

Appendix E – Strategic Assignment Scoping Document

Background

For this strategic assignment, assume a new Federal law has passed that increases the price of tobacco products by \$1.50. The law would go into effect on July 1, 2021.

Commercial tobacco use is the number one cause of preventable death and disease, killing over 6,300 Minnesotans each year and costing the state more than \$3 billion in excess health care costs. Public health efforts have driven down smoking rates, but 574,000 adults in Minnesota still smoke and need help quitting.

The good news is that free tobacco cessation services are available to all Minnesotans and smokers who use tobacco cessation services are more likely to be successful at quitting than those who try on their own. Not only that, tobacco dependence treatment is one of the most cost-effective preventive services, providing substantial return on investment in the short and long term.

While there are cost savings, smokers may be disgruntled by this law change, seeing it as “regressive” in adding to the financial burdens for those with lower incomes.

For the strategic assignment, we are seeking strategic direction for creating a marketing campaign to leverage this federal change to promote Quit Now Minnesota, an imaginary statewide tobacco cessation service. Previous tobacco tax increases have raised the price of tobacco products, which have motivated more smokers to make quit attempts.

For more information:

- Minnesota Adult Tobacco Survey at www.clearwaymn.org/mats/
- Background information at www.health.mn.gov/cessationmarketing

Purpose

The purpose of this campaign is to leverage this federal change to promote Quit Now Minnesota, an imaginary statewide tobacco cessation service.

Audience Defined

We are open to more targeted segmentation, but the primary audiences in this scenario are:

- Minnesota adult smokers
- Media

Audience Insight

MATS 2014 data show that increasing the price of tobacco supports smokers in quitting.

We know that a majority of smokers want to quit, and many have made previous quit attempts. When tobacco prices go up smokers may consider making another quit attempt.

Some smokers may feel that this law change will add to their financial burdens.

Desired Audience Belief

Raising the cost of tobacco will actually save me money in the long run as quitting will help me avoid costly medical treatments needed for tobacco-related illness.

This gives me another good reason to quit. I want to quit smoking soon.

Brand DNA

Assume that Quit Now Minnesota's brand attributes are: smart, proven, proactive, straightforward, respectful, and compassionate.

Tone

The tone of the campaign should reflect the brand DNA. Quit Now Minnesota's tone should be empathetic and supportive.

Deliverables

Strategic direction for creating a marketing campaign to leverage the change to promote Quit Now Minnesota.

The strategic assignment should include (but is not limited to) the following components:

- A digital/content strategy
- A public relations plan for the statewide tobacco cessation services
- A creative strategy
- A media strategy, including proposed tactics
- A budget showing total fees, media and production/out-of-pocket (all media should be billed at net)

Executorial Considerations

During the implementation of the new law, assume the Centers for Disease Controls and Prevention's national *Tips from Former Smokers* campaign will also be running. The *Tips* campaign was launched in 2012 and has been successful in driving smokers to tobacco quitline services. The Quit Now Minnesota campaign needs to work in conjunction with this campaign.

Timing

The implementation date is July 1, 2021.

Budget

The budget for this project is \$1 million, including all fees, production/out-of-pocket and media buying. This should be considered part of an annual budget.

Evaluation

This strategic assignment will be evaluated using the following criteria:

- The strategies proposed effectively reach our target audiences to create awareness of the federal law changes.
- The strategies proposed are likely to increase Quit Now Minnesota's volumes during the period of the campaign.
- The strategies proposed are likely to have a high return on investment.