

A new identity for Scotland's smoking cessation service

Elaine Mitchell
Scottish Government



Review of specialist smoking cessation services in Scotland 2014

- Reducing variation in outcomes and improving consistency between services
- Increasing reach and success, particularly with priority groups
- Improving processes within services and training for staff
- National branding of NHS smoking cessation services

Benefits of national branding

- Strong unifying identity
- Recognisable brand to raise profile
- Easier for smokers to find
- Easier to be linked in to national campaigns
- Simpler interface for service users - portal
- However, local access and presence is still important

How and when to use the new branding

- Posters, literature, signs and marketing
- Web2print to keep costs low
- No Smoking Day – 14 March 2018
- National smoking cessation campaign – April 2018

Scottish Smoking Cessation Service

A new identity from planning to placement

Tuesday 21st November 2017



The challenge

Current state of play: Local branding dominates



The Brief

To create a **single national brand** that will help to build a stronger awareness and understanding of the Smoking Cessation Services available across the whole country, at national and Board levels

The brand needs to:

- Create a positioning that is truly reflective of the services' role in helping to improve chances of quitting successfully
- Upsell the benefits of engaging with services to overcome lack of knowledge and/or misperceptions

Our Approach to the Task

- Identify creative territories – acknowledging the service's benefits (physical and emotional)
- Explore visual identities and associated positionings that align with the territories
- Fine tune those that: represent the best articulations of the territories *and* provide the best platform for conveying and upselling the benefits

Our Approach to the Task

- Develop the best combination of visual identity and positioning for each territory
- Present creative concepts to key stakeholders for engagement
 - NHS Health Scotland
 - The Scottish Government
 - National Smoking Cessation Network
- Creative refinement based on feedback and comments from stakeholder teams
- Creative concepts (identity & positioning) for each territory were approved for public testing

Identify territories informed by insight

1. Assurance

(It works)

2. Tailored to you

(You can do it on your own terms)

3. Supportive

(It's manageable and encouraging)

Route 1 – Give up for good (Assurance)



Expert advice to help you stop smoking for good.

Want to quit smoking...
for your kids?
for yourself?
for good?

You're 4 times more likely to quit with free, tailored-to-you NHS support.

Ask today about which services are good for you.



Expert advice to help you stop smoking for good.

Route 2 - Quit Your Way (Tailored to you)



**QUIT
YOUR
WAY**

**WITH OUR
SUPPORT
AND ADVICE**



**QUIT
YOUR
WAY**

**WITH OUR
SUPPORT
AND ADVICE**

An advertisement for the 'Quit Your Way' service. It features a blue-tinted photograph of a woman with short dark hair, smiling broadly. The text is overlaid on the image and on a white background at the bottom. The text includes a testimonial, the NHS Scotland logo, the 'Quit Your Way' logo, and the website address.

**MY PHARMACIST
HELPED ME FIND
MY WAY TO QUIT
SMOKING**

**NHS
SCOTLAND**

**QUIT
YOUR
WAY**

**WITH OUR
SUPPORT
AND ADVICE**

FIND YOUR WAY

Get started at [QuitYourWay.scot](https://quityourway.scot)

Route 3 – Steps to stop smoking (Supportive)



Free local support & advice



Free local support & advice

Research

- Specific objectives were to
 - elicit reactions to each identity: appeal, relevance and motivational value
 - assess understanding of Stop Smoking Services taken from the identities
 - identify any additional barriers or facilitators towards Services worthy of consideration when refining identity names, positionings and visuals
 - make recommendations as to the most appropriate, trusted brand with which to align the Stop Smoking Services at a local level.

Research Conclusions

- Largely positive associations – confident, goal-orientated
 - Give Up – more associated with alcohol/drugs
 - For Good – reinforces positive ambitions
 - But there are no guarantees – weakens credibility
 - Expert advice – can seem formal, intimidating and lacking emotional engagement
-
- Focused on the journey rather than the goal
 - Too impersonal and formalised/prescribed
 - ‘Stop smoking’ – perceived overuse
 - Feels more ‘must do’ than ‘want to do’




Expert advice to help you stop smoking for good.



Free local support & advice

Research Conclusions

	Strengths	Motivational value
 <p>QUIT YOUR WAY</p> <p>WITH OUR SUPPORT AND ADVICE</p>	<ul style="list-style-type: none">▪ person-centred: flexible, collaborative, empathetic▪ tonally positive and encouraging▪ resonant and credible▪ empowering▪ a different approach▪ wide appeal	<ul style="list-style-type: none">• strong for majority of Contemplators

Research Conclusions

The preferred identity resonated strongly with our target audience

Service name

‘Quit Your Way’ taps into smokers’ desire to retain a degree of control over their quit attempt and acknowledges ‘one size doesn’t fit all’.

Cigarette

The stubbed out cigarette device acts as a quick visual shorthand – people instantly understand this is about stopping smoking.



**WITH OUR
SUPPORT
AND ADVICE**

Research Conclusions

The preferred identity resonated strongly with our target audience

Service name

'Quit Your Way' taps into smokers' desire to retain a degree of control over their quit attempt and acknowledges 'one size doesn't fit all'.

Cigarette

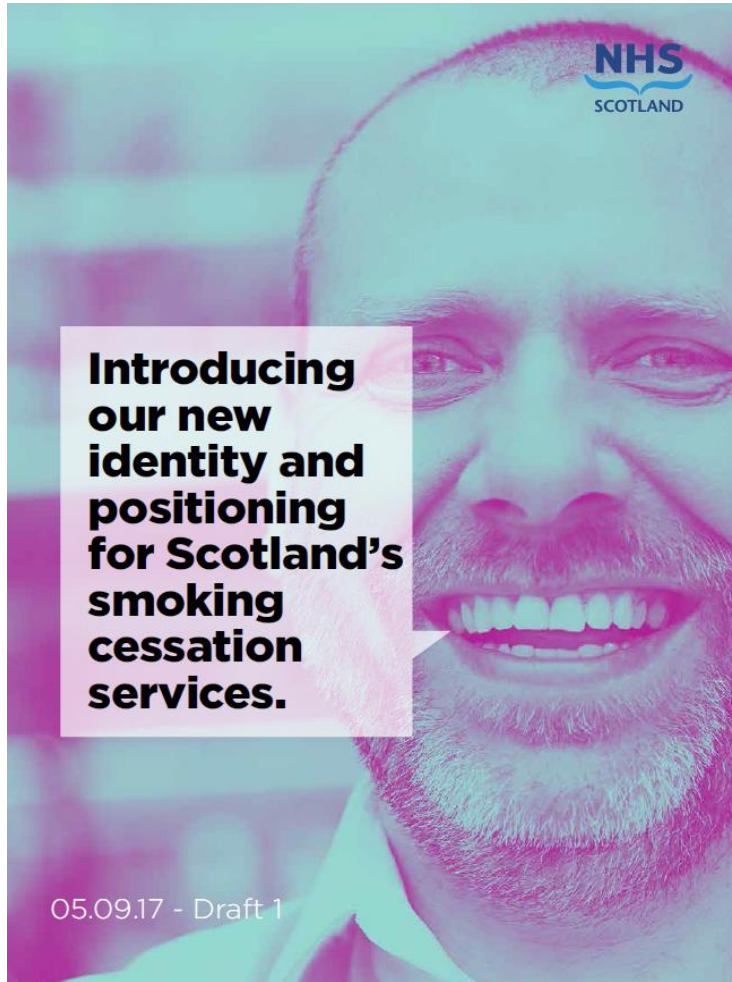
The stubbed out cigarette device acts as a quick visual shorthand – people instantly understand this is about stopping smoking.

Descriptor

Reduced to 'with our support' - emotive and valued, helping to bring a more personal touch to services.

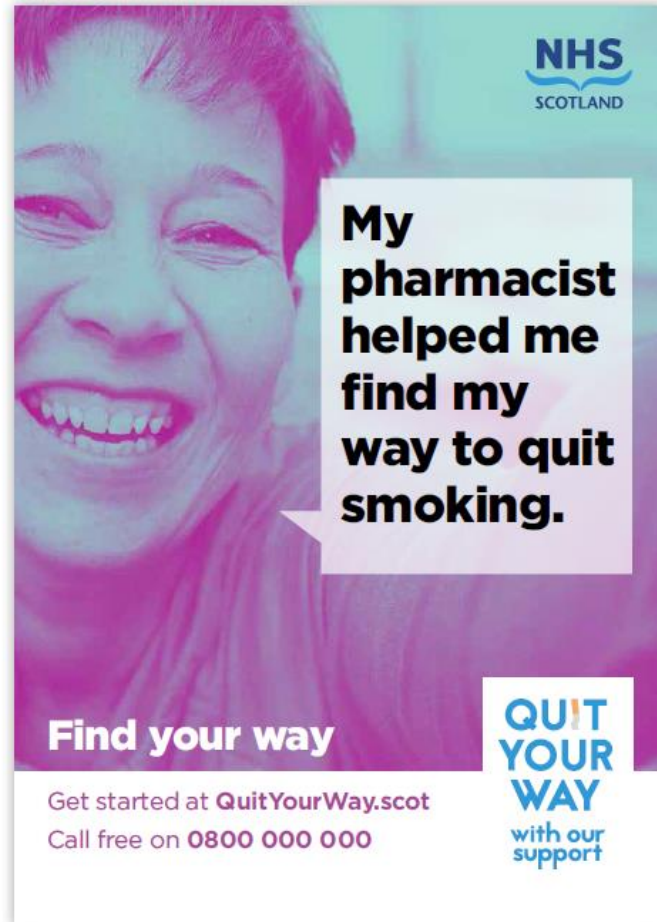


Brand Guidelines



Brand guidelines are currently in development to ensure consistency across national and local smoking cessation service communications.

Brand Guidelines – Visual treatment



NHS
SCOTLAND

My pharmacist helped me find my way to quit smoking.

Find your way

Get started at QuitYourWay.scot
Call free on 0800 000 000

QUIT YOUR WAY
with our support



NHS
SCOTLAND

I'd quit smoking before. But this time, I got help to do it my way.

Find your way

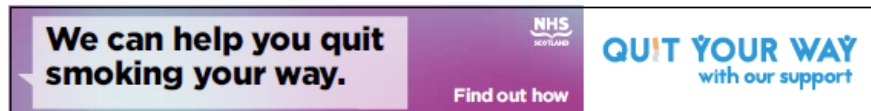
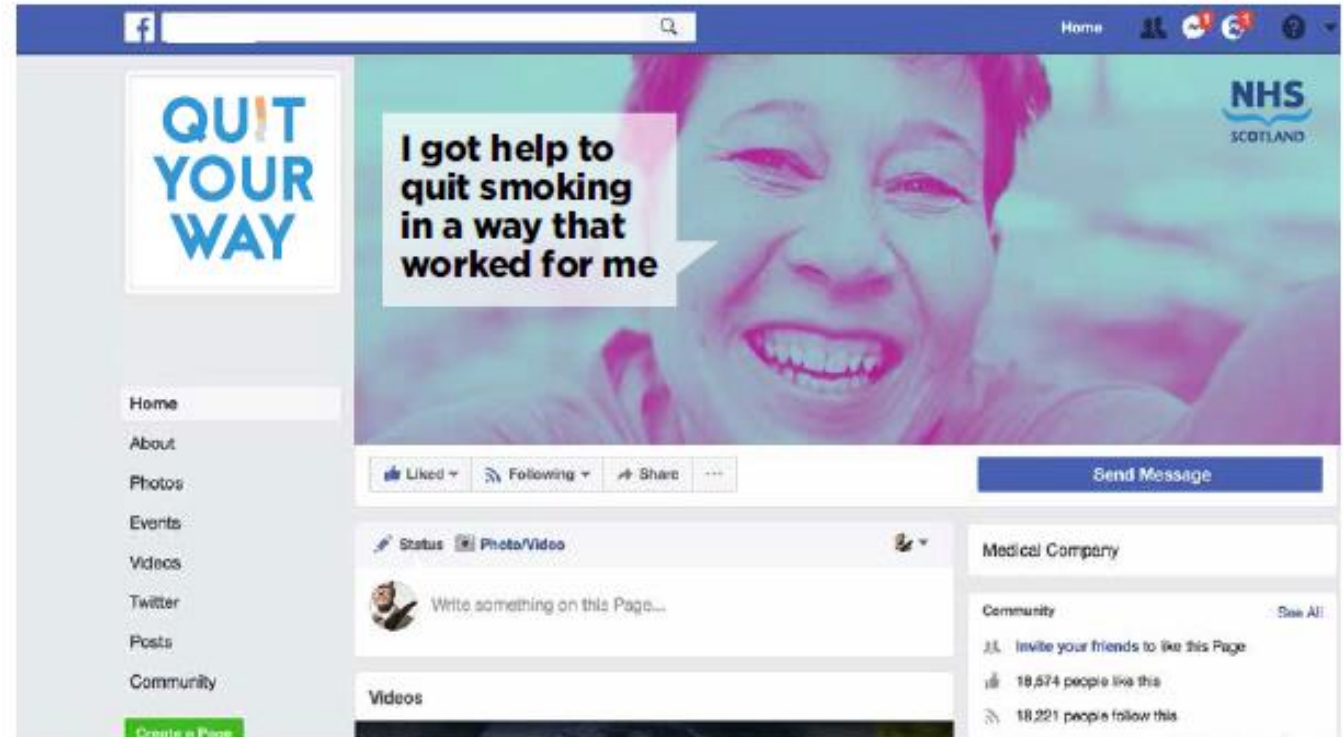
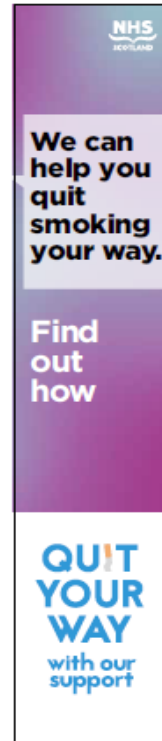
Get started at QuitYourWay.scot
Call free on 0800 000 000

QUIT YOUR WAY
with our support

An eye-catching, visual treatment that has real stand-out - it grabs attention and encourages our audience to find out more

Using imagery of 'real faces' to aid engagement

Brand Guidelines – Online executions



Local & Regional Flexibility



We can help you quit smoking your way.

Free, local support in Fife to find the way that works for you.

0800 000 000



We can help you quit - your way

Intro to quit your way ethos - support tailored to you. **voloribus aut poribus ciatuexerestetur sequiam eum laudem que eaem quae nienda dissunt ut di blatem.**

Eles invellit, solo ilixerestetur sequiam eum laudem que eatem volos ipid molupis earum ipsa volorestrum net ipienis et di aut as accab ipsam.

Litius pro omniasperum dissimo ditatume mo desseque pe dund uciendae delibus aspe non comnis alicabo. Ut es sit dellente laboribea es dio. Neque consequam que minvel ipsaesciis net quostibus dolorem ius santhem in nectur rem. Ostrum rae magniet ea sum il es

escimod ipsameniae. Ut latem fugiandae sum quae officia volestem fuga. Net volupta con rehentiant, que voluptas eos arum corrovitat rem.

Find your way

Getting the right support is vital

Explain to our smokers that they may have quit and failed before, but this support is their ticket to success. Eles invellit, solo ilixerestetur sequiam eum laudem que eatem volos ipid molupis earum ipsa volorestrum net ipienis et di aut as accab ipsam

Eles invellit, solo ilixerestetur sequiam eum laudem que eatem volos ipid molupis earum ipsa volorestrum net ipienis et di aut as accab ipsam.

You choose the support you want

Go through the range of local support our smokers can choose from. Litius pro omniasperum dissimo ditatume mo desseque pe dund uciendae delibus aspe non comnis alicabo. Ut es sit dellente laboribea es dio. Neque consequam que minvel ipsaesciis

Get started at QuitYourWay.scot or call free on **0800 000 000**

Who can take part?

Eliminate barriers - everyone can get free support. Bus event quos ad quo comni comni optas alias suntum nobist precum nonecto rercia corion endebit, sed magnihictus sim essecus et atur, sit.

Eatiation nullautentem quandem nullora verum ut lanis il minveles plit, ad ut exceatur, volum volum vollibu stiatas nonsequi adit aruptatem aliquis inulpa nam nonsed ut.

How to get started

It's easy - show all the ways our smokers can get started. Omnihil invendam ni rest invendus, solore, elictus ipid quam que et.

eveleni miliqui sciuntionse rerit pratem quidund ipsamen dandand anditas inveliqua ipsaesciis net quostibus dolorem ius m expliquid quis dit.

Brand Guidelines

QUIT
YOUR
WAY
with our
support



To ensure the new brand identity is effective across all materials a monochrome marque has also been produced, to allow this to be applied in black & white only, including a reversed out version

Brand Guidelines – Comprehensive

Font

Across all communications we use the font Gotham in various different weights.

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Gotham Black

The guidelines are fully comprehensive including details on application and usage of all brand assets to provide clear guidance on all areas including:

- pantone references
- application of fonts
- logo sizes
- photography treatment/ small bank of imagery for selection

Next steps

- The guidelines are currently in final development
- These will be completed and approved by the NHS Health Scotland team by Friday 8th December
- And all the assets and guidelines will be uploaded to the Web2Print system for distribution w/c Monday 11th December