

# On-line

## On-line Promotion with portal site “Daum”

Make on-line promotion more effective by co-working with the top-class portal site  
Including cross-media, blog reporters and add banners.

### 1) Advertisements using key-words

The screenshot shows the Daum portal homepage with search results for 'Say No' and '블로거뉴스'. A red dashed box highlights the search results, and a red arrow points to the search bar. Below the search results, there are several advertisements and banners, including one for 'Say No, Save Life' and another for '블로거뉴스'.

### 2) Joint promotion with blog reporters

The screenshot shows the Say No News website. The main content is a list of blog reporters and their articles. A red dashed box highlights the 'Say No news' section, and a red arrow points to the search bar. Below the list, there are several advertisements and banners, including one for 'Say No, Save Life' and another for '블로거뉴스'.

제목	글쓴이	등록일	조회
블로그를 통한 금연캠페인	장말	2008-10-30	364
간담흡연, 흡연자들도 괴롭다	황마의 이리	2008-10-30	407
방송에서의 금연	황마의 이리	2008-10-30	315
흡연자 VS 비흡연자	재말	2008-10-30	343
흡연자들은 왜 담배를 끊어야 할까?	소금이	2008-09-09	409
은 사탕, 어떻게 씹는다.	달말이	2008-09-09	957
흡연 문제, 어떻게 해야 하나?	달말이	2008-09-09	289
담배를 끊어야 할까?	장말	2008-09-22	209
흡연?	재말	2008-09-22	208
흡연?	소금이	2008-09-22	172

### 3) Campaign for making a written pledge



#### Overview:

Provides a free gift with anyone who makes a written pledge to speak out “No Second-smoke”, especially for female, via the website of Miznet that is popular bulletin board among women.

### 4) Survey on anti-smoking campaign of the year



#### Overview:

Conducts a survey on anti-smoking campaign of the year to figure out the effectiveness of women-based promotions with the purpose of informing women that they are vulnerable to secondhand smoke.

# Posters and Promotion Kit

## 1) Overview

Sub-programs	Target	Overview	Objective	Results
Recruiting Posters for Quit-smoking Mentor	Female smokers aged 20s-30s	Circulate the posters in major university campus	Circulate 30,000 posters	Completion of poster distribution
Assist Mentors' activity	All Mentors	Provides designated mentors with activity guidelines and promotion materials	1. Mission-kit (1,000 set) 2. Mentor-mentee Activity diary (40,000) 3. Apply sheet (10,000)	1,246 female smokers applied the mentor-mentee program  751 applicants tried to stop smoking
Co-work with Corporations	Corporations whose consumers are mainly female	Carry out the campaign in cooperation with companies	Designate 10 companies to cooperate with	16 companies designated and carried out the campaign actively



<Recruiting posters>

## 2) Advertisements for recruiting mentor in various spots;



On-line bookstore “Yes24” Add banner



Multiplex Cinema



Aesthetic Clinic

## 3) Mission-Kit



### The Mission Kit to promote mentors' activity

#### Contents

- 1) Mentor Guideline including activity and consultation
- 2) Mentee Guidelines
- 3) Communications tools for supporting smoking cessation
- 4) Vitamine pill, Listerine, Form of written pledge, badge, ect.

## 4) Mass media





# Anti-secondhand Smoke Campaign

Distribution of posters aiming at women and adolescents to prevent them from secondhand smoke

