



Qualitative et quantitative “MEDIASCORE” analysis: **Final report year 5**
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
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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:

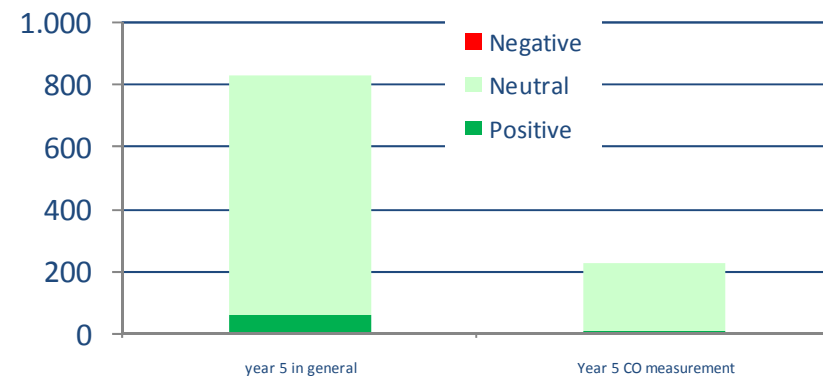
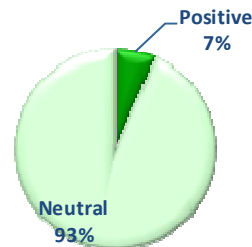
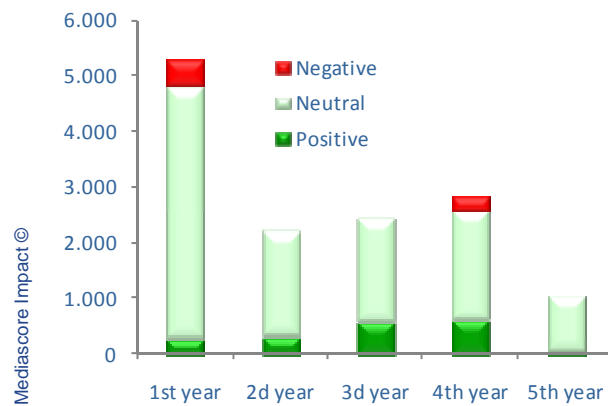
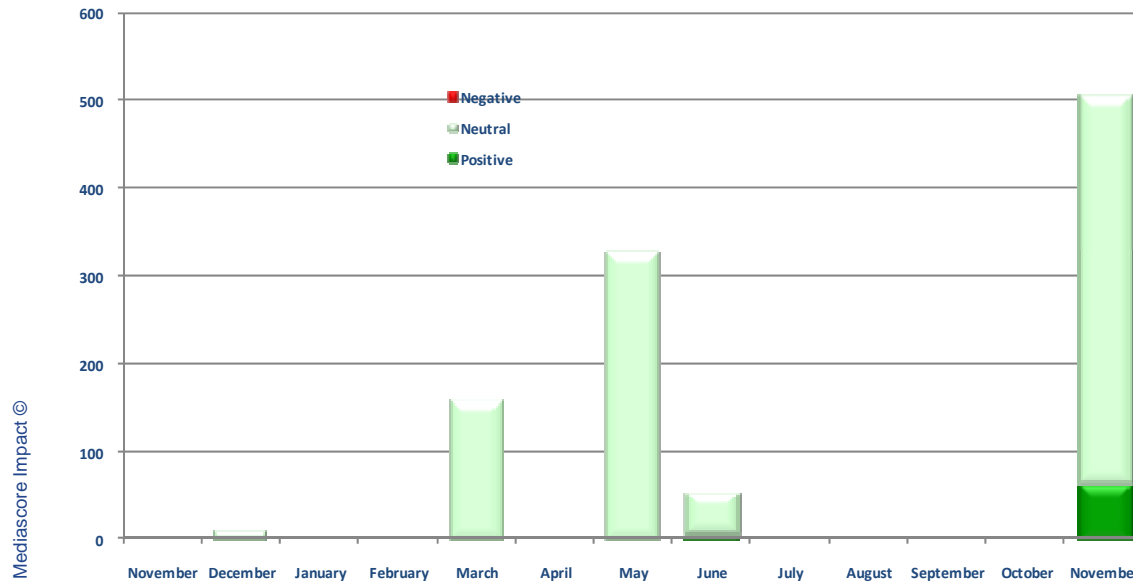
- by calculating the number of published articles per country;
- by highlighting the positive, negative and factual (neutral) tendency of the messages transmitted;
- by providing pertinent commentary on your impact in the various media.

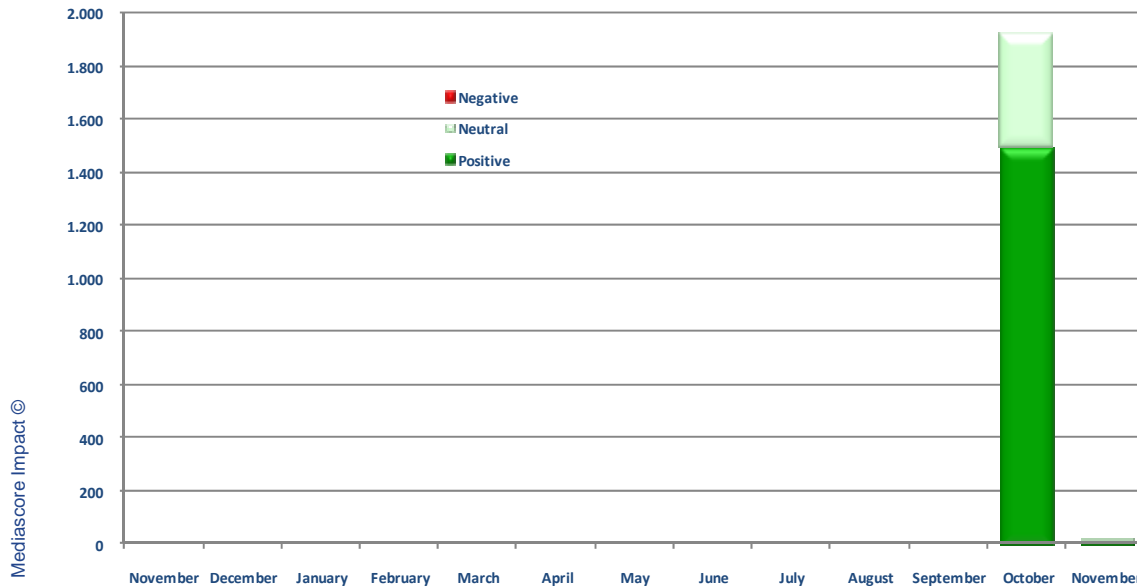


Comments:

Professor Neuberger is involved with the press on a regular basis to support the campaign and to criticise the Austrian government which, in his opinion, does not do enough to raise the awareness of young people about the dangers of tobacco.

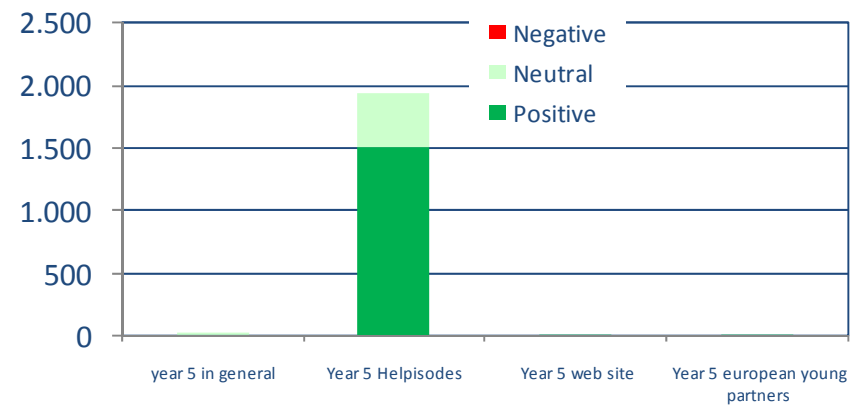
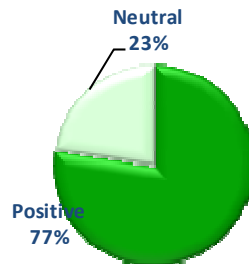
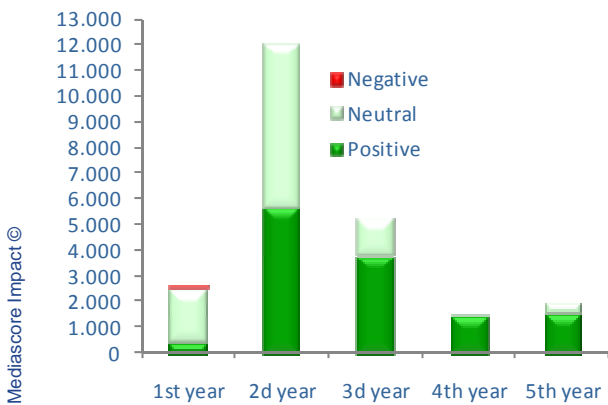
Austria has the highest rate of fifteen-year-old smokers in Europe.





Comments

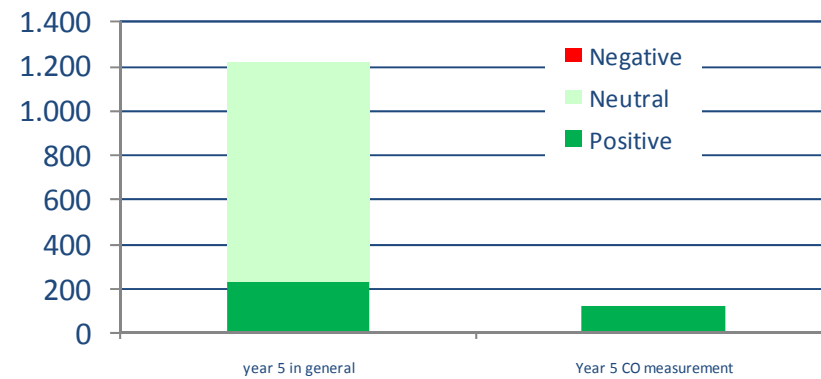
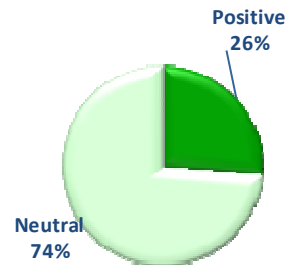
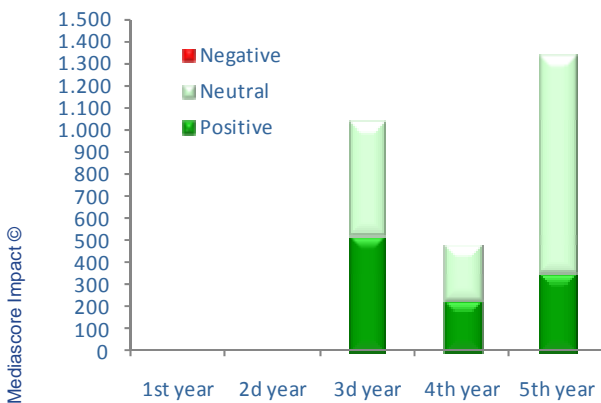
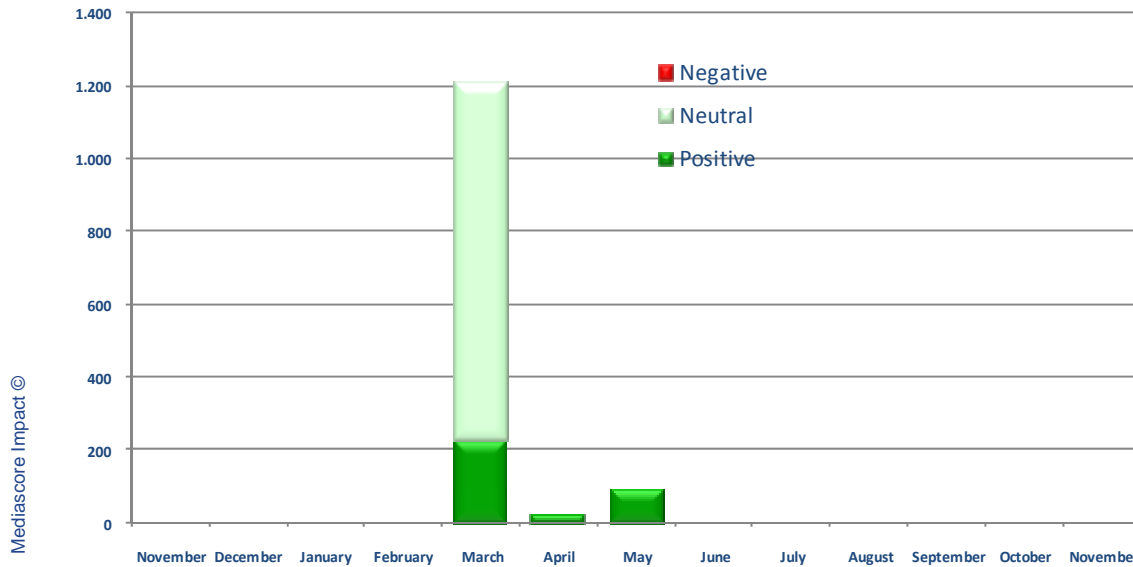
The traditional media in Belgium mobilised at the end of the year to report on the Helpisodes campaign.
The Internet sites of the traditional press were more popular during the rest of the year.

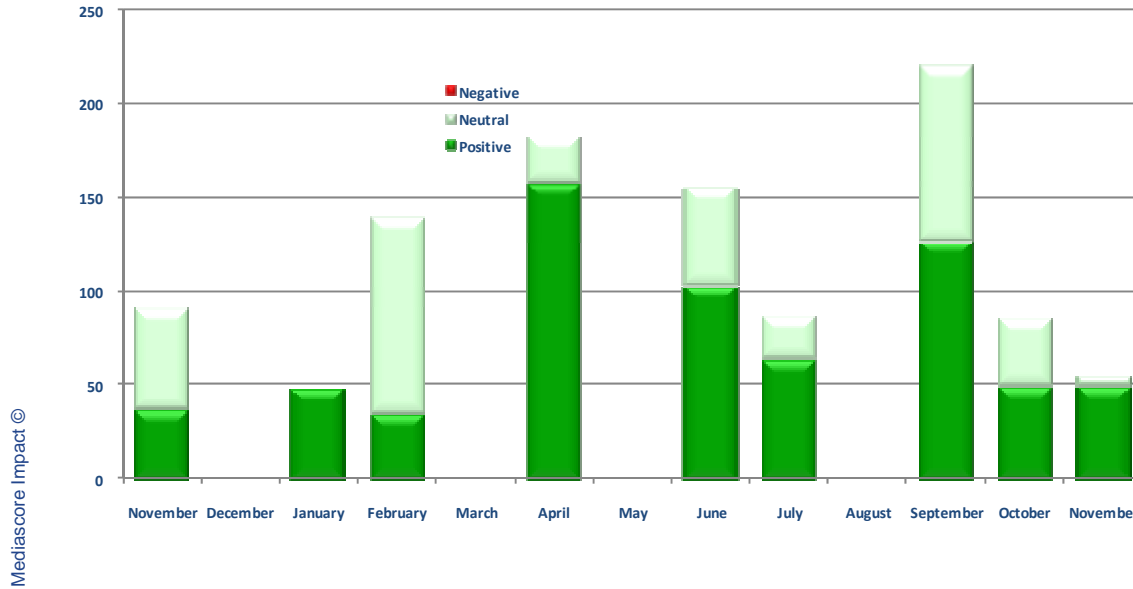




Comments

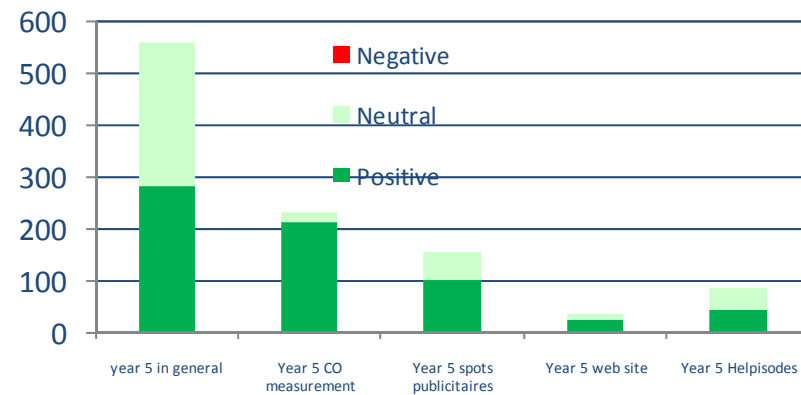
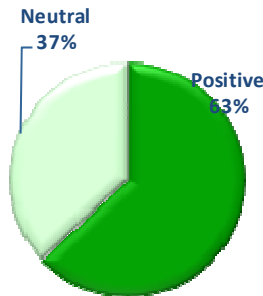
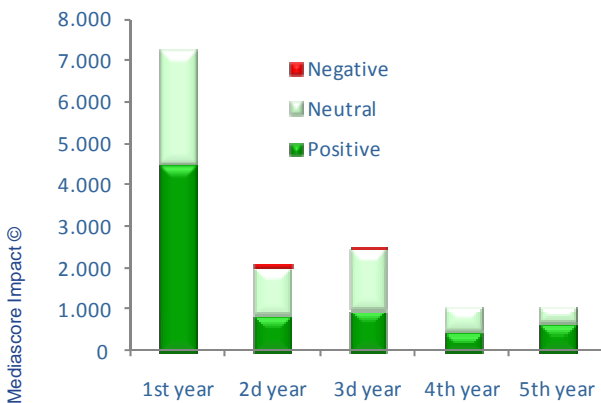
The Bulgarian press focused its interest in the Help campaign on World No Tobacco Day.

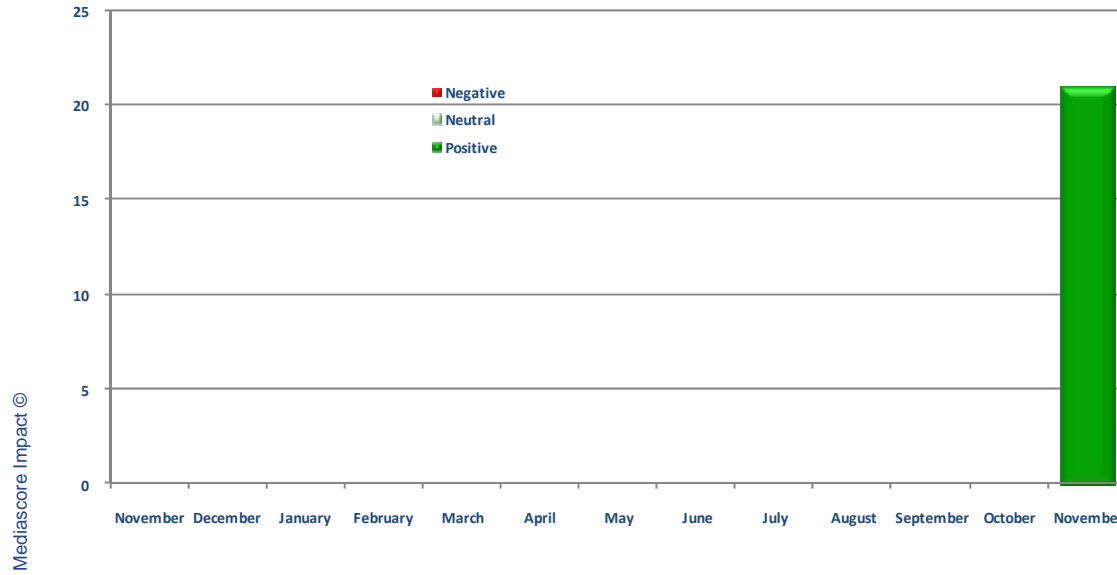




Comments

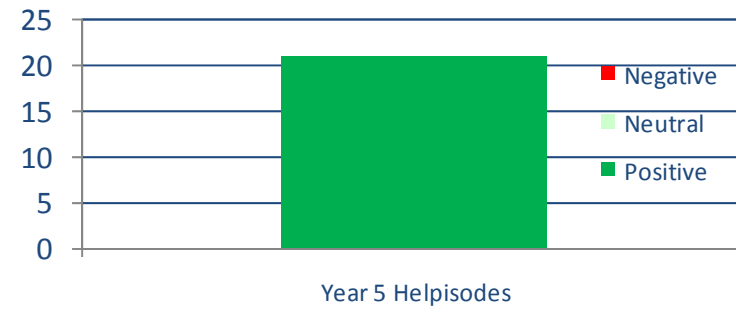
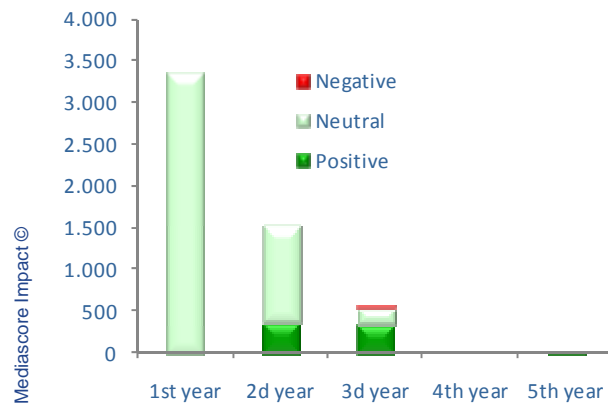
The Cypriot press reported on the various stages of the campaign on a regular basis: CO testing, the level of interactivity with young people on the Web site, and the Helpisode campaign were all clearly identified.

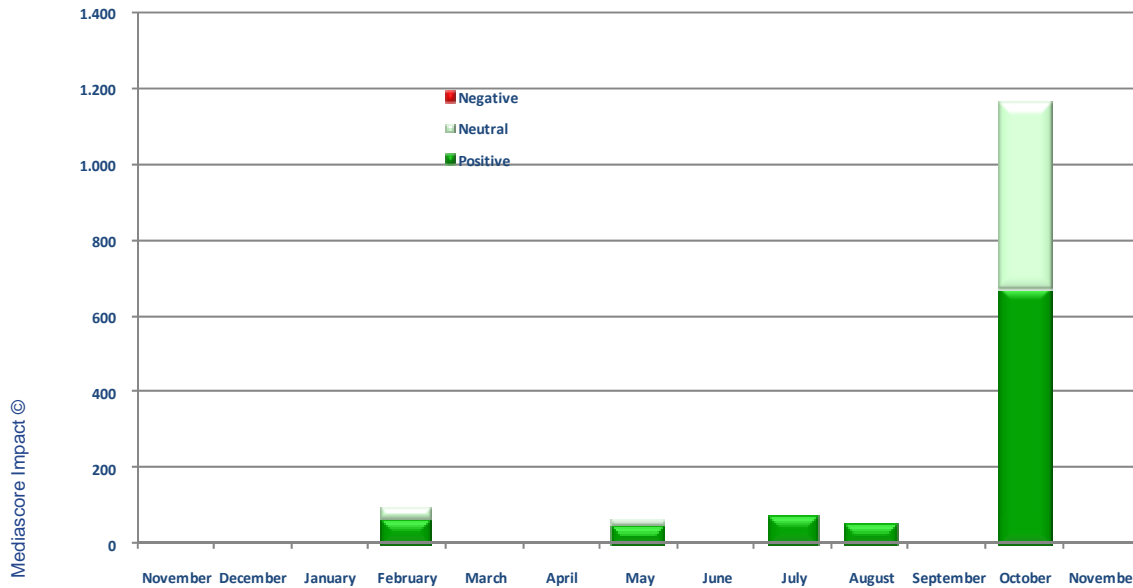




Comments

Two articles are published in November over the Helpers campaign in print media. More than 50 articles were published on the Internet (not assessed in this Mediascore)



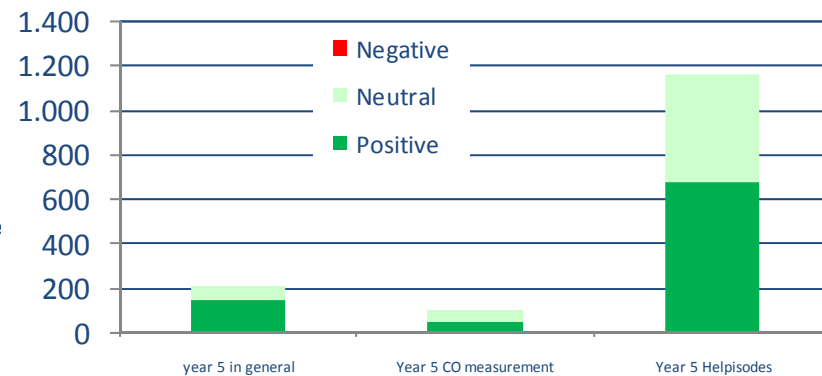
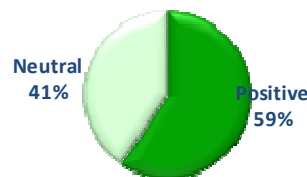
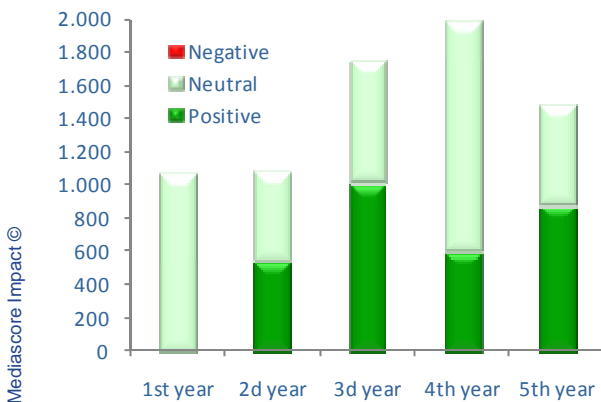


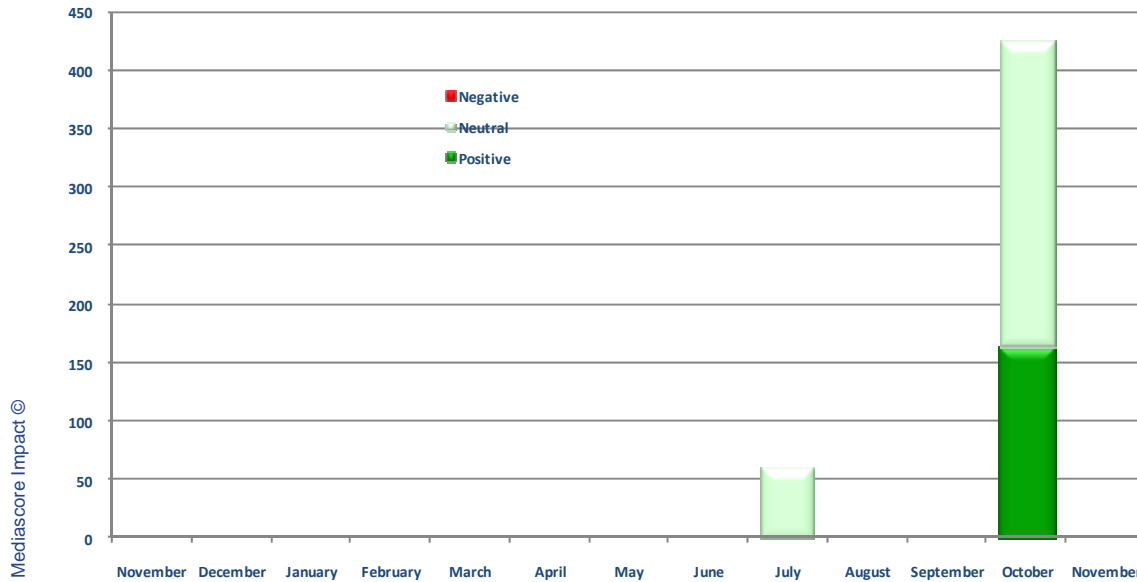
Comments

CO testing at sports events and help from popular singers resulted in very high visibility.

The Helpisodes campaign also received a great deal of media coverage in October.

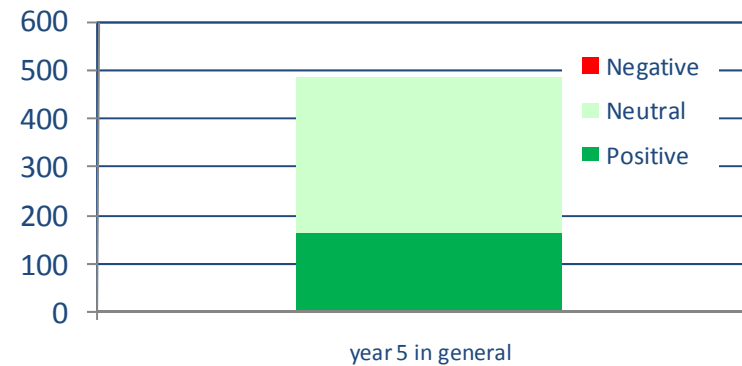
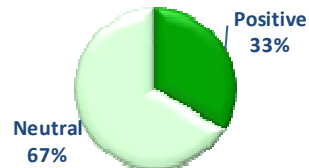
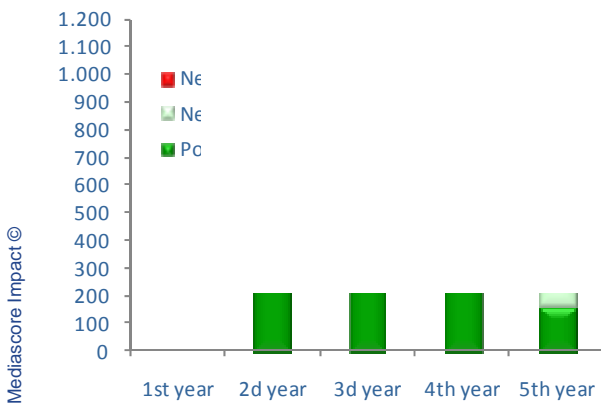
Denmark had a positive visibility rating of over 50% along with Belgium, Italy, Cyprus, Luxembourg, Ireland, Poland, Hungary and The Netherlands.

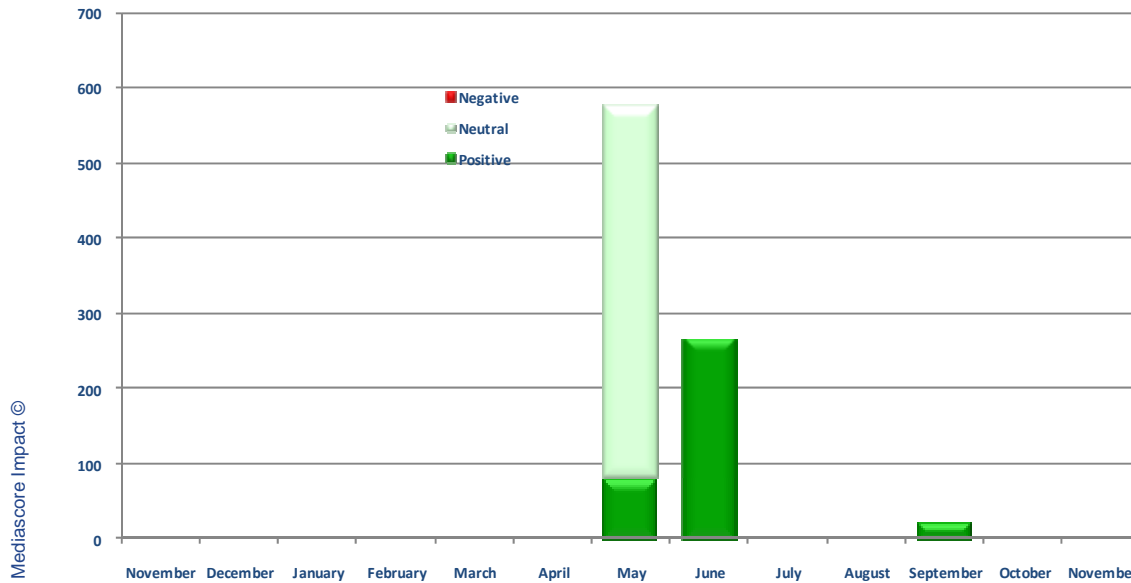




Comments

Only three articles were published about the campaign.

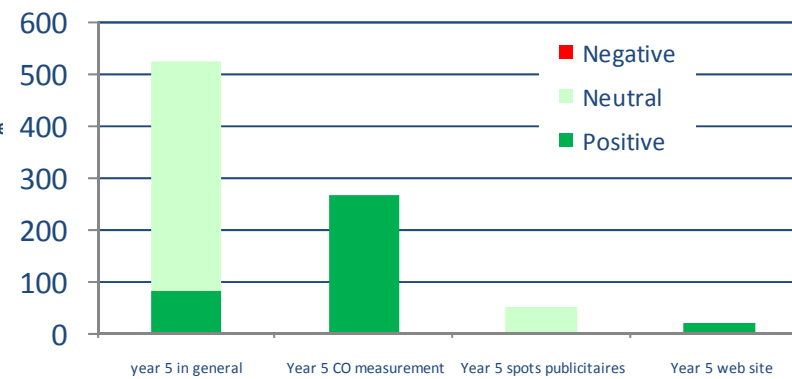
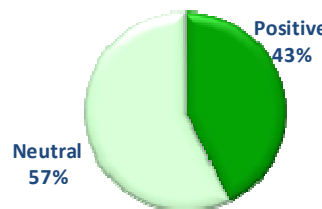
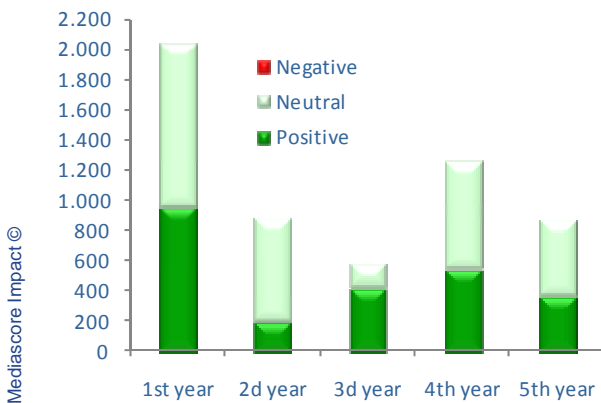


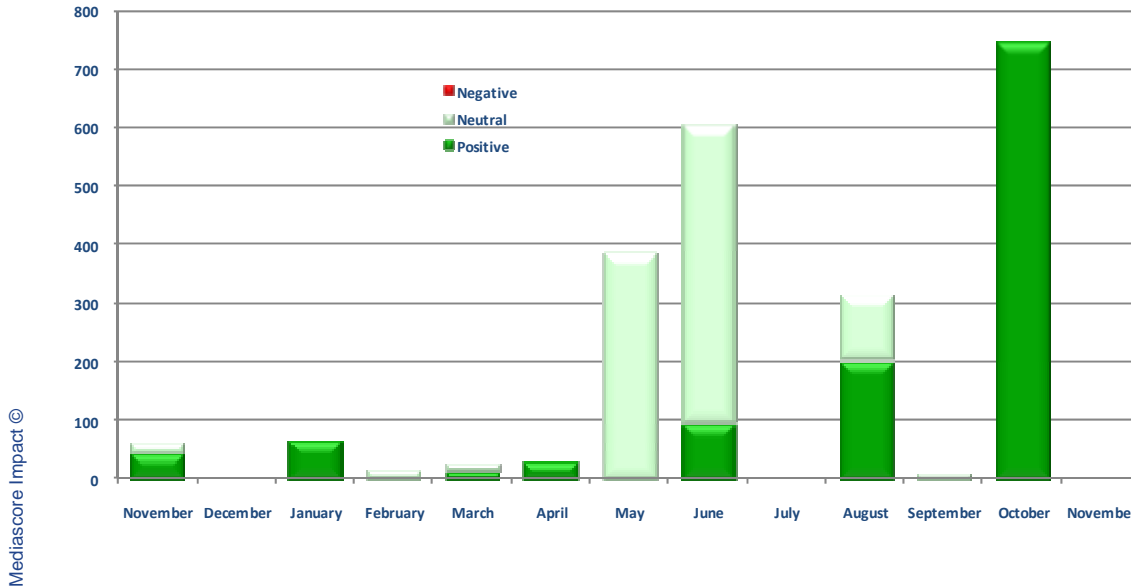


Comments

The print media mobilised for the 31st May.

The Aamuposti daily printed very nice photos of a CO testing event.



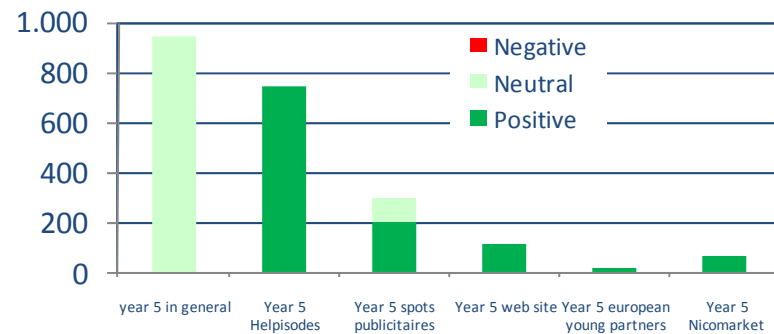
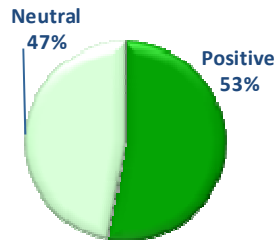
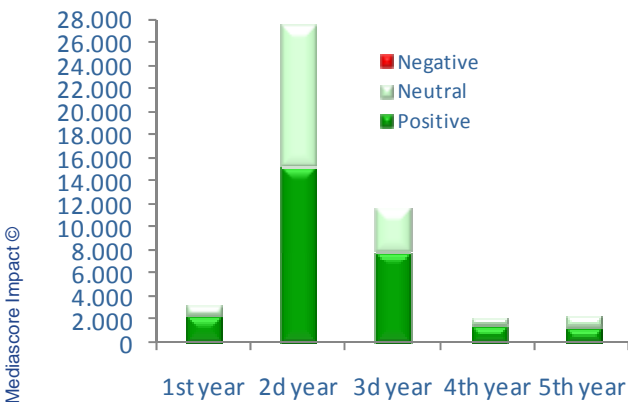


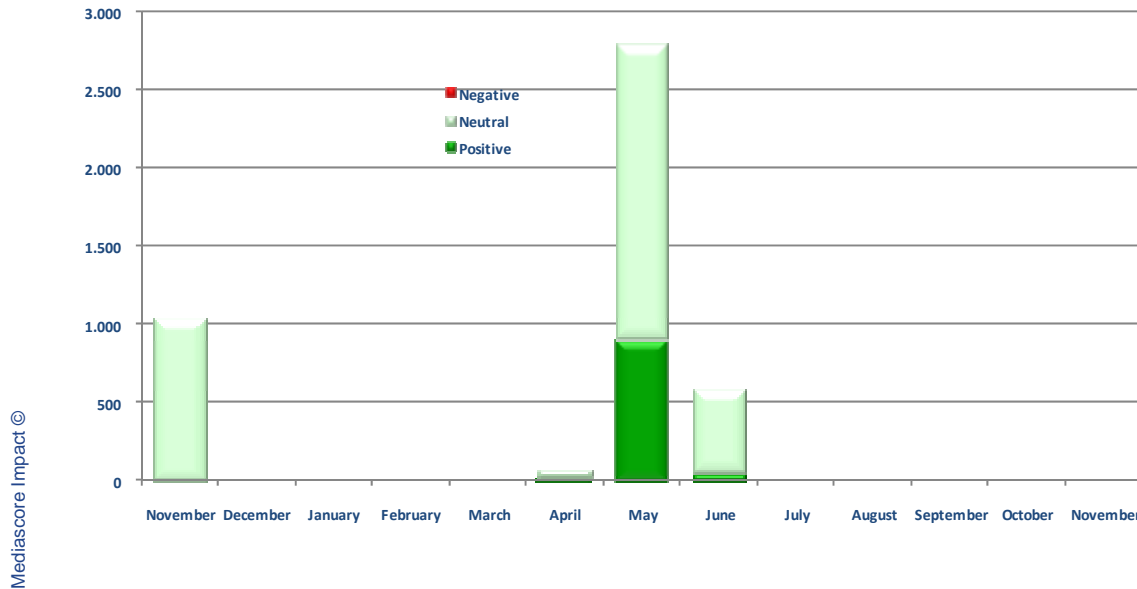
Comments

The *Quotidien du Médecin* said that it was very satisfied with the campaign's level of effectiveness.

All topics were again picked up this year with the exception of CO testing.

The number of articles published on the Internet was four times higher than that published in the traditional print media.

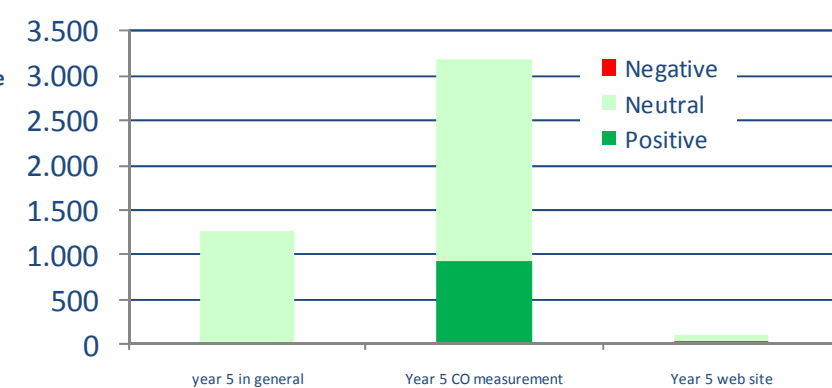
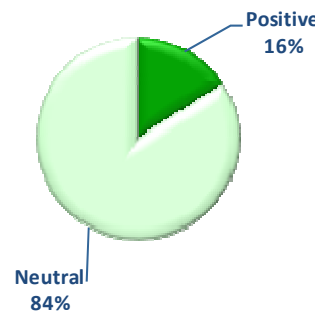
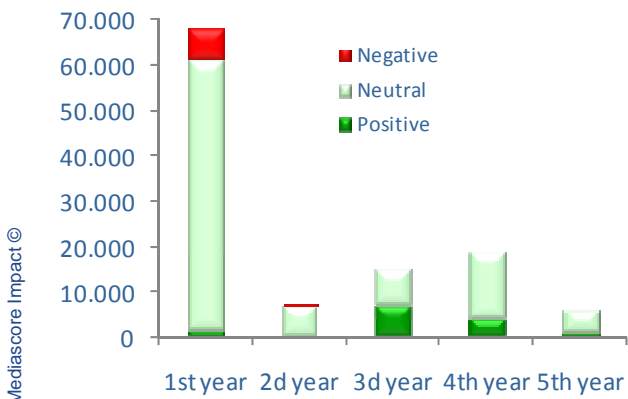


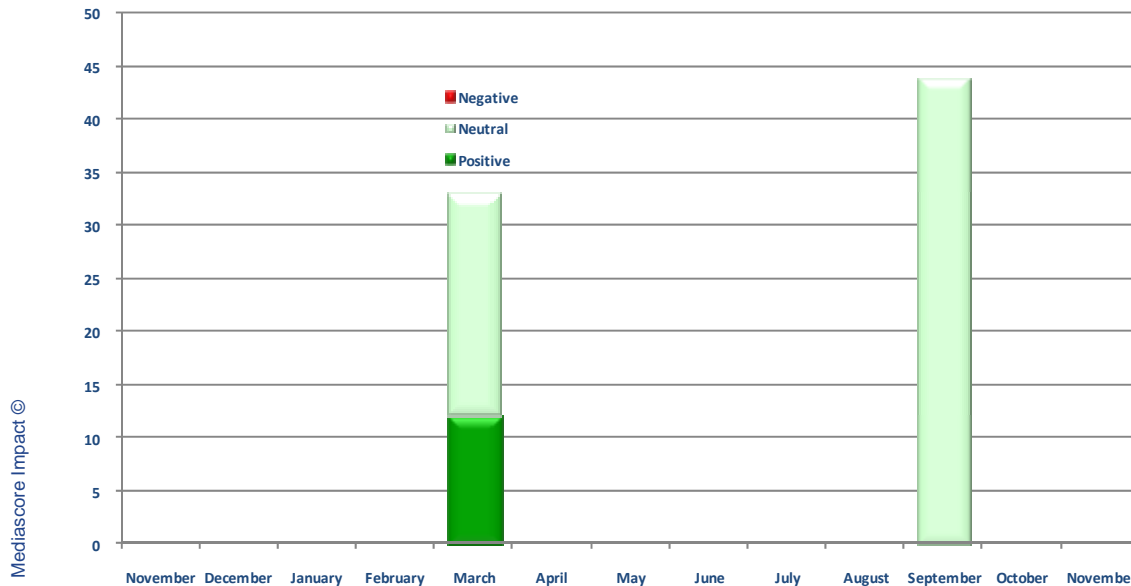


Comments

The German campaign was covered primarily on the Internet, with 138 articles posted.

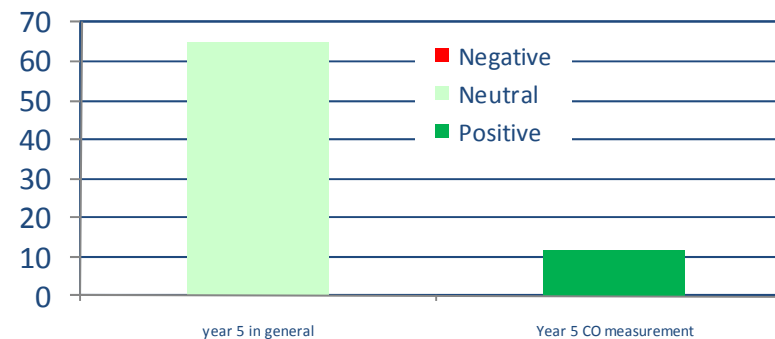
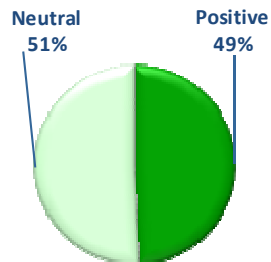
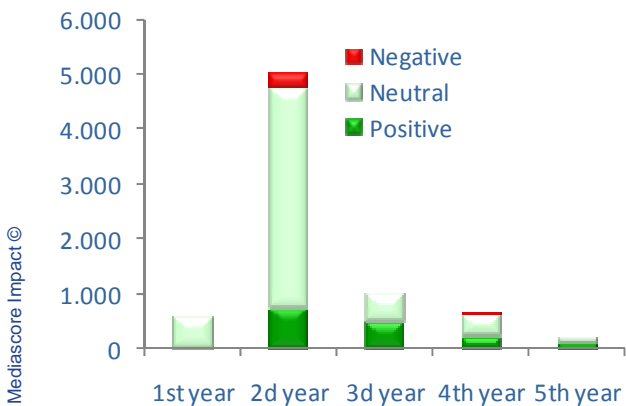
The few articles published spoke of the campaign's interactivity with the most highly-targeted age group, young people between 15 and 34, and hinged on the World No Tobacco Day.

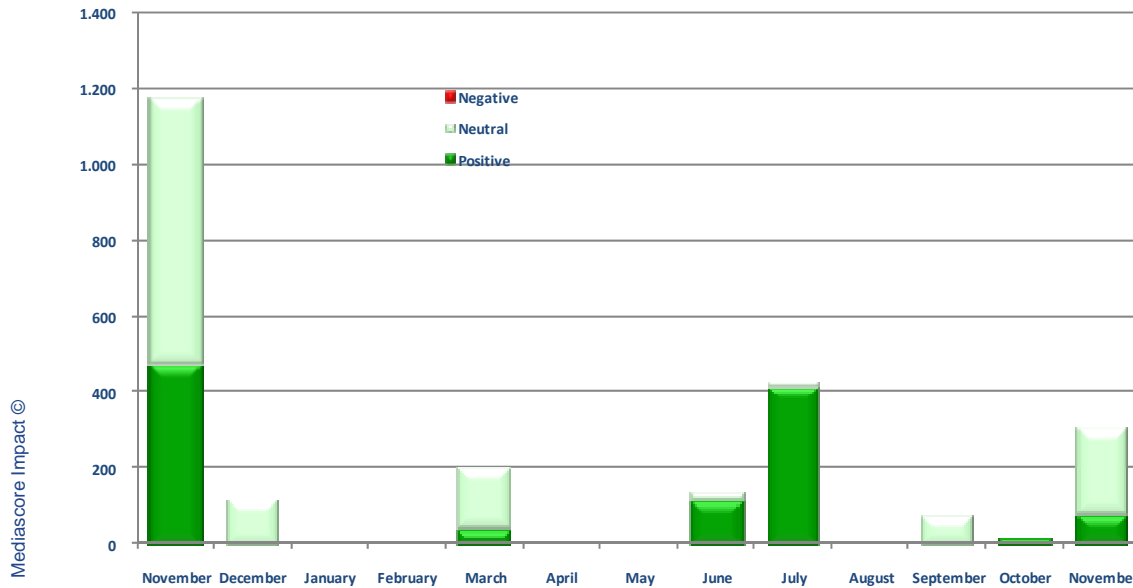




Comments

The English media did not follow the campaign very closely. Only three articles were published.

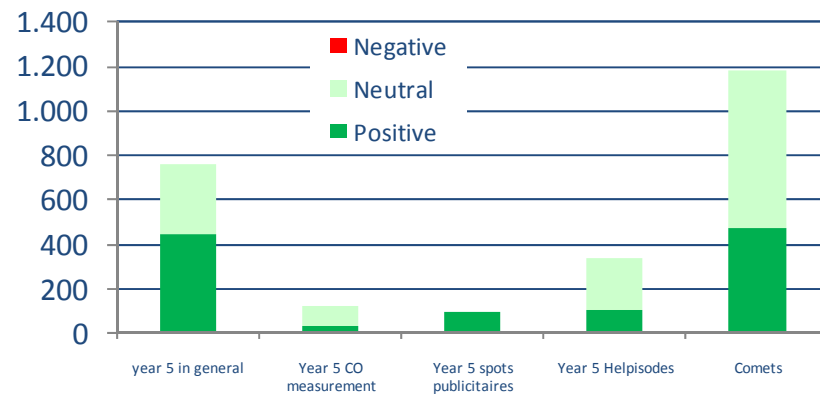
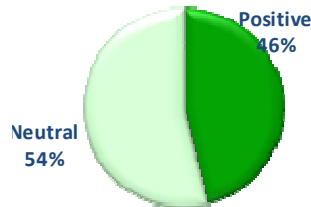
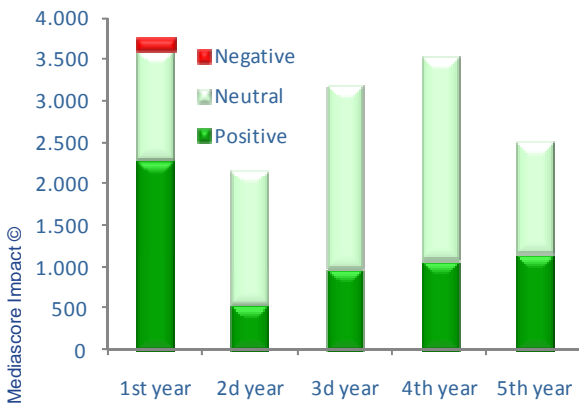


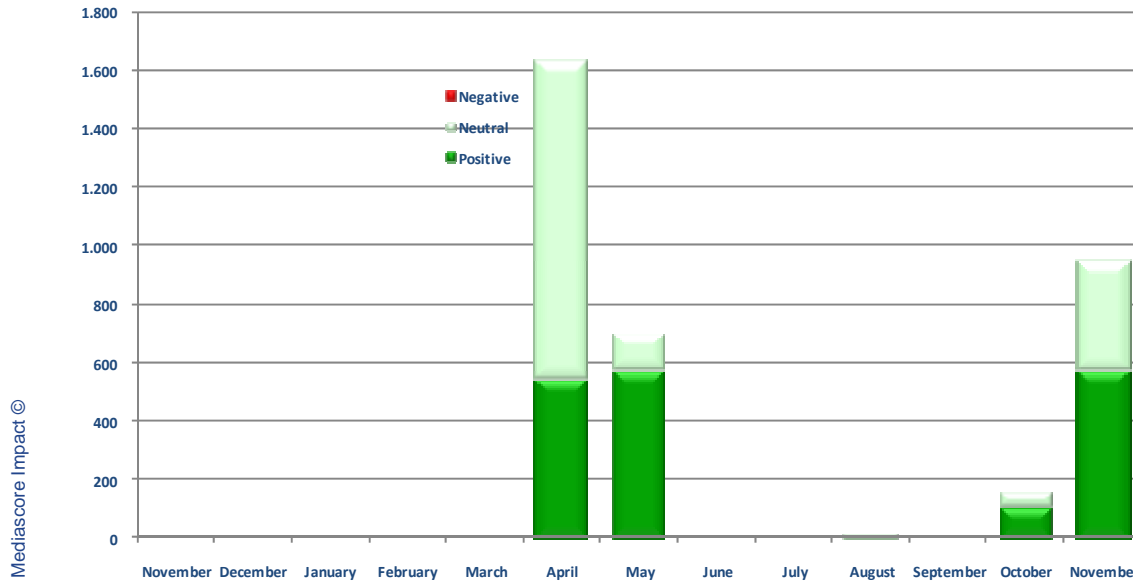


Comments

The campaign received positive media visibility in July thanks to an event organised by a national chain to measure CO levels in its employees.

The launch of Helpisodes in November with the Greek Minister of Health in attendance created enthusiasm in the press which, however, also expressed a certain amount of disappointment because of the limited application of recent anti-tobacco measures.



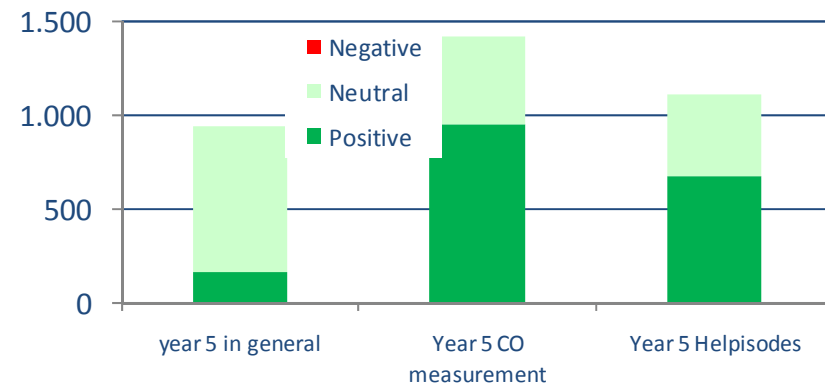
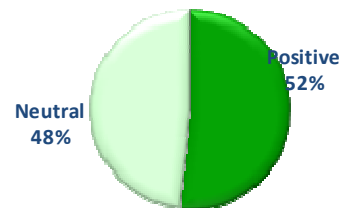
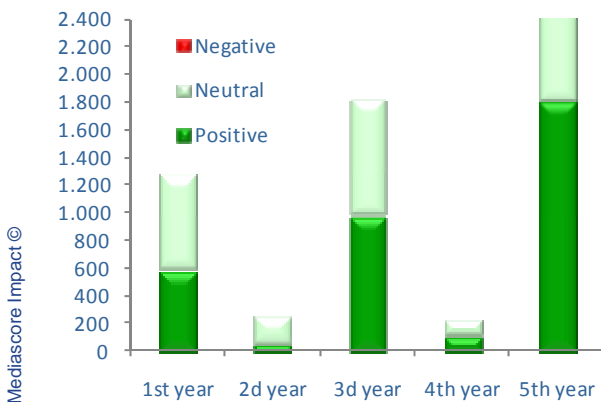


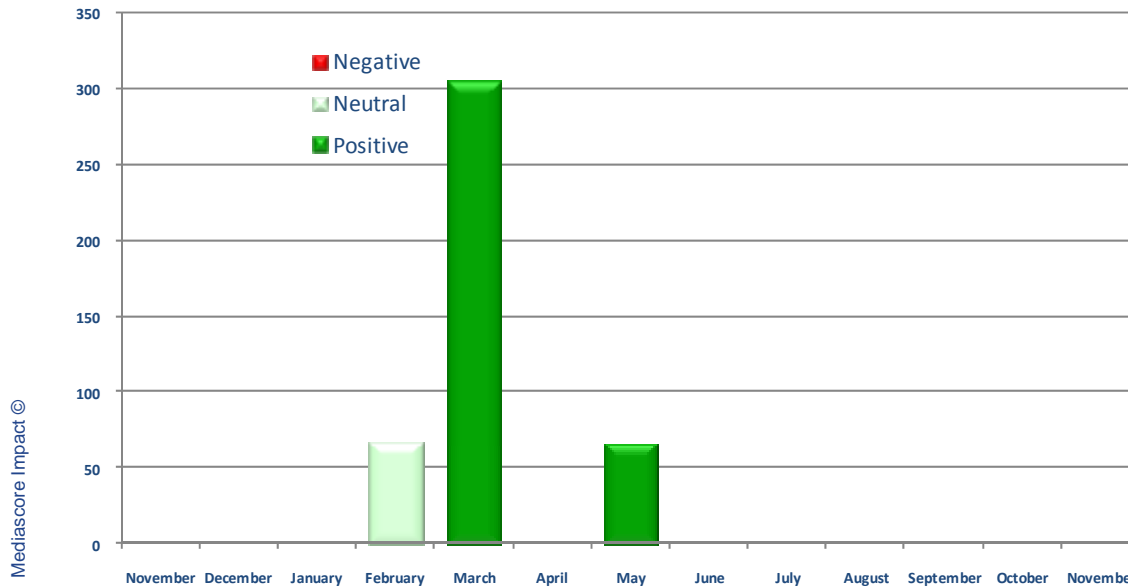
Comments

The Hungarian boxing champion Milo Viki supports the Help campaign in her country and has generated a lot of media attention.

Many photos have been printed of her holding up a gloved fist with the campaign logo.

The Helpisode campaign also invited itself into the media in November.

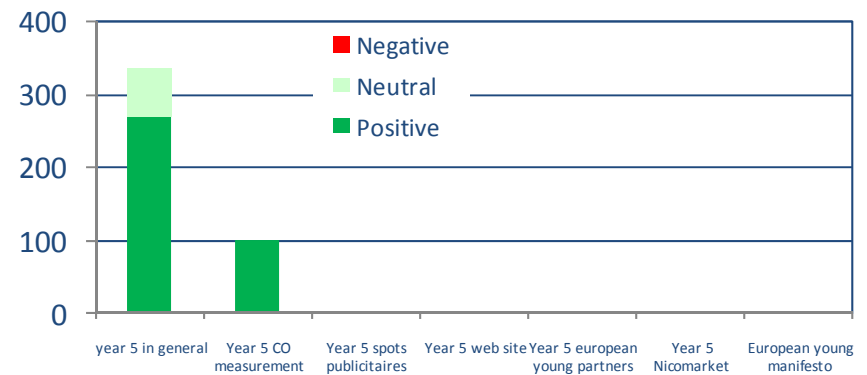
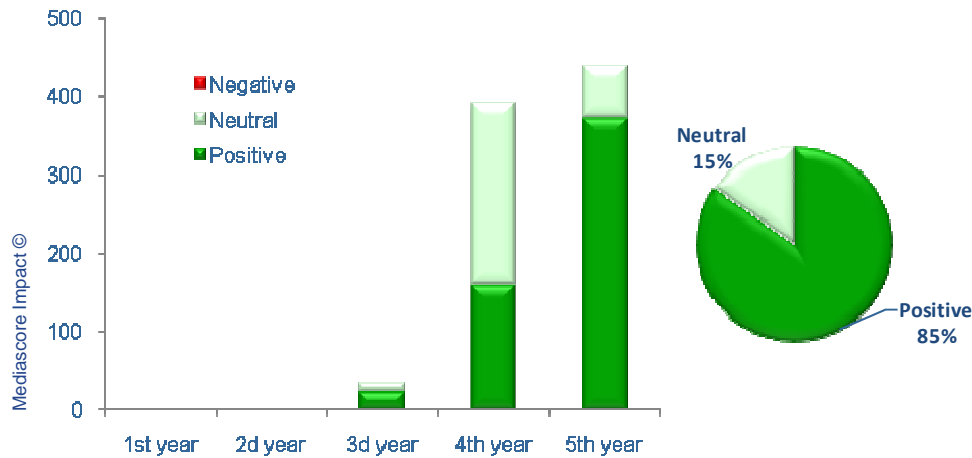


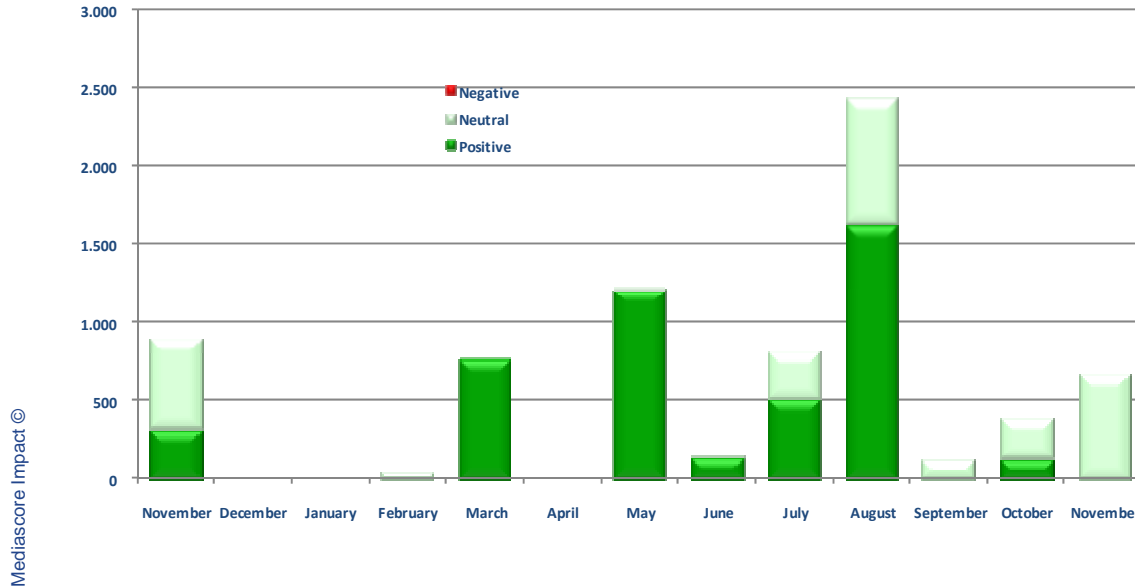


Comments

The Irish campaign was supported by the model Ruth O'Neil.

The Irish Daily Mirror announced the campaign's new advertising effort on 30th May and reprinted the words of Health Commissioner Androulla Vassiliou: "I hope our efforts deglamourise tobacco."





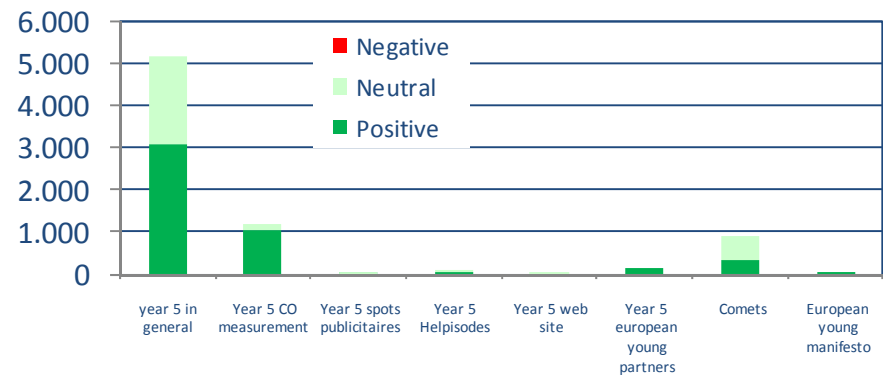
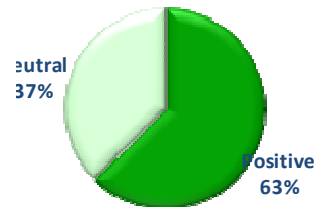
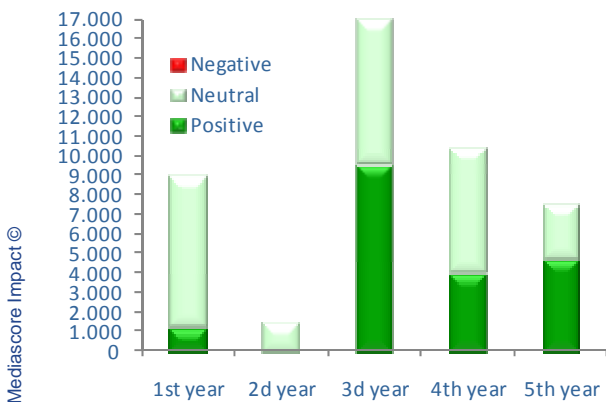
Comments

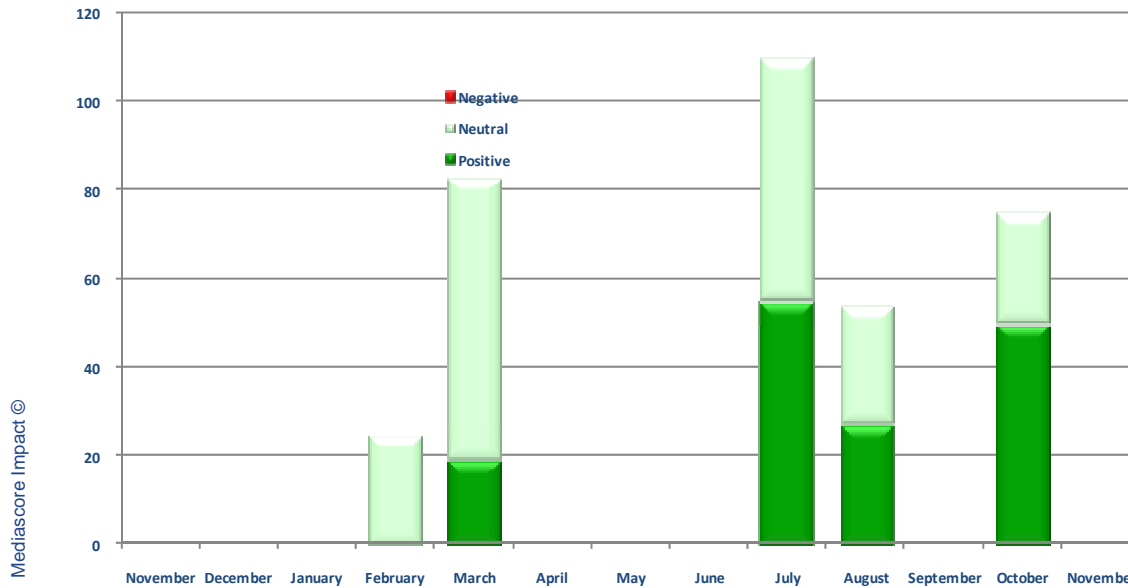
Italy is the country in which the campaign is covered most consistently by the press throughout the year. The mobilisation of young people seems to be very successful in Italy.

In March, Professor Giacomo Mangiaracina of the University La Sapienza in Rome recommended the European Youth Manifesto and the campaign site for psychological support.

The World No Tobacco Day was announced in the papers a few days earlier with the support of the Veronesi Foundation and the "No Smoking Be happy" slogan.

Media coverage was, however, more successful just after the World No Tobacco Day, in June, July and August, thanks to a number of events and CO testing, than it was at the end of the year with the Helpisodes campaign.

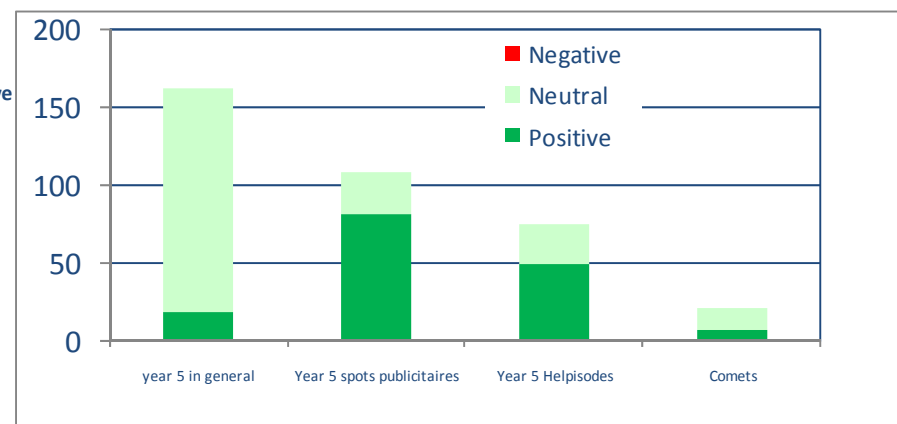
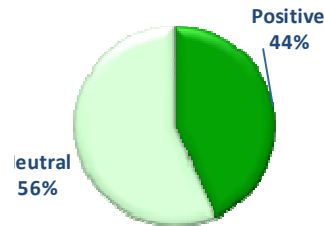
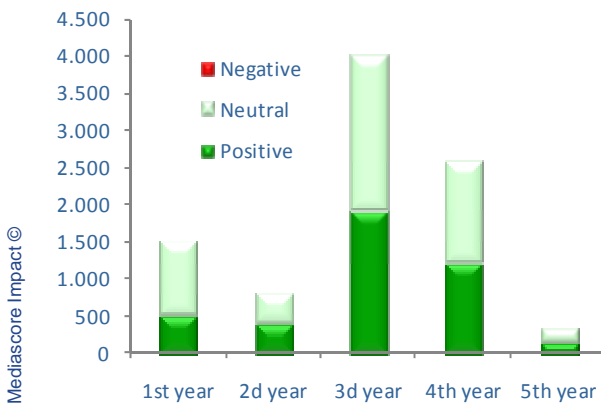


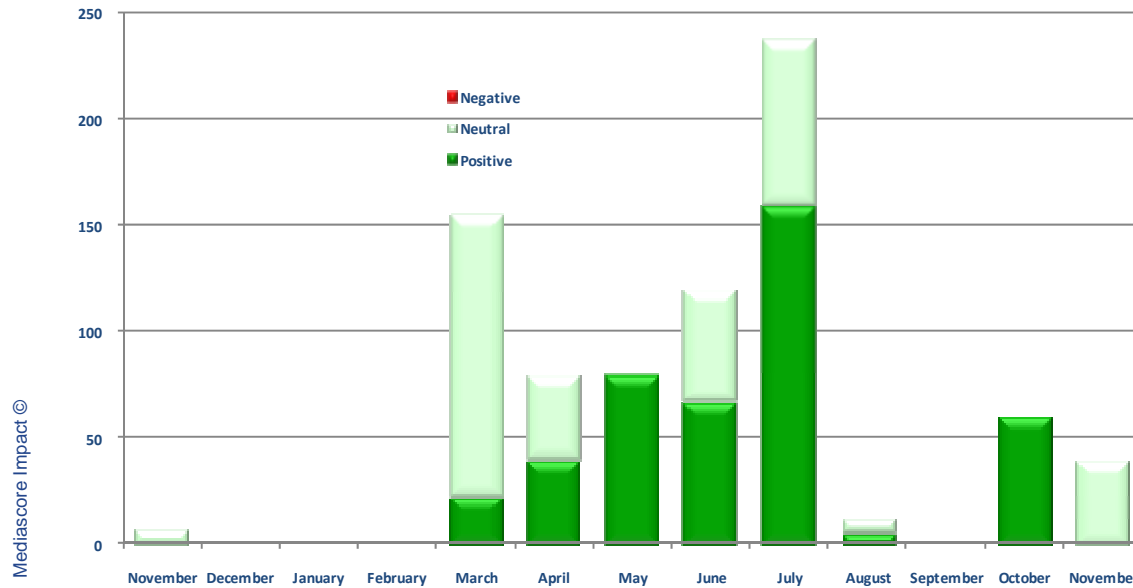


Comments

Few articles appeared in the Latvian press in 2009 compared to previous years.

However, impact peaks were recorded after campaign communication.

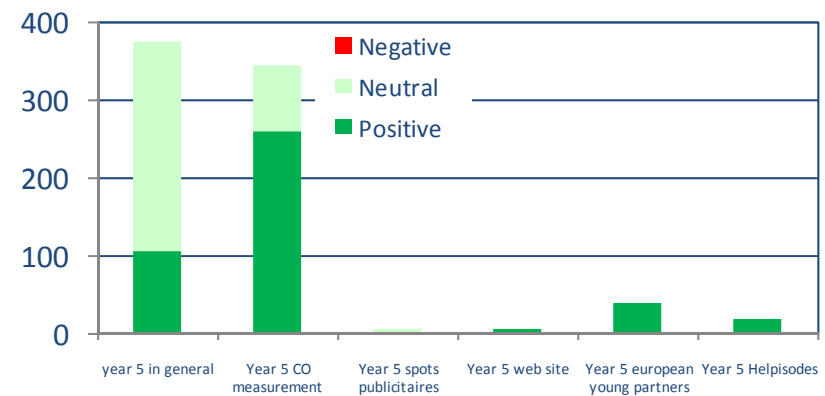
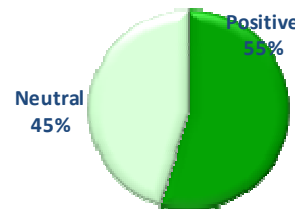
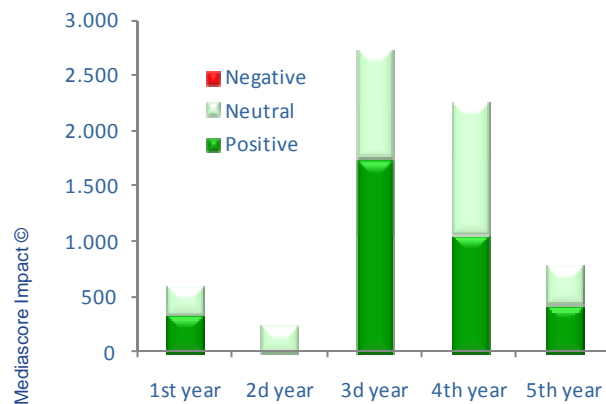


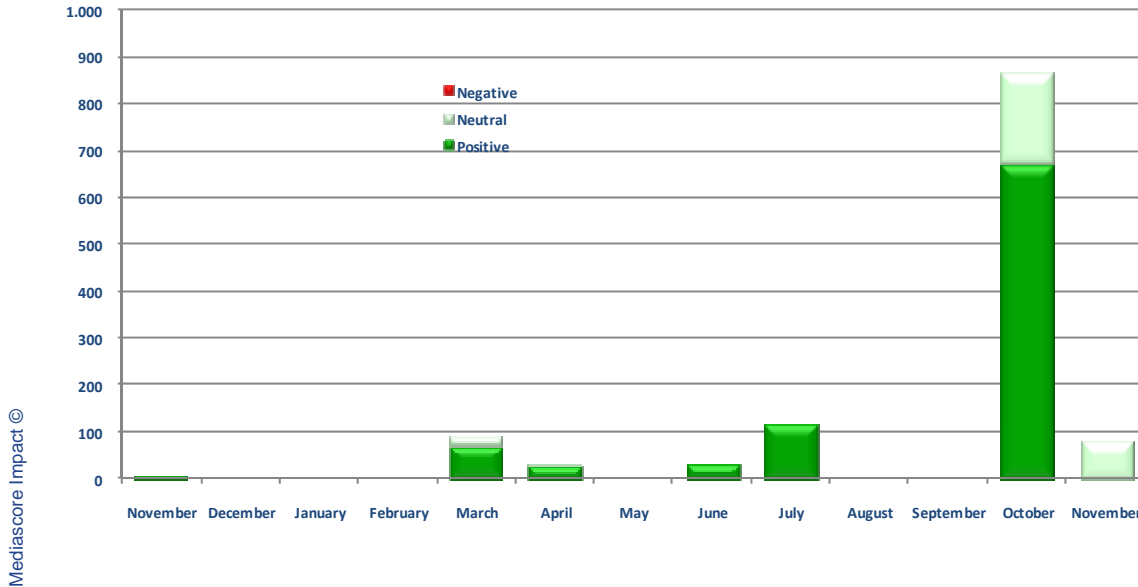


Comments

In addition to receiving medical student support, the State Mental Health Centre also referred to the campaign.

CO testing was very successful. However, the print media was apparently less involved than in previous years.

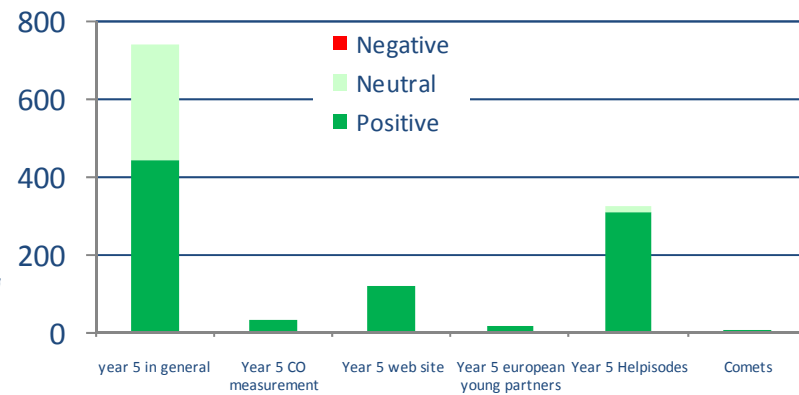
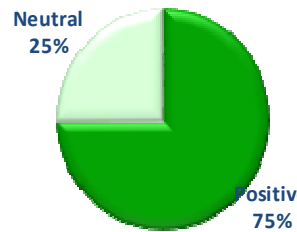
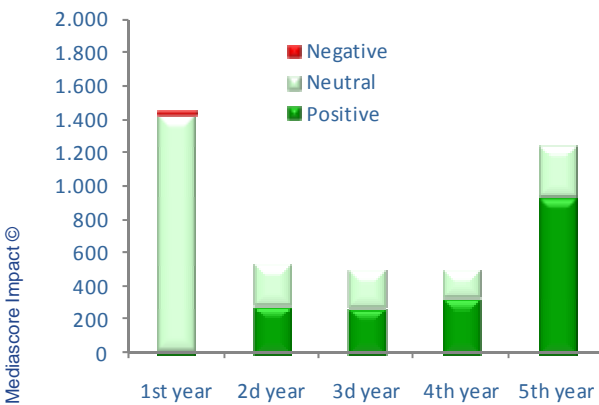


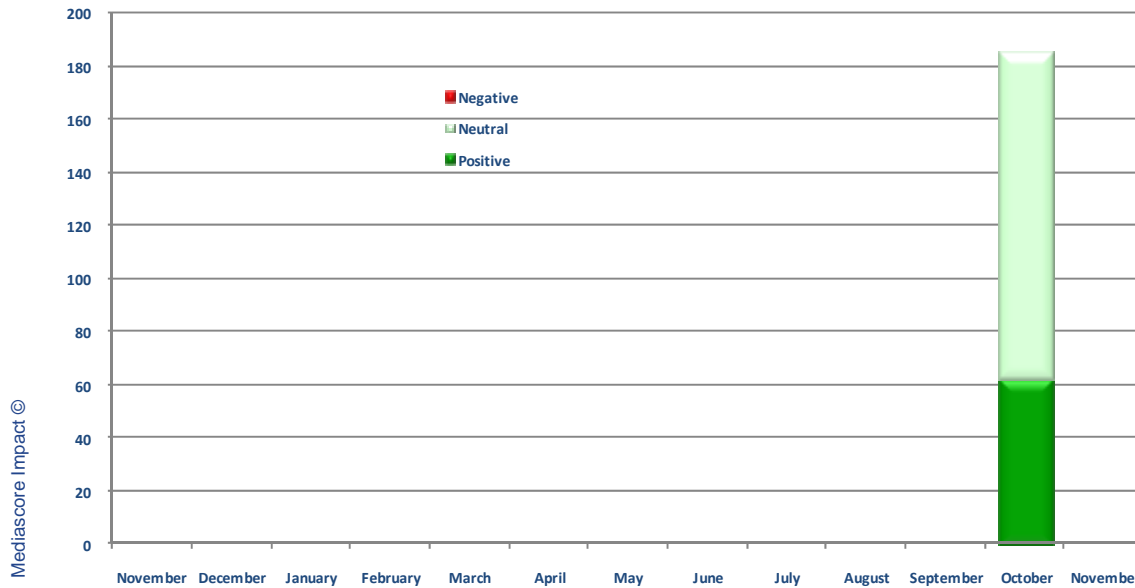


Comments

The Luxembourg print media was very enthusiastic about the campaign.

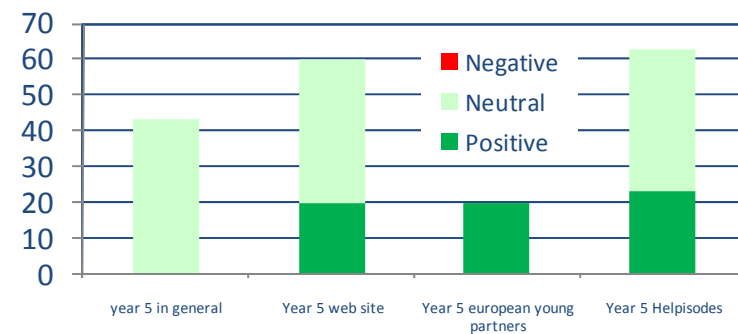
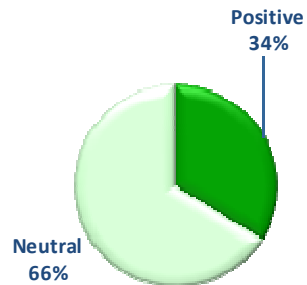
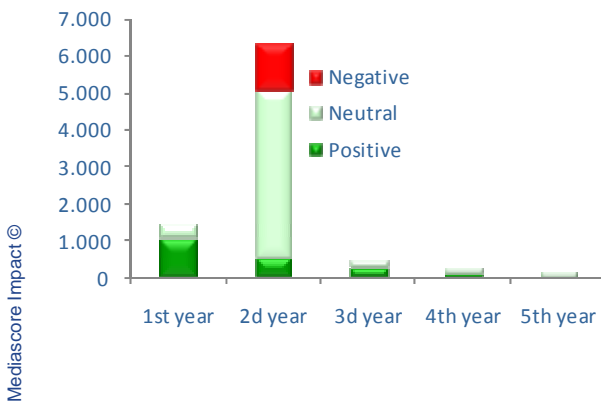
It highlighted the success of the Internet site and stated that the campaign is one of the greatest public health awareness raising initiatives the world has ever seen.

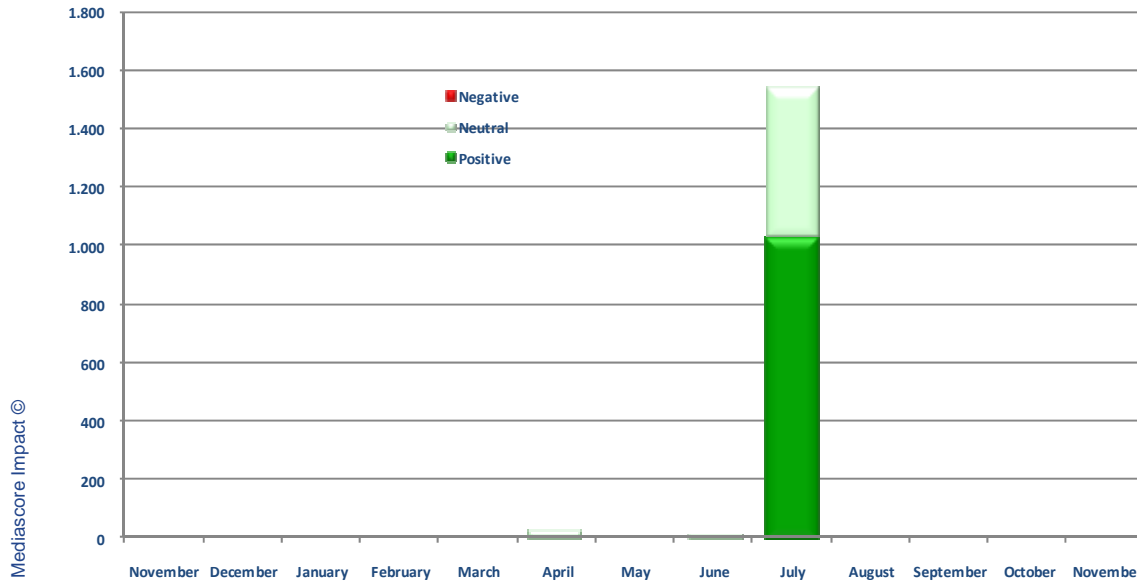




Comments:

The Maltese media's interest in the campaign was focused primarily on October, and was even more discrete than in previous years.

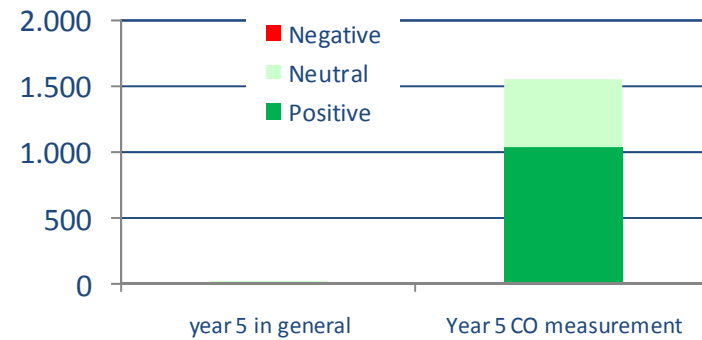
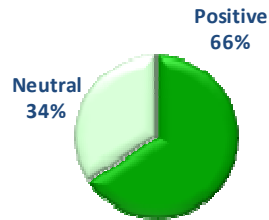
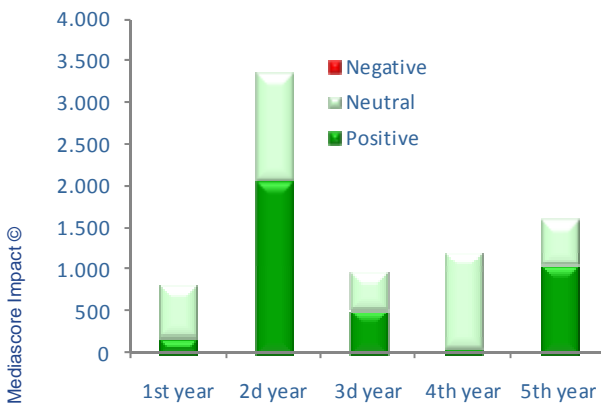




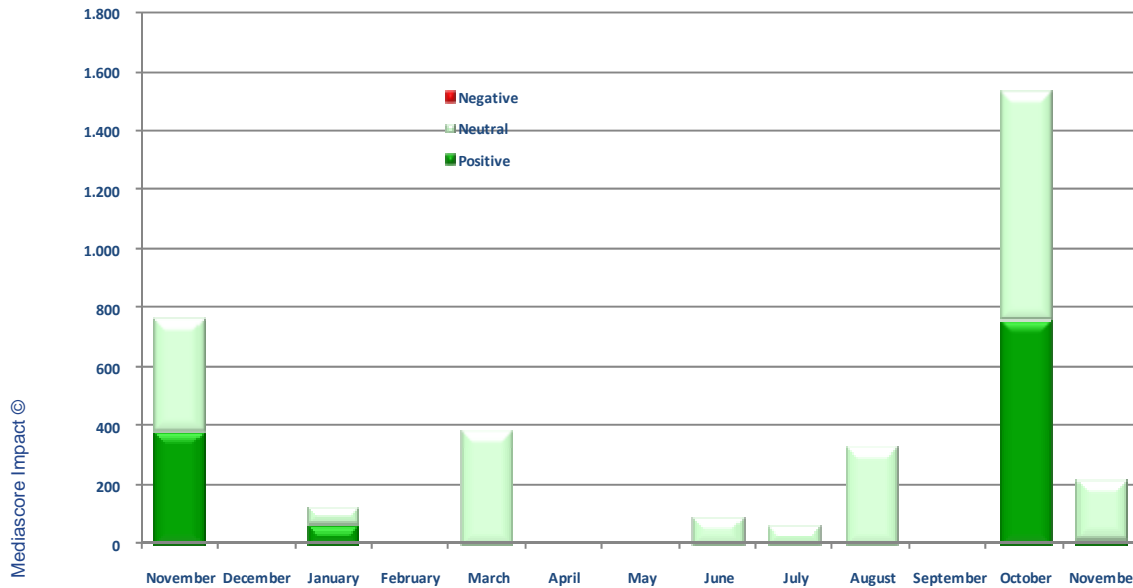
Comments

The traditional Polish print media was less dynamic than the Internet media.

CO testing appears to have been successful.



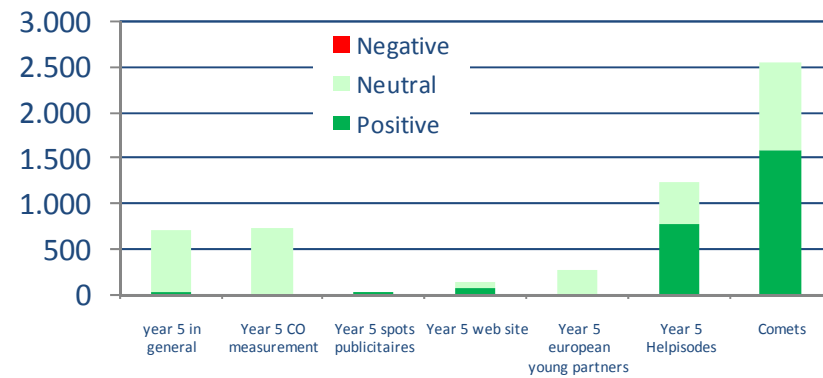
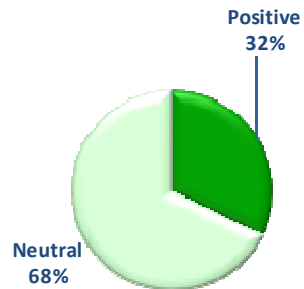
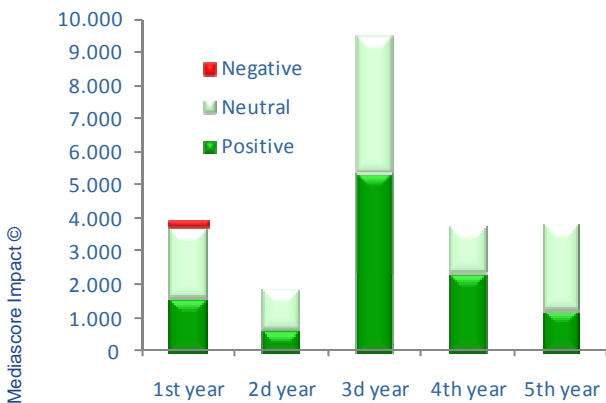
Mediascore Impact ©

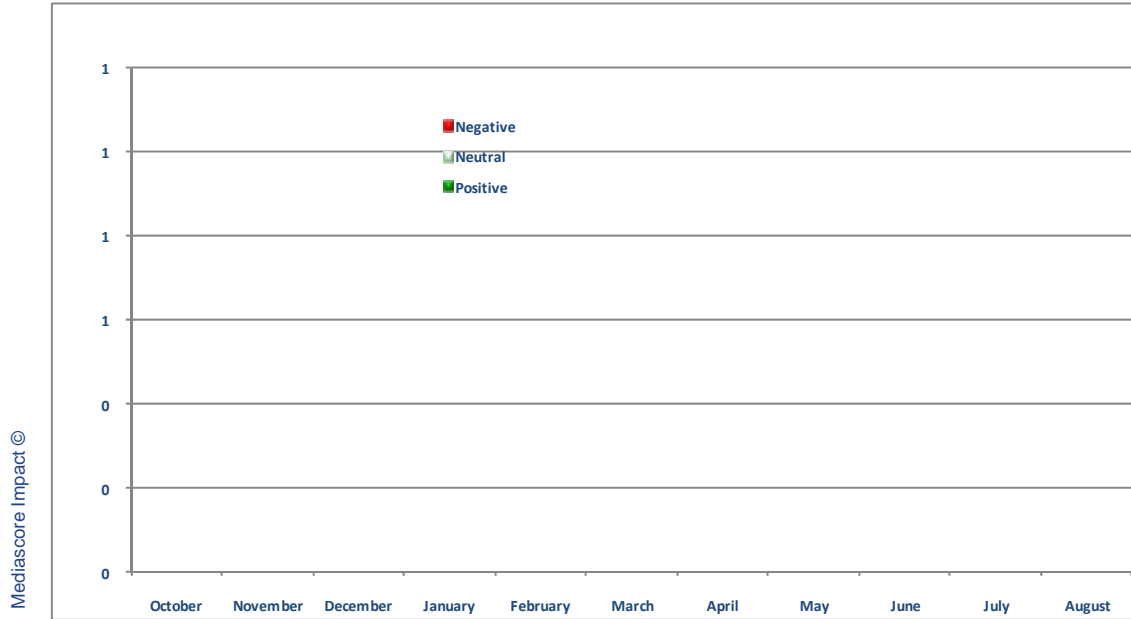


Comments:

Along with Italy, Greece, Cyprus, Lithuania and France, Portugal is one of the countries that talks most consistently about the campaign.

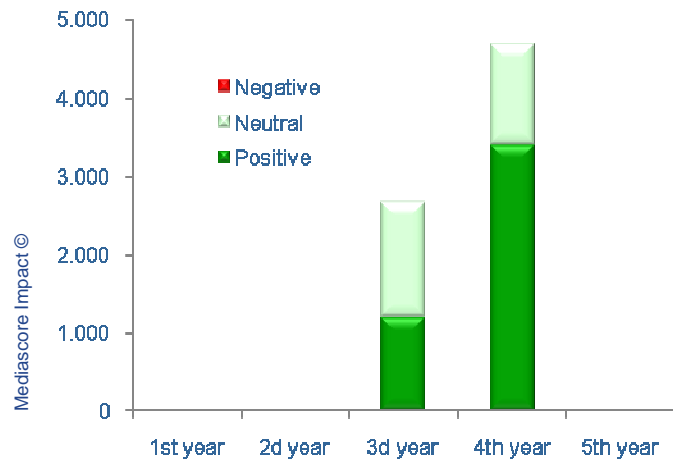
In fact, a Portuguese newspaper is already talking about next year's "street art" project.

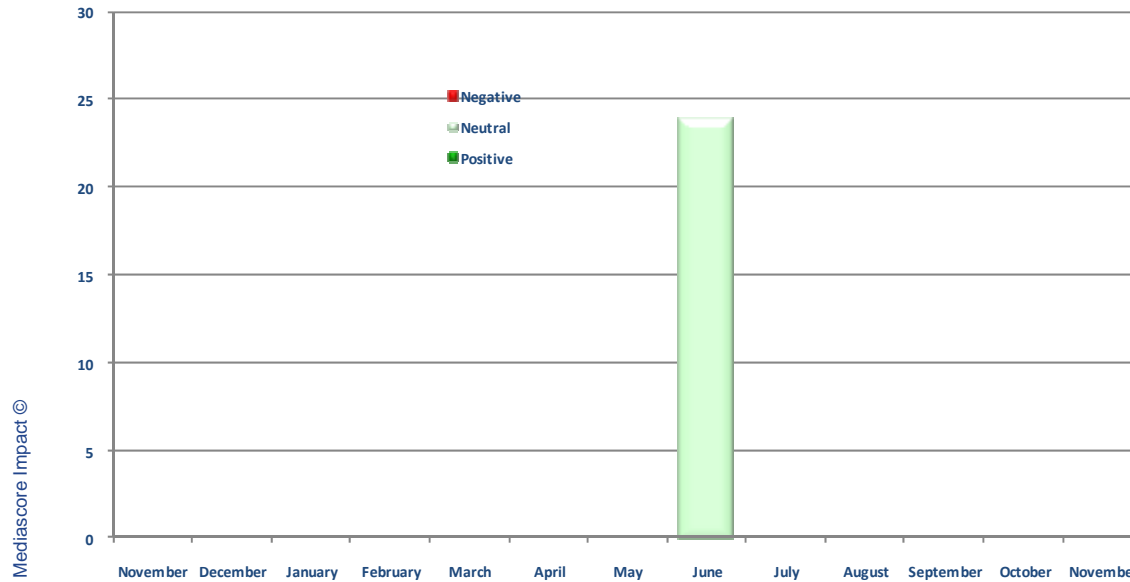




Comments

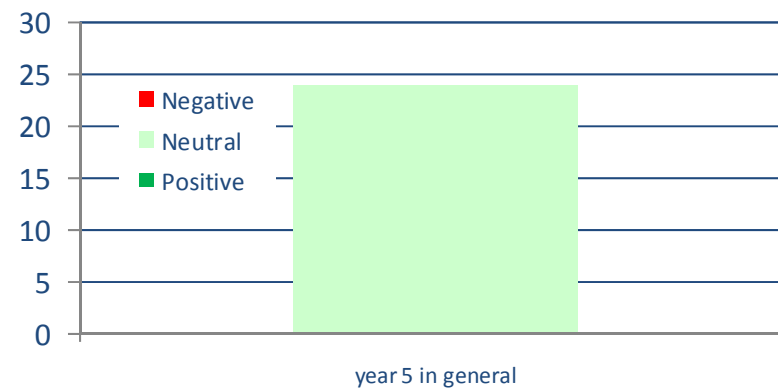
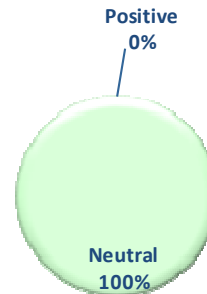
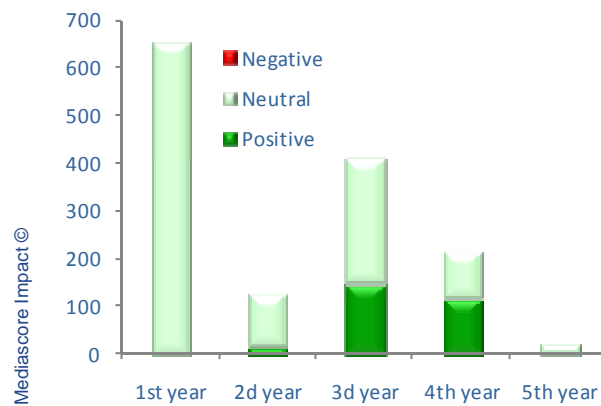
Although different articles in print media were reported by the local PR agency these articles did not clearly mention HELP and consequently were not withheld in the Mediascore analysis. On the Internet, Help had 52 articles and it was covered 6 times on television.

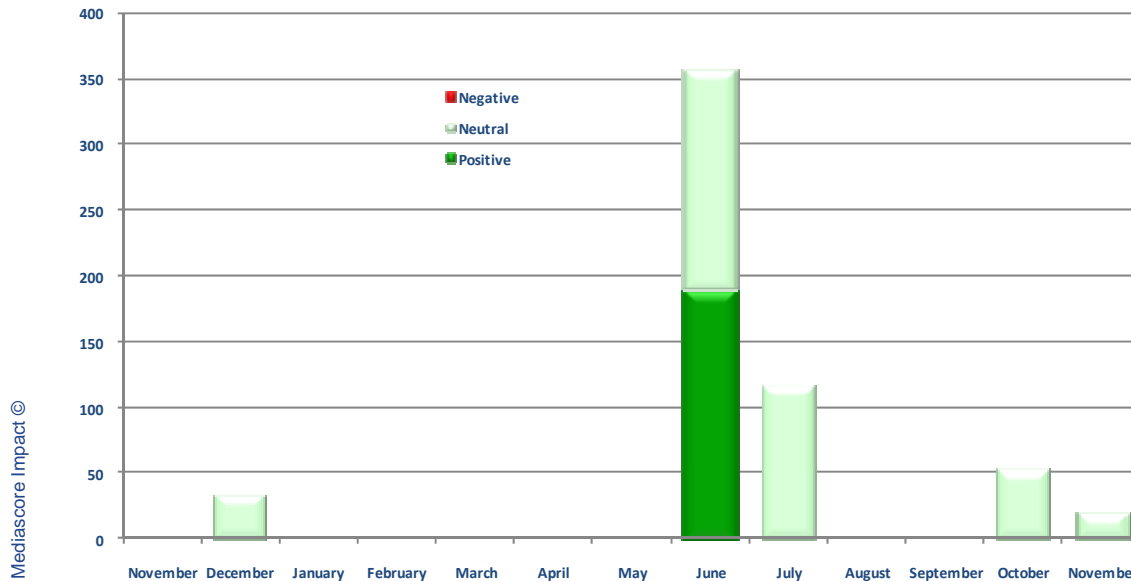




Comments:

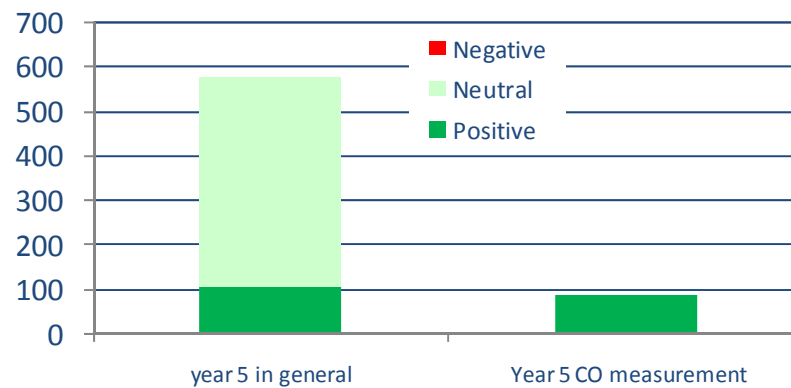
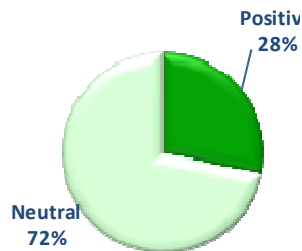
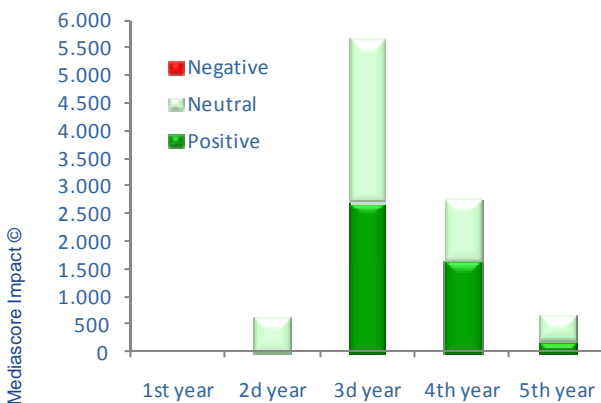
Apparently, only one article was published in the Slovak press mentioning Help. According to the local PR agency other articles were published after the press conference but without specifically mentioning Help and therefore not assessed in the Mediascore.

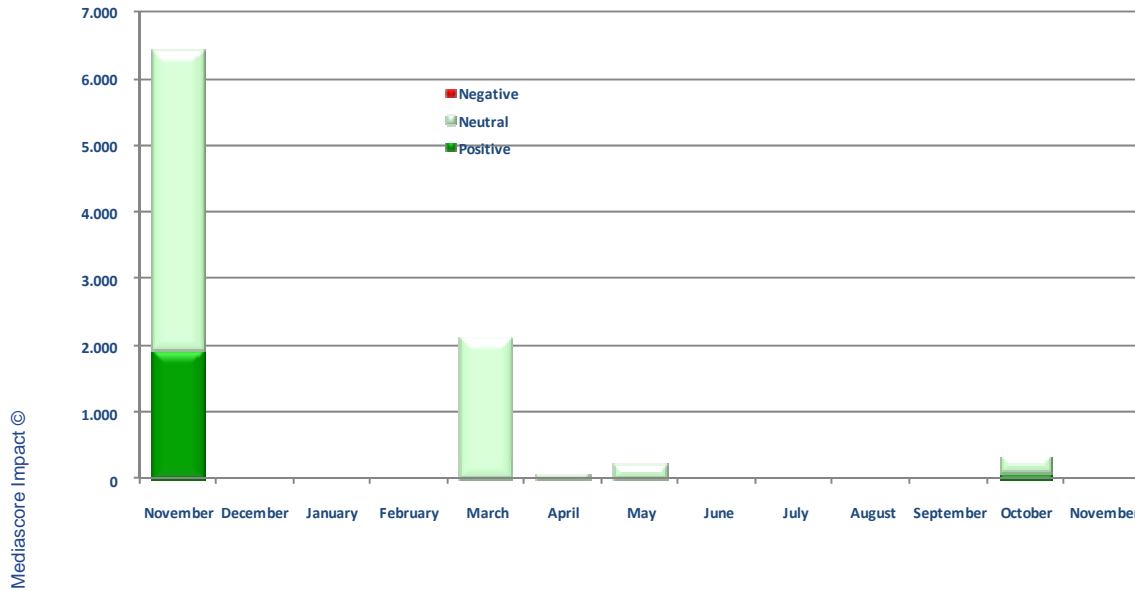




Comments:

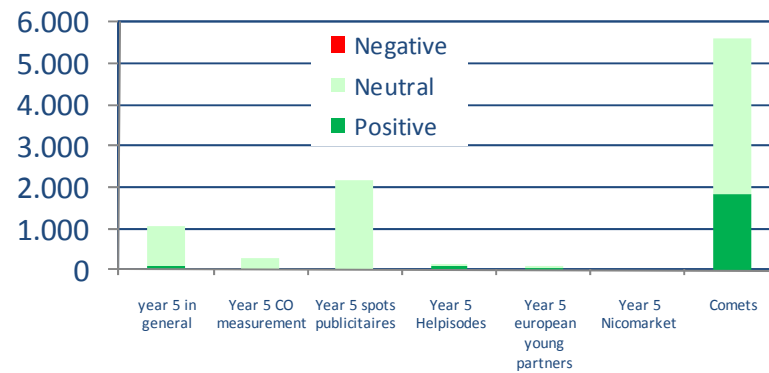
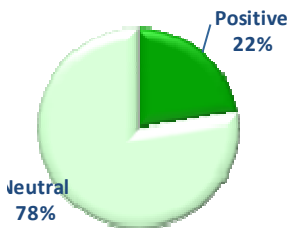
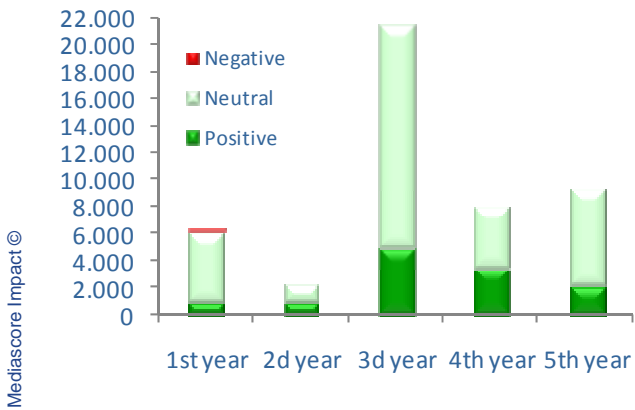
The campaign's visibility in Slovenia hinged on the year's key moments but did not have the same level of impact as in the previous two years.

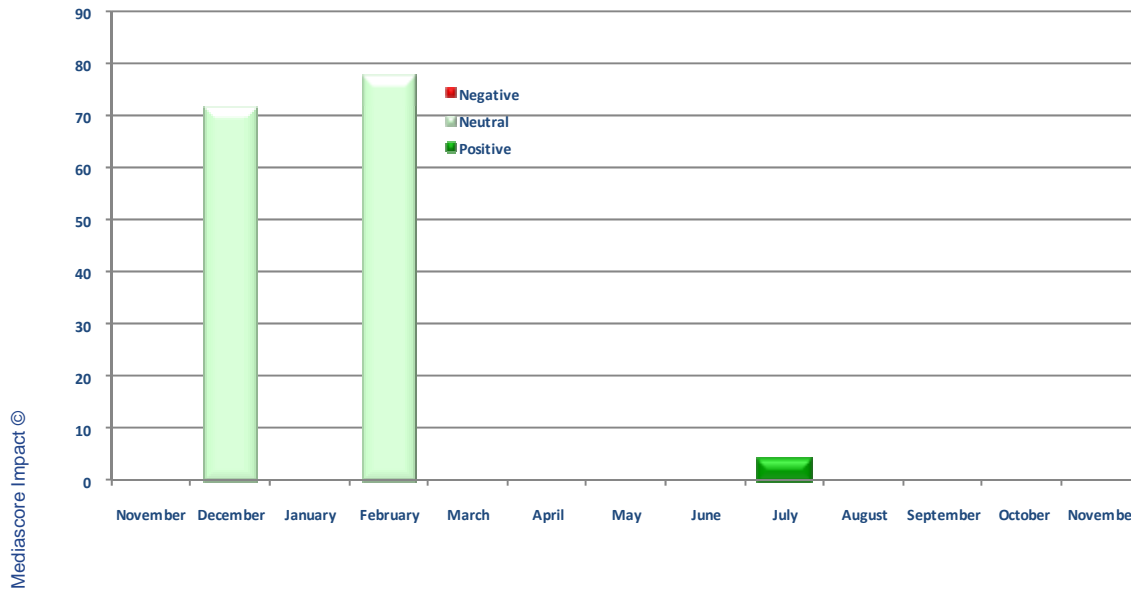




Comments

The Spanish press was very discrete compared to 2007 and boosted its score thanks to its November 2008 impact result for the latest Comet report.



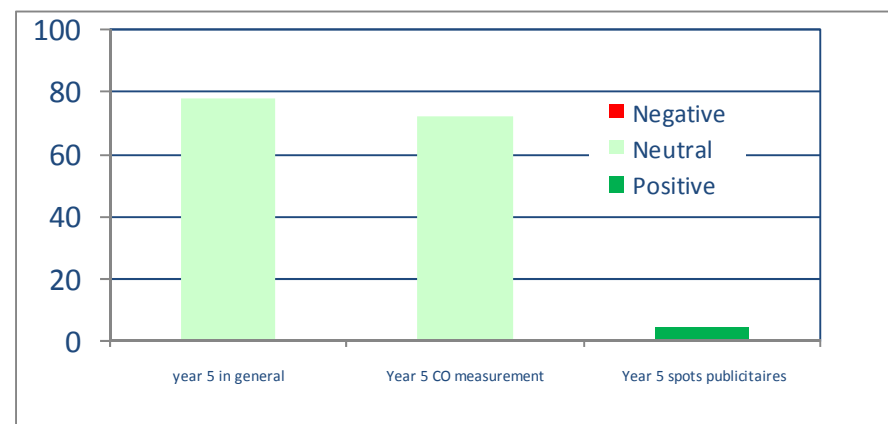
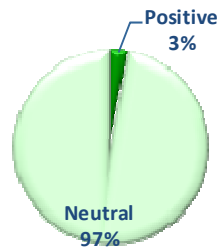
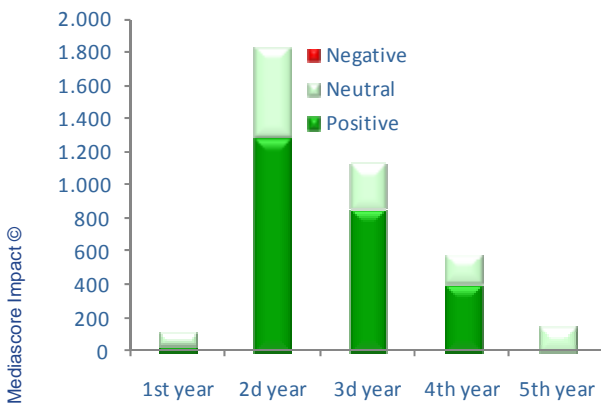


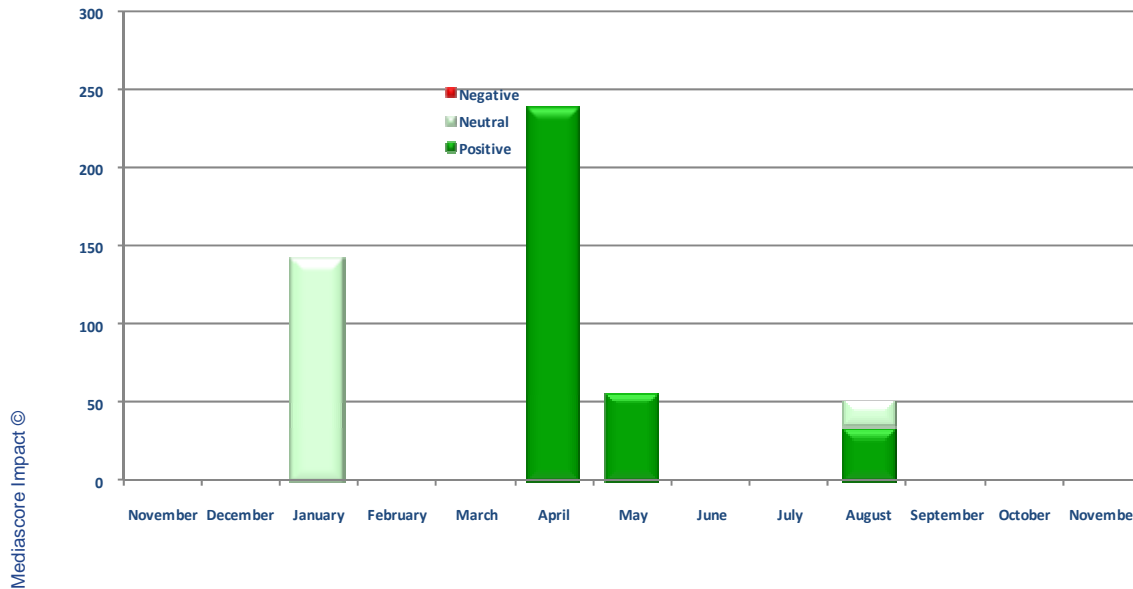
Comments

The Swedish press was among those that spoke the least about the campaign in 2009.

Its interest in the campaign has been falling from year to year.

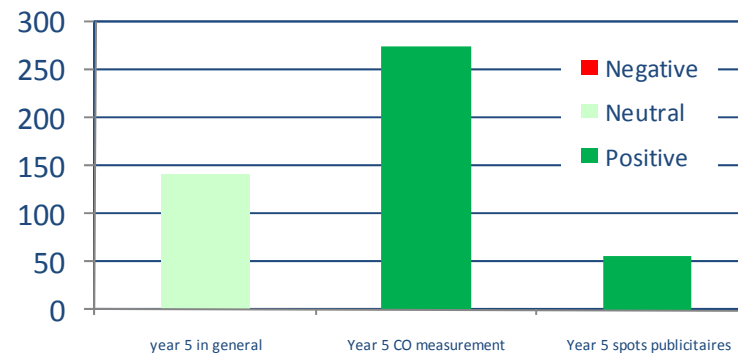
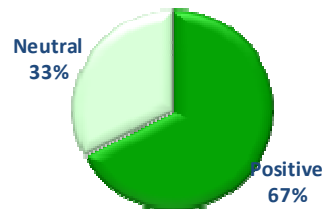
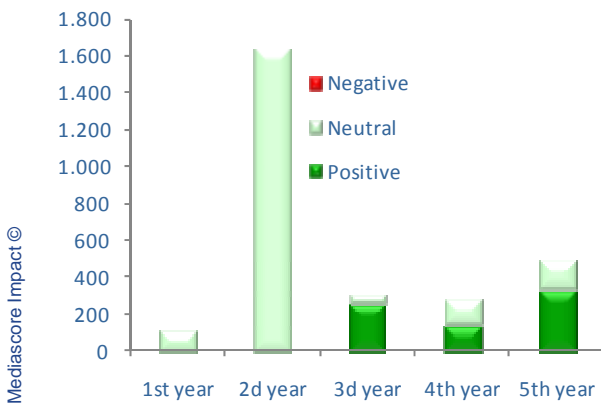
An article in February addressed the topic of chewing tobacco which is very popular in Northern Europe.

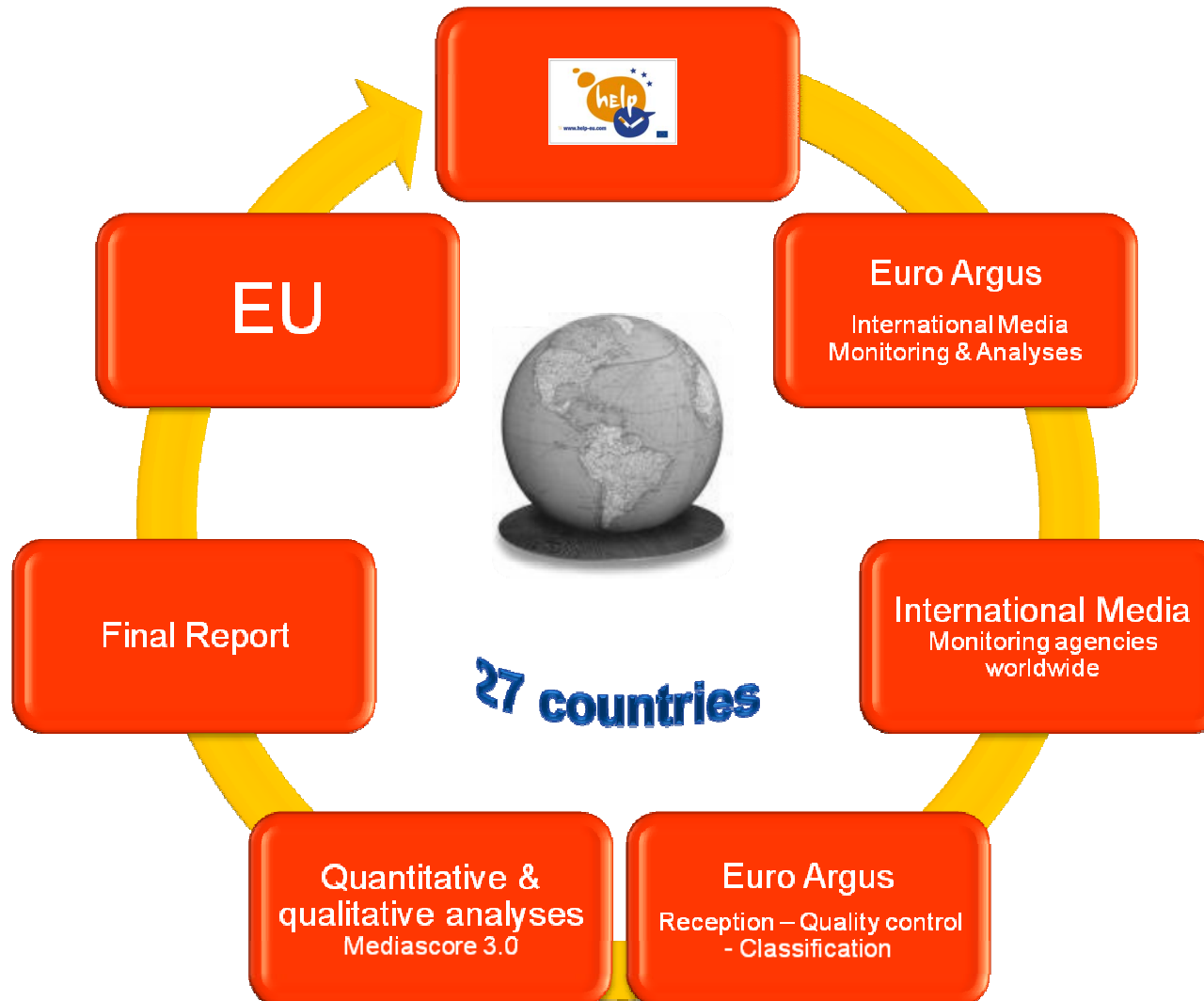




Comments

Although there were only four articles in the Dutch press, the campaign was more successful than in previous years in terms of impact and received a very high positive rating.





Relying on the Mediascore concept, Euroargus undertook to assess the significance of the information distributed by the press. **Based on a newly devised mathematical model, Mediascore integrates the most significant parameters of the written press, i.e.**

- The circulation of publications**, which determines the distribution range of a piece of information and the media impact on public opinion.
- The size of the articles** (headline, introductory paragraph, editorial space) and images (photos, drawings, computer graphics), indicates the effort newspapers or periodicals have put into the information.
- The emphasis and development of information**, such as the layout and presentation of information featuring text and image, headline, scoop or exclusiveness, correction or opinion as factors supporting factual information.

On a quantitative data level, a qualitative assessment has been added, allowing to determine media image and to monitor its development

