

Multicultural Talent in Advertising Sample Entry

Campaign Name

Tobacco Free Florida website, www.tobaccofreeflorida.com

Client Name

Tobacco Free Florida

Agency Name

Alma DDB

Campaign Partners

N/A

Executive Summary

When Alma DDB won the Tobacco Free Florida account in 2010, the brand website was fragmented and plagued by at least fifteen unique URLs, all owned by the organization. A tobacco user ready to think about quitting really had to work hard to find the information they needed to take the first step.

The challenge was to consolidate the URLs and provide Floridians with a central, supportive hub of information to encourage them and give them tools to get started on their quitting journey. Florida is a culturally diverse market so the new website needed to be relevant and relatable to a diverse audience including Caucasians, Hispanics and African-Americans.

The objectives were to simplify the messages and user experience; become the leading online resource for information about tobacco use and control in Florida; and to better leverage the power and reach of social media and social networking throughout the site.

TobaccoFreeFlorida.com is now a robust, user-friendly site that is relevant to the diverse audience in Florida. Imagery was carefully selected to be relatable and real to each key target. The site is also available in Spanish, and both the English and Spanish language sites were developed for Mobile and Tablet use as well. From July 1, 2012, through June 15, 2013, the site attracted 1,203,237 total visits, a 104% increase year-over-year, with 77% of visitors indicating they would recommend the site.

The Situation

Tobacco Free Florida's mission is to create a healthy, sustainable, tobacco-free environment for Florida

residents and visitors. As missions go, it's a doozy. Take on a sinister multinational marketing machine and one of the most addictive drugs known to humankind? A bit rough, to say the least:

- Our competition, "Big Tobacco," spends roughly \$700 million per year in marketing efforts in Florida alone. Tobacco Free Florida's marketing budget is about \$21 million. It's like an MMA fighter vs. the jazzercise instructor down at the senior recreational center.
- Roughly 19 percent of Floridians are smokers, representing a huge health and economic burden for the state.
- The Tobacco Free Florida target is as multi-faceted as the state itself, focused on adult tobacco users ages 18-55, including General Market, Hispanic and African-American.
- While the overall smoking rate in Florida is 19%, the percent of adults who smoke varies by ethnicity:
 - 21.2% of Whites smoke
 - 16.4% of Blacks smoke
 - 15.1% of Hispanics smoke

Big Tobacco is targeting minorities in an effort to prop up declining GM sales with sneaky ad campaigns aimed at linking cigarettes to aspirational values, such as attaining the good life, being cool, or fitting in.

When we started working on the Tobacco Free Florida account in 2010, the website was fragmented and plagued by at least fifteen unique URLs, all owned by Tobacco Free Florida. A tobacco addict ready to take the first step toward quitting really had to work hard to find the information they needed. The problem was that we did not have a central hub to house critical information about the realities of tobacco use and a wealth of information about how to quit. This was a BIG gap in our communication strategy. Most tobacco users know they are killing themselves and an estimated 70 percent of tobacco users WANT to quit. But they need help.

Our challenge was to consolidate the fragmented URLs and provide Floridians with that supportive hub of information to encourage them and give them tools to get started on the journey to quit.

Campaign Objective

There were three key objectives for the new Tobacco Free Florida site:

1. Become the ONE leading online resource for information about tobacco use and control in Florida.
2. Create a positive user experience by developing an online community. The last thing we wanted was to frustrate smokers, adding to the negative emotions that trigger smoking and make

quitting harder.

3. Better leverage the power and reach of social media and social networking throughout the site.

Key performance indicators tracked via Google Analytics included:

1. Overall site visits
2. Unique visitors

Description of Multicultural Talent

All graphics incorporated in the website feature individuals of various multiethnic backgrounds including Hispanic, African-American and General Market.

Strategy and Execution

A new website was developed. It turned out to be the ultimate toolkit for Floridians searching for a tobacco-free life –whether smokers trying to quit, people helping friends and loved ones quit, or even activists who want to get involved in creating a truly tobacco-free Florida.

We made sure to clearly separate and identify each section and developed relevant, useful content tailored to address Florida’s unique multicultural needs. The architecture of the site gives it the necessary flexibility to be adapted throughout the year to match the integrated campaigns of the media plan. Imagery and copy was carefully selected to be relatable and real primarily to African Americans, Bi-cultural Hispanic, and General Market.

We also developed a full site in Spanish to support Spanish-dominant Floridians. Both the English and Spanish language sites were developed for multiple screens: desktops, mobile, tablets, etc.

Supporting Collateral

N/A in this sample entry

Accomplishments & Conclusions

The new tobaccofreeflorida.com website launched in the beginning of 2012, with over 75,000 site visits per month. Since the launch, site visits have consistently remained above 75,000 per month.

From July 1, 2012, to June 15, 2013, the site shows the following statistics:

1,203,237 total visits

- This is an increase of 104% year-over-year
- 588,551 total visits July 1, 2011 through June 15, 2012

964,915 unique visitors

- This is an increase of 96.99% year-over-year
- 489,830 unique visitors July 1, 2011 through June 15, 2013

The site also shows a high level of engagement:

- Visitors view an average of 2.49 pages per visit
- Average length of visit is 1:36

There is a high level of engagement with the site: 77 percent of respondents noted they would recommend the site to others, and 76 percent indicated they would revisit the site.