

Background

Effective campaigns:

- Change social norms
- Advance policy and implementation
- Advance healthy individual behaviors

To be Effective:

- Hard-hitting
- Sustained: On air most of the year
- Part of a comprehensive strategy

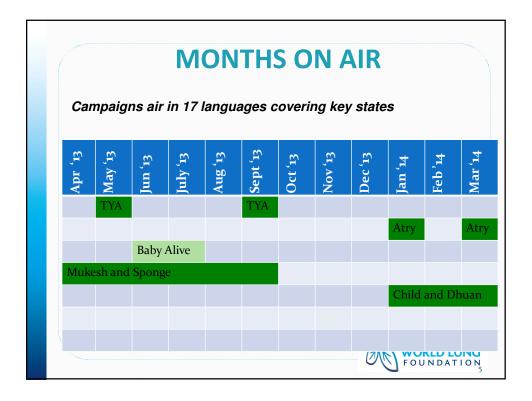


SUMMARY: 2013-14

- Campaigns: Tears You Apart, Artery (2 versions)
- Films
- Film Rule Website
- India Mass Media Resource
- Karnataka: Massive outdoor campaign



Item	Amount (Approx. in USD)
NTCP "Public Education" Budget for 2013 - 14	5 million
Mass Media, TV, radio, outdoors TYA (8 crores on TV & Radii) ective campaigns: Artery (8 crores incl. lok sabha channel + 30 lakhs radi	2.8 million
Other campaigns Railways outdoor (8.7 crores): Mukesh, Alive, Sponge Print media (1.5 crore)	1.7 million
Total spent	4.5 million



REACH BEYOND PAID MEDIA

Systematic study of <u>specific mentions of campaigns</u> (not general tobacco control articles):

- Each campaign generating about 130,000 USD worth of earned media, increasing campaign spend by ~25 33%.
- Latest Price We Pay advocacy film generated
 ~140,000 USD of free media.



RETURN ON INVESTMENT

Campaign awareness, despite adjustment for a number of factors, led to:

- Changed attitudes among 16 million Indians at the cost of (50% campaign attributable) US\$ 0.12
- Increased interpersonal communication among 23 million Indians with cost-per-person (50% campaign attributable) at US\$ 0.09
- Increased quit attempts among 29 million Indian SLT tobacco users at cost (50% attributable) were U\$\$ 0.07



FUTURE: Challenges and Opportunities

- Using campaigns as a vehicle for policy change and adoption.
- Increased budget under the New Plan, opportunity for more coverage particular statewide.
- Reaching States through the Center
- Need for funds at the State Level

