

## Promoting QUITPLAN® Services Through an Infomercial

Mike Sheldon and Marietta Dreher, ClearWay Minnesota<sup>SM</sup>; Molly Hull, Clarity Coverdale Fury;  
Rebecca Lien, M.P.H., Professional Data Analysts, Inc.

### Background

ClearWay Minnesota<sup>SM</sup> uses mass media campaigns to motivate tobacco users to use our cessation programs, called QUITPLAN® Services. After launching a new and redesigned QUITPLAN Services in March 2014, ClearWay Minnesota used a comprehensive media campaign to engage tobacco users. In addition to the traditional marketing, ClearWay Minnesota piloted an innovative marketing program with a QUITPLAN Services infomercial.

According to market research, smokers index high for overnight television and infomercial viewership. ClearWay Minnesota created a 30-minute QUITPLAN Services infomercial to create awareness, increase volumes and take advantage of an opportunity to address key questions tobacco users might have about QUITPLAN Services that would not be feasible in a :30 second television spot.



### Methods

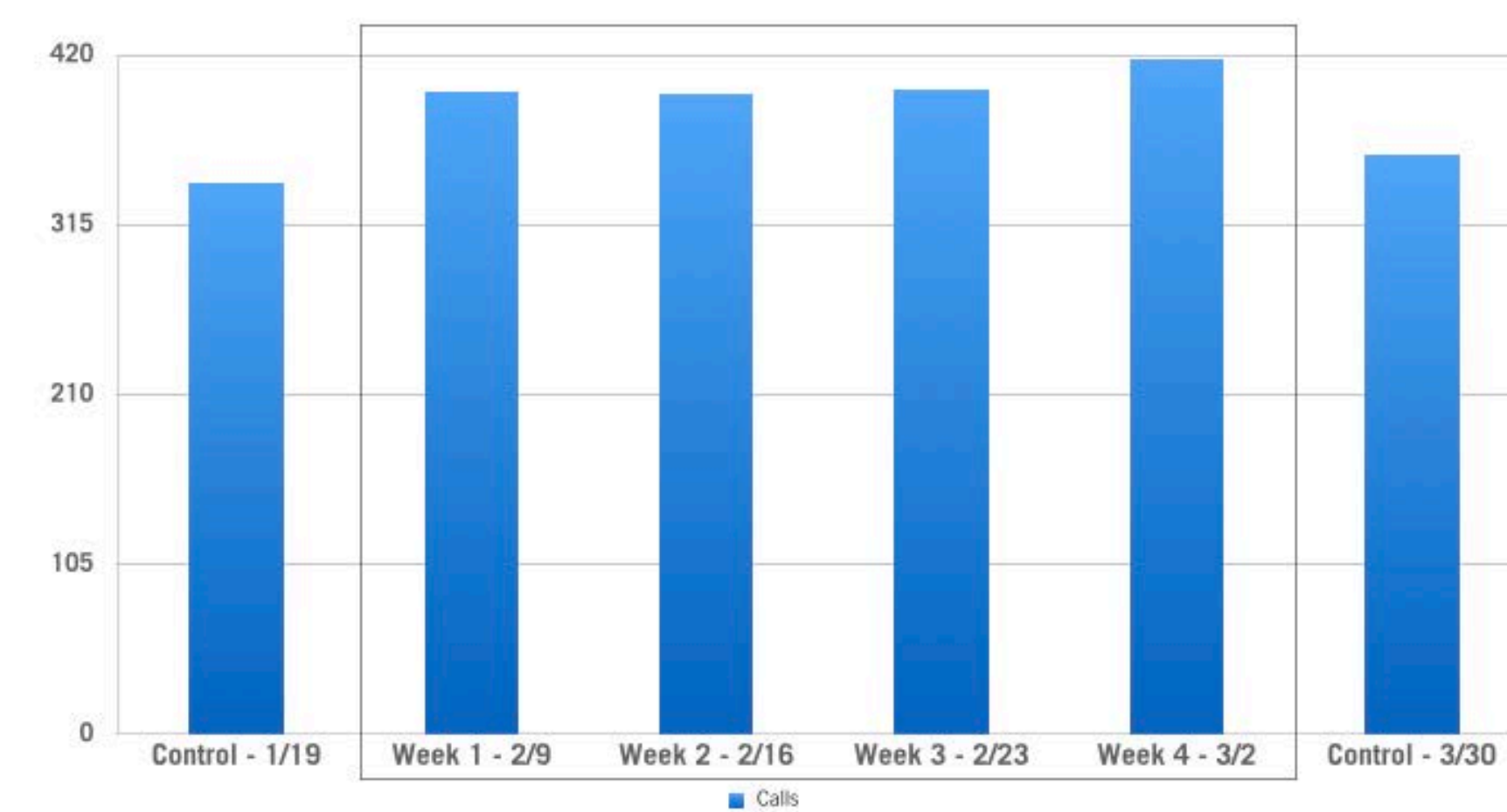
ClearWay Minnesota contracted with Professional Data Analysts (PDA) to evaluate the impact of the QUITPLAN Services infomercial. PDA conducted an exploratory investigation of the relationship between the infomercial and QUITPLAN Services inbound calls, website visits, and registrations.

In addition, ClearWay Minnesota also conducted three focus groups of tobacco users who had not seen the infomercial previously and recorded their reactions.

### Results

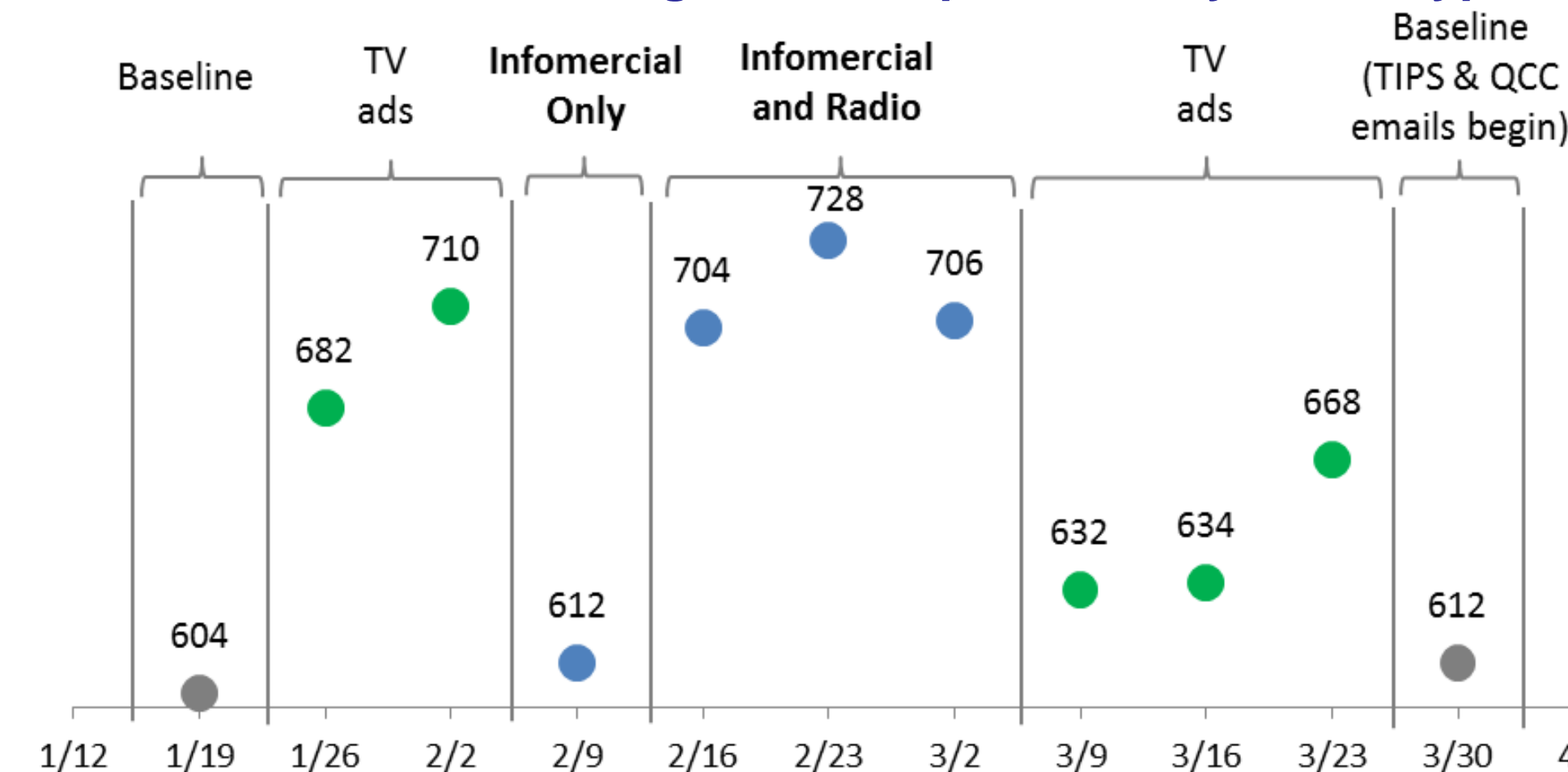
#### QUITPLAN Services Volumes

Calls to QUITPLAN Services by week (Infomercial dates in box)



ClearWay Minnesota regularly tracks the weekly number of inbound calls to QUITPLAN Services. The weeks that included the infomercial had some of the highest call volumes during both the quarter and the year to date.

#### Number of QUITPLAN registrations per week by media type



The infomercial did not appear to have a clear effect on the overall number of registrations, but the combination of radio and the infomercial did produce the highest numbers of registrations during the trial period.

### Results

#### Focus Group Highlights

ClearWay Minnesota used the focus groups to gauge reactions to the infomercial among smokers in the state, and identify any opportunities to optimize the infomercial.

#### Person on the street interviews and testimonials



Interviews with actual smokers created relatability with the audience, who viewed them as voicing real concerns about smoking and quitting. In addition, personal interviews with successful quitters made viewers feel that quitting was possible.

#### Interviews with phone coaches



Viewers reacted very favorably to the interviews with the QUITPLAN phone coaches. Providing the interviews added to the appeal of the helpline and came across as caring and approachable.

Overall, we found the infomercial delivers new and helpful information about QUITPLAN Services that viewers found compelling and motivational. In addition, many viewers walked away with enhanced perceptions of QUITPLAN Services relative to their in-going beliefs about the service.

### Conclusions

The QUITPLAN Services infomercial resonated with tobacco users who viewed it and was successful at providing new and helpful information about the services.

The infomercial's effect on overall QUITPLAN Services volumes was less conclusive, but the combination of radio ads and the infomercial provided the highest volume during our trial period. The cost of producing and purchasing media for the infomercial is significantly less than a traditional television commercial.



#### Implications

A long-form infomercial provides an opportunity to reach tobacco users during a time when many of them are already watching television, at a reduced cost for production and media buying. It also provides the unique opportunity to discuss in-depth information and answer questions about the service that would not be possible with a traditional media campaign.

In addition to the infomercial, ClearWay Minnesota now possesses extra footage, testimonials, phone coach and physician interviews that have applications for other media, the quitplan.com website, and can be used to create a new :30 or :60 second television spot.

#### Acknowledgments

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