

## National Institutes of Health (NIH)

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**Situation** The National Institute on Drug Abuse (NIDA) is a federal government research center that is part of the National Institutes of Health (NIH) and is focused on studying solutions for addiction to a broad array of substances, including alcohol, tobacco, cocaine, heroin, marijuana, prescription drugs, steroids, and others.

One of NIH's most important activities is its smoking research program aimed at determining predictive factors, metrics, and bio-markers that help measure addiction among smokers. In order to continue its research in this area, NIH enlisted the Channel team to help increase the number of participants interested in treatment and taking part in these studies. Specifically, NIH needed healthy subjects who 1) currently smoked and wanted treatment; 2) smoked but weren't interested in treatment; and 3) were former smokers.

**Solution** We developed a campaign to recruit participants for treatment and research that spanned multiple channels. The nucleus of the campaign was a web landing page that featured a checkbox series of personal statements mirroring the smoking activity status of the subject groups needed for the research. The landing page provided information about the NIH studies and its research director; enabled prospects to schedule a screening call to determine their eligibility; and helped visitors learn more about the dangers of smoking. In order to drive traffic to the landing page, we also developed a :30 TV spot, print and online ads, direct mail, as well as a brochure and display stand for an urgent care center near the research facility.

The campaign materials all had a personal, one-one-one tone that avoided the typical "retail" approach of appeals for research study participants. In addition to stressing the availability of effective medical treatments for smoking in the study, the work also featured carefully selected imagery to engage highly targeted demographic segments. And while the campaign was open to the general population, outreach was also directed to certain groups that were seen as likely participant targets, such as college students and military personnel.

**Results** Our campaign received near-instant approval from the NIH research team and institutional review board. Over its 12-week run, it attracted over 400 candidates for the study.


- positioning
- look and feel

### Checkbox

The NIH smoking research study is an important step toward understanding smoking addiction. The continuation and success of the study is dependent on attracting participants who fit the profiles required by the research. Our creative strategy provided an engaging way for prospects to self-identify themselves as participants in the study and to help contribute to the advancement of knowledge in this area.

#### Research Modes Used:

Stakeholder interviews  
Communications audit  
Desk research on similar programs

- 
- ☒ Ready to quit smoking
  - ☐ Glad to be an ex-smoker
  - ☐ Not ready to quit yet

**Whatever you check,  
you're welcome here.**





☒ Will stop smoking sometime  
☐ Want to quit now  
☐ Already quit a year ago

**Whatever you check, you're welcome here.**

**Research participants needed.**  
 Smokers and ex-smokers are invited to take part in research studies by the National Institutes of Health that seek a better understanding of nicotine dependence.

- Participants paid for time and travel—between \$380 and \$1,700\*
- Individualized counseling and medication or e-cigarettes available at no cost to those seeking to quit smoking
- Flexible/weekend appointments available
- Conducted on the Johns Hopkins Bayview campus

**NIH** National Institutes of Health

\* Based on the study for which you are best qualified.

**1-866-Start-Now**  
 Monday through Friday  
 8:30 am to 6:30 pm  
[nida.nih.gov/startnow](http://nida.nih.gov/startnow)  
 Visit now to get more information on smoking research at NIH




☒ Ready to quit smoking  
☐ Glad to be an ex-smoker  
☐ Not ready to quit yet

**Whatever you check, you're welcome here.**

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☒ Ready to quit smoking  
☐ Glad to be an ex-smoker  
☐ Not ready to quit yet

**Whatever you check, you're welcome here.**

Smokers and ex-smokers are invited to take part in research studies by the National Institutes of Health that seek a better understanding of nicotine dependence. The Smoking Treatment Research Center, Baltimore is located on the Johns Hopkins Bayview Campus.

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 Visit now to get more information on smoking and smoking research at NIH


☒ No longer a smoker  
☐ Still smoking. So what?  
☐ Want to quit asap

**Whatever you check, you're welcome here.**

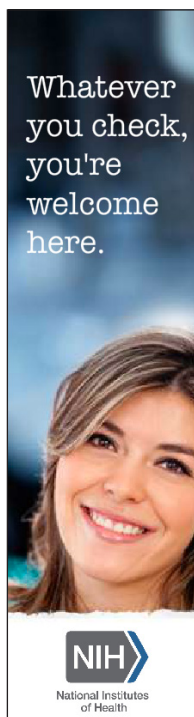
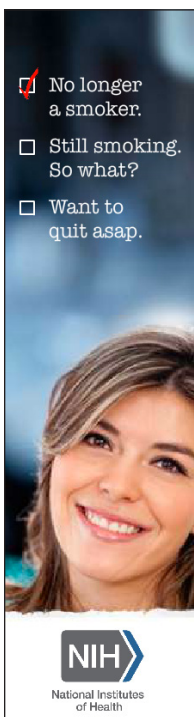
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- tv spot
- online banner ad
- landing page



**Research participants needed.**


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Participants paid for time and travel—between \$380 and \$1,700\*

Conducted on the Johns Hopkins Bayview campus

**Call 1-866-Start-Now or visit [nida.nih.gov/startnow](http://nida.nih.gov/startnow)**

\* Based on the study for which you are best qualified.






- take one brochure
- direct mail



☒ Ready to quit smoking  
☐ Glad to be an ex-smoker  
☐ Not ready to quit yet

**Whatever you check, you're welcome here.**



**Smoking Treatment Research Studies at the National Institutes of Health**

NIH National Institutes of Health

**and rs needed**

are invited to take part in National Institutes of Health understanding of nicotine

**wants to quit or isn't ready to quit yet**

participate in our research.

in \$380 and \$1,700\* for your expenses.

counseling and medication or available at no cost for those

d appointments available

**How do I sign up?**

To schedule a call to determine your eligibility for the research, visit [nida.nih.gov/startnow](http://nida.nih.gov/startnow) and follow the directions

**OR**

call **1-866-START-NOW (1-866-782-7866)**


Monday through Friday, 8:30 am to 6:30 pm.

**What is the purpose of the research studies?**


These studies aim to:

- 1) Identify new ways to measure nicotine dependence that may be useful in predicting success in smoking cessation and developing new smoking cessation treatment.
- 2) Learn what changes occur in the brain when people temporarily stop smoking and experience withdrawal symptoms, and to see if these changes can predict whether they will successfully quit smoking following treatment.

**Who is directing the research?**



Dr. Elliot A. Stein, Ph.D., is the principal investigator for these research studies and is head of the Neuroimaging Research Branch at NIH. He received his doctorate in neurophysiology at the University of Maryland School of Medicine and post-doctoral training in behavioral neurobiology at the California Institute of Technology.



The research is conducted nearby at the National Institutes of Health, Smoking Treatment Research Center - Baltimore, at 251 Bayview Boulevard, Suite 200. Free parking is provided to research participants.

\*Based on the study for which you are best qualified.

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**The Smoking Treatment Research Center**  
 Johns Hopkins Bayview Campus  
 251 Bayview Boulevard, Suite 200  
 Baltimore, MD 21224

**The National Institutes of Health needs your help**

NIH National Institutes of Health

**The National Institutes of Health needs your help**

Dear Friend:

My name is Dr. Elliot Stein and I am overseeing paid smoking treatment research studies at the National Institutes of Health that seek a better understanding of nicotine dependence. I'll keep my message short and sweet—I would welcome your participation in these studies.

Whether you're a current or former smoker, your history and experience with smoking would be highly valuable to us. Specifically, our team is seeking individuals who are:

- **current smokers who want to quit,**
- **former smokers, and**
- **current smokers who aren't looking to quit yet.**

If you are interested and meet the requirements for participation, you will:


- be paid between \$380 and \$1,700 for your time and travel expenses, depending on the study for which you are best qualified;
- receive individualized counseling and medication, or e-cigarettes at no cost to you for those interested in quitting smoking;
- be able to participate on a schedule that is most convenient for you—weekend appointments are available.

The research is conducted on the Johns Hopkins Bayview campus at 251 Bayview Blvd, with free parking provided to research participants.


To learn more about our research and to get a confidential screening, please visit [nida.nih.gov/startnow](http://nida.nih.gov/startnow) or call 1-866-Start-Now (1-866-782-7866) Monday through Friday, 8:30 am to 6:30 pm. On this website you can learn more about the effects of smoking and the NIH smoking research.

Thank you for considering this opportunity for us to help those of you who wish to quit now and for you to help us advance research that could lead to new and possibly more effective smoking cessation treatment in the future. My research team and I look forward to your participation.

Sincerely,



Elliot A. Stein, Ph.D., Chief  
 Neuroimaging Research Branch  
 National Institutes of Health  
 National Institute on Drug Abuse  
 Intramural Research Program



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