



Crayons
Quitline Advertising campaign
March 2015

Background

In May 2014 Quitline commissioned independent research with people in high smoking prevalence communities (as highlighted by the NZ Census 2013) to better understand attitudes to smoking, attitudes to quitting and responsiveness to quitting messaging. To view this report, please [click here](#).

Smoking within these populations was found to be deeply entrenched and intergenerational and to start at a very young age. People in high smoking prevalence populations are much more likely to suffer from high deprivation and to perceive the benefits of smoking to greatly outweigh the perceived benefits of quitting.

The research also showed that while those in the target group are not that concerned about the long term effects on their health or the cost of cigarettes, they are very concerned about children taking up smoking and feel guilty that they are role-modelling this behaviour. Interestingly, this concern was felt universally regardless of whether the participant had children or not.

Five different advertising concepts, focusing on this theme, were then developed by Māori Television and tested with the target audience. All of the advertisements tested sought to increase the desire to really want to quit.

The advertising concept that was found to be most effective was one called 'Crayons'.

Campaign: Phase One

Phase One of the campaign comprises four advertisements (to view, please [click here](#)). It focuses on children who come from a loving, happy home in which the adults around them smoke. As a result, the children believe smoking is normal. We see them mimicking the adults smoking using crayons as they amusingly pretend to blow out smoke and light their crayons.

In all advertisements, the Quitline branding is subtle and the focus is on the emotion and the call to action to quit.

TVC 1. 'Crayons'

The main advertisement 'Crayons' shows a group of children sitting around a table drawing with crayons. The adults are outside smoking. It opens with a small girl being told to go inside by her mother who closes the door. The girl approaches the other children at the table and asks why she cannot go outside. The children proceed to take their crayons and begin to imitate their parents smoking. They then offer a crayon to the small girl who goes to the window and looks out at her parents. The voiceover says 'we want to be just like you' as the little girl holds her crayons and gazes out at the adults.

TVC 2. 'Little Miss'

This advertisement shows two little girls sitting on the porch playing dress up. They pretend to be Mum and Auntie and begin to imitate them using their box of crayons.

TVC 3. 'Just Give me a Minute'

This advertisement opens with Mum busy preparing dinner. She takes her box of cigarettes and hands the small baby to one of the girls as she tries to rush outside for a quick cigarette. The advertisement ends with the little girl and baby playing with crayons as the mum smokes outside.

TVC 4. 'Whatever'

This advertisement opens with two girls playing hide and seek. One goes to look for the other and stumbles across the two boys awkwardly trying to light the butt of a cigarette. "Oh you're gonna get it" says the girl. "I don't care" says one boy. "Yeah" says the other, "smoking's normal".

Results

Crayons Phase One resulted in an overall increase of Quit Attempts by 30.7% for September and 17.9% for October 2014. Increases for priority populations were particularly significant with registrations from Māori clients up 35% in September and sign ups from Pacific people up 26.8% in October 2014. The majority of traffic came via the website.

After going to air, the advertisements were tested with target audiences to identify opportunities for Phase Two of the campaign.

The research showed that they could be improved by:

- Providing more ethnic diversity (particularly Pacific people)
- Including a male adult character (i.e. not suggesting that Mum is the only one to blame)
- Highlighting the benefits of quitting

Campaign: Phase Two

In March 2015, two new television advertisements in the Crayons series were developed. In response to feedback on Phase One, these new ads aim to bring in a strong male role model, include a Pacific family and also highlight the benefits of quitting.

TVC 1. 'Disrespect'

The first ad, 'Disrespect' shows the moment when the parents realise that their kids are smoking because they want to be like them.

TVC 2. 'Social'

This ad clearly shows that the parents have quit smoking. Aunty is the only one still smoking and we see her isolated from the party scene smoking alone.

Will the campaign encourage children to smoke?

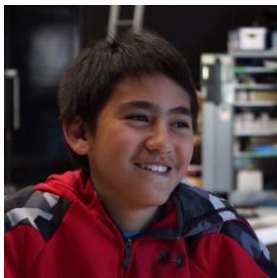
Quitline's research showed that the idea of children smoking was a huge motivator to quit among the target audience (i.e. people in high smoking prevalence populations). When tested, the concept evoked strong feelings of guilt among this audience.

Although children are used as part of this campaign, the target audience is adults who smoke. Children are not the intended target audience. We involved a child psychologist in our evaluation of the campaign ([see report](#)) and have been extremely careful to place the advertisements around adult programming only.

Talent

The children featured in the advertisements are actors. At all stages of filming there was a chaperone on set to ensure that they were not exposed to cigarette smoke at any time.

The adults are real smokers. Kahukore Bell actually gave up smoking straight after the production of the advertisements. She says she recognised herself in the campaign and she does not want her young daughter to think smoking is normal because Mum does it.



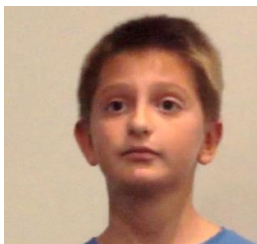
Ikaaika



Ecclesiastes



Hayley



Jack



Kahukore



Dylan , Lincoln and Brooklyn



Don and Fonny



Launch

Phase One of the campaign launched on Māori Television's Homai Te Paki Paki at 8:40pm on Friday 22 August 2014. It then launched on targeted programming across TVNZ and TV3 at the beginning of September 2014.

Phase Two launches on Māori Television during the Te Matatini 2015 – Highlights at 9.40pm on Thursday 5 March 2015. It will then launch on targeted programming across TVNZ and TV3 on Monday 9 March 2015.

Placement

The television advertisements are placed across all free to air channels. They are also supported by targeted online, print, radio and out of home media in areas of high smoking prevalence.

The campaign elements include:

Phase One

- Four television advertisements (with 60, 30, 15 and seven second version)
- Radio advertisements
- A series of online banner ads
- Images for use online and in print publications
- Print advertisements for placement in local newspapers and a flyer drop in target areas.

Phase Two

- Two television advertisements (with 30 and 15 second versions)
- A series of online banner ads

Production

Phase One of the campaign was produced by Māori Television. Phase Two was produced by Screentime Productions. The Executive Producer of both phases was Toni Urlich and the Producer of both was Valentine Taylor.

Further information

For more information on the campaign or to obtain a copy of the advertisements, please email sarahw@quit.org.nz