

# nicorette®

(nicotine)



Nicorette is committed to building a much healthier Australia. The objective of developing a strong and recognisable brand, trusted for its efficiency in helping smokers to quit, is paying dividends. Since its introduction, more than 10 million units of Nicorette Patches, Gum and

Inhalers have been sold, helping many Australians to leave behind a life-threatening habit.

## HISTORY

Nicorette's history began with the Swedish Navy back in 1967. Smoking was banned on submarines, and members of

the crew who smoked were becoming short-tempered and easily distracted. The military soon realised that simply ordering the men not to smoke was not the solution.

It was then that Ove Ferno, head of research of the pharmaceutical company now known as Pharmacia was asked to help. Ferno's team developed a way of binding nicotine in an ion-exchange resin within chewing gum. When the gum is chewed, nicotine is released into the saliva. Hence the birth of Nicotine Replacement Therapy (NRT) and the first product to help give smokers control over their cravings.

Since Ferno's work, Pharmacia has continued to develop new products to help smokers. Recognising that they are a highly diverse group of individuals and that gum may not be appropriate

for all of them, the Nicorette range was extended to include Patches and an Inhaler.

## THE MARKET

Smoking is the largest single preventable cause of death and disease in Australia, with 50 tobacco related deaths every day, but more than 3 million Australians continue to smoke<sup>1</sup> – many because they just find it too difficult to give up. People smoke for many reasons including stress, habit and, of course, addiction to nicotine. Amazingly, at any one time 69 per cent of smokers are making an effort to give up or are seriously considering quitting<sup>2</sup>. On average, it takes three or four attempts to quit successfully<sup>3</sup>.

Offering smokers very real help to give up smoking has made Nicorette the number one Nicotine Replacement Therapy (NRT) amongst Australian smokers. Introduced in 1984, Nicorette has grown to be the market leader in the NRT category, which is valued at a huge \$56 million. Nicorette's brand share now stands at

54 per cent, and is growing at 17 per cent versus last year<sup>4</sup>. This success is hardly surprising. Nicorette offers smokers the widest range of Nicotine Replacement Therapy products available.

## ACHIEVEMENTS

Nicorette Gum, Patch and Inhaler work by releasing controlled amounts of nicotine into the body to help relieve craving and withdrawal symptoms. This controlled delivery of nicotine helps relieve the withdrawal symptoms which supports quitting and the body does not get the harmful tar, irritants and carbon monoxide found in cigarettes.

By gradually weaning smokers off their addiction to nicotine, and giving them the extra support they need to give up, Nicorette helps thousands of Australians every year to kick the smoking habit. Smokers are twice as likely to succeed with Nicorette compared to willpower alone.



In Australia, Nicorette 2mg and 4mg Gum were launched in 1984 and Nicorette Patch in 1994. In 1997, Nicorette 2mg Gum was rescheduled from Pharmacist Only Medicine (S3) to Pharmacy Medicine (S2). This meant wider availability for the product. Purchasers could select it straight from the pharmacy shelf. Similar rescheduling occurred with Nicorette 4mg Gum and Nicorette Patch in 1999, the same year Nicorette Inhaler was launched.

### THE PRODUCT

With Patch, 2mg and 4mg Gum and Inhaler, Nicorette offers the widest choice of NRT products in Australia to meet the different needs of individual smokers.

Nicorette Gum helps smokers to control their cravings when they occur and is available in either Extra Strength (4mg) or Regular Strength (2mg) in classic, mint and citrus flavours. It works by releasing nicotine when chewed, which is absorbed through the lining in the mouth.

Nicorette Patch is designed to provide a controlled release of nicotine during waking hours only, and to be taken off at night help to reduce the risk of sleep disturbance.

Nicorette Inhaler gives effective, active relief from nicotine cravings and is ideal for those who miss the hand-to-mouth action of smoking. The Nicorette Inhaler consists of a mouthpiece and cartridge containing nicotine. The smoker “puffs” on the mouthpiece to release nicotine from the cartridge, which is then absorbed through the lining of the mouth.

During the program, smokers gradually reduce their dependence on nicotine until they can do without.

### RECENT DEVELOPMENTS

Apart from recent product launches and regulatory changes governing the sale of Nicorette, several initiatives have been undertaken to ensure that Nicorette continues to be the most popular aid to quitting smoking in Australia.

In November 2000, Pharmacia launched “2020 Vision: a Nicorette Study”, an independent forecast of Australia’s smoking habits in the year 2020. The report was the first of its kind to bring together the opinions of Australia’s leading commentators on tobacco control and assessed the social, political, health and economic impact of tobacco use in the country.

For Pharmacia it was an important step in the development of its position as a knowledge leader in the smoking cessation category.

Nicorette has become a leader in sport sponsorship as well. New Year continues to be the most popular time of year for many smokers to quit. Accordingly, Pharmacia opted to use the popular Sydney to Hobart yacht race to heighten brand and category awareness of Nicorette. With a huge following in Sydney and a massive national and international audience during the race, the “Nicorette” yacht generated significant interest in both sporting and general community circles.

The media drew the correlation between Nicorette’s attempt to “Compete for a Smoke Free World” and the yacht’s competition for line honours in Hobart. “Nicorette’s” ultimate victory in the race in 2000 capped off a major success for the yacht and the brand. Analysis of media coverage has shown it was one of the most successful sponsorship arrangements ever made by Pharmacia anywhere in the world.

Most recently, Nicorette introduced a new flavour for its best selling Gum. The new flavour, citrus, was launched in May, 2001.

### PROMOTION

The Nicorette brand has been strengthened and made very visible both in Australia and overseas with the introduction of the new advertising campaign. A global icon, “Cravings Man” is represented by a giant-sized living cigarette who appears in all sorts of different advertising, promotional and marketing materials, including consumer television and print campaigns and campaigns to health professionals.

“Cravings Man” plays the villain in scenarios where smokers are trying to control their craving. In one ad, an elderly lady beats “Cravings Man” with a cold turkey to no avail, but succeeds admirably in getting rid of him when she uses Nicorette Gum as a weapon. In another ad, a young lady is trying to leave “Cravings Man” behind as her train pulls out of the station. She finally succeeds in defeating him with the help of Nicorette Patch.

The tone of the campaign is humorous, to make quitting



smokers feel better about themselves and their chances of quitting rather than lecturing them on the evils of cigarettes. It presents the case for quitting in a fresh and different way - “beat cigarettes one at a time”.

Since the launch of the new campaign in early 2001, sales for the Nicorette range have continued to increase. Tracking of the campaign’s effectiveness has shown increased correct brand association with key messages for Nicorette and excellent recall among consumers, health professionals and trade audiences alike.

### BRAND VALUES

With its emphasis on winning, empowerment and targeting the love/hate relationship that smokers have with cigarettes, Nicorette’s brand values continue to be the strongest and most well-defined in the category.

Nicorette’s recently revamped brand livery complements these values with modern, confident and memorable design elements that will keep the presentation of the brand fresh for many years to come. Packaging, advertising, public relations activity, sponsorships and other support for the Nicorette brand continue to ensure that Nicorette is seen as the brand that understands that the battle to quit smoking is definitely winnable.

1. Borland R and Hill D 1990 “Two month follow-up on callers to a telephone quit smoking service”. Drug and Alcohol Review. No 9 pp 211- 218. 2. Newspoll Market Research, July 1997. 3. Marlott GA, Curry S, Gordon JR (1990). A longitudinal analysis of unaided smoking cessation. Journal Consult Clin Psychol: 58:310. 4. IMS, July 2001.

### THINGS YOU DIDN'T KNOW ABOUT NICORETTE

- Nicotine is the addictive component in cigarettes. It’s the tar, irritants, carbon monoxide and other chemicals in cigarettes that damage the smoker’s health.
- Contrary to popular belief, the name Nicorette did not originate from its association to an aid to stop smoking cigarettes. “Rette” is actually Swedish for right so the brand name represents the thought that Nicorette is the “right” form of nicotine.
- In all advertising campaigns around the world for Nicorette, the “Cravings Man” is played by the same English mime artist.
- The “stepping stones” icon in the Nicorette brand identity and packaging symbolises the Nicorette vision of helping smokers to quit smoking one step at a time.
- In winning line honours in the 2000 Sydney to Hobart yacht race, the yacht “Nicorette” posted the second fastest time in the history of the race.

