



I quit!

QUITXT

Case Study

AGENCY

FOUNDRY512

CAMPAIGN NAME

I QUIT

CLIENT

**UNIVERSITY OF TEXAS HEALTH
SCIENCE CENTER - SA**

DATES

**December 16, 2019
to March 6, 2020**

POC

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**ORGANIZATION**

UT HEALTH SAN ANTONIO

INDUSTRY

HEALTHCARE

CATEGORY

SMOKING CESSATION

CHALLENGE

Creating broader awareness and engagement at a lower cost-per-enrollment than with Facebook ads.

STRATEGY

Foundry512 trained and sent street teams to engage smokers at targeted venues with culturally appropriate messaging, analyzing a subject's readiness-to-quit and enrolling interested subjects.

RESULTS

452 total enrollments from 3,932 interactions, creating a 50.55% lower net cost-per-enrollment.

Background.

**Brief
Summary**

Reaching smokers with new technology and tools to help them quit.

Background.

Smoking has been on a steady decline in America over the last few decades, [falling from 20.9% of U.S. adults in 2005 to 13.7% in 2018](#). Despite this progress, millions of Americans today are still struggling to kick the nicotine and quit smoking for good. Smoking still reigns as one of the leading causes of preventable illness and death, and its negative impact on individuals, families, and communities is immeasurable.

With the help of modern technology and new methodologies, however, it's becoming easier to reach individuals in that remaining 13.7% with research-backed smoking cessation guidance.

One such program is Quitxt – a free, AI-powered smoking-cessation program that uses mobile SMS text messages and Facebook Messenger to ease the quitting process.

The Quitxt program (and the campaign we worked on) was implemented at the University of Texas Health Science Center at San Antonio by Dr. Amelie Ramirez, DrPH, MPH, Dr. Patricia Chalela, DrPH, MPH and Dr. Alfred McAlister, PhD, with sponsorship from the Cancer Prevention & Research Institute of Texas (CPRIT). Quitxt works by connecting with smokers and providing 24/7 encouragement, advice, and tips. The 8- to 10-week program is available in English and Spanish, and participants receive a series of text messages, some with links to helpful resources and guides developed by UT Health San Antonio researchers, to help them break the habit of smoking, enjoy better health, and live longer.

UT Health San Antonio reached out to us to help increase enrollment and spread awareness of the Quitxt program among smokers in medium and low-density areas throughout San Antonio and South-Central Texas. So we looked at the urban and rural areas of Bexar (5% rural) and Guadalupe County (26.17% rural), where:

48.9% of the population is Latino	6.38% is Black or African American	23% speaks mostly Spanish	21% is between the ages of 18 and 29
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Within the 18–29 age group, we also found that 22% were smokers. This was the target demographic we needed to approach for the I Quit campaign to work, and it included:

Urban Spanish-speaking Latinos	Rural Anglos	Urban & Rural African Americans	Rural Latinos who speak English or Spanish
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Background.

The only catch — UT Health San Antonio needed a campaign that was more warm and human, and it had to be more cost-effective than their previous advertising efforts through Facebook ads. Using our 5-1-2 framework to create deep relationships with people, we saw a clear path forward. A very simple way to blend a warm and human approach among our target demographic with cost-effective engagement.

We would make a campaign that was person-to-person. Face-to-face. Connecting with interested smokers and educating them about Quitxt and the benefits of quitting. We were to go to bars, clubs, and venues in San Antonio and across the rural landscape of South Texas.

Challenge.

Brief Summary

How we applied the 5-1-2 framework to reach african american, latino, and caucasian smokers and scaled it for both rural and urban centers.

Challenge.

We could see the larger, broader challenge, the bigger picture. We needed to develop a method to inform and educate young adults about the Quitxt program and what it offers.

As a brand, Quitxt was brand new. Not too many people had heard of it and, if they did, they weren't sure how it stood up against the many other anti-smoking initiatives designed for them. Already, we could see the larger, broader challenge, the bigger picture. We needed to develop a method to inform and educate young adults about the Quitxt program and what it offers.

For one, this meant strong messaging that would establish positive, genuine connections with smokers outside of bars, clubs, and venues. It meant reaching people on their level with an empathetic approach that resonated with their smoking-related goals and interests. Since the entire campaign would depend on the quality of our face-to-face interactions, we knew our messaging had to be quick; it had to be sharp, and it would have to leave a good impression of the Quitxt brand with active smokers.

Here we could see a more specific challenge, one that would make or break our big picture goal of cost-effective engagement.

We saw our campaign's success compressed into those short initial interactions. We had to approach young people while they were out having a few drinks and enjoying a cigarette, with a warm approach to get them to enroll in the Quitxt program. More importantly, we wanted to scale the campaign to achieve broader awareness and higher engagement in the hard-to-reach populations of South Texas, realizing a lower cost-per-enrollment than Facebook ads.

Strategy.

Brief Summary

How we applied the 5-1-2 framework to reach african american, latino, and caucasian smokers and scaled it for both rural and urban centers.

5-1-2 Framework

To develop a positive relationship with people, brands must leverage engaging experiences that communicate these truths on channels and platforms that are frictionless and native to people's lives.

FIVE

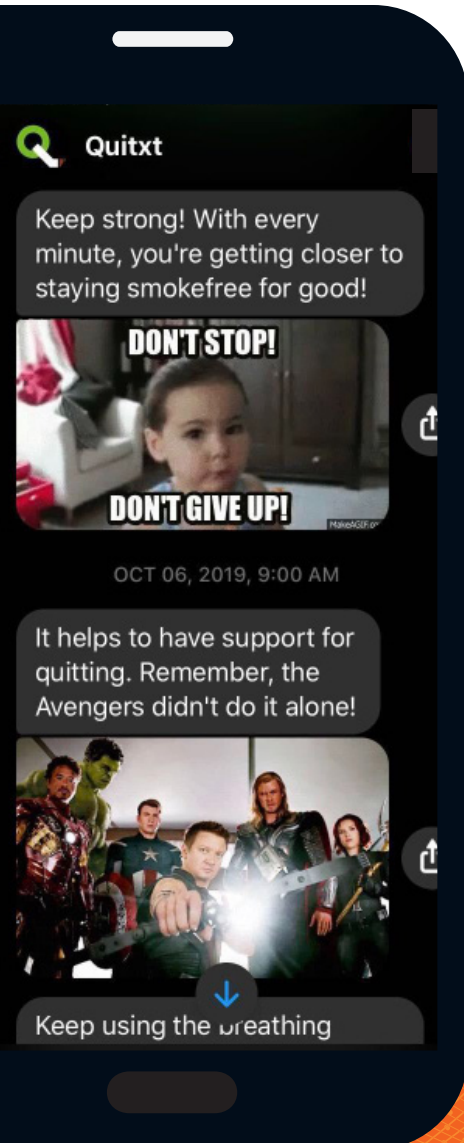
It takes a minimum of (5) brand experiences or touches to shift the dynamics of a relationship. We shape these experiences to directly impact the dynamics of the relationship.

ONE

These truths should be seamlessly connected by a unified approach, purpose, or strategy to improve the relationship (1).

TWO

Strong relationships will create lift through loyalty. Deep relationships will create growth through championship.



Strategy

Strategy is the “1” in our 5-1-2 framework. This is our singular and unified vision, the one element driving the creative behind the 5 touchpoints and moving brands toward the 2 results: brand loyalty and referred demand.

The strategy behind the Quitxt campaign was based on three elements: optimizing and scaling our venue targeting to reach smokers, approaching smokers with a well-trained street team (the face of the campaign), and reviewing and improving our methods to meet our cost-per-enrollment goals.

The first element, venue targeting, involved the use of Event Mapping and Location Mapping along with real-time social media listening, online reviews, and brand monitoring to produce a venue list. This venue list had to include our targets of hard-to-reach populations in low-density areas, and by superimposing municipal demographic data with Google Maps, we were able to select high-impact venues, bars, and clubs based on the target demographics that normally frequented the location.

Next, we needed our street teams. These people would represent the face of the campaign and the Quitxt brand. They would be on the front line delivering our message with the appropriate tone of voice, and they needed to match the age and diversity of our target audiences.

Over multiple sessions, we would train the street teams and iron out the smaller details of our warm and empathetic approach. We decided to limit each interaction with a smoker to less than 5 minutes (the average burn time), and we prepared the teams for a variety of responses through active rehearsal with practice scenarios.

To optimize the approach and meet our cost-per-enrollment goals, we created a question funnel with a scale of 1 to 10 to assess the smoker's level of motivation and readiness to quit smoking. For example, to be eligible for the Quitxt program, smokers had to be willing to quit in the next 14 days. If the smoker expressed interest based on our grading system, the street teams would continue engaging to provide more information and, ultimately, get the smoker to enroll.

If the smoker showed no interest, we decided that the street teams should move on, not trying to pressure the smoker and leave a poor impression of the Quitxt program.



Campaign.

Brief Summary

How we implemented an AI-powered, mobile smoking cessation tool that reaches users with Facebook and SMS text messaging.

Campaign.

The entire 'I Quit' campaign was developed and ran over the course of nine weeks from January to March 2020, unveiling a multi-phased approach with the flexibility to evolve and improve based on our real-time measurements of street team interactions. We casted the individual members of the street teams based on their ability to create a positive relationship with the targeted smokers. Furthermore, we organized the street teams to mirror the culture and demographics of our target areas. For example, 70% of our teams were bilingual, and they all had experience as a former smoker or as someone who lived with smokers.

9 weeks
from January to March

The "5" in our 5-1-2 framework represents the 5 touchpoints for establishing deep relationships with people, and this is where our approach and the creative collateral would make the biggest difference in the campaign outcome.

We put the street teams through multiple rounds of training to identify and connect with eligible smokers on a human level. The teams also rehearsed multiple situations to respond empathetically and in a way that resonated with the journey of quitting.

The street teams traveled to the pre-selected venues with the creative collateral that we produced to support the campaign's touchpoints, including the questionnaire, educational materials, branded lanyards, and QR-coded business cards for contactless interaction (in response to the pandemic).

Over 10 days across several multi-cultural and multilingual areas with an average interaction time of 4.5 minutes, the street teams established rapport with almost 4,000 smokers and measured their motivation and readiness to quit. If the person showed interest, the street teams explained the Quitxt program and its benefits and ultimately invited the smokers to join the program.

At the end of each day, we conducted exit interviews with team members to assess and improve the quality of their interactions and venue choices.

Results.

Brief Summary

The numbers behind our 5-1-2 framework implementation.

Results.

The “2” in our 5-1-2 framework stands for the 2 Results ignited by the campaign: accelerated brand growth and referred demand. But just as the I Quit campaign was taking off, the Covid-19 pandemic cut our initiatives short on March 18, when the Mayor of San Antonio shut down all the bars and other venues where our street teams were targeting active smokers.

During the 10 days the campaign was active, the ‘I Quit’ campaign reached 3,932 smokers and enrolled 452, and we started seeing brief examples of referred demand when we approached a group of friends or when a smoker asked for multiple pieces of the creative collateral to share with friends or family.

10 days
the campaign
was active

reached
3,932
smokers

4522
enrolled

Compared to UT Health San Antonio’s previous advertising on social media, the ‘I Quit’ campaign reduced the net cost-per-enrollment by 50.55%, and the campaign also reduced the gross cost-per-enrollment by 78.96%.

On a more qualitative level, the campaign established a stronger and more memorable relationship between the smoker and UT Health San Antonio’s smoking-cessation mission. From the accelerated brand growth and referred demand, smokers in San Antonio and our targeted areas already have a positive experience with the UT Health San Antonio brand, and they’ll know which anti-smoking program they can trust when they are ready to quit.

Our references.

**Brief
Summary**

A list of contacts for the I Quit campaign.

References

The correlation between mortgage rates and the repo rate has decreased due to the higher funding costs banks have faced since the 2008 international financial crisis. Tighter new regulations, which Swedbank has welcomed, further increase the cost of a mortgage for both the bank and for customers.

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Additional References

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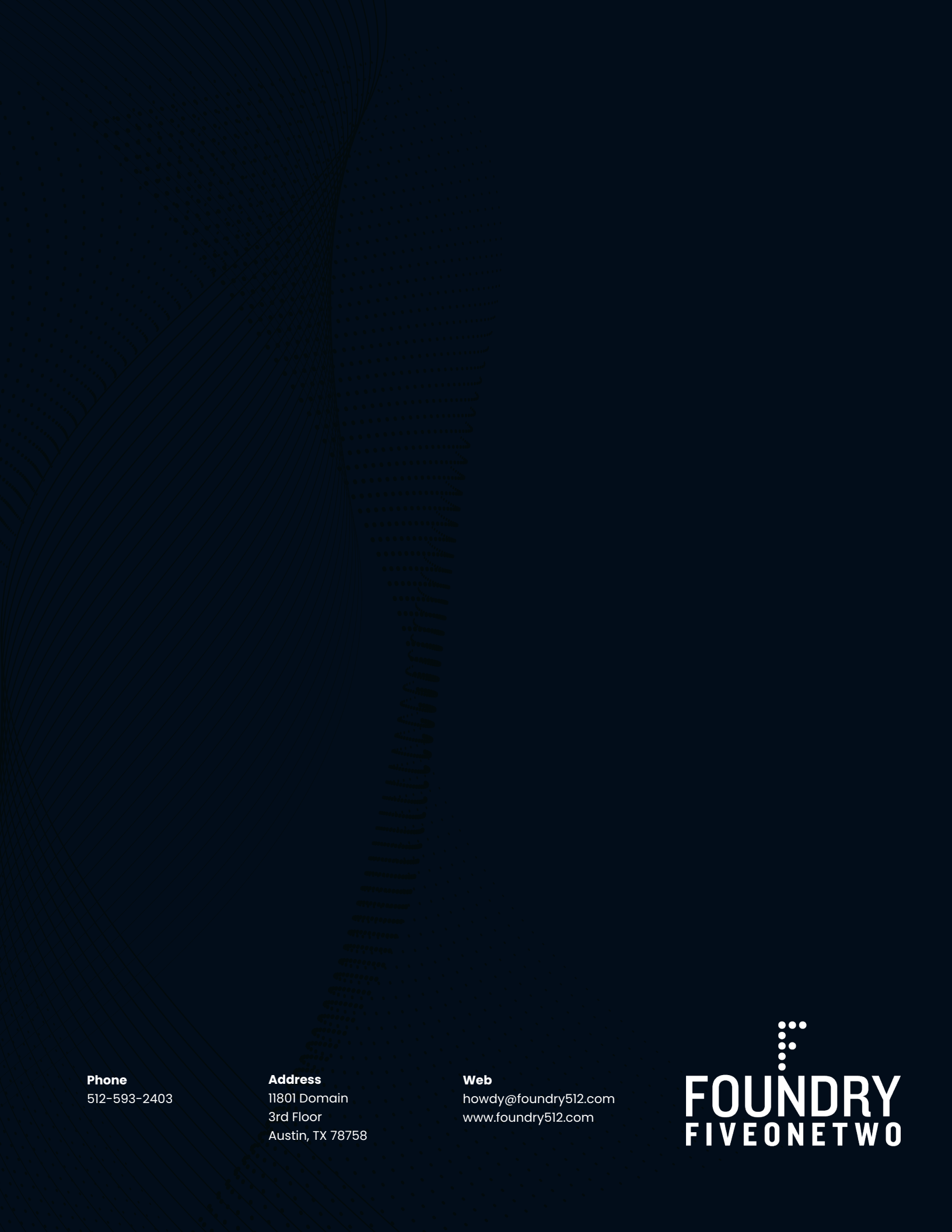
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