

Anti-Smoking Campaign and Its Influence on Young Smokers in the Czech Republic and Ireland

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ABSTRAKT

Táto práca sa zaoberá problematikou fajčenia a protifajčiarskych kampaní v Írsku a Česku. Prvá časť vysvetľuje potrebnú terminológiu a poukazuje na následky fajčenia a jeho históriu. Takisto popisuje prieskum a zvolenú metodológiu práce. Druhá časť rozoberá protifajčiarske kampane v oboch krajinách a definuje cieľovú skupinu pre kvantitatívny prieskum – írski a českí študenti. V závere sú interpretované získané poznatky a výsledok prieskumu. Posledná časť sa opiera o informácie v predošlých krokoch a poskytuje návrh na protifajčiarsku kampaň. Na základe týchto zistení ukazuje konkrétne návrhy, zvolené komunikačné kanály a tiež rôzne analýzy, ako napríklad rizikovú analýzu alebo SWOT analýzu. Odporúčania a záver sú zhrnuté v poslednej časti. Hlavný cieľ tejto práce je vytvoriť protifajčiarsku marketingovú kampaň zameranú na študentov vo veku 18-27 rokov.

Kľúčová slová: fajčenie, protifajčiarska kampaň, komunikačné kanály, študenti, Írsko, Česko, cieľová skupina, kvantitatívny prieskum a analýza

ABSTRACT

This thesis deals with anti-smoking campaigns in Ireland and the Czech Republic. The first part introduces necessary terminology and reveals effects and history of smoking. It concludes by defining the research and the methodology used. The second part elaborates anti-smoking campaigns in both countries and describes the target group for the quantitative analysis – university students. The analysis is provided at the end of this part. The last part reflects on the facts explained throughout the thesis by developing an anti-smoking campaign. Based on previous findings it shows the proposed choice of media channels and offers different analysis, such as a risk analysis or SWOT analysis. It concludes with the final recommendations and summary. The main goal of this thesis is to create a successful anti-smoking social campaign aimed at students between 18-27 years old.

Keywords: smoking, anti-smoking campaigns, media channels, students, Ireland, Czech Republic, target group, quantitative research analysis

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INTRODUCTION

“More people smoke today than at any other time in human history. One person dies every ten seconds due to smoking-related diseases.”

(Mackay and Eriksen 2002, 9)

Smoking kills. Everyone seems to know it but keeps forgetting it. This thesis brings up the topic of smoking and aims to develop a successful anti-smoking campaign that would appeal to the target group – university students. It is assumed that students have a good opportunity to pick up the habit of smoking after coming into college and trying to find a group of friends to socialize with, therefore it is important to target them and prevent that this generation starts smoking. The thesis offers relevant information and premises supported by factual knowledge and statistics from authorities. It also compares attitudes towards smoking between students of two different targeted countries - Ireland and the Czech Republic. The first part provides a reader with necessary theoretical background, which is then used in the practical part when developing a questionnaire for Irish and Czech students. For the purpose of this thesis, the sample group that represents students in the whole country is selected – in the Czech Republic it is the students of Tomas Bata University and in Ireland it is the Institute of Technology in Carlow. The questionnaire is developed in a way that helps to find out what media channels are most appealing to young generation between 18-27 years old. It is interesting to compare the thinking of people of the same age but from different countries and different cultural background and to see how they perceive smoking tobacco. The questionnaire itself is divided into different sections and the answers from non-smokers, ex-smokers and smokers are separately analysed. The current and previous anti-smoking campaigns and efforts together used advertising appeals in both countries are also described in the practical part. In the last part, the actual marketing campaign is created and the selection of media channels is outlined. A set of analyses (SWOT analysis, risk and limit analysis, budget analysis) are shown as well. The final conclusion and summary is at the end of the last part. The objective of this thesis is to compare opinions of the target group in both countries (university students aged 18-27) and based on this propose a marketing strategy aimed to develop a successful anti-smoking campaign that could be implemented to both countries.

I. THEORY

1 MARKETING

Marketing is all the company does when communicating with the audience. It connects, engages and builds a relationship with its target group. American Marketing Association defines marketing as an activity to create, communicate, deliver and exchange offering with a value for partners, clients, customers and the public. (American Marketing Association 2013) Philip Kotler describes marketing similarly stating it is “*the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.*” (Kotler Marketing Group 2017) This exchange does not necessarily need to create profit but only be beneficial to development in society as it is in the case of social marketing.

1.1 Social marketing

Social marketing was formed in the 20th century and focuses on the well-being of the public instead of gaining profit. The aim is to change behavior and to plan, organize and fulfil needs of society. This form of marketing has been used to promote topics about health (such as anti-drugs and anti-smoking campaigns) and campaigns that promote support services with the interests of society. First anti-smoking campaigns began in the middle of 20th century. The main difference between marketing and social marketing is mainly that social marketing aims to bring benefits for a society and make people’s life better. Social marketing is often connected to non-profit organizations because these are established to improve conditions in society. Marketing is still to be found in the social marketing since the attention is focused on people and there is a plan to gain a two-way communication, and bring some extra value. (Balatková 2013, 11-12) The history of social marketing dates back to 1988, when Craig Lefebvre and June Flora discussed for the first time the concept of social marketing and outlined the main characteristics:

- Consumer orientation for social goals
- Voluntary exchanges between consumers and providers
- Research of audience and segmentation analysis
- Product and message design
- Communication channels distribution
- Use of marketing mix
- Tracking system with control and integrative function

- Problem analysis, planning, implementation, feedback (Flora and Lefebvre 1988, 300-301)

Based on this, social marketing is indeed a part of marketing, since it uses its tools that are necessary for social practices.

1.1.1 Forms of social marketing

There are different forms and types of social marketing that can be divided according to the source of financing. The most common forms are non-profit organizations, health services groups, government agencies and similar organization oriented on social goals rather than on profit itself. Corporations and companies as well as government institutions can often support or fund social marketing campaigns. (Shocker et al. 1994, 149)

1.2 Marketing campaign

Marketing campaign is a set of practices aimed to gain attention, communicate the message, inform, convince or to appeal to the target audience by presenting a brand, product or service. It usually uses different marketing channels and tools. Target audience is then a group of people who are meant to be reached by advertisers or marketers and who are most likely to have interest in an offered product or service.

Social marketing campaign can be thanks to Philip Kotler, Ned Roberto and Nancy Lee summarized as a planned and persuasive effort to convince the audience to *'accept, modify, or abandon certain ideas, attitudes, practices or behavior.'* (Kotler et al. 2002) It reaches the target group when appealing on emotions, using psychological appeals and other means. These days the importance of social media is increasing and therefore the online marketing activities should be used as much as other classical media channels, such as TV or print.

1.2.1 Steps in creating a successful marketing campaign

Marketing campaign may not always fulfil the company's expectation. In order to make a plan and create a successful marketing campaign, certain criteria must be set. The traditional literature talks about these main attributes:

- Know the company, its vision, attributes as well as its goals and services.
- Understand the objectives.
- Research the customers, competitors and markets.

- Set a budget.
- Take into consideration the marketing plan. (Canwell 1998, 5)

The modern literature is very similar and talks about marketing plan, objectives and budget as well. First of all, every company should have a marketing plan, which provides the picture of all objectives and strategies to attract the target market. The marketing campaign should contain objectives of a company's marketing plan and may help to achieve these objectives. If a marketing campaign fits into a marketing plan, then the target market can be characterized easier and the way of how the message is communicated can be developed. It is important to know, what objectives need to be achieved through a marketing campaign – whether it is a raise in sales, brand recognition or higher market shares. One of the most essential things is to decide the time range of the campaign. Then, the budget plays an important role, since the ad on TV may cost much more than the one on the social media. The company has to think what the most effective and most persuasive way to get its customers is. (The Balance 2017) Of course, in terms of social campaigns, the budget plays a big role too because these ads are often supported by the funds from government, individuals or large companies.

Also, a strategy must be set at the beginning. Nonetheless, any campaign should not be a waste of money, which often happens if the audience is targeted through a channel they do not follow. It should reach them through a media channel, which is the most attractive for them (magazine, bus station, smartphone or somewhere else). (The Balance 2017) If necessary, a research prior to the campaign development can be conducted. This will uncover the potential of each media channel.

The action plan should be created in a next step – what to do and when to do it. This time, the simple the better rule may apply. The criteria, which will measure the success of the campaign, should be also established. For example, the number of sales can be measured easier than brand awareness. It is important to use available online analytic tools and keep up with previously established objectives. If the campaign turns out to be effective, it can be repeated in the future. (The Balance 2017)

1.2.2 Characteristics of a social marketing campaign

One of the goals of any social marketing campaign can be sharing knowledge and changing behavior of the target group. It can try to emphasize the negative effects and bad habits

that are dominant in the society. The most common characteristics of a social marketing campaign are:

- a) **Current social problems** – problems of everyday life can be one of the well-known topics (Balatková 2013, 16-18) and together with analysis, exact numbers and important statistics can inform people of real life local statistics and change their views.
- b) **Brutality and aggressiveness** – campaigns often use these to appeal on emotions of people (Balatková 2013, 16-18) and to promote sharing encouragement at achieving these socially beneficial goals.
- c) **Use of humour** – although humour is not used very often in social marketing campaigns, (Balatková 2013, 16-18) if used appropriately it can attract mainly younger generation. However, humour must be used carefully and according to the topic of the campaign.
- d) **Fear** – it can be very efficient to appeal on emotions with fear but it is necessary not to cross the border of what is acceptable and remain true to facts. It is important to mention what to do or where to go in case a person is in the similar situation (e.g. domestic violence). (Balatková 2013, 16-18)
- e) **Storytelling** – personal stories and experiences is a good way of showing how other people deal with the same problem. (Balatková 2013, 16-18) People can relate to them and know that they are not the only one fighting a similar battle.
- f) **Talking to a person** – the way a situation is described is very important and using a particular person and a particular way of speaking can really help target specific people who find themselves in the same situation. (Balatková 2013, 16-18)
- g) **Music** – a correct choice of music creates appealing background and emphasizes the situation. (Balatková 2013, 16-18) Music should be present during any campaign or advertisement. Thanks to music it is easier to show the importance of the situation. Sometimes it is also efficient to use a moment of quiet to make people think.
- h) **Exaggerating** – to show the effects and causes it is sometimes good to exaggerate the issue so that a person is more aware of the potential outcome. (Balatková 2013, 16-18) However, only to the extent where it is believable.

Above mentioned topic choice can stimulate and create different emotions, such as the sense of guiltiness, surprise, sadness, fear and similar – while showing problems in a socie-

ty, animal cruelty or environmental catastrophes. It can lead to a call to action and make people think.

1.2.3 Brand personality

Brand personality means appealing to an individual by creating a persona that possesses certain characteristics similar to the brand values, so that an audience can relate to this persona. It can play a crucial role when planning an advertisement. According to Alt Griggs, a brand personality means that a brand possesses different characters of a person. Tennant defines it as an embodiment of all qualities a person has. According to Patterson, it is a personification of an emotional response to a brand that differentiates between possible brand offers. (Hansen and Christensen 2003, 25) Thanks to the brand personality people can better connect with the brand and its main values and relate to the story of the brand. This might be especially useful in the case of a social marketing campaign, when a story-telling creates support and strong feelings.

1.3 Marketing communication mix

A marketing communication mix is a set of marketing tools used to approach a target group. A budget available to a company can be invested to different media channels but a message should stay consistent and integrated on every level. The communication mix consists of:



Figure 1: Marketing Communication Mix

Source: Mathur 2015, 2

Sales promotion stands for supporting a brand by giving small incentives (coupons, discounts, samples etc.) to people. It is believed that people will respond by taking a quick action and make bigger purchases. (Principles of Marketing 2017) Sales promotion may often take place outside, on the streets, in the shops or somewhere else.

Events and experiences in the communications mix stands for an event management, which is often one of the most effective forms how to attract new customers and maintain a good relationship with the loyal ones. These techniques may aim at individual customers rather than on larger group. It can however be more expensive than other parts of the communications mix.

Public Relations (PR) mean an attempt to improve a company's image and bring attention to its products through published articles, efforts in press and similar. Thanks to PR activities, the consumers may feel more confident about the brand. Some companies prefer to do their PR internally, other hire an external company to do it. (Principles of Marketing 2017)

Direct marketing means a personal delivery of different promotional material, e.g. emails, newsletters, phone calls, door to door actions... It is assumed that a consumer takes an action when approached individually. (Principles of Marketing 2017)

Personal selling involves an interaction between a buyer and seller. It can be in person, by phone or through other technology. This form is commonly used in business to business marketing, sometimes also in business to consumer. (Principles of Marketing 2017)

Word of mouth (WOM) is one of the newest forms in the marketing communications mix. People tend to share opinions about the product they have bought or service they have tried. This can be positive or negative depending on their personal experience.

1.3.1 Marketing mix of social marketing

Marketing mix helps to identify and describe the target market, and ensures that the product or service is to be found on the right place, at the right moment and for the right price. It summarizes the most important parts of the product - the 4 P's – *Product, Price, Place and Promotion*. There is a difference between the marketing mix for products and services. Since services require higher involvement of a customer, additional P's can be added -

People, Process and Physical evidence. When talking about a social marketing campaign, the 4P's may be as follows:

- **Product** – it does not have to be only products as such, but also ideas or values. It also represents the main topic of advertising, In terms of social advertising it can be something intangible, in terms of services it can be a piece of advice, help, getting rid of a bad habit...The main topic has to be perceived as a problematic issue in the society (Balatková 2013, 13-16), which people need to get help with – therefore it is necessary to find out their opinion on it.
- **Price** – again, it does not have to be only a sum of money a customer has to pay in order to achieve the result. It may be something intangible that has to be done in order to get a positive outcome. (Balatková 2013, 13-16) They may need to sacrifice their time or put some effort and willingness into it.
- **Place** – means a way someone can reach a service presented through a social campaign. The target group has to know where to find help in case it is needed. (Balatková 2013, 13-16)
- **Promotion** – is a distribution process to an individual. (Balatková 2013, 13-16) It might be one of the crucial points because the target group has to be reached in order for a social campaign to be effective. This can be in the form of an advertisement on TV, radio, online, using sales promotion or PR and similar.

Other aspects of social marketing mix could be defined as:

- **The public** – which can be divided into internal and external form. External would be a target audience and people who are interested in the topic. Internal is then characterized as a group of people who are involved in creating a campaign. (Balatková 2013, 13-16)
- **Partnership** – social matters are usually quite complex, and it can be often seen, that a partnership of two or more companies (or a government) is established. The most important is that all the companies involved have the same vision and ideas and that the same values are communicated. (Balatková 2013, 13-16)
- **The policy of a company** – a marketing campaign should be in a harmony with companies' policy and should transmit the values to the audience. Sometimes it is essential that the company adapts its strategy (Balatková 2013, 13-16) so that the most effective result is reached.

- **Financing** – it might be often difficult to find funds available to support the social campaign. Many social campaigns are therefore financed through donations, government or different institutions. Sometimes also private companies get involved – they can be connected through a product itself – for example when an anti-smoking campaign is financed by companies producing nicotine patches or electronic cigarettes. (Balatková 2013, 13-16)

1.3.2 Types of communication

When talking about marketing communication mix, it is necessary to mention that two main types of communication exist. These are:

- **Above the line communication (ATL):** using mass-media (television, radio advertising, print or internet) to spread information to wider audience, (Spurgeon 2016) and on the other hand,
- **Below the line communication (BTL):** which focuses on distributing promotional material, brochures, pamphlets, stickers, flyers, giving samples... It uses not so conventional methods (direct mail, telemarketing, PR and sales promotion) and the message is more personal. It can be used in order to engage with customers and make them feel unique. (Spurgeon 2016) However, the best way is to use both ATL and BTL to ensure the best result.

2 ADVERTISING

Many definitions about the concept of advertising exist. One of the early definitions of what advertising is was in 1904, when John E. Kennedy stated that advertising is a “*salesmanship in print*”. (Curran and Richards 2013, 63) Considering early 20th century the definition might appear as appropriate. Over time however, the concept has changed and grown and with appearance of new media this definition might have lost its meaning. A new definition may be formed, such as that advertising is a paid form of activity in press, broadcast or online media channels and it behaves as something that attracts the attention of people. In that regard, the current definition could be extended to a salesmanship in print, broadcast and online. According to Kotler and Armstrong, it is described as “*any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor*.” (Curran and Richards 2013, 64) It is important to mention promotion of ideas, not only physical products. The environment has changed and with the new technology the new forms of advertising appear. (Curran and Richards 2013, 63-64)

However, advertising is often seen on television as well. TV ads may be a good option, especially when using a story, which is emphasized by the proper selection of music. These commercials can reach a number of spectators and may appear to be attractive; however, sometimes people can get annoyed, especially when being interrupted after watching a favourite film. Therefore, people who create these ads have to know how and when to get attention in a very short time. (Green 2012, 8) Apart from TV ads other advertising options exist, such as radio ads, ads in print, in the public places, billboards, bus stops, online advertising, social media advertising and many others.

Nonetheless, all above mentioned try to influence attitudes and change behaviors. Advertisements can communicate the attributes of brands, create an image and feelings and link the brand to the certain group of people so that the brand is automatically connected to the product in the mind of consumers. (Aaker et al. 2009, 305) All in all, the definition of advertising can be summarized as follows: “*Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future*.” (Curran and Richards 2013, 74) In the Figure 2, the attributes and the formation of the advertisement that leads to a purchase process (or changing behavior) is shown.

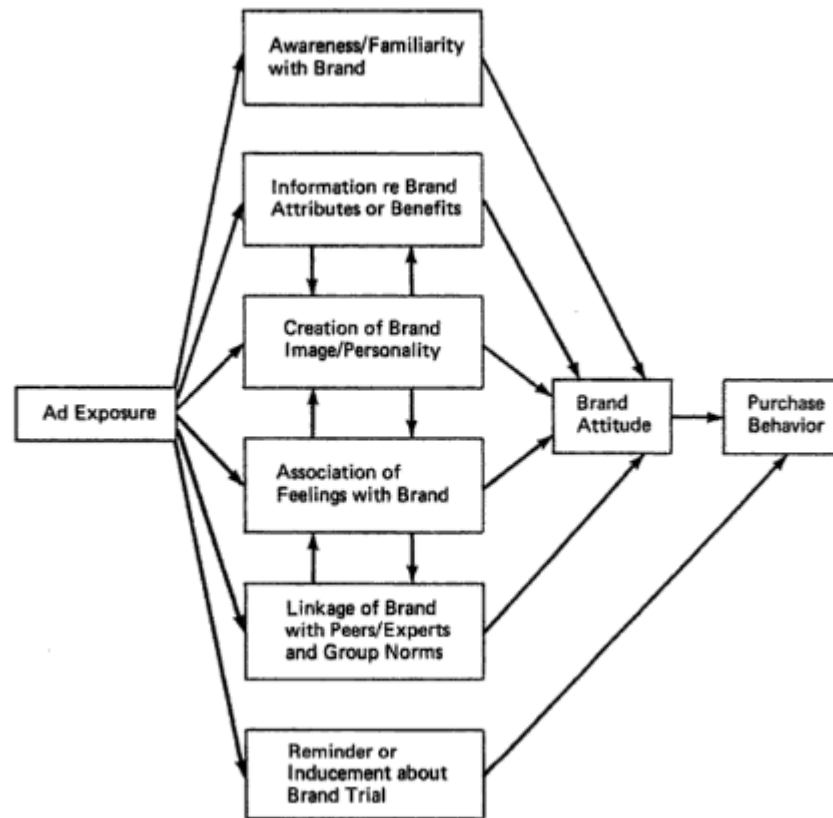


Figure 2: The Influence of Ad Exposure

Source: Aaker et al. 2009, 14

Advertising should be force that:

- a) Inform those who are unaware of the product or service.
- b) Bring people closer in the purchase process.
- c) Move people up in the decision making process.
- d) Maintain relationship with customers.
- e) Convince people the product is necessary and useful.
- f) Make people purchase or use the service. (Lavidge and Steiner 1961, 59-62)

2.1 Benefits and limitations of advertising

Advertising comes with a significant number of advantages, such as stimulating people to buy a product, expanding of the market or standing out and beating competitors thanks to a successful campaign. Then, advertisements can educate audience, show benefits of a product or give meanings to a brand. The success can be later measured. (Zahira 2015) Moreover, there is a wide media range to choose from. Apart from that, advertising also creates a brand equity, which is an additional value to a brand. Biel even thinks, that advertising

enhances brand image and supports the brand by appealing to customers. (Aaker and Biel 2013, 144)

Advertising also provides people with information, provides job opportunities or shows the culture in which it operates. Nonetheless, advertising has some limitations as well. Not only it is limited by how many people it reaches, it is also difficult to make any changes once the ad had been released. Some people may even decide not to believe the ad and then in the future it can be difficult to convince them about the opposite. Other thing would be that if a customer is not satisfied or convinced after trying a product, they will probably not buy it again (Bootwala et al.2007) and can share their negative experience with other people.

2.1.1 Social advertising

Social advertising is a form of advertising that focuses on the general public, health and well-being issues, educational programmes or social problems. Similar to a social marketing, it is used to inform people about an issue and influence or change their behavior. Furthermore, it helps to raise general awareness.

So called drama advertising might be often used in social marketing campaign and means a situation that involves the use of experience that brings the viewer into the action. A good selection of characters, music and an interesting plot is crucial. The audience can then experience feelings and emotions of the character. The dramatized moments might bring memories from the audience's lives (so called '*autobiographical memories*') (Aaker et al. 2009, 303-304) and those feelings can help to create an emotional effect. This type of advertising can be often used in social marketing when approaching audience. Emotions play an important role in social advertising. Basically, two parts of activation of emotion exist. *Arousal*, which is not related to the type of expressed emotion and *valence* (divided into appetitive/positive and aversive/negative activation), which then leads to emotions such as sadness, happiness, etc. (U.S. Department of Health and Human Services 2012)

2.2 Using appeals in advertising

Different emotions and appeals can be used in advertising. These are usually used to convince audience to buy products or services. After seeing the ad, target audience should be prompted to get the product or service. The concept of appeals dates back to the Aristotle's times, when he defined 3 basic appeals:

1. 'Logos' – a logical/evidential appeal
2. 'Pathos' – an emotional appeal
3. 'Ethos' – moral expertise appeal (Methods of Persuasive Speaking 2017)

In advertising, two appeals are usually used:

1. **Emotional** – this is enhanced when using different techniques:
 - a) use of humour
 - b) storytelling/brand personality
 - c) music
 - d) fear, being afraid/annoyed/proud

The importance is to create an emotional effect (positive or negative) on people while appealing on their feelings. It can be happiness or sadness, love or hatred.... The audience is in the middle of the story sometimes without realizing it. For the audience it may be easy to remember the message and purpose of advertising when appealing on emotions. (Filová 2012)

2. **Rational** – requires argumentation, recommendations and reasons why it is important to get a product now. It appeals on the ratio by providing arguments, facts, objective information and requires people to think. The recommendations can be given by professionals, famous people or people who experience the same situation. They should be trustworthy and their speech should be believable. (Filová 2012)

Other authors define appeals that are used in advertising. By using them the audience can be highly affected. So called 7 ad appeals could be described:

1. *Fear appeal* – this emotion has been widely used in advertisements, such as insurance, alarm system or drink driving ad and often seems to be very effective. It captures attention and can be persuasive, on the other hand, there has to be a limit of what is acceptable. It evokes that if people do not buy a product or service they might experience the same negative situation so the best scenario would be to get the product. (Ambekar 2009; Crescendo 2015; Intrepid Webstudio Guide 2017)
2. *Sex appeal* – this appeal has been used to get attention of both sexes and the ad might look like something different and therefore easier to remember. The negative effect might be that it can cause misunderstanding, or can appear to be provocative. If not used appropriately, it can interfere with the intended message and can create

a low brand impression. Therefore, the ad should not be vulgar, and stay focused on sensuality. (Ambekar 2009; Crescendo 2015; Intrepid Webstudio Guide 2017)

3. *Humour appeal* – people generally speaking love humour and funny ads are always memorable. It is necessary though; that the humour does not overpower the brand and also that the culture of the country is taken into consideration in order to know what is funny and what is not. (Ambekar 2009; Crescendo 2015; Intrepid Webstudio Guide 2017)
4. *Music appeal* – music can bring back people’s memories, whether positive or negative, which can create a certain attitude towards a brand. People may be attracted by the ad even though they may not like ads in general. If they however connect certain songs to negative emotions and memories, it may have an opposite effect. (Ambekar 2009; Crescendo 2015; Intrepid Webstudio Guide 2017)
5. *Rationality or rational appeal* – presents practical and utilitarian products or services and enhances their character. It explains their benefits and it is also suitable for business to business advertising. It may be used in print to allow consumers more time to think about the product. Rationality tends to be used for products with high-involvement and the persuasion must be trustworthy because false arguments would cause negative connotations. (Ambekar 2009; Crescendo 2015; Intrepid Webstudio Guide 2017)
6. *Scarcity appeal* - the ad that uses this appeal tries to persuade a customer to buy a product because the offer is limited and he may run out of time. This appeal is good to use when expecting a quick action, and can be stimulated with coupons, promotions etc. This appeal must be truthful, otherwise negative attitudes may arise. (Ambekar 2009; Crescendo 2015; Intrepid Webstudio Guide 2017)
7. *Emotional appeal* - this appeal creates positive or negative emotions, such as happiness, joy, love but also hatred. Positive emotions are often used by industries like banks or insurance who want to break the stereotype and use optimistic approach, which can lead to loyalty and brand recognition. Negative, on the other hand, are used by many companies to show what could happen if... However, the ad must suit the target market. (Ambekar 2009; Crescendo 2015; Intrepid Webstudio Guide 2017)

Then, some additional appeals would be:

- *Masculine Feminine appeal* – is used for example in the clothing industry or in cosmetic and beauty products. The image of a perfect person is created and the message is that the product will enhance the perfection of those qualities in a buyer too. (Ambekar 2009)
- *Brand appeal* – appeal that is used on people who are brand conscious and prefer products with a strong brand. (Ambekar 2009)
- *Snob appeal* – creates desire for a product with luxurious characteristics and elegance which is associated with feelings of being envy. (Ambekar 2009)
- *Adventure appeal* – evokes that by purchasing the product the life will change rapidly into fun, adventure and action. (Ambekar 2009)
- *Romance appeal* – shows that buying a certain product will positively impact a person and improve their love life, often used with fragrances or cars. (Ambekar 2009)
- *Bandwagon appeal* – influences a person in a way that emphasizes the idea that everybody is doing something and he should become a part of the crowd too. It uses the aspect of being ‘cool’ for someone, who uses that particular product. (Ambekar 2009)

3 SMOKING AND ITS CAUSES

Smoking has multiple effects on health. Tobacco smoke has an addictive substance - nicotine plus other 4000 toxic chemicals, many of which are carcinogenic. Smoking increases heart rate and is responsible for a surge in noradrenaline and dopamine, hormones influencing brain function. The mood after having a cigarette suddenly changes and becomes positive and concentration is stimulated. However, in between cigarettes, the level of hormones drop and a person may feel depressed and in need of another cigarette. The side effects of not having nicotine intake for a day can cause irritability, anger, problems with sleeping, depression, dizziness, increase in appetite, problems with concentration and so on. It also causes the rise in blood pressure when having already higher blood pressure than it is normal (hypertension). It dehydrates the skin and causes restlessness. However, there are other dangerous chemicals in cigarettes (apart from nicotine) that can cause other health problems. (Health Service Executive 2017) These chemicals are:

- *Tar* – contains carcinogens stimulating creation of cancer cells. With every inhale the tar stays in the lungs. (Health Service Executive 2017)
- *Carbon monoxide* – poisonous gas that prevents carrying oxygen in the body. (Health Service Executive 2017)
- *Oxidant gases* – cause blood to clot and increase the risk of a stroke and heart attack. (Health Service Executive 2017)
- *Benzene* – can cause cell damage, linked to different types of cancers. (Health Service Executive, 2017)
- *Polonium* – a radioactive substance, even a small amount causes damage to human body. (Health Service Executive 2017)
- *Other substances* – these can cause degeneration and thickening of arteries, which can lead to a heart disease. (Health Service Executive 2017)

Tobacco smoke can be also responsible for increasing the acidity in a stomach and ulcers in a stomach or intestine. The study on smoking found out that male smokers died 10 years younger than men who never smoked. Moreover, smoking is also responsible for cancer-related as well as respiratory diseases and might cause cardiovascular problems. Then, other risks of smoking include passive smoking, which means inhaling toxic components by a non-smoker. The smoker inhales 15 % of the smoke, whereas other people around him might inhale 85 %. Children are particularly in danger when exposed to tobac-

co smoke. They might develop asthma, infections or other problems. Smoking during pregnancy is another issue because the chance of miscarriage or sickness is higher, plus the risk of premature birth is increased. Smoking is always harmful, no matter how many cigarettes are smoked. (Health Service Executive 2017)

3.1 History of smoking

Tobacco was introduced to Europe after discovering America. During the Industrial revolutions it became even more popular. Only in the-mid 1900s the negative effects of smoking were revealed. Tobacco was used in America by native people in spiritual and religious ceremonies, as a painkiller or for treating physical problems. (Balls 1962)

Soon enough it became traded with Europe and the popularity affected America's development since it stimulated high demand in Europe, thanks to which a lucrative business in America could start. In Virginia it even became a currency used by the settlers. (Jordan 2002) Chewing tobacco leaves was also popular between both young girls and boys, who started to use tobacco in early ages. (Oberholtzer 1917, 93) In 1950, the physiologist Richard Doll from Great Britain proved that smoking is responsible for various health damages. He demonstrated a link between lung cancer and smoking. In 1954, the fact was confirmed by other thousands of doctors. Some anti-smoking articles were published afterwards. (Doll and Hill 1950, 739-48)

3.2 Smoking in the 21st century

Many people start to smoke in their early age, when they are teenagers and want to try something new and be 'cool'. Smokers can be found in many countries and the age when they try their first cigarette differs. The idea of smoking can be often seen on TV or in the film industry, when some of the well-known actors smoke. Some people nowadays try the electronic cigarettes, which seem to be a less dangerous option. They may decide for this option because they want to quit or limit the amount of cigarettes. Electronic cigarettes or so called vaporizers work on a basis of inhaling a smaller amount of nicotine (nicotine level can be picked individually) as from the classic cigarette. Electronic cigarettes (ECs) heat a liquid (glycerol and propylene glycol) either with or without nicotine and flavor. The liquid is stored in a reservoir and the vapour is inhaled by a smoker. ECs are promoted to be used in smoke-free place or as a replacement for cigarettes. They have similar effects though; the vapour can be seen after a smoker exhales, when it is released into the air. Dif-

ferent brands, models and liquid flavours exist. ECs appeared on the market for the first time in 2006 and since then they became popular. The side effects of ECs might still not be completely revealed though. (Boyce et al. 2016) Another popular way of smoking is in the form of so called hookah, which is a tool used for vaporizing tobacco. Hookah consists of water storage, where the smoke goes before a person inhales it. Hookah bars can be found in many places around the world. Tobacco products are often purchased through vending machines, which seem to have become quite popular especially for younger generation. These machines are located in places such as bars, restaurants or night clubs.

3.3 Health effects of smoking

It is estimated that in the 20th century 100 million people died as a result of smoking. 7 million people die every year and if there will be no change in the future, by 2030 more than 8 million people will die every year, and more than 80 % of tobacco related deaths will be seen in developing countries. In the 21st century around 1 billion deaths due to smoking is estimated. (World Health Organization 2017, 6) Following pictures show health impact on a person. First picture shows different diseases cause by tobacco smoking. The second one shows possible effects of second-hand smoking.

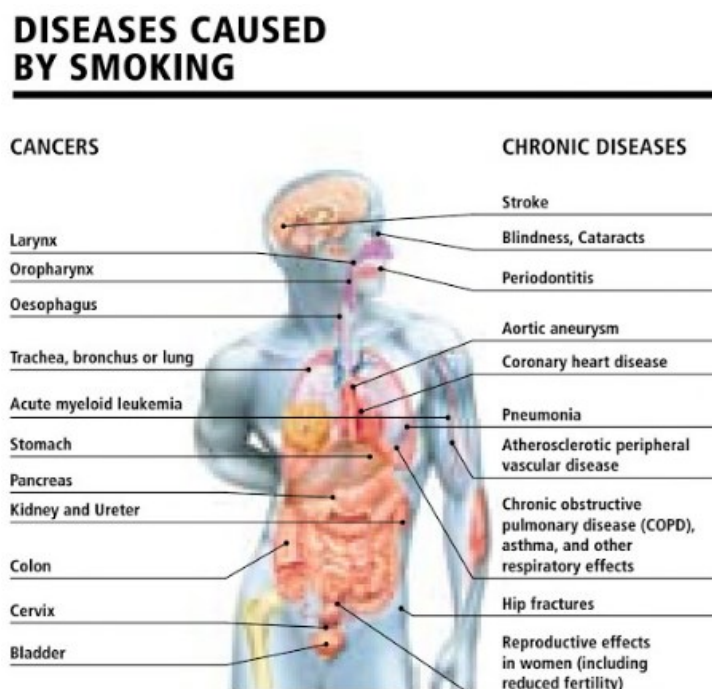


Figure 3: Effects of Smoking
 Source: World Health Organization 2017, 11

DISEASES CAUSED BY SECOND-HAND SMOKE

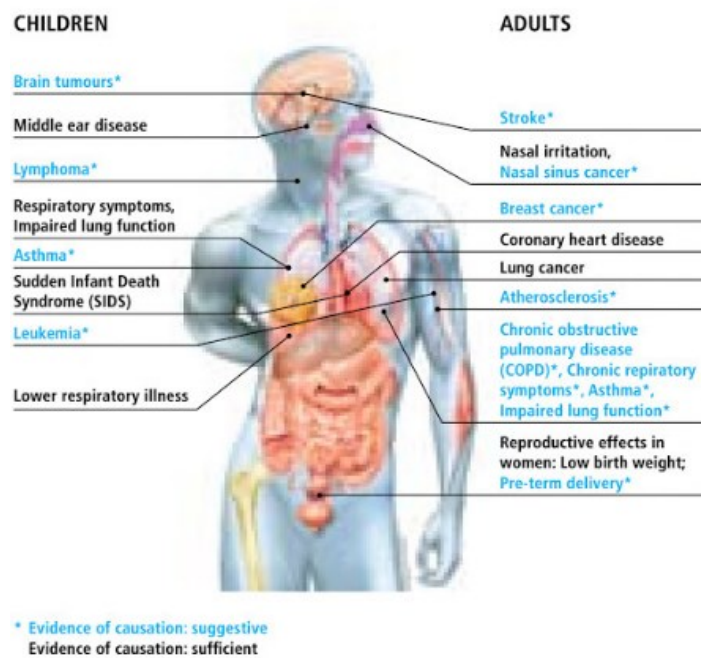


Figure 4: Effects of Second-Hand Smoke
Source: World Health Organization 2017, 11

3.3.1 Prevention of smoking

Some international organization and governments of the countries try to protect people by introducing changes in the legislation. One of the well-known organizations is the World Health Organization (WHO). Apart from finding solutions to other problems, it tries to prevent tobacco use and helps to fight it. Leaders of the countries started to realize the effects of tobacco use and try to protect inhabitants by introducing changes in law. For example, in some countries a tobacco tax was increased which caused a raise in cigarette price by 40 %. Thailand banned tobacco advertising in broadcast, print and the use of tobacco vending machines. Egypt introduced smoke-free public places and showed health causes and warnings on tobacco packs. Jordan even carried out an anti-tobacco campaign. Uruguay banned smoking in workplaces and public places. WHO prepared so called MPOWER package of these policies (World Health Organization 2017, 4):

1. Monitor tobacco use.
2. Protect people from tobacco smoke.
3. Offer help to stop smoking.
4. Warn about the cause and danger of smoking.

5. Enforce bans on tobacco promotion, advertising, sponsorship.
6. Raise tax on tobacco. (World Health Organization 2017, 4)

3.3.2 Benefits of quitting smoking

Quitting brings benefits straight away. A person feels healthier and after a month the skin becomes clearer and more hydrated. After 3 – 9 months the breathing improves, and there is no cough anymore. Lung function might improve by 10 %. In a year, the risk of heart disease and heart attack decreases and after 10 years the risk of lung cancer falls by a half. After 15 years, the risk of heart disease and heart attack is same as for someone who has never smoked. Those, who stop smoking before the age of 35, have almost same life expectancy as those who have not smoked. People who quit before the age of 50 are less likely to die from a disease caused by smoking by 50 %. (Health Service Executive 2017)

3.4 Quitting smoking as a part of social advertising

Social advertising can discuss different issues. These include problems with alcohol during driving, violence, drug addiction, children health, protection of women, environmental issues, race or gender equality, abuse but also quitting smoking. Government of each country may choose to pick some of the most important problems and stick to it with a prepared campaign. This way, the behavior of a target group might change and the expected results can be reached.

Social advertising can then have different themes. Some focus group studies show that commercials showing serious effects of smoking, second-hand smoking (showed in emotions or graphically) or ads on manipulation in tobacco industry performed great. Even better performance was monitored in ads depicting the effects of smoking on children and babies or ads that showed non-smoking as a social norm (that can put off young people from smoking). Commercials showing negative emotions through other people's stories, bad practices and deception by tobacco companies appeared to be easily memorable, catchy and able to change young people's perception. However, too much negativity can have an opposite effect. Another topic with a great effect is an encouragement to quit smoking. (U.S. Department of Health and Human Services. 2012, 686-7)

4 MARKETING RESEARCH

Research can be defined as a systematic activity of collecting data in order to increase knowledge of a certain topic. Data is, then, a numerical or non-numerical piece of information that is collected. (Neuman 2013, 9) One of the most important parts of any research is to decide which approach for collecting data to choose. The two approaches appear:

- a) Quantitative approach – is about collecting as much data as possible to create a statistical analysis. It focuses on variables and measures facts. (Neuman 2013, 9)
- b) Qualitative approach – focuses on a few cases and is influenced by the situation. A researcher is involved and the process is more interactive. (Neuman 2013, 9)

The difference between qualitative and quantitative approach can be also explained on the example of *data condensers* and *data enhancers*. Quantitative techniques condense data to create a big picture. Qualitative methods, on the other hand, allow seeing key information in a clearer way – they enhance data. (Neuman 2013, 9-18)

4.1 Steps in quantitative approach

Quantitative research is an organized process and the main steps in conducting this research are:

1. *Topic selection* – that means choosing the topic that will be in the center of the research.
2. *Question narrowing* – if the selected topic is too broad, it must be narrowed in a way to form a question or a hypothesis.
3. *Design the process* – this includes a deep analysis and a decision-making process in order to find out what technique to use, what sample to select and similar. This should be backed up by theoretical knowledge.
4. *Data collection* – in quantitative research it means collecting information from as many respondents as possible.
5. *Data analysis* – collected data must be for a better explanation analyzed and summarized in charts, tables, graphs.
6. *Data interpretation* – the data should be interpreted in a clear way. (Neuman 2013, 18)

Different types of questions can be asked and formed to get the answer. Open questions are usually good for expressing opinion, however, not many people like to write into questionnaire and form their own opinions. Many people rather prefer to pick one from many options. That is why it is useful to add options where either more answers are accepted or only one from multiple choices can be picked. Another option is to give value from 1 to 10 to different statements. Questions where respondents can rate the statement appear to be useful to find the importance of topics. However, thanks to online surveys it is easy to add pictures or videos into questionnaire and therefore more interesting questions can be formed and the survey itself may look more appealing. For example, adding video can say a lot about respondents' opinion and thinking, especially when questions concerning the video are asked. This can easily monitor what emotions respondents have after watching the video.

Quantitative research usually tends to make generalization about groups of people that are bigger than the sample. So called probability sampling is likelihood for a person to be selected to answer a few questions in the survey. These people are then identified as a representative sample from which information was gathered. It should resemble the population or the target group. Thanks to generalizability, researchers can get more information about a larger group of people although the survey asked questions only a representative sample. It is assumed that the chosen group will represent interests of a larger group with similar characteristics. (Qualitative and Quantitative Methods 2017)

5 THE AIM OF THE THESIS AND METHODOLOGY USED

In order to find out what kind of advertising strategy to choose to create a successful anti-smoking campaign, the online questionnaire with a set of pictures and a short video included was transmitted to respondents of the representative sample – students of Tomas Bata University in Zlín, which represents the Czech Republic and Institute of Technology in Carlow, which represents Ireland. These two groups of people are (based on the idea of generalization and sampling as previously discussed) supposed to represent interest and thinking of a larger group – that means all university students aged 18-27 in Ireland and the Czech Republic. It is expected that students from different parts of the country visit these universities and that students share similar views and values, therefore the collected answers will be relevant for the whole target group. The distribution of questionnaires was done through social media and email distribution. The questionnaires were created in two languages, for English speakers and for Czech speakers.

It is assumed that people start smoking or already smoke in their early age before settling down and having a family that means earlier or between the ages of 18-27. This is the time when they socialize, try to enjoy student life and find new friendships, visit bars and clubs, travel but are also under pressure and stress. These aspects may bring the need to fit into society or just the necessity of feeling relaxed. Therefore, the risk of being addicted to tobacco may continue or start in that age. Smokers might think they will stop with their habit after graduating but not all of them is able to do so, especially later as it may apply the longer they smoke, the harder it is to quit. The correlation and important data about smoking are later presented and supported by statistics in both countries. The results of quantitative research are analysed and evaluated and the final proposal is introduced.

The thesis assumes that there is a lack of anti-smoking advertising campaigns in the Czech Republic and that there is more student smokers in Ireland than in the Czech Republic, therefore there should be also a big campaign organized on the places where the students spend most of their time (universities, after school activities or social media) – that means the research has to find out what type of marketing campaign is the most influential and suits this target group the best in order to reach the best effects. This will be done thanks to the online research of available material, supported by a quantitative survey, which will first of all find the proportion of students smoking and later evaluate the answers from smokers. It is expected that even if there is a small number of students who

smoke, the anti-smoking campaigns should be created since there is generally speaking a lack of those targeting students or young people. The campaign can attract and is suitable not only for university students but also for young people and younger generation who do not study as well as the general public. The aim is to compare two different cultures and the view of young adults (in this case young meaning students from the age of 18-27) in both countries and based on these findings and findings from the general research papers develop the ideal advertising campaign that would catch their attention and change behavior – quit smoking.

6 THE SUMMARY OF THE THEORETICAL PART

The theoretical part provided the base for the practical part and necessary information that is needed for the next chapters of this thesis. Based on the academic literature and other sources, it defined the basic marketing concepts and terminology, such as what a social marketing or a marketing campaign is, advertising or types of communication, but then also discussed the topic of smoking, its history, and negative effects. The last part of this chapter was devoted to research and its main objectives. At the end of the chapter, the methodology that is used in the next steps was elaborated and the aim of the thesis and hypothetical question was formed. Based on these, the research and evaluation of the results can be done. Next part will elaborate the concrete anti-smoking campaigns in the Czech Republic and Ireland and compare both countries and two sample universities. Then, the research and its outcome will be discussed.

II. ANALYSIS

7 IRELAND

Ireland is a country with rich history and the capital of Dublin. It is surrounded by the Atlantic Ocean and separated from the Great Britain by the Irish Sea. With the population of 4, 8 million people it is the third largest island in Europe. It is estimated however, that more than 80 million people of Irish origin live elsewhere – in Australia, in the United Kingdom, in the USA, Argentina, New Zealand, Mexico, South Africa, Caribbean states or in Europe. (Eupedia 2017) The official language is English as well as Irish. The island is divided into the Republic of Ireland and the Northern Ireland, which belongs to the UK. Then, Ireland is divided into 4 provinces (Leinster, Ulster, Munster and Connaught). These are divided into so called counties. Nowadays, there are 26 counties in Ireland and 6 in Northern Ireland. (Counties and Provinces of Ireland 2017)

7.1 Smoking in Ireland

As previously mentioned, the population of Ireland is approximately 4, 8 million people. Out of these 700 000 people smoke regularly. It is mainly young people between 20-34 years old, while the lowest number of smokers is between people aged over 60. According to the Health Behavior in School-aged Children (HBSC), 12 % of children in 2010 were smokers, whereas in 2002 the number was almost 19 %: In 2008, 36 000 hospital admissions were due to smoking (average cost of € 280 m.). More than 5 200 people die as a result of smoking and every second person, who smokes, die of a smoking-related disease, such as lung cancer, heart disease, stroke or chronic obstructive pulmonary disease. However, Ireland was the first country in Europe to forbid smoking at work and in the public transport and public places, such as bars, cafes, nightclubs, restaurants etc. This was introduced in order to protect the public from the effects of second-hand smoking. Not respecting the law can lead to a fine up to € 3000. Also, it is illegal to sell tobacco to people under 18 years old. More than a half of smokers want to quit but do not believe they can. (Health Service Executive 2017) According to 2015 survey, 23 % of adults smoke. 48 % of them want to quit. One in five young people under 25 years old smoke. It is women under 25 years old, who are expected to smoke rather than men of the same age. One in five smokers smoke daily and 4 % smoke occasionally. There has been rises in tax on tobacco, such as in 2017, when it was by 50 cents. 18 % of Irish are exposed to passive smoking every day. Among people aged 35+, there are more those, who stopped (32 %) than current smokers (20 %). The opposite situation can be seen in the generation of people under 35.

14 % are ex-smokers, while 27 % are current smokers. Smoking can be often connected to drinking. However, in Ireland only 3 % of population consider themselves as heavy drinkers. Nonetheless, in 2014, Ireland was ranked as the second European country in binge-drinking (means drinking 6 units of alcohol in a single sitting). 55 % of Irish males and 18 % of women see themselves as binge drinkers. A quarter of adults in Ireland do not drink at all. (The Journal 2016) Drinking can be linked to smoking, which means that many people tend to light up a cigarette when they are out in a bar or club.

According to Irish Cancer Society, smoking is linked to one in every three cancers in Ireland. The research shows that 7 out of 10 smokers want to stop smoking. 2 out of 5 people never smoked, which rises to 54 % of 18-24 years old. 64 out of 100 smokers smoke every day and 92 out of 100 are aware that smoking causes lung cancer. 1 in 10 respondents do not believe a doctor can do something for their lungs and the reasons they do not go to the general practitioner (GP) is because they are worried of what the doctor would tell them; they do not want to be told to give up smoking, or simply for financial reason. (Irish Cancer Society 2017)

7.1.1 Introduction of smoke free places

The history of anti-smoking law dates back, when in 1992 a voluntary code that supports smoking restrictions in the work was introduced. Later in 2000, the *'Towards a Tobacco Free Society'* (The Irish Times 2014) was published by the Tobacco Free Policy Review Group and adopted as government policy. In the same year, tobacco advertising and sponsorship was banned and in 2002 the Office of Tobacco Control was set up and the Public Health Tobacco Act was passed. (The Irish Times 2014) Ireland was one of the first countries in Europe that tried to protect non-smokers and fight for smoke-free place. In 2004, Ireland became the world first country to ban smoking in the workplace. This affected people of Ireland. In Cork, for example, people wanted the minister to be sacked. It continued with restriction of smoking in pubs, clubs and restaurants. Anti-smoking groups named the day *'the health initiative of the century'*, (Independent 2014) while the cigarette machine providers mark it as one of *'their darkest days'* (Independent 2014). The bar owners were creative enough though, when they interpreted the smoking areas in the form of beer gardens, heated terraces or patios. Law-compliant smoking shelters became a new marketing opportunity. Tobacco sales fell by 60 % in bars and it is estimated that 7 000 people in a following year quit smoking as a result of the introduction of this ban. A bar in Galway

protested against this ban and invited people to come and light up. The bar got a fine in the sum of almost € 10 000. Some protests followed after. According to the Irish Cancer Society it is believed that 4 000 lives were saved by introducing the law – those, who quit and those, who would have been affected by the second-hand smoking. The tobacco industry was obviously against the new law, and Ireland experienced heated discussions and journalist visits from all around the world. (Independent 2014)

7.1.2 Getting help to quit smoking in Ireland

A special treatment is provided for those who are looking for it in Ireland.

- A general practitioner (GP) helps and advises on how to quit smoking. Different treatments are available as well as a nicotine replacement therapy that is available in the pharmacy. (Health Service Executive 2017)
- Then, there is one to one support, which involves drug treatment and regular sessions. Here the smokers can assess their addiction to nicotine, measure the level of carbon monoxide, make a plan, state reasons for quitting, get recommendations for an appropriate treatment and similar. (Health Service Executive 2017)
- Next way of helping quitters is in the form of group courses that take place every week. Members of the group introduce themselves and express their personal experience with smoking. Over time they discuss their progress and compare results. (Health Service Executive 2017)
- Another possibility is to let nicotine be released into bloodstream at lower level, without other poisonous components that are found in tobacco smoke. This is called a nicotine replacement therapy (NRT), which comes in a variety of ways, e.g. tablets, nasal spray, inhalators, chewing gums or patches. (Health Service Executive 2017)
- There are also books and material available for quitters that show what to expect and how to give up by showing effects of smoking and relevant examples. This might be useful, if a person decides not to use any of the previous methods but to quit smoking individually. (Health Service Executive 2017) The probability they quit without looking for help may be lower though.

7.2 Anti-smoking campaigns in Ireland and its appeals

Ireland tries really hard to reduce the number of smokers in the country. Irish government health service (HSE) often comes up with campaigns around mental health problem, dementia, vaccination, breast check, abuse, anti-drugs campaigns but also a series of anti-smoking campaigns that have become quite popular around Ireland. These are:

- a) *'I Will Survive'* campaign – the main topic of this campaign that was released in 2017 by HSE is a famous Gloria Gaynor's song *'I Will Survive'*. It portrays a number of people of different ages singing the song as they decide to stop smoking. The lyrics in the song match very well with the idea of quitting. It is a celebration of being free from a bad relationship with cigarettes. The idea of HSE is clear: *"Like real-life quitters, some people in the ad are in the moment of giving up, others are in a moment of truth around the effect smoking has had on their life."* (AdWeek 2018) It shows a series of people who decide to fight their bad habit – a young man, an older lady, a mother of children, a man after surgery and others. The message is clear - they will not give up and are stronger than their addiction on tobacco. The commercial ends by saying that Ireland has more quitters than smokers.

This commercial has won many awards, such as Epica Awards or some other at the Kinsale Sharks festival. Americans, for example, liked it so much that they adapted it to support a fight against smoking there. It became popular in mainland Europe as well as in Australia. (AdWeek 2018) In fact, it offers various appeals in a very short time. It begins with a humour appeal when a young boy walks out of the house and starts to sing, then it continues to the older lady singing a song and her decision to quit when she lights down the cigarette, a young hairdresser, an older lady on moving chair followed by 3 boys on the bicycle... After that, it turns into a serious one when a man who recovered from a surgery decides to quit by saying: *'Do you think I lay down and die?'* and continues with the lyrics of the song *'I will survive'* singing by the same people shown before. Then, there is a mother of children portrayed as well as other young people. It is all enhanced by music, which brings an emotional appeal. This ad is however appropriate only for English speaking countries, since the idea behind would not be so obvious for non-English speaking people. All in all, the ad uses humour (lady followed by a group of boys on the bicycle), appeals on emotions (mom and her children), and it also uses bandwagon appeal (everybody quits), music appeal (song as a main theme), fear appeal (show-

ing a man recovering from the surgery) and a rational appeal (textual information provided).



Figure 5: 'I Will Survive' Commercial
Source: AdWeek 2018

- b) 'QUIT' campaign - the previous campaign is the second most popular anti-smoking ad after the one released in 2011, when it was based around a personal testimonial and life of normal people and their personal testimony. For example, a 58-year old Irish dad Gerry performed in an ad called '*I Wish I Was an Actor*'. He made some spots with his family during the period he was dying from cancer, where he described his life. The length of these videos varies from 30 seconds to 7 minutes. It all became even more popular, when people found out, that Gerry actually died in 2014. There was a large drop in smoking after that and the commercial was also used in Northern Ireland and in the UK. (AdWeek 2018) In the ad he said, he wishes he was an actor, so that he was just acting about the fact he was dying. Unfortunately, he was dying on cancer caused by smoking and his personal life is shown in the short spot as well. It is very influential because it uses a personal story and so that people, who smoke can relate and realize the dramatic effects of smoking on their health. It combines a rational as well as an emotional appeal, since it shows the factual information and a personal story of a man who was living normal life. It brings the sad truth that might affect even non-smokers. The ad could be seen on TV or YouTube.



Figure 6: 'QUIT' Commercial about Gerry
Source: AdWeek 2018

Another spot introduces a story of a mother of 2 children, Pauline Bell. Her husband George, who was a heavy smoker, died at the age of 48 from a heart attack. She said his story – that he loved his cigarettes but did not think he could die. She was also hoping to influence other smokers by telling her experience. These personal testimonials can have a real effect and convince smokers to quit as it was proven in the research conducted prior to the campaign. (Environmental Health Association Ireland 2011)

These were the most influential campaigns in Ireland supported by other media channels, such as radio and outdoor advertising, national and public PR, and other online activities. The campaign has a strong presence through the website www.QUIT.ie as well as social media (Facebook and Twitter), where all smokers can get help and discuss their problem. Moreover, a free text message can be send to HSE to ask for help to quit. In many towns in Ireland there is a support centre for those looking for help. Printed information brochures and flyers could be found in hospitals, health facilities, care centres, offices, libraries and other places. All in all, it is calculated that in Ireland about € 1 – 2 billion is spent on treating diseases caused by smoking. The average cost per hospitalized smoker is approximately € 7,700. In 2008, there were 36 000 admissions. The cost does not take into account doctor's visits, medicines and other support. The campaign will pay itself if 100 of annual 36 000 hospital admissions are prevented. On the website www.hse.ie general information about smoking can be found as well as some advice on how to quit. (Health Service Executive 2011; QUIT 2017)

The QUIT campaign was created by the HSE team and supported by stakeholders and partners from the health sector. In the first year of the campaign, the website visits increased by 82 % and there was a huge interest in signing up for the plan to quit smoking. The number of calls to QUIT line increased by more than 27 % and an increase was also seen in the popularity of the social media pages. 86 % people, who had smoked said the campaign influenced them to quit and 82 % of those, who did not smoke said, it made them support their relatives to quit. The campaign has won 2 awards for ad effectiveness. (Health Service Executive 2012) Many other people join the community and told their stories. The campaign immediately experienced a great popularity, when the number of calls increased by 300 %, and the number of people who signed up for a plan to quit increased by 500 %. (National Tobacco Control Office 2011) The key message was:

- 1 in every 2 smokers dies of tobacco related disease - but it can be changed.
- Everybody can QUIT and HSE can help.
- With the service provided a smoker is twice more likely to quit.
- The free support will be provided. (QUIT NOW 2017)

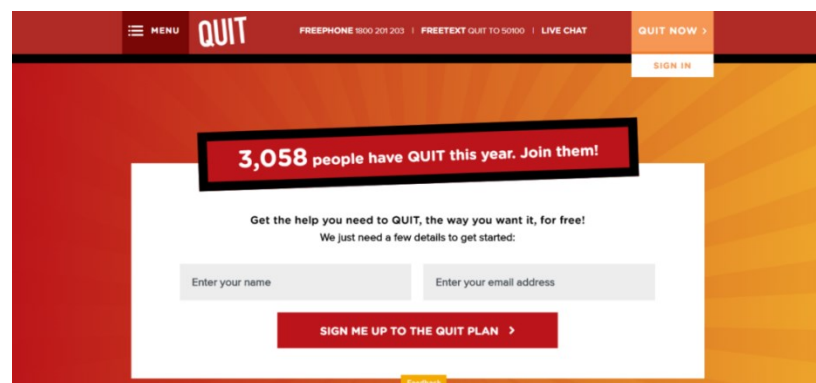


Figure 7: 'QUIT' website

Source: www.quit.ie

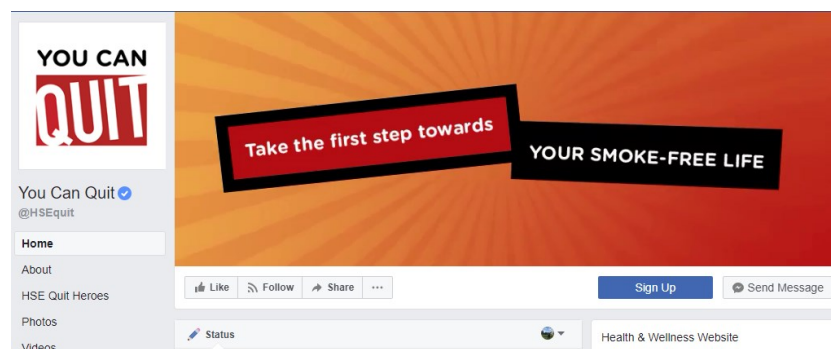


Figure 8: 'QUIT' Facebook Page

Source: www.facebook.com/HSEquit/

8 CZECH REPUBLIC

Czech Republic is the country in the central Europe with its capital Prague. It borders with Germany, Austria, Poland and Slovakia. In 1918, after becoming independent from Austria-Hungary, Czechoslovakia was formed, which later split up in 1993, when the country became independent. The Czech Republic is since 2004 a member of the European Union keeping its currency – Czech crown. With population of 10, 6 million inhabitants it is also considered as one of the most non-religious countries in the world. People living in the country are predominantly Czech, which makes it a homogenous country, although many Slovaks live there. Other minorities would be Poles, Ukrainians and others. The country is divided into 3 parts (Czech, Moravia, Silesia) with 14 different regions. The official language is Czech.

8.1 Smoking in the Czech Republic

It is forbidden to smoke in restaurants, cafes, public transport vehicles, hospitals, and bus stops, and also in schools, airports, cinemas and other public premises. (Zákaz kouření 2017) It is however estimated that 2, 3 million people older than 18 years old smoke, which is approximately 26 % of the entire population of the country. 21 billion cigarettes are smoked every year, which brings 45 billion Czech crowns in the form of the consumption tax and 4-5 billion in the form of the value added tax to the government treasury. In 2012, each cigarette contributed 2, 10 crown in the form of tax into the budget of the country. The annual mortal rate is approximately 100 000 people, whereas 18 000 people die as a result of smoking, which is equal to 350 people every week. The life of a smoker is then 15-18 years shorter than the life of a person, who does not smoke. 8 000 people die due to cardiovascular problems, 7 000 on tumor disease and 2 000 as a result of some respiratory problems. Nicotine is responsible for 20 % of all deaths in the country. Parents can be also responsible for their children, since the children of smokers are 4 times more likely to start smoke than children of non-smoker parents. 9-13 % of all pregnant women are smokers and 36 % of pregnant women are passive smokers. New-born children of smokers are 150 grams lighter than usual newborns and the risk of a miscarriage increases by 50 % if a woman smokes. 3 000 people die as a result of passive smoking in the Czech Republic. The risk of cardiovascular disease increases by 23 %. The risk of a stroke, respiratory cancer or a lung tumor increases for those working in the environment where people smoke or whose partner is a smoker. It is estimated that thanks to the introduction of a smoking ban

in restaurants, the number of stroke accidents decreased by 17 %. Every fourth smoker is suffering from a lung cancer, which usually comes after 20-30 years of smoking. Smoking is the main cause in 15-30 % of all patients suffering from tumor disease. Also, the number of sperms decreases by 22 % in case of smokers (max 57 %). Smoking is responsible for 20 % of all erectile problems. Infertility in women is increased by 60 % for those who smoke. (Statistiky kouření 2017)

80 % of all smokers are addicted to nicotine. 70 % of them want to quit, 40 % even try to quit. Only 3 % of those are successful, whereas if they looked for professional help, 4 out of 10 of them would be able to successfully quit. It is expected that 16 % of all doctors, 20 % of all medics and 40 % of all nurses smoke. One hookah is equal to 30-300 cigarettes since the smoke in the jar is colder, and so more toxic. One unit means 20 % of carbon dioxide in the blood system. 80 billion Czech crowns are spent every year by the government of the Czech Republic to fight smoking. Only 35 billion Czech crowns are collected from the tax. (Statistiky kouření 2017)

In 2015, every Czech person would smoke 2010 cigarettes every year, which puts the country on the fourth place in the European Union. The cigarette package is still cheap (around 80 Czech crowns) in comparison with other European countries, such as Germany, Norway, Austria, Ireland or the UK. (Metro 2017; Info 2017) The anti-smoking ban, which forbade smoking in public places, restaurants, bars and cafes, came into force in May 2017. According to the Health Ministry of the Czech Republic, 18 000 people die from smoking and 2 000 non-smokers die as a result of second-hand smoking. (Mail Online 2017)

8.2 Campaigns in the Czech Republic and appeals used

It seems that there is a lack of anti-smoking campaigns in the Czech Republic, especially those on TV or other media. Some of the older ones would be:

- a) *Cigarettes or sex* or '*Co s kuřákem v ložnici?*' – the Czech anti-smoking campaign created in 2008 by Leagas Delaney agency won the Czech award *Louskáček* for the most creative ad. It directly portrays the cause of smoking. The meaning behind it is that smoking causes problems with erection and therefore there has to be other things to do for those who smoke; since those, who smoke can have erectile problems and be '*useless*'. (Trend 2008) This printed ad was originally created for the organization treating tobacco addiction. In this case, sarcasm and humour are used

to point out the serious health problems that can be caused by smoking. It portrays men (smokers) as being a piece of furniture. The campaign used standard media channels but could be also seen in the tobacconist. (Balatková 2013, 34-40) In this campaign, the emotional, sexual as well as rational appeals were used.



Figure 9: Czech Anti-Smoking Campaign ‘Cigarettes or Sex’
Source: Balatková 2013, 39

- b) *It is Normal Not to Smoke* or ‘*Normální je nekouřit*’ campaign – was a Czech campaign released in 2005-2010 that was focused on children between 7-11 years old. The campaign was based on the international project called ‘*We like children who do not smoke*’. It was also supported by the Minister for Health and the League against Cancer was also involved. The aim of the project was to change the perception of tobacco in the minds of children, since the age when people try their first cigarette is usually in their late childhood. In an interactive way (this includes drawing, games, sports, stories, etc.), the children could learn about the risk of smoking. The attention was focused on parents as well since some children were exposed to the second-hand smoking. The goal was to protect children and teach them about negative effects of smoking, how to live a healthy lifestyle and protect their health. The whole process was accompanied by a little squirrel *Věrka*, who brought up interesting facts and stories about smoking. On the other hand, there was a bad cigarette *Řetka*, who was supposed to show herself in a negative way – which means cigarettes are bad for your health. Another part of this project was a

research that was conducted on children and found out that 10 % of children would buy cigarettes for their parents when they were asked and 7 % would even light up a cigarette for them. 93 % of children in the first class were determined they would not smoke. In the second class, 10 % already tried smoking, 53 % tried alcohol. This project had a positive effect on children but on the other hand it was discovered, that the perception of smoking between children has not changed dramatically. (Balatková 2013, 34-40) The appeals used in this campaign were both positive and negative – humorous character (the squirrel Věrka) but also fear appeal created by the bad cigarette (Řetka).

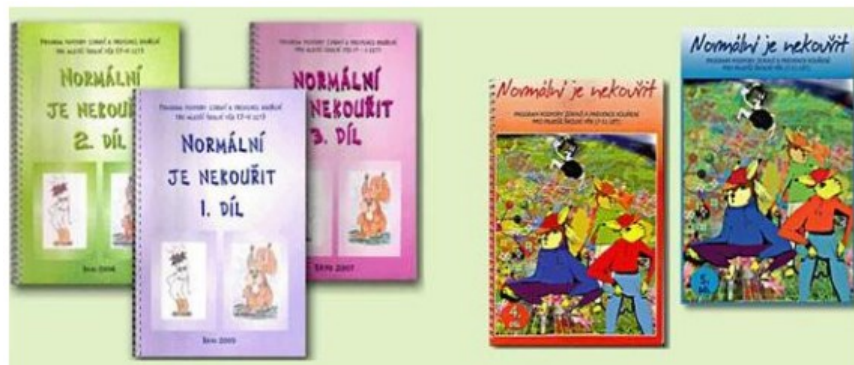


Figure 10: Books Used During 'Normální je nekouřit' Campaign
Source: Balatková 2013, 35

- c) *Two Cigarettes during School Break* or '*O přestávce stihnu dvě*' campaign – introduced by the Czech organization (Řetěz lásky k dětem), it aimed to discourage young people from smoking. It was even supported by the Czech president and other well-known people, and a petition to increase the anti-smoking activities of politicians was signed. It started in 2006, however, in 2009 a number of people complained about it and referred to it as promoting a non-ethical campaign. Ads appeared on billboards, TV, there were a few videos on the website, in radio etc. The whole campaign was concentrated around a young girl smoking a cigarette and smiling, with a slogan '*Two cigarettes during school break*'. The second phase was about the same girl, this time her lips were pinned with paper clips and the slogan was '*There is also another way how to make them not to smoke*'. There was also a video released, where there was a father of the girl, who was sewing her lips together so that she could not smoke. Therefore, this ad became very controversial and caused a huge debate. (Balatková 2013, 34-40) The appeals used in this case

were definitely a fear appeal (showing the sense of authority) and emotional appeal as well.



Figure 11: Two Cigarettes during School Break (Poster)
Source: Balatková 2013, 38

- d) *You stink smoker* or '*Kuřáku smrdíš, kuřáčko smrdíš*' campaign – was a campaign organized by an anonymous group of people, who did not like the cigarette smoke. This campaign is again a bit controversial, since it supports those, who are not happy with passive smoking and encourages people to spread different quotes such as '*You stink smoker*' ('*Kuřáku smrdíš, kuřáčko smrdíš.*') by spraying or writing them in the public area every time someone around them starts to smoke. These headlines were supported in many places by graphics and stickers. Of course, it is illegal to spray anything in the public area and therefore a big debate arised again. However, some people liked the idea but were not happy about slogans being sprayed on the play schools or other public buildings. Other were convinced, that it was just a poor attempt and it would not change the minds of smokers. (Balatková 2013, 34-40) Appeals used in this campaign were a bit different, since the whole idea appears to be illegal and therefore a bit outrageous. The hatred and intolerance towards smokers is shown, and therefore emotions that were created could be characterized as rather abusive.

9 YOUNG PEOPLE AND SMOKING STATISTICS IN IRELAND AND THE CZECH REPUBLIC

According to the Irish Health Service Executive (HSE), the 2016 report showed that 17, 5 % of all respondents smoke cigarettes every week, either rolled or packed. 20, 2 % of all smokers were men and 14, 9 % were women. 20, 1 % of them were 18-24 years old. 4, 9 % of smokers were 15-17 years old and 9, 4 % of smokers were over 65 years old. The report for the year 2017 revealed that the percentage stayed almost the same; 17, 6 % of respondents smoke every week (20, 5 % men and 14, 7 % women). The highest number of smokers is found between people aged 25-34 (26, 1 %), then 35-44 (21, 3 %), 18-24 (19, 5 %) and the smallest percentage (8, 2 %) is created by people aged 15-17. Based on the socio-economic group people belong to, the highest number of smokers is found between skilled manual workers and manual workers who have responsibility for other people (26, 6 %) Those under 25 years old smoke both manufactured cigarettes (55, 1 %) as well as rolling tobacco (44, 9 %). Respondents between 25-34 years old smoke both rolling tobacco (23, 9 %) and manufactured cigarettes (76, 1 %). Rolling tobacco is preferred between young people under 25 years old. At the same time males are two and a half times more likely to smoke rolling tobacco than females. Some tobacco producers even target female smokers with specific design of rolling paper. According to HSE, in Ireland there has been an increase in rolling tobacco use from 3, 5 % in 2003 to 24, 6 % in 2014. (Cigarette Smoking Prevalence in Ireland 2017; Roll Your Own Cigarettes in Ireland 2017)



Figure 12: Rolling Paper Targeting Female Smokers
Source: Roll Your Own Cigarettes in Ireland (HSE) 2017

Taking a closer look at the Czech population and statistics, according to National Health Organization, where there were 1 841 respondents asked, 51 % are female and the rest males who smoke. 36 % were smokers aged 25-44; 12, 7 % smokers aged 15-24. Education plays an important role as well, 21 % of smokers were people with a degree, 40 % of smokers were people with primary education or specialized secondary education, and 38 % of them were those who finished secondary school with a leaving certificate. Almost 20

% respondents smoke every day. Only 4 % of them smoke only rolling tobacco and 26, 8 % do not mind what kind of tobacco it is. 3, 4 % of people aged 15-24 smoke rolling tobacco, while 31, 6 % prefer manufactured cigarettes. 4, 2 % of people aged 25-44 smoke rolling tobacco and 25, 9 % smoke packaged cigarettes. Those aged 15-24 smoke 5-9 cigarettes a day (almost 30 %) and in between 10-24 cigarettes a day are smoked by the rest 50 %. Electronic cigarettes do not seem to be really popular among respondents. 48 % of smokers have noticed some kind of anti-smoking information in either newspaper or magazine and 41 % have noticed some commercials on TV. Almost 23 % of them have noticed health warnings on cigarette package and have thought about quitting smoking. (Státní zdravotní ústav 2017) Based on this statistics, it can be seen again that many lifelong smokers start smoking before they are 24 years old, which means that years spent in college may be a critical time for tobacco corporations to convince students to pick up or continue with the smoking habit. Smoking can be seen as a social activity; however, many students do not consider themselves smokers since they plan to quit smoking after they graduate. (University of Missouri Health 2013) Students often do not want to feel left out, especially if they are freshmen, so they join to have new friends.

However, there are some factors that are associated with smoking and can predict tobacco use. These are:

- Lower social and economic status
- Close family, guardians or relatives who smoke influence children and youth
- Positive attitude towards smoking by peers
- Education
- Easy access and exposure to tobacco related products
- Violent behaviour, stress and negative emotions (U.S. Department of Health and Human Services 2012)

Smokers can then differentiate themselves from a group of so called social smokers, who are defined as using tobacco in social activities, and for socializing, without being addicted to nicotine. (Wechsler and Rigotti 2004) College can be crucial time period for adolescents, full of change, experimentation, discovering and tobacco companies are aware of that. If they know the smoking patterns they can easily turn 'social smokers' into regular smokers, since they portray cigarettes as a way to cope with changes the college life brings. As Phillip Morris Company stated: *'Today's teenager is tomorrow's potential regu-*

lar customer.' (The Eighty Four, 2017) College students may therefore create a group of *replacement smokers* because they replace smokers who quit or die and for tobacco corporations it is essential to target a new age group by showing smoking as something cool, active, open-minded, fun and adventurous. (Media Smarts 2013, 2) An example could be seen in Joe Camel advertising character from 1987, (Joe Camel, 2009) which symbolizes a tool how to attract youth to start smoking.



Figure 13: A Character Used to Promote Tobacco Products
Source: Joe Camel 2009

To conclude, in Ireland 20 cigarettes cost € 12, whereas tax represents a huge percentage. In 2017, for example the pack of cigarettes went up by 0, 50 cents in price. (The Journal 2017) The tax on tobacco products is the highest in the European Union (87 %). Therefore, many young people prefer rolling tobacco, which is cheaper and can make more cigarettes than the pack that is the same price.

The Czech Republic, on the other hand, has the third cheapest price on tobacco in the European Union. It is approximately 80 CZK (€ 3). The difference in price is caused also by low tax on tobacco products. (Idnes 2015) In 2017 however, the tax was 79 % from the pack of cigarettes that cost 84 CZK (€ 3, 30) and 70 % of the pack that cost 110 CZK (€ 4, 30). (Petr Gola 2017) The average Czech can afford 260 packs of cigarettes, whereas someone from Norway 349. (Idnes 2015) Irish smokers are highly influenced by society's opinion when it comes to smoking and the general disapproval of society can make them think about quitting. (Special Euro barometer 2010, 48)

10 RESEARCH

In order to find out what the students of IT Carlow and TBU in Zlín think, the research was conducted. It is important to have a large number of respondents so that the results can be compared and therefore, the research was carried out in the form of a quantitative survey.

10.1 Institute of Technology in Carlow

Carlow is a small town located approximately 1, 5 hours away from the capital, Dublin. The population of this town is almost 25 thousand inhabitants. Nevertheless, it offers lots of facilities, job opportunities and also the possibility to study at the Institute of Technology (IT Carlow). This college was established in 1960. It offers a range of undergraduate as well as postgraduate programmes. Some of the main courses offered include business, humanities, sports media, marketing, science and health, computing and networking, aerospace and electronic engineering. The university campus is situated in Carlow town but other smaller campuses can be also found in Wexford and Wicklow, which are other towns in a short distance to Carlow. The number of students visiting the institute is around 7 000. (IT Carlow 2017) The college has a number of partnership agreements with other universities all around the world, so that students from different countries can study short-term or long-term. One of these agreements also includes the partnership with the Faculty of Multimedia and Communications of Tomas Bata University in Zlín, Czech Republic. However, the Institute seems to be quite popular also between Irish students since the students from different parts of Ireland choose IT Carlow for their studies. In order to discourage students from smoking, from 14th February 2018, IT Carlow campus became a smoke-less place (no smoking in buildings, car parks, open areas, etc. is allowed). Smoking is accepted only in the designated areas – 3 smoking shelters were created.

10.2 Tomas Bata University in Zlín

Zlín is a city in Moravia, in the Czech Republic. The population is almost 75 thousand people plus other 12 thousand students visiting the Tomas Bata University. The university was established in 2001 and it offers possibilities to study at different faculties, such as the Faculty of Multimedia, Faculty of Technology, Faculty of Humanities, Faculty of Applied Informatics, Faculty of Management and Faculty of Logistics and Crisis Management. It also provides students with the opportunity to study or work abroad.

The questionnaires were created online and distributed thanks to social media and email. The responses were collected during the months of February and March. The questionnaire was divided into different categories, and different questions were asked those who answered they do not smoke or smoked in the past and those who answered they smoke or smoke occasionally. All the respondents were asked the same question though, which is to pick the most powerful picture out of four. To interpret the results, the analysis of both Czech and Irish respondents is described below. At the end, both groups are compared. This survey was created to help interpret thinking and opinions of a group of smokers and ex-smokers. It was assumed that the Czech students tend to smoke less or smaller amount of cigarettes than Irish. For the purpose of this thesis, a smoker is anyone, who smokes tobacco products either on a daily basis or occasionally. An ex-smoker is someone, who used to smoke in the past. A non-smoker is then someone, who does not smoke any tobacco products at all.

10.3 Questionnaire evaluation and analysis

The questionnaire for both Irish and Czech students was divided into different sections. In order to separate smokers from non-smokers the initial question ‘Do you smoke?’ was asked. A set of questions followed if the answer was positive – such as what advertisements or appeals they prefer, how often they watch TV etc. (see appendix). For smokers and those trying to quit, the last section contained the video and the questions related to it were asked. Then, there was another section for non-smokers and for past smokers.

To start with, the first section contained basic information about the respondent, such as gender, age, faculty and the question ‘Do you smoke?’. Then, the questionnaire was split up based on the answer provided by a respondent. As previously mentioned, the questionnaire was distributed through social media and it was opened to responses from 1st February to 15th March. In fact, it was quite difficult to find any smokers at the Tomas Bata University, which means that Tomas Bata University students may be aware of the negative consequences cigarettes have on them. In order to keep the authenticity, the graphs will be shown in language they were distributed.

10.4 Analysis of Czech respondents

The number of collected responses from TBU students is 179, both women and men (most of them were women), and almost 45 % of all respondents are students aged 21-23. 26, 8 % are students aged 24-26. The students are from different faculties, the highest number is from the Faculty of Multimedia, Faculty of Management and Economics, Faculty of Humanities and Faculty of Applied Informatics. Nonetheless, 66, 5 % of them do not smoke. From the graph below, it can be seen that only 17, 3 % of them smoke, less than 10 % smoke occasionally and only 4, 5 % used to smoke in the past. 3 students stated they are trying to quit.

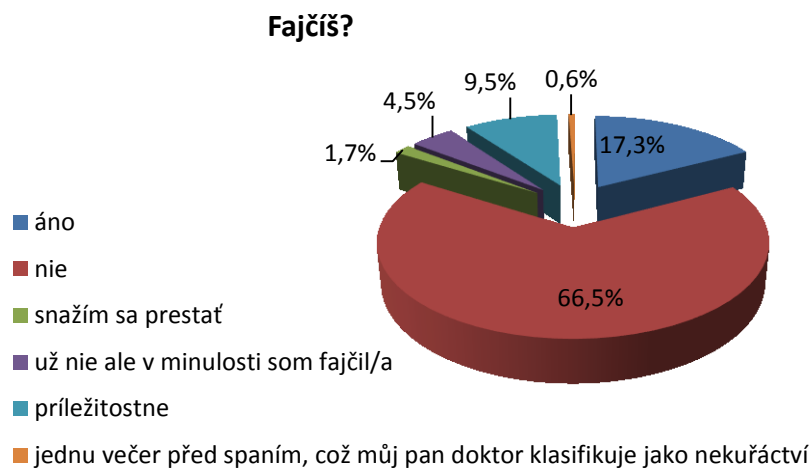


Figure 14: Proportion of Smokers to Nonsmokers (Czech Respondents)

Source: own research

Next, almost 61 % of those who do not smoke do mind when somebody beside them smokes but also 30 % of them would not say anything to the person. Another 34 % would ask them to smoke somewhere else. Other people do mind depending on the situation.

Vadí ti, ak niekto v tvojej prítomnosti fajčí?

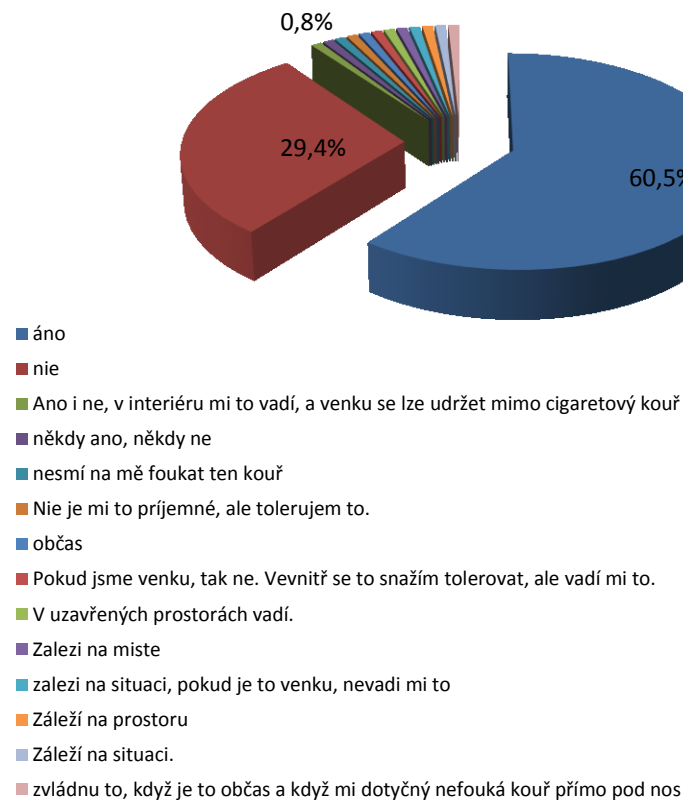


Figure 15: Tolerance of Second-hand Smoking (Czech Respondents)

Source: own research

Another group, 8 past smokers, stated they quit mainly because of their own health. Other reasons would be family, finance, partner, and just willingness to quit. Half of them still smoke occasionally, and one of them smoked for even more than 6 years before he quit. 5 of them said they were not influenced by any advertisement when quitting, one of them was, though.

The target group of any anti-smoking campaign is always a smoker and therefore the longest and most elaborate part of the questionnaire was the section for smokers, which contained more questions and a video. 50 people smoke cigarettes, whereas only 6 people smoke electronic cigarettes. Only a few of them smoke rolling tobacco. They try to stick to the brand they are familiar with or they like. 21, 2 % of respondents have been smoking for 4-5 years.

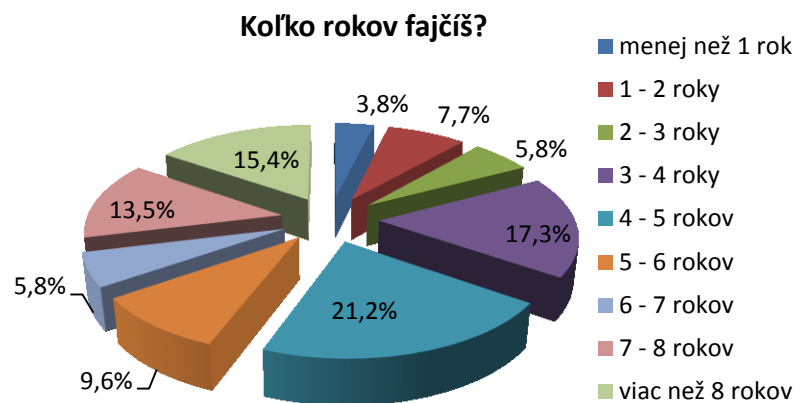


Figure 16: Number of Years Smoking (Czech Respondents)

Source: own research

75 % of them have been thinking of quitting. This may mean that these students just need some kind of a stimuli or support to get motivation. However, only 11, 5 % of respondents are influenced by the pictures on the cigarette package. Those, who answered that the pictures do not influence them, explained they do not care, do not look at them or do not like them. Some of them believe these pictures will not convince smokers to quit.

The last part of the questionnaire was a video and a set of questions to find out what kind of advertising appeals to this group of people and which commercial is perceived as the most effective one. Each respondent had to watch a short anti-smoking advertising about Gerry and his story (which was previously mentioned in the thesis). The subtitles were provided so that everyone could understand the story. Almost half of the respondents stated they are sad after watching this anti-smoking ad and 31 % said they are more aware of negative effects of smoking. The rest do not care or are not interested.

Myslíš, že táto reklama dokáže ľudí presvedčiť, aby prestali fajčiť alebo sa nad tým aspoň zamysleli?



Figure 17: Effects of Advertising
Source: own research

Therefore, 38, 5 % think this ad can persuade someone to quit. It may seem as a small number but even if just a 30 second long anti-smoking effort could influence a few smokers to change their behavior it would mean a big change. The questionnaire then contained questions related to media and advertising. 23 % of smokers watch TV every day and 19 % do not watch TV at all. 31 % watch TV only rarely. Almost 60 % of respondents do not like any type of advertising, although the rest prefer TV, print, outdoor or Internet advertising. An interesting fact is that the same people would like to see an anti-smoking ad on TV (21 %), YouTube (20 %), Internet (27 %), in the college (25 %), in the print (7, 7 %) or outdoor (19 %). 40 % would not like to see it anywhere at all.

Kde by si rád/rada uvidel protifajčiarsku reklamu?

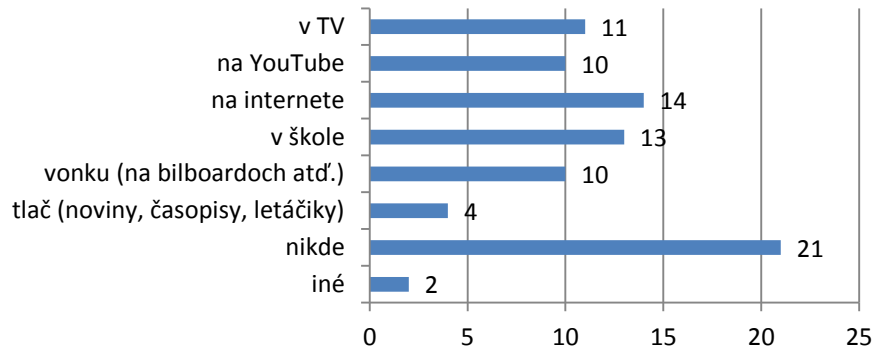


Figure 18: Advertising Preferences

Source: own research

Furthermore, a half of them noticed anti-smoking pictures on the packages of cigarettes and some other ads on TV, Internet or print. However, they could not recall any concrete anti-smoking campaign.

Všimol/la si si v poslednom čase nejakú protifajčiarsku reklamu?

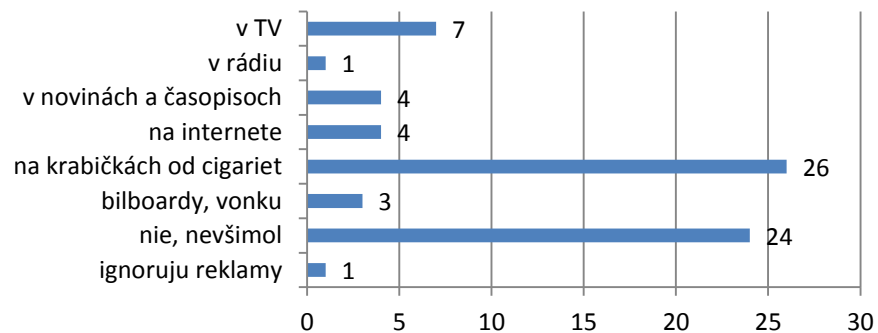


Figure 19: Knowledge of any Current Anti-Smoking Campaign

Source: own research

The last question was focused on emotions involved in advertising. According to respondents, who smoke, the strongest appeal used in advertising is fear. Then, it is the sense of guiltiness and humour.

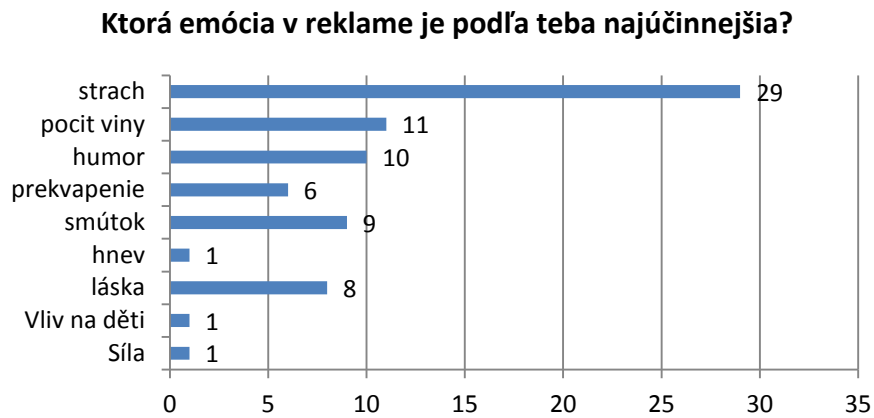


Figure 20: Emotions in Advertising
 Source: own research

However, one question was same for all three groups (smokers/occasional smokers, non-smokers, ex-smokers). It was to decide which picture out of the four below is the most powerful. Every one of them uses a different advertising appeal.



Figure 21: Second-Hand Smoking
 Source: Hancox 2012



Figure 22: Effects of Every 15 Cigarettes
 Source: The Guardian 2014



Figure 23: Suffering from Smoking Related Disease
 Source: Daily Mail 2011



Figure 24: Mind if I Smoke Ad
 Source: Tobacco Education Clearinghouse of California 2018

The picture with the child uses people's emotions and targets mainly pregnant women and parents. However, seeing a child being suffocated gets attention of not only a mother but also all people who plan to have a family in the future and cannot get rid of the habit of smoking. The second one shows the effects every 15 cigarettes can cause, which means it uses the rational appeal to convince people through rational arguments based on scientific interpretation. The next one uses a fear appeal when it shows the person experiencing a lung cancer. It might seem a bit far-fetched, since students may think they are too young and it cannot happen to them. The last one uses both humour as well as sexual appeal, when a man on a social occasion asks a woman if she minds if he lights up. It also uses a hyperbole, when it slightly exaggerates the situation in a humorous way.

All in all, non-smokers think that picture with a child is the most powerful one (33, 6 %). Then, it is the picture of a woman dying of lung cancer (32, 8 %). The factual information about what every 15 cigarettes make to the body is the third powerful (19, 3 %) and the least powerful picture according to TBU students is the *Mind if I Smoke* picture (14, 3 %).

Next, ex-smokers think the most powerful is the one about the effects of every 15 cigarettes (50 %). The second one is the picture with a person dying of lung cancer (25 %) and the picture about effects on children (25 %). The one using humour did not get any response.

Last group, current smokers also rated the pictures and the responses for this group are in balance. 27 % think that the most powerful ad is the one that describes the effect of every 15 cigarettes. For another 25 % it is the one with the humorous tone and other 25 % think the most powerful one is the one with the person dying on lung cancer. 23 % think it is the one with a child.

To compare, all the groups have different opinions. Those who do not smoke think the most powerful ad is the ad with the child. Smokers and past smokers, on the other hand, consider the most powerful picture the one about the effects of every 15 cigarettes. It is interesting to see that smokers think that this is the most powerful advertisement. It can be also assumed they probably know how dangerous the smoke for children is and what it causes, therefore information about what 15 cigarettes cause can seem to be shocking and alarming because it uncovers something new what they may not be aware of. Also, using

humour can be a good way how to attract their attention, although it can be expected that they might not take it too seriously.

Some respondents even left a comment at the end of the questionnaire. Some of the responses could be as follows: 'I do not think that any pictures either in media or on cigarette packages would influence smokers. It will not influence them.' 'Who wants to smoke, will smoke but who does not want, will not. And there is nothing easier than not noticing the picture on the cigarette package.' 'A smoker knows the health risks and does not really care. They think it is their right to freely do what they want, that means to smoke, and they are above non-smokers. It is the fight with an egoism and ignorance. So I am not sure, if any effort is effective.'

Smokers also commented: 'People should stop pushing smokers and try to make them quit. They will not. They do not care they harm other people or themselves. In that particular moment they are just feeling good.' 'The ads will not make them stop smoking. In my mind, the ads should be focused on damaging health of other people and children in the form of passive smoking.' 'There are other people portrayed on the cigarette packages so I do not really relate to them. Moreover, people get used to it easily.' 'I will not stop smoking but the ads should be more about passive smoking and how people damage others' health (especially children's).' Another comment was: 'I wish I do not have cravings for cigarettes anymore.'

Based on the previous elaboration of the responses, it can be seen that students of Tomas Bata University seem to be aware of negative effects cigarettes have. Most respondents do not smoke however; there are some who smoke either occasionally or on everyday basis. Many students do not mind to see advertisements, which could be beneficial, since the anti-smoking material can be advertised on specific places, where it can reach its target. These ads could be shocking, surprising and most of all carry a fear appeal. Based on the questionnaire, Internet and YouTube may appear to be the best way of doing that, although some people watch TV and read newspaper very often so the advertising could be showed there as well. Nevertheless, anti-smoking campaigns in the Czech Republic are still missing and should be created if the country wants to reach lower number of smokers.

To sum it up, based on this it can be observed that every group has different perception and may see the same ads differently. Therefore, the ads should specifically suit the

target group – smokers – and should be developed with assistance of not only professionals and people in the field but also people involved in the topic and those it concerns – smokers and ex-smokers.

10.5 Analysis of Irish respondents

In this section, the analysis of Irish answers is provided. The questionnaire is almost the same as for the Czech students (see attachment). To start with, the number of respondents is 114, both males (38, 6 %) and females (61, 4%). The biggest group is the respondents between 21-23 years old (47 %). Most of them study Sport Media and Marketing or Business and Humanities.

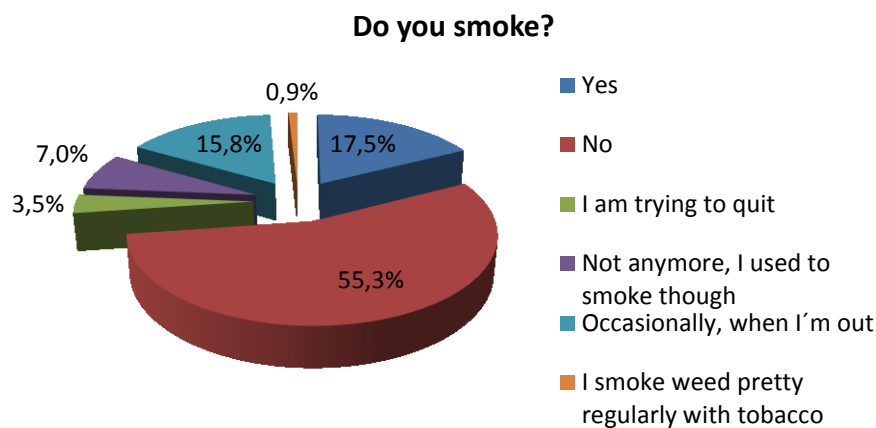


Figure 25: Proportion of Smokers to Nonsmokers (Irish Respondents)

Source: own research

More than a half of the respondents do not smoke, the rest are smokers, those, who used to smoke or who are trying to quit. There is the same percentage of those who do not smoke, and either do mind when someone around them smokes (44, 4 %) or do not (44, 4%). The rest of students think it depends on the actual situation. 44, 4 % of those who do not like passive smoking would not say anything to a person who smokes around them and only 19 % would actually say something.

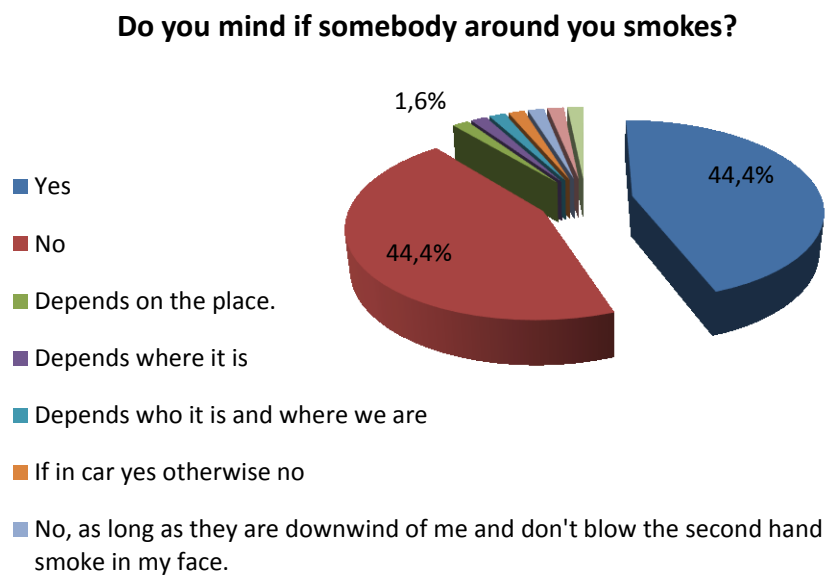


Figure 26: Tolerance of Second-hand Smoking (Irish Respondents)

Source: own research

Ex-smokers stated they quit because of their own health and the high price of tobacco products. However, some of them still smoke from time to time; one of them uses a vaporizer. Half of them had smoked less than a year before they stopped, which can be interpreted as the sooner they quit the easier it is. One respondent explained, he stopped smoking because he got more nauseous every time he smoked.

Concerning smokers, most of them smoke cigarettes, only a few of them smoke vaporizers. The most mentioned brand was the Amber Leaf, which seems to be very popular among young people in Ireland, mainly because of the lower price. Furthermore, it is rolling tobacco which produces more cigarettes than a normal 20-cigarette package. Then, the brand such as Silk Cut, Marlboro or Pall Mall was mentioned. The figure shows the reasons for the choice of the brand.

Why do you smoke this brand of cigarettes?

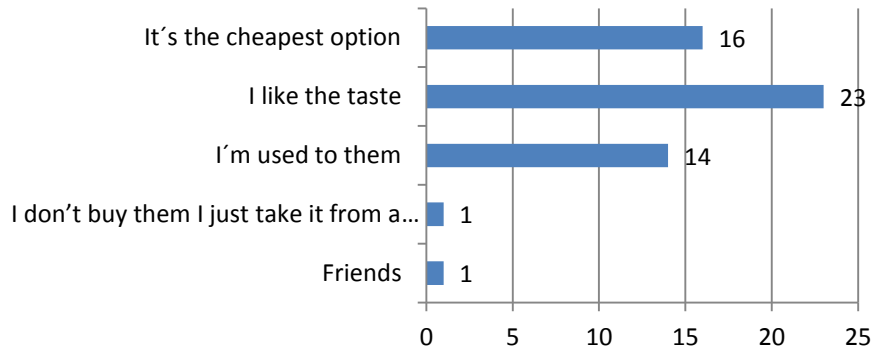


Figure 27: Brand Choice

Source: own research

30 % of respondents smoke up to 2 years and 18, 6 % smoke 2-3 years. 16, 3 % of respondents smoke less than a year and two respondents answered they smoke more than 8 years.

How many years have you been smoking for?

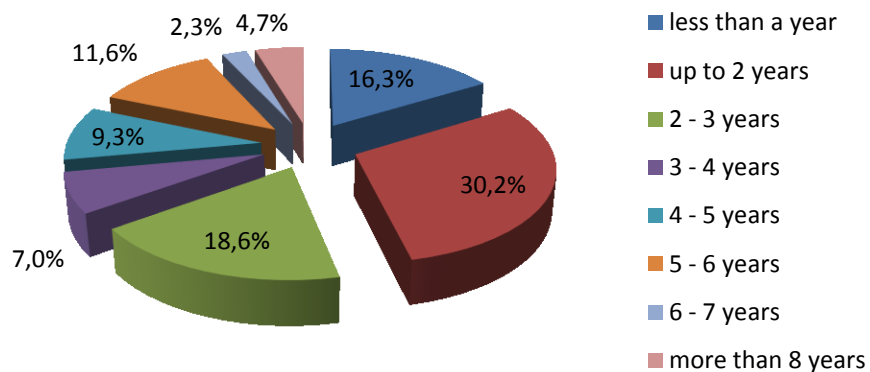


Figure 28: Number of Years Smoking (Irish Respondents)

Source: own research

At the same time, 65 % respondents have been thinking about quitting smoking. This can signify that with the necessary help they would be fully able to quit. Almost 30 % have not been thinking about it yet.

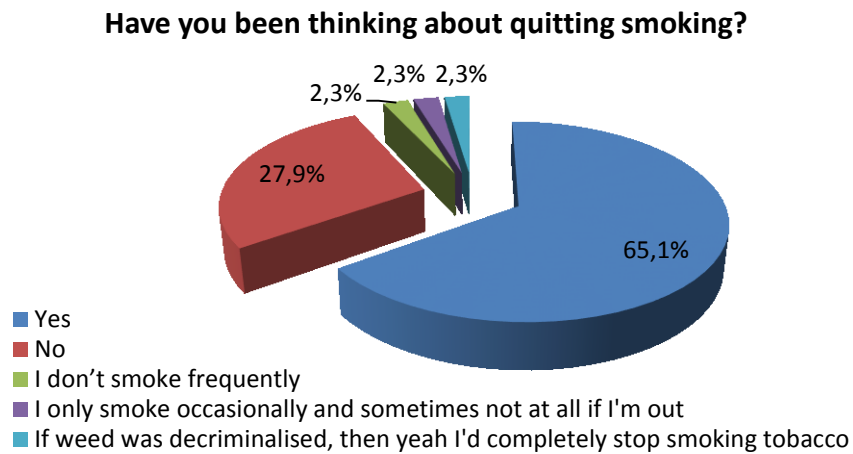


Figure 29: Quitting Smoking
Source: own research

Irish students were also encouraged to comment on different questions. 26 % of them see the anti-smoking text and pictures on the cigarette package as being influential but many of them do not relate to them and think that it is too far-fetched. They also believe that people, who create them, exaggerate. They do not really think it could ever happen to them. Others try to ignore them and not look at them. One respondent feels bothered by the pictures portraying some dental problems.

After seeing the advertisement about Gerry, 53, 5 % become more aware of negative effects of smoking and 44, 2 % expressed his story made them sad. Almost 75 % respondents believe it can convince people to quit and 67 % of them have already seen that ad – mostly on TV – which only confirms the popularity of the ad in Ireland.

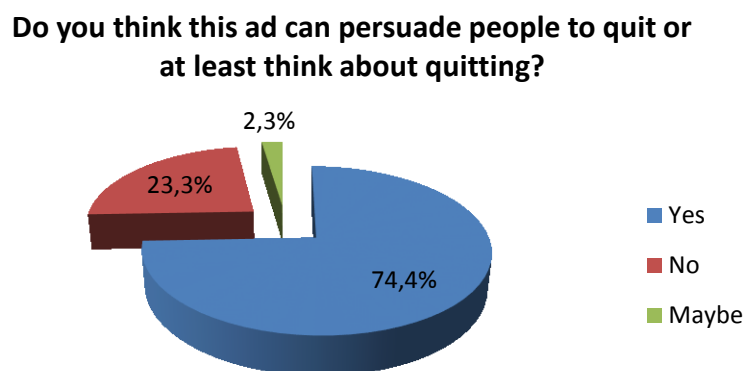


Figure 30: Ad Potential
Source: own research

More than a half of students watch TV every day. Here it can be seen that in comparison with Czech students, who do not really watch TV very often, this group of people can still be targeted through TV, which may have a positive effect.

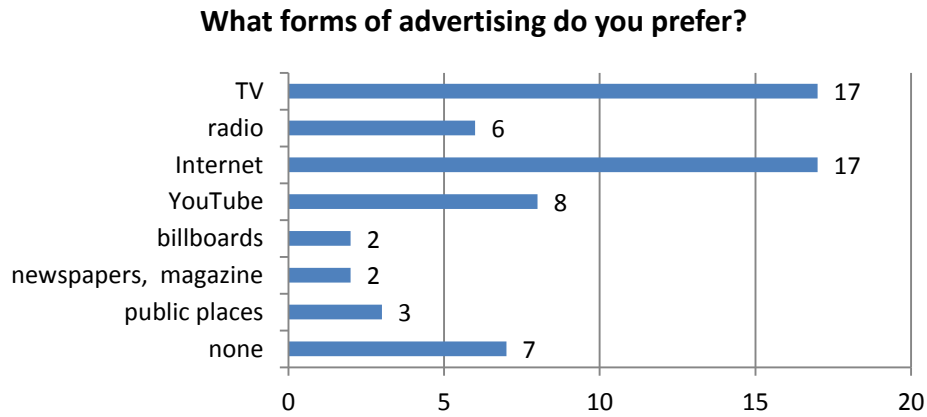


Figure 31: Forms of Advertising
Source: own research

Many students agreed they would like to see anti-smoking ads on TV, Internet, out or in the college. This is an interesting phenomenon because it shows that young people actually do not mind seeing ads, some of them even like them. This fact was similar to Czech students.

However, the proportion of emotional appeals was wider in case of students in Ireland. They agree with Czech students that fear is the most powerful appeal used in advertising. Then it is guiltiness and sadness. Humour is according to them considered as least powerful.

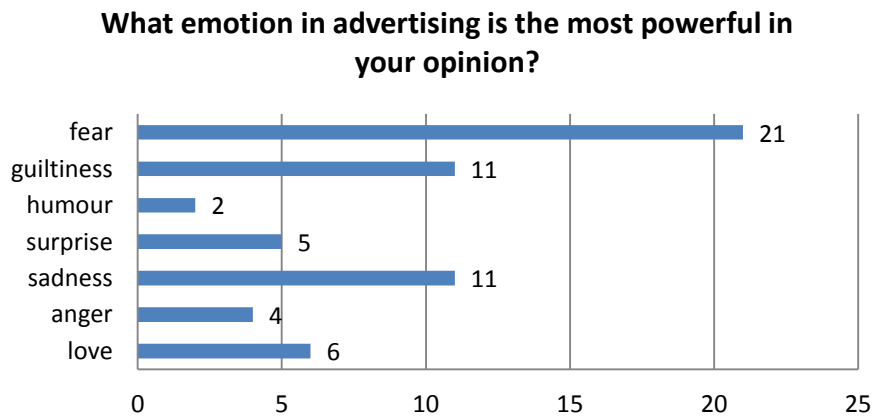


Figure 32: Emotions in Advertising
Source: own research

Again, the same question was asked each group of respondents, and that is to pick one of four pictures with the highest impact. The pictures were same as for Czech students. Non-smokers consider (similarly to Czech non-smoker students) the picture with a child as being the most powerful one (55, 6 %). Then, it is the one about the person dying on lung cancer (22, 2 %) and the effects of every 15 cigarettes (20, 6 %). Only 1 respondent consider the *Mind if I smoke* picture as being powerful.

Ex-smokers also agree that the most powerful picture is the one showing second-hand smoking (62, 5 %). Then, it is the effects of every 15 cigarettes (25 %) and the picture of a person with cancer (12, 5 %). The *Mind if I smoke* did not get any responses.

Now, smokers think the most powerful is the picture about the child as well as the effects of every 15 cigarettes (equally 34, 9 %). 20, 9 % think the most powerful is the picture with the person dying on lung cancer. Again, only 9, 3 % think the most powerful picture is the *Mind if I smoke*.

10.6 Recommendations based on questionnaire analysis

In the previous steps, the answers were described and elaborated. It can be seen that the attitudes of both Czech and Irish students are very similar. The advertisement about Gerry was perceived as rather powerful and able to convince smokers. The most powerful picture out of four proposed was the picture showing the real effects of 15 cigarettes and the one showing effects of second-hand smoking on a child. Children must be protected and smokers seem to be aware of it. Even young generation like traditional media, such as TV and print but apparently tend to use Internet a lot. Internet is definitely a good way for targeting youth, since almost all university students have to do some research online during their studies or just interact on social media. Therefore, it is essential to target them online.

Peer debates on harmful impact of smoking, a strong opinion leader, meeting with coaches, dentist examination, support and self-help information as well as guides can help to quit. There is a great bunch of evidence proving that these help young people to quit or cut down the amount of cigarettes. Some studies even highlight the importance of dental exams and show it as a motivator to quit. Others claim that Internet and an online programme help on cessation can have a huge and quick effect. (U.S. Department of Health and Human Services. 2012, 805-807)

It can be difficult to develop a campaign that would attract young people. However, advertising message that contains the elements of harming someone, especially family member, second hand smoking and shows smoking as a socially unacceptable activity can be most effective (Anderson et al. 2003, 82-86) as it can be also seen from the questionnaire analysis, when respondents stated that fear is the most powerful emotions. This could be the fear about their own health, others' health or similar.

One theory already suggested that young people from different countries perceive anti-smoking appeals in a similar or same way. If it is true, it could mean that the same ad could be used in a variety of different countries around the globe which would save lots of money. According to the Tobacco Control, the answer on this question is yes. They found out the ads targeting youth were evaluated in a similar way – young people think they are immortal – emphasis on long term health impact can be not relevant and inappropriate for them. (Anderson et al. 2003, 82-86) This could be also seen in the evaluation of the answers in the previous part. Both Czech and Irish students have similar thinking and perceive things similarly.

Also, it might be better to use all different channels to target young people. Online media can better encourage smokers to take part in cessation programmes. Therefore, the message has to be integrated on all channels – online as well as offline. If a person visits a website it can lead to registration or call. Each media means different cost, and therefore some media can be more expensive, less effective and vice versa. (Clayforth 2014, 270-274)

11 SUMMARY OF THE PRACTICAL PART

In the practical part, the countries of Ireland and the Czech Republic were brought closer and elaborated. The recent anti-smoking campaigns in both countries were described together with advertising appeals used. The statistics of smoking were explained and the sample group of students was picked from two universities. It was then used in quantitative analysis, which in next steps helps to create an anti-smoking campaign aimed at students between 18-27 years. The answers were elaborated and based on them and other relevant reports and statistical information a campaign will be proposed in the next part. This part however, helped to create some background and described the efforts of both countries to decrease the number of smokers. It also made a basis to better understand the objectives and the chosen target group.

III. PROJECT

12 PROJECT BACKGROUND AND INTRODUCTION

In this part, theoretical knowledge as well as previous analysis, evaluation and information gathered will be used to create a successful marketing campaign aimed at university students in the Czech Republic and Ireland.

Tomas Bata University and Institute of Technology in Carlow were a representative sample representing the whole country and its students. The main idea was the idea of generalizability, which describes the probability that the results will say something about a group bigger than the sample from which the results were collected. (Qualitative and Quantitative Methods 2017)

In this part, the plan, media channels, budgeting, risks and limits will be elaborated and described. As previously mentioned the target group of this campaign will be university students aged 18-27. However, not only they can be attracted by this campaign. It can also reach young people who did not go to college and decided to work instead. Also, the public can join the campaign and quit.

Some people in the survey claimed that anti-smoking ads make them want to smoke. Similar opinion has been introduced by Jon Brooks. He claims that tobacco addiction is not logical but emotional. Therefore, all commercials that try to explain negative effects of smoking in a logical way may fail easier than those that appeal on emotions. Giving examples of his father who after experiencing heart attack symptoms decided to quit smoking overnight, he believes that this experience was enough to convince him to get rid of this habit. Nevertheless, the difference between an experience and only factual information exist. Therefore, maybe the anti-smoking campaign should be created in line with psychologists. Smokers would probably not tell others how to make them quit. Although smoking bans and tobacco tax increase might make them quit, they would not support it. The right solution can be asking smokers what they really do not want to see – that can be quite probable to work for them. (Jon Brooks, 2014)

Anti-smoking campaigns usually portray something negative, either death or sickness. Based on one theory from social psychology, reminding of mortality makes people get into panic in their brain, often unconsciously. And then some smokers may reach for a cigarette or get cravings because no matter what, everyone will die one day. The feeling of being powerless can also trigger people to start become materialistic for a while or try to enjoy life as much as possible and according to one research conducted by the Pennsylvanian

University, people who are asked questions with death character reply more positively to commercials with expensive goods like luxurious cars or jewelry, (Jon Brooks, 2014) which may be also linked to the idea of enjoying life as much as possible and pursuing their bad habits.

Another thing, it seems to be a good way of convincing someone by appealing on their social status. For example, thanks to Edward Bernays (Sigmund Freud's nephew) smoking became more popular between women. In 1929, he advertised smoking for women as a way to improve their social status so that they become equal to men. He hired a few models who walked through the busy media street smoking cigarettes. The campaign was called *Torches of Freedom* and became very powerful. Before that, it was inappropriate for a woman to smoke. The same situation could work also now, but opposite. Linking smoking to a lower group of society or lower social status would cause a threat of losing social status, which could appear as a powerful motivator. Giving the facts while framing it around social status rather than the concept of death could be a good stimulus. However, no medical jargon or terms should be used so that the message is straightforward and easy to understand. Anti-smoking ads (especially those designed for young people) should show smoking as something uncool and not in. (Jon Brooks, 2014) As Henry Ford once said: *"If you will study the history of almost any criminal you will find that he is an inveterate cigarette smoker."* (Slovic 2001, 30)

Some studies show that a longer exposure to anti-smoking commercials creates beliefs that are similar to those portrayed in the ad and also decreases the intention to smoke. (U.S. Department of Health and Human Services 2012, 688) Therefore, it is necessary to provide the target group with this material through all communication channels.

Use of the right words is another important aspect. From early childhood people are told not to give up but to continue in everything they do, yet those who smoke are confronted with the strong words, such as quit, give up or stop. This can lead to subconscious thinking and cognitive dissonance. Instead of giving up or quitting, it would be worth trying to replace these words with getting/becoming clean, coming back to normal, kicking/fighting the habit and so on. (Jon Brooks, 2014)

13 MARKETING STRATEGY

Marketing strategy presents all planned steps from creating marketing campaign, implementation, budgeting and final evaluation. This includes different processes and use of communication tools as well as description of risks and limits. As already said, this will be based on previous findings from the questionnaire analysis, respondents' comments, hypothesis introduced before and other theoretical findings. This strategy will be used for both Ireland and the Czech Republic.

13.1 Target group

The target group for this anti-smoking campaign are Irish and Czech students aged 18-27, therefore the language of the message and overall communication will be in different language in both countries. The campaign will at the same time target not only students but also the general public and smokers. Since it seems that the Czech Republic lacks any anti-smoking campaign, it would be worth to rethink, if there is also need to create some social anti-smoking campaign that would target all smokers. However, that is not the goal of this thesis.

13.1.1 Segmentation

Students can be a large target group and therefore this group can be later divided into:

- Country of origin and language: Ireland vs Czech Republic, English/Irish vs Czech
- Based on gender: males and females
- Based on age
- Based on the course: students of Bachelor's, Master's degree or PhD.
- According to the university, faculty and field of their studies
- Other aspects

Moreover, it is important to make sure, that smokers are targeted and non-smokers are not annoyed by inappropriate advertising but opposite try to help those seeking help.

13.2 Objectives and purpose of the campaign

Objectives of this marketing campaign are:

- to decrease the number of all smokers (mainly students) in the whole country by 20 % in a year

- to raise awareness of negative effects of passive smoking and to make both non-smokers and smokers more aware of them
- to decrease the effects of second-hand smoking by creating smokeless campuses (designed smoking shelters)
- support smokers by getting help from non-smokers

Moreover, it is also important to support ex-smokers and make sure they do not want to start again. These objectives will be later measured by the number of quitters and by getting feedback and conducting a research during and at the end of the campaign.

13.3 Marketing communication tools

Therefore, the proposed marketing campaign that would target mostly students aged 18-27 (whether in the Czech Republic or Ireland) would be as follows. First of all, it is important to decide what type of media channels will be used. The suggestions are:

- a) Digital marketing: website, YouTube, social media (Facebook, Twitter, LinkedIn and ads on these social medias), online articles
- b) Advertising in colleges, universities, public places
- c) TV commercials
- d) Pictures on the cigarette package
- e) PR activities
- f) Print: newspaper, magazines, flyers, info graphic material and posters, local newspaper
- g) Event marketing: group discussion, talks with ex-smokers, help and tips to quit, influencers

Next steps will be described in future chapters.

14 MEDIA PLAN

All the media activities, time frame, budget, risk analysis and details are provided and proposed in this part. The information can be also seen in the tables and for better imagination in some parts, relevant pictures and figures are showed. The whole project is expected to gain success and encourage students to quit or cut down smoking.

14.1 Logo

The logo of the whole campaign should appeal to young people and at the same time it should represent the risks of smoking. Therefore, the proposed logo would be something like the one below. It shows a sad person – a smoker, whose life has been changed by smoking, which is represented by the sad face and black colour. His health is also weakened, which is symbolised by a cigarette that writes its story – cigarette smoke turns into collapse of a heart and gradual losing life. Smoking is then not killing only smile but it is also a threat for life.

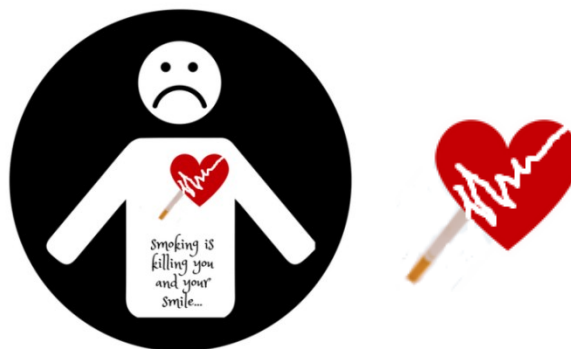


Figure 33: Logo of the Campaign
Source: own research (designed on canva.com)

14.2 Digital marketing

The campaign will be based on digital marketing since students are those who tend to spend time online to engage on different social media channels, which was also obvious from the analysis of the questionnaire.

14.2.1 Website

First of all, the website will be created to support the whole campaign where details on how to get help will be available – that means a phone number and email details as well as social media channels and the access to the community of quitters. The name of the website will be *BackToNormal.com*. For Czech students it will be of course translated into

Czech *SpatkyDoNormalu.cz*. Following pictures are concepts that could be used when creating a new website. The home page will be the animation showing a person opening the curtains towards a new day. This will symbolize the change of becoming a new person – kicking off the bad habit. The website will be designed through one of the online website designing tools, such as the wix.com so that the cost is not too high.



Figure 34: Website Proposal
Source: own research (designed on wix.com)

The headline '*Are you ready for the change*' just emphasizes the fact of losing addiction. The live chat will be provided for those who want to talk directly to someone in order to get help.

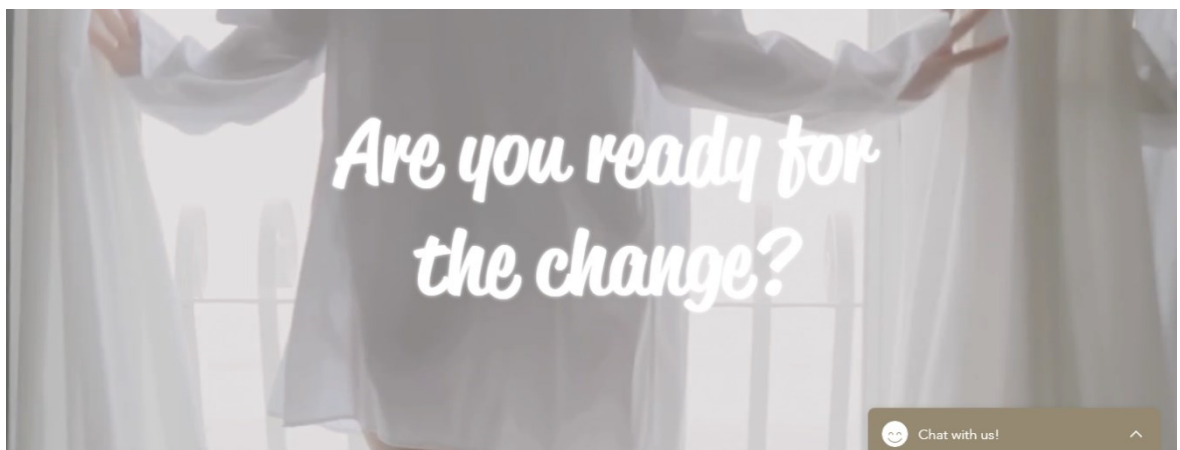


Figure 35: BackToNormal.com Website Proposal (Animation)
Source: own research (designed on wix.com)

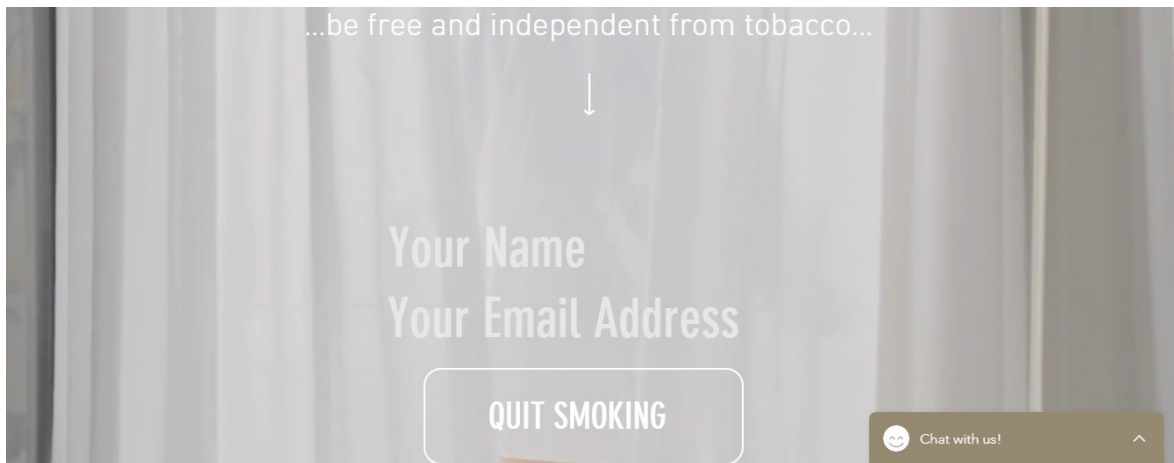


Figure 36: Website Registration
Source: own research (designed on wix.com)

After scrolling down the actual call to action button will be provided and by typing the name and email address the person will go through the next steps by providing more information about them. After that, they get a personalized plan on how to quit, so called 'backtonormal plan' or 'spatkydonormalu plán' as well as other supporting material.

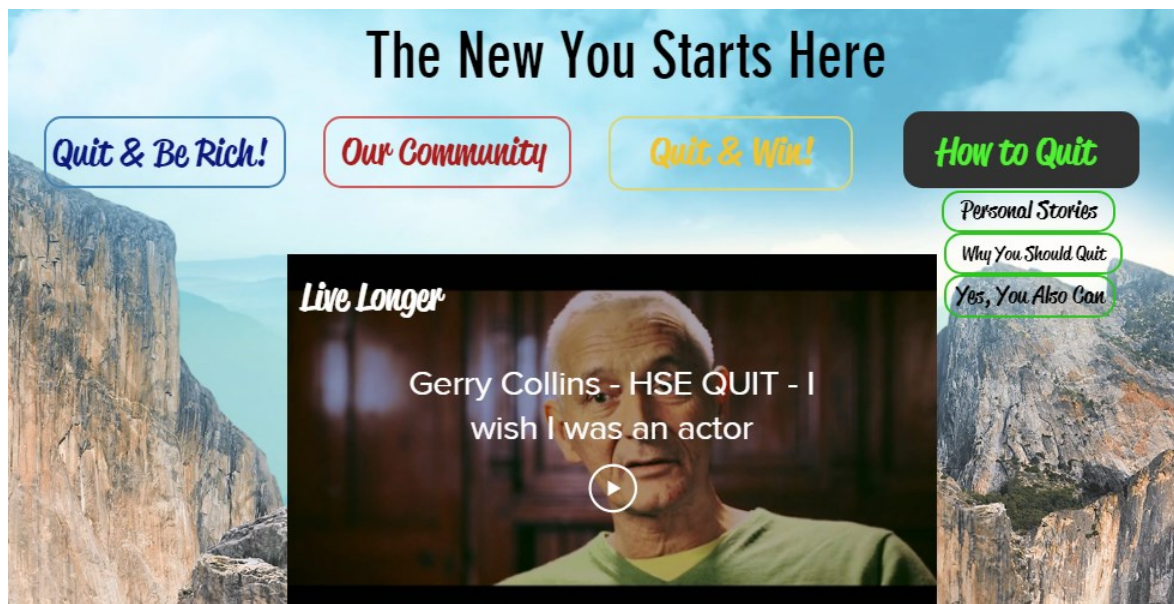


Figure 37: Middle Part of the Website
Source: own research (designed on wix.com)

Next, the contact details will be provided, such as phone number, email address and event locator, where everyone can find the closest event devoted to the topic of smoking

(workshop, group discussion, lectures etc.) The supporting mottos will be shown after scrolling down to the bottom of the page. Then, 4 different menu headers in different colors will contain information on how to quit and similar. Anyone will be able to join the online community, where they can share their ideas and support each other. The online competition will be created and the prize will be awarded to the winner. The competition will be connected to smoking and will aim to stimulate smokers to quit. This will also create general knowledge about the campaign and effects of smoking. The video (a new TV spot that will be designed) will be shown as well (the one with Gerry is just an example).

Below the video there will be a form that can be filled by anyone who wants to ask or get help. At the bottom there will be an opportunity to download the plan for quitting smoking. All background is animated and therefore shows movement and looks more alive and approachable. The selection of a man climbing up the mountain is on purpose – to show they can do it but it will not be that easy. However, necessary support will be provided as well as online social media support – a link connected to social media channels.

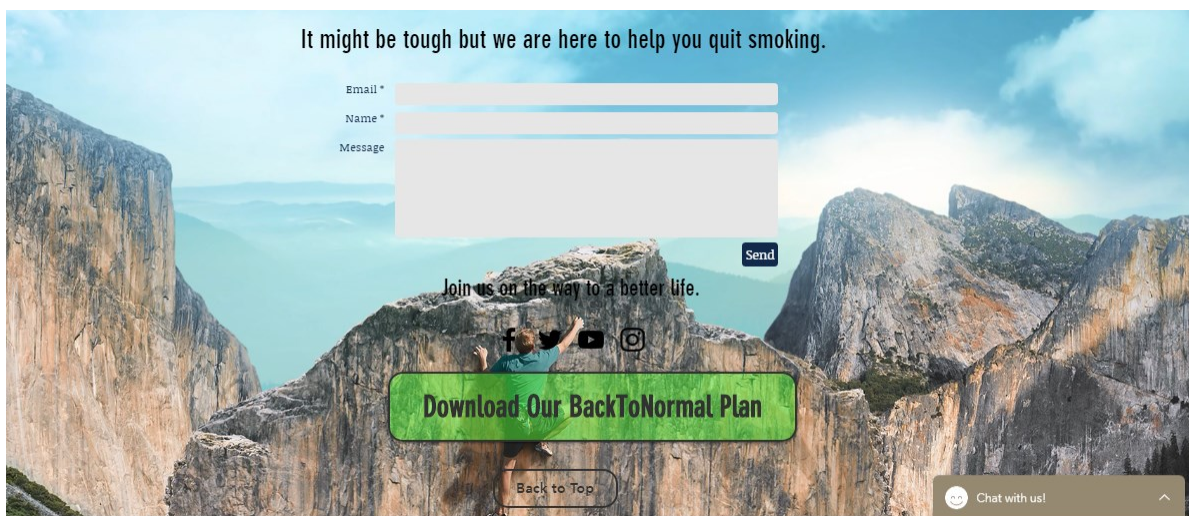


Figure 38: Bottom of the Website
Source: own research (designed on wix.com)

Another proposed version of the website is slightly different but consists of the same information. All the contact information will be provided after scrolling down as well, that means the phone number, email address and online social media presence.

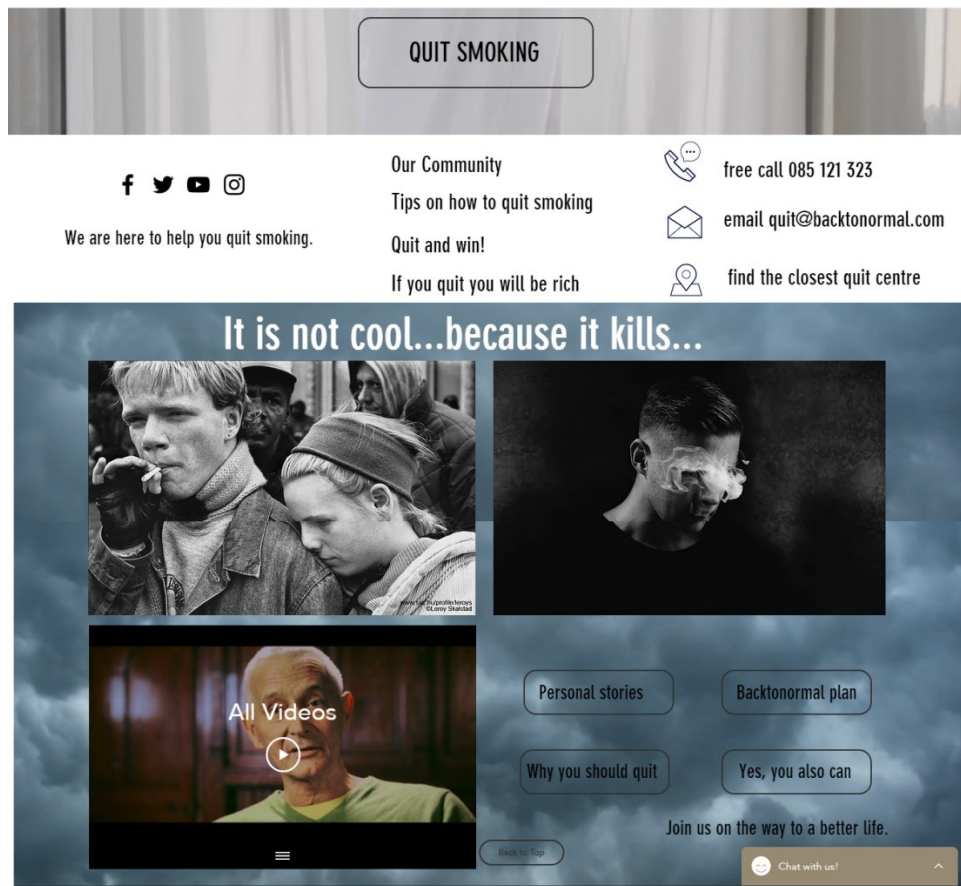


Figure 39: Website Design

Source: own research (design on wix.com)

Similarly to the previous one, it contains of the *'If you quit you will be rich'* calculator, which will like the previous one *'Quit & Be Rich'* count the amount of money each person could save if they did not smoke – what they could buy for that money instead of cigarettes, something like it is shown in the figure 40 (the example is from the official website quit.ie) (Want To Quit, 2017) Then, the set of pictures will be shown – the ones used on the potential website are only examples – explaining that smoking makes you 'blind' and it can damage relationships or make you sad. The video of the actual commercial will be used on the website as well. The last piece of information on the website will be the personal stories of people who quit smoking or who are suffering from a smoke-related disease. The reasons why anyone should stop smoking will be shown together with the plan and other tips.



Figure 40: The Calculator Used on the Website quit.ie
 Source: quit.ie

14.2.2 Social media

Social media that will target young people will be Facebook, Twitter, Instagram and YouTube. There will be a monthly budget set for promoting posts, which will be published three times a week. YouTube will include vlogs (video manuals on how to quit, giving tips and supporting those who decide to quit – either from ex-smokers or from influencers).

14.2.3 Other online activities

Other online activities will be mainly PR and publishing articles, either on online platforms, through student organizations, universities websites, or health blogs, online magazines and newspaper.

The table 1 shows the type of media channel, its characteristics, website planning, social media and other online activities. Digital marketing is not the only part of the anti-smoking campaign though. There will be much more activities included that will be mentioned later in the thesis.

Type	Type of Media	Characteristics
Digital Marketing	website	live chat online community social media support free calls
	social media (+ monthly budget for promoting posts)	Facebook, Twitter, Instagram, YouTube (vlogs + commercial)
	online activities	PR and sponsored articles

Table 1: Digital Marketing

Source: own research

Next, the following table describes the steps of developing a new website – that includes buying a new domain, web design and employing people responsible for implementing the campaign – those who will reply on live chat, email and phone calls. It is estimated that 4 or 5 people will be able to manage the work. The website needs to be prepared in advance. Social media presence will start by searching for people who will contribute to the campaign – either voluntarily or for a small provision. One of the most important social media platform will be YouTube where videos can be published regularly – giving tips on how to quit, showing interviews with doctors, giving motivation from well-known people who successfully quit and similar. The language of the campaign will be English in Ireland and Czech in the Czech Republic. Therefore, both countries will have their own group of people – in the Czech Republic – Czech influencers, in Ireland – English speaking people. That also means that since there are more English speaking people in the world, it will be easier to find influencers from different parts of the world, where English is spoken. However, the same videos could be used for Czechs by adding subtitles.

Afterwards, PR can also play an important role, especially if the articles are written in a way that it catches attention of young people. This includes publishing interesting articles in different health magazines, websites as well as national and local online portals. Articles will be subsequently shared on social media. It is important to make sure, that the timing is correct and that everything is prepared to launch the campaign on time.

Steps	Labor Force	Time Range (Preparation)
buying a domain name, web hosting, building a website, building SEO friendly content, start employing people who will reply on live chat, email and telephone calls	staff (4-5 people)	12 months before the cam- paign starts
create social media presence - plan posts and budget, YouTube - find influencers, doctors and ex-smokers; publish commercial that will be on TV (shorter version)	staff (5-6 people)	6 months before the campaign starts - start finding people for vlogs and recording videos, setting up social media pro- files 3 weeks before the cam- paign starts
find copywriters use official information and find online newspaper that will pub- lish articles (magazines as well as local newspaper)	staff (4-5 people)	4 months before the campaign starts

Table 2: Digital Marketing (Characteristics)

Source: own research

14.3 Advertising

Type	Type of Media	Characteristics
Advertising	propagation material (screens in the universities and blackboards)	flyers, roll up banners posters, infographic material
	print	newspaper, magazines
	TV	commercial
	outdoor	billboards bus stops

Table 3: Advertising

Source: own research

The biggest part of the campaign will be advertising, which includes advertising in the universities and outdoor advertising. Flyers, banners, posters and all info graphic material will be distributed in the university premises by the students and volunteers. Local newspaper and university magazines will play an important role as well, since the articles and interviews will be published there. Moreover, in some places billboards and bus stops with anti-smoking ads will be displayed, this will be however done only in a limited amount.

The most pricy thing will be TV commercial. This includes organizing and recording the commercial as well as getting some space in the most popular TV channels. It is very important to come up with the catchy idea for the ad and try to appeal to young generation. However, not only students are meant to be influenced by it but also all the smokers in the country, since the ad will be shown on TV. This will generate even greater interest in the campaign. Volunteers as well as extras will play in the ad.

Steps	Labor Force	Time Range (Preparation)
print and distribution cost, cost for publishing electronic material on the premises of the university, and in the library (such as computer screen etc.)	staff and volunteers (unlimited)	3 months before the campaign starts
finding copywriters and publishing articles in the local newspaper, student/university magazine and newspaper	staff and volunteers (unlimited)	3 months before the campaign starts
TV commercial - one of the biggest tasks to support the campaign	staff and volunteers (unlimited)	1 year before the campaign starts
a limited number of billboards a limited number of bus stop ads	staff (not specified)	6 months before the campaign starts

Table 4: Advertising (Characteristics)
Source: own research

14.4 Event marketing

As previously mentioned, another important part of the campaign will be advertising in colleges, universities, public places. Since the students are the main target, the colleges and universities will play a crucial role. Moreover, this will be supported by actual places, where people can get help and meet people face to face. Different meetings where smokers will support each other will be organized.

Type	Media channels	Characteristics
Event Marketing	in the universities, colleges and dormitories as well as student organizations	Workshops Talks group discussions Influencers

Table 5: Event Marketing
Source: own research

On the university websites all information about workshops and meetings will be published as well as in the college premises. This will however require cooperation and interest of the universities and the result will highly depend on them and on how they join the campaign. Therefore, preparing and organizing activities should start in advance.

Steps	Labor Force	Time Range (Preparation)
find influencers, doctors, people who will help with organization, create cooperation with universities	staff and volunteers (unlimited)	1 year before the campaign starts

Table 6: Event Marketing (Characteristics)
 Source: own research

14.5 Viral marketing and guerrilla marketing

To make it even more appealing to younger generation, techniques of guerrilla marketing could be used. This can be interesting for the students of arts and similar disciplines and also for the general public who could perform a piece of art on the places that will be specifically arranged for this purpose (zebra crossing, public places etc.). This will create a competition between students, can motivate smokers and make them think in a creative way. People in the country could vote for the best proposal, which will be published on the website and social media. The winner with the highest number of vote gets an award. Word of mouth will be a part of viral marketing, which will be natural and done based on their experience.

Type	Type of Media	Characteristics
Guerrilla Marketing	street art	organized in the form of a competition, either individually or in a team, providing necessary material
Viral Marketing	word of mouth	spontaneous and natural exchange of experience

Table 7: Guerrilla and Viral Marketing
 Source: own research

Steps	Labor Force	Time Range (Preparation)
announce at the beginning of the campaign - in the form of a competition for students and the public	students and the public	during the campaign

Table 8: Guerrilla and Viral Marketing (Characteristics)
 Source: own research

14.6 Mobile marketing

A mobile platform will be developed in the form of an application, which could be downloaded on iOS as well as androids. Here those, who wish to quit could monitor their progress and chat with other smokers who are trying to quit. This way, they can support each other, meet and communicate with people/students from other universities or places and see tips and newest details that are uploaded on social media or website. Everybody will need to register themselves by providing either email address or social media profile and then a profile will be created. The app will be for free.

Type	Type of Media	Characteristics
Mobile Marketing	mobile application	application that will connect students and smokers from all around the country, free to download through app store or android store

Table 9: Mobile Marketing
 Source: own research

The app needs to be developed and tested; therefore enough time should be put into creating it. An external company will be hired and the properties of the app will be discussed. The design has to be appealing for students and the app has to be easy to navigate.

Steps	Labor Force	Time Range (Preparation)
developing and designing the app, promoting it	staff (team)	a year before the campaign starts

Table 10: Mobile Marketing (Characteristics)
 Source: own research

14.7 Other potential promotional material

Other potential promotional material will include badges, bags, mugs, pens and T-shirts, which will be brought to students through social media, website, and a team of people who will visit universities to offer these products. Those universities that will be interested can join the campaign and create a smoke-free campus. Promoting the *World No Tobacco Day* (May 31st) will be another way of supporting the campaign.

Last but not least, the business card will be also distributed in the college premises and will keep the same style as a logo. The design will be as follows:

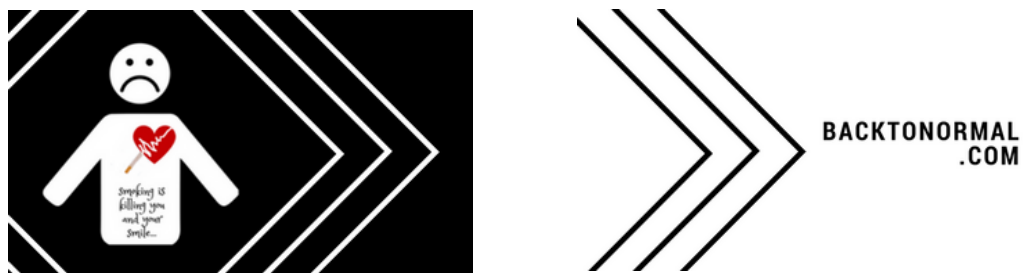


Figure 41: Proposed Promotional Card
Source: own research (designed on canva.com)

14.8 Language of the campaign

For the purpose of this thesis only English version is provided, since the thesis is written in English. However, as previously said, all the material will be provided in Czech in the Czech Republic. If the campaign is successful, it could potentially expand to the neighboring countries.

14.9 Budget

It is important to know the approximate cost of all media channels used. In the table 11 it is shown, how much money (the sum is only estimated and may be higher or lower) each media used costs. However, it is expected that the cost in the Czech Republic will be slightly lower and therefore this is only an example of an approximate sum, while expecting higher cost rather than overdrawing budget.

The highest cost will go to develop an application and prepare a TV commercial, whereas the lowest sum of money will go to guerrilla marketing and viral marketing. The staff salary is not included in the overall cost. The commercial is one of the most important parts, and therefore it has to be developed in a way that attracts smokers, especially youth. It will not be too long and will try to persuade people to quit. It will target not only youth

but also all smokers and it will be developed together with psychologists, ex-smokers and smokers. Some ideas and tips were already proposed earlier. Then, the mobile application will aim to connect all smokers in the country and motivate them to support each other.

The winners of the online competition have to be awarded and this will be in the form of holiday in the cost of € 1 000. The competition will be connected to the smoking campaign and will be planned before the campaign starts. The plan for quitting smoking must be created and this will be in cooperation with ex-smokers and professionals. The estimated cost is around € 500 taking into consideration information available online.

The topic for guerrilla marketing will be obviously smoking and anyone (mainly students are expected to participate) can come up with an anti-smoking proposal in the form of guerrilla marketing ad, which after final approval will be created outside on a specialized place reserved for it. This way, mainly students of design, arts and other disciplines as well as professionals will show their creativity and so motivate other peers. The prize will be awarded for the best piece.

Concerning the YouTube commercial, the cost will depend on the number of viewers. The commercial will not be longer than 30 seconds and therefore, YouTube will be charging only if a viewer watches the video until the end. The cost also depends on targeting people. The preferred format will be in-stream non skippable add. However, the average cost of reaching 100 000 viewers is € 16 000. (Influencer, 2017) The starting cost per day is usually € 8, (YouTube, 2018) so it can be assumed that the approximate cost will be around € 50 000.

In the Czech Republic there are 26 public universities, 2 state universities 38 private universities. (Ministerstvo školství, mládeže a tělovýchovy, 2018) In Ireland, there are 12 universities and colleges, 14 institutes of technologies, 9 private, independent and not-for-profit colleges. (Education in Ireland, 2018) The distribution of all promotional material will be done thanks to volunteers. High interest and motivation from the universities is anticipated and essential for the whole campaign to be successful.

The set of different billboards will be created in an innovative way (see also appendix) and will connect health effects with emotional appeal. One of the ideas will be similar to what has already been used in Sweden, where it got popular very quickly. The bus stop has implemented sensors that are sensitive to tobacco smoke. And so when a person next to

it starts to smoke, a man portrayed on the poster smells tobacco smoke and starts to cough. (Expres, 2017)



Figure 42: Bus Stop Design
Source: Expres 2017

The cost of the whole campaign is distributed through all media channels and if this campaign turns out to be successful, it may be repeated in other countries. The table 11 shows activities money will be used on.

Type of media	Money used for	Budget (estimate)
Website	<ul style="list-style-type: none"> • buying a domain, webdesign • competition organized on the website (prize - in the form of holiday abroad) • cooperation with experts to create a backtonormal plan • staff needed for live chat, calls, group chat on the website 	<ul style="list-style-type: none"> • website: € 20 /month (€ 240 annually) • prize: € 1000 • backtonormal plan: € 500 staff not included
Social Media	<ul style="list-style-type: none"> • monthly budget for posts • YouTube commercial • finding influencers and creating videos • staff needed for social media presence and for videos 	<ul style="list-style-type: none"> • € 2 000 monthly budget (€ 24 000 annually) • YouTube commercial € 50 000 (shorter version of TV commercial) • influencers and a set of videos € 20 000 staff not included
PR	<ul style="list-style-type: none"> • copywriters and publishers • staff and volunteers 	<ul style="list-style-type: none"> • € 1 000/month staff not included
Propagation in the Universities	<ul style="list-style-type: none"> • places in the library, screens • staff and volunteers 	<ul style="list-style-type: none"> • zero cost if the universities join the campaign
Print	<ul style="list-style-type: none"> • print of flyers, posters 	<ul style="list-style-type: none"> • € 30 000

	<ul style="list-style-type: none"> • money needed for buying big banners, its distribution • copywriters, publishers, staff, sponsors 	staff not included
TV	<ul style="list-style-type: none"> • organizing commercial • placing a commercial on different TV programmes • staff 	<ul style="list-style-type: none"> • € 60 000 for a commercial
Billboards	<ul style="list-style-type: none"> • 48 sheet billboard place and design • staff and volunteers 	<ul style="list-style-type: none"> • approx. € 300/billboard (4 week period) + design staff not included
Bus Stops	<ul style="list-style-type: none"> • place and design • staff and volunteers 	<ul style="list-style-type: none"> • approx. € 200/bus shelter (4 week period) + design staff not included
Workshops	<ul style="list-style-type: none"> • influencers and people related to this discipline • staff and volunteers who organizes it • incentives for universities to take part 	<ul style="list-style-type: none"> • estimated € 10 000
Guerrilla Marketing & Viral Marketing	<ul style="list-style-type: none"> • free since guerilla marketing and word of mouth will be done thanks to students, although some material needed for making this will be necessary (sprays, colours, place and premises) • prize 	<ul style="list-style-type: none"> • prize: € 1000
Other Promotional Material	<ul style="list-style-type: none"> • badges, T-Shirts, pens, bags, mugs, cards, promoting smoke-free campuses 	<ul style="list-style-type: none"> • estimated € 10 000
Mobile Application	<ul style="list-style-type: none"> • developing a mobile application for smokers (to chat, help them monitor their progress etc.) 	<ul style="list-style-type: none"> • approx. 80 000 €

Table 11: Proposed Budget Analysis

Source: own research

14.10 Financing and funding the campaign

The hardest part of any campaign is financing and finding enough resources and support. This might be tricky but it may be presumed that in case of a social campaign, the government of the country should have interest in it, which means that the biggest part would be financed through the state funds. Collected tobacco tax could be also used for the purpose of this campaign. On the other hand, it will result in saving thousands of euros (the cost of hospitalization when having a smoking related disease is huge according to the statistics mentioned before) and huge awareness will be created, which can lead to a lower amount of future smokers. Moreover, the diagnosis related to passive smoking will be also eliminated. The colleges and universities must be also involved since it is up to them to help

with implementation of the campaign and its promotion to the students. They are expected to offer their premises and facilities to promote the campaign, organize workshops and events. It is also essential that they are able to create smoke-free campuses with specialized shelters for smokers. Then, the donations and sponsors will be another source of funding. Establishing partnerships with pharmacies and companies focused on cessation and alternative to smoking (companies producing nicotine patches, pharmaceutical companies producing tablets and pills that help with cravings, companies producing vaporizers) can be another option. This relationship could be seen as a bit controversial and risky though because the whole campaign might appear as a marketing way to promote other products. Personal donations and companies' support will be on the other hand welcomed.

The idea of the campaign is to create different perception on smoking, change social norms and create new attitudes (seeing smoking as something uncool). Therefore, the campaign will be also seen as an investment into future and next generation. It will ensure a good reputation in Europe and future spread of the campaign to other countries around the world.

14.11 Labor force

Finding people who will work for the project is another part of this campaign. Since it is a social campaign, people related to social care programmes will be recruited. However, a big part of employees will have an IT background and will be marketers, designers, developers or similar. The estimated number of employees was already outlined in the table before, however the number can change. Many students will be supported to take part in organizing this campaign (often in the form of college projects), which can be also interesting for students of medicine, humanities or multimedia. Teachers and professors will be encouraged to join the campaign and support their students as well.

14.11.1 Volunteering

It is important to recruit a number of volunteers who will help to organize the campaign. These will be mainly students in each country, who will distribute flyers, banners and who will spread information on social media and organize events. It could be student organizations or individuals who want to contribute to the campaign. The recruitment process will be done thanks to the social media but will be also based on proposals from universities and colleges.

15 IMPLEMENTATION OF THE PROJECT

The project will have 2 phases – first at the beginning of the academic year in September and the second one at the beginning of the summer semester in February. The preparation for the project has been outlined in the previous steps. It will all start with the commercial that will represent the main point through which the rest activities will evolve. The website and the call centre will be available as soon as the commercial is out. The commercial is also meant to be shown in a shorter version on YouTube.

- Simultaneous activities – first week of the academic year – TV commercial, website, call centres, social media, PR activities, mobile app supported by promotional material, discussions in the universities, workshops and guerrilla marketing activities = all continuously on a regular basis.
- Later activities – billboards, creative design of bus stops.

The workshops will be transparently organized, so that every university is included. The project will then be evaluated and each student will be encouraged to give their opinion and feedback on it.

15.1 Time frame of the campaign and phases of the project

It is necessary to keep up with the schedule and have everything prepared before the start of the campaign. It is estimated that the total campaign will last approximately 1 year, which can be changed depending on the overall performance. The campaign will start at the beginning of the academic year in September, so that the new incoming students do not have a chance to pick up or keep up with the habit. This fact is also supported by a research by University of Missouri who states that the efforts of targeting young people have even larger impact when introducing the anti-smoking campaign straight away after students arrive to study, which means in September. (University of Missouri Health, 2013) However, the campaign will be divided into two phases – winter semester (starting September) and summer semester (starting January/February) in both countries, in Ireland as well as in the Czech Republic.

Type of media	Dates	Location
Website	during the whole campaign and also after	nationwide
Social Media	during the whole campaign and also after	nationwide
Online PR	during the whole campaign	nationwide
Propagation in the Universities	September, January (beginning of the semester)	nationwide
Print	weekly published articles	nationwide
TV	during the whole campaign	nationwide
Billboards	later stage of the campaign (limited number)	selected places
Bus Stops	later stage of the campaign (limited number)	selected places
Workshops	every week in selected colleges	selected universities
Guerrilla Marketing	during the whole campaign	nationwide
Other Promotional Material	available online anytime, distributed to colleges at the beginning of each semester	nationwide
Mobile Application	during the whole campaign and also after	nationwide

Table 12: Time and Location Analysis

Source: own research

15.2 Risks and limits

Every campaign brings potential risks. These can be avoided when enough effort is put into it and when a research is done prior to the campaign. The probability of risk differentiates and the effect that would be caused can be low, medium or high. In the table 13 the most important risks are described and the probability and degree of risk is given in num-

bers. The final result (potential level of the risk) is reached based on the multiplication of numbers assigned to the degree and probability of the risk. The result shows low, medium or high risk. Lack of finance and lack of willingness to participate represent the highest risk in the campaign. On the other hand, it is estimated that there will be enough resources and information and that universities will be attracted to take part in introducing this campaign on their academic premises.

Risk	Probability of the risk			Degree of the risk			Result
	low	Medium	high	low	Medium	high	
	0,3	0,5	0,7	0,1	0,4	0,7	
Lack of finance		X				X	0,35
Higher cost than it is expected		X			X		0,20
Lack of volunteers and staff	X					X	0,21
Lack of willingness to participate in the campaign (smokers)		X				X	0,35
Lack of willingness to participate in the campaign (universities)	X				X		0,12
Lack of resources and information	X				X		0,12
Lack of popularity		X				X	0,35
Wrong media channels chosen	X				X		0,12
Low risk (0,00 - 0,14), Medium risk (0,15- 0,20), High risk (0,21 - 0,56)							

Table 13: Risk Analysis
 Source: own research

15.2.1 SWOT analysis

It is necessary to compare factors that could internally or externally influence the whole advertising campaign. In order to do so, the SWOT analysis reveals what strengths, weaknesses, opportunities and threats the campaign brings.

Strengths	Weaknesses
variety of media channels used	rather higher overall cost of the campaign
inspiration for other smokers, motivation to participate in the form of proposed competition	time consuming preparation of the campaign
interactive campaign	labor force involved
attempt to decrease the number of young smokers	finding financing for the campaign
new and original concept	other smokers can feel left out
some forms of the campaign are cost effective	possible mixing students and non-students
clearly defined target group	

Opportunities	Threats
peer influence and support	ignoring the campaign
possibility do decrease a number of smokers	no interest from smokers
opportunities for university to make a good reputation	no cooperation and willingness
possibility to stand out in Europe	no interest from universities
future application to other states	difficulties with finding the source of financing and staff

Table 14: SWOT Analysis

Source: own research

15.3 Measurement and evaluation of project results

It is important to measure the results of the campaign during but also after it was launched and finished. Despite that, some parts of the campaign are too difficult to be measured, such as the impact of outdoor advertising or influence of the promotional material. Other parts will be easier and will be measured based on:

- total number of visits on website
- total number of calls
- number of members of the community
- number of enquiries on live chat
- number of downloads of backtonormal plan
- number of participants on workshops and other activities
- number of active participants in guerrilla marketing
- number of people who join the competition
- number of members who join the mobile application
- total followers on social media
- total views of YouTube commercial

15.4 Future suggestions

Based on the previous outline of the campaign and the whole research, future suggestions can be made. It will be a good idea to support the campaign by other possible governmental interventions, which are outlined below.

15.4.1 Government interventions

As previously discussed, it might be a good technique to appeal on the social status rather than on logical effects of smoking. As some of the respondents during the research stated, young people tend not to really care about their health because they are young and the scenarios pictured on the cigarette package seems to be too far-fetched and hard to believe. Therefore, if the government tried to appeal on something that is important for them, such as their appearance or status, it might cause a positive effect on them and they might relate to it more. However, young people are not the only smokers but it is assumed that even older people do not like to be confronted with information affecting their social role.



Figure 43: Cigarette Package Proposal
Source: Jon Brooks, 2014

Another way of decreasing the number of smokers is by introducing a higher tax on tobacco products. As already mentioned, the Czech Republic has a very low price on tobacco products and therefore the package of cigarette is much cheaper than in Ireland, where the tax is the highest in European Union. Although the living standard in the Czech Republic is also lower, if the government wants to decrease the number of smokers, it might consider introduction of a higher tax on tobacco products. Another option is to raise the price and put the picture warnings on those tobacco brands that are mostly bought.

Health warnings and their position and size have an impact too. According to Health Education Journal, smokers are more likely to remember the health effects if the text warnings are bigger, displayed on the front area of the package. (U.S. Department of Health and Human Services 2012, 716-17)

Medicine can help to cut down or quit too. Patches, tablets and other pharmacological variations seem to be useful mainly for adolescents. Moreover, electronic cigarettes are another attractive way on how to cut down and stop smoking. (U.S. Department of Health and Human Services 2012, 800)

All in all, the social context in which the message is distributed has an influence on young people too. Therefore, it is essential for young people to be allowed to have discussions with their peers on anti-smoking information, so that they can see the problem from a different point of view. Higher prices of cigarettes, bans, new laws and regulations through different policies can all help to support the smoke-free place, change perception and create social norms, where young people are aware of negative and harmful effects of smoking. (U.S. Department of Health and Human Services 2012, 639-809)

Next, it is important to make students busy, and create opportunities and environment, where they can develop their skills and potential, whether it is skills in sports or other after school activities. It is also important to create general knowledge about what tobacco smoke causes. This campaign will definitely be able to do it and has a potential to put off those who are just at the beginning of their smoking path. It is crucial to know that every type of tobacco is harmful and even smoking one cigarette a day can be dangerous. Another thing is to avoid any promotion of tobacco products. Furthermore, this campaign may target not only students but also the public and young people who do not study.

Based on the reports and analysis of the questionnaire, it can be seen that the personal health is the biggest motivator for quitting and that the taste and price plays an important role in choosing a brand of cigarettes. Therefore, advertising campaign should be developed in a way that appeals to smokers. As it was proven earlier, people want to quit, they just do not know how. Therefore, they need to get help and support.

To summarize, additional suggestions include:

- Implementing powerful picture and text warnings on all tobacco products.
- Banning vending machines for purchasing tobacco products.
- Tobacco package cannot be appealing, with nice colours or elements.

- Raising taxes on tobacco products may discourage retailers and smokers.
- Prevention of displaying tobacco products in the shops.
- No advertising, promotion or sponsorship of tobacco products.
- Extra fee to cover health effects for manufacturers of tobacco products (Special Euro barometer 2010, 96).
- Prevention of trading tobacco products across countries.
- Cooperation with ex-smokers and smokers to create successful parts of the advertising campaign.
- Providing people with information so that they know where to find help and how to quit.
- Stop promoting smoking as being something attractive (in the films, etc.).
- Creating knowledge about effects of tobacco.
- Using alternatives for tobacco cessation.

15.5 Project conclusion

Mass media play a crucial role in developing any campaign and influencing the public. The power of media was documented in 1967, when there was a reduction in smoking between young people, which was done thanks to a TV anti-smoking message and school programme. The mass media campaign can still decrease the number of smokers, which is also proven by more recent research and studies. Being exposed to an anti-smoking message means a significant drop in smoking; therefore there is definitely a causal relationship between funding an anti-smoking campaign and reduction in smoking. This fact is also supported by the US Health Department, when it stated '*anti-tobacco mass media campaigns can reduce tobacco use*'. (U.S. Department of Health and Human Services 2012, 691-2) Thus, preparing and implementing an anti-smoking message in order to create a successful anti-smoking campaign is essential.

CONCLUSION

This thesis was focused on smoking and its aim was to propose an original concept for young generation of smokers. The idea was to create an anti-smoking campaign that would discourage students (aged 18-27) from smoking. However, the campaign also suits other groups, such as young smokers and the general public. In the theoretical part, marketing terms and necessary theoretical knowledge was explained. Then, the health effects of smoking and the history of smoking was elaborated. In the second part, target countries for this campaign were picked, the current and recent anti-smoking campaigns were shown, and the sample group from two representative universities was chosen – Tomas Bata University representing the Czech Republic and the Institute of Technology in Carlow representing Ireland. The questionnaire was distributed to the students in both universities. Thanks to the quantitative analysis and information gathered the anti-smoking campaign could have been proposed in the last part. The media plan, budget and risk analysis was described as well. This thesis offers different views and shows opinions of smokers, non-smokers and ex-smokers in the Czech Republic and Ireland. It was shown that the thinking of young people is similar and that one campaign can be proposed and used for both countries. The campaign shows smoking as something negative and is meant to convince smokers that the time to quit is right now. To conclude, the quote from one spokesman of R.J. Reynolds Tobacco Company dating back to 1984 seems to reveal the truth about smoking: *“Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline.”* (The 8ighty 4our. 2017)

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LIST OF ABBREVIATIONS

ATL	Above The Line (Communication)
BTL	Below The Line (Communication)
EC	Electronic Cigarettes
IT Carlow	Institute of Technology Carlow
HSE	Health Service Executive
NRT	Nicotine Replacement Therapy
TBU	Tomas Bata University
WHO	World Health Organization

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P VIII: BILLBOARD AND BUS STOP DESIGN PROPOSAL

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APPENDIX P I: QUESTIONNAIRE (ENGLISH VERSION)

The Influence of Anti-smoking Advertising on Students

Hi guys, I am doing a research on smoking and advertising among students of IT. Could you please spend a few minutes filling this questionnaire, it will help me a lot. The collected data will be used only for the purpose of my thesis. Much appreciated. Thanks! Maria

***Required**

Gender *

- Male
- Female

Age *

- 18-20
- 21-23
- 24-26
- 27-29
- 30-32
- 33-35
- 36-38
- 39-41
- 42-44
- 45-47
- 48-50
- Other:

Nationality *

- Irish
- Other:

Are you a student of IT Carlow? *

If possible, please, state what you study.

- Business
- Sport Media & Marketing
- Humanities & Social Studies
- Science and Health
- Computing and Networking
- Aerospace, Mechanical & Electronic Engineering
- Built Environment
- no, I'm not a student of IT
- Other:

Do you smoke? *

Yes

- No
- I am trying to quit
- Not anymore, I used to smoke though
- Occasionally, when I'm out

- Other:

Answers: Yes/ I am trying to quit/ Occasionally, when I'm out

Do you smoke cigarettes or electronic cigarettes? *

- cigarettes
- electronic cigarettes

What brand of cigarettes do you smoke?/If you smoke electronic cigarettes what level of nicotine? *

Why do you smoke this brand of cigarettes? *

- It's the cheapest option
- I like the taste
- I'm used to them
- Other:

How many years have you been smoking for? *

less than a year

- up to 2 years
- 2 - 3 years
- 3 - 4 years
- 4 - 5 years
- 5 - 6 years
- 6 - 7 years
- 7 - 8 years
- more than 8 years
- Other:

Have you been thinking about quitting smoking? *

- Yes
- No
- Other:

Do the pictures on the cigarette package affect you? *

- yes
- no
- Other:

Why?

If you want to comment on your previous answer, please use this field.

Effects of Advertising

Now, please watch this short video and answer following questions. Thanks



How does the advertisement about Gerry make you feel? *

- sad/upset
- more aware of the negative effects of smoking
- convince me to quit smoking
- doesn't relate
- no interest
- Other:

Do you think this ad can persuade people to quit or at least think about quitting? *

- Yes
- No
- Other:

Have you seen this ad before? *

- Yes
- No
- I don't remember
- Other:

Where did you see this ad before? *

- TV
- YouTube
- Internet
- I haven't seen it
- Other:

How often do you watch TV? *

- every day
- once a week
- sometimes
- occasionally
- I don't watch TV
- Other:

What forms of advertising do you prefer? *

- TV

- radio
- Internet
- YouTube
- billboards
- newspapers, magazine
- public places
- none
- Other:

Where would you like to see anti-smoking ads? *

- TV
- YouTube
- Internet
- in the college
- outside (billboards, etc.)
- print (newspaper, magazine, flyers...)
- nowhere
- Other:

Can you think of any anti-smoking campaign? If not, go to the next question, please.

Which picture is the most powerful? *



Option 1



Option 2



Option 3



Option 4

Have you recently noticed any anti-smoking campaigns in the following channels? *

- TV
- radio
- print (newspapers, magazines)
- Internet
- cigarette package
- billboards, outside
- no, I haven't
- Other:

What emotion in advertising is the most powerful in your opinion? *

- fear
- guiltiness
- humour
- surprise
- sadness
- anger
- love
- Other:

Thanks for your time! Any comments? If not, please click on the Submit button :) Have a nice day! Maria

BACK

SUBMIT

Answer to the question: Do you smoke? No.

Do you mind if somebody around you smokes? *

- Yes
- No
- Other:

Would you say anything to a person who smokes around you?

- I would ask him/her not to smoke
- I would mind but I wouldn't say anything
- no, I don't mind when someone smokes
- Other:

Which picture is the most powerful? *

(same pictures as from the section for smokers)

Thanks for your time! Any comments? If not, please click on the Submit button :) Have a nice day! Maria

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Answer to the question: Do you smoke? Not anymore, I used to smoke though

Why did you quit smoking? *

- health
- finance
- family
- Other:

Do you still smoke occasionally? *

- Yes
- No
- Other:

How many years did you smoke before you quit? *

- less than a year
- up to 2 years
- 2 - 3 years
- 3 - 4 years
- 4 - 5 years
- 5 - 6 years
- more than 6 years
- Other:

Did any type of anti-smoking advertising influence you to quit? *

- Yes
- No
- Other:

Which picture is the most powerful? *

(same pictures as from the section for smokers)

Thanks for your time! Any comments? If not, please click on the Submit button :) Have a nice day! Maria

BACK

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APPENDIX P II: QUESTIONNAIRE (CZECH VERSION)

Vplyv reklamy na študentov UTB

Ahojte, robím prieskum o reklame a fajčení a chcela by som vás poprosiť, či by ste venovali chvíľku pozornosti môjmu dotazníku. Zozbierané informácie budú použité výlučne na účely mojej diplomovej práce. Ďakujem veľmi pekne za vašu pomoc.

*Required

Pohlavie *

- muž
- žena

Vek *

- 18-20
- 21-23
- 24-26
- 27-29
- 30-32
- 33-35
- 36-38
- 39-41
- 42-44
- 45-47
- 48-50
- Other:

Národnosť *

- česká
- slovenská
- Other:

Na akej fakulte študuješ? *

- FT
- FAME
- FMK
- FHS
- FAI
- FLKŘ
- Other:

Fajčíš? *

- áno
- nie
- snažím sa prestať
- už nie ale v minulosti som fajčil/a
- príležitostne
- Other:

Odpovede: Áno/ Snažím sa prestať/ Príležitostne

Fajčíš cigarety alebo elektronické cigarety? *

- cigarety
- elektronické cigarety

Akú značku cigariet fajčíš?/ Ak fajčíš elektronické cigarety, aký level nikotínu? *

Prečo práve túto značku? *

- kvôli cene
- kvôli chuti
- som na ne zvyknutý/á
- Other:

Koľko rokov fajčíš? *

- menej než rok
- do 2 rokov
- 2 - 3 roky
- 3 - 4 roky
- 4 - 5 rokov
- 5 - 6 rokov
- 6 - 7 rokov
- 7 - 8 rokov
- viac než 8 rokov
- Other:

Premýšľal/a si nad tým, že prestaneš fajčiť? *

- áno
- nie
- Other:

Vplývajú na teba obrázky na krabičkách od cigariet? *

- áno
- nie
- Other:

Prečo?/ Ako?

Použi prosím toto pole, ak chceš zdôvodniť svoju predošlú odpoveď.

Reklama

Teraz si prosím pozri túto reklamu a odpovedz na otázky. Ďakujem.



Preklad: „Kiežby som bol herec... pretože... keby som bol herec, iba by som hral, že zomieram. Faktom ale je, že ja nie som herec... ja naozaj zomieram. Zomieram na rakovinu následkom fajčenia. " Gerry bol diagnostikovaný s rakovinou pľúc v terminálnom štádiu. Každý druhý človek zomrie na ochorenie následkom fajčenia. „Kiežby som v minulosti prestal fajčiť? Naozaj si to prajem. Môj život by bol úplne iný. Nesedel by som tu a nerozprával by som vám svoj príbeh..." Gerry bohužiaľ napokon i zomrel...

Ako na teba pôsobí reklama o Gerrym? *

- som z toho smutný/á
- som si viac vedomý/á negatívnych účinkov cigariet
- presvedčilo ma to, aby som prestal/a fajčiť
- nezaujalo ma to
- je mi to jedno
- Other:

Myslíš, že táto reklama dokáže ľudí presvedčiť, aby prestali fajčiť alebo sa nad tým aspoň zamysleli? *

- áno
- nie
- Other:

Videl/a si už niekde túto reklamu? *

- áno
- nie
- nepamätám si
- Other:

Kde si ju videl/a? *

- TV
- YouTube
- Internet
- nevidel/a som ju predtým
- Other:

Ako často sleduješ TV? *

- každý deň
- raz za týždeň
- niekedy
- zriedkavo
- nesledujem TV
- Other:

Aký typ reklamy máš rád/rada? *

- TV
- rádio
- internet
- YouTube
- billboardy
- noviny, časopisy
- verejné priestranstvá
- žiadny
- Other:

Kde by si rád/rada uvidel protifajčiarsku reklamu? *

- v TV
- na YouTube
- na internete
- v škole
- vonku (na billboardoch atď.)
- tlač (noviny, časopisy, letáčky)
- nikde
- Other:

Napadne ti nejaká protifajčiarska kampaň? Ak nie, prosím choď na ďalšiu otázku.

Ktorý obrázok je podľa teba najefektívnejší? *



Možnosť 1 - preklad: „Vaše fajčenie škodí vášmu dieťaťu.“



Možnosť 2 - preklad: „Každých 15 cigariet, ktoré vyfajčíte, vyvolá mutáciu, ktorá môže spôsobiť rakovinu.“



Možnosť 3 - preklad: „Takto vyzerá, keď niekto zomiera na rakovinu pľúc. Barb Tarbox zomrela vo veku 42 rokov na rakovinu pľúc následkom fajčenia.“



Možnosť 4 - preklad: muž - „Vadí, ak si zapálím?“ žena - „Vadí, ak zomriem?“

Všimol/la si si v poslednom čase nejakú protifajčiarsku reklamu? *

- v TV
- v rádiu
- v novinách a časopisoch
- na internete
- na krabičkách od cigariet
- billboardy, vonku
- nie, nevšimol
- Other:

Ktorá emócia v reklame je podľa teba najúčinnnejšia? *

- strach
- pocit viny
- humor
- prekvapenie
- smútok
- hnev
- láska
- Other:

Ďakujem za čas strávený vyplňaním tohto dotazníku! Ak chceš ešte niečo dodať, napíš to sem. Ak nie, tak ho prosím odošli.

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Odpoveď na otázku: Fajčíš? Nie

Vadí ti, ak niekto v tvojej prítomnosti fajčí? *

- áno
- nie
- Other:

Povedal/a by si niečo tomu, kto fajčí vedľa teba?

- Poprosil/a by som ho, aby nefajčil v mojej prítomnosti
- Vadilo by mi to, no nepovedal/a by som nič
- nie, nevadí mi, ak niekto v mojej blízkosti fajčí
- Other:

Ktorý obrázok je podľa teba najefektívnejší? *

(rovnaké obrázky ako v predošlej časti)

Ďakujem za čas strávený vyplňaním tohto dotazníku! Ak chceš ešte niečo dodať, napíš to sem. Ak nie, tak ho prosím odošli. :)

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Odpoveď na otázku: Fajčíš? už nie ale v minulosti som fajčil/a

Prečo si prestal/a fajčiť? *

- kvôli zdraviu
- kvôli financiám
- kvôli rodine
- Other:

Fajčíš ešte príležitostne? *

- áno
- nie
- Other:

Koľko rokov si fajčil/a predtým, než si prestal/a? *

- menej než rok
- do 2 rokov
- 2 - 3 roky
- 3 - 4 roky
- 4 - 5 rokov
- 5 - 6 rokov
- viac než 6 rokov
- Other:

Ovplyvnil/a ťa akákoľvek protifajčiarska reklama? *

- áno
- nie

• Other:

Ktorý obrázok je podľa teba najefektívnejší? *

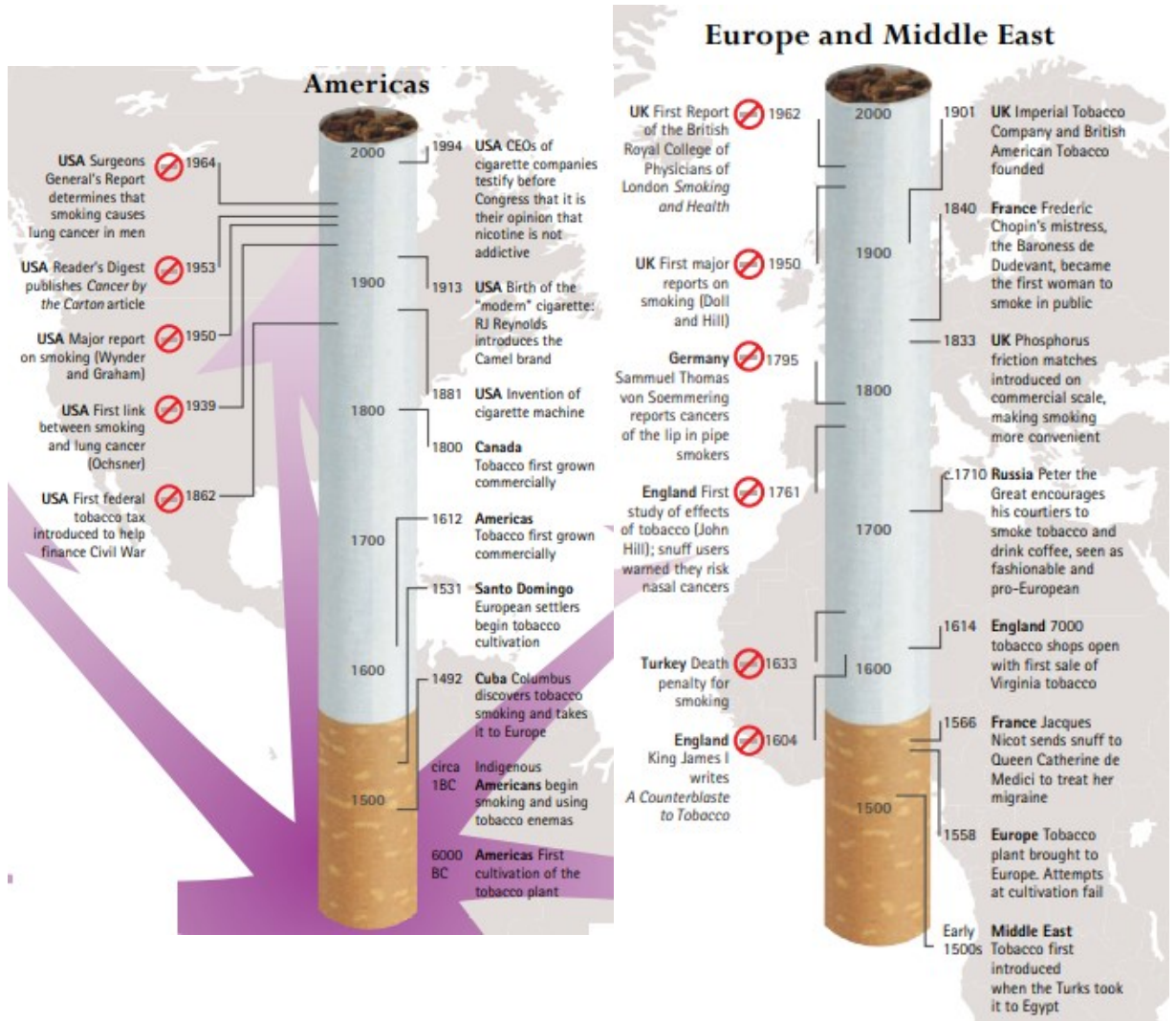
(rovnaké obrázky ako v predošlej časti)

Ďakujem za čas strávený vyplňaním tohto dotazníku! Ak chceš ešte niečo dodať, napíš to sem. Ak nie, tak ho prosím odošli. :)

BACK

SUBMIT

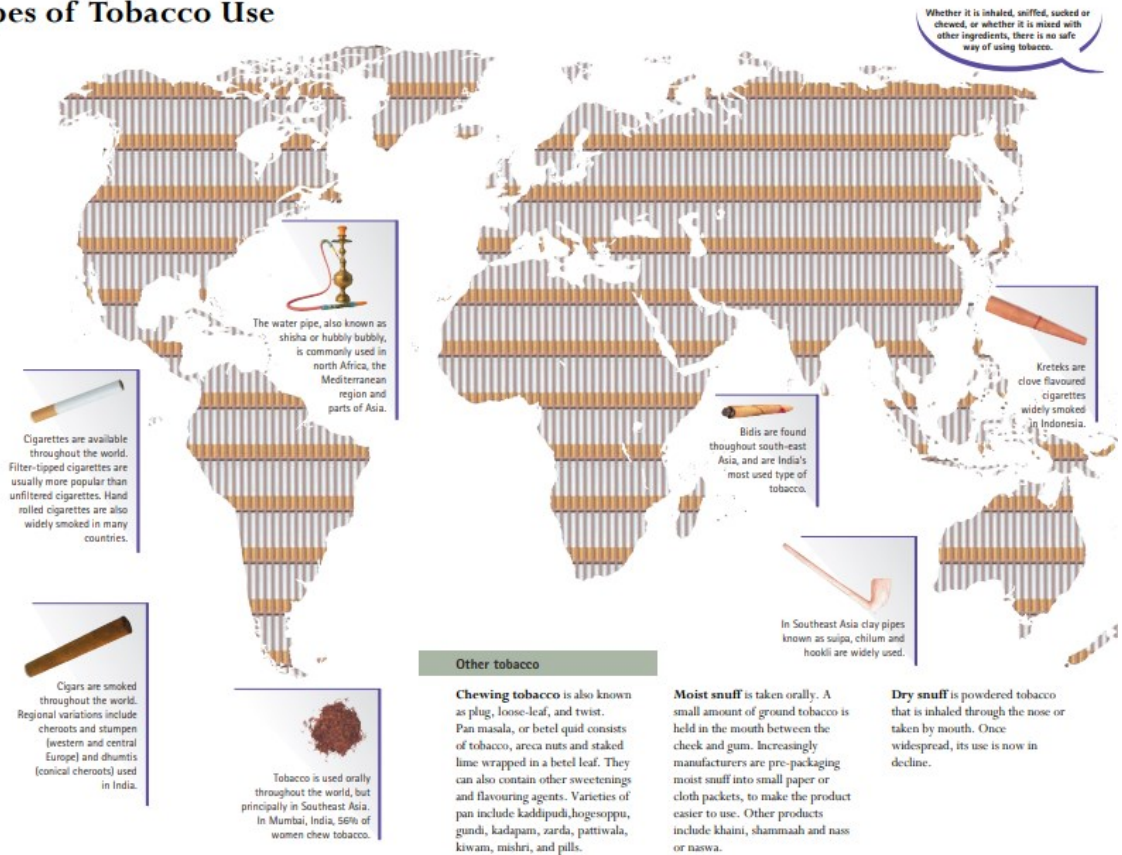
APPENDIX P III: THE HISTORY OF TOBACCO



Source: Mackay and Eriksen 2002, 18

APPENDIX P IV: TYPES OF TOBACCO USE

Types of Tobacco Use



The water pipe, also known as shisha or hubbly bubbly, is commonly used in north Africa, the Mediterranean region and parts of Asia.

Cigarettes are available throughout the world. Filter-tipped cigarettes are usually more popular than unfiltered cigarettes. Hand rolled cigarettes are also widely smoked in many countries.

Bidis are found throughout south-east Asia, and are India's most used type of tobacco.

Kreteks are clove flavoured cigarettes widely smoked in Indonesia.

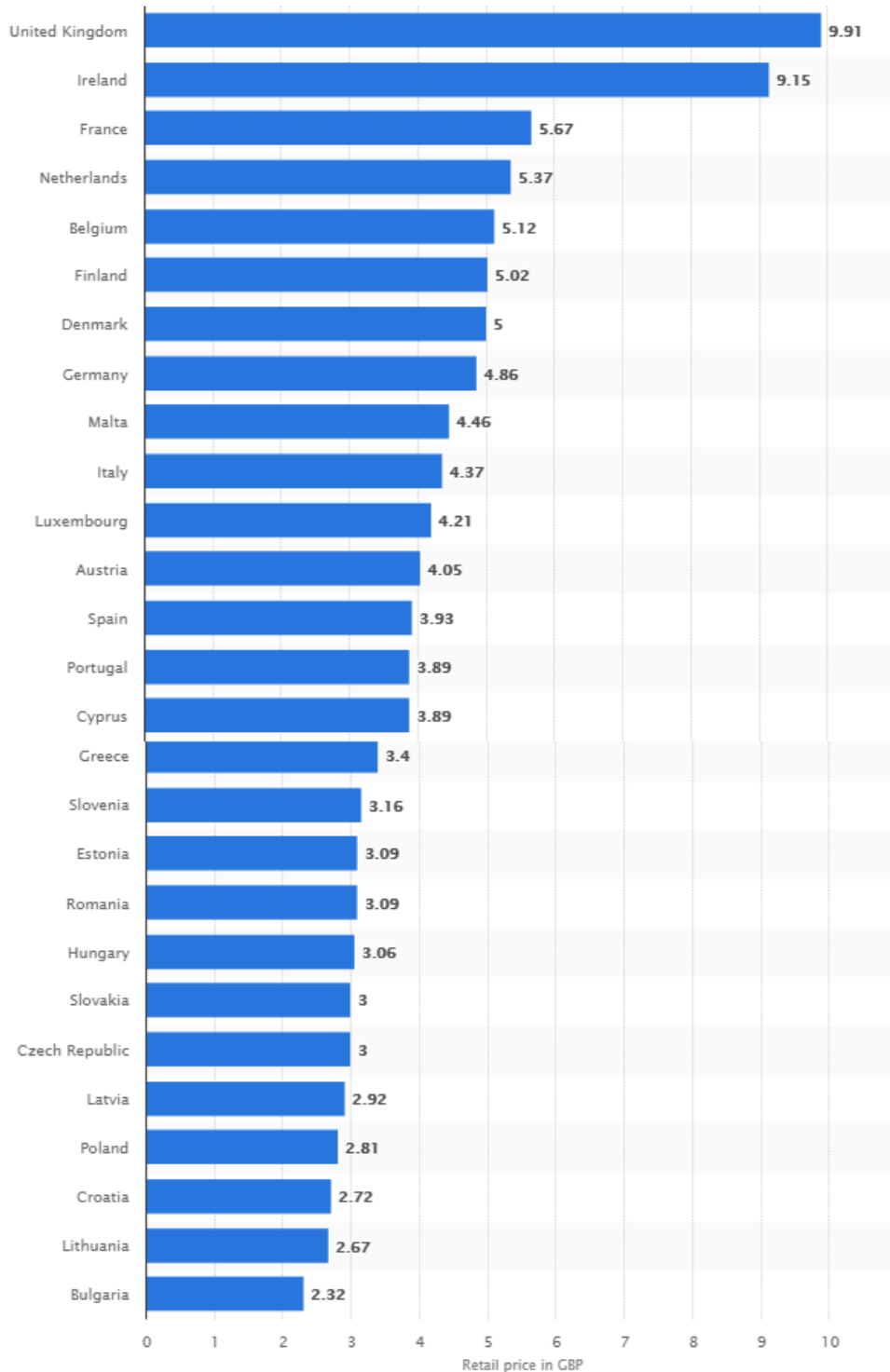
Tobacco is used orally throughout the world, but principally in Southeast Asia. In Mumbai, India, 56% of women chew tobacco.

In Southeast Asia clay pipes known as suipa, chilum and hookli are widely used.

Cigars are smoked throughout the world. Regional variations include cheroots and stumpen (western and central Europe) and dhumtis (conical cheroots) used in India.

Source: Mackay and Eriksen 2002, 19

APPENDIX P V: THE AVERAGE PRICE FOR A TOBACCO PACKAGE IN EUROPE (IN POUNDS)



Source: Statista 2017

APPENDIX P VI: TOBACCO CESSATION PROGRAMMES FOR YOUNG PEOPLE AND THEIR RESULTS

Table 6.16 Studies on smokeless tobacco cessation for youth

Study	Intervention theory, modality, and number of sessions/contacts	Design, age, and sample size	Last follow-up	Percentage who quit
Walsh et al. 1999	Psychosocial education and oral exams 2 milligrams nicotine gum 1 group session/2 phone calls	16 colleges randomized N = 171 treatment N = 189 control	1 year	35% treatment 16% control
Walsh et al. 2000	Psychosocial education Group treatment with oral exam	Cluster randomized control N = 516 treatment N = 569 control	1 year	27% for treatment schools 14% for control schools
Fisher et al. 2001	Cognitive-behavioral Interactive computer program Individual treatment	Median age: 20 years N = 50	6 weeks	44% (intent to treat)
D'Onofrio et al. 2002	Social influences theory Group sessions	Random assignment N = 36 pairs (4-H club)	1 year	Cessation rates not reported
Stotts et al. 2003	Behavioral treatment with pharmacology adjunct Group treatment/6 weeks	14- to 19-year-olds Randomized double-blind controlled trial N = 303	1 year	Active patch: 17.3% Placebo patch: 25% Control group: 11.4% Combined active and placebo patch: 21%
Gansky et al. 2005	Diffusion of innovation and cognitive-behavioral theory Peer-led educational and oral exam 2 sessions with oral exam	Colleges matched and randomized N = 702 control N = 883 treatment	1 year	36% treatment group 37% control group
Gala et al. 2008	Health belief model Interactive Web site Individual treatment	No control group College baseball players N = 18	1 month	8% at 1 month No control
Burton et al. 2009	Cognitive-behavioral Group treatment	Randomly assigned to group within school Grades 9–12 N = 42	4 months	45% at end of treatment 14.3% intent to treat Control = 0%

Source: U.S. Department of Health and Human Services 2012, 805-807

APPENDIX P VII: TOBACCO PRODUCTS TAX IN IRELAND (FOR RETAILERS)

Tobacco Products Tax

Product	Rate of Duty (€)
Cigarettes	(a) except where paragraph (b) applies, €309.04 per thousand together with an amount equal to 9.04% of the price at which the cigarettes are sold by retail, or (b) €344.07 per thousand in respect of cigarettes sold by retail where the rate of tax would be less than that rate had the rate been calculated in accordance with paragraph (a)
Cigars	€355.238 per kilogram
Fine-cut tobacco for the rolling of cigarettes	€335.342 per kilogram
Other smoking tobacco	€246.449 per kilogram

Source: Revenue 2018

APPENDIX P VIII: BILLBOARD AND BUS STOP DESIGN PROPOSAL



Source: JCDecaux



Source: Daily Billboard 2017

APPENDIX P IX: POSTER AND INFOGRAPHIC MATERIAL DESIGN



Source: Donegal Daily 2011



Source: Hancox 2012

Smoking

IN NUMBERS



Tar is one of the main tobacco substances that stays in the lungs and encourages creation of cancer cells.



Smoking 4 joints can be as damaging to the lungs as smoking 20 cigarettes.



Smoking is linked to one in every three cancers in Ireland.



7 million people die as a result of smoking every year.



Tobacco smoke contains 4000 chemicals, many of which are carcinogenic.

WWW.BACKTONORMAL.COM

Source: own research (designed on canva.com)