

Western Opinion Research



Amanda Hayne-Farrell
Public Opinion Research & Evaluation
Division
Health Canada

Illustration-Based Health Information
Messages: Concept Testing (POR-06-30)

August 28, 2006

Western Opinion/NRG Research Group

Brian Baumal & Nadia Papineau-Couture
Senior Associates
416-945-9557

www.nrgresearchgroup.com

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
Overall Rating Of Themes	1
Specific Theme Reactions	1
Memorable Recall.....	3
Broader Issues	3
FAITS SAILLANTS.....	5
Évaluation globale des différents concepts.....	5
Réactions spécifiques aux différents concepts	5
Éléments mémorables relatifs aux messages.....	7
Autres problématiques.....	7
STUDY BACKGROUND & RESEARCH DESIGN	9
Background & Objectives	9
Methodology.....	9
Context of Qualitative Research	11
Reporting Convention.....	11
SUMMARY OF FINDINGS.....	12
Theme #1 – Barb Tarbox.....	12
Theme #2 – Benefits	14
Theme #3 – Emoticons.....	16
Theme #4 – Retro.....	18
APPENDIX.....	21
Screener.....	21
Moderator’s Guide	26
In-Group Individual Questionnaire	31

EXECUTIVE SUMMARY

Four focus groups were conducted - two in Toronto in English and two in Montreal in French in early August, 2006. One group had participants aged 18 and 24 and another was comprised of people 25 and over. All participants were smokers.

The primary objective of the sessions was to test 10 new creative Health Information executions that would appear on the lip and inside back of cigarette packages. The 10 executions were divided into four main themes, and each theme had different variations to it. The overarching goal of all the executions was to draw attention to and increase awareness of the Health Information section of the cigarette package by making it more noticeable and impactful. The specific objectives were to examine:

- Credibility, appeal and relevance among group participants
- How noticeable the messages were
- The cultural and emotional sensitivities of the inserts
- The impact and memorable impressions left by the concepts

Overall Rating of Themes

No one theme (or the individual executions within the theme) achieved a net positive reaction. There were some elements of each of the four main themes that participants liked, but there were other attributes that were not very well received. Moreover, participants did not find themes to be striking, innovative or unique. The overall sense is that some individual components struck chords, but any one individual execution or theme did not present a total concept that captured the interest of the groups.

Specific Theme Reactions

The key findings for each of the four themes are:

Barb Tarbox

- Awareness of Ms. Tarbox's story is very low
- The theme was described as "distasteful" and "improper." Whether participants actually knew her or not, they felt the execution to be exploitive of her memory.
- Along the same line, the smiling picture is a significant turn-off for participants as they could not relate to someone suffering and smiling
- Using a personal story/experience was viewed positively, but they wanted to see a story that focused more on the negative side-effects of smoking (like coughing or discomfort from suffering from cancer) or some of the social stigma around the habit.
- Age 41 is too old for the 18-24 year olds. However, some in the 25+ age range found the Ms. Tarbox's age quite relevant.

Benefits

- There is some worry that animated characters could attract children.
- The lip message was received positively – people’s interest was piqued with the 24-hour message.
- Opinion about the Heart Attack message was split. In Toronto, the message was generally well received and recalled as something memorable- primarily perceived as providing hope for the future. In Montreal, the message was viewed negatively – its credibility was questioned and they associated the 24-hour message as “quitting in 24 hours”, which they feel no one can do. They also wanted a demonstration of specific benefits within 24 hours of quitting.
- Opinion towards background was split between the white, the solid yellow and the squiggle technique.

Emoticons

- The emoticon images and the digital graphics were strongly disliked by most participants. Older females in Toronto had some affinity towards the “cuteness” of the emoticons.
- The prominence of the colour red made those in Montreal think it was a partisan advertisement.
- The lip message was well received in Montreal, where participants believed it would encourage them to turn over the package. In Toronto, the lip message was simply perceived as one element of an unappealing concept.
- The message itself was very noticeable and well remembered. While it may not have been credible, it caused a lot of debate and discussion – in particular participants zeroed-in on the word “stress”.

Retro

- Montreal groups were fairly receptive to this message. Those aged 30-40 in Toronto appreciated the “kitsch/camp” value of the graphics. However, some younger participants in Toronto felt the theme missed the mark.
- While some participants liked the colours used, the faces in the graphics were not well received by participants.
- The slogans ‘Win/Gagnez’ and ‘Act Now’ were positively viewed. However, “Agissez sans tarder” was disliked as it was perceived as too directive in Montreal.
- The weight-gain message was not perceived as credible and dismissed.
- The “37,000 a year” message did not appear to have any impact and was perceived as boring by participants,
- The 7-days and 7-years message was well received. It was recalled as memorable and participants had an interest in discussing this further in the group. Similar to the 24-hour message in Toronto, this provides hope and true long-term benefit of quitting smoking.

Memorable Recall

Once discussions were complete on all creatives tested and they had been removed, participants were asked to remember any details (i.e. words, images) they could about what they had seen without prompting. Components of each creative concept tested were mentioned in all groups. Participants seemed to focus on the following messages or key bits of information:

- Chances of having a heart attack decrease
- "Stress" as a word and theme directly. Also, whether they believe it or not, participants remembered the entire point of the execution – quitting smoking reduces stress.
- Visuals of the retro, including the faces and colours. "7-days, 7-years", "Win a new set of lungs" and the content of the lung execution were recalled.

Broader Issues

Besides gathering significant information about each theme and execution, there were a number of other issues expressed that may have impact on the design and implementation of Health Information messages:

Message Content

- Participants responded well to information that they perceived as positive, informative, scientifically sound and credible.
- Participants in all groups seemed to have positive reactions to messages that work towards a goal and have tangible benefits attached to quitting smoking.
- Life affirmation, "healing process" and moralizing messages did not seem to be very popular.
- Participants in Montreal recommended that content for these messages be continually updated to keep them regularly interested in looking at new messages. Montreal participants did not appreciate ads that they perceived as forceful or those that are perceived to directly "tell them what to do".

Reaching Younger Participants

- Younger participants were sensitive to "pandering" or communications that are designed to be "young and hip" but really miss the mark. Those in Montreal suggested absurd messages, like Monty Python style or pictures of penguins smoking.
- Younger participants are also very image-conscious. Some felt the message on weight gain was not credible and they would gain more than 4-6 pounds. In Toronto others felt that even 4-6 pounds was a lot of weight to gain. Also, in terms of their image, younger participants in Toronto mentioned that most of their friends do not smoke, and they have to deal with the negative social implications of smoking.

Cigarette Pack Handling

- When asked to explore the mock-up cigarette packs during the first exercise, participants only looked at the top portion of the cigarette slide pack. They did not remove the pack from the sleeve when asked to look at the cigarette pack mock-ups “as they normally would do.”

Health Canada As Sponsor

- Participants had a general sense that Health Canada was the sponsor of the ads, but their opinions were not definitive. Some were able to definitely recall the Health Canada logo. Others had their memory triggered when it was mentioned as being there and a few did not recall the logo. It was more an assumption on their part. Participants were able to recall the 1-800 number and website references, and they mentioned that these were on all of the executions they had seen.

Use Of Characters

- On the surface, many participants did not like the characters drawn onto the concepts and executions (there was more acceptance of characters in Montreal than Toronto). Even after the attempt was made to explain the characters and have participants visualize others that may be appropriate for this work, many participants still had difficulties with the use of this technique. There were definitely some who said that any character would attract the attention of children.

Font Size

- Participants in the Montreal groups found the French font and print to be smaller than the English. This was criticized, and made the French text more difficult to read.

FAITS SAILLANTS

Quatre groupes de discussion ont eu lieu au début du mois d'août 2006, deux en anglais à Toronto et deux en français à Montréal. Dans chaque ville, les participants d'un groupe étaient âgés de 18 à 24 ans et ceux de l'autre groupe de 25 ans et plus. Tous les participants étaient des fumeurs.

L'objectif principal de ces sessions consistait à évaluer dix nouvelles maquettes de messages d'information sur la santé. Ces messages sont imprimés sur le rabat supérieur et l'arrière du tiroir des paquets de cigarettes. Les dix maquettes se regroupaient sous quatre concepts principaux dans lesquels on retrouvait différentes variations. L'objectif premier derrière la création de ces messages consistait à attirer davantage l'attention des fumeurs, en rendant l'information plus visible et en lui donnant plus d'impact. Les objectifs spécifiques consistaient à :

- évaluer la crédibilité, l'attrait et la pertinence des messages
- évaluer la visibilité des messages
- évaluer la sensibilité culturelle et émotive face à ces messages
- évaluer l'impact et la mémorabilité des messages

Évaluation globale des différents concepts

Aucun des différents messages ou concepts n'a réussi à créer une réaction globale positive. Pour chacun des concepts, les participants ont apprécié certains éléments et en ont rejeté d'autres. De plus, les participants n'ont pas trouvé les concepts frappants, innovateurs ou uniques. Certains éléments spécifiques réussissent à toucher certains participants mais aucun message ne parvient à susciter un intérêt réel.

Réactions spécifiques aux différents concepts

Voici les principales constatations relatives à chacun des quatre concepts :

Barb Tarbox

- Le niveau de notoriété de l'histoire de Madame Tarbox est très faible
- Le concept est décrit comme étant désagréable, déplacé et même de mauvais goût. Autant pour ceux qui connaissent son histoire que ceux qui ne la connaissent pas, le concept était perçu comme exploitant sa mémoire.
- Dans le même ordre d'idées, le visage souriant a rebuté les participants qui ne pouvaient associer un visage souriant à la souffrance.
- L'idée de relater une histoire vécue ou une expérience personnelle est accueillie favorablement mais les participants veulent que cette histoire soit axée davantage sur les effets secondaires négatifs liés au tabac (comme la toux ou l'inconfort relatif au cancer) ou sur certaines répercussions sociales également liées à cette habitude.
- L'âge de Madame Tarbox est jugé trop vieux pour le groupe des 18-24 ans. Cependant, certains participants du groupe de 25 ans et plus ont trouvé cet âge approprié.

Bénéfices

- On perçoit une certaine inquiétude face à la possibilité que ce type de personnage de bande dessinée puisse attirer les enfants.
- Le message présenté sur le rabat supérieur est bien perçu, le message « 24 heures après avoir arrêté... » a piqué la curiosité des participants.
- Les opinions étaient partagées au sujet du message sur les crises cardiaques. À Toronto, le message fut généralement bien accueilli et perçu comme un message dont on se souviendrait ; il est principalement perçu comme un message d'espoir. À Montréal, le message est perçu négativement : sa crédibilité est mise en doute et les participants comprennent le message des 24 heures comme signifiant « cesser de fumer en 24 heures » et donc, non crédible.
- Les opinions étaient partagées concernant les différents fonds, soit le blanc, le jaune ou le bariolé jaune et blanc.

Émoticône/binette

- La plupart des participants n'aiment pas les binettes et le graphisme digitalisé. Cependant, à Toronto, les femmes plus âgées ont éprouvé une certaine affinité à leur endroit et les ont trouvées mignonnes.
- À Montréal, la prééminence de la couleur rouge a incité les participants à croire qu'il s'agissait de publicité partisane.
- À Montréal, le message inscrit sur le rabat supérieur fut accueilli favorablement : les participants estiment qu'il les inciterait à retourner le paquet pour voir le message à l'arrière. À Toronto, ce message est simplement perçu comme un des éléments d'un concept globalement inintéressant.
- Le message lui-même est très remarqué et les participants s'en souviennent bien. Bien qu'il n'ait pas été crédible, il a suscité beaucoup de commentaires et de débats, particulièrement en ce qui a trait au stress.

Rétro

- À Montréal, les groupes ont été assez réceptifs face à ce message. À Toronto, les participants de 30 à 40 ans ont apprécié l'aspect « kitsch/camp » du graphisme. Cependant, certains participants plus jeunes estiment que ce concept n'atteint pas son objectif.
- Bien que certains participants apprécient le choix de couleurs, les visages choisis pour illustrer ce concept ne sont pas du tout aimés des participants.
- Les slogans "Win/Gagnez" et "Act Now" sont reçus favorablement. Cependant, « Agissez sans tarder » est rejeté à Montréal où il est perçu comme étant trop directif.
- Le message sur le gain de poids n'est pas perçu comme crédible et est rejeté.
- Le message "37 000 personnes chaque année" n'a pas semblé avoir d'impact et est perçu comme ennuyant par les participants.
- Le message "En seulement 7 jours...dans 7 ans..." est bien accueilli. Les participants s'en souviennent, disent qu'il est mémorable et sont intéressés à en discuter davantage pendant la session. Ce message suscite de l'espoir et met en évidence les vrais avantages à long terme de cesser de fumer, de la même manière que le message « 24 heures » le faisait pour les participants de Toronto.

Éléments mémorables relatifs aux messages

Après avoir terminé la discussion et retiré les maquettes, nous avons demandé aux participants de se rappeler les divers éléments ou détails de ce qu'ils avaient vu, tels les mots ou images et ce, sans assistance. Des composantes de chacun des concepts ont été citées dans tous les groupes. Les participants se sont centrés sur les messages et aspects d'information suivants :

- les chances de crise cardiaque diminuent.
- le "stress" constitue à la fois un mot et un thème en soi. Qu'ils le croient ou non, les participants se sont souvenu de tout l'argumentaire présenté dans ce concept : cesser de fumer réduit le stress.
- l'aspect visuel du concept rétro, incluant les visages et les couleurs. Les participants se sont souvenu de « 7 jours...dans 7 ans », « gagner de nouveaux poumons » et du contenu du message sur les poumons.

Autres problématiques

Outre l'information recueillie à propos de chaque concept et de chaque maquette, plusieurs problématiques susceptibles d'avoir un impact sur la conception et la mise en place des messages sur la santé ont été abordées :

Contenu des messages

- Les participants réagissent favorablement à de l'information qu'ils perçoivent comme positive, instructive, crédible et basée sur des données scientifiques.
- Dans tous les groupes, les participants ont réagi favorablement aux messages qui établissent des objectifs à atteindre et qui associent des bénéfices tangibles au fait d'arrêter de fumer.
- Les affirmations sur la vie, le processus de guérison et les messages moralisateurs n'ont pas semblé très populaires.
- À Montréal, les participants ont recommandé que le contenu des messages soit constamment mis à jour afin de conserver l'intérêt à les regarder. Les participants de Montréal n'ont pas apprécié les annonces qu'ils ont perçues comme trop vigoureuses ou celles qui leur disaient directement ce qu'ils devraient faire.

Comment rejoindre un auditoire jeune

- Les jeunes participants ont réagi vivement aux messages qui utilisaient la flatterie ou qui étaient conçus pour être « jeunes et branchés » mais qui manquaient leur coup. À Montréal, les jeunes ont suggéré d'opter pour des messages absurdes du style Monty Python ou des images de pingouins qui fument.
- Les participants plus jeunes sont aussi très conscients de leur apparence, de l'image qu'ils projettent. Certains croyaient que le message sur le gain de poids n'était pas crédible et qu'ils prendraient plus de 4 à 6 livres. À Toronto, certains estimaient qu'un gain de 4 à 6 livres constituait un gain de poids important. De plus, en ce qui a trait à leur image, les jeunes participants de Toronto ont mentionné le fait que la plupart de leurs amis ne fument pas et qu'ils doivent faire face aux implications sociales négatives relatives au fait de fumer.

Manipulation du paquet de cigarettes

- Lorsqu'on leur a demandé d'examiner les maquettes des paquets de cigarettes, les participants se sont contentés de regarder le dessus et les côtés des paquets ; ils n'ont pas fait glisser l'étui intérieur de l'emballage lorsqu'on leur a demandé de procéder de la même façon que d'habitude.

Commandite de Santé Canada

- De façon générale, les participants anticipaient que Santé Canada commanditait ces annonces, mais leurs opinions n'étaient pas absolues : il s'agissait plutôt de suppositions. En fait, certains se sont souvenus du logo de Santé Canada, d'autres se sont posé la question lorsque certains ont déclaré que le logo s'y trouvait et, enfin, quelques uns ne se sont pas rappelés du logo. Les participants se sont souvenus du numéro de téléphone 1-800 et de la référence au site Internet et ont dit que ces informations se trouvaient sur tous les emballages qu'ils avaient vus.

Utilisation de personnages

- Au premier abord, plusieurs participants n'ont pas aimé les personnages introduits dans les concepts et maquettes (les personnages sont relativement mieux acceptés à Montréal qu'à Toronto). Même après avoir tenté d'expliquer les personnages et demandé aux participants d'en imaginer d'autres qui pourraient être plus appropriés dans ce contexte, plusieurs ont continué à avoir des problèmes avec l'utilisation de cette technique. Il y a certains participants qui estiment que l'utilisation de personnages, quels qu'ils soient, attirera l'attention des enfants.

Grosseur des caractères

- À Montréal, les participants ont trouvé que la typographie et la grosseur des caractères d'imprimerie étaient plus petites en français qu'en anglais. Cette situation a été critiquée et a rendu le texte plus difficile à lire en français.

STUDY BACKGROUND & RESEARCH DESIGN

Background & Objectives

Canadians (including smokers) are not very aware of the Health Information messages located either on the back panel of the slide portion of cigarette slide-and-shell packs or on the stand-alone leaflet placed in other types of cigarette packages. Therefore, Health Canada is trying to develop new Health Information messages that are more noticeable and have a greater impact. Keeping this perspective in mind, new brief and clear creative concepts, presented in large type and providing information that is more easily read and recalled than the current Health Information messages in the developmental stage.

The purpose of the Health Warnings, Health Information messages and health-related notices is to:

- Inform users and non-users about tobacco products and their emissions and the health hazards and health effects arising from tobacco use;
- Encourage cessation; and
- Encourage avoidance of the use of tobacco products where they can harm others.

Health Canada plans on using the new Health Warnings, Health Information messages and health-related notices when developing future labelling and promotion regulations for tobacco products.

The purpose of the qualitative research is to explore the creative ideas to determine if the developmental themes and executions:

- Are credible and relevant with the segmented audiences;
- Are noticeable – How easy is it to notice the message
- Have appeal and are sensitive to the cultural and emotional sensitivities
- Have memorable impact in the minds of the above audience

Methodology

Western Opinion/NRG Research Group was contracted by Health Canada through the Qualitative Standing Offer List to provide the research service necessary to address the study objectives.

Four focus groups were conducted in total - two in Toronto and two in Montreal. One group in each city was comprised of participants who were 18-24 and the second group had participants 25 and over. All participants were smokers, and seven were recruited who were regular smokers. Participants were also asked whether they were now seriously thinking of quitting, though participants were not screened on that criterion. Beyond smoking habits, participants were recruited to reflect a wide mix of demographic profiles including education, income and occupation. Participants were screened on sensitive occupations.

The recruitment of Toronto participants was done from the Western Opinion/ NRG Research Group's field centre located in Winnipeg. Montreal recruiting was done from Opinion Impact's Montreal field centre. Participants were recruited at random from the general population surrounding the location of the groups.

In total, 12 participants were recruited for each group, and attendance for each group was:

- 7 participants attended the Toronto younger participants group
- 8 participants attended the Toronto older participants group
- 7 participants attended the Montreal younger participants group
- 9 participants attended the Montreal older participants group

The groups in Toronto were held August 8 and those in Montreal were held August 10. Brian Baurnal moderated the groups in Toronto and Nadia Papineau-Couture moderated the Montreal groups.

The groups were divided into two parts. During the first part, participants were given a basic introduction to the focus group but were not told the purpose of the session in order to solicit unbiased opinions. From there:

- Mock-ups of cigarette packages containing both the Health Warning message and the Health Information message on the upper-slide flaps and back panels of the slide portion of cigarette slide-and-shell packs were shown to participants, first to see if they naturally look at the back panel of the cigarette package.
- Each participant then completed an individual assessment of each concept. Specifically, they were given a set of questions along with a colour photocopy of each execution and spent time answering questions for each concept.

The second part of the groups gathered in-depth views of participants as they relate specifically to the Health Information messages. The moderator provided a more in-depth introduction to the focus groups and the purpose of evaluating the Health Information messages. From there participants discussed:

- The features of the Health Information messages that attracted their attention, including the appropriateness of the illustration-based executions and the concept of using characters in Health Information.
- The layout, design, message, credibility and effectiveness of the Health Information messages.
- Ideas for Health Information messages that would resonate the most to them.
- Parts of the executions that they remembered from what they had seen and which execution they liked best and worst.

Health Canada provided both the mock-up cigarette packs used in the first portion of the groups and colour photocopies of the proposed creative concepts to be tested. Ten executions were tested with participants. There were four main themes, and within each theme slightly different executions were presented. The themes and executions tested were:

- Execution #1 – Barb Tarbox – Character holding picture
- Execution #2 – Barb Tarbox – Stylized writing and yellow border
- Execution #3 – Benefits – White background
- Execution #4 – Benefits – Yellow background
- Execution #5 – Benefits – Squiggled background
- Execution #6 – Emoticons – Normal font
- Execution #7 – Emoticons – Digital font
- Execution #8 – Retro – Don't Be One Of Them
- Execution #9 – Retro - Weight
- Execution #10 – Retro - Lungs

The order the ads were shown to participants was rotated in each of the groups to eliminate any order bias that may have occurred otherwise.

Context of Qualitative Research

The primary benefit of focus group discussions is that they allow for in-depth probing with qualifying participants on behaviour, habits, usage patterns, perceptions and attitudes related to the subject matter. The group discussion allows for flexibility in exploring other areas that may be pertinent to the investigation.

The focus group technique is used in marketing research as a means of gaining insight and direction, rather than collecting quantitatively precise data or absolute measures. Although numbers are sometimes presented as illustrative of the opinions of the participants in this study, these are offered for insight and should not be considered statistically reliable.

Reporting Convention

Each individual execution will be discussed in detail in the Summary Of Findings, however, they will be grouped together by theme. Elements that are common to the theme will be discussed together. It can be assumed that if no individual execution is referenced, what is written is common to the theme, and all executions within the theme.

SUMMARY OF FINDINGS – CREATIVE CONCEPTS

Theme #1 – Barb Tarbox

General Impression

Participants considered this ad distasteful, improper, morbid and exploitive. In addition, awareness of Barb Tarbox among these participants was very low, so participants did not realize that she was an activist. In fact, some thought that she was a fictional character given her last name. Those that knew about her questioned the appropriateness of using her story this way. On the positive side, participants seemed quite receptive to personal stories and hearing first-hand about the effects of smoking.

Lip Message

Younger participants did not find the lip message (“I’m dying at 41... It’s just not worth the cigarettes.”) compelling at all. The main reason is that 41 is “too far off” for them. Adults, however, had a more positive reaction. They found the message and the age relevant, with some in the Toronto group saying they found it very compelling and powerful as a “harsh reality” message.

More from Barb Tarbox on the back...
 « Je suis mourante à 41 ans... La cigarette n'en vaut tout simplement pas la peine. »
 "I'm dying at 41... It's just not worth the cigarettes."

Barb Tarbox.
 Ipsum ad enim quis ers veteuu e nusdgg scilla et duis. Vltt dth dolore tationi oresdf mirue ani uonseq. uat blindit in qua.t qu ssfdn issim tincidunt in. wisi nt, atelit exerci feugiat magna ptim ulla laoreet illum. Alszzqui, coniuu.

Barb Tarbox.
 Ad enim quis ers vet euauugu e dgg sdlla et duis. Voltt dffux olone tation loresdfm irue atu innsequat blindit in qua.t qsfm sim tincidunt in, wisi nulla, ae exerci feugiat magna ptatum ta laoreet illum. Alqui, conseqe.

Don't say goodbye.
 Say hello to a longer,
 healthier life.

Ne faites pas vos
 adieux. Dites bonjour à
 une longue vie en santé.

1-800-QUITLINE
www.gosmoketfree.com

1-800-QUITLINE
www.vivezsansfumée.com

Execution #1 – Barb Tarbox – Character holding picture

There was split opinion about whether the lip message would get people to turn over to read the back panel. Younger participants who would turn it over would do so out of “curiosity” and not because the message compelled them. Some of the older participants, however were compelled by the message to turn it over. Others found it conventional and similar to other messages. As such, they would not turn it over.

Main Message

This execution faced a number of barriers in terms of its main message. Since Ms. Tarbox was virtually unknown, participants in Montreal did not know whether she had won or lost her battle against cancer. In both markets, the risk of cancer and “harsh reality” message was well understood. There was a sense that this type of tactic had been overdone, and it reduced effectiveness of the message, especially in Montreal, where participants felt that the main message was conventional. Participants, more so in Toronto, wanted to see the “suffering” and effects associated with cancer. They did not want to hear “life affirming messages” when being encouraged to quit smoking.

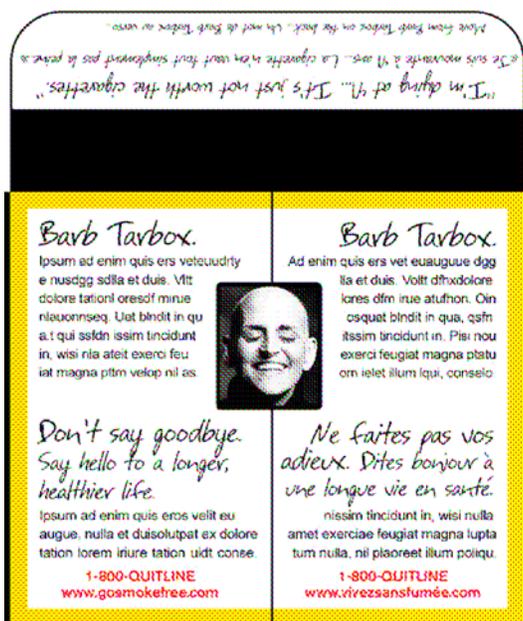
Some in Montreal found the entire execution moralizing and preachy, and they indicated that this was a turn-off. Montreal participants do not appreciate messages that appear to be strongly manipulative or that directly tell them what to do. They want messages that are unbiased and that encourage them to think and to make their own choices.

The smiling picture was universally disliked. Participants did not understand how someone, who so obviously looks like she is dying of cancer, could possibly be smiling – the message

could not be taken seriously because of the smile. This picture is not associated with quitting, but with coming to terms with dying of cancer. The picture is also viewed as exploitive by many.

What came through in all four groups, however, is the fact that actual personal stories and struggles are appreciated and considered very powerful. Younger participants wanted to see the effects on someone younger, as this would be considered more relevant to them. Younger participants in Toronto mentioned that personal stories could be about the social stigma and general self-image issues that people experience being smokers, as well as direct health effects. However, all ages agreed that demonstrating the day-to-day negative health effects of smoking would be more powerful for them. This would reinforce the negative effects of smoking on a real person without the harshness and moralization incorporated into the existing message. Participants across all groups mentioned that someone famous would be more effective than a member of the general public – and younger participants qualified this by saying that a famous person would have to be known and relevant to them.

Layout And Design

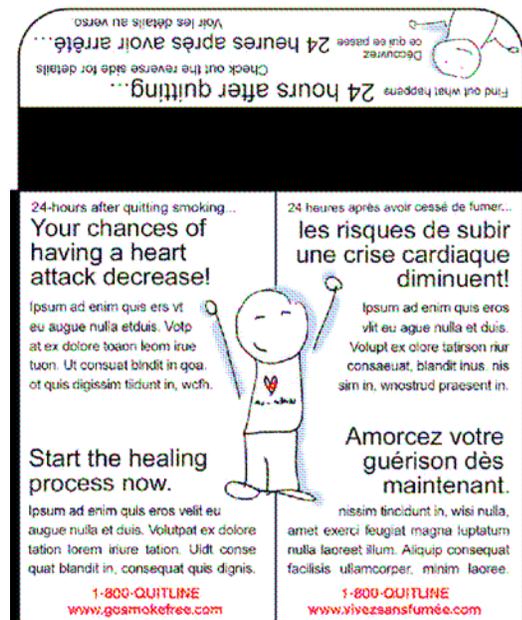


Execution #2 – Barb Tarbox – Stylized font and border.

For Concept #1 – Barb Tarbox – Character Holding Picture (see previous page for image) participants questioned the character on the page. Given that the character was not fully developed, participants had difficulty seeing that it was a person holding up a picture of Ms. Tarbox as a memorial. Even when this was explained, participants did not see the need for a character in this type of “reality-based” execution. It took away from the seriousness of the message and it created a distraction.

Concept #2 – Barb Tarbox – Stylized Writing and Yellow Border (see image on the left) was preferred across all groups. The concept was more direct and delivered the message in a straightforward fashion. The font was interpreted by some in Montreal as being directly written by Ms. Tarbox, giving it a more personalized touch as a testimonial. Some in the adult group in Toronto had a bit of difficulty with the stylized font, but it did not present a significant barrier to appeal or understanding. The yellow frame around the border was well liked and was effective in getting participant’s attention.

Theme #2 - Benefits



Execution #3 – Benefits – White background

While the lip message was generally well received, the main message about reducing the possibility of a heart attack had mixed results. One positive is that the information was perceived as new – however, that also meant that participants wanted to see backup and scientific information supporting the claim. Younger participants in Toronto remember this message and a few cited it as the best message for them because it describes hope and benefit, and a few said that the risk of heart attack does worry them. Toronto adults did not have significant issue with the message, and in some cases they wanted to know more information (e.g. by how much does the risk decrease; does the risk go down even further over time, etc...) in order to make-up their minds about the message. It is worthwhile to note that this message did get people in the Toronto adult group talking about it.

In Montreal, however, the message was not viewed positively. They too requested more information. In Toronto information was requested out of interest, but in Montreal, it was requested because they wanted scientific proof about the statement, which was perceived as somewhat incredulous. In Montreal, the risk of heart attack is less cause for concern than other issues associated with smoking, and as such, this message would not make them think about quitting smoking. Moreover, some in Montreal felt that the statement implied that one could quit smoking within a 24 hour period, and they did not feel that this could be done.

Characters

The ultimate conclusion is that they need to be more fully developed and explained in order for participants to have made a more concrete judgment about them. There was, however, a split between Toronto and Montreal based on what was presented. Those in Montreal tended to find the characters to be cute, likable and appealing – even in their present form (which is just a draft drawing). There was a certain innocence associated with the characters and the red heart achieved some attention, and it was mentioned that it was linked to the message.

General Impression

General opinions are split. Some find the layout and characters interesting and attention-getting. Others find it childish, boring and overdone. The 24-hour tagline on the lip is seen very positively, but the message about reducing the possibility of a heart attack is not entirely compelling.

Lip Message

The “Find-out what happens 24-hours after quitting” tagline was viewed quite positively. Participants felt it would entice people to turn-over and read the message. The main reason is that this is a message of hope, and it contains a goal and a benefit of quitting smoking. Participants mentioned that messages of encouragement are positive to them.

Main Message

Participants in Toronto, on the other hand, had no patience for the characters. They could not get past the drawings that they saw, which were considered as stick-figures and very childish. Even when it was explained that these were drafts, and that they could substitute any characters they wanted, they still did not see the value, meaning or place. Some in Toronto mentioned that characters would be appealing to children and could be a significant negative.

Layout And Design

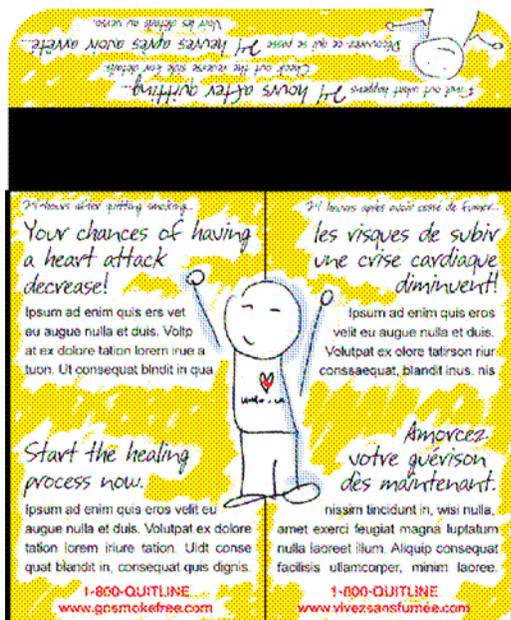
The white background (see previous page) was considered standard and boring in both markets. However, there was a basic appeal to this standard approach in Toronto, where it was perceived as straight-forward, simple and basic, so some in Toronto across both groups found it appealing in a very basic and matter-of-fact way. Those in Montreal had no patience for it and easily discarded it.

The solid yellow background (see left) was preferred by adults in Montreal and by some across both age groups in Toronto. It is simple and effective at catching attention, without being flashy in any way.

The yellow squiggle approach (see below) elicited strong reaction in Toronto – people loved or hated it – and there were proponents on either side in both the age groups in Toronto. In Montreal, it was preferred by younger participants. Those who preferred it said it was very effective at grabbing attention and that it was striking. Those who found it unappealing said it was too busy and that they could not read the main message as a result of the background.



Execution #4 – Benefits – Yellow background



Execution #5 – Benefits – Squiggle Background

Theme #3 – Emoticons



Execution #6 – Emoticons – Normal Font

General Impression

The emoticons were strongly disliked by virtually all participants. Younger participants in particular had a very strong aversion to them and had no patience for them at all, saying that the theme was unsuccessfully designed to pander to them. Others considered the graphics “cheesy”. There was some affinity to the emoticons among older women in the Toronto group. While they did not recognize the emoticons for what they were (computer shorthand to convey emotions), they found them to be “cute characters.” They did mention, however that the emoticons may attract the attention of children.

While the message was generally seen as not credible, it was remembered and it struck a chord with participants who spent a significant amount of time discussing it.

Lip Message

There were split opinions about the lip message and its effectiveness. Those who did not like the Emoticon theme overall did not like the lip message. To them the message was perceived as one element of a largely unappealing message overall. These feelings were more likely to be expressed in Toronto, and specifically among younger participants.

Those in Montreal had a more positive reaction to the lip. They felt the lip attracted attention and encouraged them to turn over the package. To them, the lip does not give an ultimatum and it is friendly. Those who liked the lip in Toronto (a few in the Toronto adult group) described it as cute and would turn over out of curiosity.

Main Message

The main message about stress reduction was one of the most discussed and remembered messages presented to participants. On the surface, they tended not to believe the message at all. There was a knee-jerk reaction to this message. That is, without any thought at all, participants launched into a strong defence of how smoking decrease stress. Participants mentioned the fact that it takes the edge off and that it is a social activity. They went further saying that trying to quit smoking is an exceptionally stressful situation, and that any perceived stress reduction that may come with smoking cessation is negated by the quitting process. One participant summed up the credibility of this message by saying “this was obviously written by someone who doesn’t smoke.”

It is important to note, however, that reaction to this message did not stop there. Participants kept questioning, discussing and debating it. That is, even though they did not believe the message, they did not dismiss it either. It created a lot of energetic discussion across all the groups in this study, with participants being able to carry-on discussions on their own

independent of moderator involvement. There were some participants in the adult groups in Toronto and Montreal who attempted to explain that maybe stress reduction was something that occurred in the body (e.g. lower blood pressure and other physiological changes). These points were somewhat acknowledged and even accepted to a limited extent by the larger group. Some participants mentioned that they wanted to see more information on how quitting smoking reduces stress.

This was also one of the most recalled messages during the exercise at the end of the groups. What is most interesting is that when participants recalled or mentioned this execution, they simply said the word “stress.” It would appear that there is a lot of energy around this one word in particular. Moreover, participants liked the message because it provides hope and a goal or benefit that could be achieved if participants actually quit smoking.

Layout and Design

Beyond the fact that the Emoticons were not liked, there was some concern over the general layout, which mostly came in the Montreal adult group. Participants felt that there were negative political connotations associated with this execution. The background looks like Health Canada, the Canadian flag and government in general, as well as looking specifically partisan. Participants in the Montreal adult group mentioned that they do not like being told what to do by government.

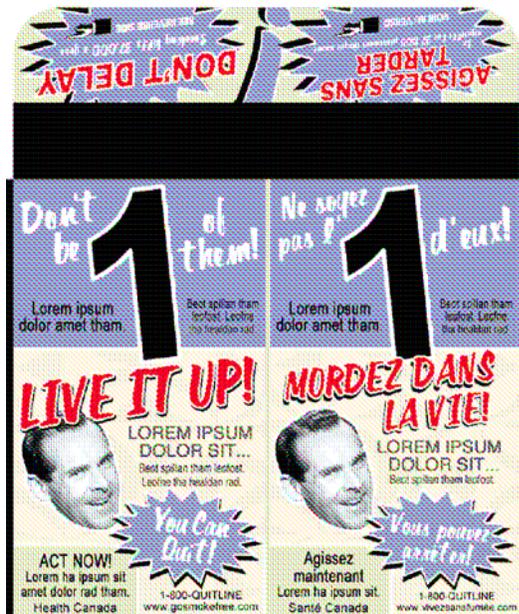
In Toronto the layout and design was not much of a sticking point. It was perceived as plain and not overly attention-getting.

Across all groups the digital font (see execution to the left) was not liked at all. Older adults found it very difficult to read.



Execution #7 – Emoticons – Digital Font

Theme #4 – Retro



Execution #8 – Retro – Don't Be One Of Them

General Impression

There was a fairly positive reaction to this theme overall. Both Montreal groups were able to see the retro aspect and the engaging elements in the theme, like the lip messages. Adults in Toronto had a similar reaction, and those 30-40 enthusiastically, energetically and positively commented on the kitsch and camp value of the theme. Younger participants in Toronto were split. Some felt that the theme was modern and engaging, but a stronger sentiment appeared to be that the ads tried to be cool and missed the mark. The overall use of colour was also appreciated.

Lip Messages

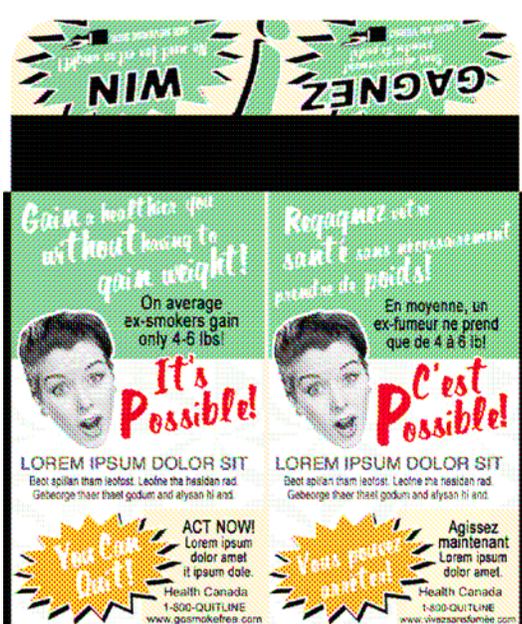
There was little room to doubt that the lip messages were engaging and encouraged people to flip over. Participants had a positive reaction to the messages saying that they were enticed by a combination of things – the wording itself (Win and Don't Delay), the retro feel, the sense that there is a contest and the fact that all of these would appear on the lip of a cigarette pack. All of these elements created a striking message overall and encouraged curiosity.

There are some specific issues with the lip messages. A small few were disappointed when they turned over to find that there was not some of contest or lottery. “Win” seemed to have a more positive and powerful reaction than “Act Now.” The French wording, “Agissez sans tarder”, had a sense of being a direct order, and they rejected it on this basis.

Main Messages

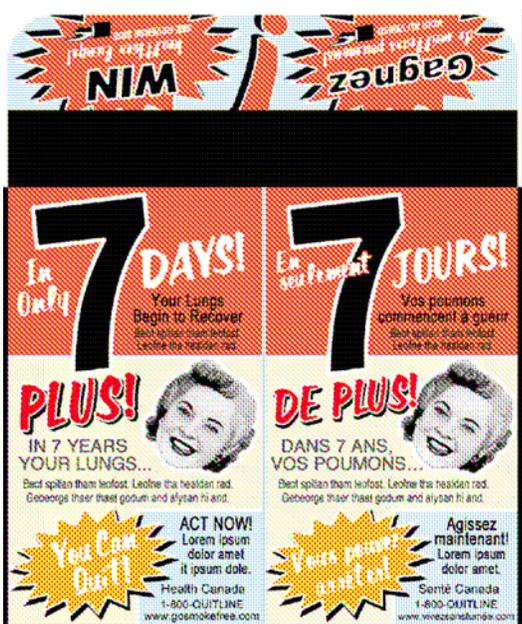
Since each execution had a different message, they are discussed separately:

- *Execution #8 – Retro – Don't Be One Of Them* fell flat for the most part. In Montreal, there was significant focus on the large “1” in the graphics which distracted from the main message (which is NOT to be one of the 37,000 people who die each year from smoking). Some felt that they would be considered a “#1” person for smoking. Those in Toronto felt that this message was overdone and that they had heard it before. They began to question the 37,000 people – where is it, over how long? They wanted more detail to convince them of the fact.



Execution #9 – Retro – Weight

- *Execution #9 – Retro- Weight* was not generally well perceived. A few Montreal adults were reassured that they would not gain a lot of weight. The more prevalent view, held by others in Montreal and throughout the Toronto groups is that any mention of weight is a turn-off. Those in Toronto did not believe that they would only gain a small amount of weight. Younger participants proved to be very self-conscious such that any weight gain was perceived as negative. A flippant but illustrative comment was “If I keep smoking, then I won’t put on any weight, now will I?” Some felt that this was a message that was geared more towards women.



Execution #10 – Retro – Lungs

- *Execution #10 – Retro – Lungs* was very well perceived across all the groups, and was one of the more positive messages tested. It was also one of the messages that tended to be recalled during the memory exercise. In Toronto there was some debate about lungs beginning to recover in seven days, but there was not outright rejection of this. Rather, there was debate and requests for more information (i.e. what exactly is the healing that occurs?) The seven year message seemed more credible. In Montreal, this message was stronger than the Heart Attack or Barb Tarbox cancer messages because “smokers lung” is more worrying than those other issues.

Across all groups, participants mentioned that this featured a direct cause/effect relationship – “if you quit, this benefit will happen”. The tone and style of this message was described as positive and encouraging without being moralizing, which was an important issue in Montreal. The message provided new information that appeared to have some semblance of scientific reliability.

Layout And Design

In terms of specific elements of design, the three packages were perceived as livelier, more colourful and more striking than the other three themes. They do have the potential to get attention. Many participants across Toronto and Montreal did not like head shots of people from the 50's and 60's. While it certainly was part of the style, participants were turned-off by the emphasis placed on the people.

The use of colour was definitely appreciated and was viewed positively. The orange background on Execution #10 was preferred to the green and purple used on the other Retro executions.

APPENDICES

TORONTO Smokers Screener
Health Canada Illustration-Based Health Information Messages
Recruit 12 for 8-10 to show per group

COMPLETE THIS SECTION ONCE THE PERSON QUALIFIES AND AGREES TO ATTEND

Participant Name: _____

Participant Address: _____

Participant Home Phone: _____ Work Phone: _____

Group 1- **18-24 year old Smokers** – Tuesday August 8th @ 5:30 pm
 Group 2- **25+ year old Smokers** – Tuesday August 8th @ 7:30 pm

Hello, my name is _____. I'm calling from NRG Research Group, a national marketing research firm. We're organizing a small research discussion group made up of people from your area to explore tobacco use and smoking. We are offering a monetary incentive of \$60 to anyone who qualifies and attends the meeting. This research is being conducted on behalf of a government organization concerning smoking and tobacco. Participation is voluntary and comments made during the discussion will remain confidential. [IF NECESSARY- The purpose is to discuss smoking and some issues related to it.]

We are holding different groups for people of different ages. Can you tell me your age please?

_____ **[Record exact. Recruit a good mix for each group. 18-24= 5:30pm group. 25+= 7:30 group]**

No attempt will be made to sell you anything – we are simply interested in hearing your opinions. The format is a “round table” discussion lead by a research professional. An audio and video tape of the group session will be produced for research purposes. The tapes will be used only by the researcher to assist in preparing a report and will be securely destroyed once the report is finalized. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

- Yes 1 CONTINUE**
- No 2 THANK & DISCONTINUE- Ask to speak with someone else in the HH**

Record gender (recruit mix – if necessary ask to speak to appropriate person)

- Male
- Female

Would you be available to attend a discussion group on Tuesday August 8 @ [5:30 for 18-24 and 7:30 for 25+]? It will last two hours and you will receive \$60 to thank you for your participation and to cover any travel costs.

- Yes 1 CONTINUE
- No 2 THANK & TERMINATE- Ask to speak with someone else in HH

1. Are you or any members of your household, employed in or retired from... (*Read List*)

	Yes	No
a. Market research	1	2
b. Advertising, marketing, public relations	1	2
c. Media (e.g., print/radio/TV)	1	2
d. Health related organization such as a hospital, pharmacy, etc.	1	2
e. A firm that manufacturers or sells cigarettes or tobacco products (note, a clerk in a convenience store, or a grocery store is OK – we want to avoid people who may be in management of retail/tobacco firms or who own convenience stores)	1	2
f. Government (at the political level e.g. assistant to a MP, or member of the cabinet, political consultant, or anyone who is part of the political decision making process. People who work as civil servants in departments other than Health Canada are eligible.	1	2

IF YES TO ANY, THANK & TERMINATE

2. At the present time do you smoke cigarettes daily, occasionally, or not at all?

- Daily 1
- Occasionally 2
- Not at all 3 [TERMINATE – ASK IF ANYONE IN HH SMOKES]

3. [IF SMOKE DAILY] And, how many cigarettes do you smoke each day?
 _____ [Individual cigarettes/Packs – Circle one]

4. [IF SMOKE OCCASIONALLY] And, how many cigarettes do you smoke in a typical week?

 [Individual cigarettes/Packs – Circle one]

*****RECRUIT AT LEAST 7 PARTICIPANTS WHO SMOKE DAILY FOR EACH GROUP.**

5 Are you now seriously thinking of quitting smoking?

- Yes – Potential Quitter
- No – Core Smoker

RECRUIT A MIX OF “POTENTIAL QUITTER” AND “CORE SMOKERS”

6a. What is the highest level of education you have attained? **[Read list if necessary]**

- Some/completed high school
- Some/completed technical school/community college
- Some/completed university undergraduate/bachelor's degree
- Some/completed university graduate/master's degree
- Some/completed university post-graduate/PhD degree

Recruit a good mix. Those 18-24 may tend to have lower education levels.

6b. What was your total household income before taxes last year?

- Under \$20,000
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 +

Recruit a good mix.

7. Which best describes you...

- Working full-time
- Working part-time
- A student
- On leave (maternity, disability, other)
- Unemployed or looking for work
- Retired
- Not in the workforce/Staying at home/Taking care of the home/Providing care

Recruit a good mix.

8. Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

- | | | |
|------------|----------|-----------------------|
| Yes | 1 | CONTINUE AT 8a |
| No | 2 | GO TO Q9 |

8a) When was the last time you attended a group? _____

8b) What was the subject? _____

(THANK & TERMINATE IF IN THE PAST 12 MONTHS; IF NOT, CONTINUE)

(THANK & TERMINATE IF SUBJECT MATTER WAS IN CONFLICT: Health/Tobacco related)

9. As I mentioned earlier you are being invited to a group discussion with approximately 10 other people. How comfortable are you in participating and speaking out in group discussions of this size?

- Very comfortable
- Somewhat comfortable
- Not very comfortable [THANK AND TERMINATE]
- Not at all comfortable [THANK AND TERMINATE]
- Don't know [THANK AND TERMINATE]

10. Participants are often asked to write out their answers to a questionnaire or read material during the discussion. Is there any reason why you could not participate?

- Yes 1 THANK & TERMINATE
- No 2 CONTINUE

(PARTICIPANT MUST BE ARTICULATE AND RESPONSIVE)

Based on the answers you have provided, we would like to invite you to participate in our focus group to be held on Tuesday August 8th at [5:30 for 18-24 and 7:30 for 25+] which will last approximately 2 hours and for which you will receive [\$60 for 18-24 and \$75 for 25+] for your participation. Will you be able to attend?

	Yes	No
18-24 5:30PM		
25+ 7:30 PM		

Read to Stand-by Respondents

Thank you for answering my questions. Unfortunately, at this time, the group you qualify for is full. We would like to place you on our stand-by list. This means that if there is an opening in the group, we would then call you back and see if you are available to attend the group. If I can please have a daytime contact number, an evening contact number and an email address, if you have one, so that we may can contact you as soon as possible if an opening becomes available. **[RECORD CONTACT INFO]**

[Interviewers: Please do not give the respondent the address of the group if you are placing them on stand-by. The address should not be given to any stand-bys regardless of it the respondent requests the address]

MANDATORY INSTRUCTIONS TO READ :

You will be required to look at and read various materials. Please bring glasses with you if you need them to read.

We will telephone a day or two before the session to confirm the details. If for any reason, you cannot participate in the session, please contact us at 1-888-265-2422 because we have reserved a place for you in our study and your opinion is very important for this research project.

The meeting will be held at: *[insert facility name and directions]*

Please arrive **15 minutes** ahead of schedule, so that the group can start on time. If you are late for the session time, you will not be allowed to participate nor will you be paid.

When is the best time to call you back to confirm your attendance? _____

Thank you and we look forward to meeting you on Tuesday August 8th.

Moderator's Guide

Introduction & Warm-Up (10 Minutes)

- Introduce the moderator.
- Introduce assignment and role of the focus group:
 - . Talking with Canadians about smoking. The topic will become more specific as the groups goes on. **[NB – We want to keep the topic very general at this point. Do not go into specifics about client or topic]**
 - . No right or wrong answers.
 - . Want to get individual thoughts and opinions—we're not looking for a consensus
 - . Assure participants we are not selling anything; this meeting is strictly for research purposes.
 - . A government agency is sponsoring the research. **[Do not mention HC directly – can be stated at the end of the research who the client is]**
 - . Audio recording and presence of observers. Colleagues behind the mirror who are observing.
 - . Encourage individual group members to participate.
 - . The moderator not an expert and has no invested interest in the products we are testing today. Didn't have anything to do with the development of these products, etc.
 - . Confirm that individual responses will be kept confidential. The purpose is not to report on individuals, but instead to get a better understanding of the needs across different types of Canadians.

What I'd like you to do is go around the room and introduce yourself by your first name only, and tell me a bit about your smoking habits, like:

- What age did you start smoking?
- How much do you smoke?
- Have you ever tried to quit?

Pack Observations (7-10 minutes)

I am going to pass around some mock-up cigarette packs. Please look at them and open them as you normally would. When you are done – pass it to the person beside you, and pick-up the pack that has been passed to you. There are 10 packs in total for you to look at.

The one thing I will tell you is that these packs are mock-ups – they are not fully developed. As such, you will notice that there is some gibberish text on them. This can be ignored. This is placeholder text to show what text in those areas may look like. Of course though, there are some actual words and phrases on the packs as well. You should look at that text – we are certainly interested in what you think of that.

If asked...

- **Colours/Graphics are off:** *What you are looking at are “mock-ups” or drafts of a potential final product. Things may not be completely perfect, so ignore colour or graphics that are not perfect.*
- **Some packs are the same:** *Ask participants if they think they have seen the same pack, and ask participants to point-out minor differences. If they can't, say that there are minor differences in some of the packs.*

[Moderator, when passing out packs, pass out in sequential order – this will allow observers to attempt to notice which packs are with which participants.]

Individual Pack Written Assessment (20-25 Minutes)

*Now that you've seen everything, I'll tell you a bit more about what we're doing. We're asking you to look at some new ways to present Health Information. Health Information is the printed material that appears at the back of a cigarette pack. It currently looks like this **[show existing push-up pack]**. So that you are clear, we will not be talking about Health Warnings, which are the pictures and messages that appear on the front of cigarette and tobacco packages **[show existing]**. We're going to focus on what you saw when you looked at the Health Information.*

What I'm going to do is pass-out two sets of paper. The first set has some questions for you to answer about each pack that you saw. The second set has colour photocopies of the packs that you just saw, so that you can reference your answers to the packs. You'll notice that the packs and the questions are numbered. Be sure that you are answering the right question for the right pack number. I expect that this will take about 20-25 minutes to do. We want you to give thought to your answers, and to write down everything you are thinking about as you answer the questions. I'll be checking regularly with you on how you're doing for time.

For your reference, you have the answer sheets in front of you – I'll also now pass-out photocopies of the 10 packs that you had so that you can see them as a reference and refer to them throughout the rest of the discussion.

Individual Pack Discussions (55 Minutes)

Now we're going to discuss the packs in detail as a group. You can refer to the answers and the colour copies in front of you as we go through the discussion.

[Moderator – Note there are four concepts. In the first group, go from concept 1-4. In the second group go from concept 4-1 for a rotation.]

CONCEPT #1 [Packs 1-2] – Barb Tarbox
CONCEPT #2 [Packs 3-5] – Benefits
CONCEPT#3 [Packs 6-7] – Emoticon
CONCEPT #4 [Packs 8-10] – Retro

For each concept...

- Give me some words to describe this group of packs
- Tell me about the lip of it:
 - Does it grab your attention?
 - Does it encourage you to flip over to the back and read more information?
 - Tell me about the message on the lip. What do you think of it?
- Tell me about the layout and design:
 - Is it attractive
 - Is it appealing? Is this something that grabs attention?
 - Does it get you involved into reading the message
 - Is there anything that is confusing or unclear about the layout or design?
 - *Look at each of the different packs in this group.* Which do you prefer in terms of layout and design – focus on colour, background, font and any other stylistic differences between them
- Tell me about the message: **[Moderator Note – For Retro, there are three different messages on the packs, so you will need to go through each pack for this section. The other three Concepts have the same message]**
 - What is this trying to say?
 - Is relevant to you?
 - Have you heard this message before, or is this new information?
 - Is the message believable?
 - Does what it's addressing concern/worry you in any way?
- Does this make you think about quitting smoking in any way?
 - How so?
 - What is it that is not effective in getting you to think about quitting?

Ideas For Health Information Presentation (15 Minutes)

- What aspects of the messages attracted your attention? [**Probe** – What did you like about the messages? Which parts drew you in?]
 - The information on the lip is designed to grab your attention and get you to flip over to read more information. What sort of ideas can you think of that would encourage you to read the Health Information?
- What is your overall impression of these messages? [**Probe** – What do you think of the approach that is being used? How would you describe the approach? Does the approach appeal to you?]
 - Are these messages meant for **you** or for **someone else**?
 - Given what you know, how would you rate this approach to communicating Health Information compared to other Health Information in the past?
- Do you have any other ideas for messages that you think would be effective, believable, and noticeable?
 - How would you like to see Health Information presented in a way that would get you to think about quitting? [**Probe**- Many of you indicated that you have given serious thought to quitting – what is it that is going to tip the scale for you?]
 - What other examples can you think of?
 - Using what you like and dislike about these Health Information messages what would you suggest be done to make these more effective?

Recall & Favourites Discussion (10 minutes)

There is one more exercise I would like you to do. It's kind of a fun way to end the group. First, pass-up all the packs, questionnaires and colour copies.

- I'd like everyone to think back to the 10 messages that you were exposed to. Tell me which messages you remember **[Ask of the entire table – be sure to note the responses messages recalled]** For each message recalled by someone, probe:
 - Recall of layout and the graphics that were used
 - **As many specifics about the message and text as possible.** What are the details that you can remember? **[Probe for each message mentioned –** who sponsored the message, was there a phone number or a website. Ask whether they are assuming it, or actually remembering the phone number and website.
 - Ask the group what else can be recalled about the message
- Were there any packs where the website, phone number and sponsor were more prominent
- Which message did you like, most of all? What about the one you liked least?

Wrap-Up Question

Overall, would you say these messages are on the right track with presenting Health Information like this?

In-Group Questionnaire

Pack #1

Fill-in the table below about this pack. Indicate how much you agree with each statement and provide any thoughts you have as you are answering each question.

	Disagree	Agree	Thoughts and comments
This insert grabs my attention	1 2 3 4 5	1 2 3 4 5	
I would remember this message	1 2 3 4 5	1 2 3 4 5	
Seeing the upper-side flap would make me turn to the back	1 2 3 4 5	1 2 3 4 5	
I like the layout of the message	1 2 3 4 5	1 2 3 4 5	
I like the graphics used in the message	1 2 3 4 5	1 2 3 4 5	
This message would make me think about quitting smoking	1 2 3 4 5	1 2 3 4 5	