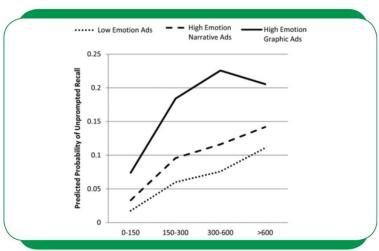**What Can We Learn From 40 Years of Anti-Smoking Adverts/Campaigns**

Anti-smoking adverts have an excellent track record of achieving demand reduction for a substance that is addictive and used to have a high (glamorous) status in society.

- Research consistently shows that messages that evoke high negative emotion regarding the health effects of smoking are more effective than messages that are typically less emotionally evocative.
    - In the 7 new studies (reported in 8 papers) in which adult smokers rated a range of ads, negative health effects ads were perceived to be most effective
    - These messages have been found to work in exactly the same way in Asia as they do in the West
- Anti-industry messages have shown success though there has been limited use of these types of ads

GRAPH: HIGH EMOTION GRAPHIC ADS ACHIEVE GREATER RECALL AT LOWER TARPS[47]

- Getting the right level of campaign frequency or intensity while campaigns are on air is also crucial for optimising campaign investment.
- Studies suggests an average of at least 1200 Target Audience Ratings Points (TARPs) per quarter, (or exposure of the entire adult population to around 12 anti-smoking ads over 3 months) is needed to change adult smoking behaviour

- Greater effects are observed as the intensity increases - probability of quitting and staying quit after about 1 year was 41% when not exposed to any anti-smoking ads, 52% when exposed to approximately 1100 TARPs per quarter, and 74% when exposed to over 3500 TARPs per quarter, after holding other potentially influential factors constant
- Emotionally intense (negative) messages require fewer TARPs to be recalled than those lower in emotional intensity. More cost effective and greater ROI.
- Airing intensely negative ads motivated more smokers to call Quit-lines who were less ready to quit or who had lower confidence in quitting.
- How-to-quit, positive or humorous ads were least likely to be perceived effective for motivating quitting.

Quote from paper

"In sum, the most recent studies are consistent with the findings of recent past reviews that there is strong evidence for the use of highly emotive negative health effects messages to motivate changes in adult smoking behaviour and to reduce smoking initiation in adolescents."

Quote from one of the world's most accomplished researchers on anti-smoking campaigns

"Negative messaging campaigns do the grunt work. Positive messaging campaigns make them palatable for governments to fund."