NORFOLK COUNTY COUNCIL

Driving targeted quit-smoking awareness



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AT A GLANCE »

Client: Norfolk County Council

Sector: Public Sector

Objective: Raise local awareness of Stoptober and drive residents in Norfolk's highest-prevalence wards towards stop smoking support.

Solution: Mobile Plus display, layering ward-level geography with demographic, keyword, app and behavioural targeting to reach people in the county's highest-prevalence areas.

Outcome:

- 1,193 clicks delivered
- 0.64% click-through rate - a particularly strong figure for a public health awareness message with no offer or incentive.

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THE CHALLENGE & APPROACH »

THE CHALLENGE

Norfolk's overall smoking rate sits close to the national average, but that figure hides sharp local variation.

Great Yarmouth and King's Lynn and West Norfolk have adult smoking prevalence well above the county norm, concentrated in some of Norfolk's most deprived neighbourhoods.

With a fixed budget and a smokefree 2030 target requiring a reduction of over 60,000 smokers countywide, spreading spend evenly across the county risked diluting the message exactly where it was needed most.

THE APPROACH

- **Concentrated spend on specific wards where prevalence is highest,** targeting people aged 25 to 35, the demographic with the highest smoking prevalence nationally.
- **Utilised Mobile Plus,** layering keyword, app and behavioural targeting to reinforce the message through health-related apps and sites including the NHS, Boots and Lloyds Pharmacy alongside general lifestyle and social apps.
- **Prioritised larger ad formats** over small banner sizes, giving the message the space it needed to land.

THE RESULTS »

1,193

CLICKS DELIVERED

Outperforming booked targets.

0.64%

CLICK-THROUGH RATE

Above the industry average of 0.59% Indicating relevance with the targeted audience.

61.3%

CLICKS FROM KEYWORD LAYER

Targeting active health-related searches was the single most effective strategy in the campaign.

HIGH-VALUE OUTCOMES »

71.9% SMARTPHONE ENGAGEMENT VS 28.1% ON TABLET, CONFIRMING THE AUDIENCE WAS REACHED ON THE MOVE

ENGAGEMENT PEAKED MIDWEEK AND HELD UP OVER THE WEEKEND INDICATING QUIT-RELATED CONSIDERATION BUILDS ONCE THE WORKING WEEK IS UNDER WAY AND CONTINUES OUTSIDE IT

WHY THIS MATTERS »

This campaign shows that public health messaging performs best when it is concentrated where the need is greatest rather than spread thinly across a whole area.

By combining precise ward-level geography with layered audience targeting, Norfolk County Council reached the residents most likely to benefit from a quit message, in the channels and formats most likely to hold their attention.

For other local authorities working with fixed public health budgets, the same principle applies: targeting the pockets of highest need, rather than the whole population, is likely to deliver a stronger return on a limited spend.



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Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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