Ex post evaluation
Ex-smokers campaign

Final Report

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Ex-smokers campaign

Final Report

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EXECUTIVE SUMMARY

The ***'Ex-Smokers are Unstoppable'*** awareness-raising campaign ran from June 2011 to the end of October 2013 and targeted smokers aged 25 to 34 years old representing almost 28 million people living in the EU Member States.[1] The campaign was promoted by the Commission –through its Directorate General for Health and Food Safety, now DG SANTE– with active involvement from national and EU-level organisations including national ministries, health associations and NGOs. The three objectives set were to:

- highlight the benefits of giving up smoking and encourage and assist citizens to help them quit;
- raise awareness of the dangers of tobacco; and
- contribute to ensuring that new generations live longer and healthier lives in a smoke-free Europe.

Rather than negative messages of the 'smoking kills' variety, the campaign took a positive approach by using ex-smokers as role models to inspire those who wished to quit. Campaign messages highlighted the benefits of giving up smoking, namely that ex-smokers look better, sleep better, travel more, have more money, are less nervous, smell better, have more confidence, have more freedom, and are healthier.

This is the Executive Summary of the Final Report on the Ex-post evaluation of the 'Ex-smokers are Unstoppable' campaign, which was conducted by Coffey on behalf of the "Public Health Evaluation and Impact Assessment Consortium" (PHEIAC). The evaluation was contracted by the European Commission, Directorate-General Health and Consumers DG SANCO (now DG SANTE). The evaluation's main objectives were:

- To assess the impact of the different campaign actions in terms of their cost-benefit analysis/efficiency rated against the actual results achieved.
- To use the results of the evaluation to shape potential further improved actions in the same field and in other fields seeking behavioural change and improved life expectancy/healthy life
- To address established increased linkages of the campaign with Member States' national communication campaigns and/or available support structures that promote the same purpose (smoking cessation)
- To understand how different factors might affect smokers' behaviour to better input the decision-making process, current European legislation and cross-border initiatives on tobacco products.

Conclusions

The Ex-smokers are Unstoppable campaign was a major European Commission initiative, with a budget of circa €33 million over nearly three years. The campaign had a potential target audience of almost 28 million smokers aged 25 – 34 in 27 Member States, who were targeted with a large number of specific initiatives at national level and a set of bigger sub-campaigns at EU level.

Given the level of campaign complexity, it is not possible to define a set of all-encompassing metrics to assess its performance in terms of how many people were reached by the myriad of different initiatives, how they responded and the exact extent that the campaign contributed to further outcomes in the short or

[1] http://ec.europa.eu/health/tobacco/ex_smokers_are_unstoppable/index_en.htm

medium term. However a number of key performance indicators were set, which provide evidence that can be used to judge the effectiveness of the campaign:

- **Reach** from paid advertising (TV, print, digital), digital engagement (to a limited extent relating to campaign year 3 and the Day of the Ex-smoker campaign) and media coverage and message penetration
- **Impact and call to action:** awareness, smokers' perceived influence of the campaign on their motivation and call to action.
- **On-line word of mouth:** social media amplification (likes / comments / shares)
- **Registration and conversions:** registrations to iCoach and completion of the health check questionnaire

There was some difficulty in defining ambitions for the campaign and a mismatch between expectations and campaign design. This campaign was designed to reach smokers aged 25-34, raise awareness of the positive aspects of not being a smoker and lead them to a tool that could potentially help them to stop smoking. This means that the assessment of outcomes and impact of the campaign should relate to the numbers of people 'helped' rather than the numbers of people who may have given up smoking for which no KPIs were set. There is sufficient evidence in academic literature to confirm that at best the campaign and iCoach tool could only play a minor role in smoking cessation.

The campaign achieved an **impressive reach of 69% of its target audience (aged 25 – 34) in year one.** Ex-smokers **surpassed the pre-defined targets that were set for paid advertising** reach at the start of the campaign. Although there was no target set in year 1, paid advertising reach amounted to 19,354,142 or 69% of the target audience. In years 2 and 3, reach surpassed the targets set of 11.6 million and 9.8 million[2].

Campaign messaging was very effective and supported EC visibility through media coverage. People liked the positive messaging, it complemented negative messaging used in many Member States, and its formulation was appropriate for direct uptake by the media. The key objective was to incorporate four key messages[3] through the media coverage generated. On average, the "Ex-smokers are Unstoppable" message was incorporated in 89% of media coverage, the European Commission brand emerged in 88% of media pieces, followed by "iCoach" that appeared in 73% of media coverage and the "Ex-smokers' website" behind with presence in 58% of media coverage. Feedback suggests that materials and messages can be reused and the call for and re-launch of iCoach support this aspect.

With regards to attribution of the **campaign to the Commission**, the campaign communication actions were increasingly attributed to the Commission during the campaign and were judged to have contributed to an improved image of the EU. However, in absolute terms throughout the campaign there were more people who

[2] It is not possible to define the total number of people reached by the Ex-smokers' campaign because the calculation of reach focussed on paid advertising and not all campaign activities, was collected by channel and sub-campaign, and did not calculate duplicated reach.
[3] The four main messages monitored by the campaign were the "Ex-smokers are Unstoppable", the "European Commission" brand, "iCoach", and the "Ex-smokers.eu website".

attributed it to other stakeholders, in particular health charities and national and/or local governments who are the usual organisations operating at national level.

The campaign strategy replicated **good practice in public health campaigning**, whereby awareness-raising is linked to a programme of free support. **The campaign succeeded in engaging more than 400,000 smokers**, who registered with the tool and, by completing a smoking habits review questionnaire, reviewed their smoking behaviour and receiving tailored support on how to quit smoking. There were no quantitative targets set for the target number of people who should register with iCoach, but the outcomes achieved provide tangible evidence of impact that would not have been achieved without the Ex-smokers campaign and EU support.

With regards to the **health impact of the Ex-smokers' campaign**, technology-based interventions are considered to be cost-effective with a low cost per user in comparison to other types of interventions. However, available literature and experts consulted in the framework of the evaluation suggest that the true impact of the iCoach application may have been overstated, and it is plausible that some of the observed cessation would have occurred anyway in the absence of the application. This view is backed up by Eurobarometer data and on-line panel survey results in the six case study countries, which reflect a very small proportion of smokers or ex-smokers used on-line quit support lines to stop smoking.

Digital channels provided to be **most effective to reach people, but TV was the most effective centralised channel to resonate and engage with people**. Despite this, the share of the budget allocated to TV was significantly reduced in years two and three of the campaign. In retrospect, greater emphasis should have been placed on TV[4]. In terms of cost effectiveness, the available cost data was not aggregated in a way to allow analysis beyond the cost of main channels and numbers people reached, nonetheless it emerges that circa a quarter of the whole campaign budget (24%) was allocated to print which accounted for the lowest levels of reach, when compared with digital and TV, and much lower recall when compared to TV.

The mix of **campaign actions and channels was broadly suitable to reach the target audience**, as reflected by the fact that people aged 25 – 34 had the highest recall of the campaign tools of any age range. However, the campaign did not succeed in reaching its target group in **a uniform way** across the EU Member States. There were several reasons for this, including:

- The decision to focus certain campaign activities on a smaller subset of 14 Member States;
- The design of the campaign, with a focus on football and mobile technology resulted in gender bias in favour or males;
- Although the campaign added value to many countries with its positive message, impact was lower in Northern and Western European Member States where there were already a wide range of mechanisms in place to support smoking cessation.
- Disadvantaged groups (lower educated, socio-economic groups, etc.) were more difficult to reach. A more focussed targeting would be required if these groups are to be reached in the future.

The campaign had a centralised implementation strategy, which involved many specific effective communication initiatives in the Member States, but **missed the opportunity for deeper partnerships at national and local level.** Future initiatives could consider integrating a stronger local element beyond the 28% of total

[4] This was the approach taken by the US Tips campaign launched by the Center for Disease Control and Prevention, as well campaigns in Australia and the UK, which recommend anti-smoking TV advertising as an essential component of any population smoking reduction strategy.

campaign budget attributed, as a way of creating synergies which reinforce impact with national and local audiences. For example the campaign could have created linkages with national public health systems, also the concept of national Ambassadors worked in theory, but in practice the individuals were not sufficiently ambassadorial to act as mouth pieces for the campaign.

The partnership with FC Barcelona was one of the highlights of the campaign. It significantly increased media coverage and registrations to iCoach registered significant peaks during the launch and implementation of the initiative. The opportunities created as a result of the initiative afforded for more direct interaction with target groups. The only downside was that a substantially higher proportion of men than women registered in the FC Barcelona iCoach version, which suggests that there is scope in the future to identify equivalent initiatives which can engage females to the same extent.

The campaign gradually built its media profile over the three years showing the added value of the campaign duration in terms of increasing message intensity and effectiveness; media coverage increased from 860 articles in year 1 to 3,075 articles in year 3. However, it is difficult to assess performance in terms of volume of media coverage because the key performance indicators set did not appear to relate to any type of industry norm. In addition, there was no qualitative assessment beyond message mentions, although this would have increased the cost of this aspect of monitoring.

The approach to the internal evaluation was not optimal and this has limited the lessons learning exercise. Evaluation should be an integral part of a communication campaign, which supports decisions on which monitoring data to collect and runs alongside the campaign feeding back evidence to allow for a process of continuous improvement during the life span of the campaign. This evaluation was launched as an ex-post exercise several years after the launch of the campaign. In consequence the evaluation was unable to gather real-time evidence from people who actually saw the campaign and the Key Performance Indicators set (above) were not fully aligned with criteria later defined by the Commission to judge the effectiveness of the campaign, including visits to smoking cessation centres, attribution of the campaign to the European Commission. An example that we found interesting is the Tips from Former Smokers (Tips) campaign, launched across the US by the Centers for Disease Control and Prevention (CDC) in March 2012. The campaign featured an important evaluation component, consisting of a national pre and post cohort of 5,241 smokers interviewed before and after the intervention. This exercise allowed assessing awareness of campaign channels in the national population of smokers and provided estimates of exposure to the campaign. Descriptive and multivariate analyses were also used to assess pre and post change in outcomes as a result of the campaign.[5]

Recommendations

Reuse and repeat the concept, messaging and tools: there is scope to continue to use the Ex-smokers brand. The messages were well received; added value to communication approaches in many Member States and can be easily picked up and carried by the media. One of the key successes is the continued relevance and validity of the campaigns key messages and tools, which can be used for on-going campaign

[5] See presentation of campaign impact, https://www.nphic.org/Content/Conferences/2013/NCHCMM/Presentations/DavisKevin.pdf.

initiatives at much reduced cost because the campaign concept and materials are already available. Consideration could be given to repeating the Ex-smokers campaign on a smaller scale on a yearly basis, for example targeting a smaller subset of Member States with a focussed TV and Digital campaign in partnership with local actors, who give profile to the campaign and / or provide links to support services.

If the Commission would like future campaigns to generate awareness of EU support, then this goal must be articulated in the campaign objectives and brief to the communication agency. In addition, effective measures would need to be put into place to allow for measurement of any increase in recognition of the European Commission as the supporter of the campaign.

Use the same model, but create better linkages with national situations: it is recommended that future public health communication campaigns include both awareness-raising (with a stronger focus on TV advertising and much reduced focus on print) and a programme of support because this is recognised as the model for effective public health campaigns, but consider replicating the US Tips model by building stronger links with existing smoking cessation structures and resources in the Member States, as an alternative to exclusive links to iCoach.

Invest in partnerships with organisations, which reach the masses: in particular, it is recommended that serious consideration be given to extending the partnership with FC Barcelona as part of any future initiatives undertaken, or to explore replicating this successful model with other sports organisations across Europe. The interest that the QSWB initiative generated during the campaign reflects the huge potential that these organisations have to reach the general public. Linking with organisations and / or associations which reach the masses, with their own networks of fans, and with big celebrities who can endorse the campaign, is a formula that future campaigns should seek to replicate because, as linking with QSWB showed, the impact that can be achieved is enormous.

Improve objective setting and measurement: it is recommended to set SMART goals for future European Commission smoking cessation campaigns and to focus campaign activities on achieving the goals, with clearly defined, measurable and monitored activities to allow the Commission to make a proper assessment of their realisation. This means setting Key Performance Indicators (KPIs) at the outset of the campaign for all channels and tools, which link to overarching campaign outcomes[6] and organisational goals, and agreeing on a dashboard to monitor progress throughout. This requirement should be made explicit in the Terms of Reference for the implementing agency and should be developed in detail and in conjunction with the Commission at the outset (and not during) the campaign. Where they exist, KPIs should reflect industry benchmarks.

Build evaluation into future campaigns from the start to allow interaction between the communication agency, the campaign monitoring team and the Commission to agree on which monitoring data to collect and how this should be reported. The approach to data management (including data ownership) before, during and after the campaign should be discussed and agreed between the EC, the agency and external evaluators prior to the campaign process. The on-going monitoring of the campaign feeding into the evaluation is a good approach, however if an evaluation is required to make a thorough assessment it needs access to key campaign data and an overview of the data aggregation and calculation processes, as

[6] An Intervention logic can be a useful tool to help to structure how individual channels are intended to feed into intended campaign outcomes.

well as ownership of the data produced to be able to access it in full and to assess its validity. In addition, it is recommended that KPIs should be set for all aspects of the campaign (including PR and attendance to events) and that these should be both quantitative and qualitative in nature.

In the future, ask communication agencies to provide an on-line campaign dashboard to allow the progress and impact of different elements of the campaign to be visible to the Commission on an on-going basis and to allow a more efficient approach to decision making on if and how to tweak the campaign approach. This type of dashboard is industry-standard and essential for the management of large campaigns.

A mix between digital and TV should be sought in any future communication initiatives. As reflected by campaign monitoring data and costs, digital is an essential and cost-effective tool to communicate with audiences nowadays, but TV continues to generate the most impact and empathy. The analysis conducted also shows that the strong focus on print channels was not the best choice. Print accounted for 24% of the overall campaign budget, and was not effective enough in raising awareness or in leading people to sign up for iCoach. The proposed mix should remain multi-channel to guarantee access to as much people as possible, and not leave any specific groups or segments uncovered by the channels, but the proportion should favour digital and TV over print.

Need to review PR aspects to assess trade-offs between centralised strategy and adapting communication initiatives to local contexts. Even though evaluation findings show that the centralised campaign structure and strategy implemented were instrumental to a disciplined message, it is important to assess trade-offs between controlled messages and tools and the need for more flexibility to appeal to local media and target audiences and enhance visibility. Future Commission communication initiatives should at least consider the following:

- Accredited Commission spokespersons in the Member States who can guarantee quick / adequate reaction to media requests.
- To communicate at local / country level, local knowledge is critical. We recommend closer consultation with Representations on in-country timing issues and not allowing the process to drive the timing
- Tailoring of press releases and national / local events, with a view to localising the content of the campaign. Success stories involving real people should be included, as this feature is always appreciated by journalists.
- Prioritise correct translations of slogans and key messages. This is a very important element that was somehow overlooked in the Ex-smokers campaign and which (if not controlled) can have important negative implications.
- Avoid over-exposing presence of a Commissioner. The presence of a Commissioner usually guarantees media coverage, but the issues may be specific to the Commissioner rather than the campaign, so this resource has to be used with care.

Smoking cessation amongst young adults should continue to be the focus of future Commission communication initiatives. The evaluation confirmed that smoking cessation interventions amongst young adults is an area not

sufficiently covered by national stakeholders in the Member States. With the focus and priorities on smoking prevention amongst younger audiences, there is potential for the Commission to continue focussing on this problematic to add value and complement the work carried out at national level. The latest Eurobarometer report published in 2015 shows that smoking levels have decreased amongst younger audiences, but not amongst young adults and older people, which further increases the need to target audiences in the older age groups.

It is recommended that a more targeted approach is taken to focus communication resources. It is not possible to target all smokers in all Member States and there are already initiatives being undertaken at national level. This campaign highlighted that there is stronger potential for EU added value if the Commission targets Southern and Eastern European countries where governments are not active communicators of anti-smoking messages or are not credible enough at enforcing legislation, and where positive EC messages have the highest potential to impact on target audiences. At the same time, the Ex-smokers campaign was less effective at targeting females than males, as well as those with lower socioeconomic levels. The QSWB initiative proved to be an effective point of entry to the campaign for those in lower socio-economic and education levels, in particular because of the strong links with one of the most popular football clubs and as a result of the wide publicity that was made of the initiative. In the future, efforts to target women should focus on relevant messages and concerns in this group (pregnancy, motherhood and the risks of smoking), and also look to engage female referents or relevant testimonials that women can easily relate to.

INTRODUCTION

This is the Final Report of the evaluation of the Ex-smokers campaign, which was developed by Coffey for the European Commission DG SANCO (DG SANTE). This document presents our analysis of the available evidence in relation to the evaluation questions that have been set and puts forward the conclusions and recommendations of the evaluation based on this analysis.

Given the very extensive nature of the campaign which ran over a three year period, covered 27 Member States, and comprised a number of sub-campaigns involving a wide range of partners, including FC Barcelona, this document does not aim to provide a detailed overview of each aspect of the campaign. Instead the focus is to provide an clear assessment, which allows readers to understand to what extent the campaign met its goals and whether there are any lessons that can be learned for application in future campaigns, which support reductions in smoking in Europe.

Detailed evidence is provided in two sets of Annexes to this document. Annex A provides evidence relating to the country case study reports and Annex B provides the following evidence:

- Analysis of campaign monitoring data
- On-line survey and interviews with national stakeholders
- On-line panel survey and focus groups with smokers and ex-smokers in 6 Member States
- Interviews with iCoach users

Both Annexes are separate documents.

Purpose of the evaluation

This evaluation was a **retrospective assessment** of the EU Ex-smokers campaign covering the totality of the campaign, from inception in June 2011 until the end of 2013. The evaluation drew from available evidence of campaign results and implemented a programme of primary research in a sample of case study countries to identify short and medium term outcomes.

The main evaluation objectives were:

- To assess the **impact of the different campaign actions** in terms of their cost-benefit analysis/efficiency rated against the actual results achieved.
- To use the results of the evaluation to **shape potential further improved actions** in the same field and in other fields seeking behavioural change and improved life expectancy/healthy life.
- To address established **increased linkages of the campaign with Member States'** national communication campaigns and/or available support structures that promote the same purpose (smoking cessation)
- To understand how different factors might affect smokers' behaviour to **better input the decision-making process**, current European legislation and cross-border initiatives on tobacco products.

Scope of the evaluation

The evaluation scope related to the three main themes of the Ex-smokers campaign:

Public Health aspect: intended to assess behavioral change (efficiency) that has been achieved in the targeted population. This required identifying the efficiency rates of the main communication actions and assessing their relative / comparative efficacy with regards to indicators such as smoking cessation attempts, numbers of conversations related to quitting smoking, taking into account the data available for the assessment.

Communication awareness: intended to measure the communication impact of the different actions and media in relation to their:

- relevance to the DG's political priorities;
- effectiveness at reaching target audiences and
- efficiency as quantified by cost per targeted individual for the different actions and synergies with previous and other public health tobacco campaigns.

EU added value: intended to assess the interaction with Member States' initiatives and contexts, including the campaign impact on Member States and NGOs as well as evidence that the campaign had generated a positive image for the European Union.

BACKGROUND TO THE CAMPAIGN

Background and objectives

In the last 15 years, EU legislation and policy on tobacco has been complemented with awareness-raising initiatives and support for smoking cessation. Since 2002, a number of EU awareness raising campaigns have been developed seeking to address the burden of tobacco-consumption across Europe, as follows:

- **Feel Free to say No (2002-2004):** the first EU-wide awareness raising campaign was launched on 31 May 2002 to coinciding with the kick-off of the 2002 Football World Cup and the World No to Tobacco Day. With a budget of was €18 million for a period of three years, the campaign targeted 36.2 million young people between 12 and 18 years old with the goal of preventing young people from starting smoking. As well as collaborating with national health authorities and NGOs there was a cooperation agreement between the European Commission and UEFA.

  HELP*[7]*- For a life without tobacco (2005-2010): focused on smoking prevention and cessation, and passive smoking and targeted young Europeans aged between 15 and 25 years. Over the campaign, 152 million Europeans indicated that they had seen the campaign and 59% of young Europeans remembered at least one TV film developed and promoted by the campaign. Over one thousand national events were held as part of an EU wide-spread carbon monoxide measurement campaign, which enabled over 363,000 Europeans test their tobacco-related carbon monoxide level. *HELP* gained wide media coverage, with over 4,000 articles and reports from its launch to 2007. The total budget for the first four years of the campaign (2005/8) was €72 million.[8]

The ***'Ex-Smokers are Unstoppable'*** campaign drew from lessons learned from these earlier initiatives. The awareness-raising campaign ran from June 2011 to the end of October 2013 and targeted smokers aged 25 to 34 years old representing almost 28 million people living in the EU Member States.[9] The campaign was promoted by the Commission –through its Directorate General for Health and Food Safety, now DG SANTE– with active involvement from national and EU-level organisations including national ministries, health associations and NGOs. The main campaign objective was to:

- highlight the benefits of giving up smoking and encourage and assist citizens to help them quit;

By meeting the above objective it was also intended that the campaign would:

- raise awareness of the dangers of tobacco; and
- contribute to ensuring that new generations live longer and healthier lives in a smoke-free Europe

Rather than negative messages of the 'smoking kills' variety, the campaign took a positive approach by highlighting the benefits of giving up smoking, namely that ex-smokers look better, sleep better, have more money, are less nervous, smell better, have more confidence, have more freedom, and are healthier.

[7] HELP 2.0 extend HELP with an extensive communication programme over 2009 and 2010 and a budget of €32.84 million

[8] HELP campaign budget figures provided by DG SANTE

[9] http://ec.europa.eu/health/tobacco/ex_smokers_are_unstoppable/index_en.htm

- ***Campaign management***

Campaign lead contractor and partners: the consortium led by Saatchi & Saatchi Brussels was responsible for developing, implementing and reporting on the campaign. Saatchi & Saatchi was in charge of the creative design, and the consortium was completed by ESN in the area of EU communications and online production, Huntsworth Health in the area of PR and stakeholder relations and ZenithOptimedia in the area of media strategy, planning and buying. Monthly, quarterly and annual reports were developed and submitted by Saatchi & Saatchi to report on campaign progress, outputs, outcomes and impacts.

BrandNewHealth (BNH) was a sub-contractor to the consortium responsible for the design, implementation and monitoring of the iCoach application, one of the main tools of the campaign[10] which is still on-going after the campaign has come to an end. iCoach impact reports were delivered by BNH on a regular basis during the campaign, providing statistics on visitors and registrations, uses and impact of the application.

GfK was also sub-contracted by the consortium to design and implement an extensive programme of testing and monitoring. The programme comprised pre-tests of campaign messages and communication tools with target audiences in all 27 MS and three post-tests surveys again in 27 Member States, as shown in the below table:

Table 1: Campaign pre and post-test surveys

Survey type	Dates	
Pre-test	August 2011	▪ Web interviews with target audiences (aged 18-64) in 27 MS ▪ Objectives: Pre-testing of campaign messages and communication tools ▪ N= 7,900 (approx. 300 responses per MS)
Post-test (1)	October 2011	▪ Web interviews with target audiences (aged 18-64) in 27 MS ▪ Objectives: Evaluation of campaign content, messages, tools ▪ N= 33,914 (approx. 1,250 responses per MS)
Post-test (2)	July 2012	▪ Web interviews with target audiences (aged 18-64) in 27 MS ▪ Objectives: Evaluation of campaign content, messages, tools ▪ N= 24,516 (approx. 900 responses per MS)
Post-test (final)	October 2013	▪ Web interviews with target audiences (aged 18-64) in 27 MS ▪ Objective: Post–test of the EXSC 2013; evaluation of 1 print, 2 banners ▪ N= 23,663 (approx. 900 responses per MS)

In addition to the pre and post-tests, in year one GfK conducted a short 'pop-up' online survey with iCoach users to assess the website's content and structure.

Scientific Steering Committee of the Campaign: a multidisciplinary group of experts, comprising health psychologists, social media and medical health professionals was engaged to provide guidance and advice on the campaign's objectives, messages and activities.

[10] The iCoach is a tailored intervention, in which users receive personalised and tailor-made assistance in their smoking cessation process by means of daily e-mails and access to the online content. The tailored smoking cessation advice for each individual iCoach user is based on his or her smoking profile, as assessed by a smoking questionnaire filled out at registration. Unlike other smoking cessation interventions, the iCoach reaches smokers who are still ambivalent about stopping and smokers who have no intentions to quit. Ex-smokers can also sign up.

Campaign link with FC Barcelona (Barça): in 2012, a partnership was set up with FC Barcelona to run a complementary campaign 'Quit Smoking with Barça', which focussed on promoting the iCoach platform, but with top staff members and players giving daily personal tips, information and exercises on motivation, health, food, movement, stress and strategy. Advice was provided to iCoach users (via a sister system called the 'FCB iCoach').

Campaign links with national stakeholders: throughout the campaign in each Member State there were many activities organised jointly with national representatives at national and local level. The national implementation of the campaign was run through partnerships with EC Representations, national PR agencies and other stakeholders in 27 MS, and collaboration on the organisation of a range of national and local level events in support of the campaign.

-
  - ***Campaign implementation***

Year 1 (June to October 2011)

The first year of the campaign commenced with the design of the concept and the visual identity. A campaign online pre-test survey was used to measure the attractiveness and understanding of two potential claims: "Ex-smokers are unstoppable" and "Ex-smokers live more".[11] The 'unstoppable' claim was considered as the better option. The campaign aimed to have a strong visual identity, including a logo in black and yellow with a recognisable abstract, contemporary cigarette.

Figure 1: Logo of the 'Ex-smokers are Unstoppable' campaign - in colour



Also in year one, the on and off-line versions of iCoach application were developed and adapted to fit the Ex-smokers campaign; the iCoach website (www.stopsmokingcoach.eu) was translated in 23 languages and 27 ex-smokers (one for each Member State) were selected to act as Ambassadors for the campaign. The objective was to recruit real people with real stories who had quit smoking or were in the process of doing so with iCoach.

Once design and concept aspects had been agreed, an extensive programme of communication activities and promotional events and materials were rolled out during the first year, using a range of channels, including TV, print, on-line and digital as well as network co-ordination.

Year 2 (November 2011 – October 2012)

The second year focused on the rewards to ex-smokers: the physical, personal and even financial benefits one can experience as an ex-smoker. The complimentary campaign: "Quit Smoking with Barça" (QSWB) rolled out in partnership with FC Barcelona was launched in Year 2.

[11] The web-survey was piloted in four countries, including France, UK, Poland and Sweden among people aged 18-50 with quotas on age, gender and smoking status.

The QSWB campaign had three objectives:

- raise awareness of the partnership with FC Barcelona, & the positive benefits of quitting smoking in football
- encourage football fans & their friends to register for the iCoach and its sister-app the FCB iCoach
- drive downloads of the FCB iCoach App

The media strategy of the QSWB campaign intended to move the target audience from being aware of iCoach and the iCoach App to getting them to register with iCoach, by demonstrating the positive benefits of quitting smoking in football environments. To increase resonance of the message, the timing of QSWB-related activities was aligned to the Champion's League timetable. The QSWB campaign integrated the Ex-smokers logo (as in Figure 1) with the official colours of FC Barcelona. Examples of visual identity elements for the QSWB campaign are presented below.

Figure 2: Visual identity elements of the Quit Smoking with Barça campaign







In addition to the QSWB campaign, activities in Year 2 included the following three specific actions: the Christmas Action - Becomeunstoppable.eu (Christmas); World No Tobacco Day (May); and Back to work campaign (September).

Year 3 (November 2012 – October 2013)

The final year of the campaign focussed on the full implementation of the Quit Smoking with SWB. The objective of the final campaign year was to shift back to the main message, rather than the iCoach as a tool. With the resignation of Commissioner Dalli it was no longer possible to use certain materials that included direct references of images of the Commissioner. At the end of the final year the campaign culminated in the Day of the Ex-Smoker (DOES) on 26 September 2013.

iCoach continuation (post-campaign):

With an additional 10,000 registrations to iCoach following promotion of the "Day of the Ex-smokers" in September 2013, it was decided to continue the basic iCoach services until end December 2014. This extension allowed the most recent registrants and frequent users to continue to receive daily tips, advice and techniques for a sufficient time in order to progress through the stages of change of the stop smoking process.

In January 2015 DG SANTE launched the reactivation of the existing network in the 27 EU Member States and the launch of iCoach in Croatia, which joined the EU on 1 July 2013. The objective was to keep up the momentum in the use of iCoach by increasing registration numbers and raising-awareness through traditional media, social media and stakeholder relations to reach the end target audience of 24-35 year olds who smoke.

The current post-campaign contract will extend for 20 months until July 2016. In terms of key results, registrations to iCoach reached a total of 451,000 by end June

2015 and 530 pieces of media coverage across the EU have been generated since the re-launch in April 2015.

METHODOLOGY

Overview

The challenge faced by the evaluation of the Ex-smokers campaign was how make a robust assessment of the outcomes an EU-wide campaign, which had already taken place, particularly when good practice holds that:

> *"Evaluation should be seen as a key part of the communications process, and not a bolt-on at the end, and thought needs to be put into understanding exactly what outcomes can and should be measured."* London, Westminster City Council.

In an EU institutional context, the involvement of evaluators can help EU communication managers to design measurable (SMART) campaign objectives that are at the same time aligned with political priorities. This can avoid campaigns being negatively assessed against unachievable goals when more realistic objectives could have been set. Evaluation also helps EU managers to make evidence-based decisions on adaptations to the campaign using on-going independent analysis, and guides communication agencies on which monitoring data to collect to meet evaluation and assessment needs.

Lastly, running an evaluation alongside a campaign allows the evaluators to conduct their own, independent research with members of the public when they experience the campaign, which was not possible in this evaluation, but could have harvested actual outcomes.

As this evaluation was not integrated within the campaign, and many actions of the campaign had taken place years before the evaluation, it was not possible to conduct research with members of the public when they experienced the campaign. Thus the evaluation was limited to monitoring data collected by the communication agencies, the perceptions of partners involved in the campaign and the construction of target group samples, who reflected the target groups, but who had not necessarily experienced the campaign first hand. It was not possible to gain access to proprietary data on iCoach beyond the evidence provided in reports to the European Commission.

The methodology employed to assess the Ex-smokers campaign comprised two main strands:

1. **Pan EU evidence** to allow the team to take account of the full scale of activities undertaken:
    - Monitoring and campaign data relating to the implementation of the different channels and tools across all the Member States against, including progress against four key performance indicators:
        - Campaign reach
        - Impact, awareness and call to action
        - On-line word of mouth
        - Registration and conversion
    - Existing data and information on national anti-tobacco / smoking initiatives to allow understanding of the added value and / or synergies with Ex-smokers
    - Feedback from national stakeholders, including campaign national correspondents, public health professionals, NGOs, media, Commission representatives, government officials, companies, campaign ambassadors and international organisations, which was designed and collected by the evaluation team via an on-line survey of mainly closed questions and in-depth interviews with 60 stakeholders.

2. **Evidence from a sample of 6 Member States**: to allow a more in-depth investigation of campaign outcomes by focussing evaluation resources on 6 countries in agreement with DG Santé, as follows:
    - In-depth telephone interviews with national stakeholders
    - On-line panel surveys with smokers and ex-smokers in the six case study countries (3002 responses received (500 per country)
    - On-line focus groups with smokers and ex-smokers in the six case study countries (12 focus groups conducted in AT, BG, DE, GR, LT and ES)
    - Telephone interviews with iCoach users (24 interviews conducted)

The **data collection and initial analysis** took place between December 2014 and April 2015. The remainder of this section sets out **each method** in more detail, including the challenges faced and the mitigation strategies proposed and implemented.

- ***Desk-based research of campaign monitoring data***

The desk research focused on examining in to what extent campaign objectives were aligned with Commission objectives, and then sought to assess the effectiveness and initial impact of the main tools and channels. The main documents under review were Commission policy documents, the campaign Terms of Reference (TOR) and proposal, and campaign monitoring documents (Annual Technical, Analytical and Financial Reports for Years 1, 2 and 3, findings from the post-tests, iCoach reports).

The analysis of campaign documents was structured in terms of the four main Key Performance Indicators (KPIs) set by the campaign, namely reach, impact and call to action, on-line word of mouth, and registration and conversion, and the different parameters that were developed to measure the success of the four KPIs.

The desk research helped gather evidence in relation to the evaluation areas and questions set out in Table 2 below.

Table 2: Desk research: Evaluation areas and questions addressed

Evaluation areas	EQs	Judgment criteria	Data sources
Relevance	1iand 1ii	- Alignment of campaign objectives with Commission needs and policies - Relevance of campaign tools to meeting objectives	- Campaign TOR, proposal and reports - Commission policy documents
Effectiveness, targeting and visibility	2	- Contribution of the different campaign actions to change smokers' behaviour - Effectiveness of the campaign messages in raising awareness of the benefits of not smoking and in changing smokers' behaviour	- Campaign monitoring reports - GfK post-tests - BNH iCoach reports
	4	- Extent to which the campaign and its actions were attributed to the Commission and helped target audiences and stakeholders to have a better understanding of the contribution made by EC policies	- Campaign monitoring reports - GfK post-tests - BNH iCoach reports

Evaluation areas	EQs	Judgment criteria	Data sources
Acceptability, accessibility, coherence	7	- Extent to which the different campaign actions and channels used were relevant and accessible to target audiences - Examples of alternative actions and channels that could have been used to these effects	- Campaign monitoring reports - GfK pre and post-tests - BNH iCoach reports
	8	- Extent to which the different campaign actions shared a clear / coherent visual identity / message - Extent to which the different campaign actions fit with the objectives set	- Campaign TOR, proposal and reports
EU added value	11	- Extent to / ways in which the Commission succeeded in filling gaps and interacting with previous EU communication campaigns	- Data on previous EU campaigns

The findings from analysis of existing data and documentation are presented in Annex B (Section 1) a separate document.

- ***Evidence from national stakeholders***

Given the roll out of a wide range of events and initiatives across the Member States, a key source of insight for the evaluation was feedback from individuals and organisations at national and local level who had taken an active role in the campaign. Evidence was collected via a structured on-line survey to which national stakeholders in all Member States were invited to participate and via telephone interviews with national representatives.

The on-line survey was launched in early January 2015 and remained on-line for 8 weeks, until early March 2015. A mailing list comprised of 319 contacts was set up to allow invitations to the survey to be sent to national and local authorities, NGOs, associations and research institutes engaged as partners, national correspondents, EC Representations, journalists and media editors, business stakeholders and campaign ambassadors. A total of 125 responses were received meaning that the response rate of circa 40% was achieved. The questionnaire aimed to provide the following evidence:

- Stakeholders' awareness and participation in the campaign, and views on the effectiveness of campaign actions, channels and messages
- Perceptions of effects of the campaign in the Member States
- The extent to which the campaign was perceived as an EU initiative
- The level of coherence and fit between different campaign elements and national initiatives

In addition, the questionnaire with national stakeholders attempted to identify recent information initiatives and campaigns focussed on smoking prevention and smoking cessation in the Member States that had been effective in the fight against smoking, as well as plans for future activities.

Data from the survey was complemented with **sixty in-depth telephone interviews** with stakeholders and campaign partners in 21 Member States, including:

- National correspondents views on campaign implementation in their countries

- NGOs, governments, public health experts and International Organisations, who provided an informed assessment of the national contexts with which the campaign interacted and views on the campaign, its tools and results
- Journalists and editors, who gave their media perspective
- Campaign ambassadors, who shared their stories and their personal experiences as iCoach users and ambassadors
- Private sector representatives who disseminated the campaign in their companies

The interviews served the dual objective of gathering information to support the assessment of the interaction of the Ex-smokers campaign with national initiatives and to complement / contrast the evidence on the impact of the campaign on the target group that was collected via the on-line panel surveys and focus groups.

In particular, the interviews provided the following evidence for the analysis:

- Stakeholders' perceptions of relevance and alignment of campaign objectives with broader Commission objectives
- Levels of awareness and participation in the campaign, as well as views on the effectiveness of the different campaign actions, channels and messages
- Perceptions of the effects of the campaign on target audiences in the Member States
- The extent to which the campaign was perceived as an EU initiative
- The level of coherence and fit between different campaign elements and ways in which it interacted with national initiatives

The findings from both the survey and the in-depth interviews are presented in Annex B; a separated document.

- ***Case studies on six Member States***

As it was not feasible to explore the impacts of the campaign across all Member States in the same level of detail, a sample of six Member States (AT, BG DE, EL, ES and LT) was devised using three main criteria:

- Prevalence of smoking: population aged 25-39 who smoke[12] in each MS;
- Levels of implementation of tobacco control policies in each Member State as defined by the Tobacco Control Scale (TCS)[13];
- Proportion of smokers who registered with iCoach in the Member States during the campaign to ensure a mix of countries with high and low registration rates.

Using the above criteria, two groups of countries were selected:

- Countries with high smoking prevalence and with low TCS, where EU actions have the potential to add the most value: Greece, Austria, Lithuania, Germany
- Countries with a high prevalence of smoking and a higher TCS, which could be an indicator that national policies / initiative are not sufficiently effective (hence

[12] Source: *Special Eurobarometer 385 / Wave EB77.1, Attitudes of Europeans Towards Tobacco*, TNS Opinion & Social for DG SANCO, fieldwork conducted between February and March 2012

[13] *The Tobacco Control Scale in Europe 2013*, Luc Joossens and Martin Raw, A report of the Association of European Cancer Leagues presented at Sixth European Conference on Tobacco or Health, Istanbul, Turkey, 26-29 March 2014

EU actions could add value): Bulgaria and Spain (scenario for the Quit Smoking with Barcelona campaign).

A case study approach was developed to allow a more in-depth view of the campaign, its effectiveness, visibility and targeting in each of the 6 countries selected. For each country a more detailed review of existing data and documentation on factors that may have influenced the impact of the campaign, including cigarette consumption patterns, legislation, taxes, incidence of tobacco caused diseases, trends relating to smoking habits and quit attempts, and evidence of other communication initiatives.

Findings from the desk research are presented in individual country case study reports, which are presented in Annex A to this report.

In addition to the desk research, an on-line panel survey was implemented in each case study country via the Ipsos On-line Panel[14]. The survey targeted smokers and ex-smokers within the age group of the campaign (i.e. 25 to 34 years old). The fieldwork took place in February 2015 and generated 500 responses in each country.

The survey questionnaire included 16 main questions and was translated into the national languages of the six countries selected. The questions explored the smoking habits of respondents, quit attempts and resources, as well as questions on campaign and iCoach recall, although from the outset it was clear that recall would be limited because the half-life[15] of advertising goes from less than one to 12 weeks. The results from the on-line panel surveys fed into the following evaluation questions:

- Contribution of iCoach to change smokers' behaviour, increase smokers' cessation attempts, and to smoking cessation
- Number of iCoach users who gave up smoking as a result of the campaign
- Evidence demonstrating that the different campaign actions and channels used were relevant and accessible to target audiences
- Perceived pros and cons of the continued use of the communication tools and messages developed as part of the Ex-smokers campaign
- Target audiences' current recall / levels of awareness of the EU campaign

The findings from the on-line panel surveys are presented in Annex B of this report.

To complement the quantitative data generated via the panels, 12 **on-line focus groups** with smokers and ex-smokers located in the six case study countries. The focus groups were used to explore the quantitative findings from the on-line panel surveys, and to (re)test campaign messages and tools to identify areas for improvement of future communication actions. The results from the on-line focus groups fed into the following evaluation questions and judgment criteria:

- Perceptions of the extent to which different campaign messages correspond to campaign intentions, messages resonate and are relevant to help smokers / ex-smokers to consider in changing their smoking behaviour / maintaining their ex-smoker status
- Perceptions of the extent to which the different campaign communication actions contributed to an increase in the number of talks about dangers of smoking/ encouragement to quit smoking with friends or family members

[14] With more than 4.5 million panellists in 45 countries, the Ipsos On-line Panel has one of the strongest coverages in the world, with panels in all the major markets in Europe, North America, Latin America, Asia-Pacific and the Middle East where Internet penetration and usage allow. Ipsos began conducting on-line surveys in 1999, and have been running on-line panels for over 10 years. They have conducted almost every type of research on-line including campaign testing, sensitive topics, voter exit polling, and public opinion.

[15] The time it takes for the awareness of an ad copy to decay to half its present level.

- Evidence demonstrating that the different campaign actions and channels used were relevant and accessible to target audiences
- Perceived pros and cons of the continued use of the communication tools and messages developed as part of the Ex-smokers campaign
- Target audiences' current recall / levels of awareness of the EU campaign

The findings of the focus groups are presented Annex B of this report.

The final element of the case studies focussed on feedback and **insights from iCoach users** (smokers and ex-smokers) from Austria, Bulgaria, Germany, Greece, Lithuania and Spain. The results from the interviews with iCoach users fed into the following evaluation questions and judgment criteria:

- iCoach users who gave up smoking / changed their actions in-line with the campaign ethos
- Whether different campaign actions and channels were relevant and accessible to target audiences
- Pros and cons of the continued use of the communication tools and messages developed as part of the Ex-smokers campaign
- Target audiences' current recall / levels of awareness of the EU campaign

Findings from the interviews with iCoach users are presented in Annex B of this report.

- ***Limitations***

As highlighted earlier in this document, good practice in communication campaign evaluation is for evaluations to run alongside the campaigns they are required to assess to enable feedback to be gathered from target groups as they experience the communication. As this evaluation commenced several years after the launch of Ex-smokers and did not overlap with any of the awareness-raising activities undertaken, the following issues limited the evaluation exercise:

- It was not possible to identify and interact with members of the public who were actually reached by, and engaged with the campaign
- It was necessary to test reactions to materials and messages with representative samples of the target group, outside of campaign event experiences and most individuals in the qualitative test groups could not remember actually seeing the campaign.
- It was not possible to assist either campaign objective setting or to steer the collection of monitoring data with the result that the campaign monitoring data collected was not aligned with the data required to facilitate a full evaluation. For example, it was not possible to compare costs of individuals reached by channel and tool year-on-year, despite efficiency being underlined as an important indicator for the Ex-smokers evaluation.
- The evaluation team did not have access to the full data set relating to iCoach registrations, which meant that it was not possible to interrogate the data and there was a reliance on reports that had been produced by the contractor.

There was limited alignment between the key performance indicators set for the campaign (reach, impact, awareness and call to action, on-line word of mouth, registration and conversion) and the indicators of effectiveness that were later selected to judge the success of the campaign. Campaign effectiveness is described in the evaluation Terms of Reference as contribution to: changing smokers' behaviour, increasing cessation attempts and cessation; increased visits to cessation services and

talks about the dangers of smoking; and an improved image of the European Commission.

In consequence, the Commission did not set out to judge the campaign in terms of the usual indicators of campaign success and some judgements related to aspects that had not been included either in the campaign design or its monitoring, for example increased visits to local cessation services, which means that these elements cannot not be considered to be indicators of campaign effectiveness.

ANSWERS TO THE EVALUATION QUESTIONS

This section of the report brings together the different sources of data to provide answers to the evaluation questions. The ensuing sub-sections are structured along the lines of the six main evaluation areas and the 11 evaluation questions.

Relevance

EQ 1i: To what extent the objectives of the campaign were in line and evolved with the objectives and needs of the Commission and DG SANTE's public health and tobacco policies?

In order to answer this first evaluation question, we attempted to state the broader objectives of the Commission in the field of tobacco control, and to assess the extent to which the objectives of the Ex-smokers' campaign reflected these overarching priorities.

The main sources of evidence that we used to answer this question included secondary data sources (Commission policy documents, campaign TOR, proposal and monitoring reports) and interviews with campaign external contractors, Commission officials, members of the campaign's scientific steering committee, and campaign partners and stakeholders in the Member States.

Extent to which the objectives (at the outset and during) the campaign were in line with the objectives / goals of the Commission and DG SANTE's public health and tobacco policies

From a public health perspective, the measures introduced by the EU aim to protect citizens from the hazardous effects of smoking and other forms of tobacco consumption, including against second-hand smoke. Crucially, they aim to help smokers to quit or not to start smoking at all. Particular attention is given to youth smoking, as tobacco is an addictive product and 94% of smokers start smoking before they turn 25.

One of the four key thematic priorities of the current EU Health Programme (2014-2020) is to promote health, prevent disease and foster supportive environments for healthy lifestyles. The Commission's tobacco policy objectives in support of this thematic priority include:

- supporting the design and implementation of promotion and prevention measures for addressing risk factors such as tobacco use and passive smoking; and
- contributing to the implementation of Union legislation in the field of tobacco products, advertising and marketing

In line with the above objectives, the key components of tobacco control policy in the EU and its Member States rely on a variety of public intervention tools, including **legislation, recommendations and information campaigns**, and revolve around a number of main areas of action:

Table 3: EU instruments and actions in the field of anti-tobacco policies

EU intervention types	EU areas of action
Legislation	▪ Regulation of tobacco products on the EU market, e.g. packaging, labeling and ingredients (EU Directive on Tobacco Products, 2001)
	▪ Advertising restrictions for tobacco products (EU Directive on Tobacco Advertising, 2003)
Recommendations	▪ Creation of smoke-free environments (Council Recommendation on Smoke-Free Environments, 2009)
	▪ Tax measures (Commission proposal to increase the minimum tobacco tax levels) and activities against illicit trade (European Anti-Fraud Office)
Information campaigns	▪ Prevent young Europeans from starting to smoke
	▪ Encourage smoking cessation
	▪ Highlight the results of passive smoking

The 'Ex-smokers are Unstoppable' campaign had **three overarching objectives**, namely to:

- highlight the benefits of giving up smoking and encourage and assist citizens to help them quit;
- raise awareness of the dangers of tobacco; and
- contribute to ensuring that new generations live longer and healthier lives in a smoke-free Europe

As an information instrument, the campaign was specifically designed and implemented to contribute to the third key EU area of action in the field, namely that related to **information campaigns**, but it was also indirectly instrumental to attaining the objectives of the other two EU areas, including legislation and recommendations. In view of Commission stakeholders consulted by the evaluation, awareness-raising initiatives such as the Ex-smokers campaign are useful because they help to make the important legal aspects (such as public smoking bans, price increases, tax measures, advertising restrictions, etc.) les dry and more fresh and positive in the eyes of smokers and public opinion in general.

As a general trend that supports the argument above, the evolution in public awareness and understanding of the dangers of tobacco that has gradually taken place since the 1960s and 1970s when the links between the risks of tobacco were first made has been a necessary pre-condition for introducing legal measures against smoking. The Special Eurobarometer report on the attitudes of Europeans towards tobacco carried out in 2012[16] shows that public support has increased for all anti-tobacco policy measures except for raising taxes on tobacco products which is, however, still supported by a majority of respondents. European citizens are most in favour of putting picture health warnings on all tobacco product packages, and are also highly supportive of introducing security features to curb the illicit trade of cigarettes.

In terms of the alignment between the campaign and the Commission's information objectives in the field of tobacco, the Ex-smokers campaign focussed mainly on the second objective, which was to **encourage smoking cessation** amongst young adults (smokers and ex-smokers aged 25 to 34). As such, it moved away from its

[16] Special Eurobarometer 385 on Attitudes of Europeans Towards Tobacco, published in May 2012: http://ec.europa.eu/health/tobacco/docs/eurobaro_attitudes_towards_tobacco_2012_en.pdf

predecessors (Feel Free to Say No, HELP and HELP 2.0), which were mostly focussed on preventing smoking amongst younger generations (people up to 25 years old).

Summary of key findings for EQ 1i

The objectives of the Ex-smokers campaign were in line with and contributed to the Commission's policy objectives as expressed through DG SANTE's public health and tobacco policies**.** Even though the campaign contributed mostly to the Commission's information objectives, in particular to the objective of encouraging smoking cessation, it was also useful to support and complement other key areas of EU action related to legislation and recommendations. In particular, by raising public awareness of the benefits of not smoking, the campaign is considered to have contributed to pave the ground for the implementation of the legal aspects of tobacco control policy in the Member States.

The Ex-smokers campaign was mostly aimed at encouraging smoking cessation amongst young adults. Even though moving away from the focus on prevention amongst younger audiences was questioned by many stakeholders (both within the Commission and at national level), the decision was appropriate because it allowed the Commission to shift from the traditional approach and target audience addressed by the majority of national governments, to an innovative and positive approach, still unexplored in many EU countries.

EQ 1ii: To what extent were the communication actions implemented relevant to the achievement of the objectives?

This sub-question was added in the inception phase to ensure a more thorough consideration of the campaign to the stated objectives. In our answer to the question below, we explored the extent to which the communication actions that were implemented were relevant to achieve the overall campaign objectives.

The main sources of evidence that we used to answer this question included secondary data sources (Commission policy documents, campaign TOR, proposal and monitoring reports and Eurobarometer reports), online panel survey findings and interviews with campaign external contractors, Commission officials, members of the campaign's scientific steering committee, and campaign partners and stakeholders in the Member States.

Extent to which the communication actions implemented are relevant to the achievement of the objectives

In view of the external contractors and the members of the campaign's scientific steering committee interviewed by the evaluation, raising awareness was a necessary first step to engage people with the main campaign messages and to encourage them to stop smoking, and ultimately to contribute to a smoke-free Europe. The three campaign objectives were therefore intertwined. In this context, the different campaign activities were strongly linked and consistent with the first two campaign objectives, namely encouraging smoking cessation and raising awareness of the benefits of not smoking.

Campaign external contractors and campaign implementation documents reviewed by the evaluation team confirmed that the first year of the campaign was intended to increase awareness and to encourage smoking cessation almost as parallel processes. With a decrease of the audiovisual media budget, a stronger concentration on digital channels, and the launch of the Quit Smoking with Barça initiative, the second year was mainly iCoach driven. The main objective during the third and final year of the campaign shifted to raising awareness, in particular because there were uncertainties about the continuity of iCoach after the end of the campaign.

Raising awareness of the benefits of not smoking was conceived by the campaign to touch an emotional chord on smokers and non-smokers with a view to motivating them to sign up for iCoach. As highlighted below, the two latest Eurobarometer survey reports (2012, 2015) and the on-line panel survey carried in the framework of the current study confirm that the main reason why people decide to give up smoking is health concerns, and the second reason is the price of cigarettes, both key elements of the campaign's raising awareness objective.

This objective was stronger during the first and third years of the campaign with the following actions launched:

- In Year 1: casting and selection of 27 ex-smokers (one representing each Member State) to act as Ambassadors of the ex-smokers campaign. The aim was to recruit real people with real stories who had quit smoking or were in the process of doing so with iCoach. The Ambassadors were recruited via the campaign's fan pages on Facebook, and their stories were captured in a way that smokers could identify with and feel inspired by them.
- In Year 3: Day of the Ex-Smoker (DOES) on September 2013, with activities, social media engagement and the endorsement of popular figures like Bob Sinclair[17] and Victoria Azarenka[18]. The objective of activities around the Day of

[17] French record producer and DJ.

the Ex-Smoker was to shift back to the main awareness message, rather than the iCoach as a tool.

The second campaign objective was **smoking cessation**, which was intended to be achieved through registration to iCoach and successful conversion. Results from the 2012 Eurobarometer report on the attitudes of Europeans towards tobacco and from the evaluation on-line panel surveys carried out in the six case study countries evidence that in the perception of target audiences surveyed communication campaigns or availability of **quit-lines did not have any significant influence in changing smokers' behaviour**.

According to the 2012 Eurobarometer report, 60% of smokers who had tried to quit were motivated to do so as a result of **health concerns**. The **price of tobacco products** (35%) and family/partner/friends (33%) also motivated smokers to think about stopping. Ten per cent mentioned advice from a doctor while 7% were concerned about the health of non-smokers.

The on-line panel survey with smokers and ex-smokers in the six country case studies carried out in the framework of the evaluation supported the Eurobarometer results. Health concerns and the price of tobacco products were also the two main reasons that led smokers to try to stop smoking. More than half (56%) of current smokers who had previously tried to quit smoking did so because of concerns about their health, with the next most popular reasons being the price of tobacco products (42%) and pressure from their family or friends (29%).

The results of the 2012 Eurobarometer report reflect that two-thirds of smokers who had tried to quit smoking (66%) did **not resort to any support or assistance** in the process. A fifth (22%) used nicotine replacement or other medication, while 7% received support from a doctor or other health professionals or used e-cigarettes or smokeless cigarettes. A lower 2% had tried with quit smoking lines (telephone or on-line). Eurobarometer respondents in Sweden, The Netherlands, Slovakia, Denmark and Austria, and those with higher education levels, were the most likely to have resorted to quit smoking lines.

The results of the latest Eurobarometer report published recently in 2015 reflect an increase in the number of Europeans who resorted to e-cigarettes to try to quit smoking and a decrease of nicotine replacement or other medication and of support from a doctor. The number of people who used quit smoking lines (telephone or on-line) registered the same low levels as the results from the previous report.

The on-line panel survey showed a similar overall trend, with 42% stating that they had not used any methods in their attempts to quit. Nicotine replacement products and electronic cigarettes were the most popular quit aids, each having been tried by 21% of respondents. A relatively high proportion of respondents (18%) used self-help literature, and a lower percentage (6%) resorted to their doctors for professional help. Telephone helplines and stop smoking applications were the least used by participants in their efforts to quit, with only 2% making reference to them. On-line panel survey respondents in Austria and heavy smokers were the most likely to have used quit smoking lines to support them in their efforts to quit smoking.

The extent to which the communication activities implemented were relevant to the achievement of the third campaign objective –**contributing to a smoke-free Europe**– was not clear. Unlike the other two campaign key objectives, it was formulated as a longer-term objective and its success (or lack of) is more directly

[18] Belarusian professional tennis player, former world number 1.

related to the enforcement of legal measures at Member State level, in particular the adequate implementation of smoking bans in public places.

Even though legal measures in the fight against tobacco have been implemented across Europe in recent years, evidence collected by the evaluation (interviews with national stakeholders and focus groups with smokers and ex-smokers in the six case study countries) suggests that enforcement continues to be far from effective in many countries.

One could argue that enforcement would be more effective if there is public pressure to do so, and that communication campaigns are instrumental in this line. However, we find that in the case of the Ex-smokers campaign it is risky to make this assumption, considering that the campaign was limited in terms of timing, it was not focused on messages related to enforcement of legal measures, and ultimately impacted on a limited number of people in each Member State (even if its reach was significant at an aggregated EU level).

Summary of key findings for EQ 1ii

The different campaign communication actions were mostly relevant to the achievement of the second campaign objective (awareness-raising).

The extent to which iCoach was relevant to achieve the objective of smoking cessation is more questionable. On the positive side, iCoach was a critical element of the Ex-smokers campaign. As well as being an innovative[19], cost-effective tool to support smokers in their efforts to quit (compared to telephone quit lines which demand more resources), it provided a tangible support option for individuals encouraged to increase efforts to stop smoking. It also guaranteed a certain level of permanent Commission action in contributing to smoking cessation.

However, Eurobarometer studies (2012, 2015 reports) and on-line panel survey results in the six case study countries reflect a very low proportion of smokers who recur to on-line / mobile stop smoking applications to quit smoking or who acknowledge that support from quit lines has had any influence in their decisions to stop smoking. BNH reports showed that the overwhelming majority of iCoach users reported to be thinking about quitting or prepared to quit, which suggests that there was a decision taken or an idea taking shape that may have led them to sign up. In addition, users who signed up to the tool with their minds made up to stop smoking were significantly more likely to quit smoking than those who had not yet taken a decision.

In this framework, the contribution of iCoach to change smokers' behaviour, increase smokers' cessation attempts and to smoking cessation can be described as marginal. As an on-line quit smoking service, iCoach should be seen as one amongst other stimuli that can support people in their efforts to quit, but it is important to complement it with other more relevant sources of help, such as advice from health professionals and medical treatment, as well as support from family and friends.

The degree to which the campaign actions were relevant to the achievement of the third objective (contribute to a smoke-free Europe) is not evident as this is a longer term objective that is more directly related to the enforcement of legal measures at Member State level, in particular the adequate implementation of smoking bans in public places.

[19] On-line and mobile smoking cessation tools were previously not available in all EU Member States

- ***Effectiveness, targeting, visibility***

EQ 2: To what extent have the specific communication actions and the positive message of the Ex-smokers campaign contributed to raise awareness of the benefits of not smoking, change smokers' behaviour / increase smokers' cessation attempts/smoking cessation?

The answer to the second evaluation question assesses the extent to which the campaign actions (iCoach and other activities) and messages were effective at raising awareness of the benefits of not smoking and changing smokers' behaviour. The findings are structured around three main judgment criteria:

- Contribution of iCoach to change smokers' behaviour, increase smokers' cessation attempts, and to smoking cessation (sources: BNH iCoach reports, relevant Eurobarometer reports, and on-line panel survey findings)
- Contribution of other campaign actions to raise awareness of benefits of not smoking, bringing people to iCoach and behaviour change / actions by smokers (sources: campaign monitoring data, on-line questionnaire and interviews with national stakeholders and partners, and focus groups with smokers and ex-smokers)
- Extent that campaign messages were understood, corresponded to target group needs / interests and caused the target group to take action (sources: campaign monitoring data, on-line questionnaire and interviews with national stakeholders and partners, and focus groups with smokers and ex-smokers)

Contribution of iCoach to change smokers' behaviour, increase smokers' cessation attempts, and to smoking cessation

The distribution of iCoach users across the five different behaviour phases (from phase 1 pre-contemplation to phase 5 maintenance)[20] shows that **more than eight in every ten subscribers (86%) had already thought or made up their mind about quitting smoking before signing up** (49% of users in phase 2 contemplation, and 37% of subscribers in phase 3 preparation). A very small proportion of users (3%) signed up undecided about their intentions to quit. Slightly more than one in every ten users (11%) subscribed as ex-smokers with the objective of remaining abstinent.

In view of the evidence collected, we are inclined to assert that **the majority of people who signed up for iCoach had already taken a decision to quit smoking** (as a result of health, family, economic and social pressure or other factors).

In a similar line, results from the 2012 and 2015[21] Eurobarometer reports and from the evaluation on-line panel surveys carried out in the six case study countries suggest that **iCoach contributed only marginally to increase cessation attempts of a very small percentage of smokers across Europe**.

From our analysis, it is improbable to assert that some of those quitting (as reported by the iCoach effect reports) were not benefitting from inputs from other sources. It is most likely that iCoach was one amongst other stimuli that supported smokers in their efforts to quit. As reflected by survey findings below, both smokers and ex-smokers are significantly more likely to have relied on will-power or on other sources / aids in their efforts to quit smoking.

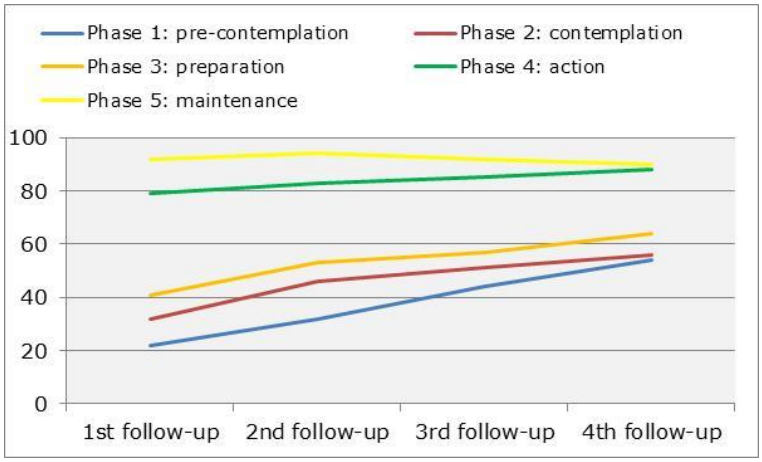
[20] See iCoach Sixth Effect Report produced by BNH, October 2013

[21] Special Eurobarometer 429 on Attitudes of Europeans towards Tobacco and Electronic Cigarettes, published in May 2015: http://ec.europa.eu/public_opinion/archives/ebs/ebs_429_en.pdf

As reflected in the iCoach sixth effect report and in Figure 3 below, subscribers who were already prepared to quit smoking at the time of registering (those in phase 3 of the process - preparation) were twice as much likely to quit smoking than subscribers who were not prepared to quit when signing up (those in phase 1 of the process – pre-contemplation). In other words, **the more advanced in the decision or process of quitting smoking, the more likely to quit smoking** (in the case of smokers) **or to remain abstinent** (in the case of ex-smokers who signed up).

Quit rates amongst respondents to the second, third and fourth follow-up measurements reflected gradual increases for users in the different phases, but the percentages reflected in the BNH report (and in the table below) only represent the responses of those more engaged subscribers who responded to the successive measurements (6.7% of registered users in the first follow-up, 2.2% in the second follow-up, 1% in the third follow-up and 0.4% in the fourth follow-up).

Figure 3: Quit/abstinence rates amongst respondents to the follow-up measurements (%s)



Source: iCoach sixth effect report (October 2013)

Quit rates at first follow-up measurement were higher amongst smokers subscribed to the on-line version of iCoach than amongst those subscribed to the mobile version. Quit rates were highest amongst subscribers in Estonia (48%), Poland (45%) and Belgium (42%), and lowest amongst subscribers in Cyprus (24%), Greece and Portugal (both 27%). It appears that even though iCoach subscription rates were higher in Southern European countries, those who subscribed in Central and Northern European Member States were more decided to quit smoking and hence quit rates were higher in these countries.

In view of the experts that integrated the campaign's Advisory Committee, the iCoach did not achieve any more than one would expect from an on-line tool. When dealing with a huge population / target audience covering the EU, the overall quit numbers are significant, but the most effective way to quit smoking is through support and treatment, which is in line with the Eurobarometer and on-line panel survey findings.

Contribution of other campaign actions to raise awareness of benefits of not smoking, bringing people to iCoach and behaviour change / actions by smokers

Overall, the different campaign actions were strongly related to one another and aimed to raise awareness of the benefits of not smoking, and to bring people to iCoach and motivate behaviour change / actions by smokers. The ways in which messages and executions attempted to achieve these objectives were by generating different calls to action from target audiences (talking about the campaign with other people, recommending the campaign to others, going to the campaign website, considering stopping smoking, clicking on a banner, etc.) that would ultimately encourage smokers to register to the iCoach platform and to stop smoking.

Campaign monitoring data reflected that the number of people who talked about the campaign with others registered a steady increase from Years 1 to 3. In a similar line, the percentage of people surveyed in the GfK post-tests who recommended the campaign also increased from one year to the other. The percentage of people who considered stopping smoking as a result of exposure to the different campaign activities increased in the second year, but then decreased substantially in the final campaign year. In the absence of campaign data assessing this decrease, the evaluation's interpretation is that it was possibly linked to the fact that encouraging smoking cessation was not the main objective in the final campaign year.

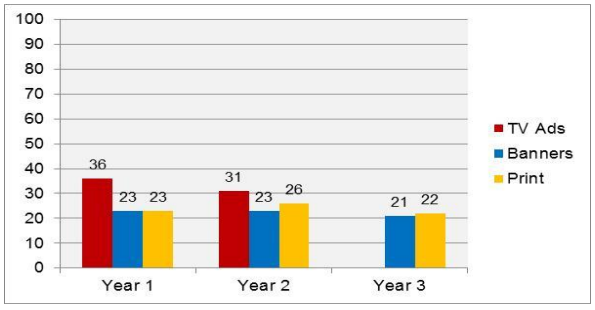
In terms of call to action amongst campaign sub-groups, campaign post-measurements conducted reflected that activities were most relevant amongst smokers who planned to stop smoking and who were heavy internet users in Southern European countries. Target audiences who fit this profile were more inclined to take action after being exposed to the campaign. The regular monitoring of the campaign allowed making adjustments to those elements that did not work as expected. The most visible case was the HR toolkit, which represented 3% of the budget in the first year of the campaign, and was discontinued in the second and third years.

As reflected by the campaign's monitoring data, activities and messages delivered via digital channels (Facebook, banners) were the most relevant drivers of subscriptions to iCoach. Key campaign initiatives, particularly the Quit Smoking with Barça partnership but also the Christmas and Back to Work campaigns and activities around the World No Tobacco Day and the Day of the Ex-smoker, were also important channels to iCoach.

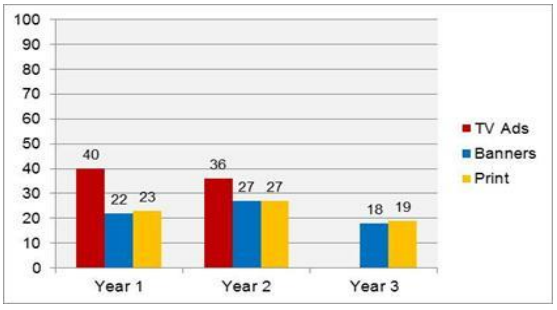
Even though digital channels were effective for driving people to iCoach, GfK post-test measurements reflected significant differences between the perceived impact of TV ads and the impact of banners and print activities. Smokers and non-smokers were substantially more likely to think that the campaign TV ads would encourage smokers to quit smoking than the campaign banners or the print materials. Having contributed to achieve a strong awareness base in the first year of the campaign, the budget for audiovisual media was substantially reduced with a view to prioritising the digital strategy.

Figure 4 and Figure 5: Campaign executions will encourage me/smokers to stop smoking (%s)

Smokers



Non-smokers



Source: Campaign Annual Analytical Reports and GfK post-test reports (Years 1, 2 and 3)

Print channels, which were originally expected to play a bigger role, were reduced in the second and third years of the campaign in response to the monitoring data. Even though they were judged effective to raise awareness of the campaign amongst light Internet users (people who were not frequent users of social media channels), campaign monitoring data showed that audiences were more likely to take action (talk about the campaign, recommending it to someone, considering stopping smoking, visiting the website) when exposed to audiovisual or digital channels as opposed to print channels. Nonetheless, in overall terms print represented the main campaign

expenditure, with an allocation of almost one third of the budget in the third and final year of the campaign.

The campaign actions had a stronger positive effect in the Southern European Member States, but also amongst men, people in the younger age group (18-34), smokers who planned to stop, and those who had recognised the campaign. Respondents in the Northern European countries were the least impacted by the campaign, though there was an upward trend registered in these countries in the second and third campaign years, most likely linked to an increased awareness as a result of campaign actions and messages becoming more visible in the second and third campaign years.

It's also interesting to note that the target audiences were far from indifferent to the campaign actions they were exposed to. The percentage of people who talked about the campaign with others registered a steady increase from Years 1 to 3 (see Figure 10 below). In a similar line, the proportion of people who recommended the campaign also increased from one year to the other. The percentage of people who considered stopping smoking as a result of exposure to the different executions increased in the second year, but then decreased substantially in the final campaign year. This can be explained by the fact that the main objective in the third year was to increase awareness of key campaign messages, including in particular of the benefits of not smoking, as opposed to driving subscriptions to iCoach (which had been the main objective in Year 2).

The strong acceptance of campaign messages amongst target audiences in the GfK post-test measurements, in particular those about the many advantages when stopping smoking (see Table 4 below for a detailed analysis of messages), confirms that campaign actions were effective triggers for increasing awareness-raising and for bringing people to iCoach. The extent to which iCoach achieved changes in the behaviour of smokers is less evident, as already analysed above.

In terms of **bringing people to iCoach**, BNH data on the profile of those who registered to the platform showed that:

- A substantially higher proportion of men than women registered (both in the iCoach and FCB iCoach versions, as well as on-line and mobile channels) with the **gender difference** in favour of men increasing to its highest level amongst FCB iCoach users (see Figure 6 below). Even though smoking prevalence was higher amongst men (Eurobarometer, on-line panel survey results) the iCoach registration figures outnumbered any differences registered in terms of smoking prevalence. This finding suggests that women were most likely to use the on-line version of iCoach, and that the mobile and FCB versions were mostly effective at targeting men.
- The age distribution of users suggests that the platform was also appealing to those who fell outside the scope of the campaign (including older and younger audiences). As reflected in Figure 7, users in the **age group** targeted by the campaign (25 to 34) represented less than half of all registered users. Registered users in the iCoach platform (on-line and mobile) were in average older than those registered via the FCB iCoach versions. Conversely, FCB registrations attracted a much younger audience (people aged 24 or less).

Figure 6: iCoach users – gender (in %s)

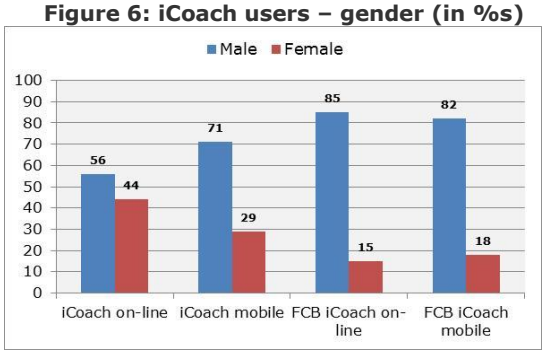
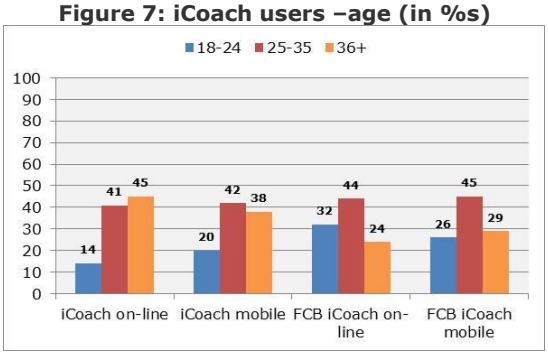


Figure 7: iCoach users –age (in %s)



Source: Sixth iCoach Effect Report developed by BNH

- The **levels of education** of registered users were skewed towards the higher strata across the different registration channels, with a clear majority of users who completed their secondary and higher education studies. FCB iCoach (on-line principally but also mobile) registered the highest proportion of users who completed primary education only (see Figure 8). In light of Eurobarometer results, which reflected higher smoking prevalence amongst respondents with lower education levels, **there's a gap in this segment that iCoach is not adequately reaching**. The success of the QSWB initiative in engaging a broader niche of users suggests that there is a potential interest not fully explored amongst those with lower education levels completed.
- In terms of **occupation**, the proportion of (self)-employed users was substantially higher amongst those registered via iCoach channels (on-line or mobile). In opposition, the proportions of students and unemployed were higher amongst people registered to the FCB iCoach (see Figure 9). In line with the above analysis, and the Eurobarometer results that showed higher smoking prevalence levels amongst unemployed and those with lower socio-economic levels, the QSWB initiative reflected a more adequate reach of this target audience.

Figure 8: iCoach users – education (in %s)

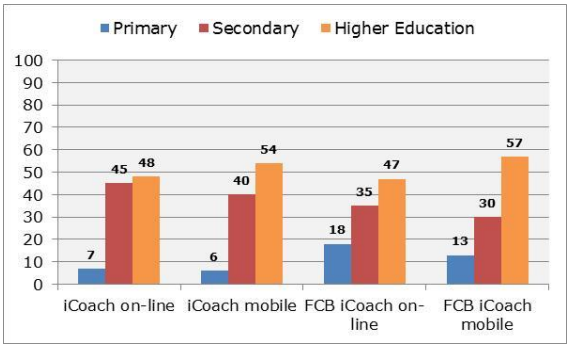
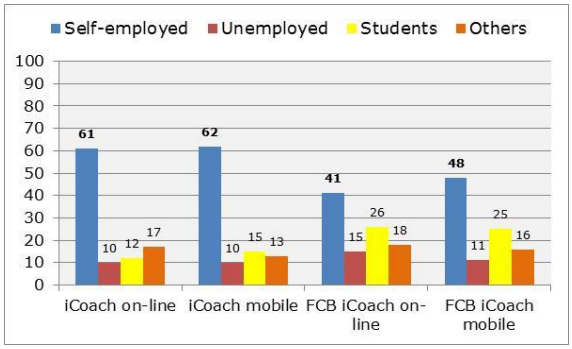


Figure 9: iCoach users – occupation (in %s)



Source: Sixth iCoach Effect Report developed by BNH

- In terms of **registrations per country**, the proportion of mobile registrations vis-à-vis on-line was highest in Portugal (39%), amongst French-speaking users in Luxembourg (29%), Sweden, Denmark (each 26%), and The Netherlands (23%). Mobile registrations were also comparatively high amongst FCB iCoach users (29%). On the other hand, mobile registrations were lowest in Bulgaria, Poland (each 2%), Slovakia and Hungary (each 3%).
- Conversion rates (people who effectively registered after visiting the iCoach registration page) were highest in Ireland (55%), amongst French-speaking users in Belgium (52%), English-speaking people in Malta (48%), in the UK (47%) and

Estonia (46%). They were also high amongst FCB iCoach users (52%). Conversion rates were lowest in Denmark (23%), Austria (28%), amongst German-speaking people in Luxembourg (28%), Germany and Slovakia (each 29%).

- The number of registrations, relative to the number of smokers per Member State, were highest in Malta (2.07%), Luxembourg (1.42%), Portugal (1.18%), Cyprus (1.02%) and Estonia (0.96%). On the other hand, registrations as a proportion of the number of smokers were lowest in Germany (0.09%), Austria (0.13%), France (0.14%), Poland and Italy (0.20% each).

Extent that different campaign messages were understood, corresponded to target group needs / interests and caused the target group to take action

As evidenced by campaign stakeholders and by those in the target audience consulted by the evaluation and previously during the campaign, the **overall positive concept and the key messages** communicated were understood by target audiences and generally corresponded to their needs and interests. Compared to the negative messages traditionally linked to anti-smoking information campaigns, the positive focus was found to be inspiring and motivational, more likely to correspond to target group needs and to cause the target group to take action (i.e. talk about the campaign with other people, consider stopping smoking, recommend the campaign to others, and to a lesser extent find out more about the campaign by visiting the website or clicking on a campaign banner).

Smokers and ex-smokers who participated in the focus groups in the majority of case study countries (with the exception of Austria and Lithuania) agreed that positive messages were authentic and credible and provided examples that people could identify with. Campaign messages also appealed to female and male participants alike, with no gender differences observed in the focus group discussions. Unlike negative messages, which many smokers received with indifference or with annoyance, positive statements focused on the experiences of ex-smokers were considered to be **effective 'triggers to action'**. Smokers could reflect on stories similar to theirs and feel that others had experienced comparable difficulties and had been able to overcome them.

In overall terms, there was consensus amongst national stakeholders who responded to the survey that the campaign's main benefits were its innovative positive concept and its originality in comparison to other anti-smoking campaigns. The three statements that respondents most agreed with were that the campaign talked about stopping smoking in a new way (83%), that it was original compared to other campaigns (79%), and that it showed that smokers have a high chance of quitting if they receive guidance and coaching (78%).

National stakeholders interviewed by the evaluation agreed that the positive messages of the Ex-smokers' campaign were complementary to the negative messaging and images that tend to surface more often. Once again the Commission was seen to have filled gaps at national level with the types of messages and the approach implemented. The campaign was fresh because it identified and exploited an attractive twist that was missing at national level in many EU countries.

This positive angle was particularly constructive in countries with former communist regimes (Hungary, Bulgaria, Slovenia), where people are less receptive to threatening messages that aim to tell them what to do / not do. Conversely, the concept was less innovative in the Nordic countries (Finland, Denmark), where there is a long-standing anti-tobacco tradition with active governmental and civil society communication on this topic.

The positive approach was also judged to be motivating and fresh for young people, who tend to be frequent targets to negative messages against drugs, alcohol and tobacco and their harmful consequences.

Different campaign messages were tested with the target audiences during the campaign (GfK measurements), and were also tested by the evaluation with different groups including campaign stakeholders, smokers and ex-smokers in the case study countries, and iCoach users.

Overall, all campaign statements were positively evaluated in the GfK campaign measurements (numbers from the first and second post-tests) and in the evaluation survey with campaign stakeholders. The focus groups and interviews allowed assessing each message in more depth, and to identify differences between smokers and ex-smokers.

Table 4 below ranks the messages per group consulted / type of method used, from the most liked / most effective (1) to the least liked / least effective (7). Data sources used to develop this table include the results of the GfK measurements from 2011 and 2012, and results from the various data collection tools carried out in the framework of the evaluation (on-line survey with national stakeholders, on-line focus groups with smokers and ex-smokers, and interviews with iCoach users). Despite the differences observed between groups, the statement about the many advantages when one stops smoking was the most liked across the different groups, in particular during the campaign and amongst smokers in the focus groups conducted by the evaluation. The statements on the financial benefits of quitting smoking and on how smoking is dangerous for one's health and for the health of one's relatives ranked second. Smokers were more reluctant to accept categorical statements about how ex-smokers were in a better physical and mental condition or had a better life.

Table 4: Ranking of campaign messages across target groups consulted / type of method used

Messages	Ranking of messages (1= most liked / most effective; 7= least liked / least effective)						**Average ranking**
	GfK (2011 wave)	**GfK (2012 wave)**	**Evaluation survey with stakeholders**	**Evaluation focus groups with smokers**	**Evaluation focus groups with ex-smokers**	**Evaluation interviews with iCoach users**	
There are many advantages when you stop smoking	1	1	1	1	5	3	2
Smoking is dangerous for your health and for the health of your relatives	1	3	5	1	2	2	2.3
One can also have financial benefits when one stops smoking	4	2	4	2	1	1	2.3
Stopping smoking is a very big challenge	2	4	7	3	3	4	4.2
Ex-smokers are in a better physical and mental condition	2	6	2	5	1	5	3.8
Ex-smokers have a better life	3	N/A	3	5	4	5	4

Messages	Ranking of messages (1= most liked / most effective; 7= least liked / least effective)						Average ranking
	GfK (2011 wave)	**GfK (2012 wave)**	**Evaluation survey with stakeholders**	**Evaluation focus groups with smokers**	**Evaluation focus groups with ex-smokers**	**Evaluation interviews with iCoach users**	
If you can stop smoking, you can deal with many things in life	4	5	6	4	2	1	3.7

Summary of key findings for EQ 2

The different campaign actions were strongly related to one another and contributed mostly to raise awareness of the benefits of not smoking and to bring people to iCoach and to motivate behaviour change / actions by smokers.

Yet iCoach also played a role that helped to underpin the success of the campaign itself. Linking awareness-generation to a programme to support behaviour change is the model for effective public health behaviour change campaigns. Research into campaign results confirms that '*knowing more about an issue does not have a direct effect on behaviour*' (Fishbein, et al 1993). Julia Coffman asserts that '*Raising public awareness can be an important part of a campaign, but awareness and knowledge without action will only go so far*'[22].

The campaign actions had a stronger positive effect in the Southern European Member States, but also amongst men, people in the younger age group (18-34) and smokers who had already made up their minds to stop smoking. Respondents in the Northern European countries were the least impacted by the campaign, though there was an upward trend registered in these countries in the second and third campaign years which suggests that the campaign did generate an impact in countries that were less likely to be influenced by it.

It should also be noted that, as per the profiles of registered users and the nature of the application (on-line / mobile), iCoach has been less successful in engaging with women and with people with lower socio-economic and education levels, which suggests that the Commission should explore other channels to target these audiences. The appeal that the FCB application had on younger audiences and those with a lower socio-economic status shows that there is scope to appeal to broader target groups. However, the FCB application appealed to a male audience in its majority, which suggests that partnerships with football clubs are not necessarily the best way to target women.

The overall positive concept and the key messages communicated were the most valued features of the Ex-smokers campaign. Compared to the negative messages traditionally linked to anti-smoking information campaigns, the positive focus was found to be inspiring and motivational, more likely to correspond to target group needs and to cause the target group to take action.

A cross-cutting analysis of messages across groups suggests that the statement on the many advantages when one stops smoking was the most liked, in particular amongst the campaign's target audiences. The statement on the financial benefits of quitting smoking was also very popular. Smokers were more reluctant to accept categorical statements about how ex-smokers were in a better physical and mental condition or had a better life.

[22] Julia Coffman, Harvard Family Research Project, Public Communication Campaign evaluation: An Environmental Scan of Challenges, Criticisms Practice and Opportunities, May 2002

EQ 3: To what extent have the specific communication actions contributed to increase visits to local cessation services and increase in the number of talks about dangers of smoking/ encouragement to quit smoking with friends or family members?

The answer to the third evaluation question aims to analyse the extent to which the campaign contributed to increase visits to local cessation services on the one hand, and to increase the number of talks about dangers of smoking and encouragement to quit smoking with friends and family. The findings are structured around two main judgment criteria and the following evaluation sources:

- Contribution of the different campaign communication actions to increase visits to local cessation services (Sources: in the absence of available statistics on visits to local cessation services during the timeframe of the campaign and of monitoring campaign data on this particular topic, we attempted to speak to representatives of on-line quit services in the case study countries and collected and analysed data on smoking prevalence in these countries to establish any links with the Ex-smokers' campaign)
- Contribution of the different campaign communication actions to increase the number of talks about dangers of smoking/ encouragement to quit smoking with friends or family members (Sources: campaign monitoring data, on-line questionnaire and interviews with national stakeholders and partners, and focus groups with smokers and ex-smokers)

Contribution of the different campaign communication actions to increase visits to local cessation services

Given that **'increased visits to local cessation services'** was not an explicit objective of the campaign, there was no monitoring data available on the contribution of the different communication actions to increase visits to local cessation services. The targets for 'call to action' that were measured by the GfK post-tests included talking about the campaign with other people, recommending it to someone, going to the website, considering stopping smoking and clicking on specific campaign banners.

Notwithstanding the lack of monitoring data, the evaluation sought to retrieve available statistics on visits to local cessation services during the timeframe of the campaign, and also attempted to speak to representatives of local cessation services in the case study countries with a view to collecting some data and to try to establish any links with the Ex-smokers' campaign. No response was received from Bulgarian, Lithuanian, Greek, Spanish and Austrian cessation services. The German-quit-line *Das Raucherlefon,* which had recently closed due to lack of interest from the public, was unable to share any statistical data on the quit-line's use prior to its closing.

Overall, the findings from the evaluation suggest that the campaign lacked an approach to complement the work of smoking cessation services and structures in the Member States. There were consultations with national stakeholders working on tobacco control issues during the campaign, but the lack of a clear objective from the outset to cooperate and generate synergies with existing national structures was a significant deficit of the Ex-smokers campaign that will need correction in similar future actions. Any future engagement strategies with Member States will also need to be accompanied by clear monitoring targets and indicators so that the effects of the actions implemented can be properly measured.

The statement that the Ex-smokers campaign contributed to increase visits to local cessation services in the Member States was the least supported by national stakeholders consulted by the evaluation, with only 28% of respondents to the survey

confirming that this had been the case. The overwhelming majority either disagreed with the statement (41%) or did not know if this had been the case (31%). The fact that respondents to the survey were mostly NGOs, national authorities, campaign partners and public health organisations working in the field of tobacco control policies in the Member States provides further evidence to back-up the finding that the absence of an explicit action plan to interact with national smoking cessation services resulted in an important delivery failure of the campaign since cessation success grows with support mainly from general practitioners and public health services. Stronger and more durable synergy effects with local cessation services at national level could have supported the sustainability of campaign actions and messages.

Many national stakeholders interviewed for the evaluation (including national correspondents who worked for the campaign, but also governments, NGOs and public health professionals) also argued that the strong centralised structure of the campaign and the lack of campaign accredited spokespersons and links to local cessation services in the Member States undermined the campaign's potential to stand out more prominently as a Commission initiative, namely because of:

- Lack of reference points at national level
- Missed opportunities with national / local media
- Less accredited multipliers speaking about the campaign / recommending iCoach / distributing campaign material (for example, local cessation services or public health professionals with their patients)
- Lack of knowledge about what could work / not work in the Member States
- Lack of continuity / sustainability of campaign messages and tools once the campaign ended

The above arguments, even though shared by the majority of national stakeholders consulted, should be read with a note of caution considering that many of those interviewed spoke on behalf of their specific interests, not necessarily aligned to those of the Commission. The shared argument of national stakeholders is that if they had played a more active role in the campaign from the outset, they would have been instrumental in achieving more visibility for the campaign in their respective countries, an opinion which was backed up by the experience of national correspondents. Those Agencies that managed to work in tandem with civil society organisations and public health professionals, or that appealed to the media and to private sector organisations, achieved better results in their countries than national correspondents who were less active, less connected with local stakeholders, or less creative to get through with the message. The more connected the campaign was with relevant actors in the Member States, the more successful it was in achieving media coverage and in reaching the target audience. However, there is a necessary trade-off between visibility and campaign discipline. The stronger campaign visibility does not necessarily feed into higher attribution to the Commission. Even though an appealing strategy to increase overall visibility, the main risk of involving too many stakeholders at national level is that of losing the control of key campaign messages with a negative impact on the content and attribution of the campaign.

Contribution of the different campaign communication actions to an increase in the number of talks about dangers of smoking/ encouragement to quit smoking with friends or family members

Unlike the links between the campaign and visits to local cessation services, there was plenty of monitoring data available on the contribution of the campaign and its different actions to **increased talks about the campaign and encouraging smoking cessation**. In particular, the KPI on impact, awareness and call to action focused on the effects that the campaign had on the target audience that it reached. Amongst other things, it aimed to analyse whether the campaign had encouraged people to take action.

Campaign monitoring data registered clear links between the different campaign communication actions and increases in the number of talks about dangers of smoking / encouragement to quit smoking with friends or family members. In fact, the specific initiatives that were launched during the campaign (Christmas Campaign, Day of the Ex-smoker, Quit Smoking with Barça) were particularly designed with this aim.

The combined campaign executions (TV ads, print and banners) that were monitored in the GfK annual post-tests were most effective at generating people to talk about the campaign / executions with others. In fact, the percentage of people who talked about the campaign with others registered a steady increase from Years 1 to 3. In a similar line, the proportion of people who recommended the campaign also increased from one year to the other. The percentage of people who considered stopping smoking as a result of exposure to the different executions increased in the second year, but then decreased substantially in the final campaign year probably linked to the fact that the focus of the final year moved from smoking cessation to raising awareness of the benefits of not smoking. As reflected in Figure 10 below, people were most likely to talk about the campaign with other people and were least likely to click on the banner or to go to the website after being exposed to campaign executions.

Figure 10: Campaign call to action (CtA) (%s)

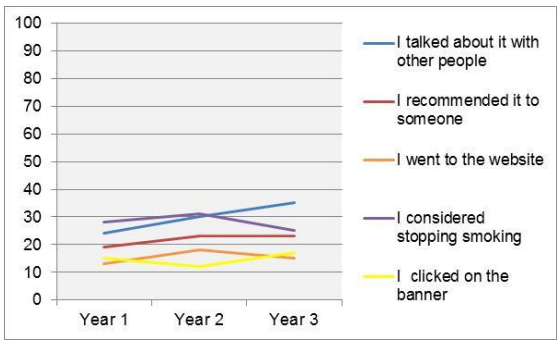
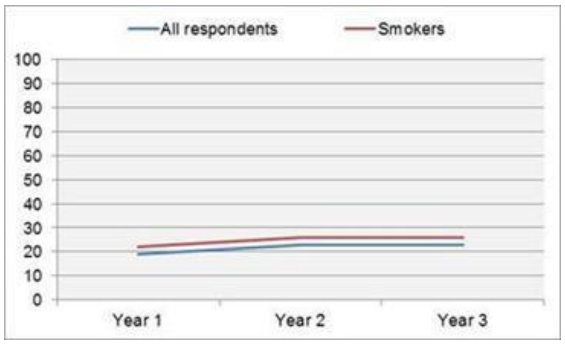


Figure 11: CtA - all vs smokers (%s)



Source: Campaign Annual Analytical Reports and GfK post-test reports (Years 1, 2 and 3)

The GfK post-tests also asked respondents who were aware of the campaign whether they had talked more generally about it with others (outcoming word of mouth), if they had heard about the campaign from others (incoming word of mouth) and whether conversations about the campaign had been positive or negative.

In average, slightly more than 4 in every 10 respondents who were aware of the campaign talked about it with others (with a peak of 47% in Year 2). Outcoming word of mouth about the campaign was higher amongst survey respondents in Southern Europe, and lowest amongst respondents in Northern Europe, though results for respondents in this region registered a gradual increase from Year 1 to Year 3.

In a similar line smokers who planned to stop were most likely to speak about the campaign than smokers who did not plan to stop. Ex-smokers were the least likely to speak about the campaign with others, even less than non-smokers.

Figure 12: Outcoming WoM - regions (%s)

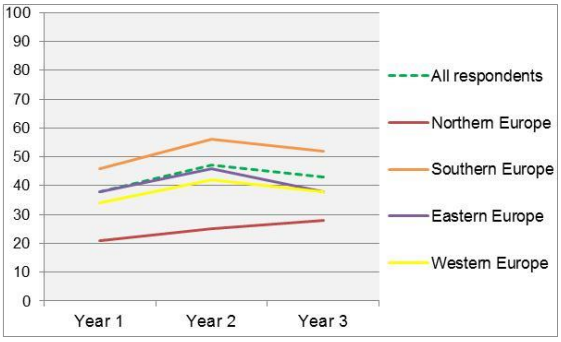
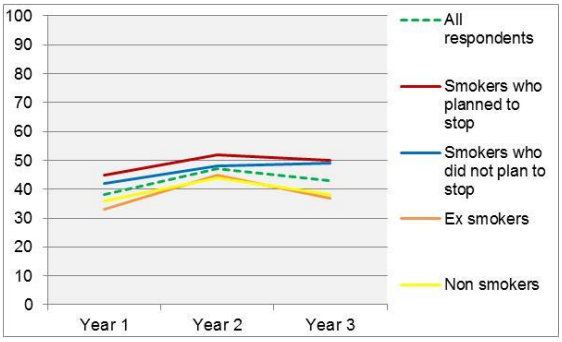


Figure 13: Outcoming WoM - smoking status (%s)



Source: Campaign Annual Analytical Reports and GfK post-test reports (Years 1, 2 and 3)

Incoming word of mouth amongst those who were aware of the campaign registered lower levels than outcoming word of mouth. Respondents in Southern Europe were most likely to have heard of the campaign from others, followed closely by Western Europeans and by Eastern Europeans in third place. Incoming word of mouth was less frequent in Northern Europe, though once again the evolution from Year 2 to Year 3 was positive.

Smokers who did not plan to stop were the most likely to have heard from others of the campaign, followed closely by smokers who planned to stop. Ex-smokers were the least likely to have heard about the Ex-smokers campaign.

Figure 14: Incoming WoM - regions (%s)

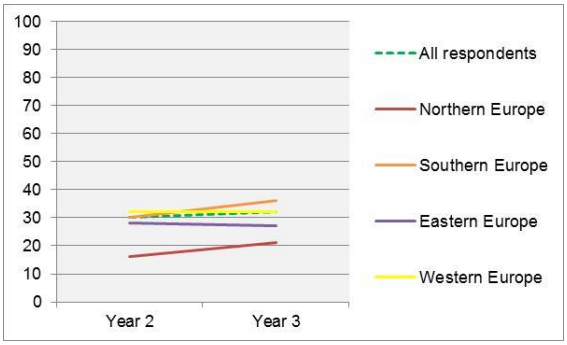
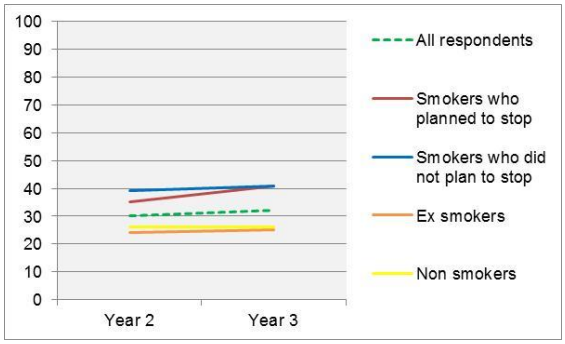


Figure 15: Incoming WoM - smoking status (%s)



Source: Campaign Annual Analytical Reports and GfK post-test reports (Years 2 and 3)

Both outcoming and incoming word of mouth about the campaign were overwhelmingly positive, but those who talked about the campaign with others were more inclined to do it positively than those who heard about the campaign from others.

Summary of key findings for EQ 3

The Ex-smokers' campaign did not have an explicit objective to increase visits to local cessation services and in consequence this was not built into the campaign implementation and monitoring strategy. As a result there were no mechanisms in place either to facilitate increased visits or to monitor these visits, which means that it is not possible to measure the degree to which the campaign succeeded in achieving this output.

However, the findings from the evaluation suggest that the campaign lacked an approach to complement the work of smoking cessation services and structures in the Member States. There were consultations with national stakeholders working on tobacco control issues during the campaign, but there was not a clear objective from the outset to cooperate and generate synergies with existing national structures.

The absence of an explicit action plan to interact with national smoking cessation services resulted in the loss of synergy effects at national level which could have made campaign actions and messages more sustainable. This significantly undermined the campaign's potential to contribute to cessation success.

In terms of the contribution of campaign activities to increase in the number of talks about the dangers of smoking and encouragement to quit smoking with friends and family, campaign monitoring data available clearly registered links between the different campaign communication actions and increases in the number of talks and related actions (recommending the campaign, considering stopping smoking, visiting the website, or clicking on a banner). As reflected by the data available, the campaign actions did not pass inadvertent and did generate a buzz around them. In particular, there was more talk about the campaign amongst target audiences in Southern Europe and amongst smokers who planned to stop smoking. Interestingly, smokers who did not plan to stop were the most likely to have heard from the campaign from family and friends, which suggests that the messages were not only appealing to smokers planning to quit but were also helpful for those trying to convince smokers with no intentions to stop smoking.

EQ 4: To what extent have the specific communication actions contributed to an improved image of the European Commission?

Evaluation Question 4 attempts to explore the extent to which the specific communication actions contributed to an improved image of the European Commission, and the answer to the question is structured around the following two judgment criteria and evaluation sources:

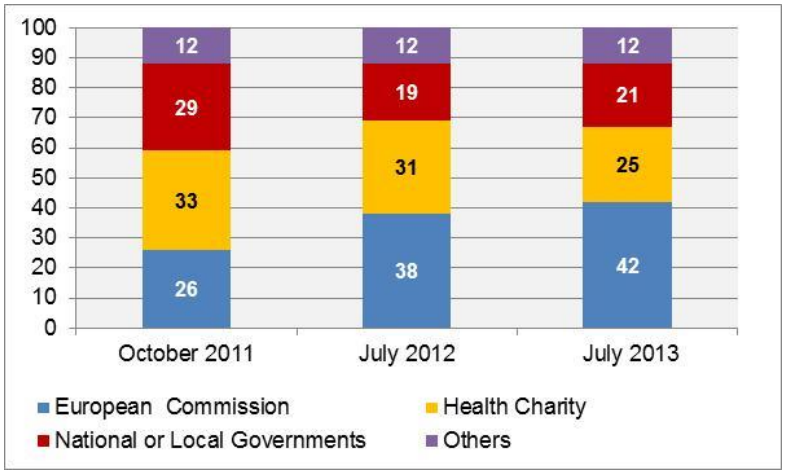
- Extent to which the target audiences attributed the campaign and its specific communication actions to the European Commission
- Extent to which the campaign helped target audiences, local and national stakeholders / partners to have a better understanding of the contribution made by EC policies

The sources used to answer this question include campaign monitoring reports, GfK post-tests, on-line questionnaire and interviews with national stakeholders and partners, focus groups with smokers and ex-smokers.

Extent to which the target audiences attributed the campaign and its specific communication actions to the European Commission

Campaign monitoring data available shows that campaign attribution to the European Commission registered a steady increase amongst target audiences during the campaign, which suggests that the specific communication actions were effective at showcasing the campaign as a Commission initiative. The first campaign post-test conducted by GfK in October 2011 illustrated that 26% of respondents thought that the Commission was behind the Ex-smokers campaign. This number climbed to 38% in July 2012 and to a further 42% in July 2013. As reflected in Figure 16 below, health charities and national and local governments were also linked by target audiences to the Ex-smokers campaign, more prominently at the outset of the campaign (with 74% of respondents attributing the campaign to others) and less strikingly in the second and third years (62% and 58% respectively) as the campaign gained visibility across the EU-27 Member States. The campaign monitoring data and post-tests available did not explore reasons behind campaign levels of attribution amongst target audiences. In fact, campaign attribution to the Commission was not developed as an explicit Key Performance Indicator and hence no specific objectives were established during the campaign to act upon campaign monitoring numbers.

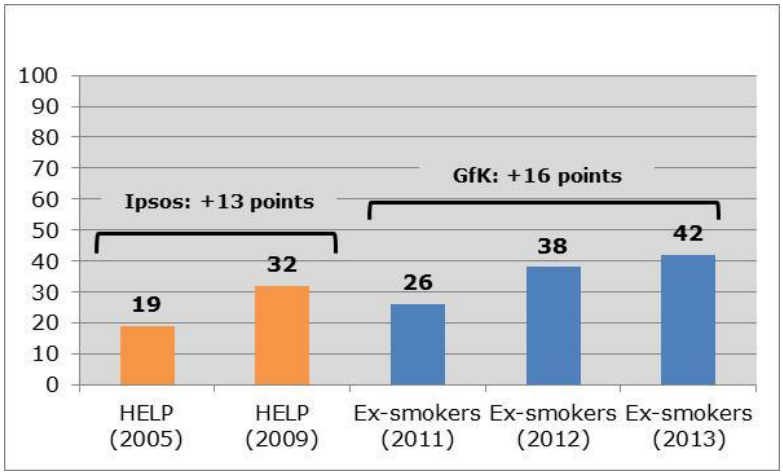
Figure 16: Campaign attribution (aided) amongst target audiences in the EU-27 MS



Source: GfK campaign post-test measurements (Oct 2011, Jul 2012, Jul 2013)

Comparative attribution levels for the Help campaign (the predecessor to Ex-smokers) analysed by the evaluation (see Figure 17) confirm that the Ex-smokers campaign kicked-off with and achieved in balance higher levels of Commission attribution.

Figure 17: Benchmarking of campaign attribution levels: HELP versus Ex-smokers



Sources: Ipsos Health[23] and GfK campaign post-test measurements

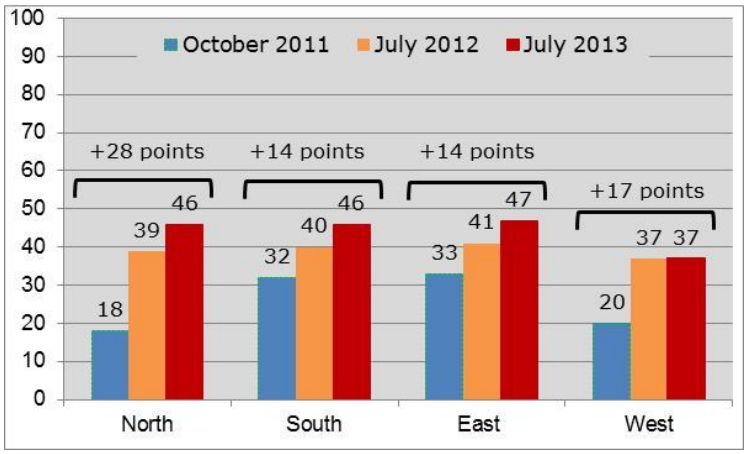
At the outset of the Ex-smokers' campaign (October 2011), respondents in the Northern and Western regions registered significantly lower levels of campaign attribution to the Commission than target audiences in the Southern and Eastern European countries. In particular, one out of every four respondents in the Nordic countries associated the campaign with a pharmaceutical company, the tobacco industry or others. Even though the campaign monitoring data did not attempt to explain the reasons behind this phenomenon, consultations with national correspondents and campaign stakeholders in some of these countries (Finland, Denmark and Sweden) highlighted that NGOs were reluctant to engage with the campaign at the outset because of its close links with local PR agencies which led them to think it was an industry-related initiative. Survey respondents in Western European countries were more likely to link the Ex-smokers campaign to national or local governments (35%) or to a health charity (33%) than to the Commission (20%). The evaluation's interpretation is that there were a number of factors in play that could have affected the levels of campaign attribution to the Commission, particularly in Western European countries, namely:

- the Commission's logo not sufficiently prominent in the campaign's logo
- the campaign's logo not incorporating any of the traditional colours of the Commission
- the QSWB initiative shifting the focus of attention to FC Barcelona as the partner behind the campaign, with the logo modified to the colours of the club

Interestingly, Commission attribution levels increased amongst respondents in all four regions in the second and third post-campaign measurements, with Nordic countries registering the highest increases throughout the campaign and reaching same levels of attribution than Southern and Eastern countries. Attribution levels for respondents in Western European countries registered an increase of 17 percentage points, but still remained below the average throughout the campaign, with more than half of respondents (53% in the second post-test; 52% in the third post-test) attributing the Ex-smokers campaign to a health charity or to national / local governments.

[23] Post-test of the advertising campaign 'Help', September 2009, Ipsos Health, http://ec.europa.eu/health/tobacco/docs/help_ipsos_posttest_en.pdf

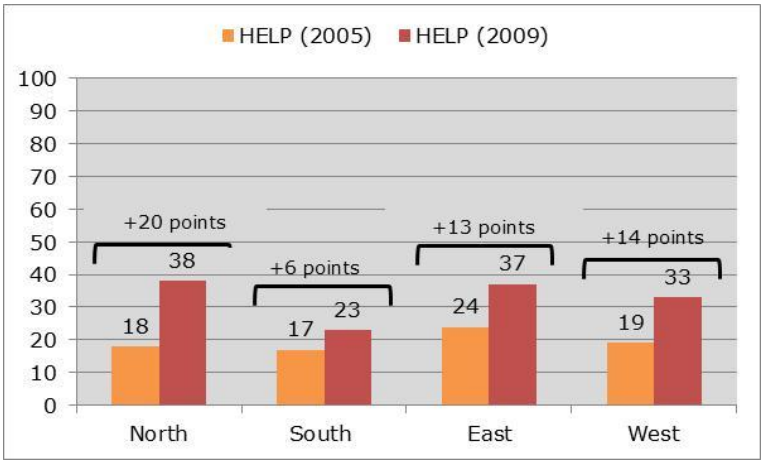
Figure 18: Campaign attribution (aided) amongst target audiences in the EU-27 MS (per region)



Source: GfK campaign post-test measurements (Oct 2011, Jul 2012, Jul 2013)

Comparative regional attribution levels for the Help campaign analysed by the evaluation (see Figure 19) show that the Ex-smokers' predecessor was substantially less successful in Southern European Member States, and achieved relatively similar increases (though slightly lower) in the Northern, Eastern and Western European regions.

Figure 19: Help campaign attribution amongst target audiences in the EU (per region)



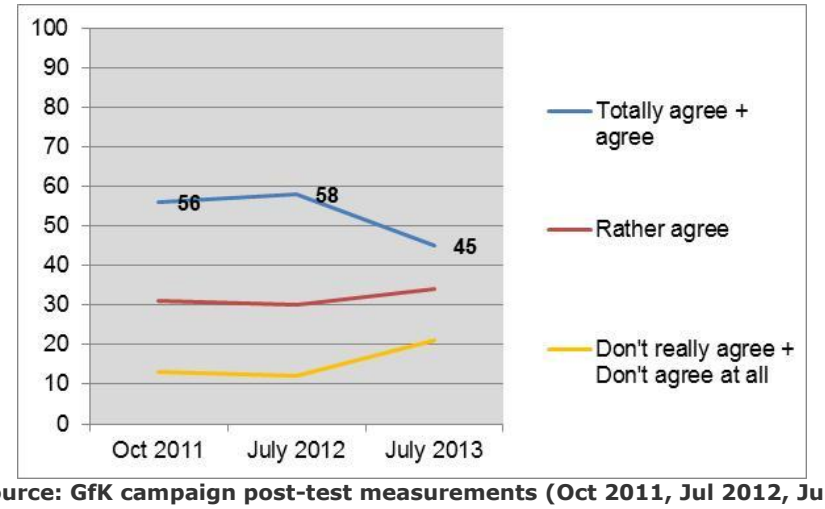
Source: Ipsos Health, Help campaign survey

National stakeholders consulted by the evaluation were very positive with regard to the extent to which the Ex-smokers campaign was attributed to the Commission. As evidenced by the survey results, slightly more than two thirds of respondents (67%) agreed that target audiences perceived the campaign as an EU initiative.

Extent to which the campaign helped target audiences, local and national stakeholders / partners to have a better understanding of the contribution made by EC policies

Campaign monitoring data shows a significant decline in the percentage of respondents (from Years 1 and 2 to Year 3) who agreed that the Ex-smokers campaign fit with the mission of the European Commission, from more than 55% in 2011 and 2012 to 45% in the 2013 post-test.

Figure 20: Campaign fit with EC amongst target audiences in the EU-27 MS



Source: GfK campaign post-test measurements (Oct 2011, Jul 2012, Jul 2013)

Even though the reasons behind this decrease were not assessed as part of the campaign monitoring and survey data, an analysis ex-post suggests different reasons (or a combination of them) behind these numbers, including:

- the lower media budget spent and the fact that no TV-ads, which typically have a high recognition potential, were included in the final year of the campaign
- the implementation of the QSWB initiative, which moved the focus and the attention of the media to FC Barcelona (the novel partner) and away the Commission (and the understanding of the contribution of EC policies in the fight against smoking)

National stakeholders surveyed by the evaluation showed split views when consulted about the extent to which the campaign had contributed to an improved image of the EU: whilst 51% of respondents supported the statement, 39% were in disagreement. Discussions with Commission officials during the evaluation also highlighted the political factors that affected the implementation of the campaign in its final year. In particular, the resignation of Commissioner Dalli, who had been the main Commission spokesperson on behalf of the campaign during the first two years, and the political implications that resulted from it, including media coverage of the reasons behind the resignation and the arrival of a new Commissioner with a different agenda and priorities.

In terms of the positive elements, the EU brand is considered to have generated strong expectation in smaller countries and in countries with low levels of government communication in the field of smoking prevention and cessation. In view of NGOs and public health organisations consulted by the evaluation, the Ex-smokers campaign offered them visibility and prestige, and helped to amplify the work they usually do.

Interviewees also agreed that the Ex-smokers' campaign reflected the EU's concern and commitment towards the issue, which helped to boost the EU's image, particularly in countries that are more Eurosceptic, such as Greece. The fact that the EU funded the campaign was also attractive for NGOs and public health organisations working on smoking prevention and smoking cessation at local levels, as the EU is perceived as a prestigious institution to work with.

In terms of the drawbacks highlighted by national stakeholders, many regretted not having had the opportunity to exercise a more active role throughout the campaign and in particular not having been consulted at the initial planning stages when their

advice could have been useful. Stronger campaign connections with those actively working in this field would have helped local and national stakeholders / partners to have a better understanding of the contribution made by EC policies. In view of stakeholders, this increased understanding could in turn have been transmitted to target audiences in the Member States. Once again, the arguments made by national stakeholders should be read taking their own interests into account, as it could also be argued that stronger involvement of national stakeholders in disseminating key campaign messages could have potentially decreased campaign attribution to the Commission. It is difficult to assess ex-post the extent to which a better understanding of the contribution of EC policies by national stakeholders could have translated into an improved understanding by target audiences. What can be said, though, is that the lack of accredited Commission spokespersons in the Member States (Commission Representations or a network of designated experts) undermined the opportunities to further reinforce (through a controlled and disciplined message) the campaign's attribution to the Commission and the possibility to better understand the contributions made by EC policies.

Summary of key findings for EQ 4

From a communications perspective there was a balance to be struck between developing an eye-catching and attractive look and feel, which was somewhat at odds with the EC institutional brand, and the goal of ensuring recognition of the campaign as an initiative of the European Commission. This was reflected by the fact that the EC logo was less prominent in the campaign logo. Yet a too heavily EC branded campaign would have been more likely to disengage people, which was not the goal of this campaign with its call to action.

Within this framework, the campaign communication actions were increasingly attributed to the Commission during the campaign and were judged to have contributed to an improved image of the EU. Attribution to the Commission registered a notable increase (+12 points) from Year 1 to Year 2, and a further less pronounced rise (+4 points) from Year 2 to Year 3.

It's true that in absolute terms throughout the campaign there were more people who attributed it to other stakeholders, in particular health charities and national and/or local governments. But this should be taken as a promising baseline from which to build future communication actions and further contribute to improve the Commission's image. Many stakeholders consulted by the evaluation felt that the overall positive tone and messages of the Ex-smokers campaign were a very good opportunity to enhance the image of the Commission in more Eurosceptic countries or in Member States with low levels of government action or enforcement in the fight against smoking.

The low visibility of the Commission's logo in the campaign's materials and the detached campaign visuals (a priori not distinctly associated to the Commission) may have explained the strong attribution to other stakeholders. Another reason may have been the strong visibility to FC Barcelona (initiative that generated significant media coverage) in the framework of the QSWB partnership.

Conversely, monitoring data also reflected a decline in the percentage of respondents who agreed that the Ex-smokers campaign fit with the mission of the Commission, from 56% in Year 1 and 58% in Year 2 to 45% in Year 3. This decrease indicates that the campaign was less successful in helping target audiences and stakeholders to have a better understanding of the contribution made by EC policies. One possible explanation for this decrease could be the lower media budget spent and the fact that no TV-ads, which typically have a high recognition potential and allow more people to become exposed to the campaign and its key messages (generating more awareness and more knowledge of relevant issues, such as links with Commission policies), were included in the final year of the campaign. The visibility of the Quit Smoking with

Barça initiative in the second half of the campaign, which somehow diluted the exclusive role that the Commission had had in the initial part of the campaign, could explain a shift of attention to FC Barcelona and the football players who became the main spokespersons. This reallocation may have also moved the campaign's debate away from the Commission's role and contribution to anti-smoking policies and more closer to the partnership with FC Barcelona.

But despite the obstacles that the campaign met with, the EU brand and positive messages are considered to have generated strong expectation in smaller countries and in countries with low levels of government communication in the field of smoking prevention and cessation, and to have been well accepted across Europe.

The fact that Commission attribution levels were generally higher than those registered in the Help campaign also reflect a broader positive trend, and suggest that there is scope to further build on developments achieved in future communication actions launched by the Commission.

0.1. Efficiency (reach)

5i. Were the costs of the various types of actions reasonable in relation to their overall achievements?[24]
5ii. How proportionate are the costs by action to the benefits obtained by each of them?

Evaluation Question 5 focuses on how economically the different types of campaign actions implemented were converted to results. The question was split in two sub-questions to explore (i) whether the costs of the various types of actions were reasonable in relation to their overall achievements; and (ii) the proportionality of costs by action to the benefits obtained by each of them. We adjusted the judgment criteria in the Evaluation Questions Matrix to more adequately respond to the evaluation question, focusing on an analysis of the cost-effectiveness of the different campaign channels and tools. The revised judgment criteria are presented below:

- Comparison of levels of target group penetration and quality of interaction / reach by promotional tool and the cost thereof
- Cost-effectiveness of on-line media campaign initiatives
- Cost-effectiveness of iCoach

The sources used to answer this question include discussions with the evaluation's Expert Advisory Board, campaign monitoring reports and campaign financial data on budget and costs, and interviews with campaign external contractors, Commission officials, members of the campaign's Scientific Steering Committee, and national stakeholders and partners

Comparison of levels of target group penetration and quality of interaction / reach by promotional tool and the cost thereof

In order to assess how reasonable the different actions were in relation to their overall achievements, we have analysed costs of the different campaign actions and have taken the campaign's 'paid media reach' figures which are available for the three main campaign channels (print, digital and TV). These two elements allowed us to do a comparative analysis of the performance and relative cost-effectiveness of each.

Table 5 below presents budgetary and paid media reach numbers per year per key campaign channel, and calculates the output unit cost of each channel (cost per person reached). Overall, the results of this exercise do provide a useful comparative assessment of the cost-effectiveness in terms of reach of the three main campaign channels used. However, the analysis and output unit costs below should be read with the following caveats:

- With the available figures, we can only conclude how effective and cost-effective the three main campaign channels were in terms of reach, but it's difficult to make any assumptions in terms of recall or frequency of reach (i.e. how many times people were exposed to the different campaign executions).
- The GfK post-tests provided percentages on recall of different campaign tools and executions for the full sample and for different population groups (including smokers). However, after some initial calculations made, which included estimating the total number of smokers in the EU from the latest Eurobarometer survey and calculating recall percentages as a proportion of this figure, we concluded that we were making too many assumptions and that the 'paid media reach' was a better indicator for our analysis. In answering this

[24] We slightly adjusted this question to compare the cost versus output of individual actions or groups of actions rather than in relation to the whole campaign.

particular question, we could not identify comparable disaggregated costs for similar campaigns that would allow us to analyse reach and costs per campaign tool on a comparative basis. However, a comparison of overall campaign costs with similar campaigns is included in the answer to EQ 6 which provides overall campaign costs for similar campaigns and data on quit rates. ,

Table 5: Overview of campaign's budget – per year and per campaign item

Costs / reach figures		Campaign items		
		Print	Digital	TV
Year 1	Budget (€)	3,706,019.00	3,127,073.00	1,399,136.00
	Paid media reach (smokers 25-34)	3,552,000.00	15,074,309.00	5,920,748.00
	Output unit cost (per person - €)	1.04	0.21	0.24
Year 2	Budget (€)	1,630,837.00	2,695,617.00	704,141.00
	Paid media reach (smokers 25-34)	2,058,000.00	14,978,951.00	234,880.00
	Output unit cost (per person - €)	0.79	0.18	3.0
Year 3	Budget (€)	2,716,700.00	1,618,100.00	287,641.00
	Paid media reach (smokers 25-34)	1,858,058.00	13,709,874.00	234,880.00
	Output unit cost (per person - €)	1.46	0.12	1.22
Total campaign Years 1, 2 and 3	Budget (€)	8,053,556.00	7,440,790.00	2,390,918.00
	Paid media reach (smokers 25-34)	5,410,058.00	43,763,134.00	6,390,508.00
	Output unit cost (per person - €)	1.49	0.17	0.37

Source: Campaign Annual Budgets (Years 1, 2 and 3)

Key findings emerging from the analysis of the output unit cost figures show that:

- With a total expenditure of € 8 million, and having reached approximately 5.4 million smokers aged 25 to 34 across the EU, **print channels** were the least cost-effective in terms of reach, with an average output unit cost of € 1.49 for the totality of the campaign. When comparing the output unit costs per year, Table 15 above suggests that print was the most cost-effective in the second year of the campaign (€ 0.79 output unit cost) and its performance declined in the third and final year of the campaign (€ 1.46 output unit cost). Campaign external contractors interviewed as part of the evaluation indicated their reservations on the effectiveness of print channels, highlighting that print had achieved the least impact in comparison with other campaign channels. On the other hand, they did recognise that the inclusion of print channels was guided by political and institutional considerations, namely guaranteeing accessibility for people who are not on-line, likely to be more numerous in Eastern and Southern European Member States as well as among citizens with lower education and socio-economic levels.[25]

[25] Recent Eurobarometer data (see Special Eurobarometer on Cyber Security, published in February 2015) evidence that Internet usage is very high among EU citizens in the 25 – 39 age group, with 84% confirming every day access and a further 11% highlighting that they access it often. Internet use is highest in Northern European countries (in particular Sweden, the Netherlands and Denmark) and lowest in Eastern and Southern European countries (especially in Romania, Portugal, Greece and Bulgaria). Internet use tends to decline among users with lower education and socio-economic levels.

- In contrast, **digital channels** (on-line and mobile) were the most cost-effective in terms of reach –substantially more than what was observed for print channels– with an average output unit cost of € 0.17 for the whole campaign. It's also interesting to observe the annual evolution of output unit costs, which reflects a gradual improvement from Y1 (€ 0.21 output unit cost), through Y2 (€ 0.18 output unit cost), to Y3 (€ 0.12 output unit cost). This positive evolution reflects a consolidation of the digital campaign from the outset to the end of the campaign, with the initial investment contributing to build this sense of community that the campaign aimed to achieve via on-line and mobile channels.
- **TV** positioned close behind digital channels in terms of cost-effectiveness / reach, with an average output unit cost of € 0.37 for the totality of the campaign. When analysed the annual figures, it's striking to note that TV reflected significant variations per year, with a substantially lower output unit cost of € 0.24 for the first year of the campaign, and a remarkable increase of the output unit cost in the second year to € 3.00, when the budget registered a strong decrease. The output unit cost for the third and final year, which once again registered a decline, ascended to € 1.22. The irregular evolution suggests that even though TV costs can be very high, the impact is also significant. A relatively higher budget for TV translates in a significantly higher reach, outweighing the costs in many ways and making it worth investing in audiovisual channels.
- When compared the performance of audiovisual and print channels, it's important to highlight that, even though more expensive, audiovisual channels have the potential to reach more people and in the framework of the Ex-smokers' campaign, were also better perceived by the target audience. As part of the analysis of the campaign monitoring data, we analysed the evolution of the impact of the different campaign activities and found significant differences between the perceived impact of TV ads and the impact of banners and print executions. Smokers and non-smokers were more likely to think that the campaign TV ads would encourage smokers to quit smoking than the campaign banners or the print executions – with an average 33% for TV ads versus and average 23% for print executions.

In terms of impact of the three main campaign channels, our analysis suggests that the cost of print channels was proportionally high in relation to the impact achieved. In contrast, the cost of digital channels was low with a positive impact obtained. Even though endowed with a significantly reduced share of the budget for the second and third campaign years, TV channels proved to have a high impact on target audiences in the first year when investment was stronger.

Cost-effectiveness of on-line media campaign initiatives

The on-line media campaign featured nine key initiatives during the course of the campaign, including:

- **Year 1**: the soft launch of the campaign in June 2011, the Rankin recruitment for the Rankin photo-shoot of campaign ambassadors (from end July to early August), and the hard launch of the campaign in September 2011
- **Year 2**: the Christmas Campaign, World No Tobacco Day and Back To Work Campaign
- **Year 3**: Quit Smoking with Barça (Phases 1 and 2), and the Day of the Ex-smoker campaign

Table 6 features an overview of the different on-line media initiatives implemented, including the total number of impressions and clicks generated by each, the Click

through Rate (CTR)[26] percentages, the number of registrations to iCoach that resulted from the initiatives that were intended to generate conversions (as opposed to only raising awareness), the total expenditure, the Cost per Click (CPC) and the Cost per Registration (CPR). It should be noted that we lacked expenditure figures for the initiatives launched during the first year of the campaign, so it was not possible to analyse costs per click or costs per registration to iCoach.

Table 6: On-line media campaign

Year	Campaign	Spend (€)	Impressions	Clicks	CTR	CPC (€)[27]	Regis-trations	CPR (€)[28]
Year 1	Soft launch	N/A	393,857,940	223,773	0.06%		N/A	N/A
	Rankin	N/A	243,003,445	120,068	0.05%		N/A	N/A
	Hard launch	N/A	1,557,323,007	2,351,942	0.15%		N/A	N/A
TOTAL Y1		N/A	2,194,184,392	2,695,783	0.09%			
Year 2	Christmas	406,237.00	563,313,373	874,464	0.16%	0.46	N/A	N/A
	WNTD	1,275,009.00	1,060,640,707	1,553,179	0.15%	0.82	43,615	29.00
	Back to Work	374,979.00	1,433,761,315	1,196,686	0.08%	0.31	16,301	23.00
TOTAL Y2		2,056,225.00	3,057,715,395	3,624,329	0.13%			
Year 3	QSWB (Ph.1)	483,607.70	412,397,168	1,475,297	2.82%	0.33	28,421	17.02
	QSWB (Ph.2)	627,745.27	1,591,892,119	1,431,615	0.91%	0.44	48,765	12.87
	DOES	1,122,817.19	322,017,555	588,260	0.56%	1.91	N/A	-
TOTAL Y3		2,234,170.16	2,326,306,842	3,495,172	1.43%			

Source: Campaign Annual Analytical Reports (Years 1, 2 and 3)

Key findings emerging from the analysis of the on-line media campaign initiatives show that:

- The higher number of impressions did not guarantee a higher number of clicks. The first phase of the QSWB initiative achieved the highest CTR even though it had one of the lowest numbers of impressions. Conversely, other campaign initiatives with significantly higher number of impressions (in particular in the first and second campaign years) registered substantially lower CTRs.
- In a similar line, the higher number of clicks did not necessarily translate into a higher number of registrations, with the second phase of the QSWB initiative achieving more registrations than in the initial phase or than the World No Tobacco Day – with both recording less registrations to iCoach.
- The Back to Work Campaign was the initiative that generated the lowest CPC (€ 0.31), but it was substantially less effective than the QSWB initiative in encouraging registrations to iCoach. The CPR to iCoach ascended to € 23.
- Phase 1 of the QSWB initiative was the second most cost-effective in generating clicks, with an average CPC of € 0.33. It was also effective in driving people to register to the iCoach platform with a CPR of € 17.
- Phase 2 of the QSWB initiative was slightly less cost-effective than the first phase of the campaign in generating clicks, with a CPC of € 0.44. However, it was more significantly successful in generating registrations to iCoach, with a CPR of € 12.9.

[26] Click Through Rate (CTR): the number of clicks on an ad divided by the number of times the ad is shown (impressions), expressed as a percentage.

[27] Cost per Click

[28] Cost per Registration

- Taken together, the QSWB initiative (phases 1 and 2) was highly cost-effective, both in terms of people exposed to the campaign but also in terms of people who –after exposure– registered to iCoach.
- The Christmas campaign also succeeded in attracting a high number of clicks with a relatively reasonable budget. As reflected above, the CPC ascended to € 0.46, slightly higher than that registered for the second phase of the QSWB initiative. Registration figures were not available so it was not possible to estimate the CPR.
- On-line media around the World No Tobacco Day generated the highest expenditure in Y2. With a CPC that ascended to € 0.82, the costs more than triplicated those of the Christmas Campaign or the Back to Work Campaign, but the number of clicks registered much smaller differences.
- The Day of the Ex-smoker was the least cost-effective in terms of number of clicks generated in relation to the total expenditure, with the highest CPC of € 1.91. Registration figures were not available so it was not possible to estimate the CPR.
- Average CTRs were significantly higher in the final year of the campaign. The QSWB initiatives (Phases 1 and 2) produced the highest CTRs (2.82% and 0.91% respectively), followed by the DOES campaign (0.56%). At the other end, the soft launch of the campaign, the Rankin recruitment and the Back to Work Campaign were the least successful in terms of CTRs.

The findings above allow us to conclude that the most cost-effective on-line campaign initiatives were those that successfully triggered a call to action amongst target audiences exposed (QSWB, Christmas campaign), which were not necessarily those that generated the most impressions or clicks. In other words, higher impressions did not guarantee success of campaign actions in registering people to iCoach.

Cost-effectiveness of iCoach

Evaluators' note: the main source used for the analysis below was the data presented in the iCoach Sixth Effect Report of October 2013. Even though the evaluation team visited BNH premises and was in regular contact with BNH during the evaluation, we were denied access to primary data and hence were only able to perform our analysis based on the limited data provided by the external contractors.

- According to the results presented in the iCoach Sixth Effect Report, the cost-effectiveness of iCoach was calculated based on the total cost of the campaign (they took a slightly different figure than that reflected in the campaign budget of € 33,325,547) and taking into account the total number of individuals who registered to the platform during the timeframe of the campaign (404,551 individuals).
- We argued in other parts of this report that we agreed with the decision to use total campaign costs to calculate the cost-effectiveness of iCoach, as all of the campaign costs / items (including direct costs such as media, tools, events, stakeholders' engagement, and indirect costs, such as monitoring and campaign management) were ultimately focused on bringing people to register to iCoach.
- Based on the above assumptions, the **cost per iCoach registration** increased to € 82.38.
- In terms of the cost per converted smoker, BNH calculated this number based again on the total costs of the whole campaign, and taking into account the estimation of the total number of individuals who quit smoking with support from iCoach (65,200 individuals). A note of caution should be added in that the calculation of the cost per converted smoker is based on self-reporting from the small proportion of registered iCoach users who answered the successive follow-up

surveys, and for whom there is no follow-up information to confirm that there was no relapse to smoking after.

- Based on the above assumptions, Comparative data for similar campaigns is presented and analysed in the answer to EQ 6 below.

Summary of key findings for EQ 5

On the basis of campaign monitoring and budgetary information available, a comparative assessment of the cost-effectiveness in terms of reach of the three main campaign channels used (print, digital and TV) has been performed. It was not possible to make valid assumptions in terms of recall or frequency of reach. It was also not possible to collect comparable disaggregated data on costs for similar campaigns in order to carry out valid benchmarks as in the majority of cases only total campaign costs (or media advertising costs without a disaggregating per channel) were available.

With the above caveats, we can conclude that print channels, which represented the main expenditure campaign item, were the least cost-effective in terms of reach, with an average output unit cost of € 1.49 for the totality of the campaign.

In contrast, digital channels (on-line and mobile) were the most cost-effective in terms of reach with an average output unit cost of € 0.17 for the whole campaign. The gradual improvement of output unit costs observed during the campaign reflects a consolidation of the digital campaign from the outset to the end of the campaign, with the initial investment contributing to build this sense of community that the campaign aimed to achieve via on-line and mobile channels.

TV reflected significant variations per year, with a substantially lower output unit cost of € 0.24 for the first year of the campaign, and a remarkable increase of the output unit cost in the second year to € 3.00, when the budget registered a strong decrease.

Of the nine on-line campaign initiatives, the QSWB initiative (phases 1 and 2) was the most cost-effective, both in terms of people exposed to the campaign but also in terms of people who –after exposure– registered to iCoach. The Christmas campaign also succeeded in attracting a high number of clicks with a relatively reasonable budget.

On-line media around the World No Tobacco Day generated the highest expenditure in Y2. The costs more than triplicated those of the Christmas Campaign or the Back to Work Campaign, but the number of clicks registered much smaller differences. Our assessment of the World No Tobacco Day is that there were too many other stimuli around this date that competed for salience with the campaign. Therefore, on-line activities around this date were less cost-effective than some of the other initiatives launched during the campaign.

The Day of the Ex-smoker was the least cost-effective in terms of number of clicks generated in relation to the total expenditure.

EQ 6: To what extent the overall intermediate outcome of the campaign will increase the number of quality life-years of the targeted population?

Evaluation Question 6 focuses on assessing the overall intermediate outcome of the Ex-smokers' campaign, in particular the extent to which the campaign can have an impact on increasing the number of quality life-years of the targeted population. The answer to the question is structured around the following three judgment criteria:

- Number of iCoach users who gave up smoking as a result of the campaign

- Number of people who have been influenced in-line with campaign goals as result of exposure to the campaign
- Impact of the EU campaign in increasing the number of quality life-years of the targeted population

The sources used to answer this question include campaign monitoring reports, GfK post-tests, BNH effect reports and visit / consultations with BNH team, on-line questionnaire and interviews with national stakeholders and partners, on-line panel survey and focus groups with smokers and ex-smokers in the six case study countries.

Number of iCoach users who gave up smoking as a result of campaign

In order to assess the contribution of iCoach in terms of the number of smokers helped to quit, we have assessed the results presented in the iCoach Sixth Effect Report of October 2013 prepared by Brand New Health (BNH). These results represent the headline figures of quit rate in the subsequent follow up measurements and the estimate of smokers helped to quit (65,200)[29] on which the cost-per smoker is derived.

Once again, it should be highlighted that our analysis below is framed by the information that was made available to the evaluation. Given that we were not provided access to the primary data generated by BNH, we relied on the limited information that BNH chose to share with us.

Defining who has been helped

The number of smokers who quit subsequent to registration is treated as the number of smokers helped to quit. Exposure to the intervention is thus defined as having registered to the application (online, mobile, or via the FCB app) and confirmed participation. This is the population of interest for the results, although outcomes are only available for a proportion of this population who responded to later follow-up measurements. The table below outlines the number of registered users and the numbers / percentages of users who completed the follow-up measurements.

As can be seen, 6.7% of registered users completed the first follow-up measurement which they received three months after registration. The second follow-up measurement (six months after registration) was completed by 2.2% of users. Only 1% of users completed the third follow-up measurement (nine months after registration), and a lower 0.4% completed the fourth measurement one year after signing up to the platform.

Table 7: Registered users who completed the follow up measurements

Registered iCoach users (Jun 2011 – Sep 2013)	Registered users who completed the follow up measurements			
	1st follow-up (3 months after registration)	**2nd follow-up (6 months after registration)**	**3rd follow-up (9 months after registration)**	**4th follow-up (12 months after registration)**
404,551 users (100%)	26,399 users (6.7%)	8,825 users (2.2%)	3,925 users (1.0%)	1,761 users (0.4%)

In view of the field work carried out with current smokers and ex-smokers in six countries (on-line panel survey, focus groups and interviews with iCoach users), it is

[29] This number was rounded by BNH from the estimate of 66,624 to reflect a (conservative) estimation of smokers who had quit smoking

plausible that some of the observed cessation would have occurred anyway, as smokers and ex-smokers are much more likely to have relied on their own will-power principally or on different sources in their efforts to quit smoking. There was consensus amongst smokers and ex-smokers consulted that the main driver to quit smoking had been their own willpower and personal motivation. Participants had also relied on different products or services, including nicotine replacement products, electronic cigarettes and self-help literature. Stop smoking applications available on-line or on mobile phones had only been used by a small proportion of respondents. It is therefore improbable to assert that some of those quitting are not benefitting from inputs from other sources.

The cessation estimated in this way may overstate the true impact of the application (and thus the cost per smoker). However this way of defining results is consistent with reporting for other smoking cessation programme evaluations[30] and it is difficult to see how a counterfactual could be established for many such interventions, especially those operating on-line. It should also be noted when considering cost per smoker quitting that this will be affected by the quit rate which in turn may be dependent on the characteristics of the population involved. Those choosing to participate in different types of interventions will have different prior likelihoods to quit and the cost per smoker is thus influenced by these differences.

Calculating how many have been helped

As noted above, the number of smokers ceasing smoking following registration is defined in terms of the registered population. The actual outcome is only known for a proportion of this population, namely those who respond to the follow-up measurements. Therefore, the number of smokers who were effectively helped has to be extrapolated from available information.

A direct approach would be to apply the proportion reporting quitting in the follow-up survey to the broader non-responding group. This approach would assume that the reduced population responding to the follow-up surveys is similar in important ways (that influence cessation) to that who do not respond. This is not the approach adopted by BNH for calculating overall numbers helped. They rightly suggest this requires too many assumptions about similarity between the minority of responders and the broad majority of non-responders on influential characteristics.

Where there are known differences between the two groups in important characteristics there may be a case for calculating the results for the non-responding group in a way that adjusts for those differences. This is the approach adopted by BNH. They identify a variable which is associated with smoking and which also has different profiles in responding and non-responding populations. This variable is the number of times that the registered user has logged in to the system. They note that those who logged in to the system more frequently were more likely to have succeeded in their efforts to quit smoking and were also more likely to respond to the follow-up survey.

BNH do not assert that this is the only characteristic associated with quitting and with response, but they suggest it is the most important one. Based on this BNH apply the known quit rates for responders with different levels of usage (numbers of log-ins categorised in different groups) to estimate the numbers quitting in the equivalent group (with the same banded number of log-ins) in the non-responding registered

[30] The effectiveness of NHS smoking cessation services: a systematic review, Linda Bauld, Kirsten Bell, Lucy McCullough, Lindsay Richardson, Lorraine Greaves, Journal of Public Health, July 2009, available at http://www.ncsct.co.uk/usr/pub/the-effectiveness-of-nhs-smoking-cessation-service-systematic-review.pdf

population. This adjusts for potential differences in the two groups on this one characteristic. This calculation is supported by sharing of relevant tabulations (Table 8). The figure is slightly rounded down in the report as noted in the table.

Table 8: Estimation of the number of smokers quitting based on number of log-ins amongst non-responding registered users

Intensity of logins category	**actual number of smokers at baseline who reported to have quit smoking at 1st follow-up**	**actual quit-rate from smokers at baseline who completed the 1st follow-up**	**actual number of smokers at baseline who confirmed their registration[31]**	**estimation of smokers at baseline who have quit at first follow-up based on previous 2 rows[32]**
login cat 1 (1-2 logins)	1,856	30.1%	154,514	46,509
login cat 2 (3-5 logins)	2,527	36.0%	32,655	11,756
login cat 3 (6-10 logins)	1,490	38.5%	10,419	4,011
login cat 4 (11-20 logins)	987	41.7%	5,125	2,137
login cat 5 (21-50 logins)	866	45.2%	3,155	1,426
login cat 6 (51-max logins)	314	50.9%	756	385
TOTALS				66,624

Whilst we did not find evidence of existing academic literature on behavioural coaching tools that links log-ins to actual behavioural change, the approach to adjusting the estimate using information about differences in profiles is logical, and BNH have identified a variable (number of log-ins), which is clearly associated with the cessation outcome and response to the follow-up. Adjusting estimates for these differences appears sensible. The test of association cited by BNH (in discussion with them) is a nominal-by-nominal association and they propose that this test suggests that number of logins is the characteristic that is most strongly associated with cessation. Although they do not claim that this is the only association of significance, they do not propose any further adjustments to estimates on the basis of other characteristics.

Logins is the characteristic most clearly associated with the outcome and with responding to the follow-up survey in terms of a nominal relationship of those available. A nominal relationship is appropriate to consider for nominal variables or for ordinal ones with a non-linear relationship with smoking. Log-ins may well have the latter characteristic as increasing log-ins may reflect increasing commitment, while very high numbers of log-ins may reflect extreme difficulties quitting. However, generally we would anticipate that in most situations a confounding relationship would be linear and analysis shared by BNH suggests there are other characteristics also linearly associated with the outcomes that are not adjusted for in the estimates, such as the measure of motivation to quit at registration, wake-up cigarette at registration[33], smoking phase at registration, or "self-efficacy" at registration[34].It is

[31] As highlighted by BNH, 'confirmed smokers' is a conservative way to calculate. For the calculations, BNH made the assumption that *none* of the not-confirmed have quit smoking, even though they have a few days access to iCoach after registration when not confirming their email.

[32] BNH rounded this number as they stated that they could only calculate a (conservative) estimation but not pinpoint an *exact* number of smokers who had quit smoking.

[33] Question formulated as: 'How soon after you wake up do you smoke your first cigarette?' and which reflects different levels of smoking dependency.

[34] Question formulated as: 'How confident are you that you can refrain from smoking in general?'

not possible to say on the evidence available whether these other characteristics would additionally be worth adjusting for. It may be that adjusting for log-ins alone removes most of any bias that might arise in using the responding sample for estimates. However, this may not be the case and it might be that some bias in the estimate remains.

It is theoretically possible to apply a multivariate analysis to the available information to generate a model of likelihood to quit with a number of the associated characteristics as predictors. This would allow each individual's propensity to quit to be estimated and the estimates for the non-responding sample to be adjusted according to this "propensity to quit". However, this would require additional analysis and it does not guarantee that the estimates derived would be more reliable, since there may still be other characteristics that are unmeasured which could bias the estimates.

On balance, BNH have adopted an approach to adjusting estimates that appears reasonable if the intention is to develop a broadly indicative quit rate for the registered population. BNH have identified a method for creating estimates of quit rates for non-responding registered users in which these are adjusted according to a difference between responders and non-responders in one known characteristic (log-ins) that is associated with cessation. As discussed this may also adjust automatically for the differences in that are observed in other variables associated with cessation. However it should be noted that there are a number of other characteristics that do vary markedly between responding and non-responding samples and which are associated with quitting. Examples include: reported initial motivation to quit, perceived importance of quitting, and age. Gender also varies markedly by between responders and non-responders, but is not significantly associated with cessation. Given that this is the case some caution is required about whether responders and non-responders will have behaved similarly in terms of cessation.

Calculating quit rates

Separately from estimating the numbers of smokers helped, BNH have presented estimates of quit rates that are not based on adjustments for important characteristics, but reflect a "raw" quit rate among those responding to follow-up measurements at different stages. This gives a view not of numbers helped but of the evolution of the programme as evidenced by those responding to surveys. Table 9, supplied by BNH, clarifies the calculation of these headline proportions from the underlying data.

Table 9: Estimation of the number of smokers quitting based on number of log-ins amongst non-responding registered users

Number	Definition	Where shown in report
Quit rate 3 months		
Base	Active users who responded to baseline survey and reported they were smokers at that time and also responded to survey at 3 months	Page 16, first paragraph (22,328)
Quitters	Number (within base population) reporting that they had quit at 3 months	Page 16, Table 7 (8,040)
Result	Quit rate 3 months	Page 16, Table 7 (36%)
Quit rate 6 months		
Base	Active users who responded to baseline survey and reported they were smokers at that time and also responded to survey at 6 months	Page 19, first paragraph (7,095)

Number	Definition	Where shown in report
Quitters	Number (within base population) reporting that they had quit at 6 months	Page 19, Table 11 (3,461)
Result	Quit rate 6 months	Page 19, Table 11 (49%)
Quit rate 9 months		
Base	Active users who responded to baseline survey and reported they were smokers at that time and also responded to survey at 9 months	Page 20, first paragraph (3,135)
Quitters	Number (within base population) reporting that they had quit at 9 months	Page 20, Table 13 (1,690)
Result	Quit rate 9 months	Page 20, Table 13 (54%)
Quit rate 12 months		
Base	Active users who responded to baseline survey and reported they were smokers at that time and also responded to survey at 12 months	Page 21, first paragraph (1,404)
Quitters	Number (within base population) reporting that they had quit at 12 months	Page 21, Table 15 (834)
Result	Quit rate 12 months	Page 21, Table 15 (59%)

Number of people who have been influenced in-line with campaign goals as result of exposure to the campaign

In the absence of a baseline, it is difficult to assess the extent and ways in which the targeted population underwent changes in health beliefs and attitudes as a result of the campaign. Nevertheless, the monitoring data and results from GfK post-tests measurements collected during the campaign reflect the following findings:

- The percentage of smokers who thought that campaign activities would encourage them to stop smoking remained stable during the campaign, with no changes reported from Year 1 to Year 2.
- The percentage of non-smokers who thought that campaign activities would encourage smokers to stop smoking registered a slight increase from Year 1 to Year 2, from 29% to 32%.
- The evolution of the perceived impact of the different campaign activities (audiovisual, print and digital) tended to decrease during the campaign (with the exception of banners and print from Year 1 to Year 2).
- In comparative terms, respondents in the Northern European countries were the least impacted by the campaign activities. However, there was an upward trend registered in these countries in the second and third campaign years, which suggests an increase in awareness and acceptance of the campaign from Year 1 to Year 3.
- The percentage of people who talked about the campaign with others after being exposed to campaign executions registered a positive upward trend, from 24% in Year 1, to 30% in the second year, and 35% in the third and final year.
- Those exposed to the campaign were also more likely to recommend it to someone as the campaign evolved, with 18% confirming having recommended it in Year 1 and 23% highlighting having recommended it in the second and third campaign years.
- The proportion of people who considered stopping smoking after being exposed to the campaign increased from 28% to 31% in Year 2 and then registered a significant fall to 25% in the final year of the campaign (smoking cessation was not the primary objective of the campaign in its final year).

- Smokers were more inclined than ex-smokers or non-smokers to take action after being exposed to the campaign. Similar trends were observed for respondents from Southern European countries, smokers who planned to stop smoking and heavy internet users.
- Overall, visits to the iCoach landing page registered a downward trend from Years 1 to 3, with a more pronounced decline in the final year of the campaign. The decrease can be attributed to the launch of alternative versions of the application (mobile and FCB iCoach), and the fact that people could register via different entry points and channels.
- Registrations to iCoach were highest in the first year of the campaign, and then stabilised at a lower level in the second and third years.

Impact of the EU campaign in increasing the number of quality life-years of the targeted population

The quality-adjusted life year (QALY) is a measure of disease burden, including both the quality and the quantity of life lived. It is used in assessing the value for money of an intervention. The QALY is based on the number of years of life that would be added by the intervention.

As reported earlier, 65,200 smokers were estimated to have quit smoking using iCoach during the timeframe of the campaign. Based on the cost of the Ex-smokers campaign (€33.3 million) the cost of each converted smoker was calculated at € 511. With, on average, a significantly high calculation of 7 quality-adjusted life years (QALY's) gained per smoker[35], the cost per QALY ascended to € 73.

Whilst technology-based interventions are considered to be cost-effective with a low cost per user in comparison to other types of interventions, available literature[36] and members of the campaign's Scientific Steering Committed consulted by the evaluation suggest that behavioural therapy and medication can increase the likelihood of successful quit attempts.

In terms of their main advantages, quit-lines can:

- Provide evidence-based services and information to users
- Serve as a portal for other tobacco treatment services, including face-to-face counselling and medications
- Be promoted relatively easily and generally meet with broad acceptance by the public
- Provide help anywhere, at any time, and at no cost for those who register

In terms of limitations, quit-lines:

- Require an Internet connection and a device (on-line or mobile)

[35] The numbers are presented in the iCoach Sixth Effect Report but there are no references to the assumptions behind the 7 QALY's used for the calculation. Consultations with BNH confirmed that the 7 QALY's was based on the average age of the iCoach-users. Because the campaign targeted mostly younger adults, quitting at a relatively young age adds substantially more years in good health. Considering the demographics of the sample, an average of 7 QALY's per converted user was judged by BNH as a reasonable estimate. A recent report on the cost-effectiveness of European health systems carried out in the EU calculated that, in a scenario where all countries have a population with the healthiest lifestyle behaviour for overweight, smoking and alcohol use, the gain in life expectancy would vary from 2.5 to 5.7 years across countries. See Comparative Efficiency for Health Systems Corrected for Selected Lifestyle Factors, National Institute for Public Health and the Environment (RIVM), Erasmus MC and Erasmus University, February 2014.

[36] See, for example, West R, McNeill A, Raw M., Smoking cessation guidelines for health professionals: an update, *Thorax*, 2000, http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1745657/pdf/v055p00987.pdf

- Are less likely to be accessed by those with a lower socio-economic status or with lower levels of education (where smoking prevalence is higher)
- Can generate some resistance given its depersonalized nature / lack of face-to-face interaction

The iCoach follow-up measurements that were designed and administered amongst users of the platform to estimate the amount of smokers who quit smoking did not ask respondents whether they had used / were using other quit aids in the process. Hence, we lack information on whether those who were estimated to have quit smoking achieved this outcome as an exclusive result of using iCoach, or if they were aided by other stimuli.

The on-line panel survey in the six case study countries and the latest Eurobarometer reports on attitudes of Europeans towards tobacco support the premise that, amongst those who signed up for iCoach, the service may have acted as a complement to other more tried and tested quit aids, including nicotine replacement products, professional support, medication, self-help literature, etc.

The focus groups and interviews with iCoach users also point out that registration is not a guarantee that people will use the application, and that many sign-up mainly for curiosity or because they find it innovative but lose their interest in the tool after a few weeks of using it. The iCoach Sixth Effect Report also showed that quit rates in the first follow up measurement were much lower for the mobile version of the tool than for the on-line version, suggesting that mobile users were less engaged with the application. The main challenge is to engage users to interact / follow-up the application after registration.

The table below features some comparative data with selected anti-smoking campaigns in other countries (United States, UK and Australia). The main finding from the comparative analysis relates to the difficulties of comparing interventions, as each tends to use different ways of measuring cost-effectiveness and there are also adjustments to be made in terms of their temporal and geographical scope, as well as the target audiences.

The intervention that we found most interesting / similar to compare to the Ex-smokers campaign is *Tips from Former Smokers* (Tips). Launched across the US by the Centers for Disease Control and Prevention (CDC) in March 2012, the campaign has featured real stories of former smokers living with smoking-related diseases and disabilities. Non-smokers who have experienced traumatic episodes as a result of exposure to second-hand smoke have also given their testimonies. The primary audience of the Tips campaign is smokers ages 18 through 54 (a broader target than the Ex-smokers campaign). Secondary audiences include parents, family members, adolescents, health care providers, and faith communities. With a total budget of US$ 48 million, the campaign includes a free telephone quit-line, and monitoring data suggests that 100,000 people have quit as a result of the campaign, with a cost per converted smoker of US$ 480, and a cost per QALY year gained of US$ 268 (a more conservative calculation than the one carried out by BNH for the Ex-smokers campaign, given that the assumption was 1.79 QALY's gained per smoker as opposed to 7 QALY's calculated by BNH for Ex-smokers)[37].

[37] A cost-effectiveness analysis of the first federally funded anti-smoking campaign, Xu X, Alexander RL Jr, Simpson SA, Goates S, Nonnemaker JM, Davis KC, McAfee T, American Journal of Preventive Medicine, March 2015

Table 10: Comparative data on anti-smoking campaigns

Interven-tions	Coun-Try	Year	Target	Cost of campaign	Estimated people who quit	Cost per converted smoker	Cost per QALY year gained	QALYs in total
Ex-smokers	EU	2011/3	Smokers / Ex-smokers 25 to 34	EUR 33.3 million	65,000	€ 511	€ 73	N/A
Tips from Former Smokers	US	2012/5	Smokers 18 to 54	US$ 48 million	100,000[38]	US$ 480	US$ 268	179,099
Stoptober	UK	2012	General population	GBP 5.8 million	N/A	N/A	N/A	N/A
American Ex Campaign	US	2004/8	People aged 25 to 49	US$ 166 million	N/A	N/A	N/A	N/A
American Truth	US	2000/2	Younger audiences (12 to 17)	US$ 325 million	N/A	N/A	N/A	178,290
Every Cigarette is Doing You Damage	AUS	1997	General population	$AUS 10 million	190,000	$AUS 53	N/A	407,000

Summary of key findings for EQ 6

This evaluation question attempts to assess the extent to which the overall intermediate outcome of the campaign will increase the number of quality-life years of the targeted population According to BNH monitoring data, 65,200 smokers were estimated to have quit smoking using iCoach during the timeframe of the campaign. Based on the cost of the Ex-smokers campaign (€33.3 million) the cost of each converted smoker was calculated at € 511. With, on average, 7 quality-adjusted life years (QALY's) gained per smoker, the cost per QALY ascended to € 73.

This way of defining results is generally consistent with reporting for other smoking cessation programme evaluations and it is difficult to see how a counterfactual could be established for many such interventions.

However, in making these assumptions BNH assumes a comparatively high gain in life expectancy in relation to similar like Tips from Former Smokers and in comparison to findings from existing comparative studies across the EU, and leaves the following elements out of the analysis:

- Calculations are based on self-reported data from follow-up measurements completed by a low proportion (less than 10% in the first follow-up measurement) of registered users
- Reports show that the majority of users who signed up for iCoach were considering quitting smoking or had already made up their minds to do so.
- The more prepared smokers were to quit (or ex-smokers were to remain abstinent) the more likely that they effectively quit (or not relapse) during the process.
- Follow-up measurements omit a question on other sources of help (if any) that iCoach users have used in parallel to iCoach.

[38] As of December 2014

- Calculations do not take into account the possibility of relapse of those who were estimated to have quit,

Whilst technology-based interventions are considered to be cost-effective with a low cost per user in comparison to other types of interventions, available literature and experts consulted in the framework of the evaluation suggest that the true impact of the iCoach application may have been overstated, given the plausibility that some of the observed cessation would have occurred anyway in the absence of the application.

This view is backed up by Eurobarometer data and on-line panel survey results in the six case study countries, which reflect a very low proportion of smokers or ex-smokers who have resorted to on-line quit support lines to stop smoking. Focus groups participants consulted by the evaluation were generally receptive to the idea of on-line and mobile quit support (more than telephone quit lines) but they were more likely to rely on willpower or to prefer other types of products or services.

0.4. Acceptability, accessibility, coherence

EQ 7: Were the various types of action and information channels used (Facebook page, iCoach application, events, other materials, etc.) the most appropriate tools in terms of their reach and accessibility of the target group?

Evaluation Question 7 assesses the appropriateness of the different actions and channels in terms of their reach and accessibility of the campaign's target audiences. The answer to the question is structured around the following judgment criteria:

- Extent to which the different campaign actions were relevant and accessible to target the 25 – 34 age group
- Could improvements have been made to the way the actions and channels were used?
- Are there alternative actions and channels that could have been used to better effect?

The sources used to answer this question include campaign monitoring reports, GfK post-tests, on-line questionnaire and interviews with national stakeholders and partners, on-line panel survey and focus groups with smokers and ex-smokers in the six case study countries.

Extent to which the different campaign actions were relevant and accessible to target audiences

The GfK campaign measurements (2011, 2012 and 2013) assessed **recognition, liking and evaluation** of different types of campaign actions and channels used, including TV ads, banners, print ads, iCoach, the campaign's website and the Facebook page. Overall, average recognition numbers (i.e. people who had been exposed to the different tools and channels) were slightly above 10% for TV and print ads and banners, and lower (6%) for iCoach and the campaign's website and Facebook pages.

When compared these percentages to Help recognition numbers[39], we found that TV ads aired during the predecessor to Ex-smokers' achieved on average higher recognition levels (18%) than TV ads for Ex-smokers. Whilst this difference is clearly linked to the fact that Help had a much stronger presence on TV, it also tells us that the different campaign actions could have been more accessible to target audiences if the Ex-smokers campaign had had a stronger presence on traditional media.

In terms of liking, the website and Facebook pages were the most liked by respondents, followed closely by iCoach. TV ads ranked third, with an average 39% of respondents who graded the ads positively. Print ads and banners were ranked by target audiences in fourth and fifth place in terms of liking.

Respondents were also consulted if the different actions and tools were important to them. Slightly more than four in every ten respondents rated TV ads (43%) and print ads (42%) as important, and one third of respondents (33%) considered campaign banners to be relevant to them.

Ex-smokers were slightly more inclined than smokers to think that the campaign tools and channels could encourage smokers to stop smoking. TV ads were thought to be the most effective tools, with circa one third of smokers (33%) and 37% of ex-

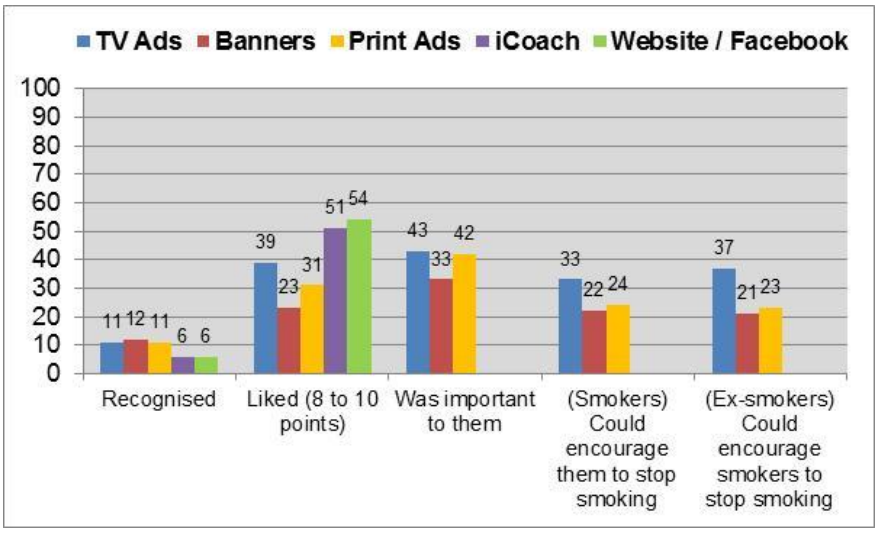
[39] Post-test of the advertising campaign 'Help', Ipsos Health, September 2009, results available at http://ec.europa.eu/health/tobacco/docs/help_ipsos_posttest_en.pdf

smokers recognising that they could exert a positive influence on smokers. Respondents were less convinced of the power that the campaign's print ads or banners could have on smokers.

In terms of impact across sub-groups, the campaign actions had a stronger positive effect in the Southern European Member States, but also amongst men, people in the younger age group (18-34), smokers who planned to stop, and those who had recognised the campaign. Respondents in the Northern European countries were the least impacted by the campaign, though there was an upward trend registered in these countries in the second and third campaign years.

When compared liking percentages across the two campaigns, we found that on average TV ads for Ex-smokers were slightly better assessed by target audiences than TV ads for Help (39% versus 37% liking). This comparison suggests that campaign actions (in particular digital channels and TV in second place) were indeed relevant to target audiences exposed to the campaign. People not only liked them but considered them important, and thought that they could be influenced by the actions and tools that they were exposed to.

Figure 21: Average exposure, liking and evaluation of campaign tools and channels in the MS over the three years



Source: GfK campaign post-test measurements (Oct 2011, Jul 2012, Jul 2013)

National stakeholders consulted by the evaluation ranked 12 different campaign tools and channels from the most effective to the least effective. The below scores only reflect the perceptions of national stakeholders consulted, which are in some cases influenced by the role that they played in the campaign or by their specific interests and agendas. Even if in general the opinions are aligned with findings from other parts of the evaluation, the views of stakeholders are in some cases in contradiction with target audiences perceptions and campaign monitoring data.

As reflected in Table 11 below, the five top ranked tools and channels in terms of effectiveness were PR & stakeholder relations in the first place[40], followed closely by iCoach, social media channels and promotional material. National and local events and the campaign website also received high scores in terms of effectiveness. At the bottom end, thematic campaigns (Back to work campaign, New Year's resolutions campaign) were considered to be the least effective by stakeholders consulted. Print ads in newspapers and audiovisual communications did not receive high scores either.

[40] The high scores assigned to PR and stakeholder relations should be read with a note of caution as National Correspondents / PR Agencies, who were over-represented in the survey, did a self-assessment of their own work in this particular question.

The main drawback highlighted by stakeholders in relation to these two tools was related to the low budget assigned, which affected their distribution and the potential impact of the campaign. Perceived strengths and drawbacks of each tool identified by stakeholders in the survey and telephone interviews are also developed below.

Table 11: Perceived effectiveness, strengths and weaknesses of campaign channels and tools

Campaign tools and channels	*Effectiveness ranking (4 most effective / 1 least effective)*	*Perceived strengths*	*Perceived drawbacks*
PR & stakeholder relations	2.94	• Networking with NGOs increased the reach of the campaign • Civil society organisations offered local professional support and useful information, as well as the possibility to localise campaign tools	• Government organisations were more difficult to work with
Social media (Facebook, Twitter, YouTube)	2.92	• Important drivers to iCoach • Possibility to replicate campaign messages • Popular tools to communicate with the target audience and young people • Chance for more interactive links between the campaign and the target • Content was relevant and up-to-date	• Content could have been better adjusted to meet country needs • It would have been useful to see more posting and special breakthroughs
iCoach digital health coaching application and on-line platform	2.92	• Free • Easy access • Innovative – aligned with the increasing use of technology • Motivational • Allows users to keep track of progress • Popular amongst the campaign's target audience and young people in general • Final campaign product that ensured sustainability of campaign messages	• Not sufficient per se to quit smoking (should be combined with other stimuli) • Standardised answers and solutions • Lengthy questionnaires • Quality of local translations • Better national digital health coaching applications in some countries • Concerns on the method used to calculate outcomes / quit rates • Mobile app was launched too late
Promotional material	2.89	• Useful at events and for further dissemination by NGOs and health professionals • Good variety of attractive material available	• Accessories that didn't play a crucial role or cause any behavioural change in the target audience • Only effective if combined with other activities.
National / local events	2.81	▪ Generated direct contacts ▪ Good atmosphere ▪ Local focus generated high media interest	▪ Could have been more visible ▪ There could have been more events organised
Campaign website	2.79	▪ Well organised ▪ Provided plenty of information ▪ Provocative content ▪ Design and features were *"young and cool"*, ▪ Featured downloadable materials ▪ Supported other campaign activities	▪ Lack of practical information about quitting ▪ Could have been more informative.

Campaign tools and channels	*Effectiveness ranking (4 most effective / 1 least effective)*	*Perceived strengths*	*Perceived drawbacks*
Media relations	2.76	▪ N/A	▪ Press releases lacked in-country perspective and were excessively long ▪ and full of EC quotes that made them unattractive to the media
QSWB iCoach application	2.70	▪ Motivational with football players as role models ▪ Highly cost-effective: generated a lot of good publicity	▪ Not relevant in countries where Barça is less popular
High level events	2.69	▪ Inspiring ▪ Well received by the target audiences ▪ Direct interaction with the target audience	▪ Marathons not a good event to recruit smokers to sign up for iCoach
Audiovisual communication	2.54	▪ Creative ▪ Attractive ▪ Aligned with other campaign tools	▪ Low budget (affected potential impact) ▪ Scarce visibility ▪ Material not available in all languages
Print ads	2.37	▪ Real images that people could relate to ▪ Created a fuzz on social media	▪ Low budget (affected potential impact) ▪ Lack of local media plans ▪ Material not available in all languages
Thematic campaigns	2.28	▪ N/A	▪ Did not go viral ▪ Low budget (affected potential impact) ▪ Dispersed the attention of the focus of the campaign

Source: Evaluation on-line survey with national stakeholders (post-campaign, Jan-Feb 2015)

In terms of accessibility of the different campaign channels and actions, social media channels like Facebook were more effective in smaller countries and in new Member States in Southern and Eastern Europe, where they generated a stronger buzz around the campaign and worked better as a point of entry to iCoach. Stakeholders in bigger countries highlighted that the campaign should have had a stronger focus on mainstream media, and that on-line channels –even though good and necessary– were not sufficient per se to generate broader awareness of the campaign.

On-line monitoring metrics available for the third year of the campaign (Nov 2012 – Oct 2013) seem to confirm the views of stakeholders. Table 12 below presents: (a) the proportion of unique active Facebook users; (b) the proportion of Facebook fans per country; and (c) the proportion of visits to the Ex-smokers website relative to the total number of smokers aged 25 to 39 in each country.

Facebook was substantially more popular amongst target audiences than the Ex-smokers' website, which was intended more as an institutional tool to interact with national organisations and partners. Unique active Facebook users in each country outnumbered the numbers of visits to the campaign website in the period under analysis. Cyprus, Malta, Luxembourg, Lithuania and Slovenia were the five countries with the highest proportions of unique active Facebook users and Facebook fans relative to the total number of smokers in the campaign's target age group. Conversely, The Netherlands, Spain, Denmark, France and the UK registered the lowest proportions of Facebook statistics, with Germany, Sweden and Poland following close behind.

With regards to the Ex-smokers website, Malta, Belgium, Slovenia, Portugal and Luxembourg registered the highest proportions of visits to the website among smokers

in the campaign's target age group. The lowest proportions of visits to the website were recorded in Ireland, Poland, France, Romania and Italy.

Table 12: Proportions of Unique Active Facebook Users, Facebook Fans and visits to the website

Country	*Proportion of Unique Active Facebook Users*	*Proportion of Facebook Fans*	*Proportion of visits to the website*
Cyprus	48.3%	0.44%	1.06%
Malta	35.7%	1.13%	1.78%
Luxembourg	27.4%	0.36%	1.21%
Lithuania	26.1%	0.44%	0.69%
Slovenia	20.9%	0.34%	1.33%
Estonia	20.2%	0.33%	0.86%
Bulgaria	19.6%	0.25%	0.42%
Latvia	17.9%	0.19%	0.68%
Czech Republic	17.5%	0.12%	0.53%
Slovakia	16.8%	0.26%	0.45%
Hungary	16.3%	0.15%	0.66%
Romania	14.9%	0.18%	0.37%
Ireland	14.2%	0.25%	0.29%
Portugal	13.7%	0.23%	1.21%
Greece	13.6%	0.25%	1.02%
Belgium	11.7%	0.11%	1.34%
Austria	10.6%	0.05%	0.55%
Finland	10.3%	0.08%	0.61%
Italy	10.2%	0.06%	0.39%
Poland	8.9%	0.07%	0.30%
Sweden	8.5%	0.04%	0.45%
Germany	8.0%	0.03%	0.40%
United Kingdom	7.9%	0.05%	1.19%
France	7.5%	0.04%	0.37%
Denmark	7.1%	0.10%	0.54%
Spain	5.9%	0.05%	0.69%
The Netherlands	5.8%	0.03%	0.57%

Areas for improvement of campaign actions and channels

Overall, campaign target audiences and national stakeholders were highly appreciative of the campaign actions, tools and channels used. As discussed above, campaign target audiences positively assessed the different tools (website and Facebook pages, iCoach, TV and print ads, and banners) and many considered the actions relevant to them and effective in terms of encouraging smokers to quit smoking.

National stakeholders consulted by the evaluation were also positive about the campaign tools and channels. iCoach and social media were judged amongst the most effective. Stakeholders positively acknowledged the combination and intertwined nature of the different tools and channels, and the way they fed each other.

In terms of areas for improvement, the findings from the different evaluation methods (campaign monitoring data with target audiences and consultations with stakeholders) suggest that if the actions and tools had been more accessible to target audiences (through stronger presence in TV, more tailored media relations, more resources to national / local events, accredited Commission spokespersons in the Member States) the campaign would have been viewed by more people with the positive consequences that this increased visibility would have brought. The campaign's content was so appealing to target audiences that it felt like a missed opportunity not to have impacted more strongly.

Table 13 below presents an overview of the **main areas for improvement** of the different campaign tools and channels, as perceived by national stakeholders primarily and by campaign target audiences (focus groups participants, iCoach interviewees) where this information was available. The table should be read taking into account that some of the areas for improvement highlighted by stakeholders may have been guided by their particular interests and the roles that they would have liked to play as part of the campaign (or any future Commission initiatives). Other areas for improvement (e.g. increasing the budget for print dissemination) contradict some of the key evaluation findings. We should also point out that the table reflects mainly the views of stakeholders as campaign monitoring data did not explore areas for improvement of specific channels and tools, and field work with target audiences carried out in the framework of the evaluation was somehow limited in the assessment of campaign tools (assessment of an ex-post nature, limited recollection of the campaign). We have highlighted in the table those suggestions that we consider are strongly guided by stakeholders' interests or are in contradiction with findings from other parts of the evaluation

Table 13: Areas for improvement of campaign channels and tools

Campaign tools and channels	*Areas for improvement*
PR & stakeholder relations	From the point of view of national stakeholders: ▪ Closer communication and cooperation (from planning to implementation) with tobacco-control stakeholders in the MSs, including government, civil society and public health organisations (Reflects stakeholders' interests) ▪ Involving umbrella organisations in Brussels representing civil society and public health professionals, many of which represent national organisations but also have the European perspective. ▪ Creating synergies with those responsible for smoking prevention and control at national and local levels so that public health professionals can disseminate the campaign, materials and tools with their patients. ▪ Helping health professionals and teachers via capacity-building strategies to work on this topic, including training materials, training seminars, informative tools, experience exchanges.
Social media (Facebook, Twitter, YouTube)	From the point of view of national stakeholders: ▪ Better adjusting the content to meet country needs. ▪ Prioritzing use of different social media channels in different countries (e.g. Facebook more popular than other social media channels in Eastern European countries). ▪ More postings of special breakthroughs that could have a news value for mainstream media.
iCoach digital health coaching application and on-line platform	▪ From the point of view of experts: ▪ Reviewing length of initial sign-up questionnaire (people were discouraged to sign-up). ▪ Consider developing different variants of use for different types of users – easy and complex versions. ▪ Looking for synergies / ways to complement similar applications developed at national level. ▪ From the point of view of iCoach users: ▪ Combining the tool with personalised support for specialised needs (e.g. on-line chat with real people). ▪ Closer follow-up (e-mails, diary as in previous version, articles, etc.) ▪ Increased content – some users experienced the advice and tips as limited ▪ Avoiding the need for registration, which was considered demanding

Campaign tools and channels	*Areas for improvement*
Promotional material	From the point of view of national stakeholders: ▪ More tailoring of the information to the national / local contexts ▪ Decreasing budget for promotional material in future initiatives in favor of other more relevant tools ▪ Reviewing format of promotional material (more on-line / less print) ▪ Following-up more closely on distribution channels to make sure that multipliers distribute the material amongst target audiences.
National / local events	From the point of view of national stakeholders: ▪ Organising the events more aligned with the work of NGOs and public health professionals (Reflects stakeholders' interests). ▪ Developing events tailored to local contexts / realities (timing / messages are important to capture media's attention). ▪ Increasing budget for national / local events (Reflects stakeholders' interests). ▪ When supporting national / local events organised by others, maintain a common thread / line that people would recognise as part of the campaign.
Campaign website	From the point of view of national stakeholders: ▪ More tailoring of the information to the national / local contexts ▪ Featuring more practical information about quitting ▪ Presenting more updates / information
Media relations	▪ Developing more attractive press releases (shorter, with a local hook to engage the media). ▪ Designating local campaign spokespersons available to speak to the media. ▪ Engaging popular personalities in the Member States to endorse the campaign. ▪ Engaging more creatively with journalists / media organisations through adequate timing of local events, tailored campaign messages and press trips.
QSWB iCoach application	From the point of view of national stakeholders: ▪ Identifying relevant high-impact opportunities in the different countries, following the successful partnership with BFC in Spain.
High level events	From the point of view of national stakeholders: ▪ Generating high level events with continuity from year to year to achieve real impact, like for e.g. the World No Tobacco Day.
Audiovisual communi-cations	From the point of view of national stakeholders: ▪ Increasing budget for disseminating audiovisual communications in mainstream media (TV mainly) ▪ Enhancing the visibility of audiovisual tools via a more tailored media planning strategy ▪ Developing audiovisual material in all EU languages
Print ads	From the point of view of national stakeholders: ▪ Increasing budget for disseminating print ads in mainstream and specialised media (In contradiction with other evaluation findings) ▪ Enhancing the visibility of print tools via a more tailored media planning strategy ▪ Developing print ads in all EU languages
Thematic campaigns	From the point of view of national stakeholders: ▪ Increasing budget for thematic campaigns ▪ Maintain a common thread / line that people would recognise as part of the campaign. ▪ Following-up closely on distribution channels to make sure that thematic campaigns reach the audiences.

Sources: Evaluation on-line survey and interviews with national stakeholders (post-campaign, Jan-Feb 2015) / Focus groups with smokers and ex-smokers (Mar 2015) / interviews with iCoach users (Mar / Apr 2015)

Alternative actions and channels that could have been used to better effect

Stakeholders and target audiences consulted by the evaluation were satisfied with the **mix of campaign actions and channels** implemented. In general, people discussed ways in which the selected actions and channels could be improved with a view to future initiatives, but there were few proposals for alternatives that could have been used to better effect.

As reflected in Table 24 above, national stakeholders were supportive of the on-line approach implemented, but there was consensus that the campaign could have benefitted from a stronger presence on traditional media, mainly TV. As can be seen in Table 14 below, the two key components of the campaign's paid media budget were print and on-line media. Overall, the total paid media budget for the entire campaign amounted to € 12,675,420, which represented 38% of the total campaign budget. Earned media, which was very successful with the QSWB initiative and with other key campaign events / dates (activities around the World No Tobacco Day and the Day of the ex-smoker), was another important element of the campaign, and a feature that could help boost and consolidate the outputs of paid media by increasing opportunities for people to be exposed more times to the campaign.

As a specific initiative the QSWB was hugely successful, but given the nature of the initiative did entail a gender bias in favour of men, even if this was not intended. Overall, when the target group is segmented by gender, education and socio-economic status the campaign there was less successful at reaching more disadvantaged target segments.

Table 14: Campaign's paid media budget (in €)

Channels	Year 1	%s	Year 2	%s	Year 3	%s	Totals
Print	2,886,409	18.9%	1,029,937	11.3%	2,039,000	22.9%	5,955,346
On-line	2,454,635	16.0%	2,265,337	24.9%	1,187,000	13.3%	5,906,972
TV	760,496	5.0%	52,606	0.6%	N/A	-	813,102
Total media budget	6,101,540	39.9%	3,347,880	36.8%	3,226,000	36.2%	12,675,420
Total campaign budget	15,306,397		9,104,266		8,913,980		33,324,643

Many stakeholders consulted highlighted that one of the key challenges remained how to guarantee the campaign's momentum after it came to an end. The iCoach application was instrumental to this end, but without publicity subscriptions decreased significantly. The re-launch of iCoach is expected to give a new impetus to the campaign. Lines of action supported by the majority of stakeholders consulted include:

- the need to develop stronger links and synergies with public health organisations in the Member States, including national and local authorities, civil society organisations and public health experts and professionals
- the potential to develop high impact partnerships such as the QSWB campaign, with football clubs in other countries or with popular teams representing different sports relevant to each country
- the opportunity to take ownership of a symbolic annual day like the World No Tobacco Day (e.g. Day of the Ex-smoker), and to plan activities around that day on an annual basis

In addition to the above actions and channels, one stakeholder suggested that the Commission could co-fund anti-tobacco information initiatives in the Member States via a system of grants.

Summary of key findings for EQ 7

The mix of campaign actions and channels implemented by the Ex-smokers campaign was clearly relevant to campaign target audiences. In particular, TV and digital channels stood out as the tools that people most liked and considered to be most important. TV ads in particular (substantially more than print tools) were also

considered by target audiences to be important triggers to action (i.e. exposure to the ads made people think about quitting smoking).

Higher recognition numbers (i.e. people who had been exposed to any of the different tools and channels, including TV, print and banners tested) registered amongst the campaign target audience (smokers aged 18 to 34 years old) evidences an appropriate use of tools and information channels.

Findings from the evaluation also suggest that, even though the actions and channels were accessible to the target audiences, social media channels like Facebook were more effective in smaller countries and in new Member States in Southern and Eastern Europe, where they generated a stronger buzz around the campaign and worked better as a point of entry to iCoach. There could have been scope to achieve a broader impact through a stronger use of TV and more country-tailored media relations, in particular in larger countries in Northern and Western Europe. Recognition numbers identified for the Help campaign (which invested heavily on TV) are on average higher than those achieved by the Ex-smokers' campaign.

Combined recognition was highest in the first year of the campaign and registered a downward trend in the second and third years, with a more pronounced decline in the final year of the campaign. Campaign monitoring data attributed the decrease in recognition to the decrease in media budget.

There were few proposals for alternative actions and channels that could have been used to better effect with the budget and resources available. Even though the digital approach implemented was judged to be effective, a stronger presence on traditional media, mainly on TV, would have been advisable.

Earned media was an important complement to paid media. In particular, it increased the chances for target audiences to be exposed to the campaign, with a positive impact on campaign recognition and campaign call to action.

EQ 8: To what extent the different actions were coherent and interacted with each other and the objectives set?

Evaluation Question 8 assesses the level of coherence and interaction between the different campaign actions and with the objectives set. The answer to the question is structured around the following judgment criteria:

- Extent to which the different campaign actions shared a clear / coherent visual identity / message
- Extent to which the different campaign actions complemented each other
- Extent to which the different campaign actions fit with the objectives set

The sources used to answer this question desk research of campaign TOR, proposal and reports, on-line questionnaire and interviews with national stakeholders and partners, and focus groups with smokers and ex-smokers in the six case study countries.

Extent to which the different campaign actions shared a clear / coherent visual identity and message

In view of national stakeholders consulted by the evaluation, the **different campaign actions were clearly aligned** with each other. The campaign had a strong visual identity, marked by the logotype in black and yellow with a recognisable abstract, contemporary cigarette on it, which was present in all the tools and materials. The centralised campaign management structure was instrumental to guaranteeing an aligned visual identity and message across the EU-27 Member States.

One important drawback identified by the evaluation was the **translated versions of the "Ex-smokers are Unstoppable" original slogan**. The campaign slogan, which was very effective in its English version, faced diverse challenges when translated to other EU languages. National correspondents in some countries (Italy, Austria, Bulgaria, Cyprus, and Germany) preferred to use the English version as they considered that it was more attractive and that the campaign target audience would still understand it. In Spain, the slogan led to some confusion as the translation could also be interpreted to mean the opposite message that ex-smokers don't quit. National correspondents in Lithuania, Finland and Slovenia also experienced difficulties when using the campaign slogan in their native language versions.

The majority of focus groups participants in Bulgaria, Lithuania and Spain argued that the campaign slogan in their native languages was confusing and that it led to ambiguity. Smokers in Lithuania in particular felt that the slogan was belittling smokers as opposed to highlighting the positive experience of ex-smokers.

Extent to which the different campaign actions complemented each other

Overall, the different campaign actions were considered to **complement each other** well. The different actions and channels (digital, national / local events, paid media, media articles, promotional material, and EU-level initiatives) were meant to drive people to iCoach and to generate subscriptions.

As reflected in Table 15 below, 38.8% of total iCoach registrations during the campaign were concentrated in the first six months (between mid-June and end December 2011), with the soft and hard launches in June and September and the focus on TV ads.

After the launch, monthly registrations to iCoach registered significant peaks around specific campaign initiatives, in particular the launch and implementation of the Quit smoking with Barça partnership (between September 2012 and March 2013). Campaign activities on occasion of the World No Tobacco Day in 2012 and 2013 and of

the Day of the Ex-Smoker in September 2013 also revealed increases in the average registration numbers. These campaign highlights were in turn linked to substantial increments of the campaign's media coverage, as shown by the media impression figures available in the campaign monitoring reports that are presented in the last column of the table.

Table 15: Monthly registrations to iCoach and campaign key events

Month	*# registrations*	*Campaign events*	*Media impressions*[41]
June 15, - December 31	158,678	Campaign kick-off	356,826,614
January 1 – 31, 2012	2,767		N/A
February 1 – 29, 2012	1,848		N/A
March 1 – 31, 2012	1,286		N/A
April 1 – 30, 2012	1,175		N/A
May 1 – 31, 2012	19,335	World No Tobacco Day 2012	1,653,980,207
June 1 – 30, 2012	31,662	World No Tobacco Day 2012	
July 1 – 31, 2012	5,051		
August 1 – 31, 2012	1,459		
Sept 1 – 30, 2012	26,737	QSWB initiative launch (Wave 1)	
October 1 – 31, 2012	26,753	QSWB initiative (Wave 1)	
November 1 – 30, 2012	9,681		2,345,577,660
Dec 1 – 31, 2012	39,183	QSWB initiative	
January 1 – 31, 2013	11,112	QSWB initiative	
February 1 – 28, 2013	20,074	QSWB initiative	
March 1 – 31, 2013	20,750	QSWB initiative	
April 1 – 30, 2013	3,272		
May 1 – 31, 2013	7,655	World No Tobacco Day 2013	N/A
June 1 – 30, 2013	3,937		N/A
July 1 – 31, 2013	2,098		N/A
August 1 – 31, 2013	2,475		N/A
Sept 1 – 30, 2013	7,567	Day of the Ex-smoker (DOES)	N/A
October 1 – 31, 2013	3,794		N/A
TOTALS	408,349		4,817,254,363

Sources: Annual Analytical Campaign Report – Year 3 (Saatchi & Saatchi, Nov 2013) and Media Coverage Campaign Reports available

Extent to which the different campaign actions fit with the objectives set

The Ex-smokers campaign had **three overarching objectives**, namely to:

- encourage citizens to stop smoking and help them quit

[41] Impressions are circulation figures – the number of individuals who access / purchase / view the content as prescribed by the metrics of the publication itself.

- raise awareness of the dangers of tobacco
- contribute to ensuring that new generations live longer and healthier lives in a smoke-free Europe

iCoach was the main tool to achieve the first campaign objective, i.e. to encourage citizens to stop smoking and help them quit. As reflected in the iCoach sixth effect report (BNH, Oct 2013), a total of 404,551 users registered to the application, including its different supports (on-line and mobile) and variants (Ex-smokers and QSWB). In terms of participation, 1 in 295 (0.34% of) European smokers subscribed to iCoach. Subscription proportions were highest in Malta (2.07% of EU smokers subscribed), Luxembourg (1.42%), Portugal (1.18%), and Cyprus (1.08%), and lowest in Germany (0.09%), Austria (0.13%), France (0.14%) and Finland (0.19%). The iCoach application was more popular amongst men and amongst employed or self-employed citizens with high levels of education.

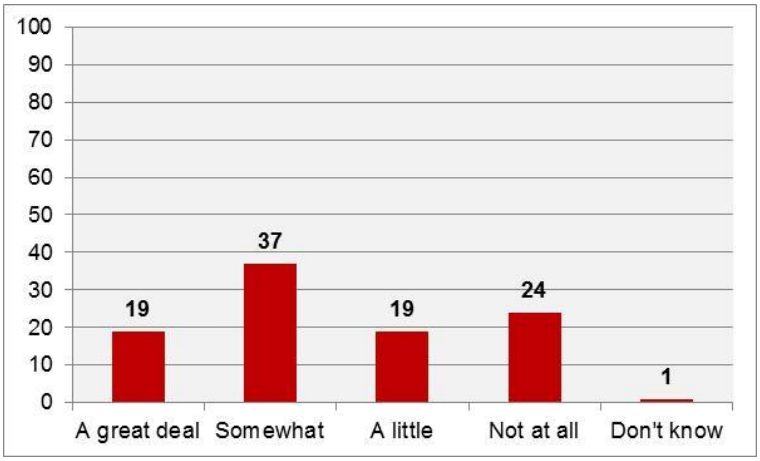
The on-line panel survey conducted in the six case study countries reflects results in line with BNH's registration numbers. The on-line panel survey registered a higher percentage of subscribers to iCoach (3% of the total sample), but this is explained by the fact that the survey only targeted smokers and ex-smokers in the campaign's target age group (people between 25 and 34 years old).

According to iCoach calculations (data estimated from users who responded to the successive follow-up measurements) 36% of those subscribed to iCoach quit smoking in the first three months of using the application. It is interesting to note that the estimated quit rate for the first follow-up measurement was lowest in countries like Cyprus (24%) and Portugal (27%), which registered the highest proportion of smokers subscribed to iCoach. On the contrary, the estimated quit rate was higher in countries like France (41%), Germany (37%) and Austria (36%), which registered the lowest proportion of smokers subscribed to iCoach. These data seem to suggest that subscriptions were not directly conducive to effective quit rates, and that the application could have had a higher impact amongst users in countries with lower proportions of subscribers.

The estimated quit percentage increased to 49% after 6 months, 54% after nine months, and 59% after 12 months of use. Based on the available data, BNH estimated that 65,200 (16.1% of) smokers registered to iCoach quit smoking or would quit smoking in the (near) future.

The on-line panel survey measured the perceived effectiveness of iCoach amongst respondents who had subscribed to the application. Even though the base of respondents was small (90 out of 3,000 survey participants who had subscribed), 19% considered that iCoach helped them to stop smoking a great deal, followed by 37% who highlighted that it helped them somewhat. Slightly more than four in ten respondents (43%) said that it had helped them a little or that it did not help at all. Again, if we take the BNH estimation of 16.1% of smokers registered to iCoach who quit smoking or would quit smoking, this number is very similar to the 19% of iCoach subscribers in the survey who considered that iCoach helped them to quit smoking a great deal.

Figure 22: On-line panel survey amongst target audience in DE, ES, GR, BG, AT and LT - To what extent has iCoach helped you to stop smoking? (in %s)



BASE: All those who have subscribed to iCoach (n=90)

The second campaign objective, to increase awareness of the dangers of tobacco, was pursued through a combination of the different campaign tools. In reality, the positive tone of the campaign, which moved away from the focus on the dangers or harmful consequences on tobacco to concentrate on the benefits of quitting, would have made more appropriate a reformulated objective, namely to *"increase awareness of the benefits of being an ex-smoker"*.

Campaign contractors interviewed by the evaluation highlighted that the campaign monitoring data allowed making adjustments during the campaign and to change or discontinue the activities and tools that were not effective in achieving the campaign's objectives, such as the HR toolkit.

In general, the different campaign actions aimed to raise awareness of the benefits of quitting, and smokers in particular were receptive to the messages because they were not threatening and they showed that it is possible to quit and the many advantages, including financial, physical, mental, social, etc.

Some of the actions (on-line and social media channels, iCoach, TV ads, QSWB) were considered to be more effective in delivering the campaign messages, either because they reached more people or because they provided more relevant information to the target audience. Other actions (promotional material, print ads, banners, press releases, etc.) were judged to be less effective, but all the actions were aligned between them and with the objective of raising awareness of the benefits of stopping smoking.

Stakeholders consulted by the evaluation raised **concerns about the third campaign objective**, to contribute to the long term objective of a smoke-free Europe. This third objective was perceived as a very ambitious goal that could potentially inhibit Member States' discretion in this area. On the other hand, the campaign activities and tools on their own were not enough to contribute to this objective and a joint and permanent approach with public health authorities and stakeholders in the Member States would be necessary to achieve this goal in the long term. The majority of smokers and ex-smokers who participated in the on-line focus groups agreed that information campaigns were one amongst many other elements that could be instrumented to combat smoking in the EU, but the shared view was that policy measures (smoking bans, increase in the price of cigarettes, advertising restrictions, generic packaging, etc.) and their enforcement in particular were more effective to contribute to a smoke-free Europe. Participants in the focus groups were also very supportive of education initiatives targeted at the younger generations implemented in schools and universities.

Summary of key findings for EQ 8

The evaluation findings reflect that the different campaign actions were clearly aligned with each other as a result of the centralised campaign management structure which guaranteed an aligned visual identity and message across the EU-27 Member States. However, this alignment was considered to have hindered the opportunities to generate broader media coverage and wider impact in the target audiences in the different countries.

One important drawback identified by the evaluation was the translated versions of the "Ex-smokers are Unstoppable" original slogan. The campaign slogan, which was very effective in its English version, faced diverse challenges when translated to other EU languages.

Overall, the different actions and channels (on-line, national / local events, paid media, media articles, promotional material, and EU-level initiatives) were effective drivers of people to iCoach. Monthly registrations to iCoach registered significant peaks around specific campaign initiatives, in particular the launch and implementation of the Quit smoking with Barça partnership (between September 2012 and March 2013).

iCoach was the main campaign tool to encourage citizens to stop smoking and help them quit. Based on the available data, BNH estimated that 65,200 (16.1% of) smokers registered to iCoach quit smoking or would quit smoking in the (near) future. This estimation strongly resembles the 19% of iCoach subscribers in the survey who considered that iCoach helped them to quit smoking a great deal.

The second campaign objective, to increase awareness of the dangers of tobacco, was pursued through a combination of the different campaign tools. Even though some of the actions (on-line and social media channels, iCoach, TV ads, QSWB) were considered to have been more effective than others (promotional material, print ads, banners, press releases, etc.) in delivering the campaign messages, all were aligned between them and with the objective of raising awareness of the benefits of stopping smoking.

The links between campaign activities and the third campaign objective (contribute to a smoke free Europe) were less clear. The campaign activities and tools on their own were not enough to contribute to this objective and a joint and permanent approach with public health authorities and stakeholders in the Member States would be necessary to achieve this goal in the long term.

0.5. Sustainability

EQ 9: Will the communication tools and messages developed be usable after the original communication has ceased or should they be changed or developed?

Evaluation Question 9 assesses the sustainability of the communication tools and messages, in particular whether they will be usable after the campaign has ceased or if they should be changed or developed. The answer to the question is structured around the following three judgment criteria:

- Extent to which the communication tools and messages developed continue to be relevant after the Ex-smokers campaign has come to an end
- Extent to which there is scope to use the communication tools and messages with a reduced budget
- Extent to which there is scope to change / develop / adjust the communication tools and messages

The sources used to answer this question include the on-line questionnaire and interviews with national stakeholders and partners, on-line panel survey and focus groups with smokers and ex-smokers in the six case study countries.

Extent to which the communication tools and messages developed continue to be relevant after the Ex-smokers campaign has come to an end

The positive assessment of communication tools and messages collected from national stakeholders and from the campaign's target audiences confirms that **both the tools and messages implemented during the campaign continue to be relevant** after the campaign has come to an end.

As highlighted previously, stakeholders consulted by the evaluation were highly supportive of the positive approach and messages that were communicated by the Ex-smokers campaign, as well as of the tools that were used to increase awareness of the benefits of not smoking and to support smokers in their efforts to quit.

In view of national stakeholders who responded to the evaluation survey, the campaign's main benefits were its innovative positive concept and its originality in comparison to other anti-smoking campaigns. The three statements that respondents most agreed with were that the campaign talked about stopping smoking in a new way (83%), that it was original compared to other campaigns (79%), and that it showed that smokers have a high chance of quitting if they receive guidance and coaching (78%).

The messages and the positive approach were considered to remain valid and very relevant even after the campaign came to an end. NGOs and public health professionals interviewed expressed willingness to collaborate with the Commission in any future initiatives implemented. A few also highlighted that the Ex-smokers' promotional material was useful for their organisations and well received by their target audiences, and were disposed to use it in the future.

With a few exceptions[42], smokers and ex-smokers who took part in the on-line focus groups preferred the positive messages focussed on the benefits of quitting smoking rather than the negative ones highlighting the harmful consequences. In general, the target audiences –smokers in particular– appeared to be tired of being exposed to negative messages and information that they were already aware of. Many said that

[42] Participants in Austria and Lithuania were supportive of the more impactful, negative messages, and ex-smokers in Bulgaria favoured informative messages with statistics on the dangers of smoking.

they just ignored the images and warnings on tobacco packs or argued that they were no longer impacted by them. The majority were strongly receptive to positive messages, which they judged were fresher and encouraging.

Public health experts consulted by the evaluation highlighted that the positive approach was important to complement the negative messaging that prevailed in many countries. Both types of messages were thought to be necessary and mutually reinforcing. Associating the Commission with positive messages was also thought to boost up the EU's image, particularly in countries that were less supportive of the EU.

In terms of the campaign tools, the decision to re-launch iCoach earlier this year is clearly in line with stakeholder demands to keep iCoach running. The fact that iCoach was a concrete product of the campaign (*"a tangible legacy"* as defined by one of the public health experts interviewed) was seen as a differentiated value.

Campaign target audiences consulted were also receptive to the possibility of subscribing to such a tool. Slightly more than one third of on-line panel survey respondents who had not subscribed to iCoach (36%) confirmed that they were very or fairly likely to use iCoach in the next 12 months. Participants in Greece and Bulgaria were the most likely to subscribe to iCoach (49% and 47% of people who were very, or fairly likely to subscribe respectively). Current smokers (48%) and respondents who smoke/d between 10 and 29 cigarettes per day (42%) were more inclined to subscribe to iCoach than others.

Focus groups participants in the different countries were potentially open to exploring iCoach or similar tools. The mobile support was generally more attractive than the on-line or telephone quit support variants, but participants were more likely to agree that personalised support (counselling, medical advice) and personal will were more effective as devices to help smokers stop smoking. Many also highlighted the abundance of applications available to help people quit smoking or lose weight, which suggests that subscription does not guarantee effective use of the application, and that it is necessary to find ways to engage users who have registered to the application after the initial few weeks.

With an additional 10,000 registrations to iCoach following promotion of the "Day of the Ex-smokers" in September 2013, it was decided to continue the basic iCoach services until end December 2014.

In January 2015 DG SANTE launched the reactivation of the existing network in the 27 EU Member States and the launch of iCoach in Croatia. The current post-campaign contract will extend for 20 months until July 2016. In terms of key results, registrations to iCoach reached a total of 451,000 by end June 2015 and 530 pieces of media coverage across the EU have been generated since the re-launch in April 2015.

Extent to which there is scope to use or to adapt / change the communication tools and messages with a reduced budget

The evaluation results show that there is **scope to further use the communication tools and messages** from the Ex-smokers campaign with a reduced budget, and that this would indeed be advisable to guarantee some continuity of information efforts with a view to consolidating the campaign's results. There are also alternatives that could be considered which would demand adapting or changing the approach and tools.

In view of stakeholders, different ways in which the Commission could keep the momentum in this field include the following (pros and cons were elaborated by the evaluation, accompanied by estimations on the budgetary levels and impact of each alternative):

Table 16: Ways in which the campaign could continue with a reduced budget

Options	*Pros*	*Cons*	*Budget*	*Impact*
iCoach + on-line promotion	- Natural continuity of the campaign - Tangible / end product (iCoach) - On-line channels cost-effective entry points to iCoach - Involving celebrities as iCoach ambassadors	- Lower subscription numbers than those registered during the campaign - Competing applications at national level - Abundance of similar mobile applications – how to differentiate from others	- Low	- Low
Closer links with public health stakeholders	- Multipliers of campaign messages - Permanent EU presence - Possibility to adapt / tailor to national and local needs	- Risk of having to respond to multiple demands - Lack of control of message delivery - Risk of lower attribution of actions to the Commission	- Medium to high	- High
Establishing an annual date (e.g. Day of the Ex-smoker)	- Strong visibility every year - EU ownership - Media coverage / interest - Support from national stakeholders	- Needs time to consolidate - Dedicated budget to achieve impacts - Could be perceived to compete against the WNTD	- High	- Medium to high (long term)
Emulating the QSWB initiative in other football clubs / sport organisations	- Strong visibility - Media coverage / interest - Cost-effective entry point to iCoach - Reach to younger audiences and to those with lower socio-economic and education levels	- Lack of control of message delivery - Related scandals / negative media coverage - Risk of lower attribution of actions to the Commission	- Medium	- High
Co-financing grants for local campaigns	- Multipliers of campaign messages - Permanent EU presence - Possibility to adapt / tailor to national and local needs	- How to guarantee a uniform approach? - Lack of control of message delivery - How to guarantee a consolidated impact of the actions financed? - Administration of the actions (time and resource consuming)	- High	- Medium
Capacity-building strategies to work on this topic (training materials and seminars, tools, exchanges)	- Multipliers of campaign messages - Focus on education and prevention - Focus on younger audiences - Possibility to adapt / tailor to national and local needs	- Lack of visibility - Low impact	- Low	- Low

Summary of key findings for EQ 9

The positive assessment of communication tools and messages collected from the campaign's target audiences and from national stakeholders confirms that both the tools and messages implemented during the campaign continue to be relevant after the campaign has come to an end.

The decision to re-launch iCoach earlier this year is clearly in line with stakeholder demands to keep iCoach running. Campaign target audiences consulted were also receptive to the possibility of subscribing to such a tool.

The mobile support was generally more attractive than the on-line or telephone quit support variants, but personalised support (counselling, medical advice) and personal will continue to be perceived as more effective devices to help smokers stop smoking. The abundance of applications available to help people quit smoking suggests that subscription does not guarantee effective use of the application.

The evaluation results show that there is scope to further use the communication tools and messages from the Ex-smokers campaign with a reduced budget, and that this would indeed be advisable to guarantee some continuity of information efforts with a view to consolidating the campaign's results.

The following alternatives were discussed in the framework of the evaluation:

- iCoach + on-line promotion
- Closer links with public health stakeholders
- Establishing an annual date (e.g. Day of the Ex-smoker)
- Emulating the QSWB initiative in other football clubs / sport organisations
- Co-financing grants for local campaigns
- Capacity-building strategies to work on this topic (training materials and seminars, tools, exchanges)

In view of the evaluation, the focus should be placed on continuing with iCoach, exploring closer links with public health stakeholders to give more visibility to the tool and frame it in a context of professional support to quitting smoking, and assessing risks and opportunities of emulating the QSWB initiative with other possible partners.

EQ 10: What is the effect of the European campaign on the different MSs 12 months after the end of the activity?

Evaluation Question 10 assesses the appropriateness of the different actions and channels in terms of their reach and accessibility of the campaign's target audiences. The answer to the question is structured around the following two judgment criteria:

- Extent to which the EU campaign has had a lasting effect target audiences in the different MSs 12 months after the end of the activities
- Ways in which the EU campaign has had a lasting effect on stakeholders and their activities in the different MSs 12 months after the end of the activity

The sources used to answer this question include the on-line questionnaire and interviews with national stakeholders and partners, and the on-line panel survey and focus groups with smokers and ex-smokers in the six case study countries.

Extent to which the EU campaign has had a lasting effect on target audiences in the different MSs 12 months after the end of the activity

The Ex-smokers campaign could have had a more lasting effect if the campaign tools and actions had been more embedded in the work of national stakeholders, including governments, civil society organisations and public health professionals working in the field of tobacco, allowing for some post-campaign momentum in the Member States.

Campaign recognition figures available in the GfK measurements (the proportion of respondents aged 18 to 34 years who saw at least one of the evaluated campaign tools) registered a slight decrease from Year 1 (26%) to Year 2 (25%), and a more pronounced fall in Year 3 (20%). This decline could be explained by the fact that the budget for promotion in TV was higher in the first year, very low in the second year, and was discontinued in the third year.

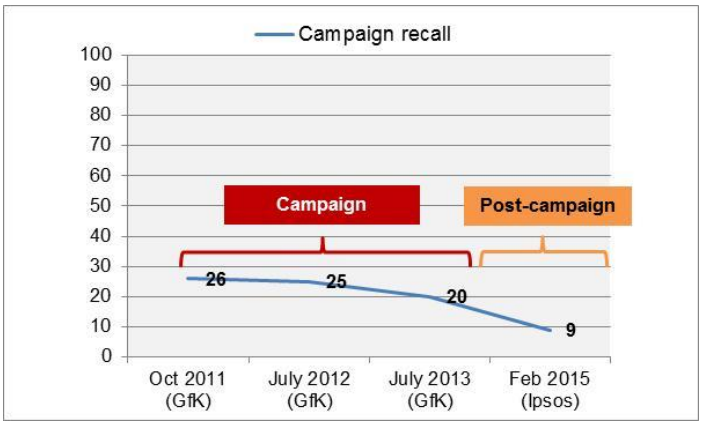
When comparing campaign recognition percentages across countries, significant variations were registered each year. Countries like Cyprus or Austria registered higher recognition percentages one year, and the following year ranked lowest in terms of campaign recognition figures. Countries like Italy, Spain and UK maintained above average recognition figures during the whole campaign. Conversely, countries like Czech Republic, Latvia and Lithuania registered lower than average recognition percentages throughout the campaign. The volatility registered could be due to the campaign's lack of links with national structures and its stronger reliance on media channels (on-line, print and audiovisual).

- Aided post-campaign recall dropped to 9% amongst smokers and ex-smokers aged 25 to 34 surveyed by the evaluation in the six case study countries. Even if the figures are not entirely comparable[43], campaign recall levels have registered a significant decrease more than one year after the campaign came to an end.

- Campaign recall percentages were higher in Greece and in Spain (13% and 11% respectively), dropping to 4% for German participants and 6% for Austrian respondents. Male respondents were more likely to recall the campaign than female participants (10% to 7%). In a similar line, younger respondents and heavier smokers were more inclined to recall the campaign when exposed to the logo. Those with any recall of the iCoach platform (38%) were significantly more likely to have seen or heard about the campaign.

[43] GfK surveys measured exposure to campaign tools among general population in all the EU-27 MS in a broader age range whereas the Ipsos survey measured aided campaign recall in the six case study countries among smokers and ex-smokers falling in the specific campaign age range.

Figure 23: Evolution of Ex-smokers campaign recall (in %s)



Sources: GfK campaign post-test measurements (Oct 2011, Jul 2012, Jul 2013) and Ipsos on-line panel survey (Feb 2015)

Ways in which the EU campaign has had a lasting effect on stakeholders and their activities in the different MSs 12 months after the end of the activity

iCoach is the clearest example of ways in which the Ex-smokers campaign has had a lasting effect after the end of the campaign. Aided iCoach recall figures were higher than overall campaign recall amongst on-line survey panel respondents, with 13% of participants who –after being exposed to specific iCoach images– confirmed having heard of the platform.

The fact that iCoach remained operational after the campaign came to an end, as well as the high exposure that the application received in the framework of the QSWB initiative, could explain the higher recall of the campaign's most representative tool. iCoach recognition levels were highest in Bulgaria and Spain (both 19%), as well as amongst those who smoke/d more than 30 cigarettes per day (21%) and ex-smokers who had quit smoking in the past year (19%).

National stakeholders who responded to the on-line survey were divided when consulted if the campaign had had a lasting effect at national level, with 42% of respondents considering it had had an effect and the same percentage understanding that the campaign had had no lasting effect at national level. National correspondents were the most positive, followed by public health authorities and NGOs. National authorities and other stakeholder groups (media, patient organisations, etc.) were more likely to have more negative views about the effects of the campaign. In a similar line, stakeholders from Northern and Western European countries were more sceptic than their counterparts in Southern and Eastern European Member States. This finding was in line with GfK campaign measurements and with stakeholders' views that the campaign had had more added value and broader visibility in Southern and Eastern European countries with low levels of government activity in relation to anti-smoking initiatives.

The majority of national stakeholders interviewed felt that the Ex-smokers campaign could have had more lasting results if it had built closer links with national stakeholders, if it had had more exposure on mainstream media, or if it had been more tailored to the different countries. In particular, the possibility to continue disseminating key messages and tools to the target audience indirectly through public health professionals and NGOs would have helped the campaign to consolidate its achievements over time and not lose the momentum.

Summary of key findings for EQ 10

As evidenced by the evaluation findings, the Ex-smokers campaign could have had a more lasting effect if the campaign tools and actions had been more embedded in the work of national stakeholders, including governments, civil society organisations and public health professionals working in the field of tobacco, allowing for some post-campaign momentum in the Member States.

In particular, the possibility to disseminate key messages and tools to the target audience indirectly through public health professionals and NGOs would have helped the campaign to consolidate its achievements over time.

iCoach is the clearest example of ways in which the Ex-smokers campaign has had a lasting effect after the end of the campaign. Aided iCoach recall figures were higher than overall campaign recall amongst on-line survey panel respondents, with 13% of participants who –after being exposed to specific iCoach images– confirmed having heard of the platform.

The fact that iCoach remained operational after the campaign came to an end, as well as the high exposure that the application received in the framework of the QSWB initiative, could explain the higher recall of the platform.

0.6. Added value

EQ 11: To what extent did the Commission succeed in filling gaps and interacting with a) national campaigns/smoking cessation structures and b) previous European Union communication campaigns?

Evaluation Question 11 focuses on the extent to / ways in which the Commission succeeded in filling gaps and interacting with national campaigns and smoking cessation structures in the Member States, and with previous EU communication campaigns. The answer to this final question is structured around the following two judgment criteria:

- Extent to / ways in which the Commission succeeded in filling gaps and interacting with national campaigns / smoking cessation structures
- Extent to which the campaign actions are additional to what would have occurred in the Member States anyway

The sources used to answer this question include desk research on national campaigns in the six case study countries, desk research on previous EU campaigns, on-line questionnaire and interviews with national stakeholders and partners and the on-line panel survey in the six case study countries.

Extent to / ways in which the Commission succeeded in filling gaps and interacting with national campaigns / smoking cessation structures, and extent to which actions were additional to what would have occurred in the Member States anyway

The findings from the evaluation suggest that with the Ex-smokers campaign, the **Commission succeeded in filling gaps at national level** because the focus of the campaign was on smoking cessation amongst young adults, unlike many EU countries that have a focus on smoking prevention amongst younger target audiences (children and adolescents).

Table 17 below provides some examples of campaigns and interventions implemented in the case study countries. Hence, the Commission's shift from smoking prevention to smoking cessation and the concentration on an older age group is considered to be filling the gaps not covered at national level.

Table 17: Examples of anti-smoking campaigns and interventions targeted at younger audiences in the case study countries

Country	Campaign	Target audience	Objectives
Austria	Planned campaign, Austrian Ministry of Health, 2015	Children and youngsters	Prevention
	"Not smoking is always worth it", Austrian Ministry of Health, 2010	Young adolescents (15 years old) and their parents as role models	Persuade youngsters that not smoking is cool, using the tag line 'not smoking is always worth it'
	"Really cool, Austrian Ministry of Health, 2011	School-children aged 6 to 10	Promote positive images of those who do not smoke or drink, as suggested by the campaign's motto "really cool"
	"Becoming Independent" Educational Syllabus in primary schools, Austrian Ministry of Health,2002 to present	Primary school-children	Discourage the use of dangerous substances and build life skills in primary schools
Bulgaria	"The project of our class - for a life without tobacco", Annual school competition, Bulgarian Ministries of Health and Education with support from the European Commission, 2008 to present	School-children	Awards to school children who have helped their friends or relatives stop smoking.

Country	Campaign	Target audience	Objectives
Germany	"Be Smart – Do not Start" campaign, national competition in schools, German Federal Centre for Health Education, annual initiative	Secondary school-children	Smoking prevention
	"Cool without Smoking", Regional Social Ministry of Hesse, Ministry of Education	School-children	Smoking prevention
	"Not smoking is cool" Regional campaign in Hamburg, University Hospital Eppendorf	School-children	Smoking prevention
Greece	Awareness raising campaign to discourage smoking in young people, Deputy Health Minister and Mayor of Athens, 2014	School-children	Smoking prevention
	"The truth about smoking" (book for children); "Because I love you, I don't smoke" (book for pregnant women), and activities at schools, Behrakis Foundation in conjunction with Harvard University and the Hellenic Cancer Society	Primary and secondary school-children and pregnant women	Smoking prevention
Lithuania	The "quit and win" competition, LUHS Health Research Institute (WHO partner) and the National Tobacco and Alcohol Control Coalition, with support from the European Commission and sponsorship from Nicorette, 1994-present	School-children	Smoking prevention
	"Take care of yourself" Kaunas Youth Help Centre	School-children	Smoking prevention
Spain	Multimedia Campaign to decrease the exposure of children and pregnant women to tobacco smoke, 2006	Children and pregnant women	Smoking prevention and passive smoking
	Educational campaigns and programmes, for e.g.: estoydejando.org, an on-line programme targeted at helping young people aged 16 – 24 give up smoking, The Spanish Association Against Cancer (AECC)	Young people aged 16 to 24	Smoking prevention and cessation

Source: Literature review in the six country case studies

The positive tone of the campaign also contrasted with the more traditional negative messages pivoting on the harmful consequences of tobacco, including the warnings and images on tobacco packs and legal measures implemented by national governments (smoking and advertising bans, increasing of prices and taxes, etc.).

However, the evaluation findings also show that the campaign did not take full advantage of the gaps filled because it lacked a more structured interaction (from inception through to implementation) with national campaigns and smoking cessation structures in the Member States.

Table 18 below presents an overview of the legal measures and the communication initiatives implemented against tobacco in the six case study countries covered by the

evaluation. In general, the country findings reflect the absence of recent / extended national anti-smoking campaigns. Government and civil society initiatives tend to focus on smoking prevention amongst younger audiences. Many activities tend to be organised around the World No Tobacco Day every year. Civil society organisations are also active advocates of political measures against tobacco. Regional campaigns are particularly strong in Germany and in Spain due to their federal / decentralised government structures.

Table 18: Legal measures and communication against tobacco in the case study countries

Countries	*Legal measures*	*Communication initiatives*
Austria	▪ Restrictions to smoking in enclosed public places (2009) ▪ Advertising bans in points of sale / shops (1997) ▪ Increasing taxes on tobacco products ▪ Security features on cigarette packs (2008)	▪ Two national campaigns implemented (2010, 2011) to prevent adolescents and children from starting smoking ▪ Upcoming campaign (young target) planned for 2015 ▪ Smoke free telephone line opened in 2006 ▪ Civil society organisations campaigning actively in favour of smoking bans
Bulgaria	▪ Restrictions to smoking in enclosed public places (2012) ▪ Banning the sales of tobacco products through vending machines (2012) ▪ Increasing taxes on tobacco products	▪ Strong visibility of EU campaigns ▪ Activities around the WNTD (government and civil society) ▪ Initiatives targeted at school children (quit competitions) ▪ Civil society organisations campaigning actively in favour of smoking bans
Germany	▪ Restrictions to smoking in enclosed public places (2007) ▪ Banning the sales of tobacco products through vending machines for children and adolescents (2008) ▪ Increasing taxes on tobacco products ▪ Security features on cigarette packs (2002)	▪ General focus of national campaigns on early prevention of smoking ▪ Civil society organisations advocates of political measures against tobacco ▪ Regional campaigns also targeted at school children
Greece	▪ Restrictions to smoking in enclosed public places (2012) ▪ Banning the sales of tobacco products through vending machines (2012) ▪ Increasing taxes on tobacco products ▪ Regulating the use of e-cigarettes(2009)	▪ National communication campaign to accompany the new smoke-free legislation (2010) ▪ Government initiatives focussed on smoking prevention in primary and secondary schools ▪ Initiatives with sport organisations ▪ Initiatives in workplaces and military centres ▪ Civil society organisations advocates of political measures against tobacco
Lithuania	▪ Restrictions to smoking in enclosed public places (2008) ▪ Advertising bans in points of sale / shops (2008) ▪ Banning the sales of tobacco products through vending machines (2008) ▪ Increasing taxes on tobacco products ▪ Security features on cigarette packs	▪ Strong visibility of EU campaigns ▪ Activities around the WNTD (government and civil society) ▪ Initiatives with sport organisations ▪ National and civil society initiatives focussed on smoking prevention among children and young people
Spain	▪ Restrictions to smoking in enclosed public places (2012) ▪ Advertising bans in points of sale / shops (2012) ▪ Increasing taxes on tobacco products ▪ Regulating the use of e-cigarettes (2014)	▪ No recent national campaigns with the economic crisis that hit Spain ▪ Activities around the WNTD (civil society mostly) ▪ Regional campaigns / initiatives against tobacco

Even though the majority of national stakeholders surveyed (60%) agreed that the Ex-smokers campaign was a useful complement to national efforts, one in every three stakeholders disagreed with the statement. In comparative terms, respondents were more strongly in favour with other statements related to the campaign's design, including that it was innovative, original and that it transmitted a positive message.

Campaign actions were additional to what would have occurred in the Member States, in particular in countries with lower levels of government action in the field. EU added value was weaker in countries with consolidated smoking cessation initiatives and the experience of competing tools similar to iCoach. Overall, EU added value could have been better taken advantage of had the Ex-smokers campaign been more embedded in the work of national anti-smoking structures and synchronised with anti-smoking initiatives taking place during the timeframe of the campaign.

Extent to / ways in which the Commission succeeded in filling gaps and interacting with previous EU communication campaigns

In view of many stakeholders consulted by the evaluation, there is a lack of continuity between EU campaigns in the field of smoking prevention and smoking cessation. The shared perception is that every new campaign launched by the EU starts all over again instead of capitalising on previous efforts. Some interviewees pointed out to the lack of public baseline and monitoring data to support the rationale for a new campaign, or to communicate about the effectiveness of a finalised campaign.

The Ex-smokers campaign was different from its predecessor HELP campaign in that it moved from a focus on smoking prevention mostly to a focus on smoking cessation, and shifted the target age from a younger segment in the HELP campaign (15 to 25) to an older age group (25 to 34). There was also an evolution in terms of the tools that were used, with a stronger focus on on-line and social media channels and a lesser focus on TV. The HELP campaign was built on the concept of partnerships with national smoking prevention organisations (through the European Network for Smoking Prevention), young people (through the Youth Forum Jeunesse) and with national quit-lines (through the European Network of Quit-lines). The Ex-smokers campaign had a centralized structure with local support in the hands of local PR agencies that officiated as the campaign's national ambassadors. Involvement of national stakeholders was coordinated by the campaign's consortium partner in the area of PR and stakeholder relations, and implemented via the joint organisation of local events and activities in the Member States.

Summary of key findings for EQ 11

The findings from the evaluation suggest that with the Ex-smokers campaign, the Commission did fill gaps at national level because the focus of the campaign was on smoking cessation amongst young adults, unlike many EU countries that have a focus on smoking prevention amongst younger target audiences (children and adolescents). The positive tone of the campaign also contrasted with the more traditional negative messages pivoting on the harmful consequences of tobacco, including the warnings and images on tobacco packs and legal measures implemented by national governments (smoking and advertising bans, increasing of prices and taxes, etc.).

However, the evaluation findings also show that the campaign did not take full advantage of the gaps filled because it lacked a more structured interaction (from inception through to implementation) with national campaigns and smoking cessation structures in the Member States.

Campaign actions were additional to what would have occurred in the Member States, in particular in countries with lower levels of government action in the field. EU added

value was weaker in countries with consolidated smoking cessation initiatives and the experience of competing tools similar to iCoach.

In terms of links with previous EU campaigns, the evaluation showed a lack of continuity between EU campaigns in the field of smoking prevention and smoking cessation. The lack of public baseline and monitoring data to support the rationale for a new campaign or to communicate about the effectiveness of a finalised campaign was also considered to be challenging.

1. CONCLUSIONS

The Ex-smokers are Unstoppable campaign was a major European Commission initiative, with a budget of circa €33 million over nearly three years. The campaign had a potential target audience of almost 28 million smokers aged 25 – 34 in 27 Member States, who were targeted with a large number of specific initiatives at national level and a set of bigger sub-campaigns at EU level.

Given the level of campaign complexity, it is not possible to define a set of all-encompassing metrics to assess its performance in terms of how many people were reached by the myriad of different initiatives, how they responded and the exact extent that the campaign contributed to further outcomes in the short or medium term. However a number of key performance indicators were set, which provide evidence that can be used to judge to the effectiveness of the campaign:

- **Reach** from paid advertising (TV, print, digital), digital engagement (to a limited extent relating to campaign year 3 and the Day of the Ex-smoker campaign) and media coverage and message penetration
- **Impact and call to action:** awareness, smokers' perceived influence of the campaign on their motivation and call to action.
- **On-line word of mouth:** social media amplification (likes / comments / shares)
- **Registration and conversions:** registrations to iCoach and completion of the health check questionnaire

There was some difficulty in defining ambitions for the campaign and a mismatch between expectations and campaign design. This campaign was designed to reach smokers aged 25-34, raise awareness of the positive aspects of not being a smoker and lead them to a tool that could potentially help them to stop smoking. This means that the assessment of outcomes and impact of the campaign should relate to the numbers of people 'helped' rather than the numbers of people who may have given up smoking for which no KPIs were set. There is sufficient evidence in academic literature to confirm that at best the campaign and iCoach tool could only play a minor role in smoking cessation.

The campaign achieved an **impressive reach of 69% of its target audience (aged 25 – 34) in year one.** Ex-smokers **surpassed the pre-defined targets that were set for paid advertising** reach at the start of the campaign. Although there was no target set in year 1, paid advertising reach amounted to 19,354,142 or 69% of the target audience. In years 2 and 3, reach surpassed the targets set of 11.6 million and 9.8 million[44].

Campaign messaging was very effective and supported EC visibility through media coverage. People liked the positive messaging, it complemented negative messaging used in many Member States, and its formulation was appropriate for direct uptake by the media. The key objective was to incorporate four key messages[45] through the media coverage generated. On average, the "Ex-smokers are Unstoppable" message was incorporated in 89% of media coverage, the European

[44] It is not possible to define the total number of people reached by the Ex-smokers' campaign because the calculation of reach focussed on paid advertising not all campaign activities, was collected by channel and sub-campaign, and did not calculate duplicated reach.
[45] The four main messages monitored by the campaign were the "Ex-smokers are Unstoppable", the "European Commission" brand, "iCoach", and the "Ex-smokers.eu website".

Commission brand emerged in 88% of media pieces, followed by "iCoach" that appeared in 73% of media coverage and the "Ex-smokers' website" behind with presence in 58% of media coverage. Feedback suggests that materials and messages can be reused and the call for and re-launch of iCoach support this aspect.

In terms of **EU visibility**, there was a balance to be struck between developing an eye-catching and attractive look and feel, which was somewhat at odds with the EC institutional brand, and the goal of ensuring recognition of the campaign as an initiative of the European Commission. This was reflected by the fact that the EC logo was less prominent in the campaign logo. Yet a too heavily EC branded campaign would have been more likely to disengage people, and was not required as the three campaign objectives were to communicate the benefits of not smoking, the dangers of tobacco and to contribute to a smoke-free Europe, not to raise awareness of the European Commission.

With regards to **attribution of the campaign to the Commission**, the campaign communication actions were increasingly attributed to the Commission during the campaign and were judged to have contributed to an improved image of the EU. However, in absolute terms throughout the campaign there were more people who attributed it to other stakeholders, in particular health charities and national and/or local governments who are the usual organisations operating at national level.

The low visibility of the Commission's logo in the campaign's materials and the detached campaign visuals (a priori not distinctly associated to the Commission) may have explained the strong attribution to other stakeholders. Another reason may have been the strong visibility to FC Barcelona (initiative that generated significant media coverage) in the framework of the QSWB partnership.

The campaign strategy replicated **good practice in public health campaigning**, whereby awareness-raising is linked to a programme of free support**. The campaign succeeded in engaging more than 400,000 smokers**, who registered with the tool and, by completing a smoking habits review questionnaire, reviewed their smoking behaviour and receiving tailored support on how to quit smoking. There were no quantitative targets set for the target number of people who should register with iCoach, but the outcomes achieved provide tangible evidence of impact that would not have been achieved without the Ex-smokers campaign and EU support.

With regards to the **health impact of the Ex-smokers' campaign**, whilst technology-based interventions are considered to be cost-effective with a low cost per user in comparison to other types of interventions, available literature and experts consulted in the framework of the evaluation suggest that the true impact of the iCoach application may have been overstated, given the plausibility that some of the observed cessation would have occurred anyway in the absence of the application. This view is backed up by Eurobarometer data and on-line panel survey results in the six case study countries, which reflect a very low proportion of smokers or ex-smokers who have resorted to on-line quit support lines to stop smoking.

Digital channels provide to be **most effective to reach people, but TV was the most effective centralised channel to resonate and engage with people**. Despite this, the share of the budget allocated to TV was significantly reduced in years two and three of the campaign. In retrospect, greater emphasis should have been placed on TV[46]. In terms of cost effectiveness, the available cost data was not aggregated in a way to allow analysis beyond the cost of main channels and numbers people reached, nonetheless it emerges that circa a quarter of the whole campaign

[46] This was the approach taken by the US Tips campaign launched by the Center for Disease Control and Prevention, as well campaigns in Australia and the UK, which recommend anti-smoking TV advertising as an essential component of any population smoking reduction strategy.

budget (24%) was allocated to print which accounted for the lowest levels of reach, when compared with digital and TV, and much lower recall when compared to TV.

The mix of **campaign actions and channels was broadly suitable to reach the target audience**, as reflected by the fact that people aged 25 – 34 had the highest recall of the campaign tools of any age range. However, the campaign did not succeed in reaching its target group in **a uniform way** across the EU Member States. There were several reasons for this, including:

- The decision to focus certain campaign activities on a smaller subset of 14 Member States;
- The design of the campaign, with a focus on football and mobile technology resulted in gender bias in favour or males;
- Although the campaign added value to many countries with its positive message, impact was lower in Northern and Western European Member States where there were already a wide range of mechanisms in place to support smoking cessation.
- Disadvantaged groups (lower educated, socio-economic groups, etc.) were more difficult to reach. A more focussed targeting would be required if these groups are to be reached in the future.

The campaign had a centralised implementation strategy, which involved many specific effective communication initiatives in the Member States, but **missed the opportunity for deeper partnerships at national and local level.** Future initiatives could consider integrating a stronger local element beyond the 28% of total campaign budget attributed, as a way of creating synergies which reinforce impact with national and local audiences. For example the campaign could have created linkages with national public health systems, also the concept of national Ambassadors worked in theory, but in practice the individuals were not sufficiently ambassadorial to act as mouth pieces for the campaign.

The partnership with FC Barcelona was one of the highlights of the campaign. It significantly increased media coverage and registrations to iCoach registered significant peaks during the launch and implementation of the initiative. The opportunities created as a result of the initiative afforded for more direct interaction with target groups. The only downside was that a substantially higher proportion of men than women registered in the FC Barcelona iCoach version, which suggests that there is scope in the future to identify equivalent initiatives which can engage females to the same extent.

The campaign gradually built its media profile over the three years showing the added value of the campaign duration in terms of increasing message intensity and effectiveness; media coverage increased from 860 articles in year 1 to 3,075 articles in year 3. However, it is difficult to assess performance in terms of volume of media coverage because the key performance indicators set did not appear to relate to any type of industry norm. In addition, there was no qualitative assessment beyond message mentions, although this would have increased the cost of this aspect of monitoring.

The approach to evaluation was not optimal and this has limited the lessons learning exercise. Evaluation should be an integral part of a communication campaign, which supports decisions on which monitoring data to collect and runs alongside the campaign feeding back evidence to allow for a process of continuous improvement during the life span of the campaign. This evaluation was launched as an ex-post exercise several years after the launch of the campaign. In consequence the evaluation was unable to gather real-time evidence from people who actually saw the

campaign and the Key Performance Indicators set (above) were not fully aligned with criteria later defined by the Commission to judge the effectiveness of the campaign, including visits to smoking cessation centres, attribution of the campaign to the European Commission.

2. RECOMMENDATIONS

Reuse and repeat the concept, messaging and tools: there is scope to continue to use the Ex-smokers brand. The messages were well received; added value to communication approaches in many Member States and can be easily picked up and carried by the media. One of the key successes is the continued relevance and validity of the campaigns key messages and tools, which can be used for on-going campaign initiatives at much reduced cost because the campaign concept and materials are already available. Consideration could be given to repeating the Ex-smokers campaign on a smaller scale on a yearly basis, for example targeting a smaller subset of Member States with a focussed TV campaign in partnership with local actors, who give profile to the campaign and / or provide links to support services.

If the Commission would like future campaigns to generate awareness of EU support, then this goal must be articulated in the campaign objectives and brief to the communication agency. In addition, effective measures would need to be put into place to allow for measurement of any increase in recognition of the European Commission as the supporter of the campaign.

Use the same model, but create better linkages with national situations: it is recommended that future public health communication campaigns include both awareness-raising (with a stronger focus on TV advertising and much reduced focus on print) and a programme of support because this is recognised as the model for effective public health campaigns, but consider replicating the US Tips model by building stronger links with existing smoking cessation structures and resources in the Member States, as an alternative to exclusive links to iCoach.

Invest in partnerships with organisations, which reach the masses: in particular, it is recommended that serious consideration be given to extending the partnership with FC Barcelona as part of any future initiatives undertaken, or to explore replicating this successful model with other sports organisations across Europe. The interest that the QSWB initiative generated during the campaign reflects the huge potential that these organisations have to reach the general public. Linking with organisations and / or associations which reach the masses, with their own networks of fans, and with big celebrities who can endorse the campaign, is a formula that future campaigns should seek to replicate because, as linking with QSWB showed, the impact that can be achieved is enormous.

Improve objective setting and measurement: it is recommended to set SMART goals for future European Commission smoking cessation campaigns and to focus campaign activities on achieving the goals, with clearly defined, measurable and monitored activities to allow the Commission to make a proper assessment of their realisation. This means setting Key Performance Indicators (KPIs) at the outset of the campaign for all channels and tools, which link to overarching campaign outcomes[47] and organisational goals, and agree on a dashboard to monitor progress throughout. This requirement should be made explicit in the Terms of Reference for the implementing agency and should be developed in detail and in conjunction with the Commission at the outset (and not during) the campaign. Where they existing KPIs should reflect industry benchmarks.

[47] An Intervention logic can be a useful tool to help to structure out individual channels are intended to feed into intended campaign outcomes.

Build evaluation into future campaigns from the start to allow interaction between the communication agency, the campaign monitoring team and the Commission to agree on which monitoring data to collect and how this should be reported. The approach to data management (including data ownership) before, during and after the campaign should be discussed and agreed between the EC, the agency and external evaluators prior to the campaign process. The on-going monitoring of the campaign feeding into the evaluation is a good approach, however if an evaluation is required to make a thorough assessment it needs access to key campaign data and an overview of the data aggregation and calculation processes, as well as ownership of the data produced to be able to access it in full and to assess its validity. In addition, it is recommended that KPIs should be set for all aspects of the campaign (including PR and attendance to events) and that these should be both quantitative and qualitative in nature.

In the future, ask communication agencies to provide an on-line campaign dashboard to allow the progress and impact of different elements of the campaign to be visible to the Commission on an on-going basis and to allow a more efficient approach to decision making on if and how to tweak the campaign approach. This type of dashboard is industry-standard and essential for the management of large campaigns.

Focus on countries where there is stronger potential for EU added value. Evaluation evidence showed that there is a potential for the Commission to target Southern and Eastern European countries where governments are not active communicators of anti-smoking messages or are not credible enough at enforcing legislation, and where positive EC messages have the highest potential to impact on target audiences.

A mix between digital and TV should be sought in any future communication initiatives. As reflected by campaign monitoring data and costs, digital is an essential and cost-effective tool to communicate with audiences nowadays, but TV continues to generate the most impact and empathy. The analysis conducted also shows that the strong focus on print channels was not the best choice. Print accounted for 24% of the overall campaign budget, and was not effective enough in raising awareness or in leading people to sign up for iCoach. The proposed mix should remain multi-channel to guarantee access to as much people as possible, and not leave any specific groups or segments uncovered by the channels, but the proportion should favour digital and TV over print.

Need to review PR aspects to assess trade-offs between centralised strategy and adapting communication initiatives to local contexts. Even though evaluation findings show that the centralised campaign structure and strategy implemented were instrumental to a disciplined message, it is important to assess trade-offs between controlled messages and tools and the need for more flexibility to appeal to local media and target audiences and enhance visibility. Future Commission communication initiatives should at least consider the following:

- Accredited Commission spokespersons in the Member States who can guarantee quick / adequate reaction to media requests.

- To communicate at local / country level, local knowledge is critical. We recommend closer consultation with Representations on in-country timing issues and not allowing the process to drive the timing

- Tailoring of press releases and national / local events, with a view to localising the content of the campaign. Success stories involving real people should be included, as this feature is always appreciated by journalists.

- Prioritise correct translations of slogans and key messages. This is a very important element that was somehow overlooked in the Ex-smokers campaign and which (if not controlled) can have important negative implications.

- Avoid over-exposing presence of a Commissioner. The presence of a Commissioner usually guarantees media coverage, but the issues may be specific to the Commissioner rather than the campaign, so this resource has to be used with care.

- **Smoking cessation amongst young adults should continue to be the focus of future Commission communication initiatives.** The evaluation confirmed that smoking cessation interventions amongst young adults is an area not sufficiently covered by national stakeholders in the Member States and this was also confirmed by a 2015 Eurobarometer report. With the focus and priorities on smoking prevention amongst younger audiences, there is potential for the Commission to continue focussing on this problematic and older age strong group to add value and complement the work carried out at national level. The latest Eurobarometer report published in 2015 shows that smoking levels have decreased amongst younger audiences, but not amongst young adults and older people, which further increases the need to target audiences in the older age groups.

  It is recommended that, within this older age group, more efforts are made by the Commission to target women and those with lower socioeconomic levels, who were not sufficiently targeted by the Ex-smokers' campaign. The QSWB initiative proved to be an effective point of entry to the campaign for those in lower socio-economic and education levels, in particular because of the strong links with one of the most popular football clubs and as a result of the wide publicity that was made of the initiative. In the future, efforts to target women should focus on relevant messages and concerns in this group (pregnancy, motherhood and the risks of smoking), and also look to engage female referents or relevant testimonials that women can easily relate to.

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