Reviewer's report

Title: 'Get Your Life Back': Process and impact evaluation of an asthma social marketing campaign targeting older adults

Version: 2 Date: 13 May 2013

Reviewer: Stephan Dahl

Reviewer's report:

This is a well written and well presented piece of work, however, I feel it clearly suffers from being very evaluation driven (with comparable results to other campaigns) rather than making a contribution to knowledge. The article hinges on the claims of being a theory-driven social marketing campaign. yet gives little details of how the theory actually influenced the campaign design and what aspects of the theoretical base were actually targeted - and with which results. Therefore, there is little in terms of theoretical advancement that can be derived from the article.

Level of interest: An article of limited interest

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.