

Appendix A

Digital Media Definitions

Below are definitions for digital terms that appear in this document. Where available, sources of the definitions have been provided.

Analytics

“Analytics shows you how people found your site, how they explored it, and how you can enhance their visitor experience. With this information, you can improve your website return on investment, increase conversions, and make more money on the web.” (Google Analytics Help [link here](#))

Application/ “App”

“Popularized in the general lexicon by the iPhone, an app is simply an application that performs a specific function on your computer or handheld device. Apps run the gamut from Web browsers and games to specialized programs like digital recorders, online chat or music players.” (Socialbrite online glossary [link here](#))

Banner Advertisement/Expandable Rich Media Banner Advertisements

A form of advertising on a website, where an image (which fits one of several specific size parameters) will provide information and, once clicked upon, will generally link through to a relevant website set by the advertiser. Expandable banner ads start with a standard size banner ad, usually done in Flash, and expand on mouse over to reveal any number of larger panels. Panels can contain interactive Flash elements and video. As the **most popular** Rich Media format, expandable banners are universally accepted.

Blog

“A blog is an online journal that’s updated on a regular basis with entries that appear in reverse chronological order. Blogs can be about any subject. They typically contain comments by other readers, links to other sites and permalinks.” (Socialbrite online glossary [link here](#))

Blogger/Blogger Outreach

“A contributor to a blog or online journal.” Blogger outreach is the act of communicating with bloggers to see if they will write about a topic of interest to your organization. (Wiktionary [link here](#))

Chat (see Instant Chat)

Chat Window

“A text window used for conferencing between two or more users.” (Encyclopedia2 [link here](#))

Click

A click can be the act of using the mouse to open or select something on a computer’s screen. It can also refer to a way of measuring engagement with an online advertisement. In this case, it means that a person has actively clicked on an ad. The total number of clicks on an ad can be an indicator of its success.

CPC/Cost per Click

“An advertising model in which the advertiser pays a certain amount each time its ad is clicked, irrespective of how many times the ad is displayed. Also sometimes referred to as PPC (pay-per-click).” (Google Analytics Glossary [link here](#))

CTR/Click Through Rate

“The number of times an ad is clicked on divided by the number of impressions it receives. For example, if an ad is shown 20 times and receives 3 clicks, the clickthrough rate is 3/20, or 15%.” (Google Analytics Glossary [link here](#))

Digital media

A broad term which can refer to both the storage of data in a digital form, such as a hard drive; or to information created, viewed and used in a digital space, such as video games or the internet.

Display Advertising

“Display advertising appears on the Internet, as a form of online advertising. Display advertising appears on web pages in many forms, including web banners.” (Wikipedia [link here](#))

Hub

“A place or thing that forms the effective center of an activity, region, or network.” (Dictionary.com [link here](#))

Impression

“A display of a referral link or advertisement on a web page.” (Google Analytics Glossary [link here](#))

Instant Chat/Online Chat/ Instant Messaging

“Instant Messaging (IM) is a form of real-time direct text-based chatting communication in push mode between two or more people using personal computers or other devices, along with shared clients. The user's text is conveyed over a network, such as the Internet. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling and inclusion of links to media.” (Wikipedia [link here](#))

Interactive Voice Response

“Interactive voice response (IVR) is a technology that allows a computer to interact with humans through the use of voice and DTMF (dual-tone multi-frequency signaling) keypad inputs.” (Wikipedia [link here](#))

Landing Page

“A web page at which a user first arrives at a website.” (Wiktionary [link here](#))

Leader Board

“An advertisement on a Web page spanning the width of the page and shallow in height.” (Wiktionary [link here](#))

Medium Rectangle Banner (MREC)

“A web banner (advertisement) size (w) 300 x (h) 250 (in pixels).” (Wikipedia [link here](#))

Message Board

“A system in which users may send, read and reply to public messages; an electronic bulletin board or forum.” (Wiktionary [link here](#))

Messenger (see Instant Chat/Instant Messenger)**Microsite**

“A self-contained page or group of pages meant to supplement a larger website.” (Wiktionary [link here](#))

New Media

Content that is in digital format and generally accessed on a digital device, which can have elements of interactivity, community formation, and shareability. For example, a website will have these aspects whereas newspaper does not, and belongs to traditional media. However, that newspaper’s website is new media.

New Visitor/New Visit

“Google Analytics records a visitor as *new* when any page on your site has been accessed for the first time by a web browser. This is accomplished by setting a first-party cookie on that browser. Thus, new visitors are not identified by the personal information they provide on your site, but are rather uniquely identified by the web browser they used.” (Google Analytics Glossary [link here](#))

Pageview

A pageview is an instance of a page being loaded by a browser. (Google Analytics Glossary [link here](#))

Paid Search/Paid Search Marketing

“Paid search marketing is the placement of paid ads for a business or service on a search engine results page. An advertiser pays the search engine if the visitor clicks on the ad (pay-per-click or PPC).” (Socialbrite online glossary [link here](#))

Portal

“A site that functions as a point of access to information on the Internet.” (Wikipedia [link here](#))

Push Messages/ Push Technology

“A style of Internet-based communication where the request for a given transaction is initiated by the publisher or central server. It is contrasted with pull technology, where the request for the transmission of information is initiated by the receiver or client.” (Wiktionary [link here](#))

Seeding

Making online content more dynamic by spreading it out across the social networks, the micro-blogging tools, the forums and the blogs in order to maximize the impact of the digital effort or campaign. Using a combination of paid placements and organic seeding to build awareness of the campaign or effort.

Session

“A period of interaction between a visitor's browser and a particular website, ending when the browser is closed or shut down, or when the user has been inactive on that site for a specified period of time.” (Google Analytics Glossary [link here](#))

Short Code

“A short code is a mobile shortcut — a telephone number consisting of four to six digits that makes it easier for subscribers to vote, subscribe to a service, order ringtones and the like via SMS (e.g., text HAITI to 90999 in order to contribute to the Red Cross’s relief efforts).” (Socialbrite online glossary [link here](#))

SMS

“SMS stands for Short Message Service, a system that allows the exchange of short text-based messages between mobile devices.” Synonymous with “text messaging.” (Socialbrite online glossary [link here](#))

Social Media

“Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online.” (Socialbrite online glossary [link here](#))

Social Networking

“Social networking is the act of socializing in an online community. A typical social network such as Facebook, LinkedIn, MySpace or Bebo allows you to create a profile, add friends, communicate with other members and add your own media.” (Socialbrite online glossary [link here](#))

Text Message

“A brief electronic message sent between mobile phones, containing text composed by the sender, usually input via a lettering system on a cell phone's numeric keypad, the content of which is often abbreviated like e by leaving out vowels or using e spellings.” See also SMS. (Wiktionary [link here](#))

Traffic

“Web traffic is the amount of data sent and received by visitors to a web site. It is a large portion of Internet traffic. This is determined by the number of visitors and the number of pages they visit. Sites monitor the incoming and outgoing traffic to see which parts or pages of their site are popular and if there are any apparent trends, such as one specific page being viewed mostly by people in a particular country. There are many ways to monitor this traffic and the gathered data is used to help structure sites, highlight security problems or indicate a potential lack of bandwidth — not all web traffic is welcome.” (Wikipedia [link here](#))

Unique Visitors/Absolute Unique Visitors

“Unique Visitors represents the number of unduplicated (counted only once) visitors to your website over the course of a specified time period. A Unique Visitor is determined using cookies.” (Google Analytics Glossary [link here](#))

Unique Views

A unique view, as seen in the *Top Content* report, aggregates pageviews that are generated by the same user during the same session. A unique view represents the number of sessions during which that page was viewed one or more times. (Google Analytics Glossary [link here](#))

User Profile/Profile

“A collection of personal data associated to a specific user. A profile refers therefore to the explicit digital representation of a person's identity. A user profile can also be considered as the computer representation of a user model.” (Wikipedia [link here](#))

Viral Campaign/ Viral marketing

“Refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating processes, analogous to the spread of viruses or computer viruses. It can be delivered by word of mouth or enhanced by the network effects of the Internet.[1] Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or text messages.” (Wikipedia [link here](#))

Visitor

“A construct designed to come as close as possible to defining the number of actual, distinct people who visited a website. There is of course no way to know if two people are sharing a computer from the website's perspective, but a good visitor-tracking system can come close to the actual number. The most accurate visitor-tracking systems generally employ cookies to maintain tallies of distinct visitors.” (Google Analytics Glossary [link here](#))

Web 2.0

“The second generation of the Web, which enables people with no specialized technical knowledge to create their own websites to self-publish, create and upload audio and video files, share photos and information and complete a variety of other tasks. In this new world, the Internet becomes a platform for self-expression, education and advocacy that “regular people” can use on their own without having to go to an expert to do it for them in contrast to the less interactive publishing sites of Web 1.0. Some of the best-known Web 2.0 websites include Wikipedia, MySpace, Digg, Flickr and YouTube.” (Socialbrite online glossary [link here](#))

Appendix B

Message sent via Email to Tobacco Control Practitioners and Researchers

Global Dialogue, in collaboration with New Zealand's *Health Sponsorship Council*, is beginning a review that will determine lessons learned internationally from tobacco control campaigns using digital media (Internet, cell phone texting, etc.), and we hope you will be able to contribute to it. Although many countries are using digital media in their campaigns, there has not been, to date, an international review of lessons learned from these campaigns. Once completed, this review will provide direction and new ideas to those planning, implementing and evaluating digital campaigns.

Our first step is to compile data and materials from public education, mass media campaigns that have used digital media, in order to synthesize the data, glean insights about how to conduct such campaigns most effectively, and summarize the lessons learned for the international tobacco control community.

Here is our request of you: If you have conducted one or more tobacco control campaigns using digital media and have conducted research and/or evaluation on the campaign(s), please send campaign materials and research & evaluation data by **Friday, March 12** to Karen Gutierrez (karen.gutierrez@comcast.net). The more campaigns we receive information about, the better we will be able to draw conclusions about what works and what doesn't work when using digital media for campaigns. Whether you have done a campaign at the local, state/province, national or regional level, we invite your data submissions, support documents and campaign materials. Ideally, we'd receive your information in English, but if it is only available in another language, please send it nevertheless, and we will try to get it translated.

Note: If you provided data on your digital campaign(s) last October or November when we requested information for a European workshop, then please simply reply to this message and confirm that. If you have information on your campaigns updated since last October/November, please send it to us—we want to make sure we have the most updated data!

Please reply with any questions. Many thanks in advance for your contributions—we will all benefit from sharing our experiences. -Karen

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Appendix C

Questionnaire Regarding Tobacco Control Campaigns using Digital Media

Conducted by Global Dialogue for Effective Stop-Smoking Campaigns
www.stopsmokingcampaigns.org

Please complete all sections of this questionnaire that you can, and/or attach relevant materials, documents and data. Please return to Karen Gutierrez, Global Dialogue Director, at karen.gutierrez@comcast.net.

1. Who is the **person** (name, e-mail address and phone) we can contact with any questions about the responses in this questionnaire and any attached materials?
2. What is the **country** of focus for this campaign? If more than one country, please list all. If the campaign was not country-wide, please clarify which **state, province or other relevant geographical area** was the focus.
3. What is the name of the **sponsoring organization**?
4. What were the **beginning and end dates** of the campaign?
5. What was the **situation** that led to the campaign? Please include any information about the market and/or environment that will give this campaign context and help us understand why the campaign was conducted.
6. What were the **specific goals** and objectives of the campaign?
7. Who were the **target audience(s)**? Why?
8. What **formative research** was conducted? Specifically, what was done to glean **insights about the target audience and their use of various media**?
9. Which **communications channels** were selected? **Why** were they selected?
10. What other **marketing interventions** were used? **Why** were they selected?
11. What **digital approaches**, if any, were used **to gain news media coverage** on the campaign topic?
12. Please provide a copy or description of the **media placement plan** (when and through which vehicles the communications were aired/placed).

13. What was the campaign's **budget** (including but not limited to media placement, web design and management, research & evaluation, etc.)?
14. Was **formative evaluation** conducted among the target audience(s) to get reactions to draft communications materials (i.e., pre-testing of draft communications materials)? If pre-testing was done, please describe the process as well as what was learned.
15. What **methods** were used **to evaluate** this campaign? What was learned? Please address 1) measurement of reach and response; and 2) measurement of awareness builds, knowledge builds, attitude changes and behavior changes).
16. What is the **overall analysis** of the campaign and its results? What **conclusions** did you draw about the campaign?
17. Is there any **other important information** or data needed to effectively understand the campaign? For example, were there other factors in the environment that may have influenced the campaign's outcomes? If so, please include them.

Thank you for your valuable input!

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Appendix D

Individuals Who Contributed Case Study Information (listed alphabetically by surname)

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Frankie Best, Ministry of Health (British Columbia, Canada)
Jack Boomer, BC Lung Association (British Columbia, Canada)
Håvar Brendryen, Norwegian Centre for Addiction Research, University of Oslo (Norway)
Abigail Brown, Cancer Research UK (United Kingdom)
Abraham Brown, University of Stirling (Scotland)
Jeff Costantino, Legacy (United States)
Laurel Curry, Legacy (United States)
Froukje Dijk, Department of Health Promotion, Maastricht University (Netherlands)
Marietta Dreher, ClearWay Minnesota (Minnesota, United States)
Helen Duggan, Department of Health (England)
Mary Ehlert-Kleinoeder, Department of Health Services (Arizona, United States)
Jennie Fergusson, Department of Health (England)
Shosh Gan-Noy, Clalit Health Services (Israel)
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Lynne Heasman, The Quit Group (New Zealand)
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Individuals Who Served on International Review Panel (in alphabetical order by surname)

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Iain Potter, Health Sponsorship Council (New Zealand)