TUTUNUL DISTRU GE INIMI.
Respiră Sănătate!
ZIUA MON DIALĂ FĂRĂ TUTUN
Global No Tobacco Day 2018
„Tobacco Breaks Hearts”

Campaign target population:
• Adults, 15-55 y.o., focus on young people 18-35 y.o., urban, medium to high education and income.
• They are busy people, always running between work and family/friends. They do not have the time to check their health and they are still not aware of the risks they are exposed due to the chaotic lifestyle. They wish to adopt a healthy lifestyle, but they are always postponing the healthy/balanced activities and habits.
• They spend most of their time online and on social networks, mainly Facebook.
Campaign Objectives

- Increase the awareness and inform the target group about the risks and danger the tobacco represents for our society: focus on the negative health impact tobacco has for both the smokers and the ones around them;

- Emphasize the main benefits of quitting the tobacco: improved health and better quality of life. Focus on sport and higher energy.
Round Table & Press Conference
30th of May, The Romanian House of Parliament

18 Participants:
• 9 representatives of Health commissions from the Romanian Chamber of Deputies and Senate
• 1 Government Representative – Secretary of State for Internal Affairs Minister
• 2 members of Patients NGOs
• 5 Prof. Doctors representing The Romanian Societies of: Cardiology, Pneumology and Family Medicine
• 1 representative for The Romanian National Institute of Public Health
Round Table & Press Conference
30.05.2018
Round Table & Press Conference

Subjects Discussed during the Round Table & Press Conference:

• The negative effect tobacco has for increasing the risk of cardiovascular diseases globally and locally (Romania)-Prof. Dr. Dragoș Vinereanu, President of Romanian Cardiology Society

• General presentation for the tobacco negative effects on health and life quality Prof. Dr. Ulmeanu Ruxandra, President of Romanian Pneumology Society

• Status „No Smoking” national program and the negative impact electronic cigarettes have on young Romanians’ health- Dr. Ioana Munteanu, Responsible for the preventing and reducing tobacco consume program

• Proposals for the tobacco law changes and improvements in order to reduce the use of (any) tobacco among Romanians; Prof. Dr. Florin Mihălțan, ex-president of Romanian Pneumology Society

• Discussions and debates
Participants

1. Raed Arafat, Secretary of State for Internal Affairs Minister
2. Prof. Dr. Ruxandra Ulmeanu, President of the Romanian Pneumology Society
3. Prof. Dr. Florin Mihălțan ex-president of Romanian Pneumology Society
4. Prof Dr. Dragoș Vinereanu- President of Romanian Cardiology Society
5. Dr. Ioana Munteanu Responsible for the preventing and reducing tobacco consume Program
6. DR. Rodica Tănăsescu Vice-president Romanian Family Medicine Society
7. Dinu Cristina Elena, Secretary Health Commission Romanian Chamber of Deputies
8. Adrian Wiener, Health Commission Member and President Human Rights Commission, Romanian Senate
9. Cezar Irimia President FABC (Romanian Association of Cancer Patients)
10. Flavius Pavelescu, Romanian Association of Cancer Patients
11. Alexandra Cucu, Romanian National Institute of Public Health
12. Florin Orțan, Senate Health Commission
13. Cobuz Maricela, Chamber of Deputies Health Commission
14. Holban Georgeta Carmen, Chamber of Deputies Health Commission
15. Radu Nicolaie Sebastian Valentin, Chamber of Deputies Health Commission
16. Ungureanu Emanuel Dumitru, Vice-president Chamber of Deputies Health Commission
17. Vass Levente, Chamber of Deputies Health Commission
18. Gabriel Botnariu, Senate Health Commission
Round Table- Follow up

31.05.2018 Global No Tobacco Day

All participants and all public authorities, doctors and patients associations invited to this event (40 persons) have received the main conclusions of the discussions and the legislative proposals for changing and improving the tobacco law in Romania, focusing on all types of tobacco as being a high risk for public health.

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No Tobacco Day 2018
Media Coverage

- **TV**: Digi 24 and Antena 1 national televisions
- **Radio**: 10 broadcasts/; Romania Actualitati, Radio Zu, Bucuresti FM, Radio Craiova
- **Radio**: special moment Europa FM during the morning show (prime time) – maximum audience rating
- 29 articles **general Press**

Full Media Coverage Report
[https://sites.google.com/site/ziuamondialafaratutun2018/home](https://sites.google.com/site/ziuamondialafaratutun2018/home)
Media Coverage

TV

Digi 24: Date: 2018-05-30 | Hour: 19:11:15 | Length: 00:02:06

Digi 24: Date: 2018-05-31 | Hour: 06:26:02 | Length: 00:02:06

Antena 1 : Date: 2018-05-31 | Hour: 06:08:00 | Length: 00:02:28

Antena 1 | Date: 2018-05-31 | Hour: 07:07:24 | Length: 00:02:28
Media Coverage

Radio

1. Bucuresti FM: Date: 2018-05-31 | Hour: 12:05:31 | Length: 00:01:19
   https://portal.klarmedia.com/article.php?i=CD32D0E6C0AD4276C01640AA089FF39442417188&c=363&l=2

2. Romania Actualitati | Date: 2018-05-31 | Hour: 07:08:11 | Length: 00:01:55
   https://portal.klarmedia.com/article.php?i=04F9E4960EC74327795EA5D99F68C3C442411048&c=363&l=2

3. Romania Actualitati | Date: 2018-05-31 | Hour: 08:02:18 | Length: 00:01:41

4. Romania Actualitati | Date: 2018-05-31 | Hour: 10:02:53 | Length: 00:02:06
   https://portal.klarmedia.com/article.php?i=1B3FEC50794919224C772BF54C1BA80242414612&c=363&l=2

5. Europafm – Desteptarea - 31.05.2018
   https://portal.klarmedia.com/monitoring/2018-05/201805311609_europafm_31_may_2018_08_46_32.mp3

6. Romania Actualitati | Date: 2018-05-30 | Hour: 17:21:21 | Length: 00:00:22
   https://portal.klarmedia.com/article.php?i=BCF3C3EF9DC52F0E135ECD69A72C9F5E42385383&c=363&l=2

7. BucurestiFM | Date: 2018-05-30 | Hour: 21:00:31 | Length: 00:01:18

8. BucurestiFM | Date: 2018-05-30 | Hour: 17:05:06 | Length: 00:01:49
   https://portal.klarmedia.com/article.php?i=C9C1C8B07C1CF2BE38822D0F25FCCE2942393338&c=363&l=2

9. RadioZu | Date: 2018-05-30 | Hour: 22:00:33 | Length: 00:00:34

Media Coverage

Press


2. Agerpres: https://www.agerpres.ro/sanatate/2018/05/30/raed-arafat-nu-exista-produse-de-tutun-sau-tigari-sanatoase--117801

3. Agerpres foto: https://foto.agerpres.ro/foto/detaliu/11155263

4. Romaniatv.net: http://www.romaniatv.net/vertecica-pentru-fumatorii-de-tigari-electronice-tocei-a-fost-facut-anuntul-se-
pregaste-legea_422531.html

conventional-id767175.html

dea-daunator-17236484

1_5b0e97c7df52022f759542a4/index.html


fumatului-732029

13. Unica: https://www.unica.ro/statistici-ingrijoratoare-despre-cresterea-numarului-de-fumatori-randul-tinerilor-ce-ne-spun-
doctori-de-ziua-mondiala-fara-fumat-241194

randul-tinerilor-ce-ne-spun-doctorii-de-ziua-mondiala-fara-fumat-872184
Media Coverage

Press


Press
Social Media Campaign

„No Tobacco Day” – Facebook Page (https://www.facebook.com/ziuamondialafaratutun/)

• Page promotion (1 month 22.05-25.06, 25 posts focused on tobaccos health risks and benefits of a life without tobacco)

• **Facebook contest**: 31.05-25.06. Prize: 3 months gym subscription.

• **Page Status 25 of June**: 1244 followers; 44,637 people reached, 5422 post engagements

• Posting and promoting the no tobacco day on Romanian Society of Cardiology and Pneumology Facebook pages
Facebook Contest

„We challenge you with a contest. Quitting tobacco means a higher energy level and a first step towards a health lifestyle! Comment to this post and list 3 activities you practice weekly in order to keep a healthy lifestyle and you can win a gym subscription value 300 euro with VAT. We will choose the winner on 25 of June using woobox.com.

*we do not offer the value in money. The gym will be established together with the winner.”
Facebook Contest

Status 25.06:

- 21,507 people reached;
- 1600 likes;
- 166 share
- 194 comments
- 1 Winner (Arabela Ioana, from Bucharest)
„No tobacco” Testimonials
Videos

We promoted on Facebook page 4 testimonials (videos) of patients and local artists/influencers, talking about the negative effects of tobacco in their life and the positive changes they are experiencing after quitting tobacco and also talking about the social benefits of implementing the new law about tobacco usage in public places.
### Status Facebook page (25th of June)

**Ziua Mondiala fara Tutun**

<table>
<thead>
<tr>
<th>Overview</th>
<th>Page likes</th>
<th>People reached</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>945</td>
<td>44,637</td>
</tr>
<tr>
<td></td>
<td>▲ 385%</td>
<td>▲ 2,457%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post engagements</th>
<th>Videos</th>
<th>Page followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>28 May – 24 June</td>
<td>28 May – 24 June</td>
<td>28 May – 24 June</td>
</tr>
<tr>
<td>5,422</td>
<td>2,640</td>
<td>947</td>
</tr>
<tr>
<td>Post engagement ▲ 2,754%</td>
<td>Total video views ▲ 100%</td>
<td>Page followers ▲ 386%</td>
</tr>
</tbody>
</table>

**Recent promotions on Ziua Mondiala Fara Tutun**

Ad activity is reported in the time zone of your ad account.

[Create New Promotion](#)
Online campaign

1. Dedicated landing page for No Tobacco Day
   [https://www.cardioportal.ro/fara-tutun/](https://www.cardioportal.ro/fara-tutun/)

2. No Tobacco Day banners and Press Release on
   [www.cardioportal.ro](http://www.cardioportal.ro) si [www.srp.ro](http://www.srp.ro)

3. Google AdWords Campaign (1 month). Online banners will
   redirect the target group towards the landing page

Google AdWords selection:

Objective: 3500 visitors on page

✓ 1. Men & Women 18-55 y.o., Romania

✓ 2. Gmail Campaign – showing the banners for the ones
   using Gmail

✓ 3. Interest and Habits: Travel - Beauty and Wellness -
   Lifestyle - News - Sports and Fitness"
Web traffic

- Users: 6,733
- New Users: 5,324
- Sessions: 8,988
- Number of Sessions per User: 1.33
- Pageviews: 23,720
- Pages / Session: 2.64
- Avg. Session Duration: 00:01:50
- Bounce Rate: 61.43%

Pie chart:
- New Visitor: 73.5%
- Returning Visitor: 26.5%
## Localization

<table>
<thead>
<tr>
<th>Region</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td>Bucharest</td>
<td>5,896</td>
<td>4,701</td>
</tr>
<tr>
<td></td>
<td>% of Total: 87.57% (6,733)</td>
<td>% of Total: 88.28% (5,325)</td>
</tr>
<tr>
<td>Cluj County</td>
<td>584</td>
<td>418</td>
</tr>
<tr>
<td>Iasi County</td>
<td>469</td>
<td>308</td>
</tr>
<tr>
<td>Timis County</td>
<td>401</td>
<td>284</td>
</tr>
<tr>
<td>Prahova</td>
<td>181</td>
<td>145</td>
</tr>
<tr>
<td>Mures County</td>
<td>168</td>
<td>117</td>
</tr>
<tr>
<td>Brasov County</td>
<td>158</td>
<td>119</td>
</tr>
<tr>
<td>Constanta County</td>
<td>158</td>
<td>134</td>
</tr>
</tbody>
</table>
# New users vs returning ones

<table>
<thead>
<tr>
<th>User Type</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td>New Visitor</td>
<td>6,733</td>
<td>5,328</td>
</tr>
<tr>
<td></td>
<td>% of Total: 100.00% (6,733)</td>
<td>% of Total: 100.06% (5,325)</td>
</tr>
<tr>
<td>Returning Visitor</td>
<td>1,918</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% of Total: 26.48% (1,918)</td>
<td>% of Total: 0.00% (0.00%)</td>
</tr>
</tbody>
</table>
## Mobil vs. Desktop

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td></td>
<td>% of Total: 100.01%</td>
<td>100.08%</td>
</tr>
<tr>
<td></td>
<td>(6,734)</td>
<td>(5,329)</td>
</tr>
<tr>
<td>1. mobile</td>
<td>3,866 (58.59%)</td>
<td>3,178 (59.64%)</td>
</tr>
<tr>
<td>2. desktop</td>
<td>2,304 (34.92%)</td>
<td>1,785 (33.50%)</td>
</tr>
<tr>
<td>3. tablet</td>
<td>428 (6.49%)</td>
<td>366 (6.87%)</td>
</tr>
</tbody>
</table>
The user path inside the website
Results

For June 1st-25\textsuperscript{th} (the campaign will end on 30th of June)

• 8988 sessions
• 5324 unique users
• 01:50 min. average time spend on site
• 2.64 visualized pages
• 59 % access the site from mobile
• 2466 clicks
• Numbers of persons who saw the banners: 243,284
<table>
<thead>
<tr>
<th>Campaign / Campaign ID</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clicks</td>
<td>Users</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>% of Total</td>
</tr>
<tr>
<td></td>
<td>(Clicks)</td>
<td>(Users)</td>
</tr>
<tr>
<td>[CM] CardioPortal_Gmail Campaign 1424144764</td>
<td>1,529 (62.51%)</td>
<td>87 (9.94%)</td>
</tr>
<tr>
<td>[CM]GDN CardioPortal_Fara Tutun_Interest 1424074546</td>
<td>775 (31.68%)</td>
<td>673 (76.91%)</td>
</tr>
<tr>
<td>[CM] GDN SmookingContent 1423535702</td>
<td>131 (5.36%)</td>
<td>103 (11.77%)</td>
</tr>
<tr>
<td>[CM] Remarketing Fara Tutun 1449496535</td>
<td>6 (0.25%)</td>
<td>6 (0.69%)</td>
</tr>
<tr>
<td>[CM] GDN 20-50 years 1452612131</td>
<td>5 (0.20%)</td>
<td>5 (0.57%)</td>
</tr>
<tr>
<td>(not set)</td>
<td>0 (0.00%)</td>
<td>1 (0.11%)</td>
</tr>
</tbody>
</table>
Campanii Google AdWords

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>[CM] CardioPortal_Gmail Campaign</td>
<td>1,529</td>
<td>5,041</td>
<td>30.33%</td>
</tr>
<tr>
<td>[CM] GDN 20-50 years</td>
<td>7</td>
<td>482</td>
<td>1.45%</td>
</tr>
<tr>
<td>[CM] GDN SmookingContent</td>
<td>131</td>
<td>33,368</td>
<td>0.39%</td>
</tr>
<tr>
<td>[CM] Remarketing Fara Tutun</td>
<td>6</td>
<td>585</td>
<td>1.03%</td>
</tr>
<tr>
<td>[CM]GDN CardioPortal_Fara Tutun_Interest</td>
<td>775</td>
<td>203,871</td>
<td>0.38%</td>
</tr>
<tr>
<td>Total: Campaigns</td>
<td>2,448</td>
<td>243,347</td>
<td>1.01%</td>
</tr>
<tr>
<td>Total: Account</td>
<td>2,448</td>
<td>243,347</td>
<td>1.01%</td>
</tr>
</tbody>
</table>
În fiecare an, pe data de 31 mai, marcăm Ziua mondială împotriva tutunului. Cu această ocazie, Societatea Română de Cardiologie, Fundația Română a Inimii și Societatea Română de Pneumologie organizează o serie de acțiuni dedicate Zilei Mondiale fără Tutun pentru a sublinia imporanța renunțării la fumat în scopul de a avea un stil de viață sănătos și a reduce riscurile majore cauzate atât de fumatul activ, cât și cel pasiv.
Banner Google AdWords
Thank you!