



# Value in Public Health Campaigns - Smoking Cessation via SMS Advertising

Claus Møldrup, PhD (pharm.)  
Associate Professor & Visiting Professor INSEAD.

University of Copenhagen  
Faculty of Pharmaceutical Sciences  
Department of Pharmacology and Pharmacotherapy



## Key message

Getting the most out of future healthcare campaigns is all about:

*Vision:* Moving the focus from **content to care**

*Mission:* Transform **generalized** info **into individualized** info

Through the process of

Presentation - Personalization - ***Participation***

*Outcome:* The active responsible patient interaction

Through the process of

Entertaining - Emotion – ***Engaging***

*The generator:* SMS feedback systems



# Marketing Case

## Individualised health marketing using SMS — A smoking cessation case

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### Claus Møldrup

is a PhD (pharm) and an associate professor of social pharmacy, and Visiting Professor at INSEAD. His research is focused on lay and professionals' understanding and use of modern medicines, for example lifestyle drugs, pharmacogenetics, doping, medical marketing and future outlook on the concept of medicine.

**Keywords** *marketing, individualisation, SMS, smoking cessation*

**Abstract** This paper describes a case study of an advertising campaign that has individual short message service (SMS) interaction concerning a health marketing message as the central element. Decisive factors include the widespread use of SMS, the opportunity for interaction and the independence from time and place. The objective of this study was to evaluate the feasibility of engaging health consumers through SMS campaigns. Advertisements were run for four weeks from 1st January, 2006 to 1st February, 2006 with the message 'Test yourself to see what kind of a smoker you are and get help to stop smoking'. The test is a modified Fagerstrøm questionnaire. Over a four-week period, 10,565 people participated in the test. The case illustrates that it is most certainly possible to engage consumers and provide individual marketing via SMS mobile telephony.

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Getting the message into the thumb not only the head

# Det kræver god smag at kvitte tobakken!



**Nicotinell  
fordobler chancen  
for rygestop**

**Test din afhængighed  
– send en sms til 21 20 01 01  
med teksten 'Nicotinell'**

Testen koster kun alm. sms-taks, og du skal kun svare på to sms'er for at få svar.

Forbrugsinformation: Nicotinell Classi®, Nicotinell Lakrids®, Nicotinell Mint®, Nicotinell Fruit® anvendes som hjælp ved tobaksafvænning samt rygereduktion. Nicotinell ryggøgummi frigiver nikotin ved rygning. Der kan forekomme irritation i halsen, svimmelhed, hovedpine, kvalme og mavesmerter. 1 stk. ryggøgummi rygges ved rygning, dog maksimalt 25 stk. ryggøgummi dagligt. Efter 3 måneder nedtænde forbruger, brag ud over 1 år anbefales ikke. Ved et cigaretteforbrug under 20 dagligt anvendes 2 mg ryggøgummi. Ved et forbrug på mindst 20 cigaretter dagligt anvendes 4 mg ryggøgummi. Bør ikke anvendes af børn under 15 år uden lægens anvisning. Ryggøgummi findes med chokolade-, lakrids-, mint- og frugtvarianter. Nicotinell produkterne har ikke anvendelse ved tilstande, hvor rygning straks frakendes. I alle pakninger ligger en brugervejledning, som bør læses grundigt. Novartis Consumer Health · tlf: 39 16 84 00 · www.nicotinell.dk



# SMS questions

## Question 1

*How soon after you waken do you smoke your first cigarette?*

Within 30 minutes = press 1 (code 1)

After 30 minutes = press 2 (code 2)

## Question 2

*What would be the hardest thing about not smoking?*

I wouldn't be able to function normally if

I didn't smoke = press 1 (code 1)

I would miss the pleasure of smoking = press 2 (code 2)



## SMS answers

### *Code (1,1) and (1,2)*

Your response indicates that you are a heavy smoker and are highly dependent on nicotine. You would benefit from Nicotinell nicotine patches, chewing gum or lozenges. The pharmacy can advise you about choosing the right Nicotinell product when you want to stop smoking. Read more at [www.nicotinell.dk](http://www.nicotinell.dk).

### *Code (2,2)*

Your response indicates that you are a casual smoker and primarily smoke to be sociable when together with others. You would benefit from Nicotinell chewing gum or lozenges. The pharmacy can advise you about choosing the right Nicotinell product when you want to stop smoking. Read more at [www.nicotinell.dk](http://www.nicotinell.dk).

### *Code (2,1)*

Your response indicates that you are a habitual smoker and find it difficult to manage without nicotine. You would benefit from Nicotinell patches, chewing gum or lozenges. The pharmacy can advise you about choosing the right Nicotinell product when you want to stop smoking. Read more at [www.nicotinell.dk](http://www.nicotinell.dk).



## Outcome:

**Table 1: Test results**

Response 1	Response 2	Number
1	1	2,396
1	2	2,002
2	1	994
2	2	3,111
Not completed		2,062
<b>Total</b>		<b>10,565</b>

The case illustrates that it is most certainly possible to engage consumers and provide individual advice and guidance via SMS mobile telephony in connection with health promotion initiatives. The number of respondents was far greater than expected when taking into consideration the limited time period, exposure and geographic area as the success target was 1,000 respondents. The results of the survey do not indicate the extent to which respondents subsequently carried out a smoking cessation intervention by buying a nicotine replacement product. Comparative sales figures for 2005 and 2006 show a 5 per cent increase in total market share for Novartis' nicotine replacement products. That, however, cannot be attributed to the SMS test, and obviously respondents also had the option of choosing other nicotine replacement



The cost is low the outcome is high = + + + ROI

The *individualized, participatory, engaging* SMS interaction with the target group represents a fantastic opportunity to move from *content to care* in health marketing and communication and in its most comprehensive form even offer a new value proposition of your product or service.

JUST DO ~~IT~~ SMS

