



Qualitative et quantitative “MEDIASCORE” analysis: **Final report year 2009**
From November 2008 until November 2009



Studyfields p.2

Total Impact in the 27 european countries [p.3](#)

Impact per country

| | | | |
|----------------|----------------------|-----------------|----------------------|
| Austria | p.15 | Ireland | p.28 |
| Belgium | p.16 | Italy | p.29 |
| Bulgaria | p.17 | Latvia | p.30 |
| Cyprus | p.18 | Lithuania | p.31 |
| Czech Republic | p.19 | Luxemburg | p.32 |
| Denmark | p.20 | Malta | p.33 |
| Estonia | p.21 | Poland | p.34 |
| Finland | p.22 | Portugal | p.35 |
| France | p.23 | Romania | p.36 |
| Germany | p.24 | Slovakia | p.37 |
| Great Britain | p.25 | Slovenia | p.38 |
| Greece | p.26 | Spain | p.39 |
| Hungary | p.27 | Sweden | p.40 |
| | | The Netherlands | p.41 |

Methodology [p.43](#)

This survey aims at monitoring the Help Campaign media visibility throughout all European countries during the period covering from **November 2008 until november 2009**

The underlying media study is based on **534** articles **from 27 countries**.

With this European Media Analysis:

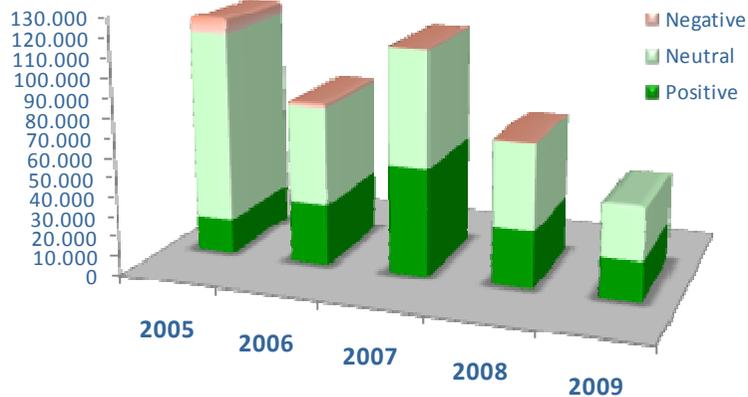
Euro Argus surveys the media coverage of your campaign internationally, both quantitatively and qualitatively, for a specific period of time.

Euro Argus enhances your image in the various media:

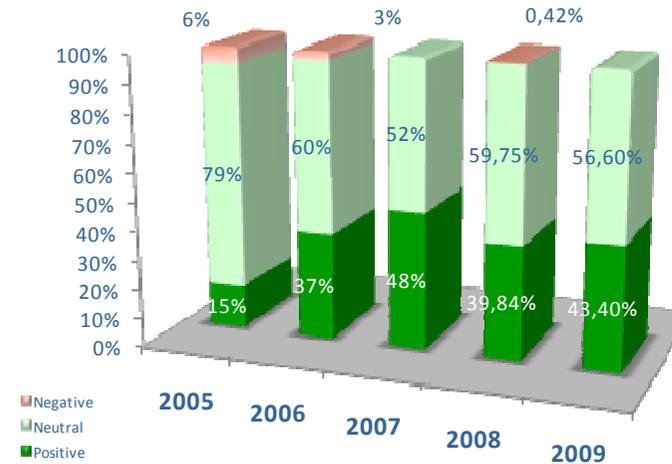
- by calculating the number of published articles per country;
- by highlighting the positive, negative and factual (neutral) tendency of the messages transmitted;
- by providing pertinent commentary on your impact in the various media.



Mediascore impact per year



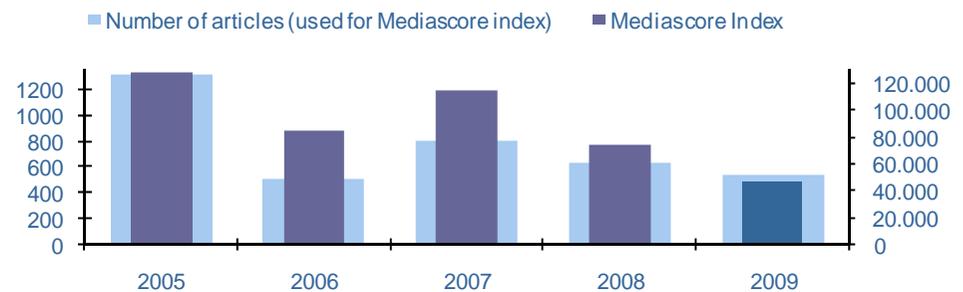
Share of noise per year



The campaign was able to rebound in October and November thanks to the launch of the "Helpisodes" project. In general, the press gave the campaign a very positive and warm welcome.

The campaign's focus on the young was well-reported in the media and impact results were widely disseminated: number of visitors to the website, the site participation rate, media coverage of CO points, etc.

Its positive rating level was one of the highest since 2005.

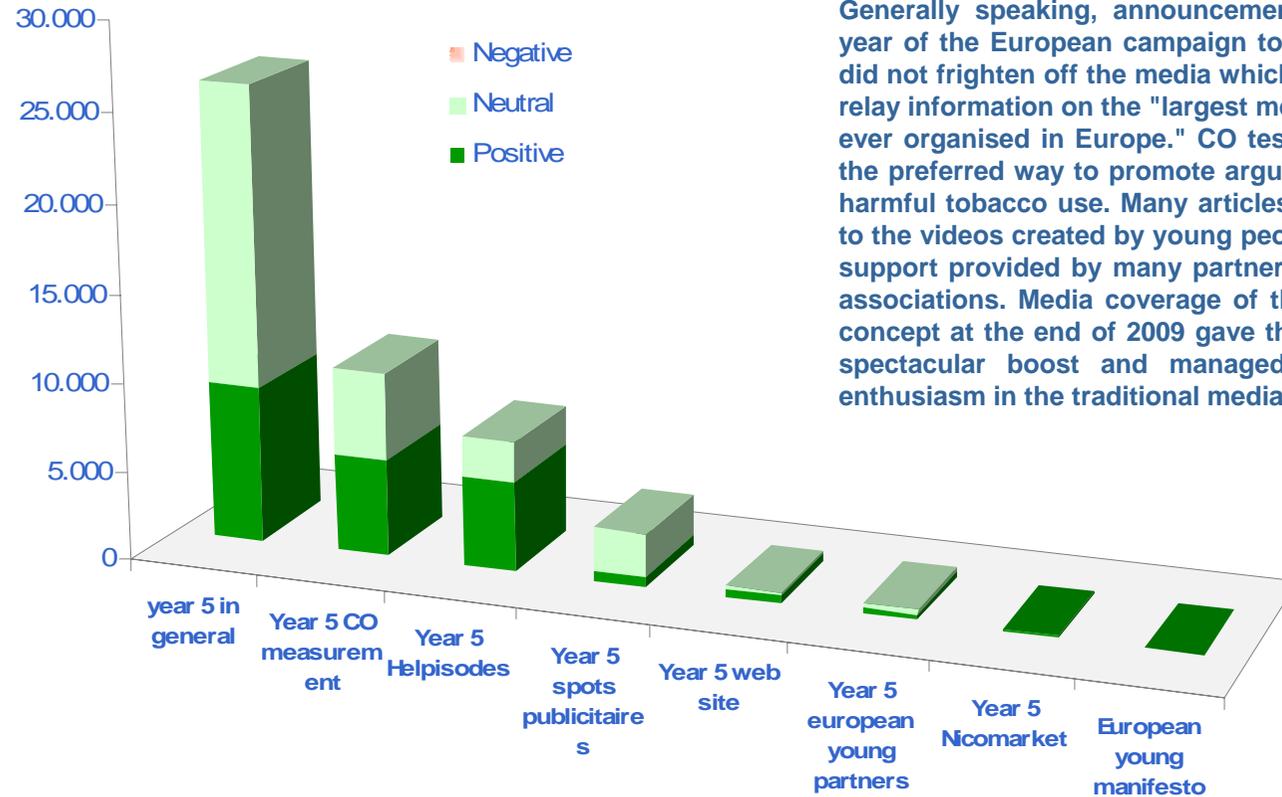


In 2009, Euro Argus monitored the printed press and the internet. The 27 PR agencies working on the HELP campaign in the Member States completed the collected press cuttings with articles in local media and with the radio and TV coverage. Radio, TV and Internet articles, although of considerable importance for the campaign are not included in the Mediascore analysis.

→ **This Mediascore analysis was performed on base of the 534 printed articles collected by EuroArgus from 15 November 2008 till 15 November 2009.**

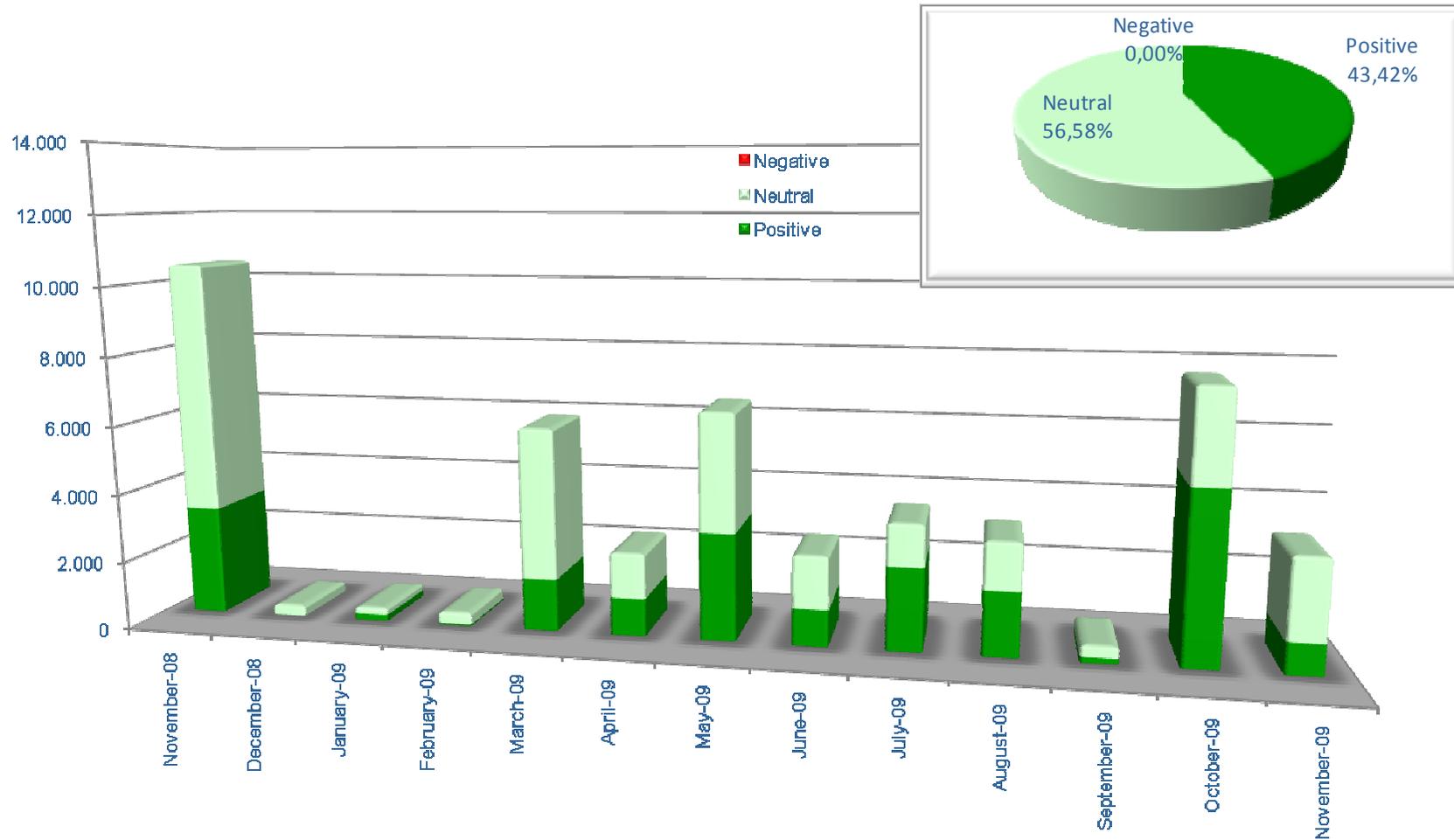


| Years | Number of articles | Mediascore Impact |
|-------|--------------------|-------------------|
| 2005 | 1.310 | 127.711 |
| 2006 | 504 | 84.275 |
| 2007 | 797 | 115.002 |
| 2008 | 642 | 73.464 |
| 2009 | 534 | 47.776 |



Generally speaking, announcement of the fifth year of the European campaign to fight tobacco did not frighten off the media which continued to relay information on the "largest media campaign ever organised in Europe." CO testing remained the preferred way to promote arguments against harmful tobacco use. Many articles also referred to the videos created by young people and to the support provided by many partners and student associations. Media coverage of the Helpisodes concept at the end of 2009 gave the campaign a spectacular boost and managed to generate enthusiasm in the traditional media.

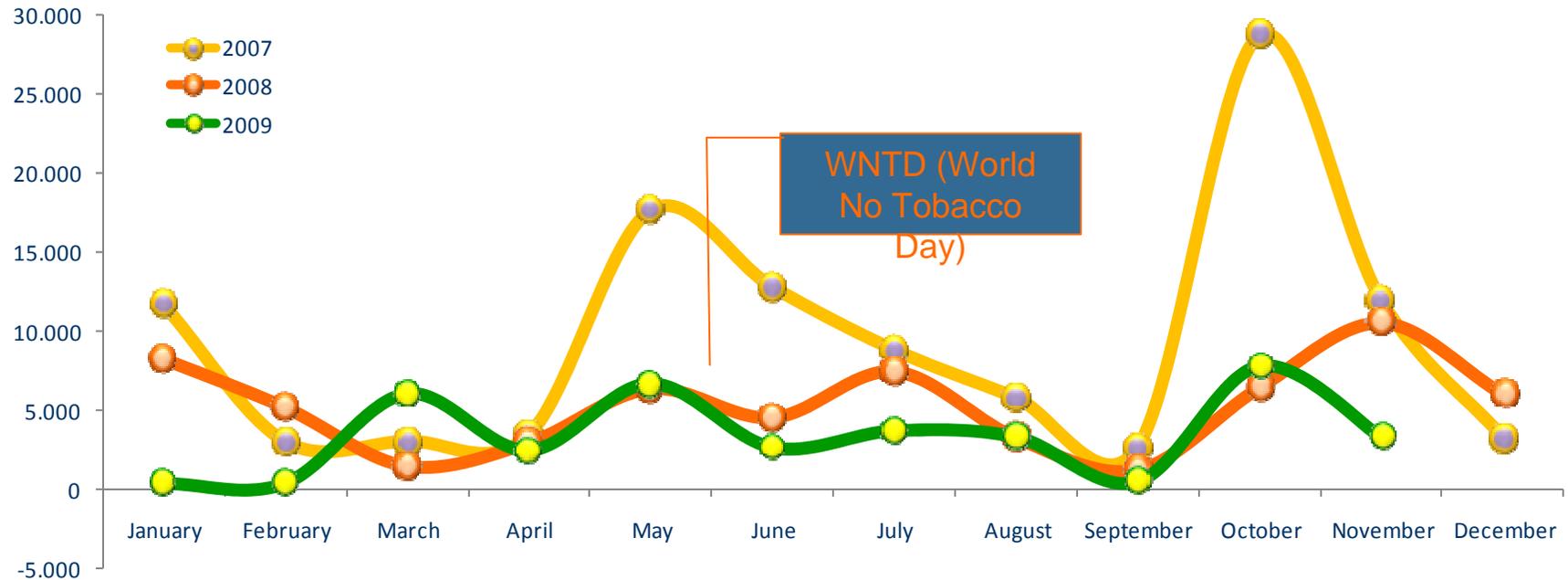
Mediascore Impact ©



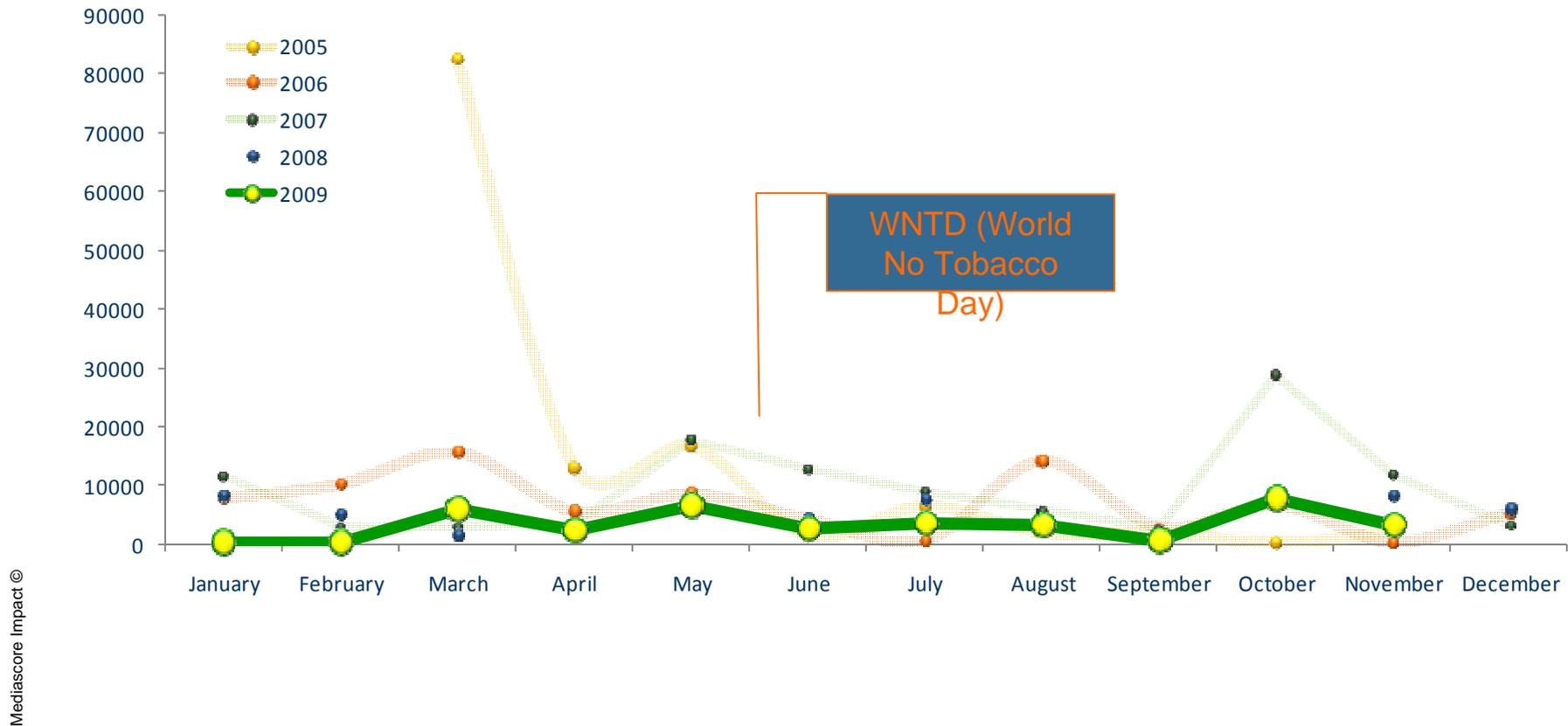
Mediascore Impact ©



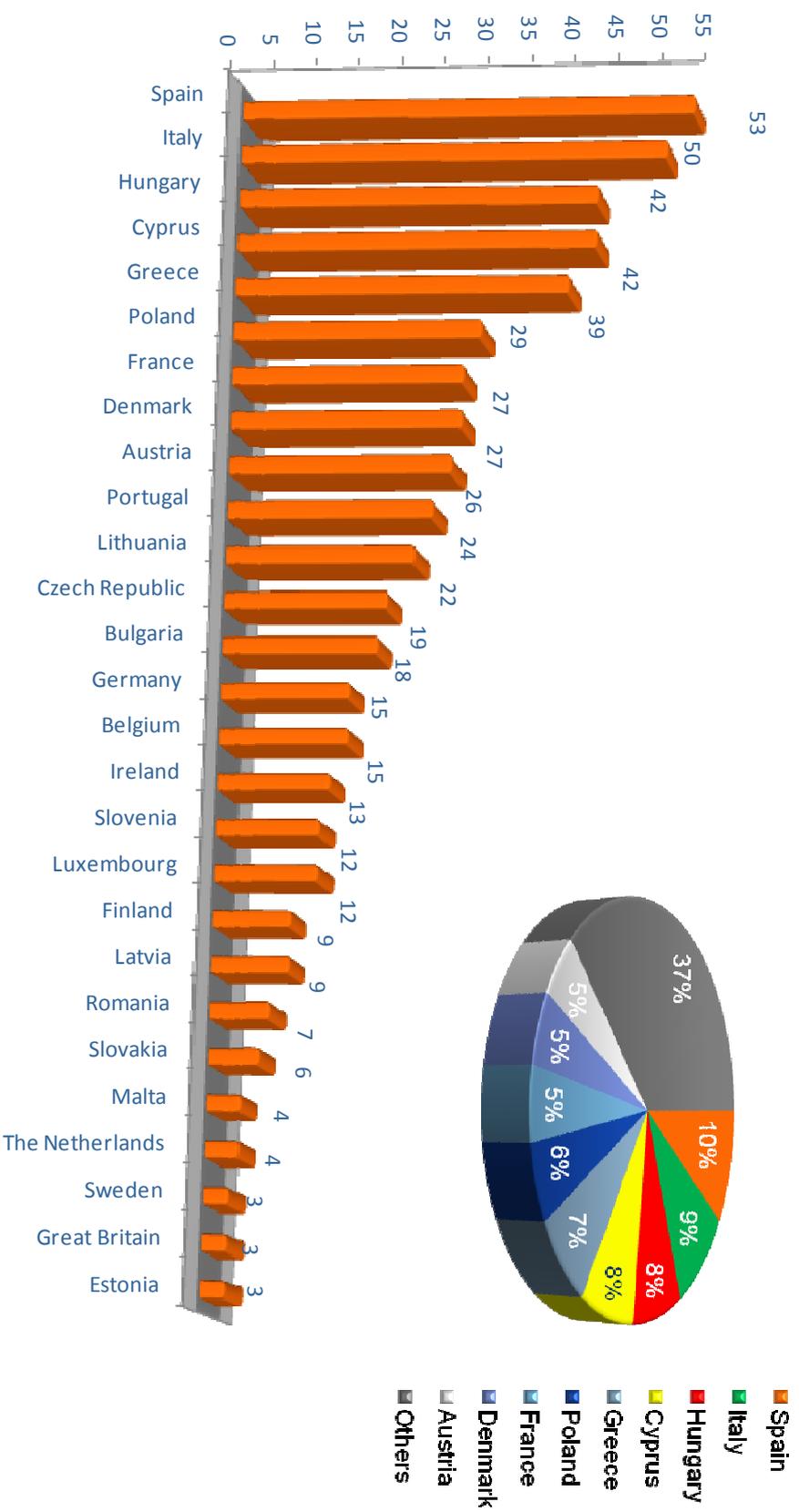
The impact curves follow the same fluctuations for 2008 and 2007.



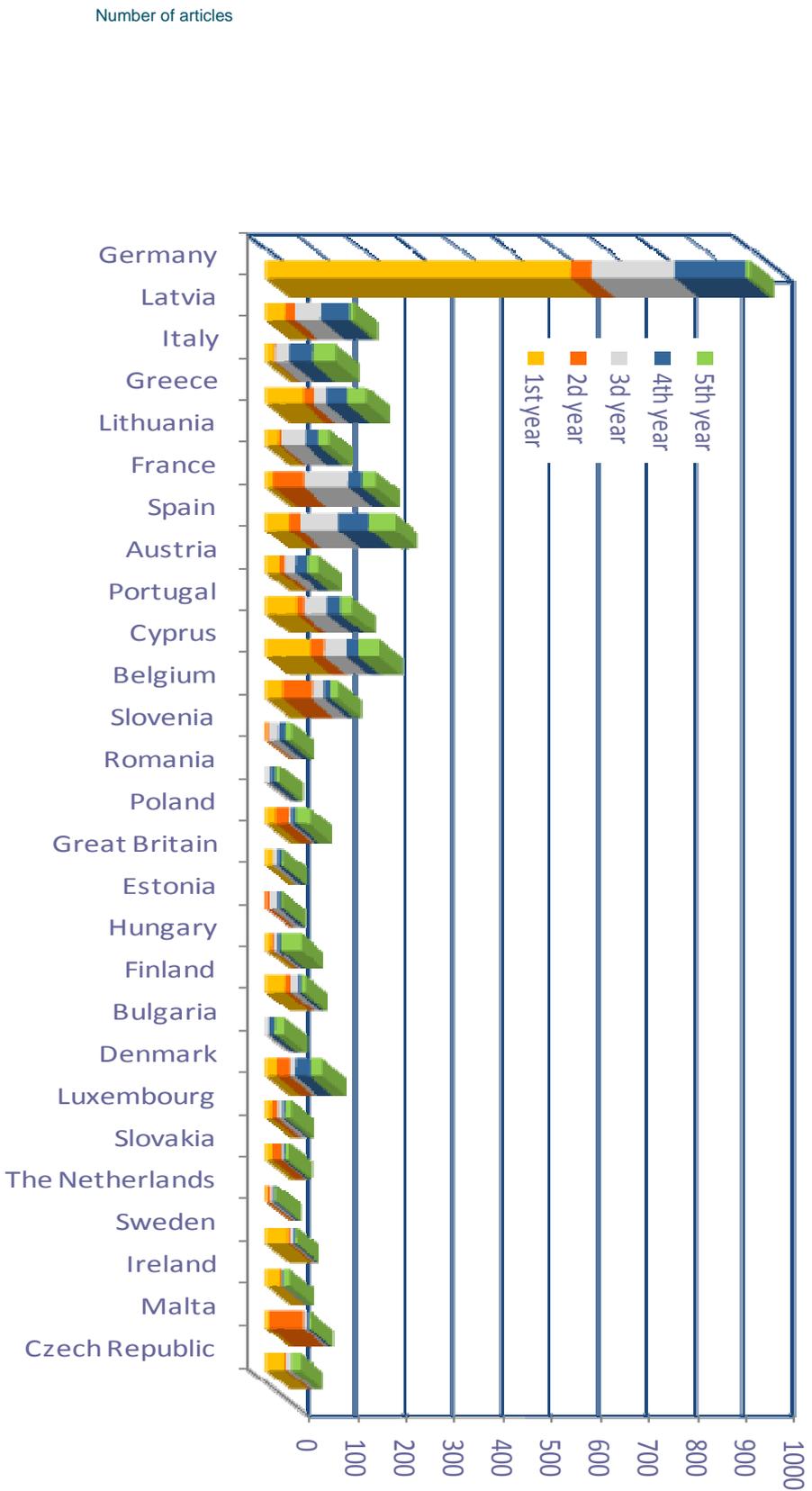
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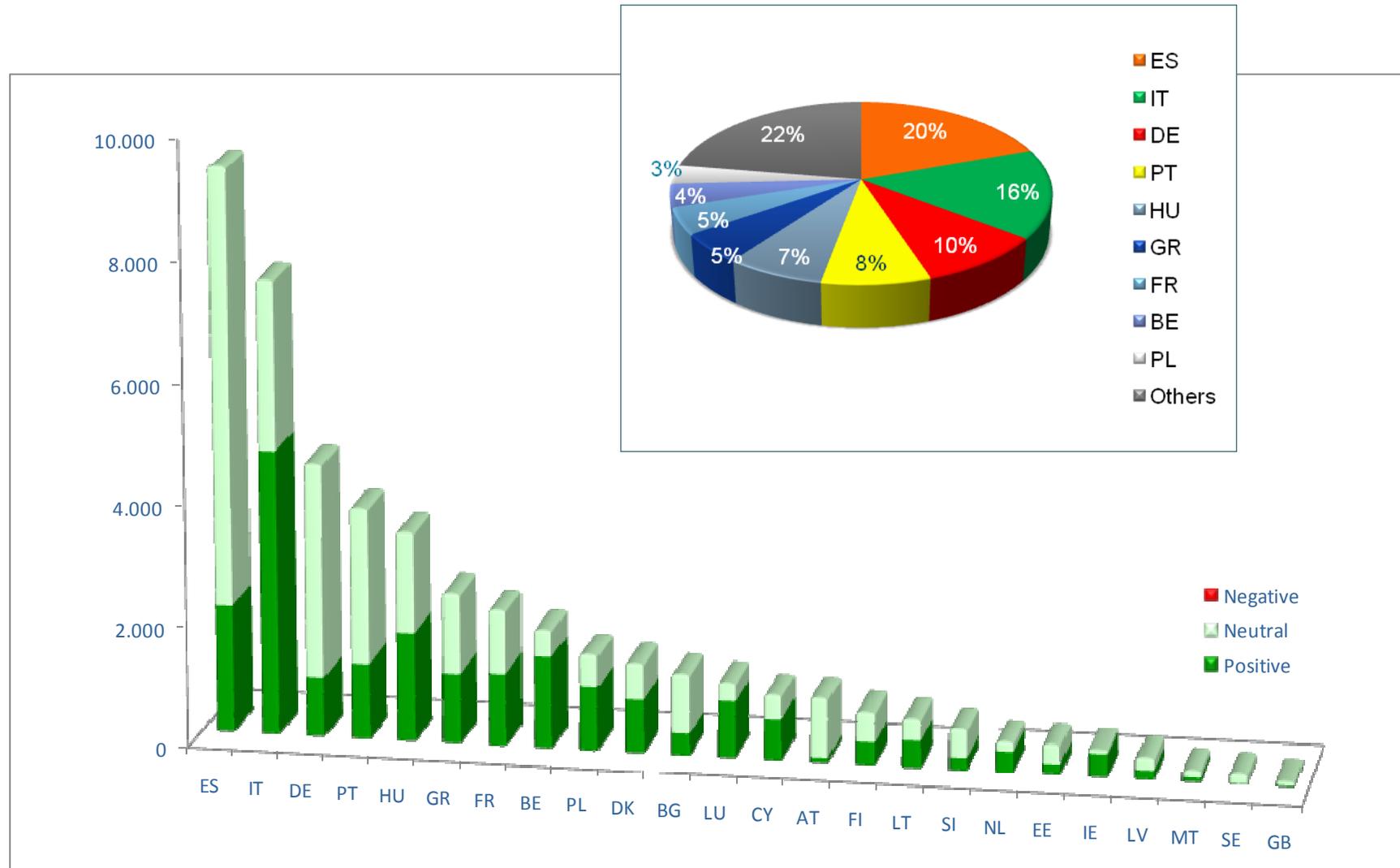


Number of articles per country in 2009



Number of articles per country in 2005, 2006, 2007, 2008 & 2009

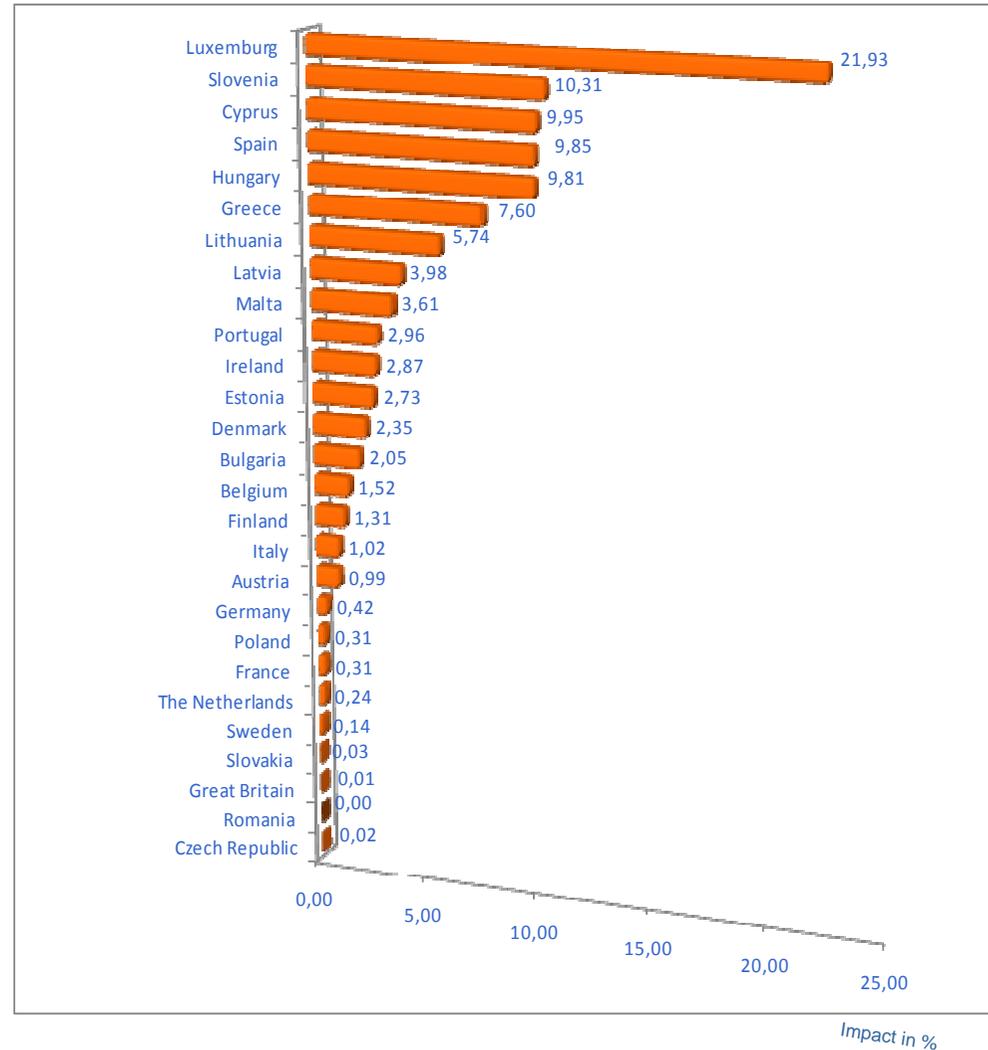




Mediascore Impact ©

If we compare the results of each country with the active population (between 15 and 64 years old), the real impact on the public opinion is quite different:

| Countries | Mediascore Impact | Population/1000 | Real Impact in % |
|-----------------|-------------------|-----------------|------------------|
| Germany | 4.544 | 55.810 | 0,42 |
| Italy | 7.540 | 38.610 | 1,02 |
| Cyprus | 1.069 | 559 | 9,95 |
| Spain | 9.358 | 4.940 | 9,85 |
| Austria | 1.057 | 5.530 | 0,99 |
| Portugal | 3.843 | 6.750 | 2,96 |
| Greece | 2.500 | 1.710 | 7,60 |
| Czech Republic | 21 | 7.210 | 0,02 |
| France | 2.253 | 38.220 | 0,31 |
| Belgium | 1.959 | 6.720 | 1,52 |
| Finland | 866 | 3.450 | 1,31 |
| Latvia | 347 | 453 | 3,98 |
| Malta | 186 | 268 | 3,61 |
| Luxemburg | 1.244 | 295 | 21,93 |
| Hungary | 3.472 | 1.840 | 9,81 |
| Denmark | 1.479 | 3.270 | 2,35 |
| Poland | 1.589 | 26.858 | 0,31 |
| Slovakia | 24 | 3.670 | 0,03 |
| Lithuania | 794 | 720 | 5,74 |
| Great Britain | 77 | 38.330 | 0,01 |
| The Netherlands | 492 | 10.700 | 0,24 |
| Sweden | 154 | 5.690 | 0,14 |
| Ireland | 439 | 796 | 2,87 |
| Estonia | 485 | 924 | 2,73 |
| Slovenia | 664 | 335 | 10,31 |
| Bulgaria | 1.341 | 3.398 | 2,05 |
| Romania | | 10.495 | 0,00 |





Study fields and observations

Observations

The new HELP campaign with 'Give us your tip' as main theme was launched end of May with new TV spots and a new Internet campaign. Consequently, the media attention for HELP was low in the first quarter (January - March) but grew due to the HELP events and reached a first peak in May when the new campaign was announced.

A second peak was reached in October-November with the press conferences in all Member States and the launch of HELPERS. Internet articles and radio and television coverage are not included in the Mediascore. The parameters used for the analysis of the print articles cannot be used for audio-visual media or for websites.

Radio and Television

Public and commercial radio and television channels covered the campaign with interviews and reportages of the HELP events year round and the press conferences in October.

Reaching the target audience

The media landscape has changed and the young people use the Internet as their main source of information.

There are less magazines that focus on young people only, apart from very specialised magazines for instance on games and fashion, but general interest magazines and newspapers pay more attention to subjects that interest a young public. With the articles in dailies HELP reaches also its target audience.

The large number of articles on Internet websites is of considerable importance for the campaign and interviews were given on student's web radio stations and other types of new media.

A media partnership was made in every Member State with a radio station targeting young people. These partnership included interviews and presence in talk shows.

Radio, television and Internet are not assessed in this Mediascore study.



The European anti-tobacco campaign's fifth year confirmed what we had already noted in 2008, that is, that concrete action decided and carried out with young people results in much higher quality impact.

The interactivity measured on the site thanks to the tips left by visitors and to the films shown enabled evaluation of the success of this campaign which focused on 15 to 35 year-olds across Europe.

- The visibility of the 2009 campaign was lower than in 2008 but its positive impact was greater and even climbed above 43%. The print media's enthusiasm during the informational print campaign for the Helpisodes project was a major contributor to this result.
- The monthly visibility curve has been similar to that of prior years with visibility peaking during World No Tobacco Day on 31st May. This has generally been followed by another peak in July and August. And, for the past several years, a major announcement has been made in October. These three peaks were still clearly identifiable in 2009 although the July and August peaks were not as high as in previous years.
- The 2009 campaign had its greatest success in October with the Helpisodes project which was popular with the media. When campaign web and advertisement activities are factored in with Helpisodes, the impact of Internet-based actions accounted for nearly 23% of the campaign's total visibility in 2009. When CO testing visibility, which continues to be successful with the media, is included, concrete actions carried out in 2009 reach 44.5% of total campaign visibility with a very high positive impact rate of 54%.
- The presence of CO testing, in particular, has continued at an excellent level in the media given that its impact in 2009 was still nearly 22% of the total. Note that the impact of CO testing compared to the campaign's overall impact was 40% in 2006, 25% in 2007 and 36% in 2008. Using the media to inform people that tests are being held and to report on them, often with numerous photos, still seems to be working well after four years.
- The Helpisodes campaign and CO testing have resulted in the publication of many photos.
- It should also be pointed out that several countries have turned to media personalities to help them communicate the various messages to the public. Whether singers or other stars, this method of communication provides a way to draw the attention of potential traditional media readers through the publication of event photos.