Agenda

1. Recap: Hackathon Challenge & WT's Solution

2. Campaign Results

3. Learnings & Recommendations

Our Solution

Behavioral Science

Give people a reason to quit by making it personal & relevant

Encourage a "proper go" at quitting– by appealing to novelty, sunk cost and default bias

Data Science

Identify two audience groups based on empowering women & living in the moment

Used demographic and interest indicator variables to build audiences in Acxiom's Infobase

Agency Handoff

Partner agency handled actual implementation: creating ads, buying media, finding final audiences in Acxiom Infobase and aligning to brand guidelines

Campaign results provided to hackathon teams

Campaign Creatives

Theater Lovers	Eating Out	Empowering Women	Default (baseline)
2,034,462	5,026,670	2,692,225	

- Likes theatre
- All under 40 OR 40-59 and single/divorced

- Likes eating out/restaurants
- All under 40 OR 40-59 and single/divorced

- Female and under 40
- 50% weighting compared to other audiences

- Same targeting criteria as other segments, with generic creative

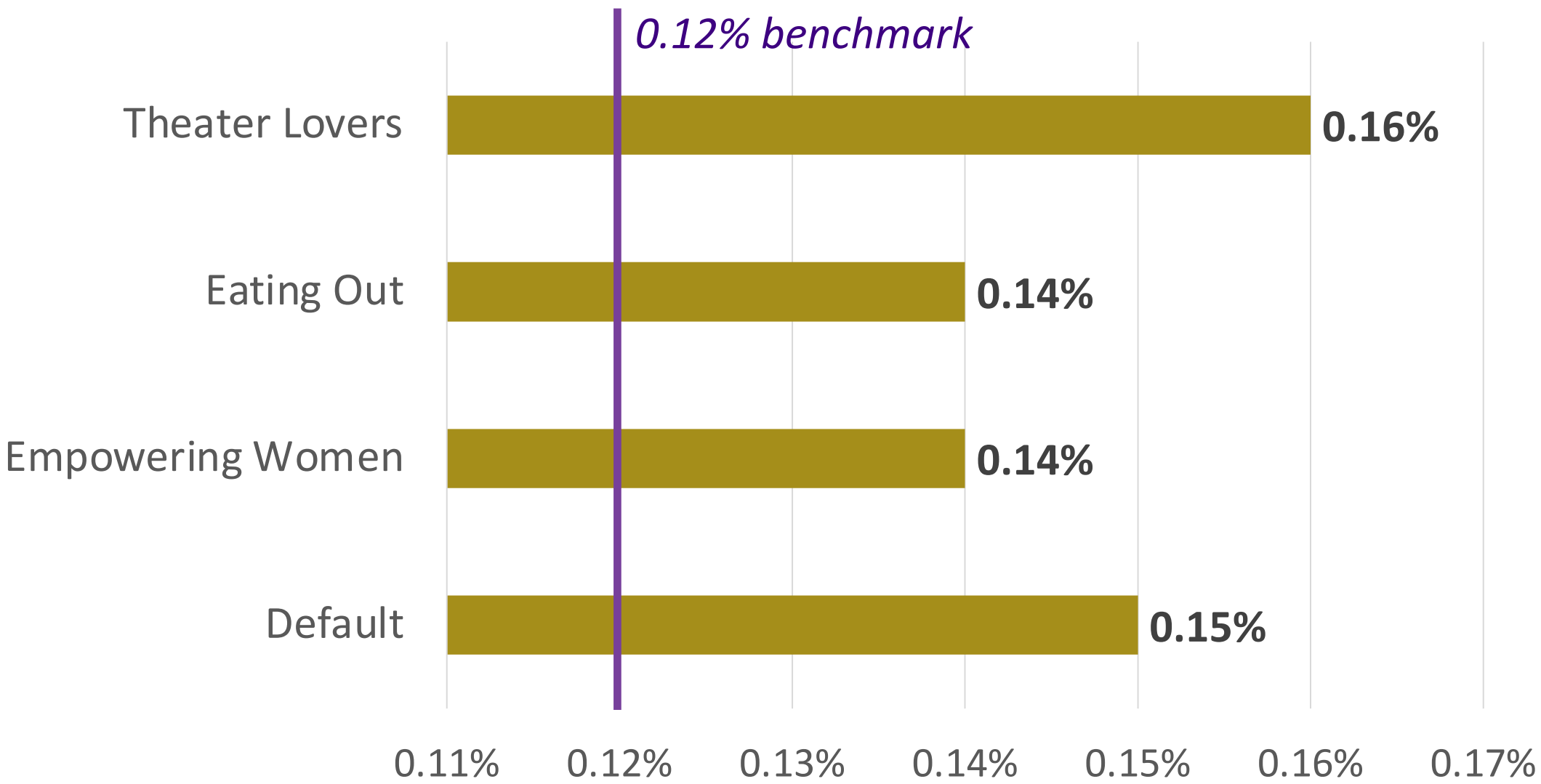*Note: Gym & Gaming audiences removed*

Results

- **Click rate is above benchmark for all audiences and creative variants (0.15% vs. 0.12%)**

- **Performance on tablet is notably higher compared to other devices**

- **Visibility is high—campaign average of 77% vs. 70% goal**

Note: Assume target CTR of 0.12% based on previous campaigns

Click Rate (CTR) by Creative

0.12% benchmark

Creative	CTR
Theater Lovers	0.16%
Eating Out	0.14%
Empowering Women	0.14%
Default	0.15%

0.11% 0.12% 0.13% 0.14% 0.15% 0.16% 0.17%

Device Performance	Impressions	CTR	Viewability
Mobile	798,721	0.13%	77%
Tablet	*100,605*	*0.27%*	*83%*
PC	52,724	0.22%	73%
Total	952,050	0.15%	77%

Panel Survey—"Do you smoke?"

- **Survey data indicate audiences are even more likely to be smokers than originally estimated (24% vs. 16.6%)**

- **Exposed audiences had 13% uplift in confidence that Nicorette could aid in their smoking cessation**

Audience	"Yes, I am a Smoker" CINT Percentage	"Smoker in HH" Acxiom Percentage
Theater Lovers	24.7%	11.6%
Eating Out	21.8%	12.7%
Empowering Women	24.4%	15.9%
Default	24.6%	NA
Total	**24.0%**	**16.6%**

Note: Data sourced from Connect by Cint panel survey

Learnings + Recommendations

Media + Data

- **Explore engagement across device, especially tablet**

- **Consider new channels to engage with audiences**

- **Use existing results & A/B testing to refine audience and message**
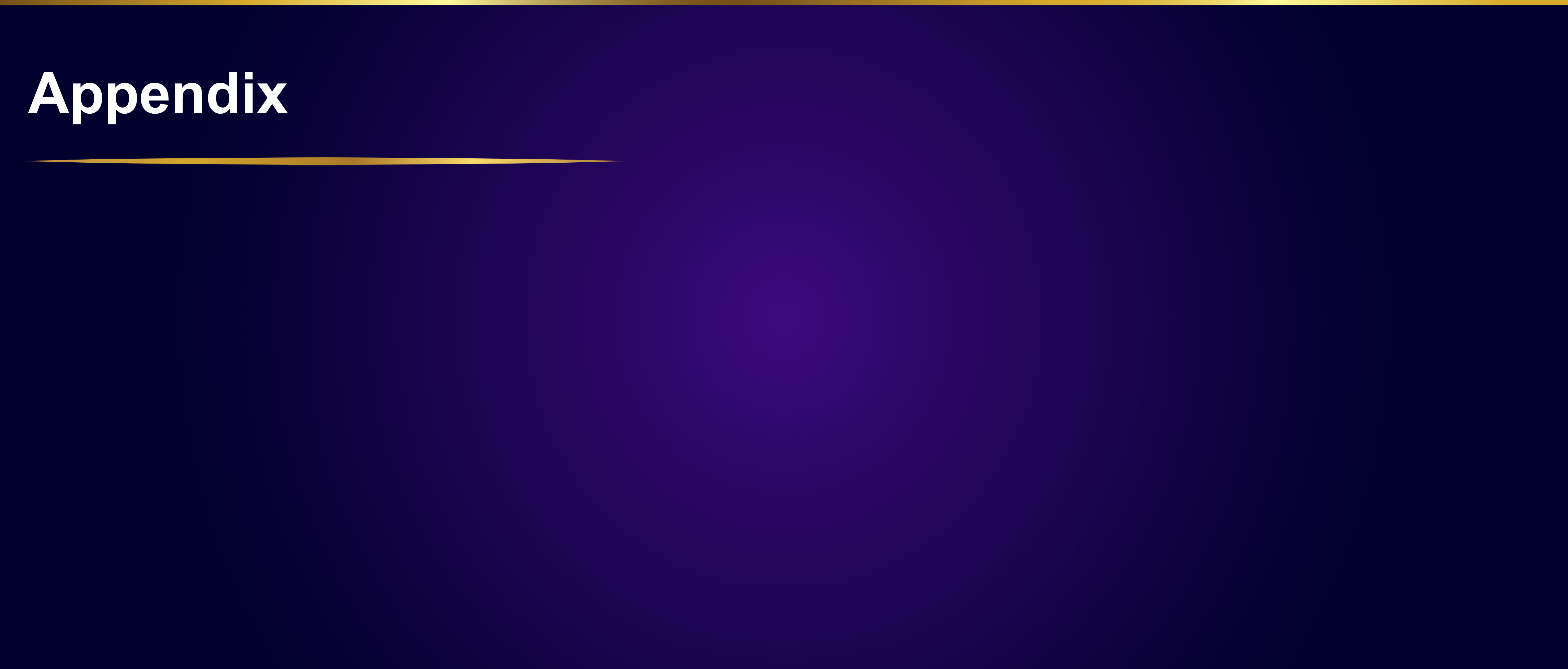
Behavioral Science

- **Encourage two-pack purchase in creative message**

- **Lean in to conversation around cycles, hormones and female health**

Thank you!

Any questions?

Appendix

Connect by Cint Panel Survey— Brand Uplift

Question	Answer	Wunderman Uplift
Q1 Which of the following brands have you heard of? Select all that apply.	Nicorette	1%
Q2 Which of the following brands are you most likely to consider?	Nicorette	-4%
Q3 Which of the following brands have you seen advertised online in the past 7 days?	Nicorette	2%
Q4 Nicorette - How would you describe your overall opinion of the following brands?	All positive	5%
Q5 Expert - How strongly do you agree or disagree about the following statements about Nicorette?	All positive	5%
Q5 Innovative - How strongly do you agree or disagree about the following statements about Nicorette?	All positive	6%
Q5 Trusted - How strongly do you agree or disagree about the following statements about Nicorette?	All positive	11%
Q5 Affordable - How strongly do you agree or disagree about the following statements about Nicorette?	All positive	8%
Q5 Easy to use - How strongly do you agree or disagree about the following statements about Nicorette?	All positive	4%
Q7 If your friends who smoke saw this ad, do you think they would be more or less likely to quit smoking?	*More Likely*	*7%*
Q8 If your friends who smoke saw this ad, do you think they would feel more or less confident in Nicorette's ability to help them quit smoking?	*More Confident*	*3%*
Q9 After seeing this ad, are you more or less likely to quit smoking?	*More Likely*	*4%*
Q10 Compared to before seeing this ad, do you feel more or less confident in Nicorette's ability to help you quit smoking?	*More confident*	*13%*

Note: n=1805; % uplift calculated from % positive respondents in exposed audience minus % positive respondents in control audience

All-up Campaign Performance

Campaign Order / IO	Impressions	CPM	Clicks	CPC	CTR	Viewability	% Spend of Budget
GB_N/A_Nicorette_2022 _Q2_Display_Hackathon _TTD_Wunderman	952,050	£5.19	1,394	£3.55	0.15%	77%	35%

Performance by Creative Variant

Creative Variant	Impressions	CPM	Clicks	CPC	CTR	Viewability
Total	**952,050**	**£ 5.19**	**1,394**	**£ 3.55**	**0.15%**	**77%**
Default	**477,640**	**£ 5.24**	**693**	**£ 3.61**	**0.15%**	**77%**
Eating out	**181,743**	**£ 5.15**	**256**	**£ 3.66**	**0.14%**	**76%**
Empowering Women	**157,239**	**£ 5.12**	**225**	**£ 3.57**	**0.14%**	**77%**
Theater Lovers	**135,428**	**£ 5.19**	**220**	**£ 3.20**	**0.16%**	**78%**

Performance by Ad Group (Audience)

Campaign/Ad Group	Impressions	CPM	Clicks	CPC	CTR	Viewability
GB_N/A_Nicorette_2022_Q2_Display_Hackathon_TTD_Wunderman	952,050	£ 5.19	1,394	£ 3.55	0.15%	77%
GB | M/T | BEHV | Acxiom Infobase | Eating Out	366,288	£ 5.15	517	£ 3.65	0.14%	77%
GB | M/T | BEHV | Acxiom Infobase | Empowering Women	287,168	£ 5.16	384	£ 3.86	0.13%	77%
GB | M/T | BEHV | Acxiom Infobase | Theater Lover	245,870	£ 5.15	379	£ 3.34	0.15%	78%
GB | DESK | BEHV | Acxiom Infobase | Theater Lover	17,935	£ 5.90	38	£ 2.79	0.21%	74%
GB | DESK | BEHV | Acxiom Infobase | Eating Out	21,488	£ 5.85	38	£ 3.31	0.18%	73%
GB | DESK | BEHV | Acxiom Infobase | Empowering Women	13,301	£ 6.01	38	£ 2.11	0.29%	73%

Note: Default creative included in each audience

Caro Buck | Wunderman Thompson, USA

Performance by Device & Creative Format

Device Performance	Impressions	CPM	Clicks	CPC	CTR	Viewability
Mobile	798,721	£ 5.19	1,009	£ 4.11	0.13%	77%
Tablet	100,605	£ 4.85	271	£ 1.80	0.27%	83%
PC	52,724	£ 5.91	114	£ 2.73	0.22%	73%
Total	952,050	£ 5.19	1,394	£ 3.55	0.15%	77%

Creative Format Performance	Impressions	CPM	Clicks	CPC	CTR	Viewability
320x50	609,256	£ 5.01	765	£ 3.99	0.13%	79%
728x90	187,413	£ 5.35	368	£ 2.73	0.20%	81%
300x250	132,620	£ 5.71	148	£ 5.12	0.11%	61%
300x600	14,362	£ 5.98	76	£ 1.13	0.53%	72%
160x600	8,399	£ 5.86	37	£ 1.33	0.44%	81%
Total	952,050	£ 5.19	1,394	£ 3.55	0.15%	77%
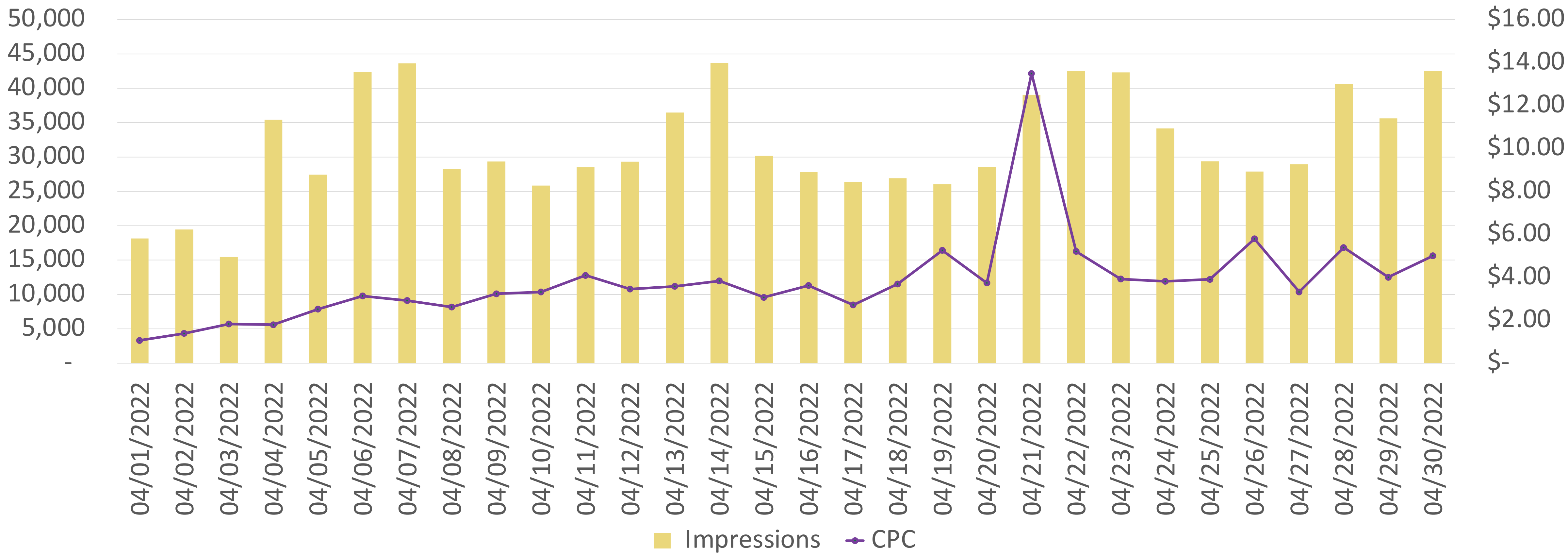
Original Strategy Slides
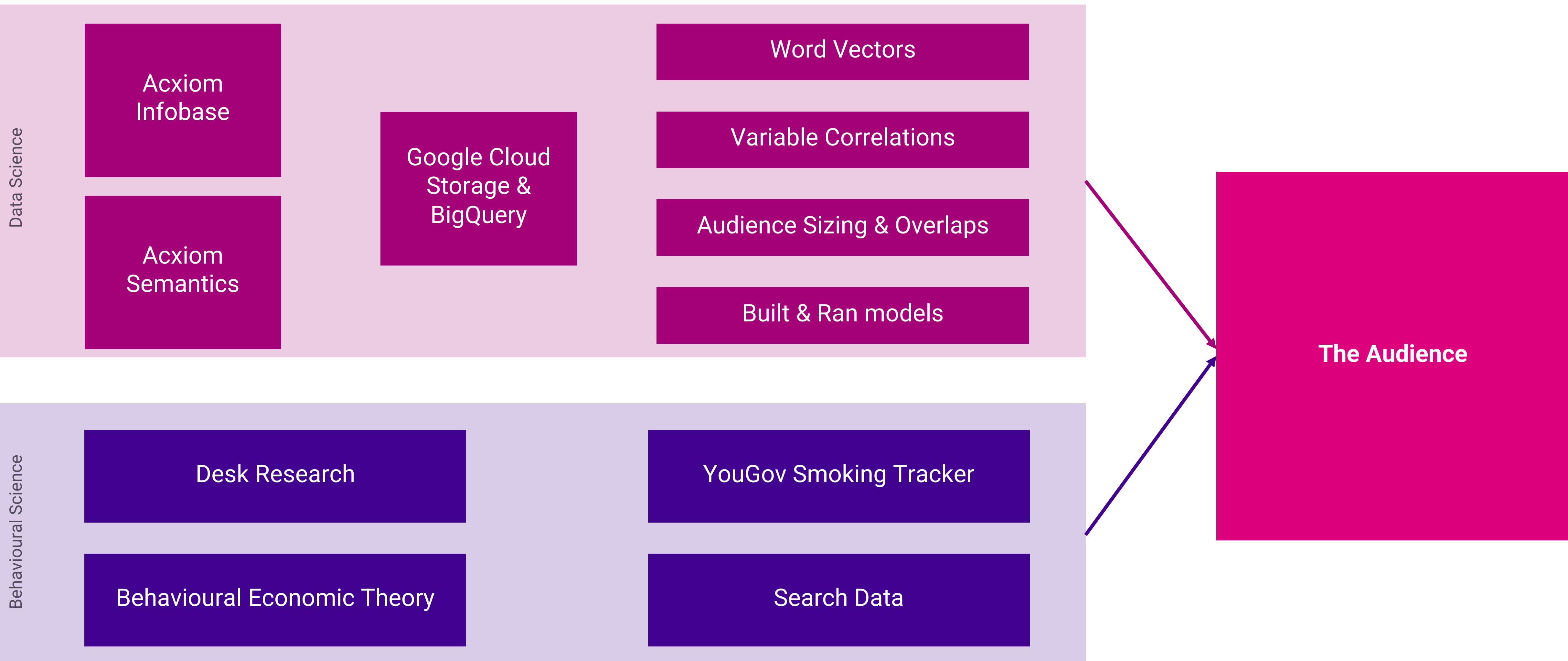
The COM B Model: Living in the Moment

CAPABILITY
Over confidence in capability

THEY HAVEN'T TRIED "PROPERLY"
THEY COULD QUIT IF THEY WANTED TO

SELF EFFICACY WASTED AS THEY LACK MOTIVATION

BEHAVIOR
Getting people to give gum a proper try buy bulk-buying gum

Playing Sports

Parties & Diners

Events & Gaming

MOTIVATION
Immune to loss messaging

OPPORTUNITIES IGNORED DUE TO LACK OF MOTIVATION

Stoptober

Support

COVID-19 Changes

OPPORTUNITY
Not looking for opportunities

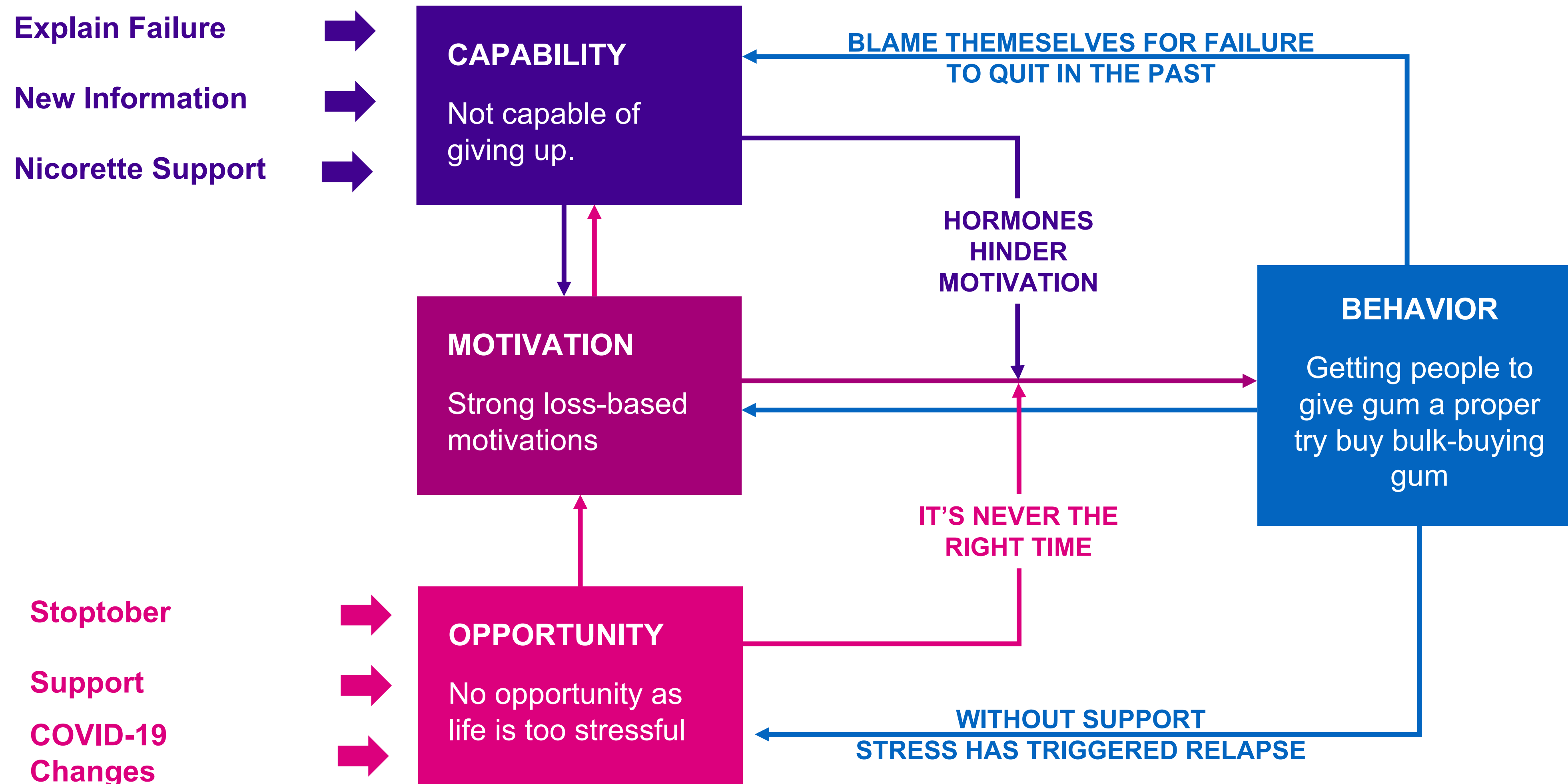THEY BELIEVE SMOKING DOESN'T IMPACTED THEIR LIFE

Data Definition: Living in the Moment

Target audiences with high affinity for hobbies and activities that are interrupted by smoking breaks. Appeal to interests as a way to distract and persuade people to change their behaviour.

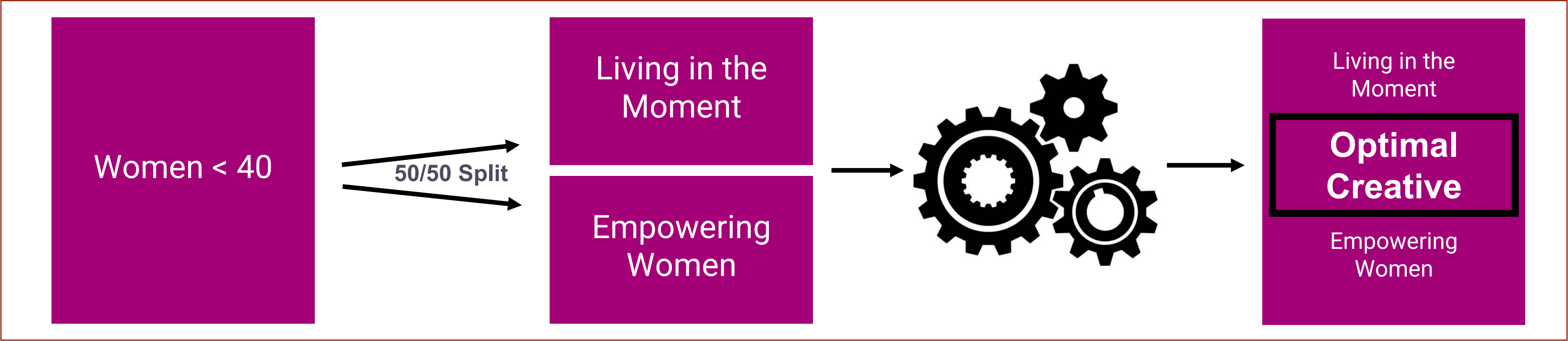|	InfoBase Variables	Audience Description	Audience Size
Theater Lovers	ILU_Verified18Plus != 0 AND ((ILU_Agef IN(1, 2, 3, 4) OR (ILU_Agef IN(5, 6, 7, 8) AND ILU_Marryd3 IN(2,3))) AND ILU_Theatre = 1	- Over 18 - Either Single OR Married under 40 - Interested in Theatre	With smoker in HH: 386,419 Without smoker in HH: 2,935,043
Eating Out	ILU_Verified18Plus != 0 AND ((ILU_Agef IN(1, 2, 3, 4) OR (ILU_Agef IN(5, 6, 7, 8) AND ILU_Marryd3 IN(2,3))) AND ILU_Eatout = 1	- Over 18 - Either Single OR Married under 40 - Enjoys eating out	With smoker in HH: 1,026,605 Without smoker in HH: 7,084,838
Gym Enthusiasts	ILU_Verified18Plus != 0 AND ((ILU_Agef IN(1, 2, 3, 4) OR (ILU_Agef IN(5, 6, 7, 8) AND ILU_Marryd3 IN(2,3))) AND ILU_Gym = 1	- Over 18 - Either Single OR Married under 40 - Interested in the Gym	With smoker in HH: 427,484 Without smoker in HH: 2,993,399
Gaming Aficionados	ILU_Verified18Plus != 0 AND ((ILU_Agef IN(1, 2, 3, 4) OR (ILU_Agef IN(5, 6, 7, 8) AND ILU_Marryd3 IN(2,3))) AND ILU_HHGames = 1	- Over 18 - Either Single OR Married under 40 - Has gaming console in household	With smoker in HH: 827,697 Without smoker in HH: 4,113,415
Total			With smoker in HH: 2,380,403 Without smoker in HH: 11,942,313

The COM B Model: Empowering Women

Explain Failure →

New Information →

Nicorette Support →

CAPABILITY

Not capable of giving up.

BLAME THEMESELVES FOR FAILURE TO QUIT IN THE PAST

HORMONES HINDER MOTIVATION

MOTIVATION

Strong loss-based motivations

BEHAVIOR

Getting people to give gum a proper try buy bulk-buying gum

IT'S NEVER THE RIGHT TIME

Stoptober →

Support →

COVID-19 Changes →

OPPORTUNITY

No opportunity as life is too stressful

WITHOUT SUPPORT STRESS HAS TRIGGERED RELAPSE

Data Definition: Empowering Women

Women likely have different cessation journeys than men, indicating an opportunity to test alternative messaging to better resonate with their specific needs.

Splitting the female audience allows Nicorette to join the conversation on more female-focused health in an approachable, scalable way.

	InfoBase Variables	Audience Description	Audience Size
Women under 40	ILU_Verified18Plus != 0 AND ILU_Agef IN(1, 2, 3, 4) AND ILU_Gender = 2	- Over 18 - Under 40 - Female	With smoker in HH: 725,290 Without smoker in HH: 3,848,173
Total			With smoker in HH: 2,380,403 Without smoker in HH: 11,942,313

How this might work:
Empowering Women

Dynamic ad placed on social, digital and search

1. Text

Nicorette knows, that no two quitting journeys are the same

2. Woman waking up in different moods

And actually no two quitting days are the same.

4. Image of woman waking up with visible stomach cramps

Your body needs different things at different times of the month

5. Cut to screen. Text:

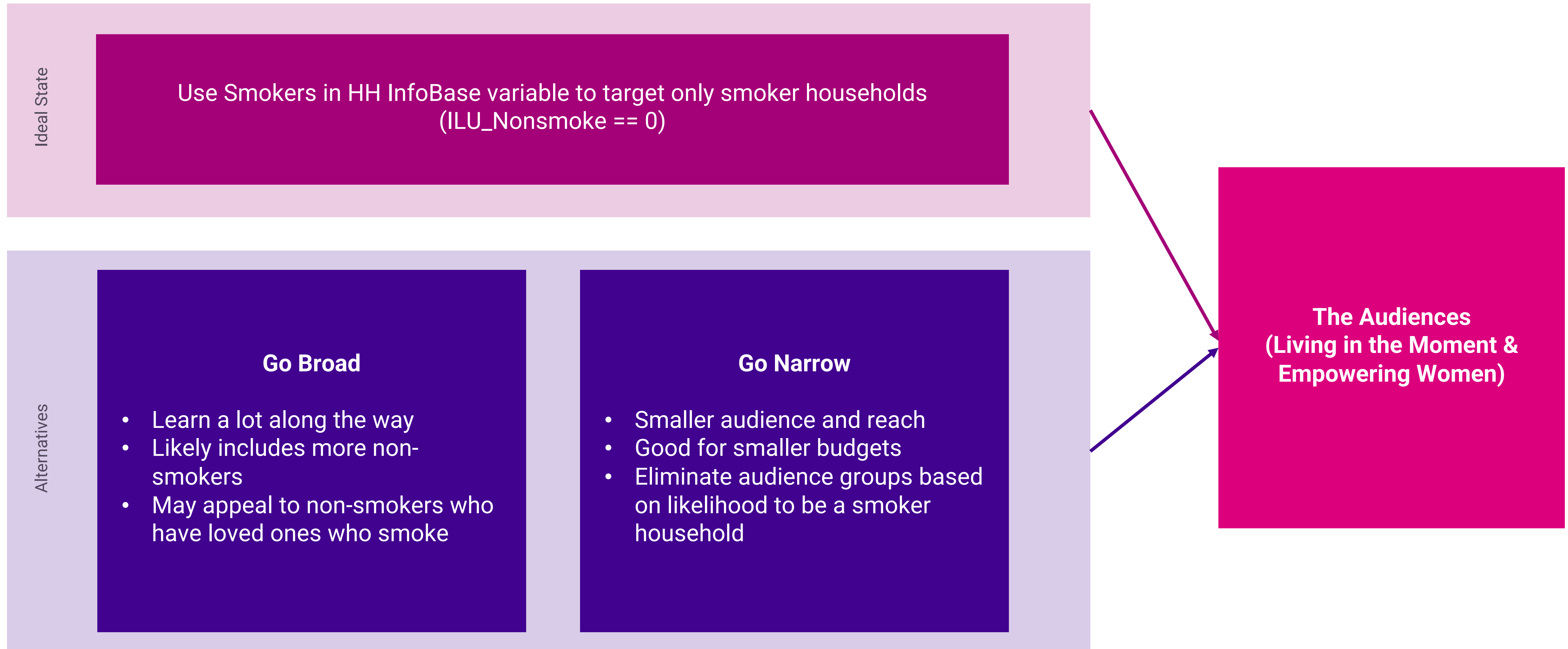**Nicorette can help you find a solution that works for you, everyday.**

Be ready with Nicorette

6. Slide in Nicorette side banner with T&Cs

Saving Media Spend: Ensuring we primarily target smokers.

**Ideal State**

Use Smokers in HH InfoBase variable to target only smoker households
(ILU_Nonsmoke == 0)

Alternatives

Go Broad

- Learn a lot along the way
- Likely includes more non-smokers
- May appeal to non-smokers who have loved ones who smoke

Go Narrow

- Smaller audience and reach
- Good for smaller budgets
- Eliminate audience groups based on likelihood to be a smoker household

**The Audiences
(Living in the Moment &
Empowering Women)**

Saving Media Spend: Ensuring we primarily target smokers.

- **Use Chi-Square tests to evaluate which variables are most closely tied with smoking, in order to eliminate non-smoking households**
- Null Hypothesis: No relationship/association between variables (independent)
- Alternative Hypothesis: There is a relationship/association between vars (dependent)
- Met Assumptions: Data are counts; categories mutually exclusive; expected value of at least 5
- Reject null hypothesis if p-value < .05 ==> assume dependent (variable is good predictor for smoking households)

Audience: live in moment	Strength of Association to Smoking Households (p-value)
Marriage Status	**p-value < 2.2e-16**
Own/Rent	**p-value < 2.2e-16**
Occupation	**p-value < 2.2e-16**
Income	**p-value < 2.2e-16**
HH Standard of Living	**p-value < 2.2e-16**
Age	**p-value < 2.2e-16**
Kids 0016	p-value = 0.6442
Kids 1116	p-value = 0.8031
Personicx	p-value = 0.0004998
GEO TV Region	p-value = 0.001372
Population Density	p-value = 0.0004248
SelfY	p-value = 0.01313
Funeral	p-value = 3.875e-08
Charity	p-value = 0.009175

Occupation
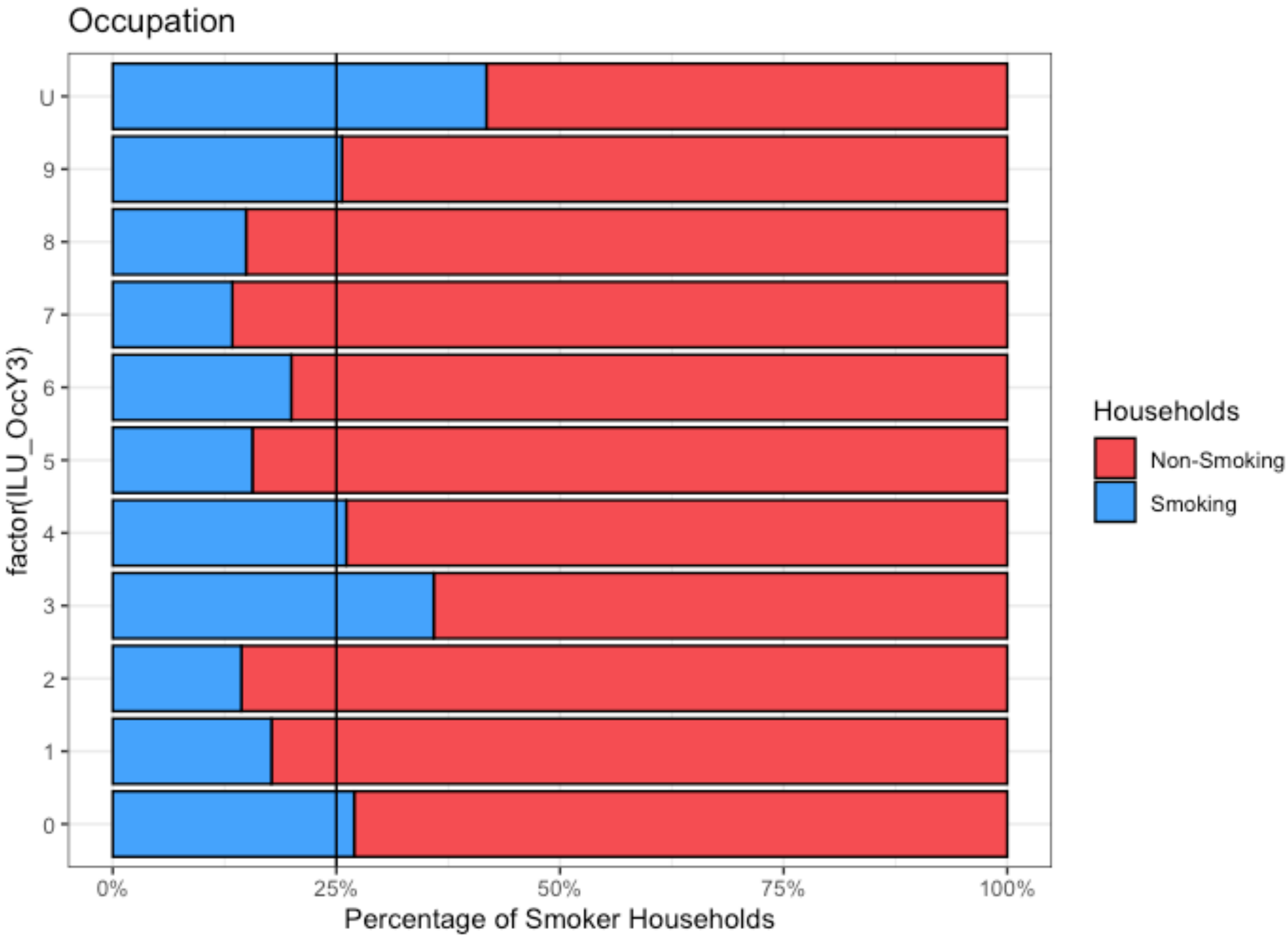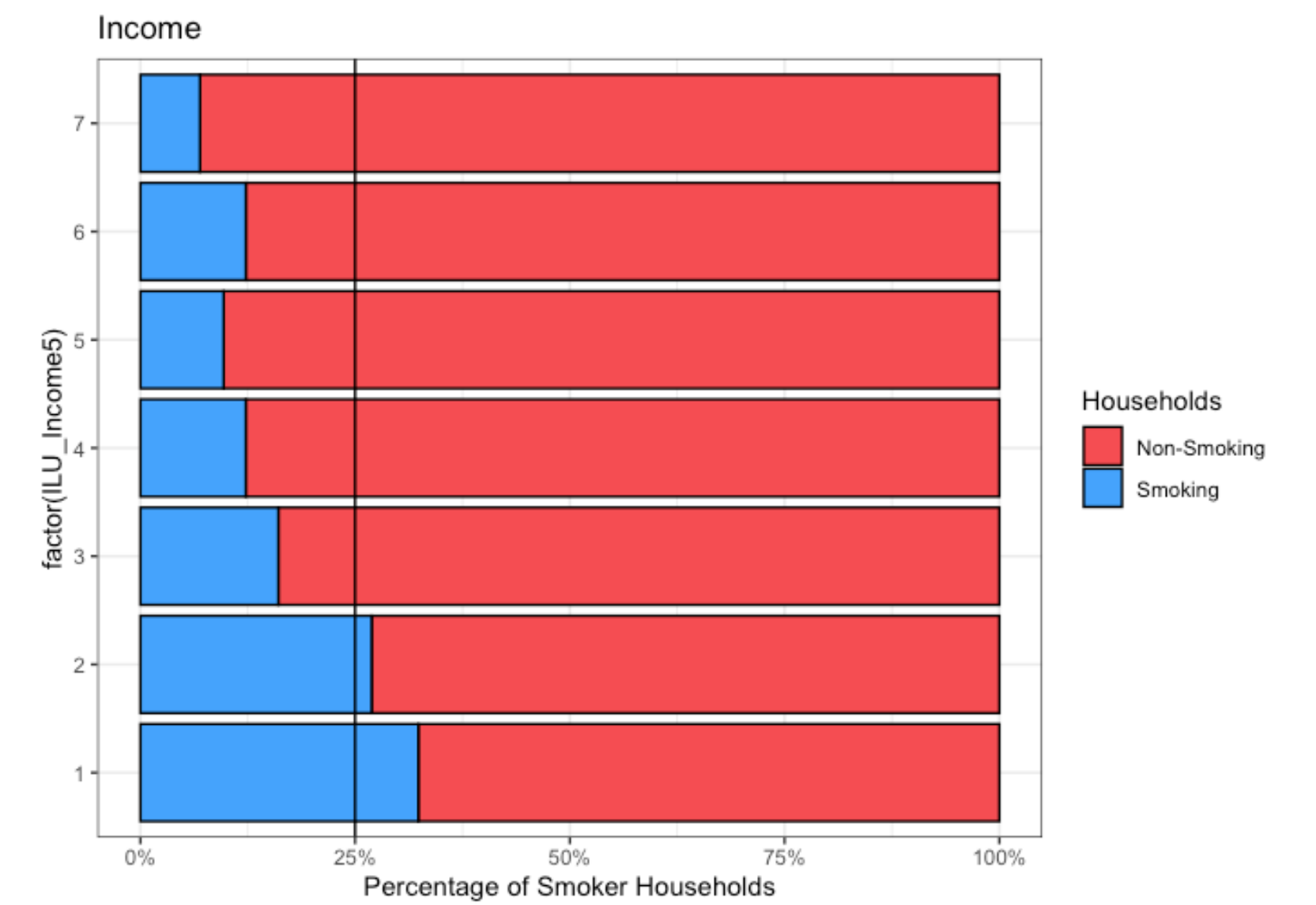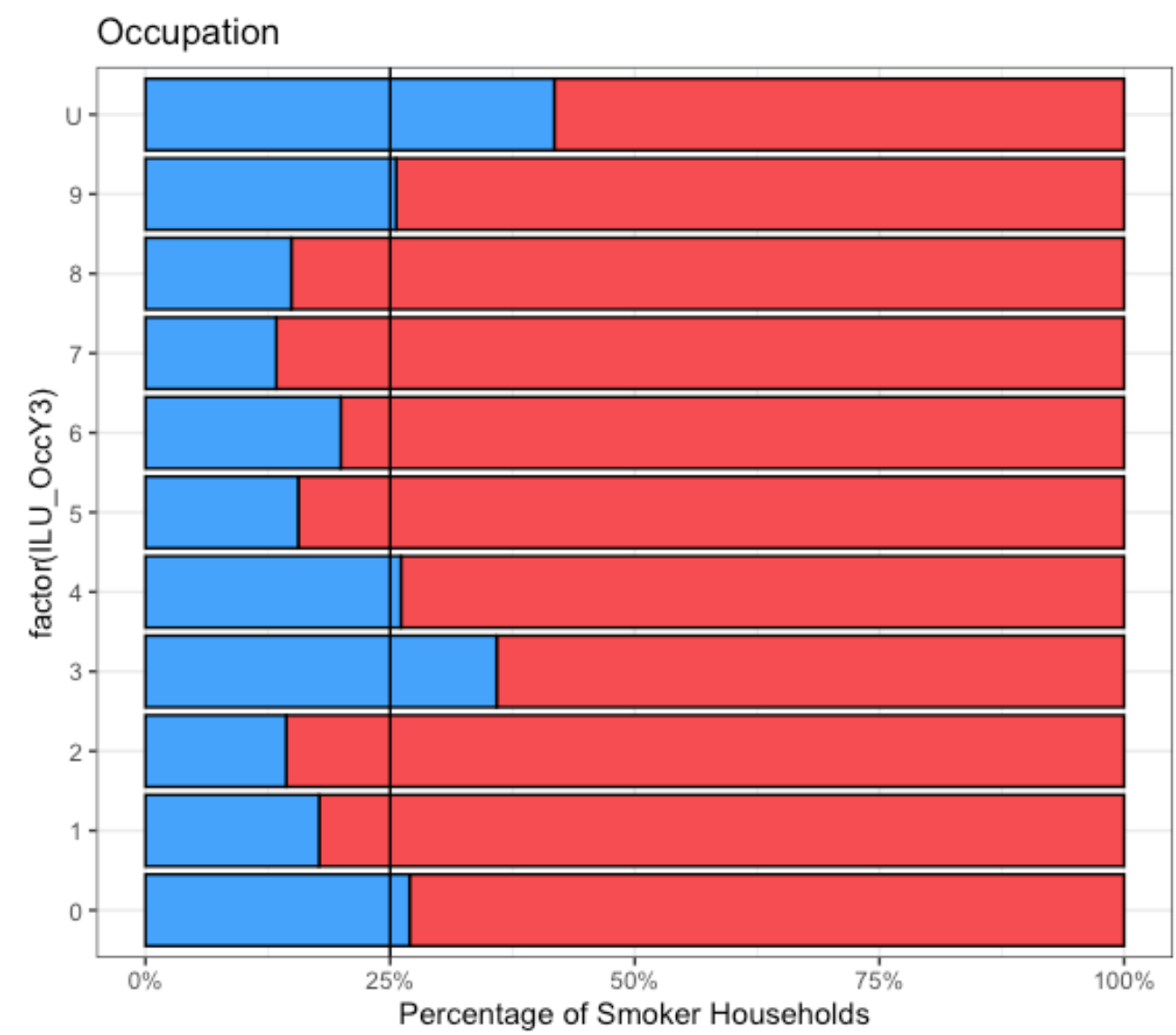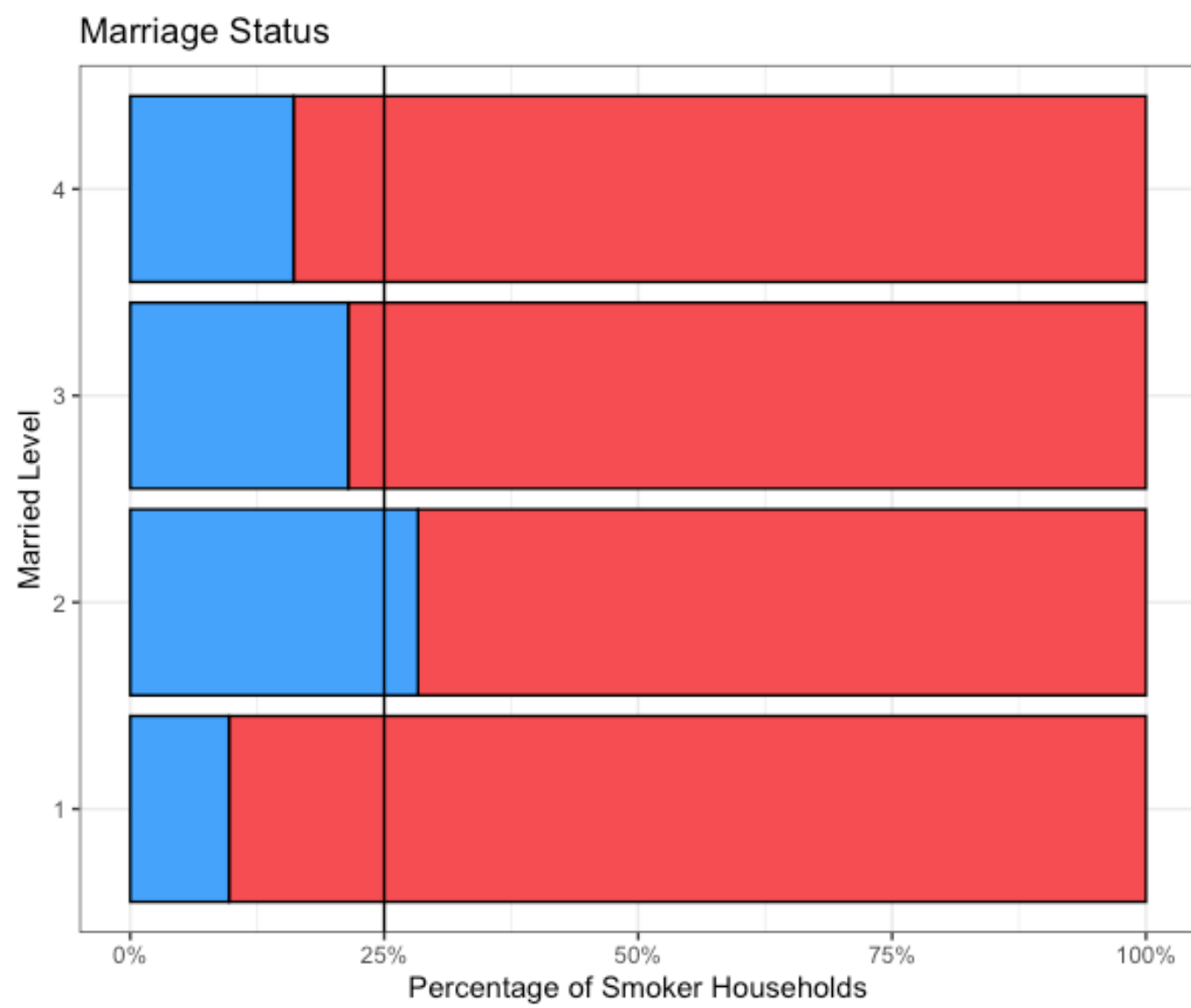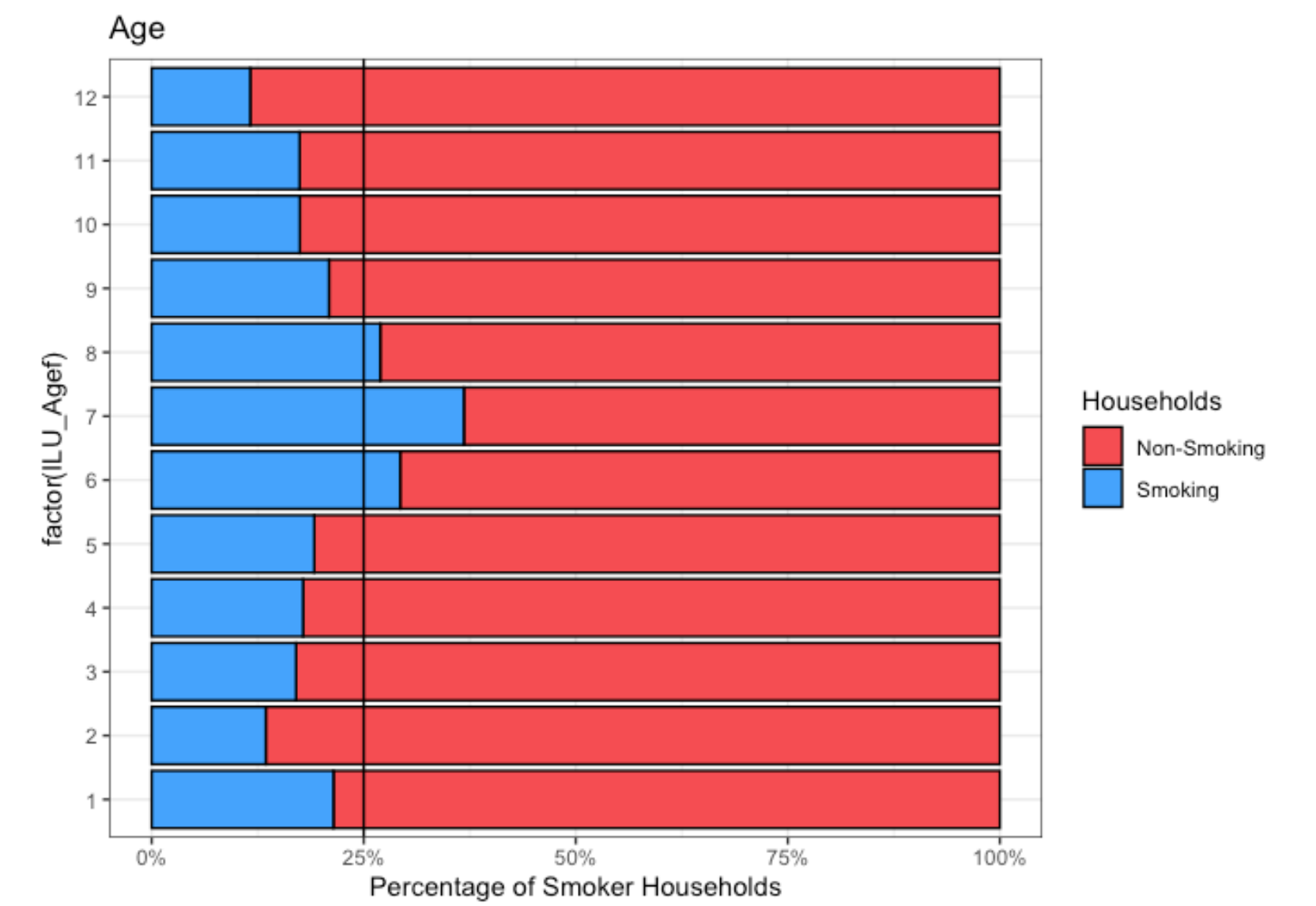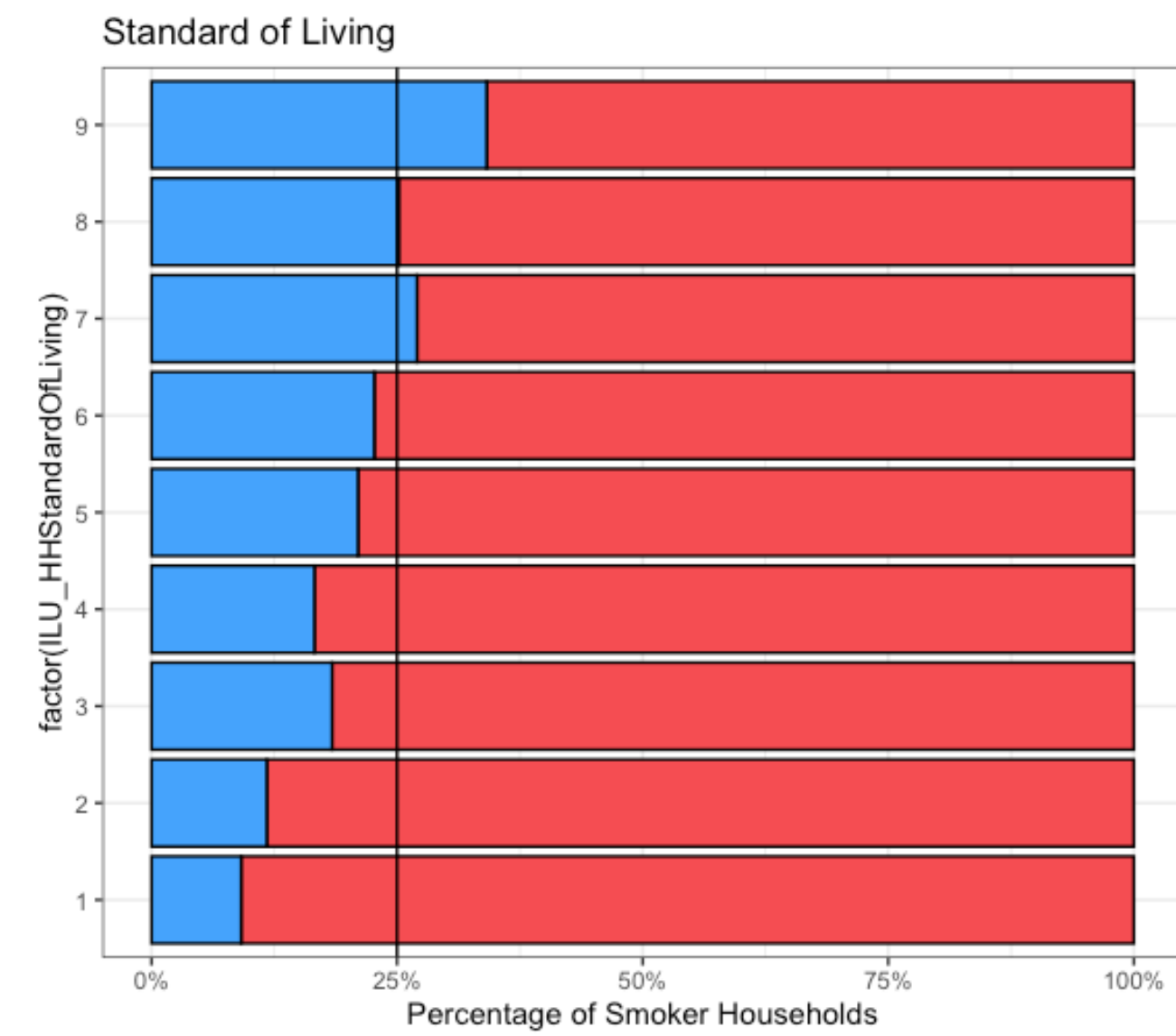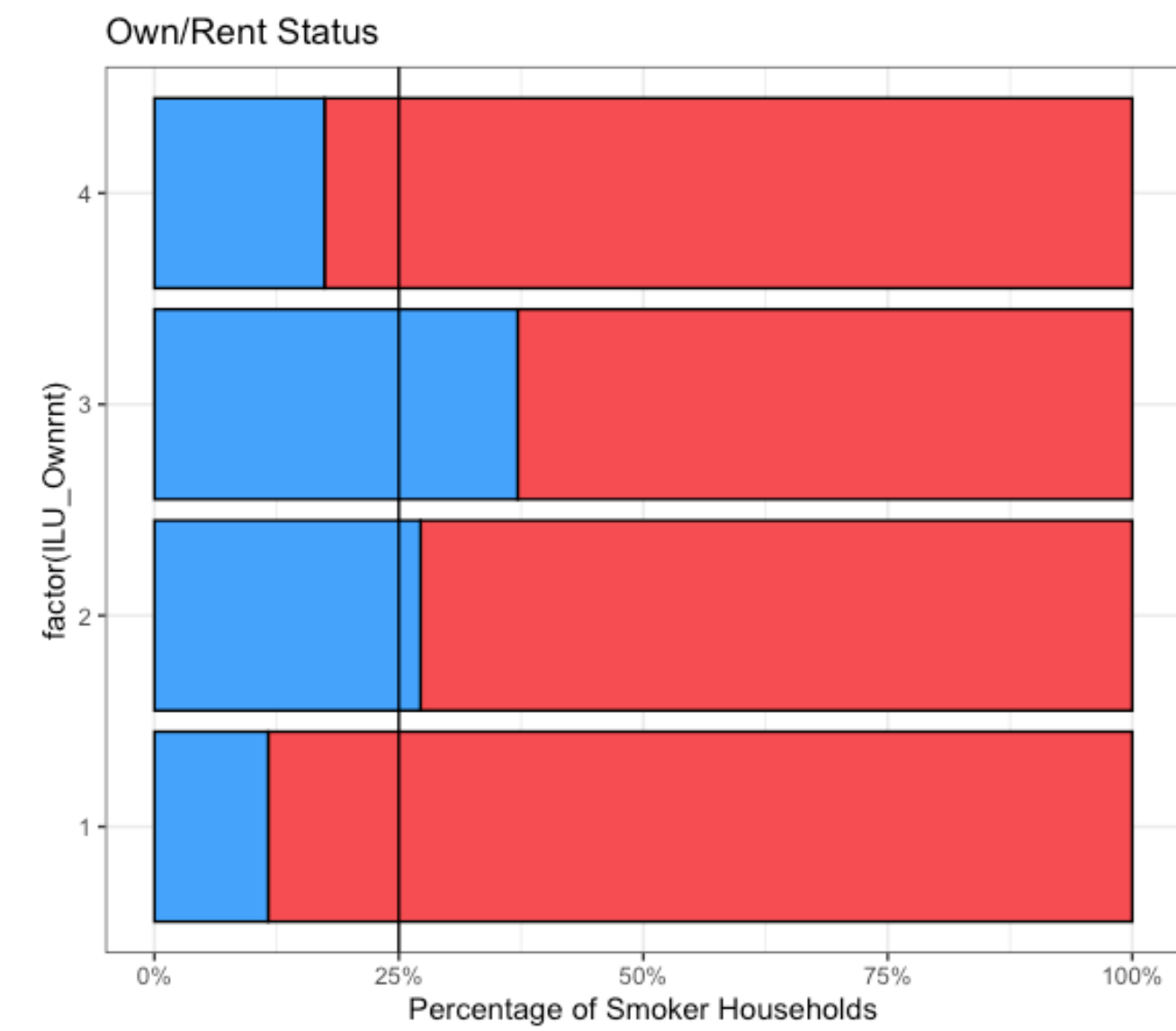
Semantic Data: Smoking related to health terms

Word 1	Word 2	Co-occurrence Frequency	Co-occurrence Probability
smoking	pegler	27	1.16348895
smoking	randoms	104	1.14153633
smoking	unmute	128	1.12823171
smoking	**rubella**	29	1.12470598
smoking	**chickenpox**	28	1.12336864
smoking	**zika**	24	1.11694939
smoking	**clarks**	117	1.11580497
smoking	guillaume	46	1.11501024
smoking	**listeria**	22	1.11290247
smoking	investigational	21	1.11060309
smoking	**postmenopausal**	59	1.1071911
smoking	baiting	64	1.09504842
smoking	awesomeness	122	1.09188963
smoking	**ssris**	30	1.09077089
smoking	shred	100	1.08737285
smoking	**strep**	27	1.08324833
smoking	generalised	25	1.07730458
smoking	cron	25	1.07730458
smoking	**medications**	24	1.0739898

The Hack: More details on how we wrangled the Acxiom data.

First Steps
- Download Acxiom datasets from SFTP
- Unzip, unlock and upload to cloud platform (Google Cloud Storage + BigQuery)

InfoBase Data
- Exploratory Data Analysis: Counts, sums, variance and overlaps (BigQuery; R)
- Variable correlations: What variables are most indicative of (or likely to co-occur with) smoking households? (R)
- Explore models to predict likelihood of smoking households (BigQuery)

Semantic Data
- Filter semantic data to topics of interest to explore word vectors and word co-occurrence probabilities: Are some terms more likely to appear together than they do apart? How can we understand what other topics people are interested in? (R)
- We found that terms associated with smoking were too broad to reach our audience of interest, so we opted to define audiences only in InfoBase
- While we don't define an audience with Acxiom Semantics, we did find some interesting support pieces for our overall strategy: the term "Smokers" is more likely to be related to other diseases, perhaps indicating an interest in 'health' but a lack of interest in being 'healthy'. Or smokers are avoiding the daily health issue to look at "more serious" diseases.