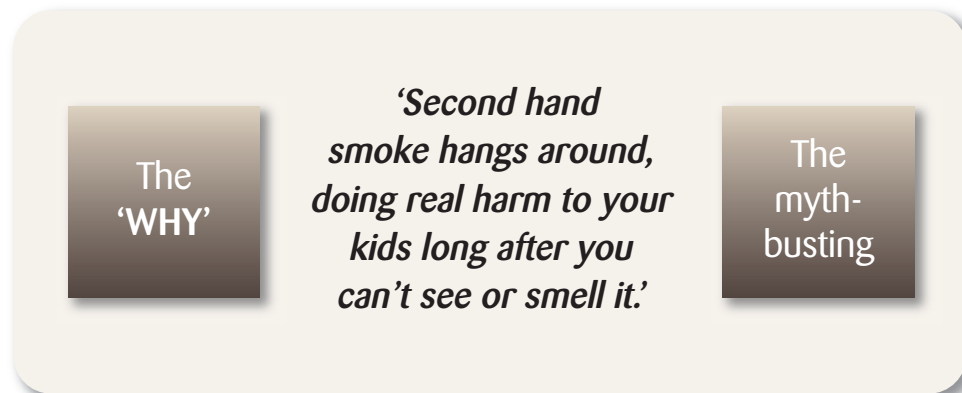
(Female, DE)

Developing our strategy

Our research gave us a clear strategic direction. We had to:

- **Create a compelling 'WHY'** – it was vital our audience understood the difference between passive smoking and SHS in order to convince them to do more to protect their kids.
- **Bust myths** – to encourage reassessment, it was important to recognise efforts to smoke 'safely' but equally, through establishing our 'new news', explain those efforts were ineffective.

Our creative proposition was substantiated by our 'new news', endorsed through research:



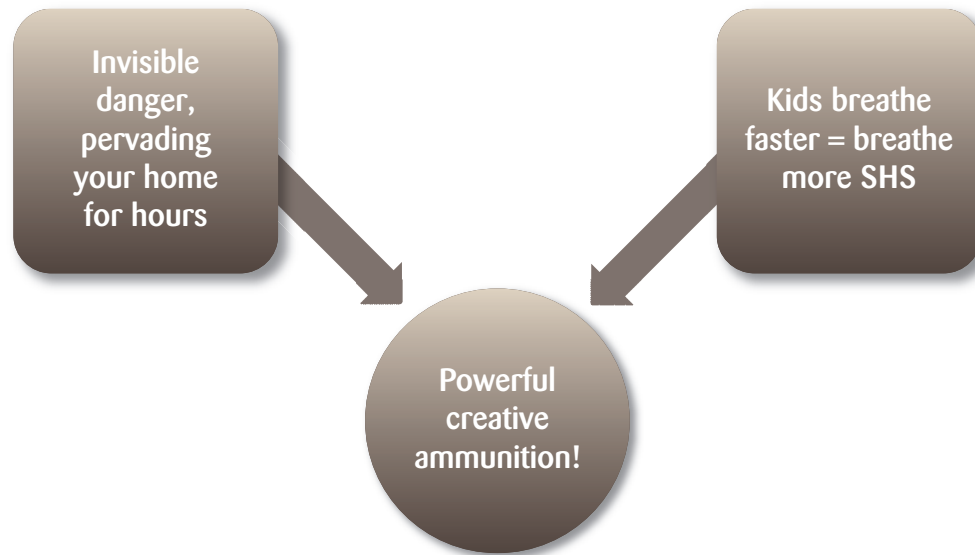
But what about the 'HOW'?

It was evident we had to address our audience's feeling of helplessness and move them on from seeing this as a two-dimensional debate. By **communicating the 'HOW'**, we would open their minds to new 'coping strategies'.

Working with experts in the field, ranging from academics and representatives from charities, through to smoking advisers, was invaluable in developing the 'HOW' strand of our strategy. They were the people talking to our audience on a daily basis, already 'under their skin' – the perfect campaign 'sounding-board'.

Effective execution and implementation of plans

Lighting the creative spark



Our strategy lit the spark the creative team needed to produce work that stood head and shoulders above other SHS campaigns.

They deliberately steered away from trying to show visible smoke harming children (a common mistake made by other campaigns), focusing instead on showing the harm of this invisible predator differently to communicate its lingering pervasiveness.

Our 'Dirty Air' campaign featured a hard-hitting campaign icon of a young boy with damaged lungs, graphically bringing to life the invisibility of consequence.



In a bold move, we deliberately avoided a quit-focused CTA, instead giving our audience a positive choice.

Leading with the 'kids breathe faster = more' fact rammed home the invisibility of consequence, helping our audience make sense of the disproportionate harm to kids.

Stakeholder input was, once more, invaluable – a highly-respected respiratory consultant ensured our representation of SHS spreading through lungs was credible.

Creative Testing responses confirmed we'd hit our 'sweet spot':

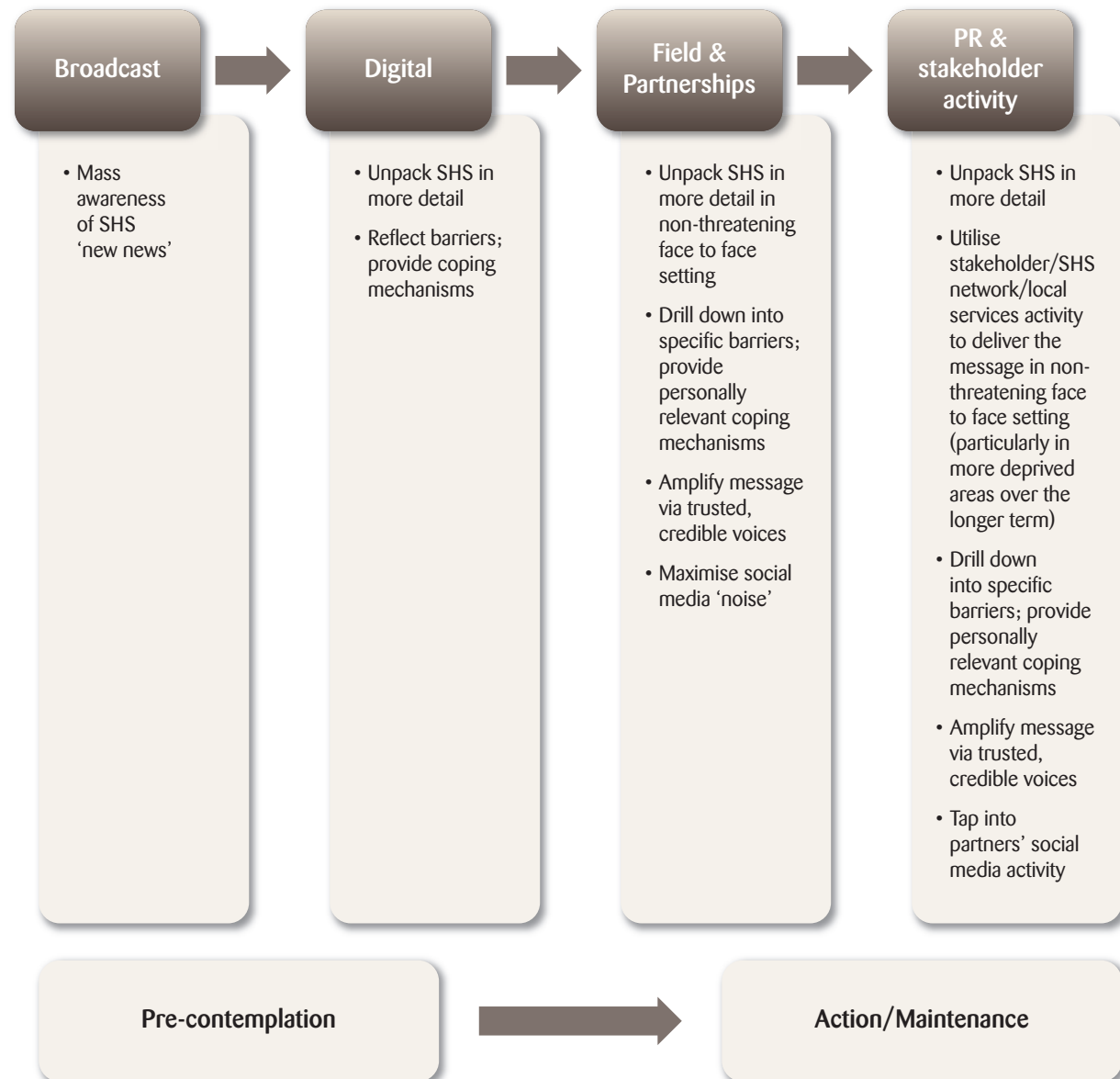
"You think their lungs are like perfectly fine, but when you see that – as much as we smoke – they're probably as bad as we are, our lungs are!" (Female, DE, heavy, Edinburgh)

"It's the most impactful 'cos it's showing you the effect – it's giving you cause and effect – it's saying and showing that this is happening." (Male, DE, medium, Methil)

"We're all mums, and you sit there and you say 'I would kill for my kid – anyone hurt my child and I would kill them'... and you go 'I'm actually hurting them as well by smoking' – that's terrible!" (Female, C2D, medium, Glasgow)

Our behaviour change journey

We needed multiple touch-points to unpack our campaign in more detail – our channel strategy aimed to move people along a behaviour change journey from Pre-Contemplation through to Action/Maintenance:



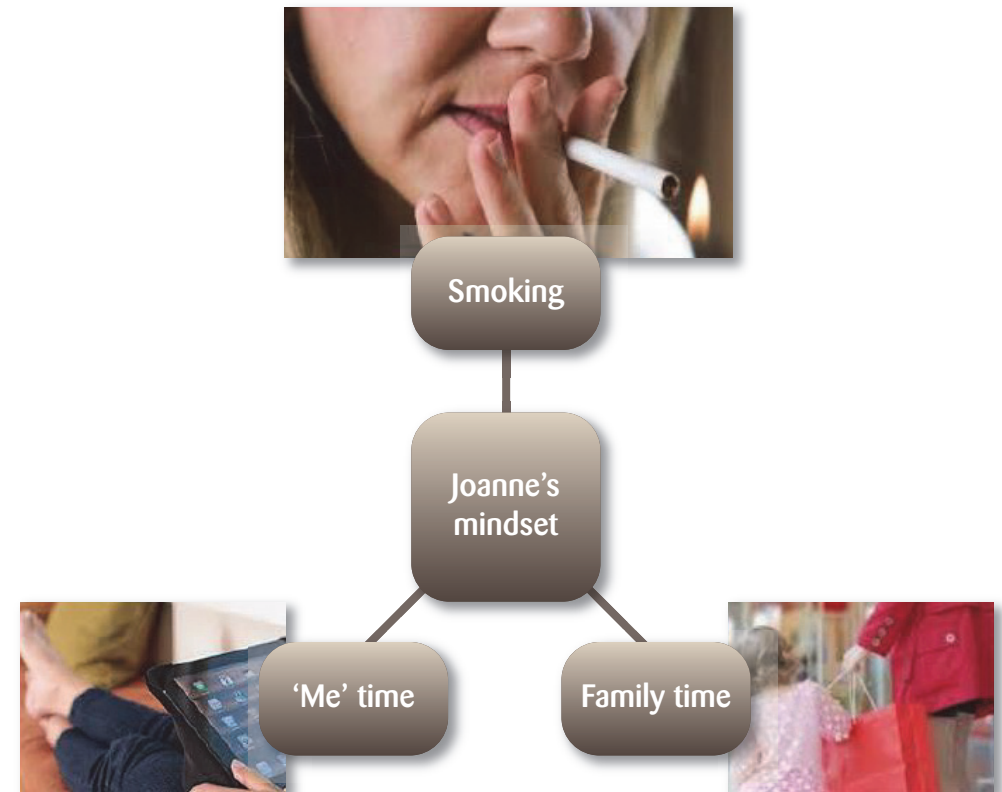
Taking it right outside

Campaign icons

Our powerful image of the young boy, with toxic second hand smoke spreading through his vulnerable lungs, was the perfect platform for our integrated campaign alongside our specially-created smoke-free house icon. Both of these stretched seamlessly across all campaign channels.



Our campaign journey was designed to tap into the mind-set of people like Joanne at certain times of the day and in certain situations.



Joanne's smoking mind-set

Evenings gave us a number of prime opportunities to interrupt Joanne in a smoking mind-set:



Our 40" TV ad, featuring Ken Stott as VO, dramatised the lingering pervasiveness of SHS, despite best efforts to control it.

http://youtu.be/e5pZz_78DJQ

MVO: Kids breathe faster than adults.

MVO: When you smoke indoors your second hand smoke lingers in the air. You can't see or smell it, but it's there.

MVO: No matter what you do, the harmful chemicals move from room to room for up to 5 hours.

And because your child breathes faster than you, they'll breathe more of those harmful chemicals.

MVO: You can choose whether your child breathes second hand smoke or clean air.

For your kids' sake, don't smoke indoors. Take it right outside.

BOY (8): Ask yourself something...

How close to your kids would you smoke?

Probably not in their bedroom right?

But how about the living room?

What if the door's shut? Or the window's open?

Is the kitchen OK? *(knowing pause)* ... standing at the open back door?

You can't see or smell second hand smoke, but it's there. And the harmful chemicals in it move from room to room for up to five hours. So wherever your kid is, they'll breathe them in.

You can choose whether your child breathes second hand smoke or clean air. For your kids' sake, don't smoke indoors. Take it right outside.

Our 'How Near?' radio focused on busting myths around the 'safe smoking' scenarios Joanne was probably considering right at that moment.

<https://soundcloud.com/guy-vickerstaff/scotgov-secondhandsmoke-hownear>

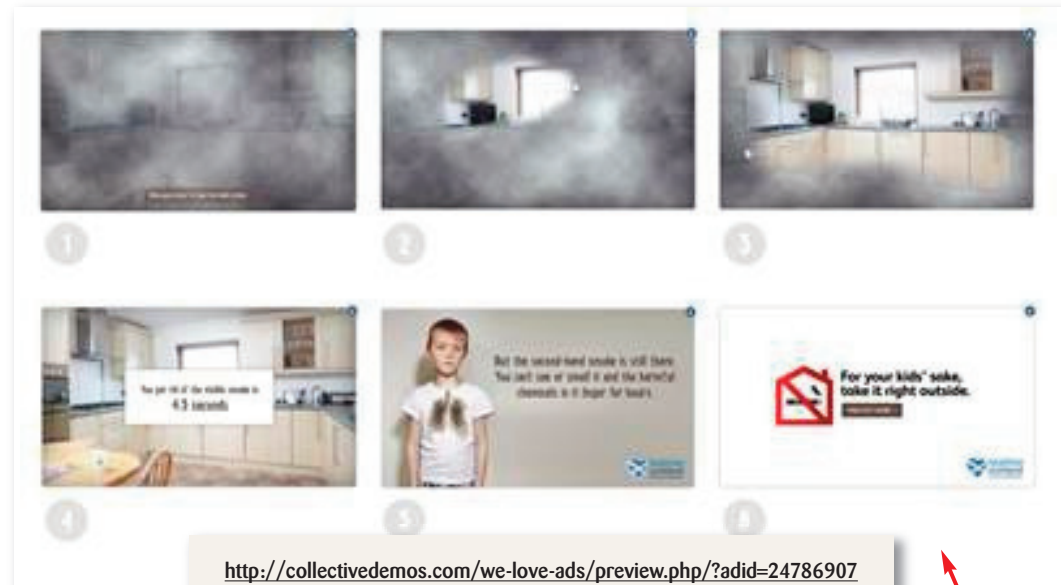
Joanne's 'me-time' mind-set

We were there when Joanne was enjoying 'me-time':

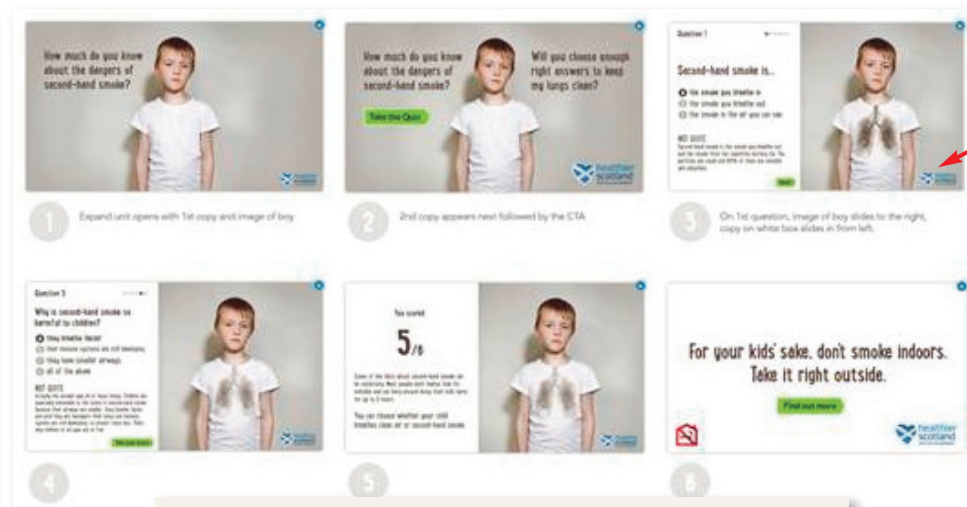
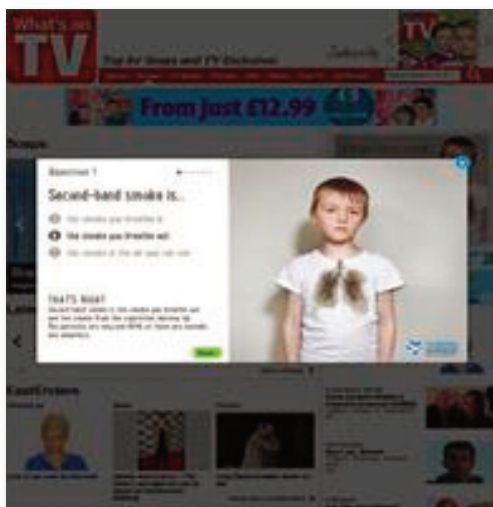


Our Daily Record homepage takeover drove awareness.

Our TV ad ran on Video-On-Demand, driving people through to our website.



<http://collectivedemos.com/we-love-ads/preview.php?adid=24786907>



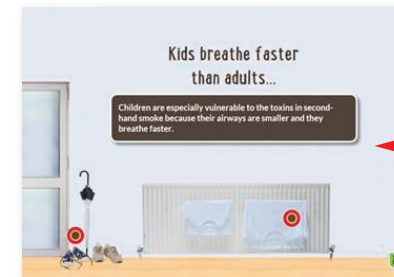
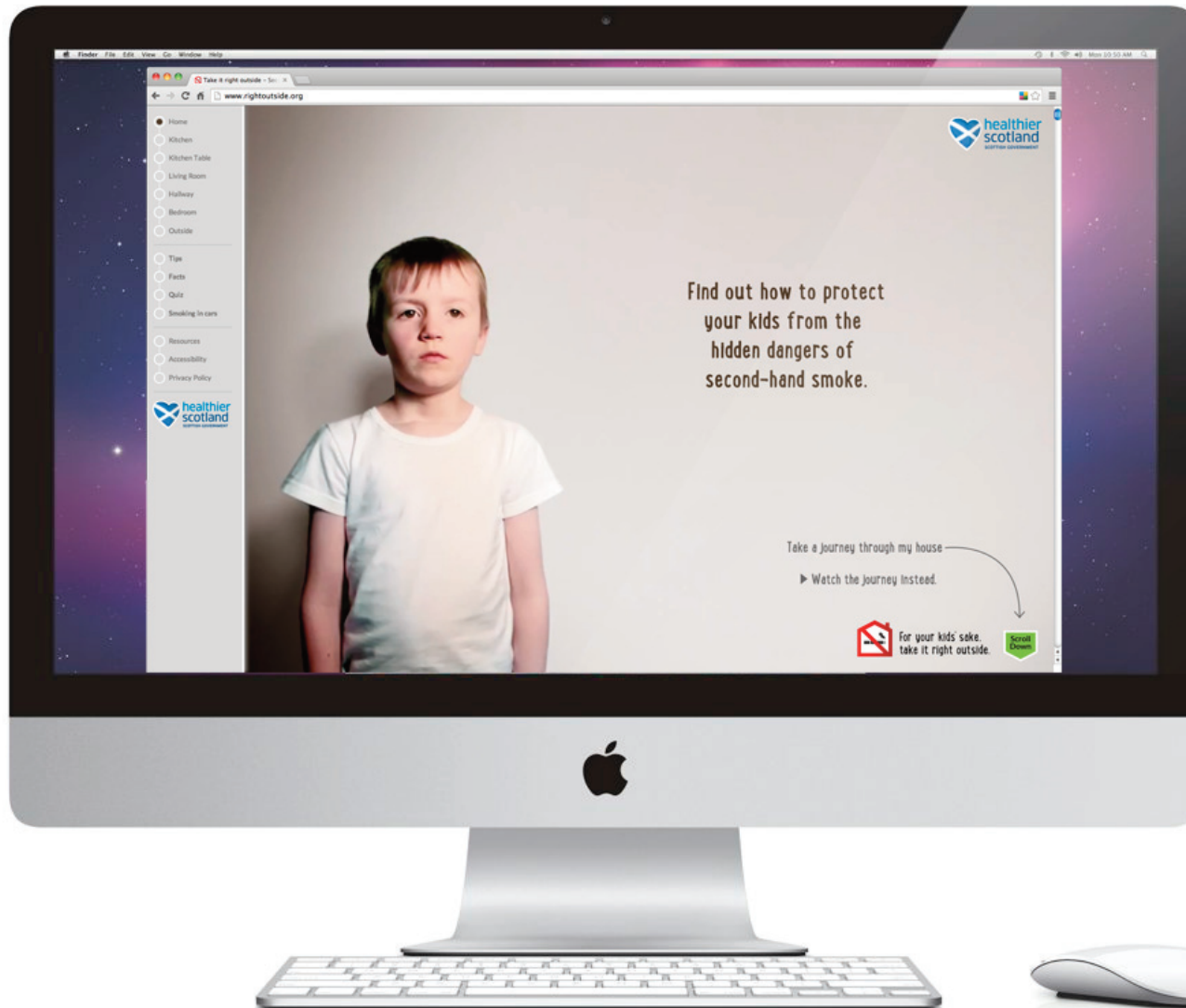
<http://collectivedemos.com/we-love-ads/preview.php?adid=24809262>

Our online FB and AMNET banners reflected familiar smoking moments and highlighted the harm.

Rich media formats focused on in-ad engagement and education.

Take the journey of SHS through the home

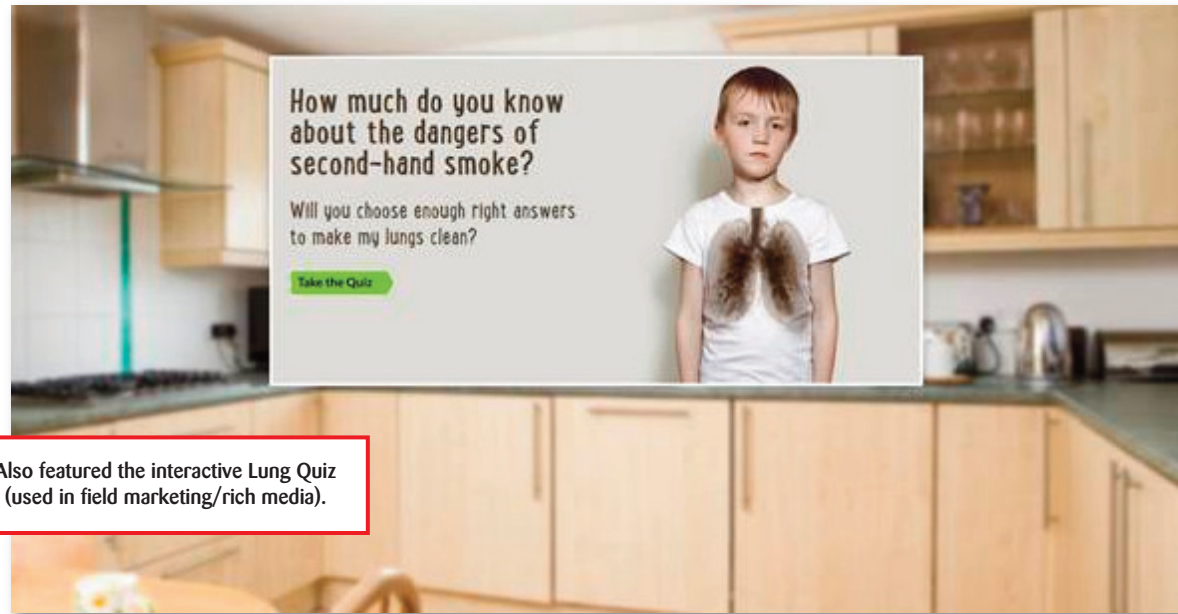
Developed with our digital partner, **The Weather**, the website was specifically designed to challenge the view that this was a two-dimensional debate:



Parallax scrolling took users on SHS's journey through a house, unpacking SHS in detail and, crucially, reflecting the barriers our TA faced.

rightoutside.org/awards

Helping Joanne take it right outside



Also featured the interactive Lung Quiz (used in field marketing/rich media).

The Tips section focused on opening our audience's minds to new coping strategies.

Tips to help you choose clean air for your kids

Everyone's situation is different - how could taking it right outside work for you? Here are some ideas.

- ▶ Do you live in a flat with no outside space or balcony?
- ▶ Are you on your own looking after the kids?
- ▶ Do you have visitors who smoke?
- ▶ Want to make smoking outside easier?

▶ Learn the facts
▶ Smoking in your car
▶ Take the Lung Quiz

Or, for help quitting visit www.canstopsmoking.com.

 For your kids' sake, take it right outside. 

Smoking in the car creates dangerous levels of toxins in under 60 seconds. Even with the window open.

Smoking in the car, even with the window open or air-conditioning on can do real harm to your kids.

Here's why:

- The inside of your car is such a small space that the harmful chemicals in your second-hand smoke get to dangerously high levels very quickly.
- Children breathe faster than adults, their airways are smaller, and immune-system not fully developed, so those harmful chemicals do them greater harm.
- Plus, the toxins settle on car seats, door handles and carpets, so your child can pick up these chemicals through touch too.

To find out more about the hidden dangers of smoking indoors

- ▶ Take a Journey through the house.
- ▶ View tips
- ▶ Learn the facts
- ▶ Take the Lung Quiz

Or, for help quitting visit www.canstopsmoking.com.

 For your kids' sake, keep your car smokefree. 

Facts about second-hand smoke

- ▶ What is second-hand smoke?
- ▶ Why is it harmful?
- ▶ How can it hang around for 5 hours?
- ▶ How can it affect my child?
- ▶ What can I do?

▶ View tips
▶ Smoking in your car
▶ Take the Lung Quiz

Or, for help quitting visit www.canstopsmoking.com.

 For your kids' sake, take it right outside. 

Joanne's family mind-set

We reached Joanne in key family moments...

When Joanne was heading to the shops with her kids in the car, high-impact bus rears and our 'Car' radio targeted drivers, highlighting SHS reaches dangerous levels in a car in under a minute.



Boy of about 8:

"If you smoke in your car, harmful chemicals from your second-hand smoke can reach dangerous levels in under just 60 seconds

(Pause)

Even if you open your window.

And because we breathe faster than adults it does us even more harm.

Slow exhale...

For your kids' sake, keep your car smoke-free."

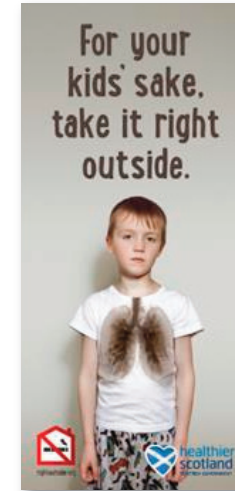
<https://soundcloud.com/guy-vickerstaff/scotgov-secondhandsmoke-carsmokefree-op2>

Taking the message to deprived areas

At the shops, the whole family would've been exposed to our field marketing activity:



Alongside Kommando, we developed an augmented-reality format, the ultimate way to 'make the invisible visible'. Using the AR app on a tablet, visitors to the stand could see toxic SHS swirling around them as their lungs gradually dirtied.



An instant family photo, showing families pledging to keep their home smoke-free, was a key intervention tool – knowing parents were far more likely to keep a pic of their kids than throw it away ensured longevity of campaign message.

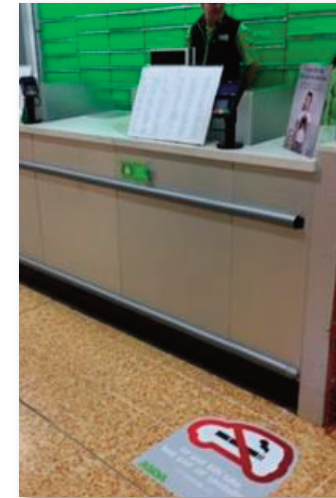


Watch the full Field Marketing journey at <https://m.youtube.com/watch?v=9CC7p8otr4E>

Amplifying the campaign

37 public/private sector Partnerships amplified our message, including:

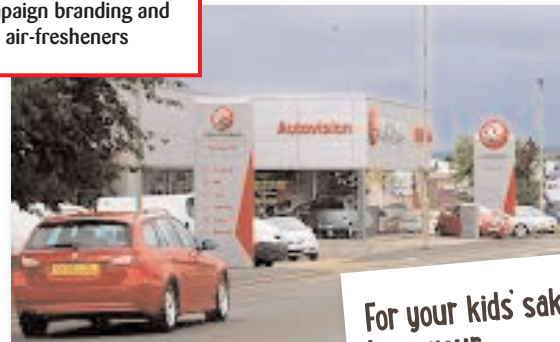
Major retailers featuring our campaign in-store and in car-parks



Charities displaying campaign POS in stores across Scotland



Car dealerships carrying campaign branding and air-fresheners

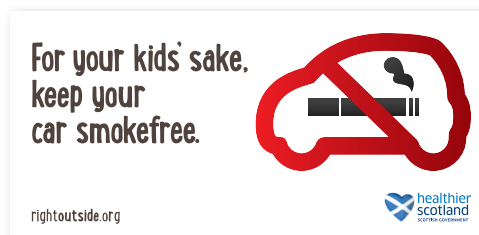


Large employers and family-friendly partners such as nurseries displaying/distributing materials to parents/staff



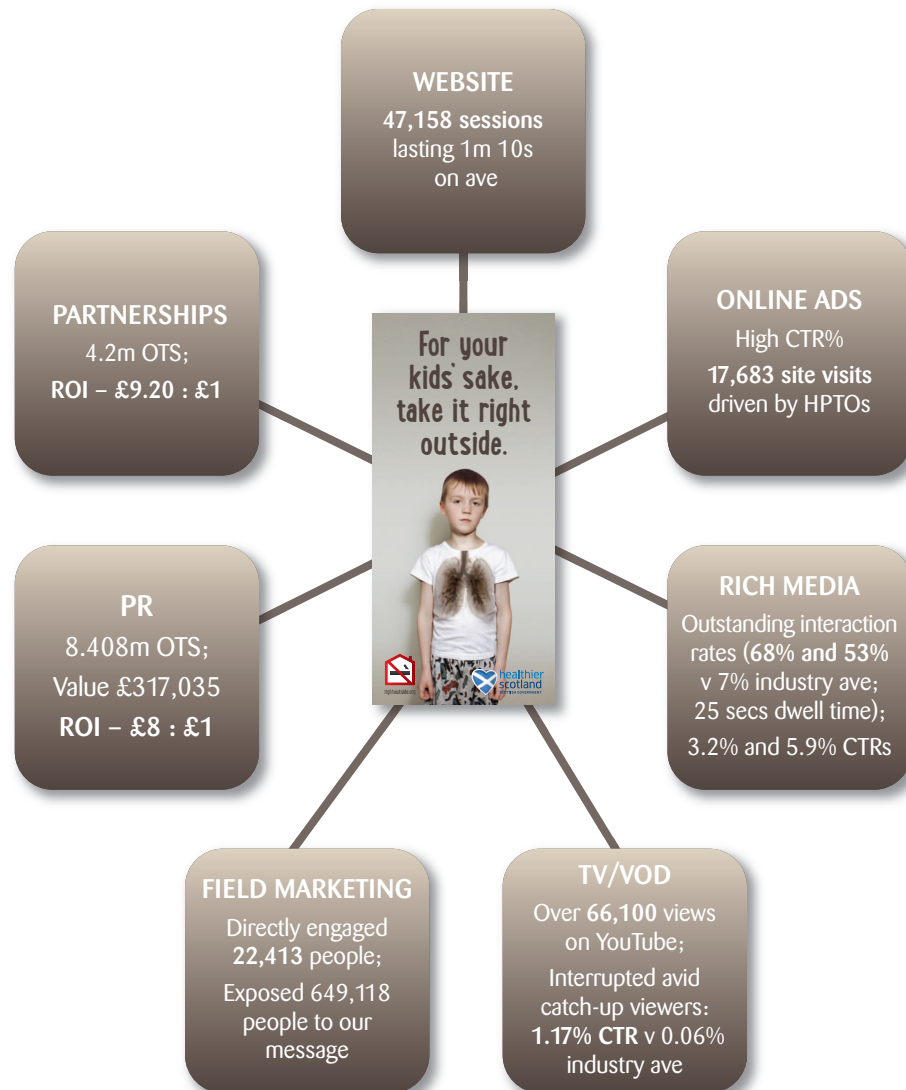
Amplifying the campaign

Consolidated PR supported the campaign with extensive PR at national/local level. NHS boards and key stakeholders embraced the campaign, promoting it extensively through their own channels and using key assets such as the augmented reality app in their local activity.



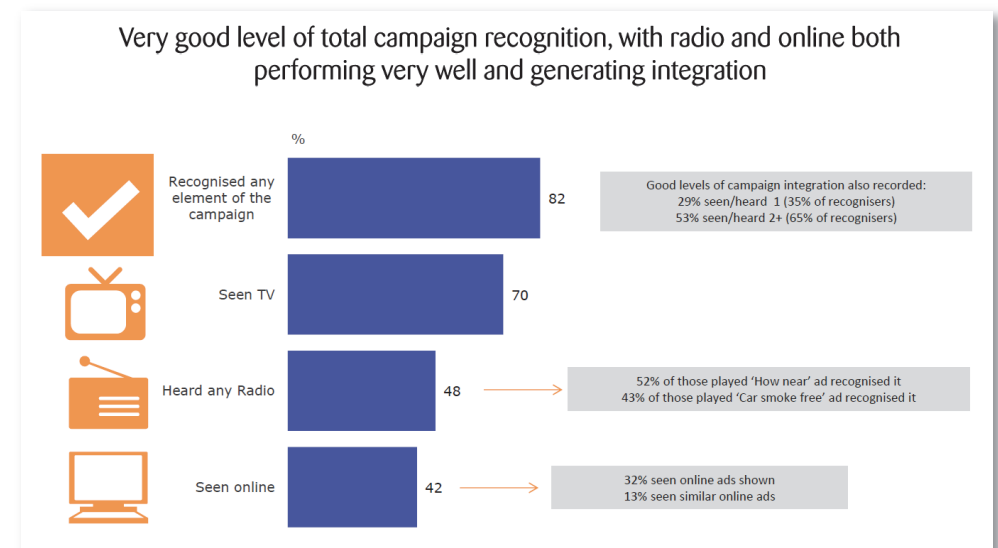
Benchmark-busting results

We didn't just bust 'safe smoking' myths – we bust industry benchmarks too:



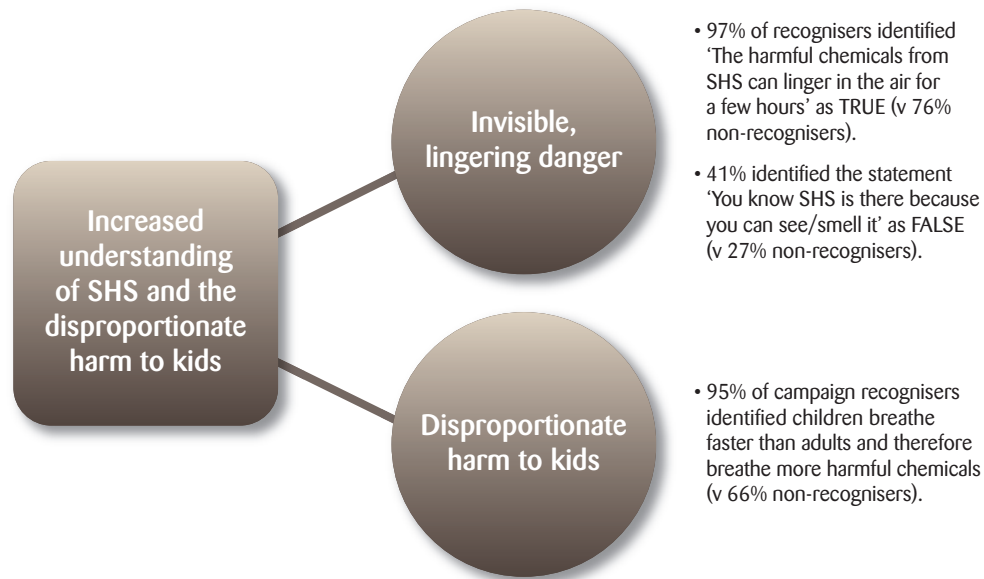
Independent evaluation³ showed outstanding levels of **Awareness** in a cluttered marketplace – prompted awareness was at **82%**, a major achievement after just one burst.

And, with all channels complementing each other, we delivered **strong campaign integration**:

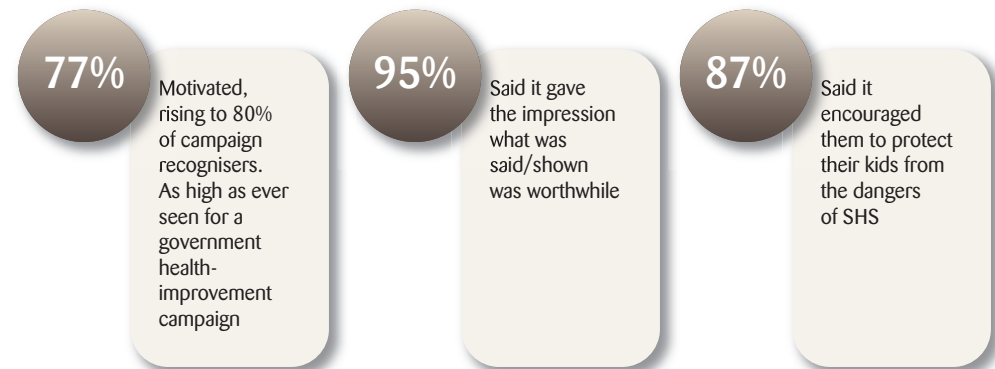


Increased understanding, high motivation

Our strategy of creating a compelling 'WHY' and busting myths around 'safe smoking' delivered significant shifts in attitudes towards/understanding of SHS:



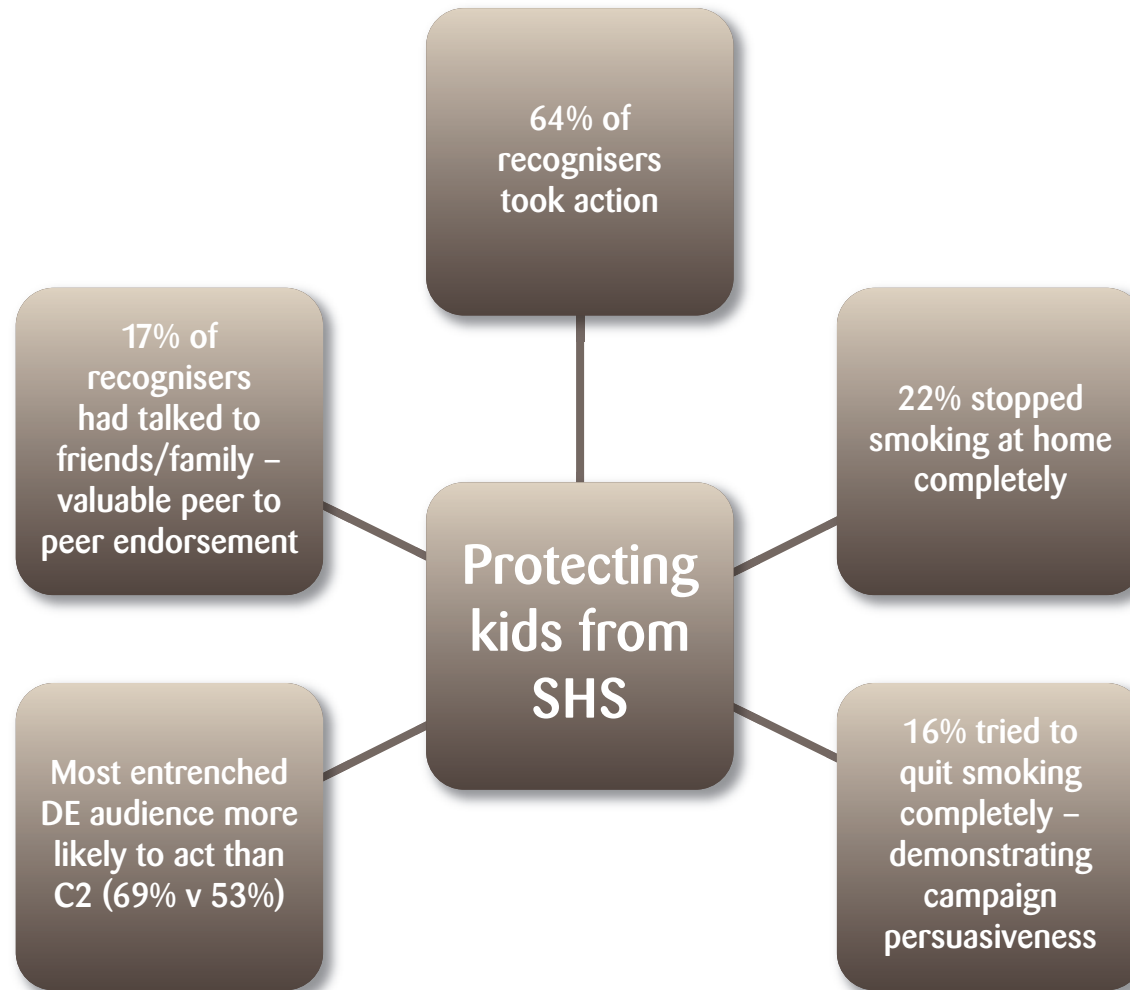
...and unprecedented levels of **Motivation**:



Communicating the 'HOW'

But, given the perceived barriers, could we realistically hope to see any behaviour change from a hard-to-reach audience after just one burst?

Through '**communicating the HOW**', we strengthened our audience's perception of their ability to make their homes and cars smoke-free:



Why this campaign should win a Star Award

Telling a disengaged audience that the action they're already taking isn't enough was a tricky ask.

Through a combination of robust strategic thinking and collaboration with academia, we uncovered powerful 'new news'. Brought to life with creative flair, that 'new news' struck a chord with our audience by showing the invisibility of consequence and tapping into their natural protective instincts.

The campaign results speak for themselves, but looking at the bigger picture:

- The target for 2020 is to reduce kids' exposure to SHS in the home from 12% to 6%. After just one burst, we've seen **22%** of our audience stating they have stopped smoking in the home completely – a massive step towards Scotland taking smoking 'right outside'.
- That equates to a conservative estimate of **32,232** C2DE parents now doing exactly what they need to do to protect their kids from the hidden dangers of second hand smoke⁴.

Our campaign's definitely made Joanne think – she likes smoking but she loves her kids more. So while she's not quite ready to quit, from now on she's going to take her smoking right outside.



right outside.org

**For your kids' sake,
take it right outside.**

4 Carat: Return on Social Marketing Investment, Second Hand Smoke 2014/15 – evaluation audience of 247,110 C2DE smokers with children living in household – using the midpoint of TNS' prompted and spontaneous awareness, 77% were campaign recognisers (190,274). 190,274 parents x 22% (% of TNS respondents who said they no longer smoked at home at all) = 41,860 parents. Allowing for overclaim in socially accepted behaviour, we have erred on the side of caution and assumed only those motivated by the campaign (77%) have changed their behaviour – a total of 32,232 parents.

Agency partners

Strategy, Creative, Digital, Partnerships

Story

Media planning and buying

Carat

Field Marketing

Kommando

Digital

The Weather

Research

Scott Porter and TNS

You can view the campaign online at www.judgeourwork.com/shs

