

QUITPLANSM – A Minnesota Partnership for Action Against Tobacco program to help people quit smoking
Hispanic Ad Campaign



Purpose

The overall objective of this project was to develop a Hispanic ad campaign that would drive Latino smokers to utilize QuitPlan’s helpline and website.

Most Latino smokers would like to quit. But there are significant roadblocks: they don’t know how to quit; they don’t know that effective programs such as QuitPlan exist; and, culturally, smoking is viewed as something to be tolerated.

Solution

The Ñu Group was asked to perform a communications check and assessed three ad campaign concepts that were specifically developed to promote the “QuitPlan” helpline and website to a Hispanic audience (Latino smokers, primarily men of Mexican descent living in Minnesota). We conducted two focus groups in Spanish with Hispanic adult smokers. Based on the research findings, we re-purposed the campaign concepts and developed, in culturally-relevant terms, the key messages and copy to communicate how effective QuitPlan can be.

Each print and out-of-home ad was culturally appealing and incorporated images that were relevant and reflective of our Hispanic audience.

Results

- More calls to the helpline and hits on the web site
- Greater awareness of the helpline within the community
- Increased awareness of advertising