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## HEALTH SCOTLAND SMOKING CESSATION February 2009



### The Brief

The aim of the campaign was to encourage the public to quit smoking by raising awareness of the dangers of smoking, promote the Smokeline number and offer alternative support advice such as Nicotine Replacement Therapy (NRT). The brief included the use of a carbon monoxide testing machine to involve the public in measuring their own carbon monoxide levels at the stand. Adept suggested to the client that targeting smokers during January and February would be the ideal time when individuals aim to quit as part of their New Year's Resolutions. The campaign was therefore scheduled over six weeks, visiting all 14 health boards across 36 venues.

### Implementation

Adept marketing staff travelled through Scotland in the Smoking Cessation branded vehicle. Pop up banners and podiums were set up in supermarket foyers and shopping centres. Adept staff were also supported by smoking coordinators from each health board, which was paramount in giving the public expert and local advice. The general overview from the public was very responsive.

The public were extremely enthusiastic to try the carbon monoxide testing machine, and to use the cash calculators. These tools highlighted just how much smokers are potentially ruining their health, and how much money they spend on cigarettes. Overall the campaign was considered a worthwhile cause and implemented at the appropriate time of year.



### The Stats

6 weeks

36 locations

5000 carbon monoxide tests taken

1455 referrals

8000 merchandise items



### Public Feedback

*"After realising what I spend by using the cash calculator, I really need to cut down if not give up"*

*"The carbon monoxide test was really helpful in making me understand what I am doing to my body"*

*"I really appreciated the advice from the local support coordinator, I didn't think I would find it so easy to discuss my problems"*

*"The marketing team were extremely helpful and understanding. I couldn't believe I was standing next to a real life fag"*