

CRM

Silver | Effie United States | Performance Marketing / Digital | 2022

Advertiser(s): **Tobacco Free Florida**

Lead Agency(s): **ALMA DDB.**

EXECUTIVE SUMMARY

To help people who sincerely want to quit smoking but are weary of getting involved help from others, Tobacco Free Florida (TFF) create a tool that lends them the support they need in a private, low-key medium: CRM.

Through the CRM Quit Buddy program (and with no paid media), TFF was able to fill the long unaddressed void between quitting totally alone and its more involved formal services, leading to 78% higher quitting success than its other services, as well as enrollment and engagement at double the industry benchmarks.

THE CHALLENGE & OBJECTIVES

Help DIY tobacco quitters who resist formal counseling have more success in a way that still feels DIY.

THE INSIGHT & THE BIG IDEA

The Insight:

Support with crucial tasks— setting a date, making a plan— can be automated (not human) yet remain very effective.

The Big Idea:

A tool that supports "DIY quitters" privately, to fill the void between quitting totally alone and having really involved counseling.

BRINGING THE IDEA TO LIFE

A customer relationship management tool (CRM) that helps people set a quit date and auto-engages quitters just when it's needed.

THE RESULTS

Helped people quit with 78% more success than more "involved" programs while achieving opt-in rates 4x over sector average.

THE CHALLENGE

SUMMARY

How do you help people who sincerely want to quit smoking but are weary of getting involved help from others? You create a tool that lends them the support they need in a private, low-key medium: CRM.

Through the CRM Quit Buddy program (and with no paid media to promote it), Tobacco Free Florida was able to fill the long unaddressed void between quitting totally alone and its more involved formal services.

This led to 78% higher quitting success than its other services, as well as enrollment and engagement at double the industry benchmarks.

STATE OF THE MARKETPLACE & BRAND'S BUSINESS

Tobacco is one of the hardest addictions to overcome, especially in a pandemic. While tobacco use in Florida has overall been trending in the right direction (the state's adult smoking prevalence in 2020 was 14.7%, down from 19.3% in 2011)¹, the fact that 70% of smokers want to quit² shows that almost two thirds of them haven't succeed in doing so (despite their desire to) over the last 9 years.

And that was before the pandemic, which has negatively impacted cessation by stressing smokers more than ever, making them lean deeper into their addictions.

Despite the medical evidence that smokers have higher odds of progression in COVID-19 severity and death compared to non-smokers³, helping people quit became harder as calls to quit-lines in the United States decreased 27% overall from 2019, including a 39% plummet from April to June 2020 alone.⁴


While Tobacco Free Florida offers comprehensive services, most people would rather attempt quitting on their own.

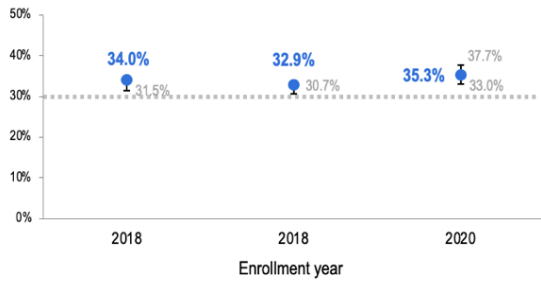
For over 15 years, the Tobacco Free Florida (TFF) program has existed to protect Floridians from the dangers of tobacco. Besides implementing well-funded, emotional, and hard-hitting health communications programs, TFF also offers cessation interventions that range from simple informational brochures to more involved support such as counseling or free nicotine patches.

The problem? 98% of aspiring quitters avoid formal cessation counseling during their attempt, and as a result only have half the chance at success.⁴ With COVID causing TFF's traffic and engagement to drop by 25% on top of this fact, a solution was needed to stem the tide.

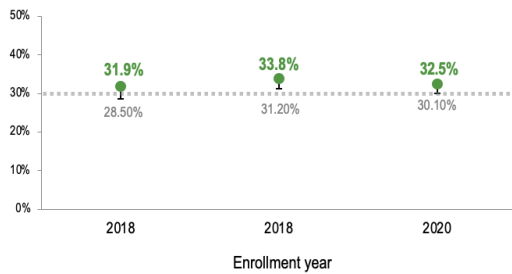
Our challenge: help "DIY quitters" achieve success in a way that doesn't feel involved or invasive.

THE OBJECTIVE & RESULTS

| OBJECTIVE OVERVIEW | RESULT OVERVIEW | | | | | | | | |
|---|--|----------|------------|-----|-------|---------------------|-------|----|-------|
| <p>The primary priority was to help participants finish our program and quit smoking at rates at least comparable to other programs and tools in the sector. To serve that ultimate goal, of course, we needed to encourage people to opt-in to whatever program or tool we designed.</p> <p>Finally, we needed people to engage with and check out the program when they became aware of it. To measure this final goal, we settled on the metrics of email open-rate and email/SMS click-through once we decided that this would be a CRM program.</p> | <p>The CRM Quit Buddy exceeded almost all of our aspirations as users reported quit rates that vastly outperformed even TFF’s more “involved” programs. The tool also drove enrollment and engagement rates that were twice higher than industry benchmarks, and even ended up driving leads for TFF’s other programs.</p> | | | | | | | | |
| <p>Objective 1</p> <p style="text-align: center;">Loyalty</p> <p>We aimed to help participants quit smoking at rates at least comparable to the average quit rate of TFF’s other formal tobacco cessation programs.</p> <p>Context: TFF offers a range of evidence-based cessation tools, including:</p> <ul style="list-style-type: none"> • Phone Quit, a personalized one-on-one program with a tobacco cessation counselor • Group Quit, local community-based classes offered by a certified coach <p>Since 2018 on average, 33% of participants in these programs reported successfully abstaining from tobacco for 30 days after their participation.⁵ Hence, we used 33% as the benchmark to aim for.</p> | <p>Result 1</p> <p>59% of people who used this service reported successfully quitting, outperforming typical quit rate for more formalized services by 79%.¹</p> <p>Thirty days after they used the program, we followed up with each participant via a survey (fielded April - July 2021) to get a sense of how many had been able to quit successfully up to that point. We were blown away to see that almost two thirds of them had, vastly outperforming the 33% average thirty-day quit rate of TFF’s other programs.</p> <p>Count of Were you able to successfully quit tobacco?</p>  <table border="1"> <caption>Survey Results: Were you able to successfully quit tobacco?</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>59.1%</td> </tr> <tr> <td>Yes, but I relapsed</td> <td>24.2%</td> </tr> <tr> <td>No</td> <td>16.7%</td> </tr> </tbody> </table> | Response | Percentage | Yes | 59.1% | Yes, but I relapsed | 24.2% | No | 16.7% |
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"Phone Quit" quit rates, 2018-2020 [6]



"Group Quit" quit rates, 2018-2020 [6]

Objective 2

Purchase

We wanted program opt-in rates among TFF website visitors to surpass the industry average of 1.9%.⁶

Context: Converting visitors and existing email subscribers was especially important given the fact that there would be no paid media raising awareness around the program.

Result 2

Opt in and enrollment exceeded the industry benchmark by over 200%.²

Of the 206.5K TFF visitors that were exposed to the program, 8.4K opted to enroll, for a total rate of 4.1%, more than twice the industry standard rate of 1.9%.³

Objective 3

Consideration

For email open rates, we wanted to outperform the 23.9% benchmark for the Healthcare Services category.⁷

Context: This was one of two metrics we chose to measure engagement once we decided to design a CRM program.

Result 3

Open rate outperformed average healthcare service email by 19%.

The program enjoyed a 27.8% open rate², while the average for the healthcare service industry is 23.4%.⁴

Objective 4

Consideration

Result 4

We outperformed the health services industries' average CTR by 202%.

| | |
|--|--|
| <p>Finally, we also wanted to surpass the Healthcare Services benchmark of 3.7% for click-through rate.⁷</p> <p>Context: The second engagement metric we chose to track success of the program.</p> | <p>While the health services industry averages a click-through rate of 3.7%², our program more than doubled it with a rate of 7.5%.⁴</p> |
|--|--|

ADDITIONAL RESULTS

Despite not being a goal, the program proved complementary to TFF’s other services, driving 12% more leads for them as well.⁵

Between April and July 2021 (the program’s duration), there were 47.9% more leads for TFF’s other programs than for the same period the previous year (16.1K vs. 10.9K).⁵

The CRM Quit Buddy program drove a quarter of those extra 47.9%, which would have represented a 12% increase over April-July 2020 if you discarded all other additional leads due to pandemic recovery, etc.⁵

Approximating post-lockdown “normalcy” likely lowered smoking triggers and buoyed successful quit attempts in 2021 vs. 2020

The COVID pandemic caused lower traffic for quit lines and other tobacco cessation services⁶. As life stabilized in 2021, we can assume the stress that prevented people from quitting decreased, and that certainly contributed to CRM Quit Buddy’s success. However, the fact that this program outperformed other programs’ pre-pandemic results suggests that most of its success comes from its own merit.

The announcement of a menthol ban in April 2021⁷ might have motivated more people to try to quit.

While unclear if this has led to more quit attempts, menthol smokers might have an added motivation to stop after hearing the news.

However, the ban itself won’t go into effect until next year, so it’s also reasonable to assume that most people who would quit because of it will wait until then.

Sources for the Challenge & Objectives

1. Florida Health Charts Behavioral Risk Factor Surveillance System Survey Data
2. 2020 U.S Surgeon General’s Report on Smoking Cessation
3. Nicotine & Tobacco Research, Volume 22, Issue 9, September 2020, Pages 1653-1656
4. North American Quitline Consortium, 2020
5. TFF internal program data
6. Sumo benchmarks 2021
7. Campaign Monitor benchmarks 2021

Sources for Results

1. Tobacco Free Florida WordPress Post-Quit Survey April - July 2021
2. Tobacco Free Florida, CRM Quit Buddy Mailchimp Analytics, April - July 2021.

3. Sumo.com benchmarks 2021
4. Campaign Monitor benchmarks 2021
5. Tobacco Free Florida Google Analytics, April 2020-July 2020 / April 2021-July 2021
6. North American Quitline Consortium, 2020
7. Tampa Bay Times: Big Tobacco Targeted Black Floridians. Menthol Ban Aims to Reverse the Damage, June 21, 2021

INSIGHTS & STRATEGY

AUDIENCE

Our target audience is in line with TFF's general priority audiences when it comes to smoking cessation efforts:

- Florida residents aged 24 - 54
- Prioritizing focus on factors linked with higher propensity for smoking—lower socio-economic status, living in rural areas, and identifying as Hispanic, African American, and/or LGBTQ+

Within TFF's consumer framework, we focused on people who were past the "Awareness" stage of quitting tobacco—meaning they've already decided to attempt quitting and don't need to be convinced that they should.

That means we designed various aspects to our program for users in one or more of the following stages:

- "Research" - they have decided to quit, but puzzled as to how to go about it, and our tool could be enticing as a less scary, less invasive alternative to more involved programs.
- "Action" - they're in the process of quitting tobacco and want a tool to help them stay on track.
- "Support" - have either relapsed or are about to, and need help coping or starting over

We focused on presenting to those who don't want to use involved counseling or programs with a lower-commitment alternative, dissuading them from going at it totally alone

While we don't have a definite answer on the reasons why—perhaps shame of admitting to others they have a problem, fear of pharmaceutical help such as nicotine patches, or simply weariness of huge time commitments—we kept in mind those 98% of quitters who try to go at it alone.¹

From the onset, we designed our program for "DIYers"—we knew we had to make it feel more innocuous than TFF's usual tools and services for assisted quit attempts.

THE INSIGHT

A subject matter expert helped us identify the most important factors for successful quitting

We consulted Tracey Strader, MSW—a public health scholar with experience building tobacco cessation services in other areas of the country—to identify the factors that most dramatically increase someone’s odds of quitting tobacco.

She focused us on two actions and one context feature:

#1 - The action of setting a quit date

#2 - The action of making a plan

#3 - A context where they get timely messages of support, and reminders of how to cope (especially during the most difficult moments)

Big insight: while usually associated with counsellors or support groups, these factors are still effective without other people

While we think of these actions as commitments to a support network, Ms. Strader pointed out that they’ve proven to be effective even when people do them on their own ^[2]. Likewise, timely encouragement also doesn’t have to come from another person in order to work. ^[3]

In a nutshell: Support that’s “impersonal” or automated is still very effective.

We had a real opportunity to fill “the void”

What if we could fill the vast gap between going cold turkey and fully assisted quit programs? We tasked ourselves with creating a tool that:

- Enabled “DIY” quitters to retain their sense of independence—something that could work without direct contact with other people and without the help of replacement therapies
- Provided proven smoking cessation tips, delivered at key moments in their quit journey
- Provided support, and non-judgmental acknowledgement that “slips” and relapses will likely occur and offered guidance about what to do when they do
- Provided access to formal evidence-based cessation tools at each point during the journey if users decided they wanted them after all

THE BIG IDEA

A tool that supports DIY quitters privately, filling the void between quitting totally alone and having really involved counselling.

Sources for the Insight & Strategy

1. North American Quitline Consortium, 2020
2. Tracy Strader, MSW, Public Health Consultant

BRINGING THE IDEA TO LIFE

KEY ELEMENTS

A CRM “Quit Buddy” for the journey, addressing each stage

Our tool activated when users set a quit date (the first success factor) and sent contextually relevant information and reminders (second success factor) via emails or SMS.

Messages addressed what our expert advised users were likely experiencing:

- Pre-quit-date messages prompted making a plan (third success factor), naming their “why,” setting rewards, and counselled what to expect.
- Post-quit-date messages addressed obstacles they were likely facing that day and suggested countermeasures.
- Reset messages reassured relapsed users that failure is normal (average quitters need 11 tries ^[1]) and prompted a new quit date.

KEY BUILDING BLOCKS

A CRM “Quit Buddy” for the journey, addressing each stage

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COMMUNICATION STRATEGY

Our expert provided valuable insight regarding key timeframes for smokers, which dictated the timing and cadence for our program¹:

- Our messages were scheduled for the morning hours, because it’s extremely common for smokers to crave smoking a cigarette first thing in the morning

- Because the first three days tend to be the hardest, pre-quit and early post-quit messages were aimed at helping people get ahead of their cravings in the first days after quitting
-
- Because reinforcing success is key to lasting change, after the first three days our messages switched to focus on celebrating success at weekly milestones, giving users a hit of dopamine that they could “get addicted to” instead of cigarettes

Sources for Bringing the Idea to Life

Tracy Strader, MSW, Public Health Consultant

INVESTMENT OVERVIEW

Paid Media Investment During Competition Year:

Under \$500 Thousand

Paid Media Investment during Previous Year:

Under \$500 Thousand

Paid Media Investment Compared to Competition:

Less

Paid Media Investment Compared to Prior Year:

About the same

Paid Media Investment Compared to Prior Year Elaboration:

N/A

Asset Production & Other Non-Media Investments:

--- - Under \$500 Thousand

Production & Non-Media Other Expenditures:

N/A

Owned Media:

The Tobacco Free Florida CRM Quit Buddy tool was launched as a pilot program, and promoted solely on the Tobacco Free Florida website.

Sponsorships and Media Partnerships:

Not Applicable

Elaboration On Sponsorships and Media Partnerships:

N/A

CREDITS

Advertiser 1:

Tobacco Free Florida

**Lacoadia Burkes |
Marketing and Health Communications
Manager**

**Bianca Bulengo |
Marketing Coordinator**

Lead Agency 1:
ALMA DDB.

**Elizabeth McCarthy |
Senior Account Director**

**Jorge Murillo |
VP, Executive Creative Director**

**Luis Miguel Messianu |
Creative Chairman & CEO**

**Carla Urdaneta |
Copywriter**

**Michael Sotelo |
VP, Digital Content & Experience
Strategy
Christian Liu |
Executive Creative Director**

**Angela Rodriguez |
SVP, Head of Strategy**

**Patrizia Medina |
Project Manager**

**Felipe Diaz-Arango |
Associate Strategic Planning Director**

**Rachel Vasquez |
Art Director**

**Ana Banos |
Supervisor, Senior Translator/
Proofreader**

**Melis Cifcili |
Manager, Content & Experience
Strategist**

**George Rabel |
Translator/ Proofreader**

**Beatriz Delgado |
Associate, Content & Experience
Strategy & Innovation**

**Claudia Rodriguez |
Account Director
David Hutchinson |
Developer**

Contributing Company 1:

Track DDB

Rachel Mellon |

Strategist

Adam Fraser |

Group Account Director

Elena Dvoirin |

Senior Project Manager

Bia Breves |

Executive Creative Director

Laura Sadler |

Associate Creative Director

Clayton Whelan |

Art Director

Faisal Rafique |

VP, Enterprise Information Management

Shweta Gaikwad |

Email Campaign Specialist

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