



Testing of Health Warning Messages and Health Information Messages for Tobacco Products - Part 1 of 5

Introduction and Executive Summary

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Introduction

Smoking is the most preventable cause of disease and premature death in Canada. More than 37,000 people will die prematurely this year in Canada due to tobacco use – at least 800 of them will be non-smokers. It is essential that Canadians continue to be informed about the numerous debilitating and fatal diseases associated with tobacco use and that they also be made aware of the cessation resources such as quitlines that are available to them in trying to quit smoking.

The primary mission of the Federal Tobacco Control Strategy (FTCS) is to reduce tobacco-related death and disease among Canadians. Built on the tenets of prevention, protection, cessation (quitting smoking) and product regulation, the FTCS represents the most ambitious effort Canada has ever undertaken to fight the tobacco epidemic.

One of the new objectives of the FTCS is to contribute to the global implementation of the World Health Organization's Framework Convention on Tobacco Control, which recognizes the display of health-related information on tobacco packages as a cost-effective measure of increasing public awareness of the health effects of tobacco use and of reducing tobacco consumption. Having health-related messages on tobacco packages is one of the key components of a comprehensive, integrated approach to tobacco control.

Research and evaluation results of the current health-related messages on tobacco products strongly support the overall direction of tobacco labelling in Canada. However, there is evidence that their impact may be wearing out as they have been in place since 2000. Consequently, Health Canada is carrying out a tobacco labelling renewal initiative, which includes the development of new Health Warning Messages, Health Information Messages, and design and content ideas for the display of a toll-free quitline number and cessation website on tobacco packages.

Organization of the report

This report presents the overall findings of this research project. Due to the large scope of the project, the results are presented in separate parts: Part 1 – introduction and executive summary; Part 2 - qualitative phase; Part 3 - quantitative phase; Part 4 – online qualitative phase. Also, appended to this report are copies of the English and French questionnaires and moderation guides and a full description of the methodology (Part 5).

Executive Summary

Introduction and methodology

Decima is pleased to present the following report to Health Canada for *Testing of Health Warning Messages and Health Information Messages for Tobacco Products*.

The purpose of this qualitative and quantitative research study with adult smoker audiences was to test mock-ups of new Health Warning Messages (HWMs) and Health Information Messages (HIMs) intended to go on cigarette packages and other tobacco product packages. The overall objective is to assess the proposed HWMs and HIMs with respect to their potential for being noticeable, understood, informative, readable, credible, relevant and effective.

This report combines all phases of the research study conducted over the course of 2008 and early 2009:

- In-person qualitative research was the first phase of the research study and was conducted in February 2008 in Toronto, Calgary and Montreal. In this phase, a total of 60 focus groups were conducted to test 50 proposed HWMs, 24 HIMs, as well as a new contact information section intended for possible display on cigarette and other tobacco product packages. Each mock-up had a French version and an English version and was tested for both flip-top and slide-and-shell cigarette packages.
- A quantitative phase followed in the summer of 2008. The methodology for this phase was hybrid mail and online. In total, 2,241 surveys were completed. The survey tested 41 proposed Health Warning Messages (HWMs), 18 Health Information Messages (HIMs), as well as a new contact information section. Each mock-up had a French version and an English version.
- Lastly, in January 2009, Decima conducted a series of online focus groups to complement previously collected data. A total of four (4) 2-hour online focus groups sessions were conducted. The purpose of the groups was to test Call-to-action phrases for the new contact information section, as well as various layouts and colours for Health Warning Messages and the use of the word “warning”.

The proposed HWMs were developed to enhance public awareness based on the following six themes:

- Addiction;
- Health Impacts of Smoking;

- Tobacco-attributable Mortality;
- Health Impacts of Pre-and Post-natal Smoking;
- Health Hazards from Second-Hand Smoke; and
- Toxic Emissions.

The new HIMs focus on the following themes:

- Anatomy;
- Benefits of Quitting;
- Humour;
- Join the Club;
- Promotion of Tools;
- True or False;
- Stages;
- Testimonials; and
- Withdrawal Cravings.

The key findings of each research phase follows.

Key Findings

Qualitative phase

In all focus groups, participants demonstrated numerous underlying characteristics and reactions that are informative in understanding the results:

- **Many smokers, particularly those who have smoked for many years, tended to be quite defensive about their smoking**, and tended to instinctively take an unreceptive stance toward government efforts to warn against the dangers of smoking. This sentiment was particularly strong in the Montreal groups where some participants appeared to challenge the credibility of virtually all warning messages, even those that clearly have the desired impact.
- **Younger smokers generally saw smoking as a habit, whereas older smokers were more likely to see smoking as an addiction, and this difference had an impact on how certain messages will (or won't) strike a chord.** This difference may have important implications on communicating effectively with these two different age groups. Specifically, for younger smokers, the messages tended to be more effective when contextualizing the impact of smoking in the near to medium future. Furthermore, emphasizing the negative impacts of not quitting tended to be more effective than focusing on the positive impacts of quitting among younger smokers. Conversely, communicating the medium and longer term impacts of smoking, and the positive impacts of quitting tended to work more effectively with older smokers.

HWMs and HIMs and Themes - Overall Observations:

- As a whole, more HWMs than HIMs had an impact on participants
 - The HWMs were often more likely to possess a more powerful visual than the HIMs. This resulted, in many instances, in the difference between a moderate and a strong rating from participants.
 - In addition, the HWMs were consistently rated better because the text was short, direct, clear, whereas several HIMs were found to be unnecessarily long.
 - In some HWMs and many HIMs, the concept showed promise, but the execution (visual, layout, text) tended to not resonate with participants.
- **Certain themes were clearly more effective than others, among both the HWMs and the HIMs:**
 - Among the HWMs, the themes that most consistently resonated were:
 - Health Impacts of Smoking (specifically stroke, premature/young death, mouth cancer, emphysema, coughing);
 - Health Impacts of Pre- and Post-natal Smoking; and
 - Health Hazards from Second-Hand Smoke (specifically impacts on children).
 - Among the HIMs, the themes that most consistently resonated with the participants were:
 - Benefits of quitting,
 - Themes referring to the quitting process
- **The groups in Montreal (French) exhibited differences from those in Toronto/Calgary (English):**
 - Montreal participants tended to be more critical and less receptive toward more messages than participants in Toronto and Calgary
 - Montreal participants questioned the credibility of information presented across virtually all of the concepts.
- **Differences were found between men and women, and older and younger smokers, and in some cases based on other life**

stages/situations, such as being a parent, being afflicted with or knowing someone with a particular health problem:

- Generally, if a picture or situation represented a person that the respondent could relate to, it had a greater impact. For example, men tended to respond better to pictures of men, while women connected better with pictures of women. Similarly, participants tended to relate more to depictions of people in their own age group.
 - Target audiences such as older people and pregnant women were not well represented across the groups so the messages targeting those audiences tended to be rated as less effective.
- **The vast majority of participants found the idea of combining HWMs and HIMs on cigarette packs very effective, more effective than having just a HWM.**
 - Having HIMs to cigarette packs was seen as providing an appropriate balance, conveying empathy for the addiction of smoking, while maintaining a strong position against smoking and its impacts.
 - The combination of the HWM and HIM was viewed as analogous to a “good cop-bad cop” style of communication, where one element shows how bad smoking is, while the other shows more of a good news story by talking positively about quitting.
 - The toll-free number and website on the front of the package appeared to reinforce this sense of empathy, without seeming paternalistic or patronizing. Many asked for that information to also be included in the HIMs.
 - **Ultimately, effectiveness of the individual mock-ups was often driven by several elements, but primarily it was an emotional connection to a concept, picture or text.**
 - **This emotional connection to a particular concept, picture or text was directly related to how well a message was assessed:**
 - Typically, the picture was the most important part of this connection, specifically a photo depicting an impact on quality of life tended to have the highest impact. If, for example, the picture clearly showed that a disease or a health effect of smoking would

negatively impact someone's day to day life (i.e. ability to walk up stairs without running out of breath, ability to go to the bathroom unassisted), it tended to grab people. This phase of the research suggests that the depiction of a poor quality of life as a result of smoking often evoked a more significant emotional impact than the depiction of death.

- Sometimes the text served as the emotional driver. For example, the strength of the HIM withdrawal symptoms and the benefits of quitting concepts was their ability to make an emotional/empathetic connection with the difficulty of quitting.
 - Pictures of diseased organs typically did not yield a very strong emotional connection. They did not seem to resonate as well as other concepts such as those depicting people with very poor quality of life as a result of smoking.
 - Many participants said that they would be much more interested in reading warnings that helped them quit or pointed them in the right direction to get help as opposed to showing them all of the negative impacts of smoking (as the current warnings generally do). In fact, many said they have become immune to those types of negative messages and do not find them motivating.
- **Secondary drivers:**
 - **The “newness of the subject matter”**
 - The concepts that presented new information on impacts and were seen as credible tended to be more effective than those that conveyed information that participants had heard before. In the HWMs series, concepts which included information on stroke, emphysema, mouth and bladder cancer had a strong positive impact on participants because they were seen as new and credible. Similarly, in the HIM series, concepts that related to the near term benefits of quitting, how cravings will diminish over time, and using humour to talk about the difficulties of quitting were seen as new, credible and impactful.

- **Tight, direct language**

- The concepts that offered clear, direct, unequivocal language typically tested more effectively than those with longer text.
- Many of the HWMs' headlines contained only one or two key words to describe the impact – this was very effective in drawing attention and making people think about what they were seeing and reading. Many of the HIMs were seen as having much more text than was necessary to make the point. In particular, the testimonials were viewed as being too long.
- Quite a few participants in the French groups were fairly critical of the supporting text in the HWMs and the HIMs. They said the text was unnecessarily long and repetitive (more so than the English) and that some of the language did not flow well (poor translations from English).

- **Authenticity**

- In a number of cases, participants felt that the concepts were not authentic in the way they presented the information. Most often, this manifested itself through reactions to certain visuals (particularly in the HWMs), which people perceived as being “fake”. For example, the visual of the man having a heart attack in the office (i.e. H-17) was perceived as unauthentic, with some participants commenting that it looks like a bad acting job.
- In the HIMs, the “fake” accusations were more often made with respect to certain text. For example, some testimonials were seen as being fake because the quitting process was “too easy” and not reflective of the true difficulty of quitting. In others, it was suggested that the text was written by someone who did not understand the difficulties of quitting.
- The reference to Health Canada adds credibility.
 - It was almost universally felt that the reference to Health Canada was effective, appropriate,

and contributed to the credibility of the message.

- **Preferences in Terms of Readability/Layout/Format:**

- ***HWMs***

- Participants had virtually no difficulty reading the text in any of the concepts. Readability was not a problem identified in any of the HWMs.
- In terms of layout/format, the HWMs generally tested as being effective.
- The effectiveness of headlines and background colours were dictated by personal preferences to some extent.
 - Sometimes, the white text on black background was the strong preference.
 - In other cases, the red text on yellow background was the stronger preference.
- The appearance of the word “Warning”
 - Not very many participants commented on the word “Warning” in the HWMs. When prompted, the reactions were mixed and tended to depend on the overall concept. Some HWMs were not seen as a warning, but as a testimonial or a message promoting quitting or a smoke-free lifestyle; in those cases, some said it was not used in the right way and would be better off eliminated. In other cases, participants liked the use of the word warning to help drive home the message. By and large, however, participants were neutral about it and when prompted, most leaned toward seeing it as redundant, as they knew the HWM was a warning.

- ***HIMs***

- Reaction to the readability of the HIMs was mixed. While some participants had no difficulty reading the texts, others were consistently concerned that the font was quite small and therefore not easy to read.
- The layout/format of HIMs wasn’t well received, often because they were seen as being too busy and trying to convey too much information. It was felt that many of the HIMs could be improved by changing their formatting.

Contact Information section

- There was no clear consensus across groups on the preferred layout/format/colour of the contact information box. In terms of layout, most participants felt that the contact information fit best in the middle, below the warning.
- Similarly, there was no consensus on the colour of the contact information section, but the white writing on a black background and the black writing on a white background in the mock-ups appeared to be slightly preferred over the other colour schemes.
- In terms of the tagline inside the contact information box with the toll-free phone number and website, there were sometimes differences of opinion depending on which language it was tested in.
 - The word, “lifeline” tested well in English, but the translation, “une ligne de vie” poorly in French.

Quantitative phase

Overall, the Health Warning Messages (HWMs) and Health Information Messages (HIMs) were rated by Canadian smokers as being moderately effective. Some messages, and entire categories, were noticeably stronger than others. The following section will describe these differences.

Please note that 8 attributes were measured for the HIMs, compared to only 7 attributes that were measured for the HWMs. For a list of the attributes tested, please refer to the full questionnaires in Appendix B.

Message Categories

Both the Health Warning and Health Information Messages were divided by category, based on either the topic or design of the overall message. The HWMs that were tested fell into six categories, and the HIMs fell into nine.

When ranked highest to lowest, the categories were rated as follows:

Health Warning Message Categories:

- Health Impacts of Pre- and Post-natal Smoking (mean composite score = 68.23)
- Health Impacts of Smoking (mean composite score = 68.17)
- Health Hazards from Second-Hand Smoke (mean composite score = 65.55)

- Tobacco-attributable Mortality (mean composite score = 65.31)
- Addiction (mean composite score = 65.15)
- Toxic Emissions (mean composite score = 61.45)

As can be seen from these results, the Pre/Post Natal and the Health Impacts series were the most effective categories of Health Warning Messages. These messages related to the direct health risks of smoking and had a noticeably higher impact on respondents than messages that had a less specific health message.

Overall, most HWMs were preferred by younger respondents when compared to older respondents. Generally, this was the case in all message series, and was especially true for the top ranked messages in each category. In some cases, message ratings differed on language lines, with Anglophone and Francophone respondents ranking messages sometimes differently. However, there is very little consistency between these differing ratings by category and nothing to suggest that a particular category fared more or less favourably in one language or another. When gender is considered, very few differences are noted, with the exception of the Pre/Post Natal categories that was ranked higher by women. For the other series, some gender differences are apparent for particular messages but no pattern is found for the category as a whole.

Health Information Message Categories:

- Anatomy (mean composite score = 70.05)
- Benefits of Quitting (mean composite score = 67.63)
- Withdrawal Cravings (mean composite score = 67.33)
- True or False (mean composite score = 65.73)
- Stages (mean composite score = 64.76)
- Promotional of Tools (mean composite score = 62.85)
- Humour (mean composite score = 62.19)
- Join the Club (mean composite score = 61.18)
- Testimonials (mean composite score = 59.14)

The highest rated Health Information Messages were in the Anatomy category, followed by the Benefits of Quitting and Withdrawal Cravings category. Again, these categories contain messages that relate to specific health concerns associated with smoking (that many Canadians are familiar with) and our interpretation is that this element is why those categories received high scores. In addition, the highest rated categories seemed to be more informational and scientific in nature. Our qualitative research showed that the Withdrawal Cravings category tended to work quite well if participants had personal experiences with symptoms that they saw reflected in the message.

In the majority of cases, younger respondents rated the HIMs as more effective than did older respondents; again, this was especially true of the top ranked categories such as Anatomy and Benefits of Quitting. Francophones generally rated the messages higher, except in the case of the True or False category, and to some degree the Testimonials series. Gender did not play a notable role in the overall ranking of HIM categories; there were differences noted for specific messages but no consistent pattern across a category.

Most/Least Effective Messages

Warning Messages:

When specific messages are reviewed, it becomes evident that messages concerning specific personal health threats were the most efficient HWMs. The following is a list of the top ten HWMs, ranked by the message's overall composite score.

1. Lungs are for life (H-12)
2. Throat Cancer. It's tough to swallow (H-21)
3. Heart Disease (H-11)
4. Smoking is a major cause of heart disease (H-28)
5. Lung Cancer (H-24)
6. Harmful effects of second-hand smoke (P-33)
7. Eye Disease (H-30)
8. Stroke (H-19)
9. Second-hand smoke. First hand risk. (S-37)
10. Cigarettes are a major cause of strokes (H-25)

The least successful HWMs were those that were seen to be less relevant, lacking new information, and in many cases, these concepts received poor ratings for the impact of the picture. The following five messages were rated the lowest:

37. Don't poison me (T-44)
38. Enough is enough... (M-27)
39. "I planned to quit smoking before I turned 20. Now I'm 26." (A-1)
40. Air filters do not eliminate the smaller particles and gases found by tobacco smoke (S-41)
41. Living with chronic obstructive pulmonary disease (COPD) (H-20)

Health Information Messages:

The following is a list of the top five Health Information Messages, ranked by the message's overall composite score. Messages related to health impacts and the physical benefits of not smoking were perceived to be the most

appealing to respondents. These messages were information-heavy and focused on medical facts.

1. How is my body affected? (ANAT-02)
2. Do you cough in the morning? (B-08)
3. How is my body affected? (ANAT-02A)
4. Your heart will thank you... (B-09)
5. They peak during the first 48 hours... (WC-02)

The lowest rated HIMs are as follows and included many of the testimonial category. Respondents tended to find these personal accounts less relevant or helpful to them. The qualitative research showed that those messages that are seen as a realistic reflection of the quitting process as they themselves may have experienced, or as they believe it to be for others, may be more efficient than the messages reflected in these particular HIMs, which are not seen as very realistic or helpful.

14. I didn't have to do it alone... (T-16)
15. Need help quitting? (P-01B)
16. Join the smoke free revolution (JTC-01)
17. I crossed the finish line...(T-18)
18. My reason for quitting...(T-17)

Evaluation of Contact Information

In addition to testing Tobacco Health Warning Messages and Health Information Messages, this phase of the study also evaluated the effectiveness of the contact information on the cigarette package. This section was displayed on the front of a cigarette pack, separate from the picture and text of the HWM and included a toll-free quitline number and a web address for a cessation website. The Contact Information was preceded by a "call-to-action" phrase encouraging people to call the number or visit the website. Primary findings include:

- The majority of respondents felt the information was noticeable (64%) or somewhat noticeable (23%);
- The majority (67%) agreed that the space occupied by the contact information was an appropriate size and should not be changed. About one in five (22%) felt it should be bigger, while only 1 in 10 (10%) thought it should be smaller; and
- For the most part, Canadians feel the presence of this contact information is either important (63%) or somewhat important (20%).

Online Qualitative Phase

Some of the key highlights from the online focus groups, which focused particularly on the Contact information as described above as well as certain creative aspects of the HWMs are:

Contact Information Call-to-action phrases:

- Younger smokers tend to see this information in a different light than do older smokers, especially from those who have been smoking for a long time.
 - Younger smokers were more likely to have more positive reactions to the messages.
- As well, those who are thinking of quitting smoking tend to have more positive reactions to the phrases than those who are not.
- Phrases that are encouraging, empowering towards the individual and put the onus on the individual, work better than those that are telling people what to do, as though “someone else” is trying to impose their methods or values upon smokers.
- Shorter, snappier sentences are more likely to be impactful and memorable than longer phrases.
- The words “Contact us” are often seen as redundant, since they are followed by a phone number and a website.
- The findings were occasionally different for French phrases than for English phrases, as they were not always closely translated but did convey a similar message.

Contact Information Icon:

- Adding an icon to the Contact Information gathered some positive reactions because it attracted attention to the contact information.
 - But although it adds that element of colour and newness, some feel that it may make the cigarette pack too cluttered by adding another design element on an already limited space, and that it may be a bit childish or cheesy.

HWM colours and layout:

- In general, many participants felt that black text on a white background had the best balance of being noticeable and clearly readable.
 - Older adult smokers, in both the English and French groups, in particular tended to say that the white text on a black background was neither attractive nor easily readable, and would therefore be less likely to be read.
- Among those who did like the white text on black, the options without the black box around the whole message stood out more when

looking at the contact information section in isolation, although when asked to look at the whole of the HWM and the contact information combined, some said that the box around both elements helped tie them in a bit better and would draw their eyes more equally to both elements.

HWM background colours:

- Participants across all groups gravitated towards the option they found displayed the combination of readability and communication of danger best, which in this case was the option with a white background, and red and black text.

Use of “Warning”:

- There was agreement among all participants that communicating the sense of danger is best done by making the word “warning” stand out rather than to have it blend in.
 - Therefore, the options where the word was “boxed in”, either in red with white lettering or in black with white lettering tended to be chosen.

Disclaimer

For the purposes of this report, it is important to note that focus group research (both and in-person methodology as applied in the first phase, and online, as applied in the third phase of this research) is a form of scientific, social, policy and public opinion research. As structured group interviews that proceed according to a careful research design and attention to the principles of group dynamics, focus groups should be distinguished from “discussion groups”, “problem-solving groups”, “buzz groups”, or “brainstorming groups”. They are not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, however, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

In market research, the focus group approach seeks to develop insights and direction rather than quantitatively absolute measures. Because of the limited number of respondents and the restrictions of recruiting, this research must be considered only in a qualitative frame of reference. The qualitative elements of this study cannot be considered reliable or valid in a statistical sense. The findings presented here are intended to provide a first step in determining awareness, attitudes, reactions and opinions about issues discussed in these sessions.

Because qualitative research is exploratory in nature, MRIA (Market Research and Intelligence Association) guidelines preclude researchers from using any quantifiable terms to describe data (i.e. two out of ten, one in four). Rather, it is more appropriate to use terms such as “few”, “many”, “almost all”, or other generic terms. These are the terms that are presented in this report.

Please note that all research work undertaken by Decima Research is conducted in accordance with the Marketing Research and Intelligence Association (MRIA).

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For more information on this study please email por-rop@hc-sc.gc.ca

Sommaire

Introduction et méthodologie

Le Centre de recherche Décima est fier de présenter à Santé Canada le présent rapport sur *l'Évaluation de mises en garde et de messages d'information sur la santé pour les produits du tabac*.

Le but de cette étude qualitative et quantitative menée auprès de fumeurs adultes était de tester les maquettes de nouvelles mises en garde (MEG) et de nouveaux messages d'information sur la santé (MIS) qui pourraient figurer sur les paquets de cigarettes et autres emballages de produits du tabac. L'objectif global était d'évaluer les MEG et les MIS proposés pour déterminer s'ils avaient le potentiel d'être évidents et compris, en plus d'être informatifs, lisibles, crédibles, pertinents et efficaces.

Le présent rapport combine toutes les phases de l'étude effectuée en 2008 et au début de 2009 :

- Une recherche qualitative en personne a constitué la première phase de la recherche et a eu lieu en février 2008 à Toronto, à Calgary et à Montréal. Au cours de cette phase, un total de 60 groupes de discussion ont été organisés pour évaluer 50 MEG, 24 MIS ainsi qu'une nouvelle section sur les coordonnées qui pourraient figurer sur les paquets de cigarettes et les emballages d'autres produits du tabac. Chaque maquette était disponible en version française et en version anglaise et a été testée aussi bien pour les paquets à rabat que pour les paquets à tiroir.
- Une phase quantitative a suivi à l'été 2008. La méthodologie pour cette phase a consisté en un sondage hybride effectué par la poste et en ligne. En tout, 2 241 sondages ont été compilés. Le sondage a permis d'évaluer 41 mises en garde (MEG), 18 messages d'information sur la santé (MIS) ainsi qu'une nouvelle section sur les coordonnées. Chaque maquette était évaluée en version française et anglaise.
- Finalement, en janvier 2009, Décima a organisé des groupes de discussion en ligne pour compléter les données préalablement recueillies. En tout, quatre (4) groupes de discussion en ligne de deux heures ont été menés. Le but de ces groupes de discussion était d'évaluer des phrases d'appel à l'action pour la nouvelle section sur les coordonnées de même que divers concepts graphiques et couleurs pour les mises en garde et l'utilisation du mot « avertissement ».

Les MEG proposées ont été conçues pour sensibiliser davantage la population aux six thèmes suivants :

- La dépendance;
- Les impacts des produits du tabac sur la santé;
- La mortalité attribuable au tabagisme;
- Les impacts sur la santé du tabagisme pré/postnatal;
- Les impacts de la fumée secondaire sur la santé;
- Les émissions toxiques.

Les nouveaux MIS portent sur les thèmes suivants :

- L'anatomie;
- Les bénéfices de l'abandon;
- L'humour;
- Joignez le club des non-fumeurs;
- La promotion des outils d'abandon;
- Vrai ou Faux;
- Les étapes de l'abandon;
- Témoignages;
- Les symptômes de sevrage.

Les principaux résultats de chacune des phases sont indiqués ci-après.

Principaux résultats

Phase qualitative

Dans tous les groupes de discussion, les participants présentaient de nombreuses caractéristiques et réactions sous-jacentes permettant de mieux comprendre les résultats :

- **De nombreux fumeurs, en particulier ceux qui fument depuis plusieurs années, avaient tendance à adopter une attitude plutôt défensive par rapport à leur tabagisme** et, instinctivement, à ne pas être réceptifs aux efforts du gouvernement pour les mettre en garde contre les dangers du tabagisme. Ce sentiment était particulièrement fort dans les groupes de Montréal, où certains participants ont semblé contester la crédibilité de presque toutes les mises en garde, même celles qui ont clairement eu l'impact désiré.
- **Les jeunes fumeurs percevaient généralement le tabagisme comme une habitude, alors que les fumeurs plus âgés percevaient plutôt le tabagisme comme une dépendance; cette différence a eu un impact sur la façon dont certains messages touchent (ou non) une corde sensible.** Cette différence pourrait avoir d'importantes implications sur la façon de communiquer efficacement avec ces deux différents groupes d'âge. Plus précisément, chez les jeunes fumeurs, les messages étaient

généralement plus efficaces lorsqu'ils mettaient en contexte les impacts du tabagisme à court ou à moyen terme. En outre, il était généralement plus efficace, chez les jeunes fumeurs, de mettre l'accent sur les impacts négatifs de ne pas arrêter de fumer que de mettre l'accent sur les impacts positifs de l'abandon du tabagisme. À l'inverse, communiquer les impacts à moyen et à long terme du tabagisme et les impacts positifs de l'abandon s'est avéré comme étant plus efficace auprès des fumeurs plus âgés.

MEG et MIS et thèmes – Observations générales :

- Dans l'ensemble, les MEG sont plus nombreuses que les MIS à avoir eu un impact sur les participants.
 - Les MEG présentaient généralement des concepts visuels plus forts que les MIS, ce qui explique dans plusieurs cas la différence entre une évaluation modérée et forte de la part des participants.
 - En outre, les participants ont constamment accordé de meilleures évaluations aux MEG parce que le texte était bref, direct et clair, alors qu'ils ont trouvé plusieurs MIS inutilement longs.
 - Pour certaines MEG et de nombreux MIS, le concept semblait prometteur, mais la façon de le présenter (l'aspect visuel, la mise en page, le texte) n'a généralement pas rejoint les participants.
- **Certains thèmes étaient clairement plus efficaces que d'autres, tant pour les MEG que pour les MIS :**
 - Dans les MEG, les thèmes qui ont le plus souvent rejoint les participants sont :
 - Les impacts des produits du tabac sur la santé (particulièrement l'AVC, le décès prématuré/mourir jeune, le cancer de la bouche, l'emphysème, la toux);
 - Les impacts sur la santé du tabagisme pré/postnatal;
 - Les impacts de la fumée secondaire sur la santé (précisément les impacts sur les enfants).
 - Dans les MIS, les thèmes qui ont le plus souvent rejoint les participants sont :
 - Les bénéfices de l'abandon;
 - Les thèmes relatifs au processus d'abandon du tabagisme.

- **Des différences sont ressorties des groupes menés à Montréal (en français) par rapport à ceux menés à Toronto et à Calgary (en anglais) :**
 - Les participants de Montréal étaient généralement plus critiques et moins réceptifs à l'égard d'un plus grand nombre de messages que les participants de Toronto et de Calgary.
 - Les participants de Montréal ont remis en question la crédibilité de l'information présentée dans presque tous les concepts.

- **Des différences ont été notées entre les hommes et les femmes, de même qu'entre les fumeurs plus âgés et les fumeurs plus jeunes. D'autres différences ont également été observées dans certains cas, en fonction d'autres étapes/situations de la vie, par exemple le fait d'être parent, le fait d'avoir ou de connaître quelqu'un qui a un problème de santé particulier :**
 - De façon générale, lorsqu'une image ou une situation représentait une personne à laquelle le participant pouvait s'identifier, son impact était plus important. Par exemple, les hommes répondaient généralement mieux aux images d'hommes, alors que les femmes se reconnaissaient davantage dans les images de femmes. De la même façon, les participants s'identifiaient généralement plus aux représentations de personnes de leur groupe d'âge.
 - Puisque certains publics cibles, notamment les personnes âgées et les femmes enceintes, n'étaient pas bien représentés dans les groupes, les messages qui les visaient ont généralement été jugés moins efficaces.

- **La grande majorité des participants ont trouvé l'idée de combiner des MEG et des MIS sur les paquets de cigarettes très efficace, plus efficace encore que de présenter uniquement une MEG.**
 - Les participants ont estimé que présenter un MIS sur les paquets de cigarettes offrait un équilibre approprié en véhiculant de l'empathie à l'égard de la dépendance à la cigarette tout en maintenant une position ferme contre le tabagisme et ses impacts.
 - Les participants ont trouvé que combiner une MEG et un MIS s'apparentait à une communication de style « bon flic-mauvais flic », dans laquelle un élément montre à quel point

- fumer est nocif pendant que l'autre présente davantage des aspects positifs de l'abandon du tabagisme.
- Le numéro sans frais et le site Web sur le devant du paquet ont semblé renforcer l'empathie véhiculée, sans paraître paternalistes ni condescendants. Nombre de participants ont demandé que cette information soit également incluse dans les MIS.
- **Finalement, l'efficacité de chacune des maquettes reposait souvent sur plusieurs éléments, mais principalement sur le rapport émotionnel à un concept, à une image ou à un texte.**
 - **Le rapport émotionnel à un concept, à une image ou à un texte en particulier était directement lié à la mesure dans laquelle un message obtenait une évaluation positive :**
 - Habituellement, l'image était la partie la plus importante de ce rapport; plus particulièrement, une photo illustrant un impact sur la qualité de vie avait généralement le plus d'impact. Par exemple, si l'image montrait clairement qu'une maladie attribuable aux impacts du tabagisme sur la santé avait des répercussions négatives sur la vie de tous les jours de quelqu'un (p. ex. sa capacité de monter des escaliers sans être essoufflé, sa capacité d'aller à la toilette sans aide), elle retenait généralement l'attention des gens. Cette phase de la recherche laisse entendre que la représentation d'une mauvaise qualité de vie découlant du tabagisme a souvent provoqué un impact émotionnel plus important que la représentation de la mort.
 - Le texte a parfois servi de facteur émotionnel. Par exemple, la force des concepts de MIS qui présentaient les symptômes de sevrage et les bénéfices de l'abandon reposait sur leur capacité d'établir un rapport émotionnel/empathique avec la difficulté d'abandonner le tabagisme.
 - Les images d'organes malades n'ont généralement pas engendré un rapport émotionnel très fort. Elles ne semblent pas avoir aussi bien rejoint les gens que d'autres concepts comme ceux présentant des gens qui ont une très mauvaise qualité de vie en raison du tabagisme.

- Nombre de participants ont dit qu'ils aimeraient bien mieux lire des mises en garde qui les aideraient à arrêter de fumer ou qui les dirigeraient vers de l'aide au lieu de leur montrer tous les impacts négatifs du tabagisme (comme le font généralement les mises en garde actuelles). En fait, de nombreux participants ont indiqué qu'ils sont devenus immunisés contre ces types de messages négatifs et qu'ils ne les trouvent pas motivants.
- **Facteurs secondaires :**
 - **La « nouveauté du sujet traité »**
 - Les concepts qui présentaient de l'information nouvelle sur les impacts du tabagisme et qui étaient perçus comme crédibles se sont généralement avérés plus efficaces que ceux qui véhiculaient de l'information que les participants avaient déjà entendue. Pour les MEG, les concepts qui comprenaient de l'information sur l'AVC, l'emphysème, le cancer de la bouche et le cancer de la vessie ont eu un impact positif important sur les participants parce qu'ils leur ont paru nouveaux et crédibles. De même, les concepts de MIS qui portaient sur les bénéfices à court terme de l'abandon du tabagisme et sur la façon dont l'envie de fumer diminue au fil du temps, de même que ceux qui parlaient de façon humoristique des difficultés de l'abandon du tabagisme leur ont paru nouveaux, crédibles et susceptibles d'avoir un impact.
 - **Le texte concis et direct**
 - Les participants ont généralement trouvé les concepts dont le texte était clair, direct et sans équivoque plus efficaces que ceux dont le texte était long.
 - De nombreux slogans de MEG ne contenaient qu'un ou deux mots clés pour décrire l'impact – cela a été très efficace pour capter l'attention des participants et les faire réfléchir sur ce qu'ils voyaient ou lisaient. Les participants ont trouvé que plusieurs MIS contenaient beaucoup plus de texte que nécessaire pour exprimer

l'idée. Plus particulièrement, ils ont trouvé les témoignages trop longs.

- Un assez grand nombre de participants des groupes en français ont été plutôt critiques à l'égard du texte des MEG et des MIS. D'après eux, le texte était inutilement long et répétitif (plus encore que dans les groupes en anglais) et certaines phrases n'étaient pas bien formulées (mauvaises traductions de l'anglais).

- **L'authenticité**

- Dans un certain nombre de cas, les participants ont eu l'impression que les concepts ne présentaient pas l'information de façon authentique. Cette impression s'est le plus souvent traduite par la façon dont les participants ont réagi à certaines images (particulièrement à celles des MEG) qui leur semblaient « irréalistes ». Par exemple, certains participants ont trouvé que l'image de l'homme qui fait une crise cardiaque dans son bureau (c.-à-d. H-17) n'avait pas l'air authentique et ont avancé qu'elle faisait plutôt penser à une piètre performance d'acteur.
- Pour les MIS, les accusations d'« irréalisme » touchaient plus souvent certains textes. Par exemple, les participants ont trouvé certains témoignages irréalistes parce que le processus d'abandon semblait « trop facile » et ne reflétait pas la réelle difficulté d'arrêter de fumer. Pour d'autres MIS, les participants ont laissé entendre que le texte avait été rédigé par une personne qui ne comprenait pas les difficultés que présente l'abandon du tabagisme.
- La mention de Santé Canada ajoute de la crédibilité.
 - Presque tous les participants ont trouvé la référence à « Santé Canada » efficace et appropriée et ont indiqué qu'elle donnait de la crédibilité au message.

- **Préférences relatives à la lisibilité, à la mise en page et au format :**

MEG

- Les participants n'ont pas eu tellement de difficulté à lire le texte de tous les concepts. La lisibilité n'a posé problème pour aucune des MEG.
 - Les participants ont généralement trouvé que la mise en page et le format des MEG étaient efficaces.
 - L'efficacité des titres et des couleurs de fond a, dans une certaine mesure, été dictée par des préférences personnelles.
 - Parfois, les participants ont préféré le texte blanc sur fond noir.
 - Dans d'autres cas, ils ont préféré le texte rouge sur fond jaune.
- Présence du mot « avertissement »
 - Peu de participants ont spontanément commenté le mot « avertissement » dans les MEG. Lorsqu'ils ont dû indiquer ce qu'ils en pensaient, leurs réactions ont été mitigées et ont généralement été fonction du concept global. Ils ont eu l'impression que certaines MEG n'étaient pas des avertissements, mais plutôt des témoignages ou des messages pour promouvoir l'abandon du tabagisme ou un mode de vie sans fumée; dans ces cas, certains participants ont dit que le mot était mal utilisé et qu'il vaudrait mieux l'enlever. Dans d'autres cas, les participants ont aimé l'utilisation du mot « avertissement » pour aider à transmettre le message. De manière générale, cependant, les participants ont d'emblée été neutres à cet égard et lorsqu'ils ont dû se prononcer, la plupart d'entre eux ont eu tendance à trouver le mot redondant puisqu'ils savaient que la MEG était un avertissement.

MIS

- La réaction à l'égard de la lisibilité des MIS a été mitigée. Alors que certains participants n'ont pas eu de difficulté à lire les textes, d'autres ont continuellement été préoccupés par les petits caractères qui faisaient en sorte que le texte n'était pas facile à lire.

- Les participants n'ont pas réservé un accueil favorable à la mise en page et au format des MIS, souvent parce qu'ils ont trouvé que les MIS étaient surchargés et tentaient de véhiculer trop d'information. Ils ont avancé que plusieurs MIS pourraient être améliorés en modifiant leur mise en page.

Section sur les coordonnées

- Les préférences relatives à la mise en page, au format et à la couleur de l'encadré des coordonnées n'ont pas fait l'objet d'un consensus clair dans les groupes. Pour la mise en page, la plupart des participants ont estimé que le meilleur endroit pour les coordonnées était au milieu, sous la mise en garde.
- De même, la couleur de la section sur les coordonnées n'a pas fait l'objet d'un consensus mais les participants semblent avoir légèrement préféré le texte blanc sur fond noir et le texte noir sur fond blanc aux autres agencements de couleurs des maquettes.
- En ce qui concerne le slogan inscrit dans l'encadré des coordonnées où figurent le numéro sans frais et le site Web, des différences d'opinions ont parfois été notées en fonction de la langue dans laquelle l'évaluation se déroulait.
 - Le mot « lifeline » a été bien accueilli en anglais, mais sa version française « une ligne de vie » a été mal accueillie.

Phase quantitative

Dans l'ensemble, les fumeurs canadiens trouvent les mises en garde (MEG) et les messages d'information sur la santé (MIS) modérément efficaces. Certains messages, de même que des catégories entières de messages, sont considérablement plus forts que d'autres. La section qui suit relève ces différences.

Il est à noter que 8 caractéristiques ont été évaluées pour les MIS, comparativement à seulement 7 pour les MEG. La liste des caractéristiques évaluées se trouve dans les questionnaires à l'annexe B.

Catégories de messages

Les mises en garde et les messages d'information sur la santé ont tous deux été divisés en catégories en fonction du sujet ou du concept du message global. Les MEG évaluées ont été regroupées en six catégories et les MIS, en neuf catégories.

Classées de la plus forte à la moins forte, les catégories se présentent comme suit :

Catégories de mises en garde:

- Les impacts sur la santé du tabagisme pré/postnatal (score composite moyen = 68,23)
- Les impacts des produits du tabac sur la santé (score composite moyen = 68,17)
- Les impacts de la fumée secondaire sur la santé (score composite moyen = 65,55)
- La mortalité attribuable au tabagisme (score composite moyen = 65,31)
- La dépendance (score composite moyen = 65,15)
- Les émissions toxiques (score composite moyen = 61,45)

Comme le démontrent ces résultats, les séries sur les impacts sur la santé du tabagisme pré/postnatal et sur les impacts des produits du tabac sur la santé sont les catégories de mises en garde sur la santé les plus efficaces. Ces messages portent sur les risques directs du tabagisme sur la santé et ils ont un impact considérablement plus grand sur les répondants que les messages qui portent moins précisément sur la santé.

Dans l'ensemble, les répondants plus jeunes aiment mieux la plupart des MEG que les répondants plus âgés. C'est généralement le cas pour toutes les catégories de messages, particulièrement pour les messages les mieux cotés de chaque catégorie. Dans certains cas, les évaluations des messages varient en fonction de la langue, car les francophones et les anglophones classent parfois les messages différemment. Toutefois, il n'existe qu'une très faible constance dans les différentes évaluations par catégorie et rien ne laisse croire qu'une catégorie soit mieux ou moins bien accueillie dans une langue que dans l'autre. Très peu de différences sont notées en fonction du sexe, exception faite de la catégorie sur les impacts sur la santé du tabagisme pré/postnatal que les femmes classent plus haut. Pour les autres catégories, certaines différences sont constatées en fonction du sexe pour des messages précis, mais aucune tendance ne se dégage pour l'ensemble d'une catégorie.

Catégories de messages d'information sur la santé :

- L'anatomie (score composite moyen = 70,05)
- Les bénéfices de l'abandon (score composite moyen = 67,63)
- Les symptômes de sevrage (score composite moyen = 67,33)
- Vrai ou Faux (score composite moyen = 65,73)
- Les étapes de l'abandon (score composite moyen = 64,76)
- La promotion des outils d'abandon (score composite moyen = 62,85)
- L'humour (score composite moyen = 62,19)
- Joignez le club des non-fumeurs (score composite moyen = 61,18)
- Témoignages (score composite moyen = 59,14)

Les messages d'information sur la santé qui ont obtenu les meilleures évaluations sont ceux de la catégorie sur l'anatomie, suivis de ceux des catégories sur les bénéfices de l'abandon et sur les symptômes de sevrage. Ici encore, ces catégories contiennent des messages qui portent sur des problèmes de santé précis attribuables au tabagisme (que nombre de Canadiens connaissent bien) et la recherche laisse supposer que cet élément est la raison pour laquelle ces catégories ont reçus de bonnes évaluations. En outre, les catégories qui ont obtenu les meilleures évaluations semblent de nature plus informative et scientifique. La recherche qualitative démontre que les messages de la catégorie portant sur les symptômes de sevrage sont généralement assez bien accueillis lorsque les participants ont personnellement fait l'expérience des symptômes qu'ils voient présentés dans le message.

Dans la majorité des cas, les répondants plus jeunes trouvent les MIS plus efficaces que les répondants plus âgés; ici encore, cela est particulièrement vrai pour les messages les mieux cotés de chaque catégorie comme l'anatomie et les bénéfices de l'abandon. Les francophones accordent généralement une meilleure évaluation aux messages que les anglophones, sauf pour la catégorie Vrai ou Faux et, dans une certaine mesure, pour la catégorie Témoignages. Le sexe ne joue pas un rôle appréciable dans le classement global des catégories de MIS; des différences sont constatées pour des messages précis, mais aucune tendance ne se dégage pour l'ensemble d'une catégorie.

Les messages les plus efficaces et les moins efficaces**Mises en garde:**

Lorsque les répondants examinent des messages précis, il devient évident que les messages qui concernent des menaces précises sur la santé personnelle des gens sont les MEG les plus efficaces. La liste suivante présente les dix meilleures MEG classées en fonction de leur score composite global :

1. Les poumons, c'est pour la vie (H-12)
2. Le cancer de la gorge, c'est difficile à avaler (H-21)
3. Maladies cardiovasculaires (H-11)
4. Les maladies du cœur ne sont jamais bien loin des fumeurs (H-28)
5. Cancer du poumon (H-24)
6. Effets de la fumée du tabac (P-33)
7. Maladie des yeux (H-30)
8. Accident vasculaire cérébral (AVC) (H-19)
9. Les enfants sont vulnérables à la fumée (S-37)
10. La cigarette est une cause principale d'accident vasculaire cérébral (AVC) (H-25)

Les MEG les moins bien accueillies sont celles qui, selon les répondants, sont moins pertinentes et manquent d'information nouvelle et, dans plusieurs cas, ces concepts ont obtenu de faibles évaluations en ce qui concerne l'impact de l'image. Les cinq messages suivants ont obtenu les évaluations les plus faibles :

37. Ne m'empoisonnez pas (T-44)
38. Trop c'est trop... (M-27)
39. « Je pensais arrêter de fumer avant d'avoir 20 ans. J'ai maintenant 26 ans. » (A-1)
40. Un purificateur d'air n'élimine pas les petites particules et les gaz retrouvés dans la fumée du tabac (S-41)
41. Vivre avec la maladie pulmonaire obstructive chronique (MPOC) (H-20)

Messages d'information sur la santé :

La liste suivante présente les cinq meilleurs messages d'information sur la santé. Ils sont classés en fonction de leur score composite global. Les messages qui portent sur les impacts des produits du tabac sur la santé et sur les bénéfices physiques de ne pas fumer semblent être ceux qui plaisent le plus aux répondants. Ces messages sont riches en information et axés sur des faits médicaux.

1. De quelle façon mon corps est-il affecté? (ANAT-02)
2. Toussez-vous le matin? (B-08)
3. De quelle façon mon corps est-il affecté? (ANAT-02A)
4. Votre cœur vous remerciera... (B-09)
5. Les premières 48 heures sont les pires... (WC-02)

Les MIS les moins bien accueillis figurent ci-dessous. Ils comprennent plusieurs messages de la catégorie Témoignages. Les répondants trouvent généralement ces récits personnels moins pertinents ou moins utiles pour

eux. La recherche qualitative démontre que les messages qui reflètent le processus d'abandon de façon réaliste aux yeux des participants, comme ils l'ont peut-être vécu ou comme ils croient que cela se passe pour d'autres personnes, seraient peut-être plus efficaces que les messages transmis dans ces MIS précis, que les répondants ne trouvent pas très réalistes ou utiles.

14. Je n'avais pas à le faire toute seule... (T-16)
15. Besoin d'aide pour arrêter? (P-01B)
16. Joignez la révolution sans fumée (JTC-01)
17. J'ai franchi la ligne d'arrivée...(T-18)
18. Ma raison pour arrêter de fumer...(T-17)

Évaluation de la section sur les coordonnées

En plus d'évaluer des mises en garde et des messages d'information sur la santé pour les produits du tabac, cette phase de l'étude a permis d'évaluer l'efficacité des coordonnées présentées sur les paquets de cigarettes. Cette section apparaissait sur le devant des paquets de cigarettes, elle était distincte de l'image et du texte de la MEG et comprenait un numéro sans frais ainsi que l'adresse d'un site Web pour aider les gens à arrêter de fumer. Les coordonnées étaient précédées d'une phrase d'« appel à l'action » qui incite les gens à téléphoner au numéro ou à visiter le site Web. Les principaux résultats sont notamment :

- La majorité des répondants trouvent cette section visible, c'est-à-dire évidente (64 %) ou plutôt évidente (23 %);
- La majorité des répondants (67 %) sont d'accord pour dire que l'espace occupé par les coordonnées est approprié et qu'il ne devrait pas être modifié. Environ un répondant sur cinq (22 %) trouve qu'il devrait être plus grand, alors que seul un répondant sur dix (10 %) pense qu'il devrait être plus petit;
- Dans la plupart des cas, les Canadiens trouvent la présence des coordonnées importante (63 %) ou plutôt importante (20 %).

Phase qualitative en ligne

Les principaux faits saillants des groupes de discussion en ligne, qui ont surtout porté sur les coordonnées décrites précédemment ainsi que sur certains aspects créatifs des MEG, sont notamment :

Les phrases d'appel à l'action de la section sur les coordonnées :

- Les jeunes fumeurs ont généralement vu cette information sous une lumière différente que les fumeurs plus âgés, particulièrement ceux qui fument depuis longtemps.

- Les fumeurs plus jeunes ont généralement eu des réactions plus positives à l'égard des messages.
- De plus, les participants qui envisageaient d'arrêter de fumer ont généralement réagi de façon plus positive aux phrases que ceux qui n'envisageaient pas de le faire.
- Les phrases qui encouragent, qui donnent un sentiment de pouvoir et qui responsabilisent les gens donnent de meilleurs résultats que celles qui dictent la conduite, comme si « quelqu'un d'autre » tentait d'imposer ses méthodes ou ses valeurs aux fumeurs.
- Les phrases plus courtes et qui ont plus de punch sont plus susceptibles que les phrases plus longues d'avoir un impact et d'être mémorables.
- Les participants ont souvent trouvé les mots « Faites appel à nos services » redondants puisqu'ils sont suivis d'un numéro de téléphone et de l'adresse d'un site Web.
- Les résultats ont à l'occasion été différents pour les phrases en français et pour celles en anglais puisque la traduction ne collait pas toujours à l'anglais, même si elle véhiculait un message similaire.

L'icône de la section sur les coordonnées :

- L'ajout d'une icône à la section sur les coordonnées a suscité des réactions positives parce qu'elle dirigeait l'attention vers les coordonnées.
 - Cependant, même si l'icône ajoute de la couleur et de la nouveauté, certains participants ont trouvé que le paquet de cigarettes pourrait avoir l'air surchargé si l'on ajoutait un autre élément graphique dans un espace déjà restreint, et qu'elle avait l'air un peu enfantine ou quétaine.

Les couleurs et la mise en page des MEG :

- En général, de nombreux participants ont trouvé que le texte noir sur fond blanc offrait le meilleur équilibre entre la visibilité et la lisibilité.
 - Les fumeurs plus âgés, aussi bien dans les groupes en anglais qu'en français, avaient particulièrement tendance à dire que le texte blanc sur fond noir n'était ni attrayant ni facile à lire et qu'il serait donc moins susceptible d'être lu.
- Les participants qui ont aimé le texte blanc sur fond noir ont trouvé que les options dont le message n'était pas dans un encadré noir ressortaient davantage lorsqu'ils regardaient uniquement la section des coordonnées. Cependant, lorsqu'ils devaient se prononcer sur la combinaison de la MEG et des coordonnées, certains participants ont dit que l'encadré autour des deux éléments les liait un peu mieux et attirerait leur regard sur les deux éléments de façon plus égale.

Les couleurs de fond des MEG :

- Dans tous les groupes, les participants ont été attirés par l'option qui était selon eux à la fois la plus lisible et celle qui communiquait le mieux la notion de danger, ce qui correspond dans ce cas-ci à l'option du fond blanc et du texte rouge et noir.

L'utilisation du mot « avertissement » :

- Tous les participants se sont entendus pour dire qu'afin de communiquer la notion de danger, mieux vaut faire ressortir le mot « avertissement » que le fondre dans l'ensemble du texte.
 - Ainsi, les participants avaient tendance à choisir les options dans lesquelles le mot figurait dans un encadré rouge avec le lettrage blanc ou dans un encadré noir avec le lettrage blanc.

Avertissement

Pour ce rapport, il importe de noter que les groupes de discussion (aussi bien en ce qui concerne la méthodologie en personne qui a été appliquée dans la première phase de la recherche que la méthodologie en ligne qui a été appliquée dans la troisième phase de la recherche) constituent une forme de recherche scientifique, sociale, politique et d'opinion publique. Il s'agit d'entrevues structurées effectuées auprès d'un groupe de personnes, selon un plan bien étudié et un grand souci des principes de la dynamique de groupe. Les groupes de discussion se distinguent des « discussions de groupe », des « séances de résolution de problèmes », des « discussions en sous-groupes (*buzz groups*) » et des « séances de remue-méninges ». Ils ne sont pas conçus pour obtenir un consensus ni pour prendre des décisions. Ils visent plutôt à connaître toutes les idées, les attitudes, les expériences et les opinions des participants sélectionnés sur un sujet donné. Toutefois, puisque ces groupes sont composés d'un nombre restreint de personnes, ils ne peuvent être considérés comme statistiquement représentatifs et les résultats ne peuvent être extrapolés à l'ensemble de la population dont ils proviennent.

En recherche marketing, les groupes de discussion sont une approche qui sert à obtenir des aperçus et à dégager une orientation plutôt qu'à obtenir des mesures quantitatives absolues. En raison du nombre restreint de participants et des restrictions inhérentes au recrutement, il importe de tenir compte de cette étude uniquement à titre de cadre de référence qualitatif. Les éléments qualitatifs de cette étude ne peuvent être considérés comme fiables ou valides statistiquement. Les résultats présentés ici visent à servir de première étape pour déterminer la connaissance, les attitudes, les réactions et les opinions des gens à l'égard des enjeux discutés lors des séances.

La recherche qualitative est de nature exploratoire, c'est pourquoi l'Association de la recherche et de l'intelligence marketing (ARIM) recommande aux chercheurs de s'abstenir d'utiliser des termes de quantité pour décrire les données (p. ex. deux personnes sur dix, une personne sur quatre). Il est plus approprié d'utiliser des expressions comme « quelques », « un grand nombre », « presque tous » ou d'autres termes génériques. C'est ainsi que les résultats sont présentés dans ce rapport.

Il importe de noter que les travaux de recherche du Centre de recherche Décima sont tous menés conformément à l'Association de la recherche et de l'intelligence marketing (ARIM).

Firme de recherche : Centre de recherche Décima

Contrat numéro : H1011-070017/001/CY

Contrat accordé le : 2007-10-31

Pour de plus amples renseignements concernant cette étude, veuillez faire parvenir un courriel à por-rop@hc-sc.gc.ca.



Testing of Health Warning Messages and Health Information Messages for Tobacco Products - Part 2 of 5

Qualitative Phase

Presented to: Health Canada

Contract #: H1011-7-0017, Awarded Oct 31, 2007

por-rop@hc-sc.gc.ca

Ce rapport est aussi disponible en français sur demande

June 2009

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Qualitative Phase

In-person qualitative research was the first phase of the research study and was conducted in February 2008 in Toronto, Calgary and Montreal. In this phase, a total of 60 focus groups were conducted to test 50 proposed HWMs, 24 HIMs and contact information intended for possible display on cigarette and other tobacco product packages. Each proposed mock-up had a French version and an English version and was tested for both flip-top and slide-and-shell cigarette packages.

For a detailed description of the methodology, please see Appendix E.

Section 1: Health Warning Messages

Addiction

A-1: “I planned to quit smoking before I turned 20. Now I'm 26.”



Overall findings

Participants felt they could relate to the message in the concept, namely the notion of finding themselves addicted despite their initial intentions to avoid getting addicted. However, many felt the visual was weak, as it took away from the overall effectiveness of the warning. The message was perceived as credible, relevant, and important to display. The headline, subtext, and use of statistics were well received by most.

Specific Findings

Initial impressions:

Participants connected with the message presented in this concept but, because the picture was seen to be weak, the overall first impression of the concept was devalued.

« Moi, oui, parce que c'est vrai ce qu'ils disent, tu ne penses pas que tu vas fumer toute ta vie. »

"Don't look at picture because there is too much in it, too busy... Age is good, but would be better if picture was just young people with cigarettes."

"Spoke to me because I have tried to quit many times. Although, the picture doesn't tie in."

Ability to get attention and motivate reading:

This concept was not overly effective in grabbing people's attention when they first looked at it, again because of the picture. Those most motivated to read it were participants in their early twenties, but many said that although the message conveyed in the text was one they could connect with, the picture was not one that would draw them in to read further.

Understanding of the message and meaning:

This message was generally clear and easy to understand.

"Message is about don't start smoking, that's easy to see."

Quality and effectiveness of the text:

Participants almost always commented positively on the headline and, for the most part, on the subtext. Some were shocked by the statistic that 8 out of 10 teens who try smoking become addicted.

The sentence about cigarettes having control was, by and large, described as not adding much to the concept.

Relevance:

Most participants, particularly younger smokers, said the premise of this concept was good overall as they could relate to the message of finding oneself addicted despite initial intentions to avoid that situation. The idea that quitting is difficult once you are addicted, and that it is fairly common to find smoking unexpectedly evolved from habit to addiction, was almost always seen as relevant and credible.

“It relates to me more, I’m not the only one that has set dates and missed them. Not that I don’t want to it’s that I can’t.”

Ability to inform and educate:

The message was regarded as an important one to place on a cigarette package. The statistic was new to most, which was positive.

Credibility:

This message is quite credible to smokers, since many said they had often tried to quit. The fact participants could relate to this circumstance added to the overall credibility of the message.

“I have countless times tried to set a date to quit.”

“I don’t want to be 26 and still smoking. I started when I was 20, and I just don’t like the fact that I smoke.”

Readability and visibility:

Generally, the font and layout were well-received. People felt the black text on yellow background was a good combination.

« J’aimerais mentionner que l’écriture noire sur jaune, ça attire l’attention. J’aime ça. »

Cohesiveness of the headline and sub-text:

Some said there were two different ideas in the text: the headline spoke about planning to quit and the subtext spoke more about addiction. Some participants said they would have expected the subtext to speak more about quitting, such as how many people quit or how people do manage to quit, with tips offered. That theme was also seen to be a good tie-in to the telephone number and website address under the message.

Quality and effectiveness of the picture:

The picture did not garner many positive reactions, and tended to devalue the impact of the concept overall. Several participants remarked that the model chosen was odd-looking and the setting was too cluttered and looked old fashioned, thus dating the concept.

Cohesiveness of picture and text:

For many, the phrase about cigarettes having control was described as not adding to the concept. As well, some said it did not relate very well to the picture, as they felt it did not appear the man was being controlled by cigarettes.

Ability to be memorable:

Overall, this message was not deemed to be very memorable, though some said they would remember the statistic, as it was new information to them.

“It doesn’t make me think about it.”

“The ‘8 out of 10’ shocked me too. I thought it was like 5.”

Flip-Top vs. Slide-and-Shell:

There were no notable differences in the feedback received on the different pack sizes.

Suggestions:

- As the picture generally did not resonate with participants, many suggested changing it and putting more emphasis on the person, without the distractions of the kitchen and the knickknacks on the table.
- Some participants felt the statistic about addiction did not fit very well with the rest of the message about quitting, and would prefer to see a statistic that would relate to quitting (such as how many people have quit or how many have tried, or show how often the person in the picture has tried to quit or how difficult it was for him to quit)

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

A-2: “How can something so small have so much control over me?”



Overall findings

Although many said they could relate to the headline and empathized with the sentiment of being controlled by a cigarette, this concept garnered weak impressions overall. Participants generally described the picture as failing to attract their attention and convey the idea. Many felt the headline and sub-text were not cohesive and that the sub-text needed revision.

Specific Findings

Initial impressions:

Most initial reactions were about the picture, which people generally did not find attention getting or compelling.

Ability to get attention and motivate reading:

Participants generally described the picture as failing to attract their attention, often because they were not clear what the lady is holding in her hand. In addition the look on her face didn't convey the power of the point being made.

Understanding of the message and meaning:

The general idea that smoking shortens lives was not necessarily misunderstood, but many participants found the message not sufficiently clear and direct. They said it did not give any specifics about the cause-effect relationship.

Quality and effectiveness of the text:

Participants often said they understood and could relate to the issues of "control," but said it was surprising, and for some even disappointing, that the follow-up text did not continue along the same theme. Some felt that instead of delivering more information about addiction, the sub-text turned the message into something "preachy". Some commented that "still smoking" was offensive and belittling to them as smokers, making them feel defensive.

"The 'still smoking?' part is condescending, and the other text above doesn't really relate to me"

"Maybe we don't really care about dying. But somehow living the rest of your life with a stroke that scares me."

Relevance:

Many related to the idea of being controlled by a cigarette, especially older smokers who had been smoking for a long time and those who were heavier smokers.

Ability to inform and educate:

Many participants said there was not much new or educational about this message.

Credibility:

Although many related to the idea of cigarettes having control over people and think it was credible, the lack of “punch” in the visual devalued the potential credibility. Participants also often remarked the headline and the sub-text did not relate to each other, even if the information was credible.

“It doesn’t speak to me, it’s not powerful enough.”

Readability and visibility:

Many participants said the picture was not clear because the woman has dark hair and the background is also dark. In addition, the item in her hand is not necessarily recognized as being a cigarette. The text was viewed as being easy to read.

“The black and yellow I like.”

Cohesiveness of the headline and sub-text:

Participants frequently suggested that the headline and the sub-text did not relate to each other.

“It doesn’t really do anything for me, the colours grab me and the first part of the message did, but I thought it would tell me ways to make it have less control over me.”

Quality and effectiveness of the picture:

Participants generally described the picture as failing to attract their attention, often because they were not clear on what the lady is holding in her hand.

Cohesiveness of picture and text:

The idea of a picture showing a person with a cigarette and a comment about the control it has was seen fitting together quite well. In this case, however, it lacks in execution on a number of levels. For example, it was mentioned that the cigarette could have been clearer, as the item in the woman’s hand was not easily identified as a cigarette. To some, this was because it was not big enough, while others said it did not appear to have a filter. It was also mentioned that the woman’s expression did not clearly and sufficiently illustrate the idea of it controlling her.

Ability to be memorable:

This was not seen as a particularly memorable concept, mainly because of the aforementioned issues with the execution and the picture.

Flip-Top vs. Slide-and-Shell:

As the flip-top pack was smaller, more participants who looked at that pack size found it even more difficult to distinguish the cigarette. There were, however, positive comments on the black text on the yellow background in that format.

Suggestions:

- Many found the subtext to be too wordy and some suggested taking out “still smoking” (because it felt like non-smokers or Health Canada was finger-pointing), while others would prefer to see the second sentence shortened or changed altogether.
- Many said the headline was too wordy, on both layouts. Participants said a shorter headline would be more enticing to read.
- Many participants suggested changing the picture altogether with the cigarette being more prominent and clear.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - some revisions would improve impact
- Needs major improvement
- Least effective - needs complete rethink/rework

A-3: It’s never too late to quit smoking.



Overall findings

The theme of this concept – it is never too late to quit – met with positive reactions from most participants because they saw it as an encouraging and a refreshing change from the more graphic and negatively presented concepts. But, overall, it did not meet the key tests of being noticeable, relevant or realistic, particularly among the adult smokers who have smoked for a long period of time.

Specific Findings

Initial impressions:

The headline garnered somewhat favourable initial reactions, but once participants started looking separately at the picture and the subtext, they tended to become more negative about the concept in general.

« Bon ben, aujourd'hui, j'arrête... demain, je recommence. »

Ability to get attention and motivate reading:

The red headline grabbed people's attention somewhat, but the visual did not.

Understanding of the message and meaning:

The ideas that many people quit and that it is important for one's health to quit were understood, but were not necessarily found to be particularly salient messages.

Quality and effectiveness of the text:

Many participants said the fact more and more Canadians are quitting smoking is "nice", but claimed it was not likely to inspire them to think about quitting. Many mentioned feeling envious of, or in some way inferior to, all those people who were able to quit.

« ... trop long le texte, c'est décourageant à lire avant de fumer ta cigarette. »

« La dernière phrase est super infantilisante, ça numb le message un peu. »

"Long boring text that's not really saying anything."

Relevance:

The message was not particularly relevant to many, especially long-time smokers. Specifically, participants said it was quite irrelevant to hear that others ("many Canadians") quit smoking, and that it did not relate to them and often provoked a "so what?" reaction. Those who were thinking of quitting were perhaps the most affected by it in the sense that they found it was relevant to them to a certain extent, more so than those who were not thinking of quitting.

« C'est un peu paternaliste, la dernière phrase... ça fait un peu québécoise. »

"I bet a non-smoker wrote this one"

Ability to inform and educate:

There was no new information contained in this message. In fact, most participants tended to say everyone already knows it is important to their health to quit.

Credibility:

Some participants criticized the credibility of quitting in a single day. Many suggested an image showing quitting as a day-to-day effort might be more realistic and encouraging based on their impressions of what it takes to quit.

“I know it’s proactive but it’s blasé and doesn’t work. Most people don’t plan, they just decide, the calendar is not true, that you circle a date.”

Readability and visibility:

Quite often, the picture of the calendar was described as unclear and the text in it (such as the dates) not easy to read.

Cohesiveness of the headline and sub-text:

Some participants said the last line of the sub-text did not fit very well with the headline.

“End is redundant, only need the red. That gets the message; I like the idea of the calendar, (but) it’s not scaring me.”

Quality and effectiveness of the picture:

Many participants didn’t initially grasp what the picture was trying to convey, and it was only after having a discussion that they truly understand the concept. Quite often, the picture of the calendar was described as unclear and some went further saying that quitting on a Monday was the least realistic day of the week to pick. Some also suggested it demonstrated that those who created the message did not truly understand the process and challenge of quitting. The notion of quitting cold-turkey is not seen as realistic by long-time smokers. Many suggested an image showing quitting as a day-to-day effort may be more realistic and encouraging based on their impressions of what it takes to quit.

Cohesiveness of picture and text:

There was generally a sense the picture was supposed to fit with the idea of quitting or picking a date to quit, but this was not necessarily supported by the text.

“Picking a day to quit, sure, but what about all those other people they are talking about, that doesn’t tell me anything”

Ability to be memorable:

This message was not particularly memorable to participants. Some said that it did not feel like a message that was as important as others they may see and remember.

Flip-Top vs. Slide-and-Shell:

The picture was more difficult for many to see on the smaller packs.

Suggestions:

- Many participants wanted more information about the benefits of quitting, and some suggested talking about what the differential would be for one’s health between quitting today versus in 10 years.
- Some participants suggested deleting the line “quitting is very important to your health” because it does not add new information.
- Those who said that picking a day to quit was unrealistic, and suggested it may be better to set a quit day that was not on the first day of a month.
- Many suggested changing the picture to something other than a calendar, as it did not grab their attention.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - some revisions would improve impact
- Needs major improvement
- Least effective - needs complete rethink/rework

A-4: Break out of your tobacco addiction.



Overall findings

Overall this concept struck a chord with adult smokers as it accurately reflected the feeling they have about their smoking. They appreciated the

positive tone and the information that demonstrated empathy for the power of nicotine addiction. They indicated feeling that the message was not trying to teach them a lesson, but rather it was seen as trying to help them. This message was described as motivational and encouraging, rather than educational. Some revisions were suggested for the sub-text to give it more impact.

Specific Findings

Initial impressions:

Overall, most participants liked this concept, and commented mainly on the picture and the headline. Many found the subtext too dense, but once they read it, commented on the positive angle of the message.

« Dans l'ensemble, très bien. Moi, j'ai une grosse dépendance, et savoir qu'on peut se libérer, c'est un mot d'encouragement. »

Ability to get attention and motivate reading:

For the most part, the picture grabbed participant's attention and it, together with the red text, tended to motivate further reading.

Understanding of the message and meaning:

There were no questions about what this concept was trying to convey.

« C'est une dépendance, mais tu ne te sens pas enfermé. »

Quality and effectiveness of the text:

Some participants in Montreal commented that the word "dépendance" was written too often in the French version. The sub-text was often described as too long and some suggested the last sentence could be removed. As well, some felt that adding a comparison such as 'nicotine is as addictive as heroin' might further demonstrate an understanding of the challenge of quitting.

Relevance:

Overall this message is relevant, and people found it credible.

In Toronto and Calgary, younger smokers tended not to find this concept as appealing, mainly because they didn't see their smoking as an addiction – they saw it as a habit, so the concept didn't ring true for them. However, the younger smokers (who typically indicated in the introduction to the sessions that they were heavier smokers) in Montreal generally appreciated the warning in the same way as the older smokers did, and related to the message and the picture.

“We know it’s hard, we know we’re in jail. This inspires and gives us facts.”

Ability to inform and educate:

This message was described as motivational and encouraging, rather than educational.

“Accepting that nicotine is a drug helps a lot, it makes you feel better about it and helps you understand why it’s so hard to quit.”

Credibility:

Overall this message was believable to participants.

Readability and visibility:

The black on yellow was considered to be effective.

Cohesiveness of the headline and sub-text:

The text and headline were described as being powerful and working well together, although some said they would have preferred tips on how to break free from the addiction in the sub-text.

« Oui, l’information est bonne, mais ça ne nous dit pas comment nous libérer, ça ne présente pas une solution. »

Quality and effectiveness of the picture:

In Calgary, participants tended to describe the picture as cheesy and it detracted from the overall message. In Montreal and Toronto, older smokers’ feedback on the picture was more positive, in that it conveyed the feeling they personally have about smoking.

Cohesiveness of picture and text:

The text and picture were described as being powerful and working well together.

« C’est le texte et le visuel. Les barreaux, c’est bon, c’est pas rien que du négatif avec de l’ironie un peu. »

Ability to be memorable:

This message was memorable to most, particularly heavier smokers.

Flip-Top vs. Slide-and-Shell:

The red text on the yellow background on the flip-top packs was generally well-received.

Suggestions:

- Although the picture was generally well-received, some participants suggested improving the image by having the man's face forward rather than on an angle and having him show more determination.
- Some suggested to add that nicotine is as addictive as, or more addictive, than hard drugs such as crack or heroine, and that it was just as difficult, or more difficult, to quit smoking as it was to beat a drug addiction.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - some revisions would improve impact
- Needs major improvement
- Least effective - needs complete rethink/rework

A-5: Smoking is an addiction.



Overall findings

Most participants indicated this was not a very strong concept. Many commented that the picture was weak, and didn't convey the power of addiction. Moreover, the title and the sub-text seemed independent of each other, rather than working toward a common objective. Many identified two different themes in the message, which lead to a perceived lack of overall cohesiveness. Some of the information was new to participants, which improved the overall concept for them somewhat.

Specific findings

Initial impressions:

Initial comments were often around the picture (negative feedback) and the headline (somewhat positive feedback). Overall comments were generally

centered around the perceived lack of cohesiveness of the message(s) in this concept.

Ability to get attention and motivate reading:

This message was not generally attention-grabbing.

“I thought these were great facts, but I never would have made it there. As soon as I read smoking is an addiction, I wouldn’t read any more.”

Understanding of the message and meaning:

Many participants felt there were a few different messages in this concept – smoking is an addiction and reduces the ability to heal – therefore felt the concept should focus on one of those concepts. Reduced ability to heal was perceived stronger. Although each message on its own was clear and understandable, there was a sense that a link was missing between the elements making it somewhat confusing.

Quality and effectiveness of the text:

Generally, the message that smoking is an addiction was well received by participants since it recognizes the highly addictive nature of cigarettes and how difficult it is to quit. Participants appreciated that Health Canada appeared to sympathize with smokers and seemed to understand that smoking is a physical addiction and not just a habit that could be easily broken. The rest of the text was not necessarily impactful.

Relevance:

This message was somewhat relevant to smokers, as they all knew and felt they were indeed addicted.

Ability to inform and educate:

The information on healing was new for many people, and these participants viewed this message of greater interest.

Credibility:

The message of addiction was seen as credible, as it is what smokers experience in their daily lives.

Readability and visibility:

Participants liked how noticeable the text was in the slide-and-shell. Many also positively remarked on the headline crossing from the picture to the black, with the picture fading to black.

Cohesiveness of the headline and sub-text:

Many commented that the title and the sub-text seemed independent of each other, rather than working toward a common objective.

« *Moi, je trouve que le gros titre n'a pas rapport avec la phrase. C'est deux choses différentes.* »

Quality and effectiveness of the picture:

While many noted the woman in the picture was so addicted that despite being sick enough to be in a hospital, her nicotine addiction compelled her to go out and smoke; several noted having missed that point.

« *C'est dommage parce que l'image est bonne, c'est quelqu'un dans un hôpital qui est vraiment mal, mais avec le texte...* »

Cohesiveness of picture and text:

Many commented the picture, the title and the sub-text all seemed independent of each other, rather than working toward a common objective.

"It doesn't match to me...wound healing, smoking with an oxygen tank, smoking is an addiction...doesn't all go together for me."

Ability to be memorable:

This message did not stand out from other messages they had seen and participants said this was not very memorable.

Flip-Top vs. Slide-and-Shell:

Participants liked how noticeable the text was in the slide-and-shell format. Beside that, no notable differences were mentioned.

Suggestions:

- Many participants felt there were two distinct messages here that do not belong in one concept. They suggested choosing to make it about one or the other, preferably on increased healing time.
- Once the subject was more clearly focused, participants would suggest a new picture that was more compelling in conveying the message

Classify concept:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - some revisions would improve impact
- Needs major improvement
- Least effective - needs complete rethink/rework

A-6: Quit now. The decision is in your hands.



Overall findings

Although the primary message, that it is your choice to quit, triggered some moderately positive reactions, the concept was not seen as informative or novel. The text and visual were perceived as being cohesive, however the visual was not seen as being very strong or clearly depicted. Relevance and overall impact were low for most participants.

Specific Findings

Initial impressions:

Overall, this concept was not received with much enthusiasm. The initial discussion in most groups centered around the picture, with some wondering what it was that was in the hand. Many others offered suggestions on how to make it more recognizable as a cigarette package.

“Big deal. So what? It does nothing for me.”

Ability to get attention and motivate reading:

This message was not seen as attention-grabbing beyond perhaps those who looked at it longer than normal because they did not get the picture.

Understanding of the message and meaning:

The message is quite clear to participants, as they often commented on feeling that it was really up to them to make the decision about quitting or continuing to smoke.

“The hand...decision IN YOUR HANDS...it's true.”

Quality and effectiveness of the text:

The headline was generally well-liked and seen as truthful and empowering. However, the subtext was less positively received because it was simply more of what smokers said they have been hearing for years.

“It’s preachy. Obviously the decision is up to you. It’s a valid message, but preachy.”

Relevance:

Saying that the information provided was not new, many suggested this concept was of limited interest or inspiration to them.

Ability to inform and educate:

It was not seen as very new or very informative, which devalued the overall message.

« Il n’y a rien de nouveau, c’est un message que tu vois et il n’y a pas d’impact. »

Credibility:

The ideas conveyed in this message were generally seen as credible, as many participants said the information was well-known and not new to them.

Readability and visibility:

Readability for this concept was positively received, with no issues mentioned.

Cohesiveness of the headline and sub-text:

The message of quitting was widely remarked as being delivered by both the photo and the headline. The subtext about cancer, however, was seen as addressing an unrelated topic, and thus regarded as not being the best choice for furthering what was typically seen as a message about empowerment.

Quality and effectiveness of the picture:

Although the picture was commonly seen as relating to the headline, it was nevertheless often described as not being very noticeable or even clear, with some wondering what was in the person’s hands.

« Je la trouve laide et neutre à cause de la photo. »

Cohesiveness of picture and text:

The photo and the headline were generally seen to fit together and worked to convey one message.

Ability to be memorable:

This concept was not particularly memorable to participants.

Flip-Top vs. Slide-and-Shell:

The picture was not clear to many people, especially not on the flip-top package. The cigarette pack was not always distinguished as being a cigarette pack.

Suggestions:

- Many suggested revising the language in the sub-text. Instead of talking about reducing the risk of lung cancer, participants suggested the text should talk more about the immediate changes and benefits they would notice if they were to quit, or about ways to quit.
- As many participants did not find the picture of the cigarette pack to be clear, they suggested showing brown filters on the top or to add the word “cigarettes” on the pack to help distinguish what it was in his hand.
- Some suggested to change the image altogether to reflect for example a before and after, or a smoker and someone who quit.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

A-7: Even casual smoking can get you addicted.**Overall findings**

Many participants felt this concept was relevant and important, but both adults and young adults saw the message as targeting younger age groups. The message was widely seen as credible and relevant, since many could

call upon their personal experiences. The statistic made it a more powerful and credible message and many appreciated the reference to nicotine being a drug. It was felt however that the sub-text could be made more concise and that slight improvements could be made to the picture.

Specific Findings

Initial impressions:

The initial discussions often centered around relevance. While the subject was seen to be targeted toward, and relevant to, youth, most older participants initially suggested it was therefore only relevant to the younger participants. Older participants, therefore, often felt it was less relevant to them

“It’s compelling of course, I’m young. I know people that only smoke when they are drunk, then have one when you’re hung over, then 3 days a week...”

Ability to get attention and motivate reading:

The red text on the yellow in the headline was often mentioned as grabbing attention, while the picture only worked moderately well in grabbing their attention.

Understanding of the message and meaning:

The message is easily understood.

“The information is clear and concise.”

“For me, definitely it’s good. I just smoked on weekends, but then got addicted. I think it’s a very true statement.”

Quality and effectiveness of the text:

Most liked the reference to nicotine being a drug. Most said they found the subtext to be too long with many suggesting the second sentence could be removed.

Relevance:

Most described the message presented in this concept as welcome and relevant, but it was always seen as targeting people younger than themselves. About half felt they could relate to it based on their personal experience.

« Ça me dit qu’il faut pas commencer à fumer parce que quand tu commences, tu peux devenir dépendant, c’est bon pour les jeunes, mais pas pour les fumeurs. »

Ability to inform and educate:

Participants usually mentioned that teens could benefit from this warning message, and thus, saw value in communicating it. In Calgary, the sense was that the message was for very young people, such as 14 year-olds who might not have begun smoking or might currently be casual or social smokers.

Credibility:

The message was widely seen as credible and many commented the statistic was a powerful one.

«C'est crédible et c'est pas agressant.»

Readability and visibility:

In Montreal, the word dependence was cited as being used too many times and many felt the text is too small.

Cohesiveness of the headline and sub-text:

The ideas in the text were seen to fit together relatively well, as they both have messages about the topic of addiction.

Quality and effectiveness of the picture:

Participants generally found the message was clear from the picture, although some suggested making the idea of peer-pressure come across better.

« Tu peux refuser même si y'a la pression sociale. Ça serait mieux avec 2-3 personnes à côté qui fument, mais là, elle est toute seule. »

Cohesiveness of picture and text:

To many, the picture did not necessarily convey the idea of casual smoking as much as it did the idea of peer pressure, or how easy it is to give in and have that first cigarette.

Ability to be memorable:

Many participants said this might not be memorable to them, but that it could be a message they would remember showing to (their) kids, or telling young smokers about.

Flip-Top vs. Slide-and-Shell:

The red text on the yellow in the headline on the slide-and-shell packages was often mentioned as grabbing attention.

Suggestions:

- Some suggested changing the picture, for example to strengthen the idea of peer pressure by adding more people to the picture.
- Participants, who felt this message was not directed at them, suggested changing the message so it would appeal to other audiences, for example changing the headline and tone to ‘this is how it may have started for you.’
- Many found the subtext too long, especially in French and suggested taking out one of the sentences. Most felt that the last sentence was important to leave in.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- ✓ Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

A-8: Barb Tarbox



Overall findings

This message was unclear to most participants, and as such had a weak impact overall. The visual was not seen to clearly depict a message and the lack of text further confused participants. This lack of information led to ratings of low credibility, relevance, and memorability.

Specific Findings

Initial impressions:

Initial reactions to this message suggested participants did not get any clear or consistent message from this concept.

“It’s unclear. Maybe they are trying to show she’s really sick. But she’s really covered up... so you can’t really tell.”

Understanding of the message and meaning:

A few said that the image portrayed the message that even when you are at your lowest point you can still be controlled by and addicted to smoking. Upon discussing this notion, more agreed that must be what the concept is attempting to convey.

“I like to be reasonably fit and keep smoking, but it looks like cigarettes have taken all that away from her and I’d never want to be in that situation.”

Quality and effectiveness of the text:

Basically, all participants agreed that text is required to explain the picture

« Mettre un petit texte qui explique – il semble qu’elle porte un costume. »

Relevance:

As this message was not well-understood, its relevance was minimal. Even when the picture was explained, it was not seen as particularly relevant – again, the lack of text was seen to be a reason for this.

Ability to inform and educate:

Many participants found this message was lacking information.

“It’s a serious picture and it needs a serious quote... add some info about who she is and a little bit on her situation...age, gender, name, condition. It kind of makes her more real.”

Credibility:

There was a sense this was a “real” picture and therefore credible, but since it lacked a message overall, it was more confusing than anything else.

“The copyright makes you know it’s real, but what’s the story?”

Quality and effectiveness of the picture:

Many said they were confused by the image, and without a single word to explain it, were left wondering what it was showing. Several offered that it was a young male and others said it was someone who was high on drugs or recovering from a party. Others felt it was a religious message due to the cross appearing on the wall. Even in Calgary, where recognition of Barb Tarbox was so high, participants could not identify her or understand what the image was portraying.

« Ça vient de quel contexte cette image? »

“This looks like an ad for a drug helpline. I wasn’t thinking of smoking when I first saw it.”

Ability to be memorable:

This concept is not at all memorable for respondents, as they felt there was no clear story for them to remember.

Flip-Top vs. Slide-and-Shell:

No differences were observed in the feedback on the two pack sizes.

Suggestions:

- The concept lacked text explaining this person’s situation, and how it related to smoking.
- The picture might be improved if it was clearer that she was smoking a cigarette.
- The setting caused distraction and the picture could be made less confusing or distracting if the background were less noticeable.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

A-9: Don’t be left out in the cold.**Overall findings**

Initial impressions of this message were very poor, with many noting that the man should simply wear a coat when smoking outside. Overall, the message had low relevance and participants did not see it as an important or viable reason to quit. Many said there were much more important reasons to quit smoking that should be emphasized. With that said, the headline was

somewhat effective because it was seen as being realistic. In Montreal some participants felt the headline text was condescending, further weakening the effectiveness of the message.

Specific Findings

Initial impressions:

Initially, participants had a negative immediate reaction to this concept. With respect to the picture, several jokingly remarked that the main message is to wear a coat when going outside to smoke.

“He’s a little cold, there are worse things you could be.”

Ability to get attention and motivate reading:

This concept was not found to be particularly attention-grabbing on any level, as neither the picture nor the text was seen as particularly interesting or thought-provoking.

Understanding of the message and meaning:

The sentence “nicotine is a highly addictive drug” was generally understood, but that was not necessarily seen as the main message. Many said they believe there were more compelling reasons to quit smoking than being forced outside to smoke, and indicated that the idea of standing out in the cold as a smoker (out of respect for non-smokers) was the main message of this concept.

Quality and effectiveness of the text:

Many participants in the English groups commented that the headline did resonate with them, as it reminded them of unpleasant personal experiences of having to venture outside to satisfy the urge for a smoke despite the weather being cold or otherwise inclement. In Montreal, many felt the word “condamné” was condescending and a sign of the government pointing its finger at smokers. This led participants to express negative feelings towards non-smokers.

« C’est une question de respect. On respecte les non-fumeurs, il faut qu’ils nous respectent, nous. »

« On n’est pas condamnés, c’est un choix. J’aime fumer. »

Relevance:

There were some smokers who did relate to this message because they said they stood outside smoking, but they did not find this a particularly severe impact of smoking.

“It’s realistic, I do it every day, but it doesn’t matter to me.”

Ability to inform and educate:

There was not much new information in this message for smokers.

“Use facts that we don’t already know – teach us something new.”

Credibility:

The idea that smokers smoked outside and that nicotine is addictive, was generally credible, but the picture took away from those messages. This was, mainly due to the man in the picture not looking cold to some, or because they felt he was doing it to himself by not dressing more warmly.

“Someone shivering in the cold is not going to make me stop.”

Readability and visibility:

For the most part, this message was easy to read, with the right amount of text spaced out well over the lines.

Cohesiveness of the headline and sub-text:

In the English groups, many said they had to read it twice because they thought “run your life” was a typo and should be “ruin your life.” Those who thought that, tended to feel that the story told in the headline and sub-text did not tell a cohesive story.

Quality and effectiveness of the picture:

This picture is not very effective overall. There were some comments about the snow or rain, which was not always clear to everyone.

“It isn’t that convincing, he doesn’t look that cold. Also you know you can always smoke indoors. This might make you think once about it but not twice.”

Cohesiveness of picture and text:

There were some issues with the overall cohesiveness, especially with the subtext, as the idea of nicotine running one’s life was not necessarily reflected in the picture.

Ability to be memorable:

This concept was not at all seen as memorable, as it raised more questions than that it gave answers or provided information to many smokers. .

Flip-Top vs. Slide-and-Shell:

No differences were observed in the feedback on the two pack sizes.

Suggestions:

- Reminding smokers of the unpleasant aspects of smoking outside was relevant to some participants. Perhaps the image could be improved by showing someone who is less a victim of his own poor judgement, while still being forced to feed a craving. For example, it was suggested the image could have shown someone who was prepared for the bad weather (by wearing warmer clothing, etc.), but nevertheless remained outside to smoke a cigarette.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Health Impacts of Smoking

H-8: Mouth cancer



Overall findings

This concept had a significant impact on many participants, driven in large part by the picture. Its authenticity and credibility were questioned by some participants due to the dramatic nature of the visual. It was felt that the text was effective and provided new information, and that the overall design made it easy to read.

Specific Findings

Initial impressions:

The picture was the main discussion point, although the headline did receive some attention, demonstrating that the picture grabbed people's attention at the outset. The initial discussions were about the picture, and the headline to a certain extent, until participants were prompted to talk about the text, indicating that the picture was the main part of the message that drew people's attention, at least initially.

Ability to get attention and motivate reading:

The picture is generally seen as attention-getting and had significant shock value. It generally made people want to read about it.

« Moi, je suis portée plus à lire à côté, ça fait peur, ça surprend, c'est sûr qu'on ne voit pas ça dans les rues. »

Understanding of the message and meaning:

The message about mouth cancer was clear and easy to understand. Some participants were unclear if this type of cancer was more likely caused by chewing tobacco than smoking.

Quality and effectiveness of the text:

As for the text, generally participants said that the headline was good and worked well in both the white on the picture (flip top) and red on yellow (slide and shell).

Relevance:

Although this was new and shocking, the visual made it less relevant to smokers because it seems extreme, and therefore unlikely to occur.

Ability to inform and educate:

The information about speech problems caused by mouth cancer was said to be both striking (and perhaps somewhat shocking) and new, as it was not something many smokers had heard of or thought about. The facts that it was striking/shocking, as well as new, were two important positives for the overall concept. As well, the visual of this (extreme) case of mouth cancer was a strong attribute that worked well to inform and educate people about his condition.

Credibility:

Most participants had never seen anyone with mouth cancer, certainly not with such a degree of severity. They found it difficult to believe that it really looks that bad or that people would let it get that far. They attributed the problem more to chewing tobacco than to cigarettes. The extreme nature of the visual did undermine its credibility somewhat, as it made some think that the chance of getting mouth cancer was fairly small.

« Moi, j'ai jamais vu ça, ce n'est pas réaliste, c'est juste dégueulasse. »

Readability and visibility:

This message was generally noticeable and easy to read. In French, however, the text was viewed as being repetitive. The first sentence repeated the headline, making participants feel space was wasted and that it could be cut.

“It is bright and really noticeable. It is pretty easy and straight forward.”

«C'est la même chose...cancer de la bouche...cancer de la bouche. »

Cohesiveness of the headline and sub-text:

Participants said the concept overall was cohesive. Some suggested the subtext was not necessary because the picture and the headline were very effective.

« Tu n'as pas besoin de texte avec une photo de même. »

Quality and effectiveness of the picture:

The picture dominated the concept, was attention getting, and definitely had shock value. In some cases however, participants questioned its authenticity.

“Picture says a thousand words. Don’t need text.”

“It gets my attention, but I have never seen it, so I don’t believe it.”

“I would draw over the picture or give it back.”

Cohesiveness of picture and text:

The concept overall was seen as being tied together cohesively, as the picture showed what was presumed to be mouth cancer, the topic of the text.

“Would make me think because it is so disgusting.”

Ability to be memorable:

Many participants said this picture would probably be memorable to them, mainly because it is something new to many and also quite shocking to some.

Flip-Top vs. Slide-and-Shell:

The concept was equally well received in the two pack formats. It is worth noting was that the white text on the black background was effective in this concept.

Suggestions:

- Many participants suggested showing a picture of mouth cancer at a somewhat earlier stage, which would still grab people’s attention but would do better in suggesting that “this could be you,” as they felt that this was too extreme and they would never let is get this far.
- Instead of the current sub-text, which did not give the type of information many smokers were looking for, suggestions were to show some statistics such as the likelihood of smokers getting mouth cancer compared to non-smokers, and the number of smokers who die each year from mouth cancer.
- In French, the text was repetitive as the first sentence repeated the headline, which made participants feel space was wasted and that it could be cut.
-

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-9: Chronic bronchitis



Overall findings

This concept was very effective, again driven by the visual, and by a very clear connection made between personal experience (or experience of those they know) and that of the woman in the visual. It was particularly effective among the heavier smokers in the older groups, for whom this connection was strongest. The concept was more effective in the slide and shell format than the flip-top format and the visual was more effective to older smokers, as the younger demographic perceived it to be an issue they would only face in the future.

Specific Findings

Initial impressions:

The initial impressions showed this was particularly relevant to those who experienced shortness of breath for themselves. This concept was quite effective overall, and driven by the visual.

Ability to get attention and motivate reading:

Participants who looked at the slide and shell were quicker to understand the message than those who looked at the flip top package, as the tubes the lady has in the picture were not as visible on the smaller picture as they were on the larger one. The picture was therefore only moderately effective in grabbing attention among that group.

Understanding of the message and meaning:

Participants said this message was quite clear and easy to understand. It was not a message that was misinterpreted.

Quality and effectiveness of the text:

The text was quite effective and many participants gave positive feedback for its brevity – it was generally seen as short, clear and to-the-point. However,

some felt that the last line (“a never-ending fight for each and every breath”) did not necessarily add any new information and could be replaced with something a bit more informative.

Relevance:

This message was more relevant to older smokers than to younger smokers. As might be expected, it was found to be especially relevant to those who have respiratory problems such as bronchitis, asthma, or simply coughing fits.

“That is exactly how I feel when I walk up a few flights of stairs”

Ability to inform and educate:

Since bronchitis was not necessarily a new disease and it was by and large recognized as a respiratory problem, this message served more as a reminder to people than representing something new.

Credibility:

This concept overall was seen as credible. The link between bronchitis and shortness of breath was generally well-known and therefore not questioned.

“I like the woman. It is really true and eye-catching.”

Readability and visibility:

The red text on the slide and shell also immediately grabbed people’s attention and they reacted stronger to it than those who saw the white text. That is not to say that the white text on the picture does not work in the flip top format. In fact, participants liked that it was short and punchy and therefore easy to read and see.

Cohesiveness of the headline and sub-text:

Most participants felt the text told a cohesive story about bronchitis.

Quality and effectiveness of the picture:

The person in the picture was found to be effective among older participants, as she looked to be their age or younger, and they recognized themselves in the visual. Many referred specifically to how they feel when they go up flights of stairs. On the other hand, younger smokers often found she looked old and said they did not relate to her. However, though it did not connect as well to their here-and-now, younger participants saw this as something to think about for the future.

As mentioned, the tubes were not as visible in the smaller pack format.

“From the picture point of view, I would make it more visual with a mask.”

“At first I thought she had an iPod.”

Cohesiveness of picture and text:

The message, particularly the line “a never ending fight for each and every breath,” was seen as being a powerful complement to the visual. Some felt the text should be a bit more forward-looking. Rather than highlighting the plight of some smokers today, the message could point to what it will be like for them in the future.

« Photo très bonne et percutante, mais “respirer est un effort constant” non, ça devrait être “respirer devient un effort constant”, mais à part ça, c’est percutant. »

Ability to be memorable:

Participants said this concept would be somewhat memorable, especially for those with respiratory problems.

Flip-Top vs. Slide-and-Shell:

The concept was more effective in the slide and shell format than the flip-top format because the visual was more difficult to see in the flip-top format.

« La couleur frappe avec le rouge sur le jaune. »

Suggestions:

- Participants felt the picture could be made clearer - for example by showing a close up of the woman’s face with the tubes or by making the tubes more visible in another way.
- For younger participants, a picture of a younger person would help them relate better to the overall message.
- In Calgary, participants preferred if the text said “could cause” instead of “causes.”
- In French, some participants said the text could say “respirer devient un effort constant”. Instead of “respirer est un effort constant”.
- In order to enhance the message and support the fact that smoking causes bronchitis, many participants suggested that instead of the current last line, a statistic would be appropriate. For example: “smokers get chronic bronchitis 7 times faster than non-smokers”, or compare non-smokers to smokers in another way, or show that a high percentage of smokers (such as 40%) get this.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-10: Emphysema



Overall findings

The message about emphysema was found to be quite effective, but the concept itself was weakened by the visual and participants raised several issues with the picture. Emphysema was not a widely-known disease, especially among younger participants and they often asked for more information about the disease in the text; adding more information would make the message relevant to those who are unfamiliar with the disease.

Specific Findings

Initial impressions:

In general, this concept struck a chord with older participants in particular. The initial discussion often centered on the oxygen tank not being sufficiently visible.

« C'est une conséquence super importante et qu'on oublie en tant que fumeur, on s'expose à une vieillesse qui est vraiment pas agréable, et ça arrive, si t'as fumé toute ta vie, tu vas avoir des gros problèmes pulmonaires, mais la photo aurait été plus punchée s'il avait été dans la nature, dehors, pour montrer le contraste, pour montrer que t'es obligé de te ploguer, mais à l'hôpital... Mais je trouve qu'elle est bonne, elle est nouvelle. »

Ability to get attention and motivate reading:

The picture was not necessarily found to be attention-grabbing, but some participants mentioned the word emphysema caught their attention.

Understanding of the message and meaning:

This message was generally understood by those who were familiar with emphysema, and not as well understood by those who were not.

Quality and effectiveness of the text:

Once participants realized the person in the picture had an oxygen tank, the text was quite effective and participants had positive reactions because it was short and complemented what the picture was trying to convey. However, there was still a preference for more information about the disease in the text.

Relevance:

There was mixed feedback when it came to relevance. Those familiar with emphysema, found it (or knew it to be) a condition that was related to smoking. Others, particularly the younger participants, were not aware of emphysema, and therefore did not connect very well to this message. This message was also not relevant to younger participants who believed they would quit before having these types of health impacts from smoking.

“I don’t disregard the fact. I just...will quit in time to not have that happen to me.”

Ability to inform and educate:

To those participants who were not familiar with emphysema this message was not educational because it did not provide enough information about the disease.

Credibility:

Some participants thought the picture looked staged and this took away from the credibility of the overall message. However, the idea that emphysema could be related to smoking was generally credible.

Readability and visibility:

Participants said while the text was easy to read, there were some issues with the visibility of what was shown in the picture.

Cohesiveness of the headline and sub-text:

As emphysema was not a widely-known disease, especially among younger smokers, participants often asked for more information about the disease in the text. This would make the message more relevant to those who were not familiar with the disease.

« C’est pas expliqué c’est quoi la maladie. »

Quality and effectiveness of the picture:

The idea of showing someone with an oxygen tank was found to be effective, and fit with the theme and the text. However, participants raised several issues with the picture. They offered, as examples, that it looked too staged; that the person did not look sick; that it looked like obesity or old age was his

problem (rather than smoking); that he looked more like a doctor than a patient (due to the white jacket); that he was a “bad actor” and not a real smoker who was sick; and that the oxygen tank was not visible enough or not seen as enough of a burden to send a strong message about emphysema.

“...could consider putting a younger person there. For a younger person you think you’re invincible, so show a younger patient.”

Cohesiveness of picture and text:

The oxygen tank was not clearly visible to everyone, and those who had not noticed it in the picture, often wondered how the subtext related to the picture.

« Je trouve que l’image n’est pas assez frappante, mais le message est bon. »

Ability to be memorable:

Some people who were not familiar with emphysema said they might remember it. However, for most participants it was not very memorable.

“(This) made me think about it, I’ve never thought about it before.”

Flip-Top vs. Slide-and-Shell:

Since the picture was not very clear to many, it was especially difficult to see for those who saw the smaller flip-top pack.

Suggestions:

- Participants felt the picture needed to be replaced. Suggestions included showing the tank being dragged around on a cart (this conveys inconvenience), show the person as sicker and to make the picture “less staged” and more realistic.
- Younger participants said they would relate better if it were a younger person in the picture.
- Those who wanted to know more about emphysema often suggested to give a bit more information about the disease in the subtext, such as moving ‘don’t...companion’ to be the headline and then explaining more about emphysema in the subtext.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-11: Heart disease



Overall findings

This concept did not resonate very strongly with participants because they could not relate to it. They had a number of criticisms about the visual and some were unfamiliar with what exactly heart disease is. While the text was seen as being clear and readable, it did not have a strong impact on participants. Also, there were some issues with the layout on the slide-and-shell format.

Specific Findings

Initial impressions:

This concept did not resonate very strongly compared to others with participants raising criticisms on a number of fronts.

“You see good heart and bad heart... It’s not that prominent... It doesn’t stick out.”

Ability to get attention and motivate reading:

Many participants suggested this was a lot like what they had seen in the past, and therefore it would not attract their attention. Also they were not clear which heart was diseased, making the message somewhat less effective.

Understanding of the message and meaning:

The idea of heart disease itself was also not well understood by many – they might think of heart attacks, but they are not sure what heart disease is and how it is caused by smoking. The idea of being four times more likely to develop heart disease was also not clear to everyone.

“Four times more likely than what? That line confuses me.”

Quality and effectiveness of the text:

While the text was clear and readable, it did not have the same impact as other concepts. In particular, “four times more likely” did not strike a chord with participants. Many said they wished to see the numbers or percentages of heart disease for non-smokers compared to smokers. Without more explanation about the direct links or more statistics, many participants refuted the message by saying there are many things that cause heart disease (lack of exercise, high cholesterol, or hereditary factors).

“Give me some firm concrete number that you are going to die at 40.”

Relevance:

Overall, this concept was not particularly relevant. The visual of an organ (even with the before/after format) did not make a strong emotional impact on the participants, which made it less relevant overall.

“More standard or what you’d expect to see and I’d just sort of glaze over it...didn’t even think the diseased heart looked all that bad, just carve the fat off.”

Ability to inform and educate:

Most participants said they felt there was no new information presented in this message because it was a message they have seen before.

“Nothing new here...”

Credibility:

Since this was something most people had heard about before, they found it credible that heart disease was linked to smoking, even if they did not exactly know how.

« C’est un message général, on le sait déjà. »

Readability and visibility:

The subtext under the hearts was a little small for some (older) participants, but generally the rest was readable.

Cohesiveness of the headline and sub-text:

The idea of heart disease was not well understood by many. Some said they might think of heart attacks, but they were not sure they knew what heart disease was about.

“It says heart disease; it doesn’t specify what kind of heart disease.”

Quality and effectiveness of the picture:

Participants had some issues with the pictures. Firstly, many said they did not make an emotional or personal connection to the concept. Secondly, the picture of the hearts was seen as “old news,” mainly because they had seen these types of images often and they had become desensitized to them. It was therefore less effective than others tested.

Cohesiveness of picture and text:

Generally, the picture and the text were seen to fit well together, as they both told a story about heart disease.

Ability to be memorable:

Most participants said they felt there was nothing new to this message, and therefore not very memorable.

Flip-Top vs. Slide-and-Shell:

The layout on the slide-and-shell in particular was not well received because the top part was said to be too “boxy” with a text-box next to the boxed-in hearts.

Suggestions:

- Many participants said the picture did not have an impact on them. They suggested if the picture depicted a person suffering from heart disease or other consequences of smoking the concept would be more effective than the anonymous organ. To many, the picture looked like “just a piece of meat”).
- Participants said the top part of the concept was too boxy and it did not work well for the slide-and-shell packs. Most agreed that it would look better laid-out in a different way.
- Participants said the “up to 4 times” could be changed to reflect the chances of a smoker versus a non-smoker in developing heart disease. They also suggested changing the message completely to something more strongly worded about the consequences of smoking and its effects on the heart – chances of dying from a heart attack for instance – instead of using “heart disease”, which many thought was too vague.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-12: Lungs disease



Overall findings

This concept overall, and the picture in particular, was moderately attention-getting. The message was seen to be credible as well as disconcerting, as the comparison between the smoker’s lung and the healthy lung was striking. Although the information was not necessarily new, the picture was clear and effective and the idea of showing a before and after picture was well-received in all groups. However, the layout garnered mixed reviews as did some of the sub-text.

Specific Findings

Initial impressions:

Initially, many said this idea (that smoking causes lung cancer) was not new, but that the picture did make them think again about the relationship between smoking and lung cancer.

Ability to get attention and motivate reading:

The visual was somewhat attention-getting. Some said it was something they had already seen, although since the “before-after” execution was new, it would probably get their attention.

“This one’s more effective than what we currently get. Not as gross.”

Understanding of the message and meaning:

The idea that smoking causes lung cancer was understood, although some wondered why the text talked about lung disease, while in their mind, the picture clearly showed lung cancer. The subtext was not necessarily understood and some participants said they were a bit offended by it.

Quality and effectiveness of the text:

The headline “Lung Disease” was seen as clear and direct, However, the text “lungs are for life” was seen as less informative, and participants felt it could be improved. In Montreal especially, participants were a bit offended by the idea that as smokers, their lungs were not for life, as if they were being devalued or disparaged in some way, which was something they already feel quite often.

« Le sous-texte est faux, y’a pas que les fumeurs qui n’ont pas leurs poumons pour la vie. »

Relevance:

This message was relevant to smokers, although there was also a clear sense participants do not generally relate as strongly to seeing organs as they might do to seeing people who show signs of being adversely affected by smoking.

Ability to inform and educate:

There was nothing new or newly educational in this message for smokers. Participants have seen the pictures of lungs before and this takes away from the strength of the message. As it was seen as something “everyone” knew about, participants doubted the value of being told again and again that smoking is bad for one’s lungs.

Credibility:

The pictures were generally seen as believable and credible, although the text was not seen as overly strong.

“It’s good - it gives an idea of how your lungs get from smoking.”

Readability and visibility:

The layout received mixed reviews, especially on the flip-top pack, where participants often disliked the blue box followed by the yellow box with text, which they felt makes it a bit too busy.

Cohesiveness of the headline and sub-text:

Although the headline and the subtext were both understood as referring to lung disease, and therefore fit together, the vagueness and accusatory tone of the subtext made it less effective

Quality and effectiveness of the picture:

Participants liked the before and after visual concept. It was clear that one lung is healthy and the other sick, although there was some debate as to whether saying “smokers’ lung” or “cancer lung” would be better than “diseased lung.”

“I can’t really see that it’s a lung. The line ‘lungs are for life’... doesn’t sound serious. Sounds like a punch line.”

Cohesiveness of picture and text:

The picture and the text were not seen as very cohesive by many, as they did not find that the “lungs are for life” line told them anything.

“The healthy/diseased lung makes sense. But the text doesn’t make sense to me, it should tell me something new.”

Ability to be memorable:

Most said this was not memorable because it was not new to them.

Flip-Top vs. Slide-and-Shell:

On the flip-tops, the text under the pictures was not big enough for many, and it was not clear without the text that it depicts lungs on that smaller format. On the flip-top pack participants often disliked the blue box followed by the yellow box with text, which they felt made it a bit too busy.

Suggestions:

- Participants suggested that the word ‘diseased’ under the lung implies that the problem could be caused by anything, so it could say ‘smoker’s lung’ or ‘cancer lung’ instead. Another often-heard suggestion was to simply write ‘before and after’.
- As smoking was most often linked to lung cancer, and participants believed this black lung indeed showed lung cancer, some suggested changing the headline to ‘lung cancer’ instead of ‘lung disease.’
- There was also a sense that a positive message could work quite well, using the same idea of two lungs. Instead, the first one would be the ‘smoker’s lung’ and the second one would be the lung of someone ten years after quitting.
- The text was in some ways confusing as to what the message was meant to be. Suggestions ranged widely from more facts about the impact of lung disease to how limited breathing might be as lung disease becomes more serious

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-13: Dead at 41



Overall findings

This concept was one of the strongest tested in Toronto and Calgary. Many (especially in Calgary) recognized the Barb Tarbox story and those who were not familiar with it understood the message loud and clear. Many were impressed by the whole concept, from picture, to headline to subtext, and it appeared to strongly affect some participants. It had a very powerful impact on adult women, and those with children in particular.

Specific Findings

Initial impressions:

Many participants looked at and read this concept intently and were visibly taken aback by it.

« Je trouve ça dégueulasse comme processus, mais je trouve que c'est vraiment adéquat, ça porte sur la mort, c'est un winner. »

Ability to get attention and motivate reading:

The picture, as well as the headline, was quite attention-getting and motivated people to read more.

Understanding of the message and meaning:

Many participants, but particularly those in Calgary recognized the Barb Tarbox story and those who were not familiar with it also clearly understood the message.

“This message is very good. If you don't stop, this is what will happen.”

“I have a daughter and family members to know the risk is there. Message is: risk is there to leave family behind. That is a very motivating message to think about quitting.”

Quality and effectiveness of the text:

The mention of the age (41) struck a chord for all age groups, including younger smokers. Participants were captured by the picture, which enhanced the text very well, and touched by the personal story, which was very relevant to them.

Relevance:

The fact that this was a personal story made it quite relevant to many smokers. The idea of hurting other people and leaving a family was generally a very strong message. It hit women particularly deeply, especially in combination with the picture, which was clearly showing her own suffering as well. Montreal participants were more likely to say the message about others is not as important to them, and that they should quit for themselves, not for others. There were also suggestions among Montreal participants that this concept was “over the top”, which they claimed made it less effective on them.

Ability to inform and educate:

This concept was seen as something that would make people think and, to a certain extent, was informative, even if the idea of dying from lung cancer due to smoking may not necessarily be new or informative on its own. This was especially true of those not familiar with the story.

Credibility:

The message was credible; not only was the picture seen to be real and of a real person, her quote hit home and made a strong impact on participants.

“You can tell that that person actually smoked, this one you can tell, where others look like they are paid actors.”

Readability and visibility:

There were very few comments regarding readability and visibility, as it was easy to read.

Cohesiveness of the headline and sub-text:

This concept was generally seen as fitting together quite well.

Quality and effectiveness of the picture:

In both Montreal and Toronto, people questioned whether people looked really that horrible when dying of cancer and whether this was exaggerated or a worse-case scenario. When this was disputed by other participants who

had seen the effects of cancer first hand, the credibility was no longer questioned.

Cohesiveness of picture and text:

The picture and text told a cohesive story.

Ability to be memorable:

This appeared to be one of the most memorable concepts tested, especially among those who were unfamiliar with Barb Tarbox.

Flip-Top vs. Slide-and-Shell:

Both layouts tested equally well.

Suggestions:

- There were no suggestions or improvements to make this concept better.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-14: Smoking leads to blindness.



Overall findings

Many participants said this concept did not appeal to them on any level. They expressed several concerns with various aspects of it highlighting the picture, the credibility of the message, the relevance of the message and the ineffective layout. Many are unfamiliar with the effect of smoking on vision and so they did not believe the message.

Specific Findings

Initial impressions:

Participants did not feel this concept resonated for them. They took issue with the picture, the credibility of the message, the relevance of the message and the layout.

“I don’t like statistics, but maybe for this... something I’ve NEVER heard before... It needs it.”

Ability to get attention and motivate reading:

This concept was, in general, not particularly attention-getting for most participants. The main reason given for this was that the picture of a traffic light did not grab them on a personal level, and in fact, left many confused as to the message.

Understanding of the message and meaning:

Many did not understand the link between smoking and blindness, and therefore did not find the message very easy to understand or clear. The fact that it was often not clear what the picture had to do with blindness did not help to make the message understandable.

« Le lien direct est plus difficile à faire que pour le cancer du poumon. »

Quality and effectiveness of the text:

The wording was generally seen as both over-the-top and not specific enough, given the information was new to them. Without a bit more explanation, the text generally did not have an impact on them. “Central vision” was not understood by most participants and was considered irrelevant.

“Never heard this before either, but I do have a problem with the wording...too concrete...never heard of anyone going blind from smoking...very hard to swallow...nonsensical.”

Relevance:

This concept was not very relevant to smokers, mainly because many could not imagine themselves, or anyone else, becoming blind from smoking, or did not believe there was in fact a link between the two.

« Ça ne m’inquiète pas du tout parce que ça doit être tellement rare. »

Ability to inform and educate:

None of the participants had experienced or knew of anyone becoming blind as a result of smoking, and none recalled reading or hearing about it the

media either. Many participants wondered how it was linked on a biological/physical level.

Credibility:

The most important result from all groups regarding this message was that smokers have never heard of this health effect, and their first instinct was to not believe it. Most said this message was lacking the “proof” this was true. As a result the statement alone was dismissed.

“Makes me chuckle. I have never heard of this. It’s not believable.”

Readability and visibility:

The text itself was clear and readable, but because the concept and the visual did not resonate with participants, it wasn’t an important influence on their overall perceptions.

Cohesiveness of the headline and sub-text:

The headline and subtext were generally seen to fit together well as they both talked about the link between smoking and blindness.

Quality and effectiveness of the picture:

The visual did not clearly illustrate the idea of blindness. Only a handful of people said it made sense to move from seeing blurry (on the left side of the picture) to the blindness/black (on the right).

“I don’t really think it portrays blindness.”

Cohesiveness of picture and text:

For most, the picture did not have much to do with blindness, and therefore the cohesiveness with the text was often questioned. The idea that the image was blurred and was a traffic situation seen through the eyes of someone who was visually impaired was not made clear enough for many in the execution of the picture, which made people question what a traffic light had to do with blindness.

Ability to be memorable:

This message about blindness may be memorable to some because it was new information, although the concept (picture and text) was not executed in a very memorable fashion.

Flip-Top vs. Slide-and-Shell:

Reactions to both formats were quite equal, without any notable differences between the formats.

Suggestions:

- Participants would like to see facts and figures to back up this claim, which was new (and not all that believable) to them.
- Those who did not know what was meant by “central vision” would like it to be explained, while others believed this was irrelevant and could be left out. They felt blindness was the final outcome and that it should be the focus of the message.
- The picture would make more sense to participants if it showed something related to blindness, such as someone walking with dark glasses and a cane, a Seeing Eye dog, or an eye doctor’s office chart.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-15: Wheezing



Overall findings

The idea of this concept (wheezing, being out of breath easily) was recognized by many participants. The idea of the man in the picture not being able to keep up with his daughter/granddaughter had an emotional impact on many participants (more so in Calgary than elsewhere). However the picture was not very clear and took away from the overall effectiveness of the message.

Specific Findings

Initial impressions:

This concept was generally not seen as standing out. The picture did not clearly depict the message; therefore, the text also did not seem to have very much impact.

Ability to get attention and motivate reading:

This concept did not grab people's attention because it was not immediately clear from the picture what was being shown. For many, the picture, the text and the subtext did not appear cohesive.

"The picture does nothing, so I'd pass it by. 'Wheezing' stands out, but the rest of the text doesn't do anything for me."

Understanding of the message and meaning:

It was difficult for many participants to accurately describe what the message or messages were in this concept and it was therefore not understood by all.

Quality and effectiveness of the text:

The text on its own was moderately effective, but not quite enough to really make most participants think about the issue of wheezing.

Relevance:

Many participants recognized the concept of wheezing/being out of breath easily. The idea of the man in the picture not being able to keep up with his daughter/granddaughter created an emotional impact for many (particularly in Calgary and with older participants). This is not to say that this concept had no impact on younger participants. In fact, those in the 18-24 age group often related to this as well, as many had already noticed more shortness of breath since they started smoking.

Ability to inform and educate:

This message was not particularly informative to most.

« Moi, j'ai trouvé que c'est une image moins choc que les cœurs ou les cerveaux. Ça marque moins, dans le sens que ça me porte moins à me dire que fumer est mauvais pour la santé. »

"It's true but I don't know if it has as much impact as other fatal diseases...wheezing is kind of a funny word."

Credibility:

The picture was not very credible to many participants with many saying it looked either staged or fake, although the idea of wheezing due to smoking was seen as true especially to those who experience it themselves.

Readability and visibility:

Overall, participants found the text easy to read, but it was slightly more difficult to do so on the flip-top pack. The short text on the yellow background (flip top packs) was noticeable and well-received.

Cohesiveness of the headline and sub-text:

Overall, the headline and sub-text was not seen as very cohesive. “Hard to keep pace with life” was not seen as fitting very well with the idea of “wheezing”.

Quality and effectiveness of the picture:

For most participants, the picture was not as strong as it could be. Many said the picture was not clear in depicting physical activity and the man was not seen as healthy overall (mainly because he appears overweight). So, many participants commented he could be wheezing for other reasons not related to smoking.

“The guy looks like he’s going to throw up...maybe show him running after somebody like a kid on a bike.”

“My first impression, I could tell, I got the message, but he’s a bit of a bigger guy, he doesn’t eat right, doesn’t exercise, he’s not healthy anyway.”

Cohesiveness of picture and text:

For many, the picture, the text and the subtext did not appear to be cohesive. Firstly, the text and subtext often did not appear to participants to be talking about the same thing (see comment above), and the picture was not particularly clear in either depicting a person who is wheezing (as a result of smoking) or who is having a hard time “keeping up with life.”

Ability to be memorable:

Not many participants said they would remember this concept, mainly because the message was often not seen as a cohesive one.

Flip-Top vs. Slide-and-Shell:

In the flip-top format in particular, the text was difficult to read. The short text on the yellow background (flip-top packs) was noticeable and well-received.

Suggestions:

- Participants would prefer to see the man doing obvious physical activity (such as running or running after a child in a playground) and being a more healthy-looking person instead of overweight.
- Younger participants suggested a version of this concept showing a young person in the picture who is not keeping up during physical activities such as on a track, running behind her/his classmates, or on a basketball court.
- The text could be made more effective and direct for participants if it used language such as “smoking will slow you down,” or “smoking will impede you in life.”
- French participants suggested changing the word “râler”, as it has other connotations.
- To make it clear the man is a smoker, some suggest putting a cigarette in his hand would help.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-16: When you smoke, it shows.



Overall findings

This concept found small niche appeal, with women who are worried about wrinkles. However, many female participants said wrinkles are generally not a big enough issue for them to be worried about and wondered if it warranted being on a cigarette package. The concept did not resonate with men, as this was clearly seen as a women’s issue.

Specific Findings

Initial impressions:

Some older women who worry about wrinkles felt this was a good message, but most other participants did not agree. The visual intrigued participants but the message itself did not engage smokers sufficiently to have an impact.

“I’m 50 right now and I just don’t believe it matters. The picture doesn’t say anything.”

« Ça ne touche pas le monde. Ça ne nous fait pas vouloir arrêter. »

Ability to get attention and motivate reading:

The picture caught people’s attention, but it was not clear to everyone at first glance what was being shown. This was particularly the case on the smaller flip top packs.

Understanding of the message and meaning:

The text did not have much effect on participants, but was clear and easy to understand.

“She was hot, now she’s not.”

Quality and effectiveness of the text:

The text overall was seen as being mediocre. There were discussions about the word “permanent.” Some said wrinkles are always permanent, noting a significant long term impact, while others said that in the age of Botox, wrinkling is never permanent.

Relevance:

The concept tended not to resonate with men, as this was clearly seen as a women’s issue. Some young women generally did not feel it was entirely relevant to them either because they don’t see wrinkling to this degree, or to any degree, as something affecting them in the near future. Female participants in the older groups felt there was some relevance to this concept, but not as much as for the other concepts that were tested. Wrinkles are not a serious side-effect of smoking, when compared to cancer for example.

“It’s not really important. Not as serious as the other pictures.”

Ability to inform and educate:

Participants said this concept was moderately informative, but most smokers said they already knew this information.

Credibility:

Generally, there was a sense from participants that when one smokes it shows, but it was hard for them to believe such severe effects would occur to someone of such a young age as shown in the picture.

« On n'y croit pas parce qu'ils ont joué avec la photo. »

Readability and visibility:

There were no issues with the readability and visibility of the text, although what the picture was trying to show did not always come through clearly.

"I like the text – few words, only 5 words."

Cohesiveness of the headline and sub-text:

Participants generally felt the headline and the sub-text worked well together, as they both speak to the visible impacts of smoking.

Quality and effectiveness of the picture:

There were mixed reactions to the fact this picture wasn't "real" and obviously altered. For some it was an interesting way to show before/after, while for others the style took away from the overall credibility of the message as the wrinkles were "probably exaggerated." At the same time, the right side of the picture is seen as too ghostly and not realistic, because there was no colour on that side of the face.

"I think they could have used a better photo. It does get my attention I know what they are getting at, but it's a little much."

Cohesiveness of picture and text:

The picture was seen to fit better with the subtext than with the headline.

Ability to be memorable:

As the message about wrinkles was not particularly relevant to many, it was generally not seen as memorable.

Flip-Top vs. Slide-and-Shell:

The feedback on this concept was no different for the flip-top or the slide-and-shell pack, except that on the smaller packs, it took participants often a second, closer look to see what the picture was trying to say.

Suggestions:

- Having the normal looking face with a real skin tone instead of grey for the "pretty" half of the picture was suggested by some.

- They also suggested showing two pictures of the woman before and after or two people of the same age, one a wrinkled smoker and one a non-wrinkled non-smoker.
- One suggestion was to include a version of a male with wrinkles.
- Take out the word “permanent” was suggested by those who questioned its usefulness, or basis in fact with today’s realities.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-17: One cigarette closer to a heart attack.



Overall findings

Participants were typically not very receptive to this warning. The idea that the picture was trying to convey (a person having a heart attack due to smoking) and the headline text were attention getting and credible, but several weaknesses in execution were identified by participants. Particularly, this picture was not seen as credible and it was felt it was not cohesive with the text. Also, the sub-text did not provide sufficient information about the correlation between heart attacks and coronary disease.

Specific Findings

Initial impressions:

This concept did not receive much positive feedback. The initial reactions were often about the picture not being realistic.

« Ça me touche encore moins. L'image ne me fait rien. »

Ability to get attention and motivate reading:

The headline was effective at grabbing attention because most smokers can relate to that next cigarette and recognized cigarette smoking has the potential to affect the heart.

Understanding of the message and meaning:

This message that smoking causes heart attacks was generally quite clear to participants.

Quality and effectiveness of the text:

The link between heart attack and coronary disease was not well known among some and resulted in participants asking questions about the sub-text and whether it should offer more proof of the connection. It wasn't that they didn't believe it, but they were interested in knowing more.

Relevance:

Older participants generally related more to this message than younger participants.

“The older guy having a heart attack doesn't affect the younger ones, show someone younger – at any age you can die.”

Ability to inform and educate:

To most, the idea conveyed by this was not new or educational. However for some the link between heart attack and coronary disease was not well known.

« Non, ce n'est pas nouveau, mais j'ai vraiment aimé “chaque cigarette”. J'aime le titre. »

Credibility:

The text was quite credible to most, although the picture did not help bring credibility to the concept.

Readability and visibility:

There were no issues with the readability or visibility of this concept.

Cohesiveness of the headline and sub-text:

Participants had difficulty making the connection between the headline and the text. Some participants found it jarring that the headline spoke about cigarettes causing a heart attack, while the sub-text spoke about smoking causing coronary heart disease and death.

Quality and effectiveness of the picture:

The picture was seen as lacking credibility. The general impression was that this was a bad actor in a staged situation, which doesn't appear to be connected to smoking in any way. Participants felt the lack of a cigarette or a person smoking in the picture weakened the concept overall.

"The picture doesn't tie into the words...something else might have caused what he's doing."

Cohesiveness of picture and text:

Many participants had difficulty making the connection between the photo, smoking, and the text. Participants felt the lack of a cigarette or a person smoking in the picture weakened the concept overall. As well, the picture showed someone who had or was having a heart attack, while the subtext did not speak of that, instead talking about coronary disease, which is not understood to be as acute as a heart attack.

Ability to be memorable:

This concept overall was not one participants said they would remember.

Flip-Top vs. Slide-and-Shell:

Reactions to the concept in the two layouts were similar. No significant differences were found.

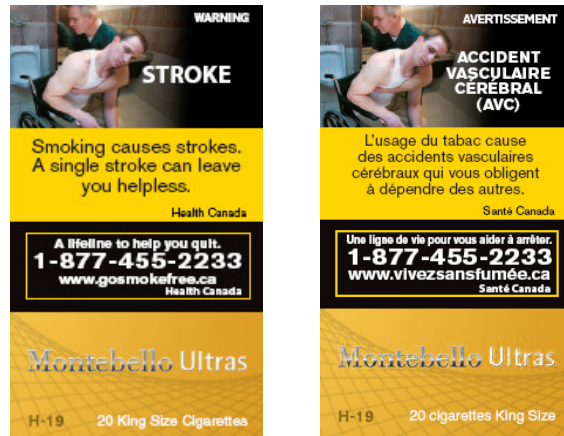
Suggestions:

- Having a cigarette in the man's mouth or on the ground would help link the text with the photo for participants.
- Suggestions were also to change the picture to show a person on a stretcher with someone using defibrillator shock-paddles on him.
- As it was seen by many as "normal" that older people have heart attacks, younger people suggested it would have more impact on them if the person in the picture were younger.
- Some suggested showing statistics instead (one in every x smokers has a heart attack, one in x smokers dies of a heart attack, compared to non-smokers).

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-19: Stroke



Overall findings

This concept had a significant impact on many participants, driven in large part by the visual. Participants felt the picture affected them at an emotional level. The notion that smoking can negatively affect quality of life and leave you helpless was worse than the thought of dying for many participants.

Participants believed this could happen and they feared that it would happen to them. The fact that the photo showed a younger person made it even more memorable, especially to younger adult smokers. While it had a strong impact on getting participants to think about quitting, there were some issues with the text that could be resolved.

Specific Findings

Initial impressions:

As the picture was very strong for this concept, it garnered significant positive initial reactions.

“This one really makes you think. You see stroke and see the paralyzed man. ... it’s both, the picture and the text. Paralysis is worse than dying.”

Ability to get attention and motivate reading:

The picture grabbed participants’ attention because the photo was different for most participants than what they had seen in the past.

Understanding of the message and meaning:

The notion that smoking can negatively affect quality of life and leave you helpless was understood, and often seen by participants as worse than the thought of dying.

Quality and effectiveness of the text:

The single word “stroke” in the headline stood out and was striking to participants. However, in French, there was not the same impact because the

headline consisted of three words. Some said it may be better to just have AVC – a term many would recognize.

The main issue with the sub-text was the direct relationship between smoking and strokes: “smoking causes strokes”. Although participants didn’t dispute the link, they felt there are other factors that caused strokes. Therefore, this message exaggerated the impacts of smoking. The second sentence of the sub-text was believable for participants and can be left as is.

“I like that it just says “stroke”...seems very factual...everyone knows that smoking causes strokes, but it’s saying you should be aware of this...just the single word catches your attention.”

Relevance:

Most felt this was relevant to them personally, due in large part to the concept’s ability to remind them of how their quality of life could be changed by a stroke. Some said it may be particularly relevant to those who were in the process of, or ready to consider, quitting.

« Moi je pense que c’est pour les gens qui veulent vraiment arrêter de fumer. »

Ability to inform and educate:

While most said it was believable that some strokes were caused by smoking, it was also noted that strokes presented a danger they rarely consider as an impact related to smoking. They tended to focus more on dangers such as lung cancer or heart disease. As such, to some it was a reminder of something they may have heard of in the past, but did not think of very often; while to others it was new information.

Credibility:

Participants believed that this could happen and they feared that it would happen to them.

“Yes absolutely, this one grabbed me because I think this is true. Yes, a single stroke can leave you helpless. I believe this one, this one is real.”

Readability and visibility:

In any format tested, the concept was widely considered readable and easily seen, with the one negative aspect being that the picture on the flip-top was not readily identified as being set in a washroom, making the visibility of the concept not clear for everyone who saw it on that format.

Cohesiveness of the headline and sub-text:

The headline and sub-text were seen as cohesive, as they both clearly talked about stroke.

Quality and effectiveness of the picture:

Participants felt the picture struck an emotional cord. The background of the picture (i.e., the toilet) was seen as a powerful element, but it took participants some time to notice it, especially on the flip-top packs where the image was harder to depict.

« Moi j'aime la toilette, parce que c'est la place qui m'explique le plus la vulnérabilité, que tu ne peux pas aller à la toilette toi-même. »

Cohesiveness of picture and text:

The picture and text were seen as cohesive, as they tied in the idea of smoking, stroke and disability.

Ability to be memorable:

The fact the photo showed a younger person made it quite memorable and had a strong impact on getting participants to think about quitting.

"This one hit me. I will remember this one because I do believe that smoking can leave you helpless, it's scary. They did a good job on this one."

Flip-Top vs. Slide-and-Shell:

The image on the slide-and-shell package was more easily identified as being set in a washroom while it was less apparent on the flip-top. Since the setting strongly influenced how striking the image was for people, there were slightly different reactions to the two formats.

Suggestions:

- Participants said that making the toilet more obvious in the picture would increase the effectiveness of the concept and emphasize that you would be really helpless if this happened to you.
- Since participants argued that many other factors cause strokes, suggesting changing the sub-text to "Smoking is the leading cause of strokes" or "Smoking can cause strokes" would make it more realistic.

Concept classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-20: Gasping for air



Overall findings

Participants felt elements of this concept were good, but improvements could be made to increase its overall effectiveness. Namely, participants found the image did not grab their attention and it did not clearly depict the scenario. They liked the headline (“gasping for air”) and considered it the strongest aspect of the concept. There were some comments about the cohesiveness of the text and the picture.

In general, the text worked better than the picture.

Specific findings

Initial impressions:

Initially, reactions to some parts of the concept, mainly the information in the text, were positive, while reactions to the picture were mixed at best.

“I really like it; it’s powerful, scary, short and to the point. I don’t like the picture ‘cause it looks really fake.”

Ability to get attention and motivate reading:

As the picture was what tended to grab people’s attention in general, and in this case, was the weakest element of the concept. It was therefore often felt that this concept was not attention grabbing and did not motivate reading very well.

« On dirait une pub d’un agent immobilier, d’un avocat, on dirait que le monsieur est en train de chanter “Ô Sole Mio”, je ne pensais vraiment pas qu’il suffoquait. »

Understanding of the message and meaning:

The concept was seen as clearly delivering the messages that smoking causes emphysema and emphysema leaves sufferers gasping for air. However, there is still limited understanding of what the disease really is.

“I don’t know what emphysema is... really how many people know what that is and what it means? Maybe add a bit of an explanation of what it is. It doesn’t warn me because I’m not sure what it is.”

Quality and effectiveness of the text:

Participants did like the headline (“gasping for air”) and considered it the strongest aspect of the concept.

Relevance:

Participants agreed shortness of breath and difficulty inhaling were side effects they had previously experienced, and so the message resonated with them.

« Il n’a pas l’air de quelqu’un qui souffre, il a l’air trop bien, en ôtant la photo ça aurait plus d’impact. »

Ability to inform and educate:

Participants felt no new information was presented. Some, in particular those who were not familiar at all with emphysema before, said they would have liked to know more about the condition in a brief description.

Credibility:

Participants agreed that shortness of breath and difficulty inhaling were side effects they had previously experienced, and so the message was seen as credible to them. On the other hand, the use of the word ‘causes’ lessened the credibility of the message for many participants since they believe there to be other causes of emphysema.

Readability and visibility:

The concept was seen as easily readable and visible.

Cohesiveness of the headline and sub-text:

The headline was seen as powerful and cohesive with the sub-text, even if the sub-text was seen by some as being less powerful than the headline.

Quality and effectiveness of the picture:

Many claimed the picture seemed too staged and did not convey the seriousness of emphysema.

“I don’t like the picture. It’s over-dramatized. The message gets to me but I don’t really understand what it could be doing to me.”

Cohesiveness of picture and text:

The sub-text was somewhat well received but the picture did not convey a sense of what the headline and the sub-text were trying to communicate.

“I found the wording effective and attention grabbing. The picture needed someone with an oxygen mask etcetera to make it look as bad as it could be.”

Ability to be memorable:

About half of the participants thought the concept was memorable because of the headline and sub-text, but not because of the picture.

Flip-Top vs. Slide-and-Shell:

There was no discernible difference in findings between the flip-top and the slide-and-shell.

Suggestions:

- Participants suggested changing the picture by putting someone with an oxygen mask or having someone younger and leaner in the image.
- Also, modifying the sub-text, either by giving a better explanation of what emphysema is or linking it in a better way with the title, would have a bigger impact according to participants.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-21: Throat cancer. It's tough to swallow.



Overall findings

Participants said the overall concept caught their attention and was effective in making them think about quitting smoking. Although the information was not new to them, it grabbed their attention because it was presented in an original, effective way, with a picture that was direct and to the point.

Also, the use of a younger person resonated with many younger participants because they could visualize themselves in that particular situation. The prospect of not being able to communicate also hit home with most of the participants.

Specific findings

Initial impressions:

This was one of the best tested concepts among participants. It resonated particularly well because people were taken aback by it and started to imagine themselves in the position of the person in the picture, which in many cases scared them.

“That would suck, that was my first reaction. It’s good one because it is in your face. He is an ugly man and makes the whole scene ugly. Not being able to talk is really scary. That gets me with the throat.”

Ability to get attention and motivate reading:

Participants said the overall concept caught their attention and was effective in making them think about quitting smoking. Seeing the picture often motivated them to read the text.

“I think this is a really good ad: The picture and the thing around his neck. I think I would read this too. You want to keep reading to see what’s going on. I think it’s the picture.”

Understanding of the message and meaning:

The information was not new to them but it was presented in an original, effective way that was easy to understand.

Quality and effectiveness of the text:

Participants liked the play on words in the headline because it rang true for them and it was something they could easily remember.

Relevance:

Almost all felt this concept was personally relevant.

Ability to inform and educate:

Although not necessarily informative, this concept reminded many of particular aspects – being forced to use such a tube – that they may not think about as often as other detrimental effects of smoking.

Credibility:

The concept was seen as credible by all.

Readability and visibility:

The sub-text was a little more difficult to read on the flip-top pack.

Cohesiveness of the headline and sub-text:

It was also noted that the picture and headline encouraged participants to read the sub-text, which was seen to flow logically, as they both talked about the same disease in a clear way.

« C’est le slogan “ difficile à avaler”, tu le ressens, du coup quand tu vas sortir tu as plus de chance de le retenir. »

Quality and effectiveness of the picture:

Participants felt the picture was especially noticeable; it caught their attention right away and the actor was believable, adding credibility to the overall concept. The picture used was particularly relevant, as participants thought he looked very unhappy (his eyes especially). Also, use of a younger person resonated with participants because they could visualize themselves in the situation. The prospect of not being able to communicate also hit home with most of the participants.

« C'est assez efficace, c'est sûr que tu n'as pas le goût d'avoir cette affaire-là sur la gorge, et le jeu de mot, ça me fait faire un effet physique, tu avales quand tu vois l'image. »

Cohesiveness of picture and text:

The picture and text was seen as cohesive.

"I get the sadness part just looking at his face. It is not a good scene. I like it better than the others. The caption sums it up really well."

Ability to be memorable:

Participants were clearly of the view this concept was memorable.

"This warning scares me – not being able to swallow really scares me."

Flip-Top vs. Slide-and-Shell:

No noteworthy difference was found between flip-top and slide-and-shell formats.

Suggestions:

- Participants felt this warning to be effective and had trouble providing suggestions to improve it.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-23: Impotence



Overall findings

Participants were generally not very positive about this concept. Many participants did not believe what they were seeing and reading, claiming that it is too extreme that someone so young would be impotent because of smoking. Also, participants felt this message was not as important as other warnings about cancer or heart disease, and therefore they would easily dismiss it as irrelevant. Because the impotence is about men, many women did not feel this had anything to say to them.

Generally, the concept was weak and the topic was not well received by participants.

Specific findings

Initial impressions:

Participants were not very responsive to the overall concept. Generally, the concept was weak and the topic was not one that opened up a lively discussion. Many felt it was a “gimmicky” topic that had been used before and was therefore no longer one that grabbed their attention.

Ability to get attention and motivate reading:

The ability to get attention was limited, although the headline was the one element that some participants said would grab their attention. The main reason it did not grab attention was because it was seen as something that had been used in the past. As well, it generally did not grab the attention of certain demographics (such as most women).

Understanding of the message and meaning:

The message was easily understood by participants.

Quality and effectiveness of the text:

Although male participants in the groups did feel it was important to know this information, they weren't convinced by the warning. Some wished there were statistics or data demonstrating how frequently this happens and after how many years of smoking.

"They should have some statistics, like it increases the chances by x percent."

Relevance:

Also, participants felt it was not as important a cause as providing warnings about cancer or heart disease, and therefore they would easily dismiss it as irrelevant. Participants felt the concept targets men, thereby excluding half of the population.

"I'd expect most guys would feel that isn't going to happen to me...that's not going to slow me down"...if it does they think they have Viagra to lean back on!"

Ability to inform and educate:

Several noted they had already seen existing warning messages relating to impotence and thus for them, this did not inform or educate them. For a few, it would seem this was informative, although this was often with the caveat that they would prefer to see more evidence.

"There isn't any correlations talking about it on TV, there's no guy out there that says he can't have sex 'cause I smoke."

Credibility:

Participants did not find the concept credible, claiming it was too extreme to suggest someone so young could become impotent because of smoking.

"We generally don't associate erectile dysfunction with young people...it is older guys and it may be due to testosterone levels...is it really true that YOUNG men can be impotent from smoking?"

« Je ne pense pas que ça soit à cause qu'il fume... 80 % des gens qui ont de l'impuissance c'est en lien à l'aspect mental, c'est des études que je fais, j'ai étudié ça. »

Readability and visibility:

The concept was generally seen as easily readable and visible.

Cohesiveness of the headline and sub-text:

The message got some participants' attention because of the word "impotence", but the sub-text was not relevant or memorable to them. Also, some felt that the sub-text was redundant and did not provide them with any additional information.

« Moi je ne pense pas que c'est la cause pour arrêter, le cancer, par contre, oui. »

Quality and effectiveness of the picture:

Reactions regarding the male gender symbol in the picture were mixed. Some participants felt it was a creative way to get their attention regarding impotence, while others said it was just cluttering the overall image.

"It's cheesy....going a little too far."

"When I first looked at it, I thought about my boyfriend."

Cohesiveness of picture and text:

For this concept, while the picture and text were certainly seen as relating to the same message, the picture seemed to detract from the overall effect of the concept with the man often seen as being an unrealistic victim and perhaps unrealistically depressed. The headline and sub-text tended to be cited as doing a better job of making them think about the consequences of smoking.

Ability to be memorable:

This message was not seen as very memorable to most.

Flip-Top vs. Slide-and-Shell:

No noteworthy difference was found between flip-top and slide-and-shell formats.

Suggestions:

- Although the overall sense was that the whole concept needed to be revised, some participants would have liked to have seen statistics in terms of the length of time it takes for these problems to appear or how many people are affected by this, etc.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-24: Lung cancer



Overall findings

Participants had strong reactions to the picture in this concept, but felt the information was not new or intriguing. The picture caught smokers' attention because it was perceived to be disgusting and scary. Some of its impact was, however, reduced because it was similar to the warning messages currently on cigarette packs. Participants' first impressions were all about the picture of the lung and the headline "lung cancer."

Specific findings

Initial impressions:

The picture opened up the discussion about this concept, but the feedback most often was that this was a variation on an old theme that they often no longer felt was very effective.

"Nothing really, they're trying to shock us again. The older ones have desensitized me to it. It's gross I won't keep my pack on the table. It's gross."

Ability to get attention and motivate reading:

Smokers were drawn to this image because they said it was disgusting and scary. The impact of it was reduced, however, because it was similar to the warning messages currently on cigarette packs.

Understanding of the message and meaning:

The fundamental message that smoking causes lung cancer is clearly understood. However, the statistics were sometimes misinterpreted by participants. Some believed the numbers describe smokers' propensity to get lung cancer, or that the point was that male smokers are at greater risk of getting lung cancer than female smokers. Still, others accurately pointed out

the statistic referred to the proportion of lung cancer deaths attributable to smoking.

Quality and effectiveness of the text:

Those who did read the subtext and the statistic said the specific information was new, but they did not understand the relevance of featuring separate percentages for men and women.

Relevance:

Insofar as participants know smoking causes lung cancer, they felt the message was personally relevant, but many offered reasons why they felt this image must be of someone in a different set of circumstances than themselves – either because they must have smoked much longer or much more frequently.

“It’s like so many other things. It’s tough to associate yourself with that but maybe if they could actually connect the smoker with that type of thing. They should show the good and bad lung.”

Ability to inform and educate:

Those who did read the subtext and the statistic said the specific information was new, but they did not understand the relevance of featuring separate percentages for men and women. The general information about smoking causing lung cancer, however, was not new and therefore not very educational.

« Je suis fatiguée de me faire parler du cancer, c’est toujours de ça qu’on nous parle quand on parle de cigarettes. »

Credibility:

That smoking causes lung cancer is accepted by all as fact, but the statistics led to some confusion, and as a result, some questioned about the message’s credibility.

Readability and visibility:

In terms of readability and visibility, there were no issues with this concept.

Cohesiveness of the headline and sub-text:

The headline was clear, but the sub-text caused confusion for some participants. Some misunderstood the statistics and started wondering about the meaning of and importance of the difference by gender.

Quality and effectiveness of the picture:

Although the picture was effective for most, some participants likened it to a steak, noting that a stronger message could be conveyed if a healthy lung were compared to a cancerous one. This notion was seconded by other

participants who were unfamiliar with what a healthy lung should look like and therefore found the severity of the picture hard to grasp.

“Instead, they should show the downsides of the images: their face, their hacking cough.”

Cohesiveness of picture and text:

Participants’ first impressions were all about the picture of the lung and the headline “lung cancer.” There was very little mention about the rest of the sub-text until prompted, as many were turned off by the picture immediately. However, the text and picture did appear to tell a cohesive story about lung cancer.

« Déjà la photo n’est pas très jolie, ça revient à ce qu’on a déjà, cancer du poumon, on est déjà au courant, le texte exagère encore un peu, et on le sait déjà, on a assez de pression comme ça, si à chaque fois qu’on fumeon se fait dire ça, moi je ne trouve pas ça nécessaire. »

Ability to be memorable:

The image was the element that made this concept at least somewhat memorable, but for the most part, few described this as a memorable concept, as it was often seen as “more of the same” as they had been seeing on cigarette packages for years. .

Flip-Top vs. Slide-and-Shell:

No noteworthy difference was found between flip-top and slide-and-shell formats.

Suggestions:

- Participants would prefer that the sub-text show the overall statistic instead of a separate statistic for men and women.
- Although the picture was the first thing they noticed, the image was redundant from past warnings and many are desensitized to it. Showing a sick person or someone with symptoms related to smoking could have greater impact for many participants.
- Comparing the sick lung to a healthy lung would enable participants to make comparisons between the two and increase the effectiveness of the message.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-25: Smoking is a major cause of stroke.



Overall findings

Although the image was effective at grabbing participants' attention, overall the concept did not resonate well. There was some confusion about what the picture was showing, while others said it was the "same old" tactic they were accustomed to. The "before" and "after" approach was a positive feature of this concept, giving participants a frame of reference regarding the damaging effects of smoking. Showing an organ was said to be less effective than showing a person suffering from the effects of a stroke, as they would be able to relate better.

As with the other warning message concerning strokes, this message was not as effective with French participants because of the term "accidents vasculaires cérébraux".

Specific findings

Initial impressions:

This concept initially did not garner very positive reactions. The main reason for this was that, at first blush, it was a message they felt they had heard and seen over and over again.

Ability to get attention and motivate reading:

The image was described by many participants as being effective at grabbing their attention. While the headline did not tend to get the same reaction, several participants indicated they read on because the headline was credible and made them think about impacts other than the more commonly seen cancer and heart disease messages.

« Ça capte l'attention mais ce n'est pas beau, c'est de mauvais goût de présenter des cadavres sur des paquets de cigarette, ça va trop loin, ça dépasse les limites. »

Understanding of the message and meaning:

Most participants indicated they clearly understood the message that smoking can cause strokes and strokes adversely affect you.

Quality and effectiveness of the text:

Participants liked the headline because it did not imply causality like “smoking cause strokes” did. This increased the overall credibility of the message for most participants and made them more apt to read the rest of the message. As with the other warning message concerning stroke, this message was not as effective with French participants because of the term “accidents vasculaires cérébraux”. Some suggested simply using the abbreviation (AVC) to minimize the amount of text on the message.

“At least it doesn’t guarantee it...that’s more believable.”

« La chose que j’ai aimé c’est qu’ils ont changé à AVC. »

Relevance:

Nearly all felt this message was personally relevant, even among the few who questioned the likelihood of having a stroke and the likelihood it would seriously affect them.

Ability to inform and educate:

The image, often mistaken for lungs, was something several said they had not seen before and therefore presented new information about what can happen to a brain.

Credibility:

Some doubted the credibility of the picture because they had never seen a picture of a brain that was affected by a stroke. The idea that smoking caused strokes was generally not questioned.

Readability and visibility:

Despite the image frequently being mistaken for lungs, the visibility and readability of the headline and text were not seen as a problem for most. The French version of the headline was seen as being too long and crowded, thus, more difficult to read.

Cohesiveness of the headline and sub-text:

Some participants felt the sub-text was not as powerful or severe as they were expecting based on the image and headlines. Although losing one’s ability to communicate was widely recognized as an undesirable outcome, the sub-text overall was widely seen as being too soft.

Quality and effectiveness of the picture:

Some were unsure if the picture represented a set of lungs or a brain, so they suggested labeling the organ in order to avoid confusion. The “before” and “after” approach was a positive feature of this concept, giving participants a frame of reference regarding the damaging effects of smoking. According to participants, showing a person who has suffered a stroke and highlighting some of the negative impacts on their quality of life would be more effective than showing the damaged organ itself.

“Something needs to tell you what this is...only one of us knew it was brains...label it.”

“Looks like a lung, but you have to know what stroke is to figure out it’s a brain.”

Cohesiveness of picture and text:

A few suggested the sub-text did not quite fit the tone of the message that was portrayed with the severity of the photo. The phrase “ability to communicate” was effective for some as the thought of not being able to speak was a scary prospect.

“I think the picture is disgusting...it’s gross...the message could be more effective though, for how abrupt the picture is...it definitely gets my attention...it’s a memorable picture, but the message isn’t as memorable...something more direct or blunt...this is your brain...this will happen.”

Ability to be memorable:

This concept was seen by most as being modestly memorable, with some saying the striking image and the new information to consider were the elements that made it more memorable for them.

Flip-Top vs. Slide-and-Shell:

The French text was too long in either version, but may have been seen as even more cluttered on the flip-top.

Suggestions:

- Suggested improvements included labeling the organ used in the image, identifying how many years of smoking causes this, and potentially showing a photo of someone with the effects of a stroke.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements

- ✓ Needs major improvement
- ☐ Least effective - needs complete rethink/rework

H-26: Life after a stroke.



Overall findings

Participants felt this concept was effective and one of the most impactful warnings presented. The picture was considered powerful because participants could see the physical effects of a stroke on a real person. Also, the concept was effective at instilling a high level of fear in smokers; participants stated they do not want to end up like this and would seriously think about quitting because of it. Participants affirmed that the warning was strong in its ability to show how an illness could affect quality of life and render you helpless and vulnerable.

The information presented was new to some participants, and all felt that it was pertinent to know the effects of a stroke. The headline and the sub-text were also deemed effective by participants. In French, participants felt that the sub-text could be shortened by tightening the text, thereby making it clearer and more concise.

Specific findings

Initial impressions:

Participants felt this concept was effective and one of the most effective warnings presented. Participants affirmed that the warning was strong in its ability to show how an illness could affect quality of life and render you helpless and vulnerable.

“This makes me think about quitting right now...I like taking that first drag when I’m stressed, but looking at this it makes me think I need to find a better fell-good thing to do.”

Ability to get attention and motivate reading:

This concept grabbed the attention of nearly all participants and motivated them to continue reading.

« Ça me trouble, je suis traumatisé, la photo est vraiment choc, tu ne peux pas avoir plus frappant que ça. »

Understanding of the message and meaning:

All participants understood this concept's message.

« C'est quand même traumatisant si tu te dis que la personne était normale avant. Je n'ai pas le goût que ça m'arrive. »

Quality and effectiveness of the text:

The headline and the sub-text were also deemed effective by participants. In French, participants felt that the sub-text could be shortened by tightening the text; thereby making it clearer and more concise.

"After I read 'life after a stroke' I wanted to read the rest."

Relevance:

The concept was effective at instilling a high level of fear in smokers; participants stated they do not want to end up like this and would seriously think about quitting because of it.

"This is not attractive....don't want to look like that."

Ability to inform and educate:

The information presented was new to some participants, and all felt that it was pertinent to know the effects of a stroke.

"It says what we had asked to see...it explains the results like paralysis and speech problems... it shows what can come from a stroke, not just tells you that you can have a stroke if you smoke!"

Credibility:

This concept was seen to be very credible, both in terms of graphics and text.

"I think the picture is realistic. You know a stroke is possible but you wouldn't want to live your life like this."

Readability and visibility:

In the French version, the long headline is seen to take up too much room and thereby obscured the picture.

Cohesiveness of the headline and sub-text:

Most felt the headline and sub-text were quite cohesive, as it was said to tell a clear story about the results of having a stroke.

Quality and effectiveness of the picture:

The picture was considered powerful because participants could see the physical effects of a stroke on a real person.

“A little shocking and kind of scary when I look at the face the person has. You know they had a stroke. I think if you add the eyes it would be a bit more effective.”

Cohesiveness of picture and text:

Virtually all participants felt the image and text were cohesive.

“The picture is good, and then the text explains it more.”

Ability to be memorable:

Almost all participants described this as a memorable concept. They often said that the picture in particular would be something they would remember, as it was one that made people think about the effects of smoking.

“This picture...scary!”

Flip-Top vs. Slide-and-Shell:

No noteworthy difference was found between flip-top and slide-and-shell formats.

Suggestions:

- The headline in French was seen to obscure the picture and participants felt it could be shortened if the abbreviation of stroke was used, especially since the term was in the sub-text (i.e., replace “accidents vasculaires cérébraux” by “AVC” in the headline).
- Also in the French version, the sub-text may be tightened.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-27: You only have one heart. Better take care of it.



Overall findings

Participants felt the overall idea of the concept was good, but some small changes would make it more effective. Many participants liked that the text, in the headline and in the subtext was short and to the point, without too much information “crammed into the space,” so that it would catch their attention first. This was different from many concepts, where the picture was the most attention-grabbing element. Participants stated the positive framing of the message in the title was good (i.e., “take care of your heart” vs. “this is what bad things will happen to your heart”), as it conveyed a sense of personal responsibility and that the onus was on the individual. However, the link between smoking and heart attack or heart disease was not strong or clear for participants.

The reactions to the picture were lukewarm at best. Also, participants were not as scared of dying as they were of losing their ability to walk/talk/speak and be independent, which likely contributed to the weakness of the concept overall.

Specific findings

Initial impressions:

Participants felt the overall idea of the concept was good, but that some aspects, especially the picture, would need to be modified in order to be more effective.

“The picture doesn’t tell me anything.”

“Picture could be a result of many things and not just smoking.”

Ability to get attention and motivate reading:

Although the picture did not do a very good job at grabbing people's attention, the text tended to do so, as it was both short and a punchy use of words.

"The title grabs me."

"It's to the point, but it's typical."

Understanding of the message and meaning:

Overall, participants got the idea that the person in the picture had a heart attack. However, the link between smoking and heart attack or heart disease was not strong or clear for participants, as they often did not feel they had been presented with enough evidence of this fact, beyond being told "smoking causes heart disease".

Quality and effectiveness of the text:

Participants stated the positive framing of the message in the title was good (i.e., "take care of your heart" vs. "this is what bad things will happen to your heart"). It conveyed a sense of personal responsibility, placing the onus was on the individual.

« J'ai aimé la formulation positive du message : vaut mieux prendre soin de son cœur. »

Relevance:

Participants revealed they were not as scared of dying as they were of losing their ability to walk/talk/speak and be independent, which likely contributed to the weakness of the concept overall.

"We all die of something...many people die of heart attacks. If I could no longer walk the dog because of a heart attack, that would be bad."

Ability to inform and educate:

This message was somewhat new to some smokers who did not know about the link between smoking and heart attacks. For those who had heard of this, this message added nothing new for them.

"It's to the point but too typical, preaching, scary. We know this. We need to know how to get out of it!"

Credibility:

Most did not have a problem with the credibility of the message, although for some linking heart attacks and smoking was new and therefore not immediately accepted.

“Have never heard of this.”

Readability and visibility:

The text was readable for almost all participants, although the meaning of the picture showing was not immediately clear to all.

« Je n'ai pas tout de suite visualisé l'image, je l'ai remarquée après les portes de l'ambulance. »

Cohesiveness of the headline and sub-text:

Participants liked the short sub-text, but some felt the subtext was unnecessary, as the headline had a strong message on its own.

“The words ‘it could shorten your life’ don’t work for me....remove that.”

Quality and effectiveness of the picture:

At first glance participants had difficulty making out what was on the picture. In general, the picture did not catch their attention and did not clearly depict the message in an effective manner.

“The picture needs a face. Nothing tells you that it is smoking that caused this. The words ‘it could shorten your life’ don’t work for me.”

Cohesiveness of picture and text:

The headline was often noted as being the part that delivered the message of this concept, while many indicated they could not easily identify the picture until it was pointed out that they were paddles. After that was explained, more people understood the story of someone having a heart attack from the picture and linked it to the information in the text.

Ability to be memorable:

Participants tended to describe this message as not being terribly memorable, especially not if they did not feel that the message (picture and text) was cohesive and told a clear story. It would be difficult to remember something that was not necessarily clearly understood and processed as a good message.

Flip-Top vs. Slide-and-Shell:

No noteworthy difference was found between flip-top and slide-and-shell formats.

Suggestions:

- Participants felt a clearer picture would improve the effectiveness of the warning.

- Some suggestions for the picture included seeing the person’s face, having a machine with a flat line on it, or showing a defibrillator.
- Some participants suggested making the subtext more relevant by mentioning the side effects of heart disease on one’s quality of life.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-28: Heart disease. It’s close to every smoker’s heart.



Overall findings

Many participants felt this concept could use some improvements. The issues with this concept were two-fold. First, participants said it was unclear if the heart in the picture was healthy or unhealthy. The lack of a reference point led to confusion for some participants. Secondly, this was not considered to be a new photo. Many noted that it was very much like the warnings currently on cigarette packs.

As well, many questioned whether smoking was really the main cause of heart disease – other factors, such as bad diet and hereditary issues are often seen to be major contributors. The idea of having a heart attack spoke more to older smokers than to younger smokers, for whom this tended to be “too far in the future.”

Specific findings

Initial impressions:

Participants felt that the concept could be effective if certain aspects were modified slightly, such as a better picture.

“No, this one I don’t like very much.”

Ability to get attention and motivate reading:

Many participants said this was the same type of “shocking” picture used in the current warnings, and therefore they may not read it.

« Moi je trouve que ce qu’il faut c’est un truc choc, et c’est ça que ça produit, donc je pense qu’elles sont plus efficaces, à la limite on a même pas besoin du titre, donc dans toutes les images, celle qui me porte le plus à le faire c’est celle-ci. »

Understanding of the message and meaning:

In general, the message that smoking is linked to heart issues was clearly understood.

Quality and effectiveness of the text:

Participants liked the headline; it was not accusatory and therefore elicited a more positive reaction. However, participants felt the sub-text was too long and the information repetitive of past warnings.

“This looks too much like what they have now...it’s what we all ignore.”

Relevance:

Most participants felt there was some personal relevance for them, as it (the text) spoke clearly and directly to them as smokers.

Ability to inform and educate:

Most indicated this was neither informing nor educating them, as the information was not very new to most.

“It looks like a warning. It looks too much like the ones we have now which people ignore. Reduced blood flow to the heart hits the most.”

« Ça me fait sentir coupable mais c’est un message qui est redondant, on le sait que le tabac entraîne des maladies du cœur. »

Credibility:

An important issue with this message was that participants felt a poor diet could contribute more to heart disease than smoking, especially given the fact that most viewed the yellow “stuff” on the heart as fat.

Readability and visibility:

Overall, this concept was felt by most to be readable and easy to see, but there were many who felt it was unclear whether there was any problem with this particular heart. Many, who felt the length of the sub-text was too long, made reading more of a challenge than they would have liked.

Cohesiveness of the headline and sub-text:

Length issues aside, most felt the headline and sub-text were cohesive, as they both spoke about heart disease.

Quality and effectiveness of the picture:

There were some issues with the picture: first, participants said that they did not know whether this heart was healthy or sick. As well, many people said that they had seen pictures of hearts too often already on the current packages.

It's a very direct message. At the same time, there is an awful lot of yellow on the heart...couldn't he have gone on a diet? If it was black it would make me think of smoking. It doesn't look like a smoker's heart. I would assume the heart would be black, like lungs!"

Cohesiveness of picture and text:

Many felt the connection between the graphics and text was questionable.

"The picture doesn't match the words. They're talking about blood flow. The graphic could turn people off. It's as if I have seen a picture of a heart many times."

Ability to be memorable:

Most described this as being only modestly memorable, with many saying the limitation for them was that it looked too much like existing messages.

Flip-Top vs. Slide-and-Shell:

No noteworthy difference was found between flip-top and slide-and-shell formats.

Suggestions:

- Participants suggested cutting back on the sub-text since it seemed repetitive and did not add to the message.
- The picture was unclear and therefore many suggested putting a before and after organ so that they could see the difference and the effects of smoking.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments

- ✓ Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

H-29: Bladder cancer



Overall findings

This concept instantly caught participants' attention and elicited strong reactions. There were immediate responses to the picture and the blood in the toilet. Though participants thought the picture to be revolting, they did say it caught their attention and made them read the rest of the text. However, some participants said the image crossed the line and was too disturbing. Many participants said this was one of those packs that they would avoid purchasing and ask the vendor for a different one.

Since most had never heard of the link between smoking and bladder cancer, it led many to doubt the credibility of the message somewhat. Some suggested including a statistic to make the sub-text more credible. Younger smokers in particular were turned off by the picture and the idea of bladder cancer in general.

Specific findings

Initial impressions:

Participants had a lot to say about this concept, mainly due to the shocking picture and the newness of the information.

"It'll never happen to me, but it's shocking. I'm guessing that's blood?"

"I think it's really effective. I'm at the point in my life where I really want to quit and I keep thinking 'cancer'."

Ability to get attention and motivate reading:

This picture did a good job of grabbing participants' attention. Although participants thought the picture was revolting, they said it caught their attention and made them read the rest of the text.

"I didn't like it because it is kind of gross...didn't know about causing bladder cancer...it caught my attention because I don't want to get it."

Understanding of the message and meaning:

All participants tended to clearly understand this message and its meaning.

Quality and effectiveness of the text:

Since most had never heard of the link between smoking and bladder cancer, it led them to doubt the credibility of the message. Some participants thought a statistic might make the sub-text even more credible. The headline and sub-text were clear and easy to understand.

"This is a very strong message. It'd be a huge shock to see blood in the toilet...cancer. It's a really good point. The fact that it says it is the "greatest" risk for causing bladder cancer is a good point."

Relevance:

Almost all felt this was personally relevant, saying that they would certainly be disturbed if they found blood in their own urine.

Ability to inform and educate:

Most felt this concept was informative and educational, having not previously heard about the link between smoking and bladder cancer.

"I'd never heard about cigarette smoke damaging your bladder...it makes you think."

Credibility:

Since most had never heard of the link between smoking and bladder cancer, it often led them to doubt the credibility of the message. Typically, messages that people hear more often (such as about smoking and lung cancer) have become more part of the accepted "truths" about smoking, whereas newer information, like this about bladder cancer, may need some more publicity with more details before people will take it as a given that this is credible information.

Readability and visibility:

Basically, all felt this concept was visible and easy to read.

Cohesiveness of the headline and sub-text:

Participants tended to describe the headline and sub-text as fitting well together.

“Yeah, bladder cancer...I can see that.”

Quality and effectiveness of the picture:

There were immediate responses to the picture and the blood in the toilet. However, some participants said the image crossed the line and was too disturbing. Many participants said this was one of those packs that they would avoid purchasing and ask the vendor for a different one.

« C'est vraiment écœurant l'image. »

Cohesiveness of picture and text:

Participants tended to describe the picture and text as cohesive.

“The whole thing kind of fits together, but you wouldn't think about it without that picture.”

Ability to be memorable:

The picture and the fact that the information is new made this concept memorable and effective for participants.

Flip-Top vs. Slide-and-Shell:

No noteworthy difference was found between flip-top and slide-and-shell formats.

Suggestions:

- Statistics were suggested by some as a way to make the message more credible, especially since the information was new to them.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Tobacco-attributable Mortality

M-25: Cigarettes destroy families.



Overall findings

Overall, this concept tended to resonate with almost all participants on some level. Participants claimed that the picture of a sad-looking little girl seemed somewhat staged but still successfully conveyed a powerful message and caught their attention. The fact that the concept was not perceived as condescending or demeaning to smokers made them want to read it.

Specific findings

Initial impressions:

Overall, this concept tended to resonate with almost all participants on some level, regardless of their age, gender or life-stage.

“It evokes a lot more sympathy. It is a lot more effective for me. It is a lot more believable. We know that lung cancer is the #1 cause of death among smokers. It makes me feel sad for people in this situation.”

Ability to get attention and motivate reading:

Participants tended to say this concept would get their attention and motivate reading, mainly because the picture of the sad girl pulled on their heartstrings.

Understanding of the message and meaning:

For most, the message was easily understood. However, a few demonstrated misinterpreting the words “destroy families” as being about divorce or separation.

Quality and effectiveness of the text:

The fact that the concept was not perceived as condescending or demeaning to smokers made them want to read it.

« Je retiens que j'ai plus de chance d'avoir le cancer du poumon et ça me fait peur. »

Relevance:

The warning tested stronger in Calgary than in other cities where the message was perceived as being more relevant to parents. In the same vein, young adults tended to perceive the warning as targeting mostly families and parents.

Ability to inform and educate:

The information was not new to participants and therefore was not seen as informative. Nonetheless participants felt that it was a strong reminder of the perils of smoking and the impact their smoking may have on others, given the credibility of the message.

Credibility:

Most agreed that the basic premise that smoking can cause early death was credible.

However, numerous participants pointed out that the sentence on the piece of paper that the little girl is holding up didn't sound like it was written by a child. Others would have liked the paper to have been more personalized such as "Lung cancer took my daddy away", thereby having a stronger emotional impact.

"I like it, it's convincing. It gets you to think about your own children. The kid is cute, very convincing."

Readability and visibility:

Participants did not raise any significant concerns with readability or visibility, as it was easy to read and clear to them.

Cohesiveness of the headline and sub-text:

Participants tended to dislike the headline, which they felt conveyed a confusing message with the sub-text. Some felt the statement made by the headline was too general and should be more linked with lung cancer. Moreover, participants felt that the sub-text could be shortened given the two sentences seemed to repeat each other.

Quality and effectiveness of the picture:

Participants felt that the picture of a sad-looking little girl seemed somewhat staged but still successfully conveyed a powerful message and caught their attention. According to participants, the strongest aspect of the concept was the image of the little girl and the idea that smoking can kill loved ones.

“Maybe say ‘my daddy is dead’ or something... be more direct. She would never write that. Tie them in together. Make it that her family is destroyed. The rest is great.”

« On utilise les enfants, il y a plus de sentiments et plus d’émotion. C’est une bonne cause pour utiliser une psychologie humaine pour passer le message. »

Cohesiveness of picture and text:

While most felt the text and picture were cohesive, there were often suggestions for improving both.

“Maybe instead something like ‘it took MY daddy’ or something.”

Ability to be memorable:

This concept was considered by most to be memorable.

“I like this one a lot, it’s very powerful, makes you think of the future and provides an interesting statistic.”

Flip-Top vs. Slide-and-Shell:

The flip-top and the slide and shell packet tested similarly.

Suggestions:

- Participants felt that slight adjustments to the picture would make this message a home-run. Many suggested that instead of “Lung cancer can take daddies away”, having the girl hold a piece of paper that read “Lung cancer took my daddy away” would personalize the message and make it even more powerful.
- As for the sub-text, given the repetitiveness of the two sentences, participants would prefer leaving the sentence with the statistic in order to get the message across in a concise and credible way.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

M-26: This is what dying of lung cancer looks like.



Overall findings

This concept had a very strong impact on participants. The picture elicited an immediate emotional reaction among participants. Many appreciated the “before” and “after” approach and found it really hit home for them, making the warning even more credible and touching. The image was memorable and was considered to be the strongest aspect of the concept.

Specific findings

Initial impressions:

Many people were quite impressed by this concept. The picture elicited an immediate emotional reaction among participants.

“Wow...is that really her?”

“I’ve seen someone I know die like this before...really hard to see.”

Ability to get attention and motivate reading:

The picture, especially in combination with a short and punchy, to-the-point headline, was very grabbing.

“As disturbing as it is, you continue to look at it.”

Understanding of the message and meaning:

This message did not leave any doubt in people’s minds as to what it was about, as it was clearly the story of this woman’s death related to lung cancer caused by smoking.

“Very powerful. It grabbed me in...as soon as I looked at the picture I said I’m going to continue reading...this is what your death will look like is a powerful thing.”

Quality and effectiveness of the text:

Participants claimed that the headline and the sub-text were good and provided a context to the picture without cluttering the overall concept. However, participants suggested that a shorter quote would make the message more concise and to the point.

Extremely effective. I agree there's much text. But a bit of the back-story is good, will really hit home maybe with younger people."

Relevance:

The concept was relevant and very credible to participants across all cities and age groups.

"I found the picture absolutely startling...one of the really strong things about this is she's a person that all of us have heard about...seeing the image of her, personally, I have an emotional connection with someone who knows they're going to die of cancer and spent her final days crusading against smoking."

Ability to inform and educate:

The message that smoking causes lung cancer was not new to them but participants admitted that this warning would certainly get their attention and instill enough fear to make them seriously think about quitting.

Credibility:

All felt this concept was credible.

« L'image est beaucoup plus accrocheuse que les autres, parce qu'on voit un ancien mannequin qui est sur son lit de mort, tu vois directement l'image de la fille en train de mourir. »

Readability and visibility:

Participants felt this concept was easily readable and visible.

Cohesiveness of the headline and sub-text:

Participants said that this overall concept was logically and cohesively put together.

Quality and effectiveness of the picture:

The picture elicited an immediate emotional reaction among participants. Also, participants appreciated the "before" and "after" approach and found it really hit home for them, making the warning even more credible and touching. The image was memorable and was considered to be the strongest aspect of the concept.

“Yes, very effective, I wouldn’t change anything about it. Maybe make the before picture a little bigger. When you’re young and at your most beautiful, that way.”

Cohesiveness of picture and text:

Participants said that this overall concept was logically and cohesively put together.

« La photo avant et après c’est accrocheur et le témoignage est vraiment touchant. »

Ability to be memorable:

Almost all participants commented that this concept was quite memorable.

“This picture...I’ll remember that, it’s pretty bad.”

Flip-Top vs. Slide-and-Shell:

Some participants would have liked the before picture to be more prominent; this was especially the case when testing the flip-top pack.

Suggestions:

- Participants suggested shortening the sub-text. Participants felt that they didn’t need to know that she was a model and wore designer clothes in order for the message to be effective. That part seemed irrelevant to the overall message and could ultimately be taken out.
- On the flip-top, participants would have liked the before picture to be bigger because they can hardly see it.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

M-27: Too many Canadians die from smoking.



Overall findings

Participants' reactions towards the overall concept were neither positive nor negative. For most, this information was new, or at least presented in a new way, and participants were alarmed that so many Canadians died from smoking each day. However, given that this message did not present specific illnesses or conditions participants did not feel that the information was directly relevant to them. This was especially true among young adults who indicated they generally do not think about dying from smoking.

Participants said that one weakness of the concept was the picture. Participants had trouble deciphering what was on the image while others didn't like that the number was rounded to 100 whereas it says more than 100 Canadians in the sub-text.

Specific findings

Initial impressions:

Participants' initial reactions towards the overall concept were quite neutral. The general reaction was strong towards the message in the text, but the picture wasn't effective in capturing the severity of the message.

"I was on the fence about this one. It wasn't bad either. It just didn't have personal relating factors that other ones had."

Ability to get attention and motivate reading:

Again, the picture was not very attention-grabbing to participants, and did not necessarily work to draw them in to read the rest.

Understanding of the message and meaning:

Participants felt the message was fairly well-understood by presenting the average number of Canadians who die each day from smoking-related causes.

Quality and effectiveness of the text:

The quality of the text was generally felt to be acceptable. The meaning was understood, but the general topic of the text was often felt to be very impersonal. However, some said it would make them think about smoking and its consequences.

Relevance:

Given that this message did not present specific illnesses or conditions, participants, particularly young adults who generally do not think about dying from smoking, did not feel that the information was directly relevant to them;

“I thought it was okay, the idea with 100 people dying resonates. It didn’t draw me in that much. It wouldn’t speak to me the most.”

« C’est trop loin comme message de mourir du tabac maintenant. Je suis plus inquiète de faire des bronchites chroniques ou de perdre ma voix. »

Ability to inform and educate:

For most, this information was new and participants were alarmed that so many Canadians died from smoking each day.

« Le message est amplifié pour nous faire peur. »

Credibility:

Although some questioned the precise depiction of 100 deaths each day, virtually all agreed that the overall, annual number of Canadians dying from smoking-related illnesses was a recognized fact. Some offered that the credibility would be greater if the number varied from one day to the next.

Readability and visibility:

Although the readability and visibility of the text elements did not pose a problem for most, the text within image of the calendar posed a legibility problem for some, particularly among those who examined the flip-top pack.

Cohesiveness of the headline and sub-text:

Some felt that the headline and the sub-text were basically saying the same thing.

“It’s too repetitive. The 100 Canadians die from smoking. It’s the same text twice, doesn’t add anything, it’s the exact same thing. The message does speak to me, they just don’t have to drill it into my head like that.”

Quality and effectiveness of the picture:

Participants pointed to the picture as the concept’s one weakness. They had trouble deciphering what was on the image, particularly when the flip-top pack was tested. Still, others did not like that the number was rounded to 100 whereas it says more than 100 Canadians in the sub-text.

“I didn’t know what the picture was. It was just a calendar. I had to read the rest to understand the picture. I shouldn’t have to do with it. The calendar has nothing to do with it.”

Cohesiveness of picture and text:

For those who said the picture was not clear, there did not appear to be a logical flow between the picture and the text, as the text seemed to be contradicting the photo. However, the overall idea of smokers dying was conveyed to them equally through both the picture and the text.

“I like it, but I don’t at same time. Like stating a true fact, but not something that would make me motivated to quit. I like the picture but have to read the headline.”

Ability to be memorable:

In the end, this warning was not considered to be memorable but the information was something participants had never thought about.

Flip-Top vs. Slide-and-Shell:

The image on the flip-top presented more difficulty for participants as the hand-written text in the calendar was not easily legible for many.

Suggestions:

- Participants stated that changing the picture would probably add more relevance to the fact raised in the sub-text and thereby would make the message stronger.
- Participants liked the fact that was presented in the sub-text but found the overall message a little repetitive. In the French version, participants felt the title was too long because both the feminine and masculine terms for Canadian were used

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement

- Least effective - needs complete rethink/rework

M-28: Each year, a small city in Canada disappears...



Overall findings

Overall, this concept did not resonate well with participants. Despite describing the basic information as compelling (i.e., 37,000 Canadians die each year because of tobacco use), participants tended to say the presentation (i.e. the image vs. the headline vs. the text) detracted from the overall concept.

Many participants claimed that the type of information was not new, and it was perceived as a new take on an old theme, therefore it was not perceived as very memorable.

Specific findings

Initial impressions:

Initially, most participants were not particularly grabbed by this concept, as they did not feel a personal connection to either the picture or the headline text. The concept was generally seen as boring and confusing.

Ability to get attention and motivate reading:

Most felt this concept was not able to grab their attention and motivate them to read.

“What’s a small city? I don’t live there... what’s with the factory and smoke?”

Understanding of the message and meaning:

Participants understood the message, but they didn’t associate a small city with a population of 37,000. They perceived a small city as being bigger than

that. An issue for others was that it was difficult to conceptualize how many people 37,000 really represented

Quality and effectiveness of the text:

Participants often stated that there was too much sub-text to read and since the picture is not attention-grabbing, they would likely not end up reading it.

« Moi je n'ai pas l'impression qu'on nous implique personnellement là-dedans, on nous donne un ordre de grandeur, quand on dit une ville, on voit une petite ville, comme si on disait 50 centres Molson. »

Relevance:

Many participants said that there was no direct relevance to them because it did not talk directly about people like them, but instead talked about a small city, which was less tangible and relatable.

« Ça n'apporte rien de personnel. Ok, il y a beaucoup de gens qui meurent mais ça ne me touche pas. En tant qu'individu, qu'est-ce que ça nous apporte à nous? »

Ability to inform and educate:

Many participants claimed that the type of information was not new, and it was perceived as a new take on an old theme.

Credibility:

Although nearly all participants accepted the figure of 37,000 Canadians dying each year from tobacco-related illnesses – indeed for many believed the number was smaller than what they recalled seeing previously – many participants did not see the metaphor of a small city disappearing as credible.

“No it's such a small number. If they used a percentage it would look even smaller.”

Readability and visibility:

Participants often remarked that the sub-text was too long to be easily readable and for many the picture was confusing in that they felt they were looking at an image depicting air pollution or smog.

Cohesiveness of the headline and sub-text:

As many participants across all the focus groups did not associate a small city with the population numbers in the subtext, there was a sense that the heading and subtext did not necessarily fit together.

Quality and effectiveness of the picture:

Almost all participants expressed negative impressions of the picture in this concept. Many pointed out the image tended to make them think about air pollution or burning buildings, rather than smoking and thus found it to be disconnected from the text.

“I don’t get the graphic. Is it supposed to be a building up in smoke with like 30,000 workers? We’re bombarded by so many figures... I believe a lot of people would really fit with the graphic.”

Cohesiveness of picture and text:

Most participants felt the picture and text did not go well together, with some having the impression that the picture depicted a city of more than 37,000 and thus did not fit well with either the headline or sub-text.

Ability to be memorable:

This concept overall was not one that participants say they would easily remember.

Flip-Top vs. Slide-and-Shell:

There was no discernible difference in findings between the flip-top and the slide-and-shell.

Suggestions:

- Given that there was no benchmark against which to measure the 37,000 deaths, participants were confused as to whether this represented a sizable amount. Participants claimed that comparing the number of deaths among smokers versus non-smokers would have a stronger impact on them.
- The picture was not perceived as relevant to the text. Participants said that showing people would have a bigger, more personal impact.
- Participants felt that it would make more sense if the word “small city” was replaced by “small town”.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

M-30: Second-hand smoke kills.



Overall findings

Overall, participants had mixed reactions to this concept, and felt that there were some elements that could use improvements. For example, the picture and the headline immediately put many participants on the defensive. They felt the tone of the headline and sub-text was accusatory. At the same time, the picture was generally felt to be attention-grabbing.

Although the warning was said by many to entice them to be more conscious about not smoking around non-smokers, it would not promote them to quit themselves. The warning could be improved if the sub-text included smokers as well as non-smokers. As it stands, due to the foot tag and the beginning of the subtext, participants were given the impression that it was a war between smokers versus non-smokers, and they were looked upon as the “bad guys”.

Specific findings

Initial impressions:

This concept seemed to put participants immediately on the defensive. The picture, headline and subtext were seen as being accusatory and the finger was being pointed at smokers.

“This message is for non-smokers, in support of them preaching to people to not smoke...we all agree that we’re feeling defensive about this one.”

Ability to get attention and motivate reading:

Overall, despite negative opinions about the concept, most felt the image used in this concept would catch their attention. However, the headline was often described as one that reduced their motivation to continue reading as they assumed it was a “guilt trip.”

“Sounds like they’re trying to lay a guilt trip on smokers...scare tactics...it’s not very tasteful if you ask me, but it’s not supposed to be tasteful I guess...somewhat catches my attention...quick read, so I probably would.”

Understanding of the message and meaning:

Although the warning would entice most participants to be more conscious about not smoking around non-smokers, it would not promote them to quit.

“It actually points a finger at you that you did this. Either way I’ll smoke. It doesn’t matter if anyone dies around you. It’s a guilt trip. It’s a known fact that 2nd hand smoke kills, but still. “

Quality and effectiveness of the text:

Most felt the text was overly aggressive, going beyond a warning and implying a wrong-doing on the part of the reader. At the same time, a few said it served as a reminder to continue their current behaviour of avoiding smoking around others.

“It does kind of make you feel guilty but I don’t smoke indoors even though I’m not scared to kill anyone.”

Relevance:

Several said they felt this message was more relevant for others, rather than themselves since they described their own behaviour as already limiting their smoking around others in general and non-smokers, in particular. Some indicated they felt that this message was more relevant to non-smokers than to themselves.

« On n’a pas le droit de fumer nulle part et là ils nous demandent de faire attention aux autres. »

Ability to inform and educate:

With many participants feeling the concept insinuated their guilt in doing harm to non-smokers, there was a general tendency to say this concept neither informed nor educated.

“It’s a catch 22 because you feel guilty for your friend ‘cause they don’t smoke and you do.”

Credibility:

The credibility of this concept was challenged by several respondents who challenged the use of the second person possessive “your smoke” since they tended to perceive their own behaviour as reducing the likelihood of having such an impact on others.

Readability and visibility:

Participants generally felt the image and text were easily visible, however some – particularly those who saw the flip-top version – felt the toe-tag label in the image was difficult to read.

Cohesiveness of the headline and sub-text:

Other criticisms aside, most felt that the headline and sub-text were cohesive.

Quality and effectiveness of the picture:

Participants said that the picture captured their attention but most didn't like the angle of the picture. Showing the feet didn't have enough impact, which participants said felt that it created distance and made the image impersonal. Also, the "non-smoker" tag on the corpse's foot went too far for some participants, in the sense that they felt it was very accusatory or "us smokers against them non-smokers", with smokers being accused of being the cause of death among non-smokers. This, therefore, decreased the impact of the core message.

« Je pense que ça peut amener des contre-messages aux fumeurs. Il y a une petite guerre fumeurs versus non-fumeurs. »

Cohesiveness of picture and text:

The warning could be improved if the sub-text included smokers as well as non-smokers. As it stands, due to the foot tag and the beginning of the subtext, participants were given the impression that it was a war between smokers versus non-smokers, and they were looked upon as the "bad guys".

Ability to be memorable:

Overall, the tendency was for people to consider this message memorable, but often for being an unfairly accusatory and irritating, message.

Flip-Top vs. Slide-and-Shell:

The legibility of the toe-tag in the image was more often described as difficult to read vis-à-vis the flip-top than in the slide-and-shell version.

Suggestions:

- Participants felt that the message about second hand smoke should be more general. They noted the "non-smoker" foot tag and the reference to non-smokers in the sub-text should be removed.
- Although the picture of a corpse in a morgue caught participants' attention, the angle of the corpse weakened the warning. Seeing the entire body rather than just the feet would be more effective.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

M-31: You can't smoke in here.



Overall findings

Generally, the concept of showing a corpse in a body bag got participants' attention. However, some participants were confused by the concept because they didn't understand the picture and felt that the corpse wasn't visible enough, both on the flip-top and the slide and shell packs. A few participants thought that the man was a waiter setting a tablecloth on the table. Some confusion about the message(s) in general was voiced.

Specific findings

Initial impressions:

The picture garnered the most reactions from participants, while the text was not necessarily seen as conveying a strong message. Initially, many found this concept, and the picture of a dead person in particular, as going too far.

"I'm not happy with what it says or how it's presented – it goes too far."

Ability to get attention and motivate reading:

The picture was widely seen as an aspect that grabbed attention, while the headline was also mentioned by some as attention-grabbing. The headline appeared to be regarded by more participants as motivating them to read further.

« Ça capte l'attention mais ce n'est pas beau, c'est de mauvais goût de présenter des cadavres sur des paquets de cigarettes, ça va trop loin, ça dépasse les limites. »

Understanding of the message and meaning:

In general, people got the overall message that smoking can kill you.

Quality and effectiveness of the text:

Many participants felt the headline was referring to the fact that you can't smoke inside anymore due to the new laws. More confusion was found in that the "dead man" can't smoke anymore because he is dead or the funeral director can't smoke in the funeral home.

« J'ai cru que ça se référait au fait qu'on ne pouvait plus fumer dans les restos, et je croyais que c'était une table avant que je vois le gars. »

Relevance:

This warning was only somewhat relevant for participants. The message of death is too far into the future for many people that they could not relate to it. This was especially true for young adults.

"It doesn't strike me personally – 'you can't smoke in here', doesn't really hit me."

Ability to inform and educate:

The idea that smoking can kill - smokers as well as non-smokers - was not new information.

Credibility:

All accept that smoking can cause terminal illnesses. The message that smoking causes one in five deaths was a new piece of information for most participants and many immediately found it credible and striking.

Readability and visibility:

The picture was not as clear as some participants would have liked, while the text was easy to see and read.

Cohesiveness of the headline and sub-text:

Many indicated feeling there was a lack of cohesiveness between the headline and the sub-text, citing their impression that the "in here" in the headline related to smoking bylaws, rather than the idea of being deceased. On the other hand, the sub-text was clearly providing a statistic about cause of death.

Quality and effectiveness of the picture:

Some participants were confused by the concept because they didn't understand the picture and felt that the corpse wasn't visible enough. This was true for both the flip-top and the slide and shell packs. A few participants thought that the man was a waiter setting a tablecloth on the table.

"You can't really see what it is. The faces, you need just one thing. I'm wondering who can't smoke the guy or the dead body."

Cohesiveness of picture and text:

The headline and the picture were often initially described as not being cohesive, but upon more detailed examination and discussion, many of those people did feel that a cohesive story was being told, although it took them some time to "get it." For the most part, if the headline was seen as being about smoking bylaws, then the cohesiveness was challenged. Once it was explained that that was not the case, it tended to make more sense to those participants.

Ability to be memorable:

Most felt this concept was not very memorable.

Flip-Top vs. Slide-and-Shell:

There was no discernible difference in findings between the flip-top and the slide-and-shell.

Suggestions:

- Some participants said that if the picture was in a morgue then it would make more sense to them.
- Also, participants felt that the title should be more clear and relevant to the message.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Health Impacts of Pre- and Post- natal Smoking

P-31: Give your baby a smoke-free family.



Overall findings

For the most part, participants felt this was a strong concept. It spoke loudest to those with families, but was felt to be an important message to all. The message was credible, and many appreciated it was directed at both men and women. Some participants felt the visual could be improved, as could the wording of the text. In the English groups there was some discrepancy as to whether the message was referring to smoking *during* pregnancy or *prior to* pregnancy.

Specific findings

Initial impressions:

Participants tended to describe this as a strong, credible concept that required some minor improvements to make it very strong.

“We know right off the bat that the messages work differently for different people. It’s a good message. The most powerful part of it is having a healthy baby, having a healthy family. It’s very true.”

Ability to get attention and motivate reading:

The picture was not particularly attention-grabbing, but the headline was.

Understanding of the message and meaning:

English participants tended to fall into two groups based on what they understood the message of this concept to be: those who described it as advising people, both men and women, not to smoke *during* pregnancy; and those who identified the message as advising both parents to quit smoking *before* having children.

This interpretation appeared to have an impact on attitudes expressed about the concept. Those who saw the message as being aimed at both prospective parents typically said they appreciated the new and supportive message that it represents, since it was seen as bringing the father into what was usually seen as a challenge to be faced by the expecting mother only. Those who saw it only as a message for expecting mothers not to smoke tended to say this was certainly important and credible, but not new.

“I like that they mention both parents. They always pick the women. I liked that they did both.”

Quality and effectiveness of the text:

While participants usually said they certainly felt that having no smokers in the household was better for all, several thought this text required multiple readings in order to figure out what it was saying. In the discussions about how to improve the sub-text, one participant pointed out that it was difficult to read because of “too many ‘ings”.

“I think it could be worded differently.”

Relevance:

While several pointed out the message was only relevant to a certain demographic group, all basically felt this was an important issue to bring forward. Most felt this would resonate among people with young families, or those planning on having children soon.

“I think it’s relevant for us into the future.”

Ability to inform and educate:

Almost all the young women said they were already convinced of the need to quit when or if they get pregnant. This was not new information. As most smokers understood the harms of second-hand smoke, the idea that the man should also quit was not necessarily new, but since it was often a secondary message that was now brought to the foreground, it did a good job as a reminder that a baby’s health is also affected by a father who smokes.

“Yeah, I think that’s good. I think it’s important that the father of the baby goes smoke free too.”

Credibility:

The ideas conveyed in this message were generally seen as credible, as the idea that a baby is harmed both in utero by a smoking mom and once born by second-hand smoke from anyone in the family were almost always seen as known facts. However, Montreal participants were more likely to dispute that smoking during pregnancy is as bad as it is made out to be.

« *J'en connais beaucoup qui fument enceintes et je ne crois pas à ça.* »

Readability and visibility:

Participants tended to speak positively about white text on black and said it stands out on top of the blended picture.

Cohesiveness of the headline and sub-text:

The ideas of family and speaking about both parents were seen to fit together well.

Quality and effectiveness of the picture:

Among the constructive criticism offered, a lot of participants said the picture was not ideal. The couple, in particular the man, were described as odd-looking, artificial or posed and some said they felt distracted by the setting in the background.

Participants were divided over whether they liked or disliked the background, with people in Montréal tending to express they did not like the non-smoking sign on the door because it showed these people were non-smokers and would not allow smokers into their house. It was seen as non-smokers telling smokers what is best for them, which is something they perceived as a bit preachy.

« *L'image est poussée un peu pour avoir le signe sur la porte, ça fait vraiment non-fumeurs.* »

Cohesiveness of picture and text:

There was some suggestion the picture did not represent a family as well as it could, but overall the ideas were seen as linked.

"Maybe they could've had another kid."

Ability to be memorable:

This was somewhat memorable; women of all ages were more likely to describe this concept as memorable than men.

Flip-Top vs. Slide-and-Shell:

Feedback on the two layouts mirrored each other – no major differences were found in the respective formats.

Suggestions:

- In order to depict the “family” of the headline, some suggested adding a small child with the parents to the picture.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- ✓ Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

P-32: Smoking hurts everyone.



Overall findings

Most participants described this concept as strong, direct, and effective. The visual caught their attention and was effective, as was the message. The information about SIDS was new to many smokers, which reduced the credibility of the message for some.

Specific findings

Initial impressions:

This concept received some strong reactions from participants who, for the most part, said it spoke to them.

“Well, the dead baby thing is pretty effective.”

Ability to get attention and motivate reading:

Participants said their attention was definitely caught by the visual of the empty crib.

Understanding of the message and meaning:

Most participants described this concept as strong and direct and many said it was a good reminder to be careful not to smoke around others. The message that smoking hurts everyone was regarded as clear, credible and important.

“I think the subtlety is more impactful.”

Quality and effectiveness of the text:

The text was generally seen as quite effective and straightforward.

“The subtext is a ‘nice little FYI’”

Relevance:

Although this message was clearly most relevant to younger people who had small children or think they may have them in the near future, it had broad impact on all ages.

“It’s real, it hurts others not just you.”

Ability to inform and educate:

The causal link between smoking and SIDS was new to many participants. For most, there was an appetite for learning more about it, but regardless of the linkage to SIDS, the notion that second-hand smoke hurts everyone and one should not smoke around children was seen as a vital message that all should receive.

“I didn’t know that it causes SIDS...I knew it was not good for babies, but I didn’t know that.”

Credibility:

There was some discussion about the credibility of the relationship between SIDS and smoking, primarily because this was new information to almost all of the participants. Some noted their understanding was that SIDS does not appear to have any specific known cause and, thus, it seemed a stretch to them to suggest second-hand smoke increased the chances of the syndrome.

“The SIDS is there to scare you when it’s not really a fact. I believe second hand smoke hurts everyone, but SIDS is harder to prove.”

Readability and visibility:

Readability and visibility were considered good, although some who saw the flip-top pack said they at first mistook the bear for a baby.

Cohesiveness of the headline and sub-text:

A few Montréal and Toronto participants noted the subtext and title did not fit perfectly together since the headline refers to everyone, but the subtext (and picture) focused on newborns. Nevertheless, discussions demonstrated the image, headline and subtext (with the noted skepticism about the SIDS linkage) were seen as following the same theme, even if the focus of who is hurt by second-hand smoke differs from one element to another.

“It doesn’t match... hurts everyone – but only the baby in this case.”

Quality and effectiveness of the picture:

The picture was quite effective and evoked positive feedback.

“I do like that there is no baby in that crib...Bigger impact than those with children.”

Cohesiveness of picture and text:

The picture is seen to fit well together with the subtext, but some questioned the picture of an empty crib, giving the idea that it was about one baby, while the headline notes smoking hurts “everyone.”

“The newborn and SIDS is a whole other topic than smoking hurts everyone.”

Ability to be memorable:

This message was seen as memorable to quite a few participants, mainly because the picture spoke to them.

“Yeah because it’s not like the cold one, this is actually an example of one I will remember.”

Flip-Top vs. Slide-and-Shell:

Participants said they noticed the red on yellow in the king-size packs.

Suggestions:

- A few people suggested changing the headline, as it talks about “everyone”, while the crib suggests that it’s about one baby; others disagreed with that suggestion. There was not a consensus on this.
- Similarly, others said changing the picture to show more people would help, but as the picture was felt to be very strong, this was not a popular suggestion.
- Participants who were not sure whether SIDS was caused by second-hand smoke suggested adding a statistic about how many SIDS deaths are caused by it.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

P-33: Harmful effects of second-hand smoke.



Overall findings

This concept touched many participants on an emotional level; most thought it to be moving, effective, and an important message. The visual caught smokers' attention and motivated them to read the text, however on the flip-top package some felt the visual was unclear. There was also some confusion about the message, mostly because of a perceived lack of cohesiveness between the text and visual.

Specific findings

Initial impressions:

Many participants said this concept grabbed their attention and pulled at their emotions.

"Just makes me think of the harmful effects of second-hand smoke. It makes me feel guilty."

Ability to get attention and motivate reading:

This message was quite attention-grabbing for most, mainly because the picture resonated quite strongly.

« C'est sûr que si tu mets un bébé, t'es plus porté à réfléchir par contre. »

Understanding of the message and meaning:

Discussions demonstrated that participants felt there were two messages presented in this concept and this caused confusion for some: is the mother or the baby exposed to smoke or second-hand smoke? Most accepted the premise that an expecting mother exposed to second-hand smoke might be exposing her fetus to second-hand smoke, but said this concept did not easily get them to that information.

“The message should to tell smokers to not smoke around pregnant women and it doesn’t.”

Quality and effectiveness of the text:

The text was the least effective part of this message, as there was a lot of confusion about the message presented.

« Moi, j’enlèverais “que la moyenne...”. C’est la traduction de l’anglais au français, et je grossirais le texte aussi. »

Relevance:

This message was most relevant to young women, and also made some others think about smoking around pregnant women.

« Moi, j’trouve que ça porte à réfléchir. »

Ability to inform and educate:

Those who understood the message about smoking around pregnant women said this was a new angle on an old theme they already knew about: second-hand smoke is known to be harmful, whether to a baby or anyone else.

“We all know this already.”

Credibility:

The idea was generally seen as credible, mainly because the notion of second-hand smoke being harmful is not a fact that is often disputed.

“It’s the same thing. If a small child was around, I would try and move my cigarette away but I wouldn’t quit because of others.”

Readability and visibility:

There were some comments about the visibility of the picture - not everyone found it evident the baby was sick and said the tubes should be clearer. Moreover, it was difficult for some to see the visual in the flip-top format. The headline text was easy for everyone to see, although some felt that the amount of text in the subtext was a bit much and not as easy to read.

« Je n’aurais pas su que le bébé était malade... »

Cohesiveness of the headline and sub-text:

Although both the headline and subtext talked about second-hand smoke, many said the headline suggested the baby was exposed to second-hand smoke, while the text spoke about the mother being exposed to it. This was confusing to many.

“Have the headline, text and picture talk about the same thing: Picture, headline, text are each telling a story but not necessarily telling the same story.”

Quality and effectiveness of the picture:

The image of a struggling baby was seen as very powerful and made the concept moving and noticeable. Many pointed out that the emotional factor of this concept was the fact that babies are complete innocent victims of poor choices made by those around them.

“I think it’s a great picture; it’s extreme but not too extreme. I think it would have an effect on people.”

Cohesiveness of picture and text:

Participants tended to say they noticed the picture right away and drew an immediate conclusion the message was about expecting mothers’ smoking. However, the headline about second-hand smoke appeared unrelated to what they felt the picture was showing, which was that the baby’s mother herself smoked. Several said they then understood the headline to mean that someone – perhaps the mother – had been smoking around the newborn baby.

“I was surprised that it was for second hand smoke and not a comment about pregnant women smoking.”

Ability to be memorable:

The picture may be memorable, but the text was not seen as one that would particularly stick in people’s minds. The main reason for this was that the message(s) were often confused, especially at first glance, and that it was not felt to be saying anything new.

« La photo est plus percutante que le texte. »

Flip-Top vs. Slide-and-Shell:

For the flip-top lay out in particular, some said they found it difficult to identify what the picture was about.

Suggestions:

- Especially among those who saw the flip top pack, a popular suggestion was to make the picture of the baby bigger or to make it clearer this baby is smaller or sick because of second-hand smoke. This could be done by adding smoke to the picture as well.
- Others suggested changing the picture to a pregnant woman standing in second-hand smoke, as they felt this would fit better with the message in the sub-text.

- Another suggestion was to make the subtext more about either the mother smoking or the baby being exposed to second-hand smoke.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- ✓ Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

P-34: When you smoke, your baby pays the price.



Overall findings

Most participants clearly understood this message was about the harmful effects of smoking during pregnancy and felt it was an important message to convey. Credibility was high and the concept was memorable overall. The visual caught participants’ attention and the text was concise and clear. The visual was however slightly unclear for some when looking at the flip-top pack.

Specific findings

Initial impressions:

Most participants described this as a strong, credible and important message.

“If I was pregnant and saw this, I would definitely want to quit.”

Ability to get attention and motivate reading:

The red text was said to be attention-grabbing, and often where the eye went first. The picture however also drew people in to read the subtext.

« J'aime bien l'image, parce que c'est pas bien défini, donc ça pousse la curiosité. »

Understanding of the message and meaning:

The message was understood clearly by participants.

“She has more connection with the cigarette than the baby”

Quality and effectiveness of the text:

The text was seen to be readable and concise, with the red text format often identified as being particularly noticeable. Some suggested adding a few more chemicals to the list would strengthen the message overall.

« Moi je trouve ça clair, c'est bien que c'est écrit “ transmis à votre bébé” plus que “ enfant”, ça fait plus personnel.»

Relevance:

While participants often mentioned that it is not relevant to everyone, they tended to say it was a memorable and clear message about the harmful effects smoking has on pregnancy.

« C'est intense, c'est ça que ça fait, en même temps c'est un choix. Moi, j'arrêtera de fumer, mais ce n'est pas la photo qui va me faire arrêter de fumer si je tombe enceinte. »

Ability to inform and educate:

Although not necessarily a new message, the take on it was new and smokers said they believed it was worthwhile to be reminded of it.

“I agree. It makes sense and it's well known, but you don't think about it until you see it like this. Makes you think about it.”

Credibility:

The fact that many people already know this information makes it a message with a high level of credibility.

« On l'avait déjà sur les autres paquets. »

Readability and visibility:

In general, the text was easy to read, but there were some comments on the picture. Not everyone immediately saw the fetus clearly, especially those who saw the smaller packs. Some said the black smoke on the lady's top looked like a smudge on the outfit instead of smoke.

Cohesiveness of the headline and sub-text:

The two parts of text were seen to complement each other well.

Quality and effectiveness of the picture:

Most said the graphic picture caught their attention and made them think about their actions. As previously mentioned, some elements - the fetus and the smoke - were not clear to everyone.

“That just smacked me right in the face”

Cohesiveness of picture and text:

The concept was seen to be well put together and cohesive, telling a clear story about pregnancy and the dangers of smoking.

“The picture yeah, but also the text – when you smoke your baby pays the price.”

Ability to be memorable:

This message was said to be memorable, mainly because of the strong picture.

“The picture is what makes it memorable, but it’s disgusting, but it is supposed to do that to me.”

Flip-Top vs. Slide-and-Shell:

Some, particularly those reviewing the flip-top pack, said they felt the photo was a bit small, making it difficult for them to see there was a fetus in the womb.

Suggestions:

- Some suggested changing the headline to “when you smoke, your baby smokes too.”
- Others would like to see a second sentence with one or a few impacts that smoking can have on the baby.
- Not everyone at first glance saw the fetus clearly, particularly those who saw the smaller packs. Some said the black smoke on the lady’s top looked like a smudge on the outfit instead of smoke.
- Some suggested the visual on the flip top pack be increased in size in some fashion, because it is difficult to see the baby in the womb in that format.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement

- Least effective - needs complete rethink/rework

Health Hazards from Second-Hand Smoke

S-36: Your kids are sick of your smoking.



Overall findings

This overall concept was very effective for most participants. Participants found the picture to be attention getting and noticeable, especially for parents and those who are familiar with asthma. The text and layout also added to the effectiveness of the message.

Specific findings

Initial impressions:

This concept tended to be very effective for most participants, although more so with the adult groups (particularly among parents) than with young adults.

“Very important message.... and well communicated.”

« J'aime qu'on voit l'enfant. »

“Would be relevant if I had kids...Directed at parents.”

Ability to get attention and motivate reading:

The short, red text on the yellow background on the slide-and-shell grabbed people's attention, as did the yellow background of the flip-top pack. The picture as well was strong and lead people to read the text.

« Couleur – rouge sur jaune, ça marche, ça fait avertissement. »

Understanding of the message and meaning:

Virtually all participants understood the message, and the meaning was clear about the negative health effects of second-hand smoke on children.

“If I had a kid in the house this would make me go outside to smoke.”

Quality and effectiveness of the text:

Participants said the text was short, well written and clear. For some, the message was seen to target only parents but although effective for that group, others said small changes could give it a more universal appeal. The play on the word “sick” was effective as well in making people think about second-hand smoke.

“Get rid of the ‘parental’...smoking causes asthma in kids...not just small print...if you got rid of the parental, that’d make it all kids and all smokers.”

« Ça pourrait être “les adultes” et non juste les “parents”. »

Relevance:

Participants acknowledged that this concept would be most compelling to parents. However, many participants also said it could be relevant to those without kids since many people have nieces or nephews, or other children, whom they see regularly. It was also very relevant to those with asthma.

« C’est vraiment pas bon pour les enfants. Ça me touche. »

Ability to inform and educate:

The message was somewhat new, although some smokers were quick to say that “many things cause asthma” and that the language could be softened a bit to reflect what they believe, that smoking is one of the contributors, but not the sole cause.

Credibility:

This concept was not questioned by participants and was generally seen as credible.

“Yes, we know that smoking is bad for children. There’s no doubt.”

Readability and visibility:

Both the text and the picture were clear.

Cohesiveness of the headline and sub-text:

The headline and subtext were seen to fit well together.

Quality and effectiveness of the picture:

Almost all participants found the picture noticeable and that it conveyed a message the child was miserable. This was particularly well-received among parents and those familiar with asthma and an asthma mask.

“Yeah, the kid looks miserable and I have friends with asthma, so the kid catches your attention...I know how miserable that is to sit through...makes me second guess why I’m smoking.”

Cohesiveness of picture and text:

The picture and the text together told a cohesive story, as it was seen to be a clear message about the dangers to kids of second-hand smoke, and the mask in the picture tied in well with the message about asthma.

Ability to be memorable:

The picture was memorable to quite a few participants.

« Si tu mets plein d’enfants comme ça dans la maison, je pourrais arrêter. »

Flip-Top vs. Slide-and-Shell:

The two formats received similar feedback.

Suggestions:

- Many participants suggested taking out the first mention of “your”, as well as ‘parental’. Younger participants and non-parents in particular said that it would work better and make the message more universal.
- In French it was suggested to use “nos” instead of “vos” and remove “les enfants”.
- Some suggested adding some smoke to the picture.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

S-37: Second-hand smoke. First-hand risk.



Overall findings

The content of this message was found to be effective because most people felt it was important to not smoke around children. Some smokers were less concerned about the effects of SHS, but overall appreciated the tone of the message, as it was not felt to be accusatory or preachy, as they felt some others might have been. Although the headline was very effective, the picture had poor credibility and did not capture the attention of participants.

Specific findings

Initial impressions:

The idea overall was found to be quite effective. Smoking around children is generally a message that tended to grab smokers' attention and was appreciated by participants.

Ability to get attention and motivate reading:

The headline was more compelling in getting people's attention than the picture. Overall, this message was not one of the more noticeable ones for participants, mainly because the picture was not seen as very strong or telling a clear story on its own.

"I don't like the picture... It doesn't grab me."

Understanding of the message and meaning:

Even though some participants said they felt the risk of SHS is overstated given the changes to rules about where one can smoke, they were generally more receptive to this particular concept as the language suggested that SHS contributes to health problems rather than causes them.

« *Moi je ne veux pas faire souffrir les enfants, mais ça ne va pas me faire arrêter de fumer. Ça va me faire penser aux autres.* »

Quality and effectiveness of the text:

The headline was effective at drawing participants' attention to this warning. Many participants said they liked that it was short and punchy and the fact that it was a play on words. Participants felt that the subtext could work well with some tightening up, as many found it too long.

Relevance:

This message tended to work better in Montreal than in other cities and was generally more relevant to parents than to non-parents.

"Seeing a kid suffering a bit... that would pull anyone's heart-strings."

Ability to inform and educate:

Overall, this message was not one of the more noticeable ones for participants, mainly because the picture was not seen as very strong or capable of telling a clear story on its own. The message about second-hand smoke and smoking around children was not new to most.

"I didn't like it. I didn't like the picture... Not getting my attention. Second hand smoke, first hand risks, here we go again."

Credibility:

Most participants said the message in the text was credible and was not questioned. Many participants did, however, have issues with the credibility of the picture used because the children did not seem bothered by the smoke and most smokers said that they and "all" other smokers they know do not smoke around their children (any longer – they may have done so in a distant past).

Readability and visibility:

The text was generally easy to read, however the picture was not always clear. Not all participants understood that it was smoke, which was meant to blur the picture somewhat.

Cohesiveness of the headline and sub-text:

The text and the sub-text worked well together.

"The second-hand hand smoke, first-hand risk - I like that, and then it tells you the effect of it, it ties in."

Quality and effectiveness of the picture:

The picture was the weakest aspect of this concept and was widely seen as “fake”. For many participants, the picture seemed staged, and dated. The smoke was typically seen as not believable the way it was displayed. Participants said the children did not seem to be bothered very much by the smoke, as they were going on with their business without showing signs of it bothering them, such as coughing or wearing masks.

“I don’t think I would even notice the man. Especially because it’s blurry.”

Cohesiveness of picture and text:

Because the children were not seen to be bothered by the smoke, some said the picture did not reflect the harms addressed in the text.

“It doesn’t fit together. Show the impact on the kid. Show the suffering. The picture shows it’s not bothering them at all.”

Ability to be memorable:

Most participants said this message was not memorable, mainly due to the message not being very new and the picture not packing the punch that would make the message stand out enough to be memorable.

Flip-Top vs. Slide-and-Shell:

The reactions were the same for the flip-top packs and for the slide-and-shell packs - they were both seen as equal when it comes to readability and clarity.

Suggestions:

- There was a broad consensus to change the picture - the idea of a smoking parent with children was thought to be a good one. Participants felt, however, the execution lacked in three areas: the smoke made it look too fake and/or blurry; the children should be obviously bothered by the smoke and look unhappy; and the visual should convey a more modern timeframe.
- Some suggested the subtext could be improved if it were shortened, particularly in French. Participants suggested taking out the last sentence “such as...,” as it only lists more, unnecessary examples.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

S-38: Who thought getting a ride could be so dangerous?



Overall findings

Overall, this concept was not very strong because participants did not feel the message was relevant to them. Although the sub-text was generally effective, the headline did not get participants' attention and did not depict the context clearly.

Specific findings

Initial impressions:

The concept overall received a lukewarm review in all groups because participants felt the picture did not convey a strong, credible message.

"Makes me think of people standing outside for a smoke, but when it is my car and my house, it is my decision."

Ability to get attention and motivate reading:

Participants did not describe this concept as attention-grabbing.

"Useless, we know how to be courteous to others...this doesn't do much."

Understanding of the message and meaning:

The message was generally well-understood, although not everyone felt the headline was the most appropriate.

"A car is worse than a cigarette. I get the message, it's not nice for the second person. For me, I see the car first and think the exhaust is worse for me."

"I would be more afraid of getting in an accident. It doesn't display the message."

Quality and effectiveness of the text:

English participants were confused by the headline because they thought it was referring to the dangers of driving and traffic, which was confusing to them because it was on a cigarette package. This confusion did not exist among French participants. Although the headline was not attention-getting and participants felt it would not necessarily entice them to read the sub-text, the sub-text generally worked well.

« Moi, j'aime savoir ce que je prends, je veux m'informer sur les risques, quand j'ai commencé à fumer à 13 ans, je voulais savoir ce qu'il y avait dedans. »

Relevance:

It was not a particularly relevant message for many, for various reasons. Some said they don't smoke in their car anyway, particularly when there are other people around. Still, others said it's their choice to smoke in their car and that anyone who doesn't want to be exposed to it, should choose another mode of transportation.

Ability to inform and educate:

The "60 chemicals" did strike most as new and compelling information. It was not questioned as much in this context, compared to those messages where the total number of chemicals (4,000) was also in the message.

"The 60 chemicals that cause cancer, I didn't know that."

Credibility:

The credibility of this concept was challenged by some, mainly because of the idea that the passenger must have consented to being in a car with a smoker.

"If it is my car and you want a ride and want to ride with me, I disagree."

Readability and visibility:

No issues were mentioned with the readability and visibility of this concept - it was seen as easy to read.

Cohesiveness of the headline and sub-text:

Although the headline was not as strong or relevant as perhaps people would have liked it to be, there was a sense that the information in the headline and subtext flowed somewhat.

Quality and effectiveness of the picture:

Many participants said that adults can choose to refuse a ride with someone who smokes in the car if it bothers them and that the picture may be better if it did not depict two adults in a car.

“Here there are choices, two consenting adults. Children would be more effective.”

Cohesiveness of picture and text:

Participants said the picture and the subtext fit better together than the picture and the headline.

« Ça a l'air de deux bonnes amies, elles se le diraient si ça les dérangeait. »

Ability to be memorable:

Many participants said this was not a memorable message.

“It’s not new and not very interesting.”

Flip-Top vs. Slide-and-Shell:

There was no notable difference between the slide-and-shell packs and the flip-top packs.

Suggestions:

- Most participants felt the picture could be changed, preferably to show a child in the car. This stems from the idea that adults are voluntarily getting into the car with a smoker, whereas children are “captive.” This was mentioned in all cities as the main issue with this message.
- Together with the picture of a child, participants said the text could reflect that since a “ride” is not necessarily what children get. Language such as, “who thought a short drive/ a ride to school could be so dangerous,” was seen as a better fit
- If the picture needed to depict an adult passenger, participants expected her to look grumpier, unhappier, or be coughing. Many said the smoker looks like she is in a worse mood than the passenger.
- Some suggested the headline be more specifically linked to smoking, as it seemed to be disconnected from the rest of the message.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

S-39: Smoking near a window is not good enough.



Overall findings

The visual of this message had a lot of impact for many participants, especially since it involved a child. It therefore had higher relevance for those with children. The idea was clearly presented, but it was felt the headline had much more impact than the sub-text. Participants found it interesting the message was not about quitting, but about where you should and should not smoke, which was appreciated

Specific findings

Initial impressions:

The most impressive aspect of this concept was the strength of the picture, which is what tended to grab their initial attention and was what the opening discussion tended to be about.

“I like how the kid looks like he is in jail. The kid looking trapped looks effective.”

Ability to get attention and motivate reading:

The picture in this concept tended to capture the attention of participants because they felt an emotional response when they saw it.

“It all fits, but it’s the picture that stands out. People think it’s fine and it’s not.”

Understanding of the message and meaning:

Many participants thought based on the picture that the message would be about smoking around children. Instead the text does not make any mention of the child. This was somewhat confusing. Participants found it generally interesting that the message was not about quitting, but about smoking outside, which was appreciated.

“It just shows a woman smoking by a window. At least she is trying.”

Quality and effectiveness of the text:

The text is clear, but most people said they would only read the header, which is in the large bold font, but not necessarily the rest. Even if they said they would not read it, the black font on yellow was seen as fitting, as it was clearly associated with a warning or an important message. The length was deemed as appropriate.

« Le jaune et le noir, c'est des couleurs qui représentent le danger. »

Relevance:

The message was especially relevant to people with kids, but made others think as well since many said they smoke near a window and didn't really think smoke comes back into the house when they smoke.

Ability to inform and educate:

The message was generally seen as important and new, especially since many thought they would be doing a good thing by smoking near a window, and this contradicts that to a certain extent.

Credibility:

There was some question about the credibility of the message with some participants feeling that smoking near a window must be better than smoking in the house without ventilation.

« Moi, je fais ça, ouvrir la fenêtre. Je trouve qu'ils exagèrent, ils poussent fort, aucun moyen d'aération... Je veux dire, la fumée s'évacue, je ne trouve pas ça crédible. »

Readability and visibility:

The text was said to be clear and readable, but there were some elements of the picture that were not as clearly visible, such as the little boy, particularly on the smaller packs.

Cohesiveness of the headline and sub-text:

Participants said the headline and subtext worked together to tell a cohesive story.

Quality and effectiveness of the picture:

The image received positive feedback on its own. In fact, most participants in both the adult and younger adult groups said the child was the most powerful aspect of this message, as they see him as being unhappy, "in jail," and unable to get away from the harmful smoke. This idea was captured especially well for those who saw the slide-and-shell package and slightly

less so for those who saw the smaller flip-top package, because the child was more visible on the larger packs.

“I feel emotional sadness when I see this picture.”

Cohesiveness of picture and text:

Most participants said the idea of second-hand smoke being bad for the child was captured in both the picture and the text.

“The text works well with the picture, I can’t believe that people out there that still don’t know this. It’s good to include this.” “

Ability to be memorable:

Some participants, especially those with small children, said the picture would be memorable for them.

“Yes, it’s different.”

« Je pense que c’est plus efficace ça que des poumons crasseux, des poumons tu les vois pas se promener, des p’tits gars vivants ça touche plus qu’un poumon mort. »

Flip-Top vs. Slide-and-Shell:

The child was not as clearly visible on the smaller packs as he was on the larger ones.

“The kid is hiding there, he’s too small.”

Suggestions:

- Participants said the picture may be tweaked to show the ventilation idea more clearly - the woman could be leaning forward, blowing smoke out of the window for example.
- On the flip-top in particular, participants felt the child should be the main focus and perhaps larger, because not everyone saw the child “hiding” on the chair. The concept was generally effective, but they would prefer if the child was a bit less obscured.
- As well, the message could be made more credible to some if the weather outside was bad as participants questioned why she didn’t go outside because it appears to be nice out.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

S-40: Smoking in the car hurts more than just you.



Overall findings

Participants, and especially parents, found this concept effective. The header grabbed people’s attention due to its content and conciseness. Virtually no participants questioned this message even though it did not present new information. Smokers felt this was an important concept to show, particularly the visual of the child in the car. It was however less effective for some who felt they knew this already and that smoking around children is no longer accepted behaviour. Some participants questioned the credibility of the visual and suggested that it looked fake; it would have more impact if the child appeared to be affected by the smoke.

Specific findings

Initial impressions:

As was the case with most messages about second-hand smoke, some participants wondered if this message was “overdone” and did not believe there were truly still smokers who smoked around their children. They condemned this behaviour and were not sure if second hand smoke messages are as effective now as they were a few years ago.

“I don’t feel that people smoke in front of kids anymore like this.”

“Not as effective for me, it’s something I know, common sense.”

“The text is good, but I already know. I know not to smoke with kids in the car. It doesn’t do much for me.”

Ability to get attention and motivate reading:

The red text on the smaller packs was said to be attention-grabbing, but was less so for the white text on the dark background on the larger packs.

Understanding of the message and meaning:

Participants clearly understood the message and the meaning.

Quality and effectiveness of the text:

Participants found this concept effective, particularly the text because the red text (flip-top format) grabbed people's attention and they liked that the headline was short and concise. Participants tended to feel the large block of black on the flip-top pack is "wasted space." However, those who saw the slide-and-shell pack often liked that there was not as much text as some of the other messages they had seen.

Relevance:

This message was most relevant to parents, but other participants also tended to have opinions about smoking in the car with other people or other people's kids. It was somewhat less relatable for them, especially for younger people.

Ability to inform and educate:

Most said this was not new information. Nonetheless, smokers felt this was an important concept to show.

Credibility:

Virtually nobody questioned the credibility of this message. Participants often noted that they knew this information as a fact, and therefore took it as a given without questioning it. Some participants said they found it difficult to believe, however, that people "still" smoked in cars, even though "everyone" by now knows that it's unhealthy.

Readability and visibility:

There were no issues with the readability and visibility of the text, as it was generally easy to see on both pack-sizes.

Quality and effectiveness of the picture:

The picture was often seen as "vague" because of the smoke, which many saw as unexplained blurriness, especially on the flip-top packs. Participants often felt that more of that room could therefore be taken up by that picture." As well, the girl was seen to be going about her business, without being bothered by the smoke around her.

"Make her cough, she's too healthy. It doesn't look like it's bothering her, she looks fine in this picture."

« L'image n'est pas très claire. »

Cohesiveness of picture and text:

Once the message in the text was read and understood, most participants said it was a logical story. However, many participants often wanted the picture to be more powerful than the text.

"I did like the text, but when I looked at the picture I couldn't figure it out until I read it."

Ability to be memorable:

Participants said this message was not very memorable because they did not believe many people, including themselves, smoke in cars with children.

Flip-Top vs. Slide-and-Shell:

The red text was particularly well-received on the flip-top packs, but the black space on the right of the picture was less appreciated in that particular format.

"The red works, it's the first thing you see, it's effective."

"They should fill it with something, black is a waste of space."

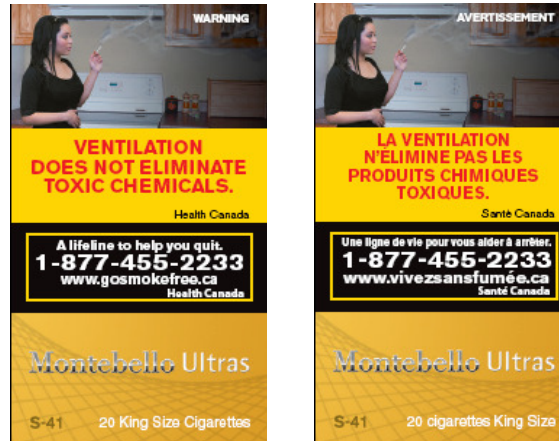
Suggestions:

- Suggestions were mostly focused on improving the picture, by adding more smoke, maybe an ashtray, a hand holding a cigarette from the front seat, a person holding a cigarette with smoke going towards the child, or depicting the child coughing or at least looking unhappy or uneasy.
- Many participants said the depiction of smoke could be improved by making it look more real or at least less fake.
- The empty black space on the flip-top packs is not understood by many, and often seen as a good place to put more of the picture, such as an adult smoking behind the wheel.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

S-41: Ventilation does not eliminate toxic chemicals.



Overall findings

Overall, participants did not find this concept to be effective for a number of reasons, particularly two core issues of the message. Firstly, the image did not portray the message in the text very well; and secondly, the picture was weak or not clear. Participants did not find the message clear or relevant. Credibility of the message was good, but it had very little impact on participants.

Specific findings

Initial impressions:

Initially, people did not feel that this concept worked very well.

“I didn’t like the picture or the message. I don’t see any connection to myself with her. I thought the picture was sort of boring.”

Ability to get attention and motivate reading:

The picture did not do very much to motivate people to read the rest of the message. At first glance all that’s being shown is a girl smoking. They did not see a clear message in the picture and therefore, were not very interested in what the message had to say.

Understanding of the message and meaning:

Most participants read this as a message that should be about second hand smoke, yet they found it confusing because the picture did not depict anyone being exposed to second-hand smoke. This made participants believe the overall message was about not hurting oneself, which was not very credible, especially since smokers said they believe it is probably better for everyone, including themselves, to smoke with ventilation than without it.

“She has to live with someone else in order for it to make sense.”

« Je ne sais pas à quoi ce message sert. De ne pas fumer en dessous de la fan? De fumer dehors? Pourquoi? »

Quality and effectiveness of the text:

The text in this concept did not work particularly well, mainly because participants were often confused about what the message was. They did not tend to see any message about second-hand smoke in this concept.

“I find it confusing, don’t understand. I don’t know what it’s trying to say.”

Relevance:

Many felt this was not really a very important message to show on cigarette packs because it was not a message that touched them on a personal level.

“This is sort of boring, doesn’t connect with me.”

Ability to inform and educate:

Many participants said they knew they were hurting themselves by smoking and that they were inhaling toxic chemicals. They said this was not new or compelling information that would make them think of quitting.

« Ils devraient expliquer le message de pourquoi la fumée ne rentre pas parce que moi je le fais toujours. »

Credibility:

Participants did not necessarily question the information in the headline and the message; however, the image in particular reduced the credibility and comprehension of the overall message, as they did not see how it all tied in together.

Readability and visibility:

No issues about readability and visibility were raised in the groups when prompted, indicating that readability and visibility were seen as good

Quality and effectiveness of the picture:

The picture was often seen as weak or not clear, especially on the flip-top pack, where the range hood was not very visible for many. Since the girl in the picture had her hand on her stomach, some female participants suggested that she may be pregnant, which made it a different message for them.

Cohesiveness of picture and text:

One of the core issues with this message for participants was that the image did not portray the message in the text very well.

Ability to be memorable:

Participants said this concept was not memorable.

Flip-Top vs. Slide-and-Shell:

On the flip-top pack, the range hood was not very visible for many.

Suggestions:

- The picture was confusing to many and participants would prefer to see someone else in the picture, preferably a child, who is being bothered and hurt by the second-hand smoke.
- Participants suggested the hood could be made more prominent, especially on the flip-top pack, because they didn't notice it as they were instead distracted by other details in the kitchen. Others suggested showing her smoking near an open window instead.
- The fact there was not very much smoke around the girl and in the rest of the kitchen made participants say all the smoke (and therefore the chemicals) were indeed going towards the fan; thus, - more smoke in the room may make the message more credible.
- The text was seen as not particularly relevant, and participants wished there was more explanation about this ventilation issue, or even a totally different message about the harm of second-hand smoke.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

S-42: “I never smoked.”



Overall findings

This concept did not resonate very well in any of the groups, mainly because it was no longer new to participants. They said it was quickly losing its relevance because of increased smoking bans in public places such as bars and restaurants. Many felt Heather Crowe’s story was over-used and becoming too repetitive. Although the conciseness of the headline was effective, the sub-text was perceived as being far too lengthy.

Specific findings

Initial impressions:

A number of participants felt that this story has been told before and offers nothing new, so it was viewed as no longer very relevant.

Ability to get attention and motivate reading:

The black and white picture, together with the short text did grab some people’s attention.

« La phrase “Je n’ai jamais fumé” capte l’attention. »

Understanding of the message and meaning:

Most people knew the story of Heather Crowe and felt it was over used and it was time to move on. This message was seen to be about not smoking around others, and participants felt there might be better ways to get that message across without using Heather’s story.

“The idea isn’t a problem, just this story is over-done.”

Quality and effectiveness of the text:

The text was also seen as too long, with the headline “I never smoked” being the only thing that was important to know.

Relevance:

Most people knew the story of Heather Crowe and felt it was time to move on to other stories of those affected by smoking. Younger participants in particular found it difficult to relate to Heather because she is much older than they are. Moreover, with increased smoking bans in cities, many felt the message was not that relevant anymore.

“I think specifically for urban audiences this is not so relevant. We’re so attuned to non-smoking environments.”

Ability to inform and educate:

Many participants recognized the message and said it was no longer new. This seemed to undermine the message’s ability to inform and educate

“It said exactly what I thought it was going to say. It’s unfortunate.”

Credibility:

In many cases, this concept made smokers wonder whether her story was unique, or the only one Health Canada could find. This not only hurt the credibility of the overall message but also, to a certain extent, that of Health Canada.

Since quite a few younger participants said, “everyone” today knows about the harmful effects of second-hand smoke, many of them found it difficult to believe Heather really did not know this, making the message less credible to younger participants.

“That doesn’t happen anymore with the bars, restaurants.”

Readability and visibility:

Some participants said there was a lot of text which they may not read but, otherwise, there were no issues concerning readability and visibility.

Cohesiveness of the headline and sub-text:

The headline and the subtext worked well together to tell a cohesive story, as they were both seen as part of the same “testimonial.”

Quality and effectiveness of the picture:

The picture is no longer as effective at capturing people’s attention as it once may have been, mainly because many smokers know the story and don’t want to read any further after seeing the picture, expecting the “same old.”

Cohesiveness of picture and text:

Showing Heather's picture, together with her story, made sense to most participants.

Ability to be memorable:

This message was not said to be memorable because it was not a new message.

Flip-Top vs. Slide-and-Shell:

Both layouts were equally dismissed for the most part.

Suggestions:

- If the message is about second-hand smoke, participants said they would prefer to see people in relation to themselves - a non-smoker sitting in a smoker's smoky room for instance - because that shows more of a cause-effect that would speak to them personally.
- Some suggested making the sub-text font bigger because they found it difficult to read. Others said to leave the sub-text out because it could never tell the whole story and, as it stands now, doesn't really add anything to the overall concept.
- Others said the entire narrative and focus should be on others that have been affected by smoking.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Toxic Emissions

T-41: No one told you about the chemicals?



Overall findings

This concept successfully grabbed the attention of smokers. The message was clear and relevant to most. The information was not entirely new, since all were aware of the presence of chemicals in cigarettes, however the exact numbers were considered to be new information. Some felt it could be made more credible by citing specific chemicals. Although the visual was fairly effective, some felt it was not “gross” enough.

Specific findings

Initial impressions:

Most participants described this concept as being fairly effective at grabbing their attention, addressing an important, credible issue and providing some new information of interest to them. Some participants also appreciated the somewhat humorous tone used with an important message.

“I really like this one. It’s not telling you you’re going to die - which isn’t going to happen right now, I’m young and healthy. I don’t feel they are over-exaggerating here. “

Ability to get attention and motivate reading:

The picture of the hand holding cigarettes dripping with chemicals was said by many participants to be quite effective at capturing their attention.

“It does get your attention... The chemicals are a really good message to bring to the table... it gets the message across.”

Understanding of the message and meaning:

The layout and text were described as being clear.

« *Le texte en noir est vraiment percutant, il y en a 4 000 dans une seule cigarette. »*

Quality and effectiveness of the text:

Most participants said the numbers cited in this message were effective in conveying the message that there are a large number of chemicals involved in smoking cigarettes. There was some discussion about whether to present only the 4,000+ chemical fact, the 60+ cancer-causing chemical fact, or presenting both. For some, having both facts made them draw an awkward conclusion that almost all chemicals in a cigarette are not cancer-causing and thus most chemicals in cigarette smoke are not terribly harmful. More participants felt the 60+ cancer-causing chemicals was the statistic they would advise presenting on this message because this would make them consider quitting smoking.

“You are like wow, those are some pretty good odds that I’d get cancer, that’s really sick. “

Relevance:

This concept was somewhat relevant to smokers of all ages.

« *Le thème est bon, il me touche. »*

Ability to inform and educate:

Some said they had heard the message about cancer-causing chemicals before and therefore said it was old news, while others said they did not know the exact numbers, and that therefore this message was informative to them.

“I like the big, red, bold ‘No one told you about the chemicals? The picture is nasty and the number of chemicals is news to me.”

Credibility:

The information was seen as credible, although there was some confusion about why the concept talked about 60 cancer causing chemicals and 4000 chemicals. Participants felt it would be simpler and more credible to focus on one or the other.

“So there are 3940 that aren’t so bad?”

Readability and visibility:

The text was generally said to be easy to read and see.

Cohesiveness of the headline and sub-text:

As both lines spoke about chemicals, participants found this a logical flow. As well, the question-answer idea was generally well-liked.

“It’s cool how it’s a question. It keeps you reading. Everything else is just a statement. And then gives you some serious details.”

Quality and effectiveness of the picture:

Not everyone understood right away what was coming out of the cigarettes/the hand in the photo. Some suggested it could be improved by making it appear “grosser.”

Cohesiveness of picture and text:

Most found the picture and the text worked together.

“I liked the picture, it’s gross, and I liked the stats.”

Ability to be memorable:

This message, and the text in particular, was said to be somewhat memorable for some because there was some new detailed information.

“(Memorable?) Kind of, I didn’t know numbers.”

“Yes, the words more than the picture.”

Flip-Top vs. Slide-and-Shell:

The chemicals oozing out of the cigarettes were a bit more difficult to discern for those who saw the smaller flip-top packs.

Suggestions:

- Many participants said this message could be enhanced by providing the names of some of the more dangerous or cancer-causing chemicals in the text.
- Focusing exclusively on the 60+ cancer-causing chemicals may help readers focus on what they see as the most compelling information. They suggested taking out the mention of the number 4,000.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T-44: Don't expose yourself to chemicals.



Overall findings

The visual in this concept definitely strengthened the message and resonated with participants. The red text added to the theme of the message, however some felt the design incorporated too much yellow which detracted from the effectiveness of the concept. Including the numbers of chemicals added to the message, but some felt the 60 cancer-causing chemicals should be the message's focus as opposed to the 4000.

Specific findings

Initial impressions:

Several participants said the image in this concept was shocking, effective, clear, and to the point.

"I like it, I find it's strong. It's info I didn't know, it's shocking. The picture is much better than looking at a lung. It's pretty good."

Ability to get attention and motivate reading:

Most felt this concept caught their attention and would be memorable.

Understanding of the message and meaning:

The message and meaning conveyed was said to be loud and clear.

Quality and effectiveness of the text:

Participants said highlighting the large number of chemicals involved in smoking cigarettes was effective, but there was some discussion about whether to present only the 4,000+ chemical fact, present only the 60+ cancer-causing chemical fact, or present both. For some, having both made them draw an awkward conclusion that almost all chemicals in a cigarette are not cancer-causing and thus most chemicals in cigarette smoke are not terribly harmful. Those who felt 4,000 chemicals was the best statistic to

present said it was due to the impact such a large number had on them. Those who preferred the statistic about the 60+ cancer-causing chemicals said this message was the main reason to quit smoking.

“I liked this. For a change there’s some information. Something I hadn’t heard before. I like the gas mask. Right to the point, don’t expose yourself.”

Relevance:

This message was quite relevant to smokers because they knew they inhale many chemicals when they smoke.

Ability to inform and educate:

The numbers given were said to be new information to most.

“It’s the best I’ve seen so far. I like all of it. Exposure to chemicals peaks my interest. I didn’t know how many there were. I also liked that they give me a number - you’re not left hanging.”

Credibility:

The message was seen as credible by most participants, although some found the picture a bit over-the-top and unrealistic.

“I didn’t like the picture. I thought of warfare. However, I did know there was that many chemicals in it and it is important. Some people didn’t know there were that many chemicals. I knew that and it was important to me when I heard it.”

Readability and visibility:

Participants did not generally have issues with the readability and visibility of this message.

« C’est court, ça passe le message tout de suite, t’as juste besoin de 30 secondes pour le lire. »

Cohesiveness of the headline and sub-text:

The messages in the headline and in the subtext were seen to complement each other quite effectively, as participants understood the relationship of the gas mask in protecting people against the harmful chemicals in cigarettes/smoking.

Quality and effectiveness of the picture:

The picture was clearly understood and attention-grabbing for most. Some felt that the picture of the gas mask went a bit too far by comparing smoking to a chemical disaster or gas leak/explosion.

“The visual is shocking and excessive.”

Cohesiveness of picture and text:

The ideas worked relatively well together.

“I like it, I find it strong with the picture and the text like that. It’s information I didn’t know, it’s shocking. The picture is much better than looking at a lung. It’s pretty good.”

Ability to be memorable:

Most felt this concept caught their attention and would be memorable.

Flip-Top vs. Slide-and-Shell:

The comments were by and large the same for both formats.

Suggestions:

- Some participants suggested providing the names of some of the more dangerous or cancer-causing chemicals in the text.
- Focusing exclusively on the 60+ cancer-causing chemicals was seen as a better idea than also noting the 4000 chemicals as it could help readers focus on what they see as the most compelling information.
- Changing the colouring to limit the use of yellow might make the design more compelling to smokers.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T-50: Toxic stew



Overall findings

The feelings about this message were mixed with some feeling the visual was very effective and others feeling that it did not affect them because there was no person involved. The general information that cigarettes are toxic was not seen as being new, however the statistics were. The text was seen as clear and cohesive, and the layout and design were well received by most.

Specific findings

Initial impressions:

On the surface, this concept met with mixed reactions. Some said the image did not have an impact, while others said it was disgusting and this made the concept more powerful for them.

“It looks disgusting to me but there’s no person involved. This message does not show a danger to my health.”

Ability to get attention and motivate reading:

While the information was not new for most people, the way it is portrayed in the picture was noted for being relatively attention-grabbing.

“It’s funny and that’s what makes you pay attention.”

Understanding of the message and meaning:

Overall, this message was clear and easy to understand. Some commented it reminded them of overflowing ashtrays and reinforced the message that all those cigarettes they smoke do in fact add up. Some participants equated smoking to eating bad food causing them to consider what other foods are just as damaging as smoking.

“(The picture) just momentarily it made me lose my desire to smoke.”

Quality and effectiveness of the text:

The text was seen as clear and cohesive. Participants said the numbers cited were effective in conveying the message that there are a large number of chemicals involved in smoking cigarettes. There was also some discussion about presenting the 4,000+ chemical fact, the 60+ cancer-causing chemical fact, or both. For some, having both made them draw an awkward conclusion that almost all chemicals in a cigarette are not cancer-causing and thus most chemicals in cigarette smoke are not terribly harmful. Those who felt the 4,000 chemicals was the best statistic to present said it was based on the impact such a large number had on them. Those who felt the 60+ cancer-causing chemicals was the statistic to use said the number of cancer-causing chemicals was, for them, the main reason to quit smoking.

Relevance:

This concept was not as relevant to all participants as some of the others in the series, but those who smoke a lot or let their ashtrays overflow said they recognized their behaviour in the picture.

“I think it’s pretty gross. Looks like you’d better clean your ashtray. “

Ability to inform and educate:

The type of information was not necessarily new to people, although the numbers tended to be new.

“4000 is noticeable, but the 60 that cause cancer is more impactful.”

“But I could go outside and breathe in 4,000 chemicals in 2 seconds.”

Credibility:

In reaction to this concept, there were some who said they would rather see the actual numbers, rather than “more than...” which they felt was less credible. Some questioned the credibility because the picture of the cigarettes resembled food while the text was about smoking.

“The 4,000 and the 60? Gives you a guideline, but I don’t believe it...everything is rounded off.”

Readability and visibility:

No issues were noted when readability and visibility were discussed, indicating that people found it easy to read.

Cohesiveness of the headline and sub-text:

The headline and subtext were seen to somewhat fit together. Some understood the picture in the bowl to be stew, whereas others said it did not look like stew but more like a cereal bowl or a full ashtray.

Quality and effectiveness of the picture:

Some said the image was too disgusting, while others pointed out that the fact that it was disgusting made the concept more powerful. Some went further suggesting adjustments that would make the picture even more disgusting, such as having someone raise a spoonful of the toxic stew towards their mouth. In Montreal, several were amused by the picture as it reminded them of poutine.

« Je le trouve amusant – il me donne envie de manger une poutine. »

Cohesiveness of picture and text:

Overall, the picture and the text were seen as fitting well together. However, some said the picture suggested that cigarettes were consumed like food, while the text was about smoking cigarettes and this took detracted slightly from the strength of the picture.

Ability to be memorable:

The image used was said to be somewhat memorable.

“Just momentarily it made me lose my desire to smoke... definitely because of the picture...but not for long I think”

Flip-Top vs. Slide-and-Shell:

Feedback on the two pack sizes did not differ.

Suggestions:

- Some participants suggested putting the numbers in a different colour or bolder text to make them stand out from the rest of the text.
- Others suggested making the comparison more compelling by, perhaps comparing cigarette smoke to a factory smoke stack.
- Those who thought it was an ashtray or a cereal bowl in the picture said it might be better linked to stew if a big pot with a spoon in it was depicted.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T-51: Toxic emissions



Overall findings

This concept effectively informed participants about the toxic chemicals in cigarette smoke. The visual of the mushroom cloud enhanced the concept for some, whereas others felt it went too far. Credibility was low for some, as they compared cigarette smoke to regular air pollution. Including the numbers of chemicals added to the message, but some felt that the 60 cancer-causing chemicals should be the message's focus.

Specific findings

Initial impressions:

Most participants felt this concept was good at delivering a message about toxic chemicals in cigarette smoke, and they often commented on the figures in the text.

Ability to get attention and motivate reading:

This message motivated some to read, as they thought they could find new information.

"If I opened it, I would read it 'cause I'm not very familiar with toxic emissions."

"I thought the picture was kind of neat. Draw me in to read."

Understanding of the message and meaning:

The message was generally understood by almost all participants. Some compared cigarette smoke to the air they currently breathe saying that air pollution is already as dangerous by comparison.

« Je pense aux autres 3 940 produits qui ne causent pas le cancer. »

Quality and effectiveness of the text:

Participants said the numbers cited in this message made it effective in that it conveyed the message there are a large number of chemicals involved in smoking cigarettes. However, there was some discussion about whether to present only the 4,000+ chemical fact, only the 60+ cancer-causing chemical fact, or both. On this concept, there was not a clear preference between the 4000+ chemical fact or the 60+ chemical fact.

Relevance:

This concept was said to be somewhat relevant, but not as much as other concepts participants were also shown.

Ability to inform and educate:

The type of information was not necessarily new to people, although the numbers tended to be new, which was then said to be informative and educational.

Credibility:

Although generally people believe the numbers in the text, some found the large number, 4000, difficult to understand.

“How do they know 4000 chemicals are in there? I think their numbers are high... I doubt it.”

Readability and visibility:

For the most part, participants said they liked the layout, describing it as simple, clear and to the point.

Cohesiveness of the headline and sub-text:

Participants said the headline and subtext followed the same theme.

Quality and effectiveness of the picture:

Some participants said the mushroom cloud was a bit “over the top,” while others said the mushroom cloud was a recognizable icon that indicated danger and was something that caught their attention.

“I see it as Hiroshima over an ashtray... slightly exaggerated.”

Cohesiveness of picture and text:

The picture worked somewhat together with the text. However, some said that it looked like a mushroom cloud from a nuclear bomb, which they often thought went a bit too far.

Ability to be memorable:

This concept was said not to be very memorable.

Flip-Top vs. Slide-and-Shell:

No differences in feedback were found between the two pack sizes.

Suggestions:

- The suggestions for this concept mirror those for the other concepts in this series.

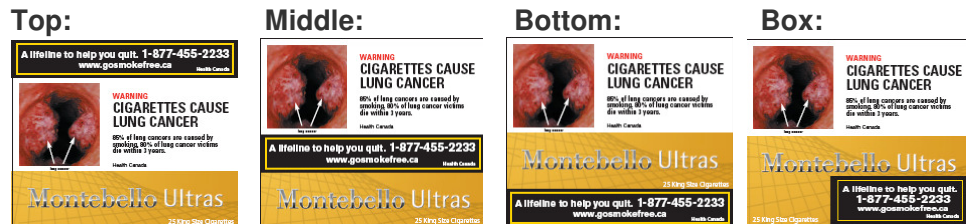
Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Contact Information, Colour and Layout

The focus groups clearly showed that participants in all groups noticed, and reacted very favourably to the contact information displayed on the front of the packages. In several groups, it was mentioned by participants as the most noticeable aspect of the messages. There was a sense that putting both the website and the telephone number on the packages was very relevant to them. Participants tended to feel the website and telephone number should be the same size.

Layout



In terms of layout on the packs, many felt the contact information fit best in the middle, below the warning. Many said their eyes would naturally go from top to bottom, first seeing the warning, which may make them think about the harmful effects of smoking, or perhaps even think about quitting. After that they would see the accompanying message, which might entice them to find out more.

Participants also tended to feel the contact information would fit best in the middle position, whereas at the top, in the case of the flip-tops in particular, the information would be invisible as soon as the pack was opened. In addition, the bottom position was said not to be a place where the eye would go as easily or without prompting than to other positions and would be more likely to be overlooked. Only in Montreal did participants like the box at the bottom right corner of the pack as they felt it would catch their eye more than the other ones, since they would not expect to see that type of information there and that it looked like a sticker was placed on the pack. This layout, however, fell largely flat in Toronto and Calgary.

“A logic between a warning and then a solution... People process in their minds, first warning, scare tactic, then solution, not solution first.”

Background Colour of the Warning Message Text (Flip Top)



The background colour of the text was tested with two different warning messages, which proved to be important for the overall findings, as this showed clearly that preferences were found to be case-by-case in terms of the headline text and background colours. Sometimes, the white text on black background was preferred. In other cases, the black text on yellow background was the stronger preference. There was some sense that the option with the headline on the yellow background was a bit too “boxy”, taking away from the cohesiveness and flow of the overall message.

Aside from the fact that the picture and the amount of text used influenced their preferences, many also felt the colour and layout of the contact information impacted on the option (colour and background of the text) they preferred for the health warning message.

It is important to note that none of the options were found to be particularly more difficult to read than others.

“I like the first one for the stew - light picture with black- , but for the other one I like the second one better because it’s a dark picture, so then the yellow, kinda sunny background is better.”

“Black is ominous, that’s good. I like the dark on dark, it’s more ominous.”

Colour of the Contact Information



There was no consensus on the colour of the 1-800 line and website box, but the black and white option (with or without the yellow trim) was slightly preferred over the other colour schemes. Many participants said their opinions would also depend on the colour of the brand of cigarettes and on the picture in the warning message.

The more neutral black and white was often preferred because it was seen to “fit well” regardless of the rest of the colours on the pack. Some suggested they would prefer to see black text on a white background, but without the yellow trim. Others, however, really appreciated the yellow trim, as they said it made the text stand out more.

The yellow was also seen to work relatively well and was said to be the most attention-grabbing, while the green spoke to only a handful of participants as it was seen as being different. However, the green also received the strongest negative feedback with some participants finding it too soft and, unlike the yellow, is not associated with a warning or seen as serious enough. Green was also associated with the environment by quite a few participants, particularly in Calgary.

“I like A-2 because black and white you can put on any colour of cigarette pack. If you put green on some packs it will look really bad, black will go along with any colour scheme but it will still stand out because of contrast.”

“Yellow is a good warning colour, like yellow tape, on a sign.”

“I would go with B-1 but cut out the yellow trim; black and white is better.”

« Le vert ne marche pas, ça fait écologie. »

Taglines

A lifeline to help you quit. 1-877-455-2233
www.gosmokefree.ca

Une ligne de vie pour vous aider à arrêter. 1-877-455-2233
www.vivezsansfumée.ca

The next step to a healthier life. Call to quit.
www.gosmokefree.ca 1-877-455-2233

Un pas vers une vie plus saine. Ligne d'arrêt.
www.vivezsansfumée.ca 1-877-455-2233

quitnow
by phone 1-877-455-2233
www.gosmokefree.ca

j'Arrête.
1-877-455-2233
www.vivezsansfumée.ca



1-877-455-2233
www.gosmokefree.ca



1-877-455-2233
www.vivezsansfumée.ca

In terms of the tagline inside the box with the 1-800 service and website, there were clear differences of opinion, mostly along linguistic lines:

- The word “lifeline” tested well in English, but “une ligne de vie” did poorly in French;
- The phrase “healthier life” tested moderately well in both;
- “j’arrête” worked well in French, while “quit now” did not test at all well in English;
- The word “écrase” was not particularly well received, as it has a somewhat aggressive connotation for many of the francophone participants and sounds a bit like “slang language” to some.

“Healthier life” was in general moderately well-liked in English by participants in Calgary and Toronto, and mainly among younger smokers. Many said “call to quit” was a bit redundant and made it a bit too cluttered, with the suggestion to leave it out altogether. The main criticism of this tagline was that a healthier life was not necessarily linked to smoking only, and that it sounded too much like a general catch-all. Some felt this website might provide information on exercise and healthier eating, instead of being geared towards quitting. Some francophone participants felt this option was too text-heavy.

Only a few English-speaking participants in Calgary and Toronto liked “quit now” or “you can quit”. Not everyone thought the idea of using a cigarette as a letter worked, with some participants not being able to make out the word or see that a cigarette was being used. The same was often said of the “cigarette checkmark” tested on the contact information.

“Quit now” was also seen by many, especially adults, to be a message that pointed fingers at them, rather than offering a more positive, soft, or empowering message, such as the text (but not the creative concept as it was executed here of) “you can quit.” In French, “j’arrête” did not have that connotation, while “écrase” did to a certain extent.

Regardless of the concept, it was mentioned by some that the website address and the phone number should be the same size instead of the phone number being larger than the website.

“Nice play on words” (Lifeline)

“Reminds me of those young people pointing fingers at me to quit now. Tone of lifeline is more effective.”

Taglines and colours



The various taglines were also tested on the different background colours and there was no consensus on which one or which group worked best. Many variables came into play, such as the colour of the creative/letters, the clarity of the text/creative (especially the cigarettes used as either letters or checkmarks), personal colour preference, as well as what would appear around contact information, such as the colour or the brand, the background colour, text colour and picture colour of the Health Warning Message. There was some sense, especially in Montreal, that the colour green was perhaps not menacing enough and more reminiscent of the environment than of something to do with health or the dangers of smoking.

The reference on the front of the pack to Health Canada adds credibility: It was almost universally felt that placing the Health Canada brand below the message was effective, appropriate, and contributed to the credibility of the message.

Section 2: Health Information Messages

Anatomy

Anat - 01: It affects every generation.



Overall findings

Although the core message of this concept was understood and felt to be good, the execution was perceived as weak and therefore lost its impact with smokers. The teaser did a poor job of grabbing participants’ attention and the overall concept was seen as targeting women only. Participants expected the message to be about the benefits of quitting, thus were disappointed when it discussed the harms of smoking. Although the information about osteoporosis was new to some, the rest was seen as old information. In addition, the layout and design made the message difficult to read for many.

Specific findings

Initial impressions:

Initial impressions of this concept were quite mixed. Women tended to react somewhat more positively to it than men, but none felt this concept resonated strongly.

Ability of flap/top of the insert to get attention and motivate reading:

Neither the teaser, nor the concept itself grabbed people’s attention. The text did not make participants curious about the rest of the information.

“...Poor job of grabbing attention and encouraging you to read the back.”

« *En ouvrant le paquet, ça ne me donnerait pas le goût de le lire : ça affecte chaque génération.* »

Ability of the main message to motivate reading:

The headline was not as motivating as most people would have preferred it to be.

Understanding of the message and meaning:

The idea that smoking affects you no matter what age you are was clear to the majority of smokers once they saw the flap and the picture.

Relevance:

Most men in the groups assumed this was not targeted at them and said they would not read any further after seeing the picture with only women. Further, when asked to read it, they felt they were right that this was not relevant to them at all.

“I flip it, ok, about every generation.... but then it’s about women only. What about the male gender?”

Ability to inform and educate:

Most of the topics – smoking during pregnancy and wrinkles – were not seen as particularly new or interesting to some. For the majority, the osteoporosis angle was the most interesting part of this message as it was something they had not necessarily heard about before.

“I wasn’t too aware of the bone density thing.”

Credibility:

Overall, this message was seen as believable, except for some who didn’t believe the facts about wrinkles and bone density. There was also some mention that the women in the picture all looked very healthy and were probably not smokers.

Readability and Visibility:

As was the case for most HIMs, some felt the text was too small, particularly in the flip top format.

Quality and effectiveness of text:

The message about the benefits of quitting and the enjoyment of better health, conveyed to smokers through both the headline and the last sentence, was generally well-received. The rest of the execution, however, was found to be lacking in a number of areas as it did not appear to follow the theme. First and foremost, participants said they expected to read about

the benefits of quitting, but instead were faced with messages about the harms of smoking, which they felt was out of context.

Layout and Design:

The white text on the blue background was not large enough for some to read, and the green on the dark blue was also difficult for some in the adult groups. Many participants found the picture in the middle of the slide and shell made the layout rather cluttered.

Cohesiveness of picture/visuals and text:

The idea of showing people of all ages seemed to fit in with the headline and the teaser, although there were some questions about whether these women actually represented three generations. It was not clear to all participants that the two younger women were from different age groups.

Ability to be memorable:

Most participants said this concept in its entirety was not very memorable to them.

Makes participants think about quitting?

Overall, only very few participants said this would make them seriously think of quitting.

Flip-Top vs. Slide-and-Shell:

Reactions to both layouts were the same.

Suggestions:

- Since it was talking about quitting (“you can quit”), many participants suggested adding contact information or a website where they could go to get help. As well, most groups supported a suggestion to provide hints that would help you quit instead of the current information.
- Many men (and some women) said they would prefer to see a message that is gender-neutral by depicting both men and women, and by writing messages that would apply to both men and women. An alternative would be to produce a mix of women-targeted and men-targeted messages.
- The font could be made bigger enabling better visibility. As well a simple black on white scheme would be clearer. Some suggested the green be changed to a colour that contrasted better with the background.
- Inserting the ages of the women would also make it better was suggested by some participants as it was not clear they all came from different age groups.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework I would say.

Anat - 02: How is my body affected?



Overall findings

Certain aspects of this concept faired well with participants. The colours and the teaser’s question were seen as attention grabbing. Participants liked that the message were targeted both men and women and discussed a broad range of diseases. Some felt the visual was too cluttered though, and others felt it had reduced credibility because the person did not look like a smoker.

Specific findings

Initial impressions:

Initial reactions to this concept were mildly positive.

Ability of flap/top of the insert to get attention and motivate reading:

The teaser on this message did a good job of grabbing the attention of participants, mainly because it was in the form of a question and because the colours stood out as being different.

« Oui, ça vient chercher plus l’œil, le bleu et le vert, sur un fond blanc. »

Ability of the main message to motivate reading:

This message was only somewhat effective in promoting further reading.

Understanding of the message and meaning:

There were no problems understanding the messages communicated in this concept.

Relevance:

This message appealed to a wider audience than, for example, the first one in the anatomy series, which only talked about and showed women. Although there was a man in the picture, the diseases generally related to both genders. However, male participants who were not in the same age group as the person depicted (either younger or older men, or women) often said this was less relatable to them.

Ability to inform and educate:

Although the overall idea that smoking causes bad health was not new, some parts of the information in this message were new to participants, mainly cataracts/blindness and bladder cancer. This was informative and useful information.

Credibility:

The focus groups revealed that this person did not look at all like a smoker. In addition, the cataracts message was not credible for everyone, with most participants having never heard of it and therefore questioned it.

“Is this all true? I’ve never heard it leads to blindness before.”

Readability and Visibility:

Many found the concept itself too cluttered and their eyes were drawn to too many things at the same time. The text was also seen as being too small by many.

Quality and effectiveness of text:

The groups reacted neutrally to the text. The positive message was appreciated, but overall it was not something that connected on a deep level with participants. The message on the bottom about quitting was generally well-liked, but seemed to be somewhat disconnected from the rest, which was not seen to be about quitting.

“Give me support for quitting...programs, groups...instead of this and “here, you’re on your own”.”

Layout and Design:

As far as the layout was concerned, many participants felt it was “all over the place”. They said this was mainly because of all the arrows, the text boxes, and the use of different colours and fonts.

“I found it very cluttered. There’s a lot going on and the writing’s very small. You have to stare at it to read it. The colours don’t really match.”

Cohesiveness of picture/visuals and text:

The main issue participants had with the visual was that the person did not appear to be a smoker with diseases, as described in the text.

“The guy looks way too healthy...maybe a guy who looks frail or has yellow teeth.”

Ability to be memorable:

This concept was said to be not very memorable.

Makes participants think about quitting?

Many smokers said it lacked the push and information needed to make them think of quitting. Rather it told them more of what they already knew.

“It’s good to explain all this stuff, but it’s not going to help me.”

Flip-Top vs. Slide-and-Shell:

Reactions to both sizes were very similar.

Suggestions:

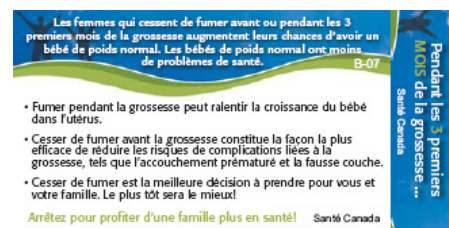
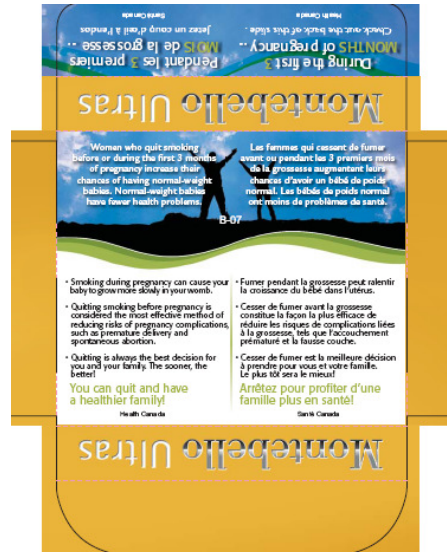
- The man in the picture did not seem like a smoker to most. Participants suggested he needed to be less “healthy looking” overall, be holding a cigarette, or have yellow fingers and teeth.
- Others said that instead of this healthy looking person, a see-through/transparent person may be better, so they would be able to see the sick organs.
- Many participants felt the layout in general was too cluttered and that it might be better with one background colour and one font colour. The arrows were not especially necessary to everyone (“When it says heart disease, lung cancer, etc we know where those are.”).
- Some suggested having the same message with several different pictures in circulation so that it would target a diverse population.
- Since this concept was talking about quitting (“you can quit”), many participants suggested adding contact information or a website where they could go get help quitting.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Benefits of Quitting

B-07: During the first 3 months of pregnancy...



Overall findings

This concept was not well-received by participants for a few reasons. First the tagline was seemingly targeted to a specific group of smokers, and therefore did not motivate most participants to continue reading. Although the colours were well-liked, the groups said the picture was unclear and not in-line with the rest of the message. There was also a strong dislike with use of the word “abortion” and its connotations. Credibility of the information was good, but noticeably lower in Montreal. Relevance and memorability were both weak.

Specific findings

Initial impressions:

This concept did not resonate very well overall with participants.

Ability of flap/top of the insert to get attention and motivate reading:

The tagline “during the first three...” on the teaser automatically screened out most participants in the groups as they said they were not in that situation, and therefore only a small number of smokers felt compelled to turn over the pack or read the rest of the insert.

“The colour was nice. I don’t care about this, but the colour is nice.”

Ability of the main message to motivate reading:

As was said about the flap, the same applies to the headline for this message.

Understanding of the message and meaning:

Overall, this message was understood. Some women, however, thought that it gave them the go-ahead to only quit smoking after three months of pregnancy.

Relevance:

This message was seen to be relevant only to expectant mothers and some young women in the groups who were planning on having children in the near future.

“If pregnant there is a possibility of having a smaller baby....means nothing to me. Don't care. We are done having children.”

“This is not directed at me, it's directed at pregnant women.”

Ability to inform and educate:

This message about smoking during pregnancy was not particularly new to participants.

Credibility:

The information in this message (the harmful effects of smoking on a baby) was disputed by some in Montreal but was generally not questioned in Toronto and Calgary.

“It's common sense that if you're pregnant you shouldn't be smoking.”

« Mes parents n'ont jamais cessé de fumer...et je suis ok. »

Readability and Visibility:

As was the case with all concepts in this series, there were some issues with the colours. The light green on white at the bottom in particular, and the sizes of the fonts were found to be too small for many.

« Moi, encore une fois, c'est trop petit, et on peut faire un résumé. »

« “Les 3 premiers mois” : le “3” est en vert et “mois” est en vert. Je les aurais mis en blanc, j'aurais changé les lettres, plus en gras. Je trouve ça encore trop petit. »

Quality and effectiveness of text:

The headline on the main message was seen as far too long by many participants. The word “abortion” garnered an emotional response from women in particular, who did not like that term at all; “miscarriage” was found to be a better term. The problem remained though that it puts a lot of guilt on expectant mothers who run into problems. There were some, especially in Montreal, who had significant issues with “finger pointing” at smokers. As well, some mentioned that “most effective” was probably overstated to them.

“I think it is pretty harsh. You could have a spontaneous abortion for a million different reasons.”

Layout and Design:

The colour for this was well-liked in general, but the picture was typically not well received. Especially on the flip top packs, but to a certain extent also on the slide and shells, most participants said they did not understand what it was.

Cohesiveness of picture/visuals and text:

If participants did see the people with arms up to the sky, they were typically not sure how it fit in with the rest of the message.

“It is just two people who look like they climbed a mountain. Would be more effective if it showed a family holding a kid up.”

Ability to be memorable:

Only some younger women said this message would stick with them.

Makes participants think about quitting?

This message did not make any of the men in the groups think of quitting. Some younger women who did not have children said they would quit anyway when they wanted to get pregnant; this message alone did not make them think of quitting.

« Encore on me culpabilise. On nous explique ce qui va mal, mais c'est sûr que quand je serai enceinte, je vais arrêter. »

Flip-Top vs. Slide-and-Shell:

Reactions to both sizes were virtually the same.

Suggestions:

- Some suggested wording changes were: “miscarriage” instead of “spontaneous abortion” and “an effective method” instead of “the most effective method”.
- Instead of the tag line “during the first three months...”, participants suggested using “planning on getting pregnant?” which they believe

would draw in more people and would make them more curious about the rest of the message.

- Participants felt the picture should be changed to show the negative results of smoking during pregnancy, using a family with a child or a pregnant woman (smoking). Conversely, it was suggested to use a positive picture of a pregnant woman (see comment in “cohesiveness”).
- Many suggested making the first sentence shorter and punchier to draw people in and to change the combination of the blue sky with the white text to make the text stand out more.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

B-08: Do you cough in the morning?



Overall findings

The tagline did a good job grabbing participants’ attention as many could relate to it, especially older smokers. The colours were also well-liked and added to their overall positive impressions of the message. The headline and sub-text were not seen as strong messages because they did not contain new information. The bullet points were, however, found to be more interesting, especially the use of statistics. The layout was found to be easy to read for most, and the conciseness of the information was appreciated.

Specific findings

Initial impressions:

The colour blue stood out and many older smokers liked the reference to coughing in the morning, as they said they experienced this themselves.

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants; therefore the flap/top insert was new to them).

For the most-part, the words “do you cough in the morning” caught some participants’ attention, but they said the main thing that grabbed them was the blue colour of the teaser, as it was different and therefore noticeable.

“The blue was eye-catching, friendly, easy to read, top made me want to read on...it’s different from what I’m used to seeing.”

“They’re usually about stats but this is more about your personal experience.”

Ability of the main message to motivate reading:

“Coughing is your lungs telling you to quit” was not generally seen as a very powerful message by itself and did not really draw people to read the rest of the message.

Understanding of the message and meaning:

The information in this concept was easy to understand.

“It’s actually giving benefits of quitting rather than just “you’re going to die.””

Relevance:

This concept did not resonate with everyone, particularly with younger smokers. Older smokers and those who coughed in the morning were more affected by this message. Some mentioned it would also hit home for those who currently have respiratory problems.

The points made about the positives of quitting were new and relevant, especially to those who say they were thinking of quitting.

Ability to inform and educate:

Participants were bothered by the message that smoking causes lung disease because it is already repeatedly in smokers’ faces, and thus detracted from the rest of the message, if they indeed did read on. The ideas provided in the bullet points were not necessarily new, but relevant, and the statistics were new to most people.

“I didn’t really find it so much different, especially the message about lung cancer. Right away I was ticked off about it, there’s too much emphasis about cancer and smoking.”

« Ça me dit juste quelque chose que je ne connaissais pas. »

Credibility:

The information in the bullets was not questioned.

Readability and Visibility:

There was some concern about the light green text on the white at the bottom. It was not easy to read for everyone, and since many found this an important message, they noted it should have a larger font and bolder colour. It was also suggested it be moved to the top as it was seen as more encouraging and positive, replacing the current headline about coughing, which was not seen as a strong, positive message.

« Le slogan de vivre une vie plus saine est trop pâle. C’est bon, mais je ne le vois pas. »

Quality and effectiveness of text:

The tone of the bulleted text was generally well-liked because smokers felt it was using a positive message, focusing on improvements.

« Moi, ce que j’ai aimé ce sont les étapes. C’est plus concret pour moi. »

Layout and Design:

The layout was easy to read for most and the bullet points were well-received. Participants found the main part of the text (in black on white) easy to read because the information was short and to the point, and the text was not overwhelming on the page.

Cohesiveness of picture/visuals and text:

Most participants did not see a link between the visuals and the text.

Ability to be memorable:

This concept was memorable to many of those who are thinking of quitting. Some say they would remember some of the statistics presented.

Makes participants think about quitting?

Only a few participants said this would make them think of quitting.

Flip-Top vs. Slide-and-Shell:

Feedback on both pack sizes was the same.

Suggestions:

- As the first sentence about lung disease was often found to be the most negative part of this message, and as participants felt it was something they had been told too many times, they often suggested that it be left out. Instead, many participants offered that “you can quit and enjoy better health” be moved to that top spot.
- The second line was generally seen as a bit more informative but participants found it wordy and would prefer if it were tightened up by, for example, leaving out “such as...”
- Another often heard suggestion was to make the last sentence more prominent, by changing the colour and font to make it more visible or, even better, by moving it to the top.
- Since the slogan on the teaser did not resonate with everyone, some who tested the slide and shell suggested putting the emphasis more on the message to turn over the pack and by making that font more prominent than the rest of the text. That way, they said, even if the message about coughing does not catch people’s eyes, they would still get the idea there is more on the back of the pack.
- Since this message was understood to be about quitting, a telephone number or website to get help quitting was something that was brought up as a good addition to this message.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

B-09: Your heart will thank you...



Overall findings

This message registered fairly well with smokers because it had a positive tone. The simplicity of the message and the use of statistics were also liked, especially by older smokers who found the message particularly relevant. Credibility was good, despite some confusion regarding the effects of smoking on one's heart. The teaser was effective, as was the use of colour. Some improvements could be made to the layout to better encourage smokers to read the whole message.

Specific findings**Initial impressions:**

This concept's positive message was typically seen as encouraging and was better received than many of the negative messages.

"This works better than scary stuff, it inspires me more."

Ability of flap/top of the insert to get attention and motivate reading:

The blue teaser generally grabbed people's attention because of the colour, and as they liked the use of ellipsis ("...") which made it clear to most there was more to the story on the inside.

"The front flap grabs attention. The paragraphs are different, not preachy and gives benefit points. No scare tactic, it's good. "

Ability of the main message to motivate reading:

Participants said the headline was interesting, and it generally motivated people to learn more about smoking and heart diseases in the rest of the text.

Understanding of the message and meaning:

The meaning of this message was well-understood.

Relevance:

This message was especially well-received and found to be relevant by older, long time smokers.

Ability to inform and educate:

Most smokers said the information was not really new to them.

Credibility:

Overall, this message was seen as credible, although the groups revealed that confusion still remains about whether smoking actually affect one's heart, and how.

Readability and Visibility:

The bulleted text was too small for many; people would prefer a larger font.

Quality and effectiveness of text:

Many smokers liked the statistics and the simple way in which they were presented.

“If you quit you will be healthier a lot longer...your heart anyways.”

Layout and Design:

Participants in all groups noticed issues with the layout immediately. Because both the flap and the top of the inside are on blue backgrounds, and as the text on the top inside seemed to answer the question from the flap, most, participants said they were not likely to read the rest of the pack and the bullets. There was nothing after the headline that suggested to them there would be more text underneath. As well, the bulleted text was too small for many.

Cohesiveness of picture/visuals and text:

Most participants did not see a direct link between the picture and the text, though there was a sense the “happy, free people with their arms up” fit in with the positive tone of the message.

Ability to be memorable:

Some participants said they might remember some of the particulars as a result of the statistics.

Makes participants think about quitting?

A handful of participants said this would make them think about quitting.

“This is not making me less likely to smoke but makes me feel better about quitting and the potential of quitting.”

Flip-Top vs. Slide-and-Shell:

There were no differences between the reactions to both layouts.

Suggestions:

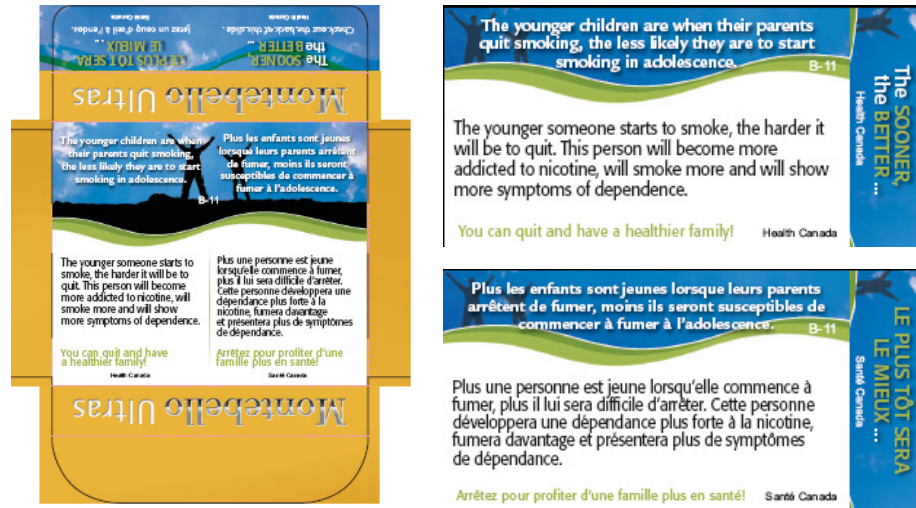
- Suggestions from participants dealt primarily with the layout and visibility of this message. This was consistent with suggestions for the entire “Benefits of quitting” series.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements

- Needs major improvement
- Least effective - needs complete rethink/rework

B-11: The sooner the better...



Overall findings

The tagline immediately turned participants away from this concept as it did not encourage them to continue reading and it did not seem to be cohesive with the remainder of the message. Furthermore, the message did not have a broad enough reach among participants and therefore had low relevance to many, especially non-parents. Overall, the message being conveyed was not very clear and even misunderstood in a negative way by some. Cohesiveness between elements of this message was also seen to be an issue.

Specific findings

Initial impressions:

Smokers were generally not drawn to this concept.

Ability of flap/top of the insert to get attention and motivate reading:

The general consensus was that the tag line “the sooner the better” did not mean much to most participants and did not make people want to read on. The only thing that had some potential to draw people in were the three dots, which they said could be a good tool but perhaps with a different message. Moreover, there was a strong sense among participants that it was not connected to the rest of the message.

Ability of the main message to motivate reading:

The main message about children with smoking parents was generally not one that drew people in to read on to the rest of the message.

Understanding of the message and meaning:

There was a lack of understanding about what this message was conveying overall and, more importantly, what was understood by most was seen as a negative message. Even if it was clear to participants from the first paragraph at the top that the message was about family and children, both paragraphs were not well understood. People were not clear what the connection was between the first and second paragraph.

Relevance:

Participants found the text only reached a very small niche audience. Non-parents did not feel this spoke to them very well but thought that maybe parents would like this.

However, parents in the groups also said this did not resonate particularly well with them. They often said they already knew it and had either made the decision to smoke or not to smoke around their kids.

« Ni le titre, ni la couleur, ni le message n'est très pertinent. »

Ability to inform and educate:

As people felt the message or messages were not clear, the education factor was generally small.

"Doesn't really tell you anything – there's no info, or stats, or anything."

Credibility:

Although the message was not necessarily challenged in all groups, some felt the statements were quite strong but at the same time not backed up by any evidence.

Readability and Visibility:

The white text on the blue background was not easy to read for many participants.

Quality and effectiveness of text:

Young people especially, and non-parents in general, said the first paragraph talked to a different target group. Participants said the second paragraph did not tie in to the first, since smokers, especially young ones and those who started smoking at a young age, believed the message was that they will have a difficult time quitting. They interpreted this as a negative message that tended to stir up some anger, and contrary to what they believe these types

of messages should convey. They saw themselves in “this person” and were offended by the suggestion they were more addicted and more dependent. As the message is neither clear nor new, this was not informative to smokers in general.

Layout and Design:

Many participants had negative feedback on the layout and design:

“I think the picture of the kids should be clearer”

“The changing fonts and busyness doesn’t urge me to read it. The stuff on the clouds is ‘cloudy’.”

“Make the picture clearer. It’s pointless - I didn’t even see it.”

Cohesiveness of picture/visuals and text:

As was the case with all information messages in this series, there was no particularly strong link between the visuals and the text.

“The ideas are sort of linked, but it wasn’t really clear. Wasn’t connected too well.”

Ability to be memorable:

This message was not seen as being memorable.

Makes participants think about quitting?

This message did not encourage participants to quit or to start thinking about quitting.

Flip-Top vs. Slide-and-Shell:

Feedback on the flip-top and slide-and-shell packages was the same.

Suggestions:

- The idea of quitting because your children would be less likely to start smoking was not seen as a bad message overall, but participants felt it was not conveyed clearly enough through this concept. Since it did not typically speak to participants and was to a large extent not seen as very relevant, it was difficult for participants to suggest small changes that would make it work for them. There was generally too much confusion about the message and many suggested a complete overhaul of the text. The second paragraph in particular was too accusatory and negative for many participants.
- Some participants suggest the message should be about second-hand smoke instead, with the same tag line at the bottom (but moved up to the top and set in a different colour).

- The picture was generally not seen as relevant or attractive but instead quite unclear, especially in the inserts, with participants suggesting it could be changed or left out.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- ✓ Needs major improvement
- Least effective - needs complete rethink/rework

B-13: Give your skin a chance...



Overall findings

This concept did not resonate very well with participants because it had very low relevance; skin damage is not seen as an important side-effect of smoking, especially for younger smokers and men. The positive tone of the message was appreciated, but some perceived an inconsistency between the headline and the text. The information about wrinkles was not particularly new but seen to be credible, however the information on wound-healing was newer and therefore held less credibility for some. The picture did not seem cohesive with the text, and the concept overall was not very memorable.

Specific findings

Initial impressions:

Participants said the main reason why this message did not have an impact on them was because the overall topic was not found to be very relevant to most smokers.

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants; therefore the flap/top insert was new to them)

The blue colour got people's attention, while the text did not particularly resonate or make people want to turn over the pack or take out the insert. It is a bit conflicting with the 1st sentence of the second paragraph.

« C'est le contraste de couleurs qui a capté mon attention. »

Ability of the main message to motivate reading:

The main message about skin was generally not one that people felt warranted much attention, and was therefore not seen as very motivating to read the rest of the message.

Understanding of the message and meaning:

The message was clearly understood.

Relevance:

The focus groups revealed that skin damage is generally not a major issue for young smokers and for men. Young people often said they were planning on quitting before this would happen to them.

« Ça s'adresse plus aux femmes qu'aux hommes. »

"Yeah, relevant, but nothing new. We know about all these things. We're all young, we all know it's going to happen, but we have the time to stop."

"There are bigger problems in society than us getting wrinkles – it's not very important."

Ability to inform and educate:

The idea of smokers getting more wrinkles was not new to most and was believable. The idea of slower wound-healing, on the other hand, was disputed by some, especially men, who didn't believe this to be true because they have never seen it for themselves. Some also said they believe genetics had more to do with skin conditions than smoking.

Credibility:

Getting more wrinkles was a believable concept and not new to most smokers. Slower wound-healing was disputed by some, especially men, who had trouble believing this because they have never seen it for themselves. Genetics, some said, had more to do with skin conditions than smoking.

Comparing smoking with the sun did not resonate very well for most participants, especially in Montreal, where participants said that sun in moderation is good for you and even for your skin, so they found it difficult to believe this message.

Readability and Visibility:

Comments on readability and visibility echoed those from the other concepts in this series.

Quality and effectiveness of text:

The message “give your skin a chance” had a positive tone overall, to which many participants appeared to be receptive. There was a sense in the groups that the headline and the first part of the text did not match the bullets in that they were blending positive messages with some negative ones.

Layout and Design:

The layout and design were not particularly well-liked, and left most participants cold.

Cohesiveness of picture/visuals and text:

There also appeared to be a disconnect between the text and the picture for a fair number of participants. It was unclear to them what the connection was with the people and the message about skin.

« C'est sûr qu'il n'y a aucun lien entre l'image et la peau. »

Ability to be memorable:

Participants generally did not find the message to be memorable overall.

Makes participants think about quitting?

Virtually none of the participants said this would make them think of quitting.

Flip-Top vs. Slide-and-Shell:

Reactions did not differ between the pack sizes.

Suggestions:

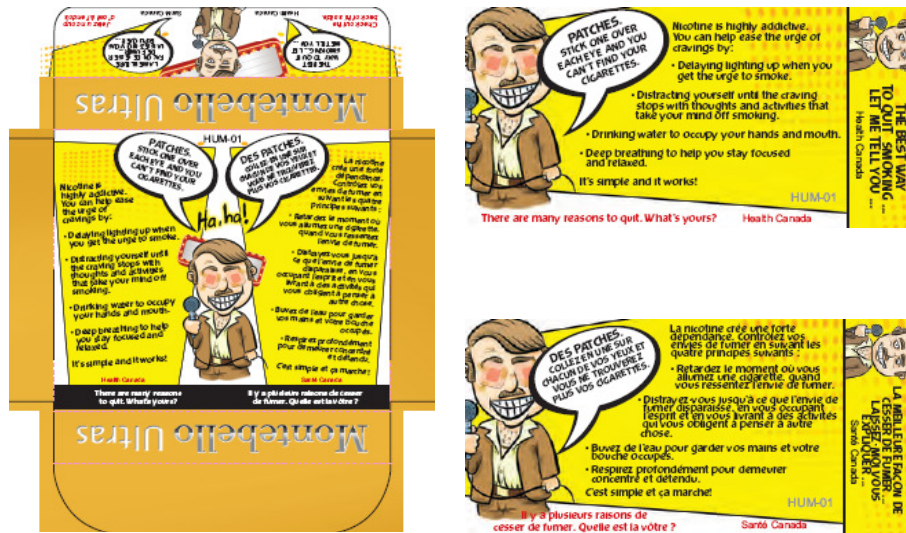
- Instead of the current picture, a couple of participants suggested putting a photo of someone with bad skin.
- Some participants wondered how long one would have to smoke and how much in order to get skin damage, and they would like to see some concrete information on that.
- There were also some suggestions about the layout, such as having less separation between the headline and the sub text, and adopting a larger font with a black on white text scheme for better visibility.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Humour

Hum - 01: The best way to quit smoking...let me tell you...



Overall findings

This concept was well-received by participants and many liked the character used. The colour and design grabbed their attention and the tagline worked at piquing their curiosity. Some smokers understood the message to be about techniques to help quit, whereas others felt it spoke to cutting back on smoking. Participants especially appreciated this. Relevance was high, as was credibility for most. Some in Toronto, however, felt the humour weakened credibility.

Specific findings

Initial impressions:

Initial impressions were quite positive, as people said the colour and the cartoon character stood out from the rest.

“It stood out more than the other ones. The cartoon guy. It was pretty funny, the little bubble. Made me want to read the rest.”

Ability of flap/top of the insert to get attention and motivate reading:

Many participants laughed at the character and said the flap and the top of the insert grabbed their attention. The colour, the use of a cartoon character, as well as the text that left people hanging and wondering, resonated quite well in all groups. The design, colour and humour drew people in and made this something they say they would pay attention to.

« Ça m'a donné le goût de tourner le paquet. »

Ability of the main message to motivate reading:

Virtually everyone understood that it would be a lead-up to a joke, as the colour and the character both suggested that to them. Many participants said the overall concept piqued their interest in what the character would tell them about the best way to quit.

« Il y a un côté humoristique, ça capte l'attention, ça donne le goût de lire le texte, tout a marché, c'est cute. »

Understanding of the message and meaning:

There were two messages smokers got from this material. To some, it clearly talked about techniques to help them quit, whereas others found this concept more to be about helping them smoke less and control the number of cigarettes they smoke on a given day. Both messages are well-received.

Relevance:

This concept was quite relevant to most participants, mainly because many smokers say they have tried these methods or are currently undertaking them.

"I'm currently practicing these to cut down a bit. These are actual things that people can do that won't cost you anything and they work."

Ability to inform and educate:

Although these tips were not necessarily new to all, they still worked and participants found it useful to see them laid out in front of them.

Credibility:

The text and the tips were credible as they were tested and proven for most smokers. In Toronto, however, there was a slight sense that the use of humour and a cartoon character took away from the credibility and that it showed quitting was perhaps not something to take as seriously as some would have liked.

Readability and Visibility:

The point-form is generally seen as a positive attribute by participants and overall, the main text is easy to read for virtually everyone.

« C'est une lecture rapide et je lirais plus ça que ce qu'il y a actuellement. Il faut que ça soit rapide, l'autre était plus monotone comparativement à celui-ci. »

Quality and effectiveness of text:

The joke about patches on eyes was generally well-received in Calgary and Montreal, where people found it funny. In Toronto, opinions about the joke were mixed. Some thought it was a bad thing to suggest something to smokers that could potentially harm them. Although they understood it to be a joke, they were worried others would not get it and might see this as one of the tips. However, none of the participants in those groups said they would put patches on their eyes themselves. The tips in the text were generally well-received.

« Ils donnent des trucs et c'est des trucs que j'essaierais. »

Layout and Design:

Participants generally liked the current layout. The yellow colour worked well for most in this context of a light-hearted message. Some questioned what the cartoon character was trying to portray, although most viewed him as a stand-up comic.

Cohesiveness of picture/visuals and text:

The whole concept was said to be well put together.

Ability to be memorable:

Overall, this was memorable for most, mainly because it was a different approach and different execution than people have seen in the past and would come to expect.

Makes participants think about quitting?

This concept may make some people think about cutting back, or in some cases, even quitting.

“I'd use a couple of the points to delay... good tips, but not about quitting.”

“Cutting back I thought about...kinda step 1 towards quitting.”

Flip-Top vs. Slide-and-Shell:

Comments on the two pack sizes did not differ.

Suggestions:

- There were no concrete suggestions from participants on how to make this message better. Those who did not like the idea of a cartoon character and the suggestion of putting patches on one's eyes (the minority, and only in Toronto) said that perhaps this was not the right message.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Join the Club

JTC - 01: Become a part of the Majority.



Overall findings

The concept was not as effective among participants because many felt the message was geared solely toward youth. That said, many liked the positive tone of the message, found the statistics interesting, and felt the information within the concept was credible. The design was seen as being too busy, though, and the font too small to read.

Specific findings

Initial impressions:

Overall, participants did not feel this message was effective. In general, this information was much better received in Montreal than in Toronto or Calgary.

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants; therefore the flap/top of insert was new to them).

Although some found the tagline confusing, others felt the confusion encouraged them to continue reading. The colour also grabbed their attention.

Ability of the main message to motivate reading:

The headline “join the club” received mixed messages, as it was not always clear what the message was trying to convey. Therefore, it had limited success in drawing them in to continue to read.

Understanding of the message and meaning:

There were no questions about the meaning of this message.

« Ils essaient de dire que tu n'es pas cool si tu n'es pas dans le club des non-fumeurs. »

Relevance:

According to participants, the primary issue was the perceived target audience, with almost all feeling it was for younger smokers and thus not relevant to them. Very few liked the “Join the Club” message and did not feel it spoke to them. Younger adult participants felt this idea was somewhat “lame”.

“Yeah, I thought it was for my age, statistics with age of 15. It's almost like going after a youth demographic, that's where it got me.”

« Moi je trouve que c'est ciblé pour les jeunes, les adultes sont moins intéressés de faire partie d'un club. »

Ability to inform and educate:

The statistics about non-smokers were well received and considered to be new information for most.

“It was different because it's saying how many people aren't smoking, it's a little more interesting”

Credibility:

The majority felt the information was credible and interesting. The content was not questioned by participants.

Readability and Visibility:

The white text on the black background was for the most part easier to read for participants than the white text on the black and blue on the flip-top pack. But not everyone found the text easy to read in that layout. The font was often found to be too small as well.

Quality and effectiveness of text:

Some participants noted the positive tone of the message and found it refreshing in that it was different from past information targeting smokers.

Layout and Design:

The layout tended to be an issue of concern for many participants. They found that there was too much information on the pack/insert and that the font was too small to read, thereby discouraging further reading.

“The language is a little long winded. I want it to be concise”

Cohesiveness of picture/visuals and text:

The nightclub setting was easier to see on the slide-and-shell than on the flip-top packs, therefore making it easier to relate to the text. The rest of the text did not tie into that theme very well, according to participants.

Ability to be memorable:

This message was not memorable.

“This I wouldn’t think about again.”

Makes participants think about quitting?

This message did not work very well to encourage smokers in the groups to consider quitting.

“Won’t make me stop smoking, but it’s a neat approach.”

Flip-Top vs. Slide-and-Shell:

Differences between the two pack types were evident with this message. The photo was well received on the slide and shell pack because it was clearer and better depicted a nightclub environment. However, the teaser was more effective on the flip top pack because of the colours used. Readability and visibility were key on this last point.

Suggestions:

- Participants felt there was too much text and that it could be shortened without losing the intent of the message. For example, some suggested removing the last sentence of the second bullet because it seemed redundant. Others really didn’t like the use of the word “lifestyle” and felt it should be removed.
- Some participants felt the last line (“don’t be left out in the cold”) was the best part of the message, and therefore should be emphasized more.
- Participants expressed that the concept could be more effective if the image on the insert was clearer. They felt it too hard to decipher the scene in the image and so the concept lost some of its context.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Promotion of Tools

P-01a: Thinking about quitting?



Thinking about quitting?
Health Canada

There are MANY TOOLS to HELP you QUIT.
Call the **FREE QUITLINE 1-877-455-2233**. Find out why you should quit and get ready to take action. Learn how to deal with your cravings and withdrawal symptoms.
The www.gosmokefree.ca Website offers many services to help you quit. Sign up for e-Quit and receive daily messages that support you through your quitting process.

There are many reasons to quit. What's yours?
Tobacco use is the most preventable cause of premature death and disease in Canada.

Il existe de NOMBREUX OUTILS pour vous AIDER à CESSER DE FUMER.
Téléphonez la **LIGNE D'AIDE SANS FRAIS 1-877-455-2233** POUR CESSER DE FUMER. Découvrez pourquoi vous devriez cesser de fumer et préparez-vous à passer à l'action. Apprenez également à contrôler vos envies de fumer et vos symptômes de sevrage.
Le site Web www.vivezsansfumee.ca offre de nombreux services pour vous aider à arrêter. Inscrivez-vous au service e-J'arrête afin de recevoir des messages quotidiens qui vous aideront pendant le processus d'abandon.

Il y a plusieurs raisons de cesser de fumer. Quelle est la vôtre?
Le tabagisme est la principale cause évitable de décès prématurés et de maladies au Canada.

Vous pensez arrêter?
Santé Canada

Overall findings

Participants liked this concept and appreciated that it offered useful information. They noticed the website and phone number and felt it had a positive, helpful tone overall. The sub-text was effective and credible and the message was perceived to be relevant. Although many seemed interested in the resources, some were afraid they would be too “preachy” in the end. In general, the Montreal participants tended to feel the approach was too formal.

Specific findings

Initial impressions:

Participants generally appreciated this concept and often complimented it for providing practical information.

« J'aime le concept, très moderne ça, ils montrent le cellulaire, la souris, ça j'aime ça. J'aime dans le sens que ça offre de l'aide pour ceux qui voudraient essayer, on dit où aller, ça offre quelque chose au lieu de critiquer, mais je trouve que les couleurs manquent de punch, le blanc attire moins l'œil que les couleurs bleues de l'autre, surtout pour des affaires modernes. »

Ability of flap/top of the insert to get attention and motivate reading:

This flap did not grab people's attention as much as others did. The design itself was not seen as very compelling, and the text was not as direct as some would have liked.

“It’s there, not really in your face. I might read it the first time or if I was thinking about quitting...not in your face because it’s not pressuring you to quit.”

Ability of the main message to motivate reading:

The main message motivated only those who say they were thinking of quitting and who were perhaps looking for tips or more information.

« *C’est une question, c’est un choix, c’est pas une obligation.* »

“As soon as I saw ‘thinking about quitting’ I didn’t bother to pull it out because I figured I knew what it was going to say.” This is more about the flap.

Understanding of the message and meaning:

Participants demonstrated an appreciation for the positive tone inherent in the information such as explaining there is assistance available to smokers, there are ways to deal with challenges such as cravings and reminding smokers that quitting is attainable.

Relevance:

Almost every smoker felt this was or would at some time be relevant to them; most said quitting is in the back of their mind, even if they were not trying to quit at that moment.

“The back is informative. The 1-800 number is good for getting some help as a nicotine addiction is a medical condition. This is about me, not someone else; dealing with what I feel is my problem.”

Ability to inform and educate:

In particular, the existence of the website and number were noticed as new and welcomed by many participants.

Credibility:

The concept was very credible – one of the most credible tested. The sub-text stating tobacco use is the most preventable cause of premature death in Canada was seen as credible and powerful and some participants suggested it be made more prominent.

Readability and Visibility:

The concept was visible, but readability was a concern for some because the text/small fonts were too small, particularly in the flip-top format.

Quality and effectiveness of text:

Some mentioned that reducing the amount of text to focus more directly on the phone number and website would be better at drawing attention to those

resources. However, others said they appreciated there was a bit more information explaining the kinds of benefits to accessing these resources.

Participants tended to appreciate the line: “There are many reasons to quit, what’s yours” and often mentioned it could be a more appropriate headline than “thinking about quitting?” or “there are many tools to help you quit.”

There was some concern raised over whether the helpline would ultimately prove “too preachy” or provide them with a “guilt trip”. Although there might be interest in accessing the resource, some reactions were tempered by a sense of these were less positive expectations of the ultimate outcome. Montreal participants tended to feel the approach was too formal.

Layout and Design:

Young adults were more inclined than older adults to describe the images as unnecessary or detracting from the overall approach. The colouring was described by many as attention-grabbing and a number of participants mentioned they liked the font.

Cohesiveness of picture/visuals and text:

The concept did have cohesion between the picture and text. The literal use of the cell phone and mouse as means of accessing information were effective for most participants.

Ability to be memorable:

This was felt to be a memorable concept, particularly for those who had recently considered quitting.

Makes participants think about quitting?

Some felt this concept made them think about quitting, or at least reminded them there are support channels for them if they were to think about quitting.

“The option’s there if you want it. If I want to quit, the number is there and maybe I’d call it.”

Flip-Top vs. Slide-and-Shell:

The two formats did not elicit any major differences in opinion. In both cases, participants said there was too much text.

Suggestions:

- Many participants said this concept was a bit too text-heavy and not easy to read, and suggested making the font bigger and bolder.
- For many, the essence of this concept was that there is help out there and they suggested making the number and website bigger.

- Focusing the headline on the resources available to help people quit, rather than asking if the smoker was thinking about quitting, was something that some said would be more effective because it would appeal to a larger groups of smokers, not only those who were thinking of quitting. Many felt the flap only got the attention of those who were thinking of quitting, while those who weren't, said they would not read the rest.
- The small sub-text stating tobacco use is the most preventable cause of premature death in Canada was seen as credible and powerful and some participants suggested it could be made more prominent.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- ✓ Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

P-03: Someone wants to throw a lifeline...



Overall findings

The colour of the headline was the most prominent feature of this concept and found to be attention-getting. However the content itself was perceived to be less memorable as it did not include precise information or resource details. There was too much text for the space and the visual was seen as being overly prominent.

Specific findings

Initial impressions:

While several said the colour of the headline was eye-catching and motivated them to “Check out the back of this slide,” many indicated that the concept did not include the precise information they wanted after reading the message: the telephone number for the Free Smokers’ Quitline. In that way, it engendered some frustration.

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants, therefore the flap/top of insert was new to them)

The colour on the flap/top of the insert was somewhat eye-catching and the clear message on the top of the slide-and-shell package referring people to check out the back also worked for the most-part.

“This is a little different ‘cause I see the lifeline (insert) thing here and so that in turn made me read the back, and I read it all.”

Ability of the main message to motivate reading:

Many participants said that once they started reading, they read the whole message.

“I decided to read the first line, and then I started to read the rest. After reading it I thought it was helpful and insightful and trying to help, not just some warning label. It’s trying to help.”

Understanding of the message and meaning:

There was some confusion among participants about the meaning of the message and how it related to them, as they were hoping to find a telephone number for the Quitline instead of a story of someone who worked there.

“There’s an assumption there’s a number, a number to help people quit. Initially thought: she can help, but now I’m left with ‘how’?”

Relevance:

The idea that there is a Quitline was encouraging to many and they felt it was good for them to know if they decided they wanted to quit. Again, it could have been made more powerful if there was contact information in the message.

“It tells me more about her than how I can stop. Is there a website, telephone number, what can I do?”

Ability to inform and educate:

Participants said this concept was moderately informative and educational, and could be improved by including the telephone number and website where information could be obtained.

Credibility:

The message was seen as credible because participants believed the woman looked like someone who worked at the smokers' Quitline, although some said they were reluctant to make contact with her.

The small sub-text stating tobacco use is the most preventable cause of premature death in Canada was seen as credible and powerful and some participants suggested it be made more prominent.

Readability and Visibility:

The text was described as being overly dense, particularly the lengthy third sentence (especially in French). The picture was often mentioned as being too large because it pushed the lengthy text to one side (again especially in French).

Quality and effectiveness of text:

The text was described as being moderately useful, but missing the phone number and website detracted from its overall effectiveness.

Layout and Design:

Many participants indicated the woman looked like someone they would be disinclined to contact. Some said they did not relate to her and she did not look like she would be sympathetic with their situation or addiction.

« La madame a d'air d'une infirmière qui veut me dire quoi faire, la madame prend trop de place et il y a trop de texte. »

"She looks like the type of person that would judge me."

Cohesiveness of picture/visuals and text:

There was some a debate over whether the picture needed to be presented at all. Many felt the story was about the lady who works at the Quitline, but should rather have been about how to get in touch with someone like her if smokers needed help to quit.

Ability to be memorable:

The concept was somewhat memorable to some, while it was strongly memorable to others. Participants indicated it would have been more memorable if the concept included the telephone number and website.

Makes participants think about quitting?

Participants said this concept did not encourage them to think about quitting.

Flip-Top vs. Slide-and-Shell:

No significant differences were found between the two formats.

Suggestions:

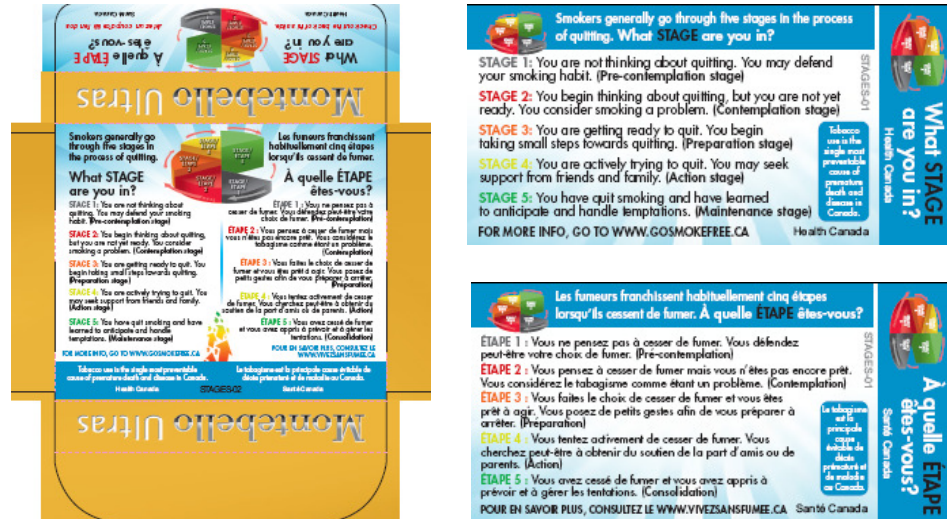
- In every focus group, participants suggested adding the number for the Quitline to this concept.
- As far as the picture was concerned, suggestions ranged from either removing the photo altogether, keeping a picture but choosing someone who would be more sympathetic to smokers and looked more like an ex-smoker, or showing a group of people who worked for the Quitline – ideally, people of various ages who were ex-smokers.
- There were also suggestions to make more prominent the message about reasons to quit. Participants said this was an important message and would be better positioned at the top of the message.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Stages

Stages-01: What stage are you in?



Overall findings

Participants appreciated this concept because it provided them with interesting information they felt was relevant. All smokers were able to place themselves within one of the stages and liked how the graphic was displayed. The major detractor of this concept, however, was the volume of information in the message. Participants felt there was far too much text and far too many “things going on” in the message.

Specific findings

Initial impressions:

Participants generally felt this concept provided them with information that was personally relevant, of interest, and helpful.

“I like it. Not preachy, interactive, read it and think about it. Stage 5 looks forward to the future.”

Ability of flap/top of the insert to get attention and motivate reading:

The fact the teaser headline poses a question made most want to read on, although some found it too cryptic and lost interest. Virtually all felt it was different from anything they had seen before.

« La partie supérieure capte l’attention à cause du mot “ÉTAPE”. Ma curiosité était piquée à cause qu’ils ont mis les étapes. »

Ability of the main message to motivate reading:

Generally, participants liked the question - "What stage are you in?" - and said they kept reading. However, the fact it was seen as quite busy or cluttered made it a bit difficult for some to discern the main focus.

Understanding of the message and meaning:

Some participants felt the steps could be more concrete, although several offered that not everyone will go through these stages in the same manner as individual experiences of smoking and quitting differ.

Relevance:

Many participants said this message spoke to them and potentially could speak to every smoker, as they could all place themselves in one of the stages.

« Le concept des étapes est bon parce que tout le monde est dans une étape et c'est positif un peu. »

Ability to inform and educate:

Although the idea of stages is not necessarily new to all smokers, they tended to react favourably when they were laid out in this fashion.

Credibility:

This message was generally seen as credible, although several offered that not everyone will experience these stages exactly as another person because smoking and quitting are individual in nature.

"It is easy to put yourself into a category, this is realistic."

Readability and Visibility:

Many had difficulty reading the text, because there was too much, and the font was too small, particularly in the flip top format. The colour was described as attention-grabbing, but the graphic was criticized for not being very clear or legible.

"Little blue box not good to read, especially for older people."

Quality and effectiveness of text:

Some participants felt the steps could be more concrete, and that the benefits of reaching certain stages could be explained.

"Have heard of processes or stages before, but it's never been presented in such detail before." Good thing or bad thing? It said in the text before that it's not enough concrete...?"

Layout and Design:

Some saw the layout and design as being too dense, too busy, and having too much text. It was seen as being long and the yellow font was described as hard to see. As well, many criticized the white text on blue (about tobacco use being the single most preventable cause of premature death) as not easy to read and not contributing any important information to the concept.

Some suggested the visual as a continuous circle was less appropriate than a linear depiction moving from one stage to the next, with a clear beginning and end.

Cohesiveness of picture/visuals and text:

The idea of depicting the stages in a visual way and then describing them in the text generally worked well together for participants.

Ability to be memorable:

This message was somewhat memorable, as it could have made them think a bit more about past or present quitting experiences.

Makes participants think about quitting?

Many said it made them think of which stage they are currently in, although not necessarily of quitting.

Flip-Top vs. Slide-and-Shell:

The visual was a bit more difficult for participants to distinguish on the smaller inserts.

Suggestions:

- Reduce the amount of text overall, and/or the number of visuals.
- The little blue box was not easily read for many (especially older participants) and it was suggested it be taken out or redesigned.
- Participants mentioned they would like it better if the arrow all around the graph attaching stage 5 to stage 1 would be left out, or the circle could be replaced by a linear depiction.
- The word STAGE (blue on blue) might be more visible and more effective in black.
- Some suggested gearing the messages about the stages a bit more towards benefits of quitting.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

Testimonials

T - 12: In her memory...



Overall findings

This concept was somewhat effective for participants. They understood the message that smoking affects others and for the most-part found the communication approach compelling. Credibility was high, as was relevance, among adult women. The message did prompt some people to think about quitting. However some participants did not feel touched by the testimonial at all. The message was most effective in Calgary, where Barb's story is well known.

Specific findings

Initial impressions:

Overall, participants found this concept to be relatively effective.

« Le cancer, ça porte à réfléchir je trouve, je n'aimerais pas ça avoir ça »

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants; therefore, the flap/top of insert was new to them)

Although the colour was said to be different and attention-grabbing for many, the message itself ("in memory of her") was not seen as overly strong.

"It's noticeable... the colour purple catches your eye."

"In her memory didn't make sense to me."

Ability of the main message to motivate reading:

The main message was not very motivating to all with some saying they thought they would be reading about a number of reasons to quit instead of the story of one person.

Understanding of the message and meaning:

The overall message, that smoking hurts you and those around you, seemed to be clear and well understood by participants.

“This insert is different. It’s more personal, in a story rather than the facts. The quote at the end is kind of heart punching.”

Relevance:

It was generally thought to be a touching, compelling way to show the impacts of smoking. Other participants were more ambivalent towards the concept, saying they were not too sure what they were supposed to do with the information or how the story could be useful or relevant to them.

In general, this concept was more relevant for the adult smokers than the younger adults. Similarly, women found they could relate to it more than men – the colours, the picture, and the message were seen to be very female oriented.

« Moi j’ai trouvé ça assez touchant, c’est une autre opportunité de réfléchir sur mon choix de fumer. »

“One death is a tragedy, a million is a statistic. So seeing one person’s story hits home. I lost my grandmother to cancer...”

Ability to inform and educate:

Using Barb Tarbox was particularly effective for the Calgary participants, most of whom already knew her story. In Ontario and Quebec almost no one knew her story, making it new to them.

Credibility:

Credibility was high for most groups. However, some participants found the concept going a bit too far, perceiving it to be an exploitation of an isolated incident.

Readability and Visibility:

The text over the pictures was not appreciated by many participants who said it was a bit cluttered and unclear.

Quality and effectiveness of text:

Participants felt the text could be tightened up, making the story shorter and easier to read. Although some liked the headline, many saw it as being too dramatic and discouraged them from reading.

Layout and Design:

In general, there were lukewarm feelings about the colour used. The colour did not get rave reviews, but since it was different from what smokers usually saw, most said it grabbed their attention. However, something a bit brighter was suggested by some to be even more attention-getting.

Cohesiveness of picture/visuals and text:

Some participants also felt a disconnect between the picture and the text, stating that Barb appeared to be too happy in the picture, given the context.

« Une image plus dramatique et plus triste, les gens le liraient plus... On est habitué à des images-chocs, je pense que ça marcherait beaucoup plus. »

Ability to be memorable:

This message was memorable to some, but many admitted that it was memorable because they had heard of Barb in the past.

“When you put human faces instead of black lungs it does more to me...humanity and what you’re leaving behind and the people you’re hurting by second hand smoke...that’s much more effective than the cover warning photo...this woman has done a huge service to all of us”

Makes participants think about quitting?

This concept did make many participants think about quitting.

“It makes me think wow, one day I’ll have a child and I don’t want them to grow up without a mother”

Flip-Top vs. Slide-and-Shell:

Feedback tended to be the same on both layouts.

Suggestions:

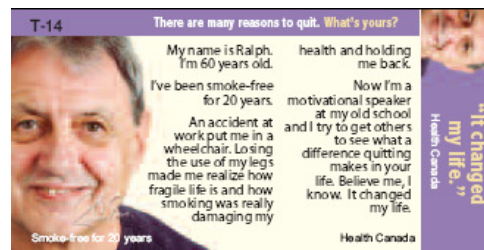
- Some participants in the Montreal group offered suggestions for alternative headlines:
 - « N’oubliez pas »
 - « Pensez-y bien »
- Writing the story from the perspective of the child was also suggested.

- Some suggested adding in more details such as dates about her diagnosis and death at the bottom, as it would increase credibility and emphasize how quick a progression it was.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- ✓ Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T-14: “It changed my life.”



Overall findings

This concept was not effective among participants and had little impact on their desire to quit. Relevance was considered to be very low, and it was felt the message did not provide usable information to smokers. In addition, the story was thought to be confusing and the events unrelated. Although the colour did attract attention, it did not establish a cohesive image with the story. In addition, participants did not find the visual appealing and felt it did not add anything to the message.

Specific findings

Initial impressions:

Overall, this concept did not resonate with participants. In fact, the story was often said to be long and confusing.

“I don’t like it. The story is very long. I guess same as other, okay he realized how important life is, but I don’t think that would make anyone else quit. And I’m not really too into the purple.”

Ability of flap/top of the insert to get attention and motivate reading:

The teaser (“It changed my life”) was effective at grabbing participants’ attention, however many felt the text and the teaser did not match each other.

Ability of the main message to motivate reading:

Most participants said they were not very motivated to continue reading after seeing the line about “many reasons.”

“I think that when I flip and see ‘there are many reasons,’ it’s almost patronizing, I know there are tons of reasons to quit, none of them making me quit. I don’t have some big wheelchair reason to quit. I don’t feel that way.”

Understanding of the message and meaning:

Many had trouble establishing the link between his debilitating accident and his decision to quit smoking and become a motivational speaker. The events described in the testimonial were perceived as unrelated, thereby reducing the relevance and credibility of the concept for many participants.

Relevance:

Not very many participants connected with this message. Many felt his story wasn’t relevant, chiefly because it was far too “easy” for him to quit. Also, because of his age, young adults did not see it as relevant.

“If reading the pack -which I won’t-, I can’t relate, the guy is 60, it’s not relevant to me. Even when reading, I don’t understand how quitting changed his life, is it the wheelchair that changed his life?”

Ability to inform and educate:

Participants said there was not much educational value in this message.

Credibility:

Although the assumption was that this story must be true, some questioned the story somewhat.

Readability and Visibility:

As with most information messages, the font used was often found to be too small.

Quality and effectiveness of text:

The text in this message left many participants cold. Also participants did not understand his reasoning to quit and found it unclear.

« Son histoire est bizarre un peu, il parle qu'il est en chaise roulante et maintenant il ne fume plus mais c'est plate son histoire, je m'en fous. Au moins s'il courait, mais comme ça il n'y pas de rapport entre le fauteuil et le fait d'arrêter de fumer. »

Layout and Design:

Participants tended to dislike the picture, saying that it was too prominent, not very appealing, and it did not add anything to the concept. Although the lilac colour was found to be eye catching, many felt that it did not fit the tone of the testimonial.

Cohesiveness of picture/visuals and text:

The idea of showing a man with a personal story made sense to participants.

Ability to be memorable:

This concept is minimally memorable for participants.

Makes participants think about quitting?

This concept had little effect on their desire to quit.

Flip-Top vs. Slide-and-Shell:

Feedback on both pack sizes was identical.

Suggestions:

- Participants suggested making a stronger link between quitting smoking and improvements to one's quality of life. Alternatively, some participants thought the disability mentioned in the story should be associated to smoking.
- Participants expressed a desire to read about the man's struggles with quitting and the advantages he saw after quitting, rather than his motivations to quit.
- Participants also said that making the picture smaller and using brighter colors would make the concept more effective.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T-15: “I really wanted to do it for myself.”



Overall findings

This concept did not have an impact on participants mainly because they felt her story downplayed the difficulty in quitting and therefore lacked relevance. More details about her challenge to quit would have added credibility to the message and provided smokers with information they could apply to their own struggles. The tagline “there are many reasons to quit” did resonate well with most participants.

Specific findings

Initial impressions:

Most participants did not find this concept effective and perceived it to lack relevance.

“I have an issue with the fact she’s 82 years old. By the time I’m 82 I’ll have it licked.....The story is empty. The story would have to be the success or failures, the battle that it is. That would be more compelling, truthful...”

Ability of flap/top of the insert to get attention and motivate reading:

The teaser was found not to be an attention-grabber for most participants and some thought the tagline “there are many reasons to quit” would make a more powerful teaser.

Ability of the main message to motivate reading:

“There are many reasons to quit” made some people want to read on, but the overall appeal of the picture and the concept was not necessarily powerful enough to motivate reading start to finish.

Understanding of the message and meaning:

This concept was quite confusing to many participants, who felt the story was not woven together very well, lacked certain information they were looking for, and generally did not tell them much of anything in particular.

« Je trouve ça décourageant parce qu'il n'y a pas de rechute. Il n'y a rien qui me pousse à le faire. Ça ne nous dit pas combien de fois elle a essayé d'arrêter, et depuis combien de temps elle fumait et si c'était difficile. »

Relevance:

Using a story of an elderly lady did not resonate with participants, nor did her story about quitting smoking. They felt that her story downplayed the difficulty of quitting and therefore lack relevance.

“If I were to read about a kid my age who actually experienced these kinds of complications now. I don't have a lot of reasons to quit right now, because it hasn't had any effects on me yet. But if I read about a kid my age (late 20s) that had been effected or if it had someone that was my age (I'm 45), then it would hit me more.”

Ability to inform and educate:

Participants did not feel they learned anything from this message.

“Tell more of the story, tell me information about what really happened, what did she do? How many times did she try to quit? Right now, it shows she's old and healthy. You can assume anything in here. It doesn't tell the whole story. What if they put a website to check out the rest of the story, or to see more stories?”

Credibility:

Participants felt the concept would be more credible if they knew how long she had smoked and how long ago she quit. This information would not only add credibility to her story, but also give hope to participants who have had trouble quitting in the past. Some also said she looks too healthy.

Readability and Visibility:

Readability and visibility were generally seen as fine, but not outstanding.

Quality and effectiveness of text:

Many felt they could not benefit from the information in the message because there was nothing they could apply to their own lives and struggles with quitting. The fact she quit cold turkey without any help only worsened this sentiment for most participants.

Layout and Design:

Participants liked the contrast between the turquoise and the red, and found it caught their attention immediately.

Cohesiveness of picture/visuals and text:

As was the case with most personal stories, showing a picture of the person was logical to participants, and fit well adjacent to the text.

Ability to be memorable:

This story was not particularly memorable.

“I read through, thought it was like a grandmother. It made sense, did it change my mind? I won’t remember it tomorrow.”

Makes participants think about quitting?

This concept, which tended to lack relevance and a clear message, was not one that enticed participants to think about quitting.

Flip-Top vs. Slide-and-Shell:

Reactions to both sizes were similar.

Suggestions:

- Participants said that having a testimonial of a younger person would resonate more with them and would be more relevant to them.
- Also, reading about the struggles one faces when trying to quit smoking is more interesting to smokers than reading about someone who quit and was able to stop on the first try. Participants would like to know how long she smoked, how many cigarettes, and how many times they tried to quit before succeeding.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T - 16: “I feel such a sense of accomplishment.”



Overall findings

Despite the low impact of this message, participants did point out some positive aspects of it. Specifically, participants found the colours to be eye-catching and felt it encouraged reading. They also appreciated that the message spoke to the importance of support, both medical and familial, when quitting. However, the picture received mixed reviews and parts of the text were perceived as patronizing. Relevance and credibility could be enhanced.

Specific findings

Initial impressions:

Although there are some positive aspects of this message, overall it had a low impact for most participants.

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants; therefore the flap/top of insert was new to them)

The colours and text used on the flap/top of insert did a good job of catching attention and motivating reading for most.

“I noticed on the flap ‘sense of accomplishment’ then flipped to the back and liked it; it’s pretty nice on the back.”

Ability of the main message to motivate reading:

The tagline at the top motivated those who said they were thinking of quitting more so than those with no intention to quit.

Understanding of the message and meaning:

The idea that this was one reason to quit and it being a positive, encouraging story was understood.

"I get it. It talks about finding your reason to quit. This is Nancy's, what's yours."

Relevance:

The idea of a motivational message instead of a scare tactic spoke to the older audience in particular. Issues of credibility and relevance did arise. Some felt that noting how long she had smoked for could help increase credibility, and using a story of someone who had tried to quit multiple times might make it more realistic.

"It would be more relevant to know if she only smoked for 2 years, or for 25 years. Story would be more relevant, more compelling."

Ability to inform and educate:

There was not much new information in this message for smokers, and some participants suggested a bit more information about what she was prescribed would have been informative.

Credibility:

Concerns about credibility and relevance came up in the groups. Providing information on how long she had smoked would have helped to improve the credibility. As well, including someone who had tried to quit several times could have made it more realistic.

"It would mean something if she'd tried to quit 10 times. That's what people experience in real life."

Readability and Visibility:

There were some issues with the font being too small and some of the text being laid over the picture.

Quality and effectiveness of text:

The tag line was seen as positive, encouraging, and one of the best parts of the message for many participants. The content of the testimonial did not fair very well, however. Although some aspects were appreciated, namely the notion of medical and familial support when quitting, the first two paragraphs were seen by some participants as unnecessary and patronizing ("I felt that people were judging me and looking down on me"). Also, most felt there was a disconnect between the tag line and the content. Many expected there to be a list of reasons to quit, encouraging you to 'choose' one, like the tagline suggests.

« *Au lieu de nous donner des témoignages faciles, peut-être nous donner des trucs de comment nous faire arrêter de fumer, les moyens disponibles.* »

Layout and Design:

Many thought the layout of the message could be improved. By making the picture smaller and using less text, it might be clearer and easier to read. The visual received mixed responses with older women feeling they could relate to it and wanting to read the information. All other audiences, however, felt the visual took up too much space and it did not add anything to the message.

« *Il y a toutes sortes d'écritures, et c'est morcelé.* »

Cohesiveness of picture/visuals and text:

The picture and text were seen as cohesive.

Ability to be memorable:

This concept was not seen as memorable in any way.

"It's not memorable because I can't relate to it."

« *Ce que j'ai retenu c'est que c'est un témoignage que j'ai entendu un million de fois.* »

Makes participants think about quitting?

Although this message was generally seen as a positive one, it did not necessarily encourage participants to think of quitting.

Flip-Top vs. Slide-and-Shell:

Overall comments were the same for both layouts.

Suggestions:

- Participants suggested using the same tagline, but instead of a testimonial, they believed a listed of reasons to quit with tangible options should be considered as an alternative.
- Participants would prefer to see bigger font, less text, and a proportionally smaller picture.
- Many said they want to know about her smoking history and feel this would make the story more credible.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement

- Least effective - needs complete rethink/rework

T - 17: No holding back...



Overall findings

Although this message resonated with some participants, particularly those with children, some elements could be altered to improve its impact with a broader audience. The message was encouraging, but the story was perceived as lengthy and lacked continuity. Some participants felt it lacked relevance, credibility, and was unrealistic (“cold turkey” method of quitting did not fare well). The tagline was not very effective, but the slogan and the colours were. Overall, participants did appreciate the positive tone of the message.

Specific findings

Initial impressions:

Participants felt the message was a refreshing new approach to talking about quitting. That said, participants felt improvements could be made to increase the effectiveness of it so it could appeal to a broader audience.

“It’s a positive thing yeah, it’s interesting to see someone quit at the age of 40.”

Ability of flap/top of the insert to get attention and motivate reading:

The tagline (“no holding back”) is not seen as being strong enough to encourage reading and it confused many participants.

“‘No holding back’ is not enticing me to read more.”

Ability of the main message to motivate reading:

The main message was not relevant to all participants and therefore only somewhat effective in making people want to read it.

Understanding of the message and meaning:

The message and meaning were understood.

Relevance:

Participants who had children were more likely to say the message affected them, whereas those without children had trouble relating to Chris and his story.

« Encore là c'est un gars de quarante ans, j'aurai préféré quelqu'un de mon âge. »

Ability to inform and educate:

There was nothing new and informative to this message for smokers.

Credibility:

Some found it irrelevant and unrealistic. The “cold turkey” quitting approach mentioned made some feel bad for not being able to quit on their first try and, overall, this diminished the story’s credibility.

“Making it so specific makes it harder to believe.”

Readability and Visibility:

The text was clear, but most thought the layout could be improved by not using multiple columns of text.

Quality and effectiveness of text:

Many participants felt the story was too fragmented and lacked continuity. Participants suggested that providing tips, tools, or tricks to help them quit would be more useful. Most people were not touched by Chris’ story and felt the testimonial technique was weak.

The slogan (“...Choose yours”) really spoke to participants and they appreciated the positive tone of the message.

« Moi j'aime beaucoup le slogan, “ choisissez la vôtre”, ça a plus d'impact. »

Layout and Design:

Many participants responded well to the colours used and felt the turquoise caught their attention.

Cohesiveness of picture/visuals and text:

The picture of the person telling the story was seen as a good tie-in.

Ability to be memorable

This message was not seen as particularly memorable to smokers, as it was not a new story or idea.

Makes participants think about quitting?

Some participants, mainly those with children, said the sentiment in this message might make them think of quitting. But the way he quit (cold turkey) was not seen as being very realistic. Because it seemed so easy, people didn't relate to it and with the outcome being they didn't see how it would help them quit.

Flip-Top vs. Slide-and-Shell:

Comments on both versions were similar.

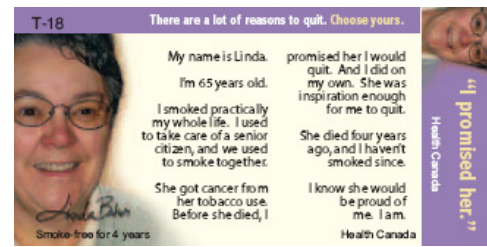
Suggestions:

- Adding more details to make the story more relevant to smokers would help this message – how long did he smoke, did he try to quit before, was quitting cold turkey a challenge?
- Participants suggested changing the tagline so that it's more attention grabbing.
- Most felt that less text would be better and that a concise, pointed writing style would encourage people to read it more.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T - 18: “I promised her.”



Overall findings

This concept was not very effective with participants, despite the fact they appreciated its positive tone and overall message. The teaser led them to believe the message would be a guilt trip and the photo furthered this perception. Participants did not feel the message provided them with any information they could use, such as how she quit, and felt it was simply a sob story. Participants said the text was too long. Credibility was fine, but relevance and memorability were low.

Specific findings

Initial impressions:

Participants were generally not very receptive to this message.

« *Il ne me touche pas. Il y a des milliers d'histoires comme ça.* »

Ability of flap/top of the insert to get attention and motivate reading:

The teaser immediately gave participants the sense that a “guilt trip” was coming.

Understanding of the message and meaning:

The idea this was one person’s story of quitting was understood.

“It says she’s proud of herself, and that’s good, but I like the tangible changes or statistics better.”

Ability of the main message to motivate reading:

The top part of the text on purple grabbed most people's attention and many said they would probably read on.

Relevance:

This message lacked relevance for smokers because this was often not a story they have lived themselves. Quitting for someone else was also not always seen as believable, with many saying they would quit for themselves first. The younger audience felt she was too old to effectively reach them.

« Je serais plus porté à le lire si c'était quelqu'un de mon âge. »

Ability to inform and educate:

Participants said there was no new information in the message and most felt it was a story they had heard time and time again. Instead of knowing why the woman quit, smokers said they would rather know how she did it and how she overcame some of the challenges of quitting.

« Je mettrais comme les aides qu'elle s'est procurées pour arrêter de fumer, au lieu de l'historique de sa vie. »

Credibility:

Generally, participants believed this was a real person's story, and the signature enhanced credibility for some. However, some elements of the story, such as quitting cold turkey, were found to be incredulous or over the top.

"Yeah, it seems believable to me: there's a signature and her name, so I believe it's a true story."

Readability and Visibility:

The text was seen as too long and too much in paragraph form, making it difficult to read.

Quality and effectiveness of text:

The text was seen as too long and too disjointed. Participants suggested shorter, smoother flowing paragraphs are more likely to entice reading.

The positive tone of the concept and the sense that she was proud of herself for quitting was well received by participants but overall they thought it was a bit of a sob story that did not provide them with tools to help them quit.

The idea that there are many reasons to quit and that smokers can all choose their own, is perhaps the strongest part of the message. This was,

however, overlooked by many because other aspects of the message deterred them.

Layout and Design:

Participants felt the visual did not enhance the message at all, and in fact it dissuaded some participants from reading. Some felt that the woman looked like someone who would try and reprimand them for smoking. Others felt she looked sick herself, and the younger audience felt she was too old to effectively reach them.

“This is too dramatic, don’t want to read it, the picture turns me off.”

Cohesiveness of picture/visuals and text:

Although this particular picture did not work very well, the idea of a picture with a testimonial was not dismissed altogether.

Ability to be memorable:

As most didn’t relate to this message, it was also not seen as memorable.

Makes participants think about quitting?

This message did not persuade participants to think of quitting.

Flip-Top vs. Slide-and-Shell:

There were no differences in the feedback.

Suggestions:

- Participants clearly want tools they can employ in their own lives to help them quit that. This testimonial did not provide any takeaways or new information for them.
- Participants recommended shortening the text and laying it out differently so that it is easier to read.
- Some felt a picture of someone who is younger and healthier-looking would resonate more.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

T-19: It can happen to non-smokers...



Overall findings

Participants' familiarity with Heather Crowe and her story weakened the impact of this message. Similarly, many participants felt that second hand smoke is no longer an issue and so the message lacked relevance and seemed dated. Although the colour grabbed attention, the teaser and text were not effective. Some participants also found the text difficult to read.

Specific findings

Initial impressions:

This message did not score very well overall.

« Je pense que les mentalités ont changé, et je pense que les gens fument moins avec les jeunes enfants, on va fumer dehors, et en plus c'est interdit de fumer dans les bars, les restos, à cause de ça, moi, ça ne me donne pas vraiment envie de tourner et on se dit déjà, imagine pour le fumeur lui-même, le non-fumeur n'est pas vraiment exposé, l'histoire est triste, mais moi elle me parle pas beaucoup. »

Ability of flap/top of the insert to get attention and motivate reading:

The text on the flap/top was not seen as particularly motivating, although the colour tended to grab people's attention.

Ability of the main message to motivate reading:

The message about there being many reasons to quit invited to some degree to continue reading. However, the rest of the text was less relevant and many said they would probably not read the whole text.

Understanding of the message and meaning:

The message was understood quite loud and clear.

Relevance:

Since many new non-smoking laws prohibit smoking in bars and restaurants, participants perceived this message as passé and something that won't happen again in the future. This made the message unmemorable and less relevant to today's smokers. This story was also not one to which young smokers could easily relate since Heather was an older woman.

"I though this was the worst one. I don't smoke outside, I don't smoke in bars. I feel bad but I wouldn't have read this one. I would start, but I don't like it at all."

Ability to inform and educate:

The main reason this message was not effective is because of the over-familiarity of Heather Crowe's story, particularly in English Canada. This took away from the text's impact.

Most participants feel that the topic of second-hand smoke has been overdone and is not new information to them.

Credibility:

Participants questioned the uniqueness of this story and therefore dismissed it as being anecdotal. Some of those who were new to this story (typically those in Montreal) questioned the credibility of the message, and wondered whether they could trace the cancer to second-hand smoke.

« On ne sait pas si c'est vraiment la fumée secondaire qui l'a tuée, ça ne me touche pas, je suis jeune, je vois que c'est une vieille. »

Readability and Visibility:

Comments on readability and visibility centered on the font; both size and colour choices were noted as not being conducive to reading.

Quality and effectiveness of text:

The text was seen as not being very effective.

Layout and Design:

The layout and design generally left participants cold.

"I saw her face, know the story, and didn't read further!"

Cohesiveness of picture/visuals and text:

Showing the picture of Heather with her story made sense to participants.

Ability to be memorable:

As most said they knew this story already, it was not seen as memorable, and even some who did not know her story agreed.

Makes participants think about quitting?

This story lacked new information and relevance and therefore did not make many people think of quitting. Some said they might think more about smoking around others.

Flip-Top vs. Slide-and-Shell:

Feedback was the same for both layouts.

Suggestions:

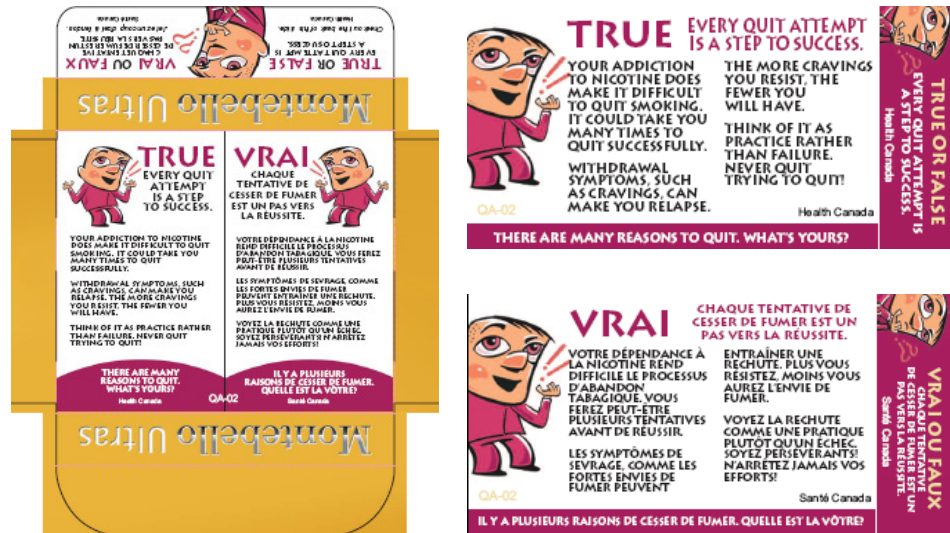
- Younger adults would prefer to read a testimonial that connects to them, one of a younger person, both with a story and a picture.
- Since participants questioned the credibility of dying from second-hand smoke, most suggested finding a group of people who have experienced this, instead of one person (who they all know about already).

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework

True or False

QA-2: True or False: Every quit attempt is a step to success.



Overall findings

The true or false approach was fairly well received by participants, who thought it was a fun, new way of conveying information on cigarette packs. The question asked on the flap caught smokers' attention and motivated them to look at the back. The content of this message was seen to be fairly credible and memorable with the last sentence resonating with many participants ("never quit trying to quit"). The positive tone was welcomed, as was the concept of there being "many reasons to quit". Participants had mixed feelings about the cartoon character, and they noted that the French text was hard to understand.

Specific findings

Initial impressions:

Overall, the true or false approach and the question on the flap were moderately received by participants.

Ability of flap/top of the insert to get attention and motivate reading:

Many who saw the slide-and-shell pack described this concept as grabbing their attention; they said they would be motivated by the line "check out the back of this slide" to continue reading.

Ability of the main message to motivate reading:

The repetition of the True/False approach from the teaser, where the word “True” is repeated on the back in the same font and colour as on the flap, was generally seen as a good tie-in and many said they would want to find out more and read on.

Understanding of the message and meaning:

Most participants understood the key message and meaning. However, some said they had trouble with the flow of the message and saw it as four separate messages, rather than a single coherent one.

« J'ai dû le lire plusieurs fois pour le comprendre. »

Relevance:

Most found the message relevant.

Ability to inform and educate:

Younger smokers said some of this information was new to them. Conversely, most older smokers said it was not new to them.

Credibility:

Participants tended to describe the information as credible. Some smokers who had experienced cravings said this message did not describe them adequately.

Readability and Visibility:

Many commented on the font and described it as difficult to read.

Quality and effectiveness of text:

Many participants particularly liked the last sentence “never quit trying to quit”. Their comments demonstrated an appreciation for the positive and encouraging tone, and a sense that it represented a fresh, welcome approach. The message “many reasons to quit” was generally well-received and several suggested that it be made more prominent.

Montreal participants described having more trouble reading and understanding this message, indicating they felt the text was poorly written, requiring numerous reads before understanding it fully.

« Le texte est difficile à lire parce que la structure de la phrase... on dirait que ça vient de l'anglais. »

Layout and Design:

Impressions of the cartoon image were divided, with several saying it was not to their liking, while others felt it added some appeal.

“I thought the cartoon doesn’t need to be there.”

“I actually like it.”

Cohesiveness of picture/visuals and text:

Overall, participants felt there was cohesiveness between the visual and text. But this largely depended on whether they liked the idea of the cartoon character.

Ability to be memorable:

Participants tended to describe the information as memorable.

Makes participants think about quitting?

This concept was not very successful in making participants think of quitting.

Flip-Top vs. Slide-and-Shell:

There were no differences in the feedback by pack sizes.

Suggestions:

- Some participants asked to see facts, which they said would allow them to make their own choices.
- As this concept was seen to be quite text-heavy and not easy to read for everyone, participants suggested a number of changes. They ranged from editing down the text into smaller paragraphs, making the paragraphs point-form and making the font bigger.
- Some suggested moving the question about reasons to quit to the top from its current position at the bottom. They felt it was important and therefore should have a higher priority in the message. .

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements I would say
- Needs major improvement
- Least effective - needs complete rethink/rework

QA-3: True or False: It's never too late to quit.



Overall findings

Although the information presented in this message was not new to most participants, many liked its positive tone and style. The tagline was well liked, whereas the cartoon was met with mixed reaction. Many felt there was too much text in the message, taking away from its effectiveness. The font was seen as being too small and difficult to read. The core message was well understood and deemed interesting, but the use of statistics weakened its credibility for some.

Specific findings

Initial impressions:

Initial reactions were mixed. Feedback on the picture was both negative and positive. The colour was well liked, but in most cases participants found there was too much text.

« *Moi, j'ai aimé le petit quiz. C'était moins agressant.* »

Ability of flap/top of the insert to get attention and motivate reading:

The true or false question on the tab was described as one that motivated further reading.

Ability of the main message to motivate reading:

Although the true/false approach worked reasonably well, the line "it's never too late to quit" was often seen as a little stale and not very strong on its own.

“Yeah, we all know that...but I’ve been smoking so long that it probably won’t matter anyway.”

Understanding of the message and meaning:

The overall idea that quitting is good for one’s health, regardless of age, was well-understood, although some were overwhelmed by the details of the information.

Relevance:

The idea that it’s never too late to quit was seen as relevant by some, although many smokers who had been smoking for a long time and felt that this message was probably geared towards them, did not necessarily feel that the reality for them was that they’d still be able to quit.

Ability to inform and educate:

Despite presenting information that was not new, participants lauded this concept tended for its positive tone.

Credibility:

The perceived core message that life expectancy could be increased by quitting, regardless of the age when quitting, was generally seen as information of interest and encouraging. However, the examples caused some to question the credibility of statistical estimates on how many years could be added. As a result, some said, this part of the text detracted from the overall impression and distracted them from considering other factors such as the gender differences presented.

“What I want to know is where they get these numbers from. Where is the source?”

Readability and Visibility:

Many participants commented that the font was difficult to read.

Quality and effectiveness of text:

The message ‘you can add years to your life’ was noted by many participants as appealing. Comments on the tagline, “There are a lot of reasons to quit, choose yours”, also tended to be positive.

« Aussi, le texte est percutant. Le plus que t’arrêtes jeune, plus tu vas gagner. C’est encourageant. »

Layout and Design:

Many felt there was too much text and the font was often described as being too small. Many suggested a point form to present the essential facts might help make the text easier to read.

The cartoon image met with mixed reactions, as some of the older smokers described it as geared towards a younger crowd.

Cohesiveness of picture/visuals and text:

Those who liked the idea of the cartoon character were more likely to think it was cohesive, whereas those who did not like that idea (because it was not serious enough, for example), tended to have the opposite reaction.

Ability to be memorable:

This was a somewhat memorable message for participants.

Makes participants think about quitting?

This concept was not very successful in making participants think of quitting.

Flip-Top vs. Slide-and-Shell:

There were no differences in the feedback on both pack sizes.

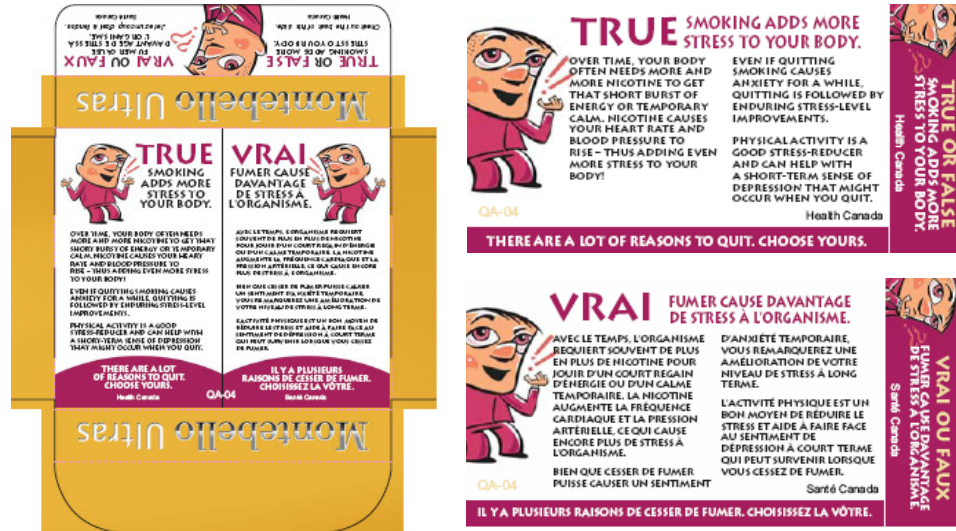
Suggestions:

- Participants suggested that if statistics on improving life expectancy are going to be used, they would like to see a reference to the number of years smoked.
- As it was seen as text-heavy and not easy to read for everyone, many suggested focusing on life expectancy improvements rather than on the specific diseases would make it easier to understand. As well, many thought combining the ages of men and women to one average instead of separating them out would also make this better.
- Point-form was generally preferred over paragraphs, and using a larger font would improve the readability

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements I would say
- Needs major improvement
- Least effective - needs complete rethink/rework

QA-4: True or False: Smoking adds more stress to your body.



Overall findings

This concept tested well with most participants, but some strongly disliked it. The information about stress appealed to most, as it was seen as being new information. Some felt, however, the credibility of the message was low because their personal experience didn't match the information. There were mixed interpretations of the term "stress", leading to confusion by some participants. The overall tone and approach of the message was well liked and the headline caught their attention, although the font was difficult to read for some.

Specific findings

Initial impressions:

The general idea of talking about short-term effects of smoking and quitting (as opposed to presenting information on increased risks of diseases) was generally well-received and described by several as a refreshing approach.

"I noticed 'over time, your body...' it's new, noticeable, because the old ones are about cancer and such."

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants, therefore the flap/top of insert was new to them)

Participants generally liked the true/false approach because they said it grabbed their attention and made them want to continue reading to find “the answer.”

Ability of the main message to motivate reading:

The true or false headline “smoking adds more stress to your body” was often described as attention-grabbing.

Understanding of the message and meaning:

Overall, this message was well-understood.

Relevance:

This concept was somewhat relevant to smokers, but there were certain parts of the information participants who had previously tried to quit could not relate to.

Ability to inform and educate:

Some felt the information about increased stress due to smoking was new and of interest, although many said it ran counter to their personal experience of smoking a cigarette specifically to reduce their level of stress.

“It says that smoking doesn’t help when you’re anxious, that’s new, people tend to go for smokes when they are anxious. So it’s the opposite.”

Credibility:

The credibility of the message depended on the participants’ personal experiences with smoking and stress. Those who described their smoking as providing relief from stress felt the information was less credible while others who felt that smoking noticeably increased their heart rate or breathing tended to describe the message as credible.

« C’est crédible parce qu’on sait déjà cette information. »

Readability and Visibility:

The font was often described as being small and difficult to read and many found the text to be too long.

Quality and effectiveness of text:

Participants’ comments suggested there were two ways of interpreting the word stress. Many believed the word related to emotional stress, which is the form of stress being relieved. The other form is the physical stress placed on the body from smoking.

« J’aime que c’est une approche plus douce et pas une attaque, ça te laisse la place à réfléchir. »

Layout and Design:

Many felt there was too much text being presented in the concept with the font often described as too small. The character was generally seen as different, but was not something participants necessarily had strong opinions about.

Cohesiveness of picture/visuals and text:

Whether participants believed it was a cohesive piece altogether depended largely on whether they liked the idea of the cartoon character. Most felt it was quite cohesive, but those who did not often felt so because the cartoon character didn't appeal to them.

Ability to be memorable:

This was a somewhat memorable message for participants.

"I will maybe show my friends... Like a Q and A, it will become a conversation with my friends."

Makes participants think about quitting?

This concept was not very successful in making participants think of quitting.

Flip-Top vs. Slide-and-Shell:

There were no differences in the feedback on both pack sizes.

Suggestions:

- Participants suggested the true/false statement on the teaser could have grabbed their attention better by using a visual that relates to the question, such as the slogan about "choosing yours."
- Reducing the amount of text and using bulleted text was also suggested for this concept.
- Despite the credibility of the message that smoking can cause the body to work harder than it would otherwise, the word "stress" presented confusion with some interpreting it in a strictly emotional sense. Participants would prefer this be re-worded.
- Some wanted to change the term "physical activity" to specific activities to give more guidance.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements would say,
- Needs major improvement
- Least effective - needs complete rethink/rework

Withdrawal Cravings

WC-01: It reaches the brain in about 10 to 20 seconds...



Overall findings

Overall this concept was well received and participants liked the understanding tone of the message. It was clear, descriptive, and well understood. Participants appreciated that new information was provided and that it dealt with the physiological effects of smoking. The cartoon character was well received by most, and the colours were seen as being eye catching and effective. Some felt the concept could be improved if the last line was more prominent, and there were some mixed feelings about the credibility of the message, especially by those who have tried quitting and have tried to manage their cravings.

Specific findings

Initial impressions:

This concept was generally accepted by participants as noticeable, interesting and effective. While many believed it would be most effective for younger people, many of the adult participants felt it struck a chord with them as well.

Ability of flap/top of the insert to get attention and motivate reading:

(This was the first pack shown to participants; therefore the flap/top of insert was new to them)

The colour and the cartoon character, which were new, did grab people's attention, as did the use of the three dots.

Ability of the main message to motivate reading:

The headline “when you smoke...” was generally found to be attention-grabbing for a couple of reasons. It was partially green, which made it stick out. Secondly it signaled there would be more information about this fact in the body of the text, which they were interested in reading about.

Understanding of the message and meaning:

This message was generally easy to understand.

« Ça a toujours été l'accent sur les parties du corps, maintenant ils nous expliquent pourquoi on est dépendant à la nicotine. »

« Il y a quelque chose de chimique qui se passe. »

Relevance:

Most smokers could relate to this message because all participants were familiar with cravings.

Ability to inform and educate:

A number of participants said information on the delivery of nicotine and the process of addiction was new to them. Specifically some participants said they liked that it focused on the brain, which isn't normally found in messages regarding the harms of smoking.

Credibility:

There were mixed opinions offered on the credibility of the message, with most of the criticism focusing on the differences between personal experience of cravings and what was described in this message. Specifically, participants pointed to the lines “you may get cravings, but these never last longer than a few minutes” and “the more cravings you resist, the fewer you will have” as not relating to them personally.

Readability and Visibility:

The font chosen made it a bit cluttered and less easy to read for some, especially in French, where the concept was rather text-heavy.

« Les lettres sont collées pas mal, je ne suis pas sûre que si j'ouvre un paquet, que je vais mettre des lunettes pour lire le petit papier. »

Quality and effectiveness of text:

Participants often gave positive feedback on the empathetic nature of the text, with many describing it as presenting an understanding of the challenges associated with addressing a nicotine addiction. Some offered that making the last line more prominent (“you've got what it takes to go smoke-free”) could improve the concept.

“This is more of a factual statement. Didn’t know that....kind of interesting. It is different, don’t see on cigarette packs.”

Layout and Design:

Some participants felt the use of colour drew their attention while others offered views that the colours and font were not serious enough. The cartoon character triggered many positive reactions, as well as some critical ones suggesting the character was too cute and cartoon-like. Many found the text was quite small and the font produced divided opinions, with some finding it new and interesting, and others not.

Cohesiveness of picture/visuals and text:

The text and visuals were seen as being cohesive.

Ability to be memorable:

This concept was seen as somewhat memorable to participants, mainly because of the vibrant colours and the fact the information was new to them.

Makes participants think about quitting?

Although the information was often read with interest, it was not a particularly strong message to make people think of quitting. One of the main reasons was that the idea that cravings only last for a short time, was largely dismissed.

Flip-Top vs. Slide-and-Shell:

There were no differences in feedback on the two layouts.

Suggestions:

- A few participants suggested adding some statistics, for example on how long it would take their brain to get over the urge, or about the number of brain cells killed and its affect on one’s memory.
- Some felt the last line (“you’ve got what it takes”) was an important message and therefore the text should have been more prominent with a bold font or moving it to the top.
- To some, the character was too charming and might work better if he was grey and looked sickly.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements Would say
- Needs major improvement
- Least effective - needs complete rethink/rework

WC-02: They peak during the first 48 hours...



Overall findings

Overall, this concept was positively perceived. The teaser and the text were effective and participants particularly appreciated the tone of the message. The colours and cartoon character caught their attention, especially with younger participants. Although some long-time smokers challenged its credibility, most felt the message was credible and relevant.

Specific findings

Initial impressions:

Overall, this concept met with positive reactions from most participants, especially since the vivid design was the first thing people usually saw and talked about.

Ability of flap/top of the insert to get attention and motivate reading:

The teaser was described as effective in drawing participants in to read the remainder of the message. The “eye” and the green colour were described as standing out and the tone was noted for being positive.

“I want to pull it out and read because I want to know what this headline means.”

Ability of the main message to motivate reading:

The green font grabbed participants’ attention, and both the colour and the information generally made people want to read on.

Understanding of the message and meaning:

Participants appreciated and understood the message that it is not easy to quit smoking, but it is possible and it does get easier. The “first 48 hours”

resonated with many participants as a concrete, positive message, particularly among the younger smokers. Those who said they were currently thinking of quitting also attached themselves to the message.

“It’s not saying quit smoking. He is a little demon, but kinda cute, we all know him. It’s not putting anyone down, also not making it less serious.”

Relevance:

This concept appeared to be more relevant to the younger adult smokers than the older smokers, based on impressions offered of both the design and the text. The information was relevant to many, especially those who had experienced cravings when trying to quit.

“It’s positive and gets you motivated. And there is stuff on there that I didn’t know. Stuff I’d want to know if I was trying to quit.”

Ability to inform and educate:

Quite a number of participants said that while the idea of cravings was not new to them, concrete numbers were. This made the message informative and educational.

Credibility:

While many of the older participants indicated an appreciation for presenting the topic of withdrawal cravings, several, particularly those with a longer smoking history, challenged the credibility of the cravings discussion based on personal experience. Many of the comments echoed the sentiment that the phases of withdrawal would be different based on how long one had been a smoker. The younger participants were less inclined to question the credibility.

“I believe it but it sounds a lot easier than it is...months later you can feel the pains.”

Readability and Visibility:

Some offered that the readability could be improved upon, particularly in French where there is more text. Improvements could be made to the smaller flip top, where some found the font difficult to read.

« Les caractères sont petits et durs à distinguer. C’est décourageant de voir autant de texte. »

Quality and effectiveness of text:

The curious headline, together with the bullet-point form lay-out was described by many as effective at drawing the reader in. Many appreciated

the tone of the message, characterizing it as empathetic and encouraging. The brevity of the first bullet is conducive to reading, while the second bullet was often noted as being too long.

« Moi, je trouve que c'est mieux en anglais qu'en français. Ça se lit mieux. C'est évident qu'ils l'ont écrit en anglais et l'ont traduit en français par après. »

Layout and Design:

Most participants associated the cartoon character with Nicorette, with several voluntarily identifying this character as “the Nicorette monster” itself. This concept appeared to be more appreciated by the younger smokers than the older smokers, based on impressions of the design and the text.

« C'est bien de mettre le petit bonhomme parce qu'on le voit à la télé. »

Cohesiveness of picture/visuals and text:

The idea of a “nicotine monster” was generally felt to be cohesive with the text, but some participants felt he should be less cute and more serious or bad/severe-looking. Others liked the lighthearted nature of the character as it was.

Ability to be memorable:

This message was described as somewhat memorable because it was different from what participants had seen in the past.

Makes participants think about quitting?

Some smokers who said they were thinking of quitting said this would to a certain extent encourage them to try again or keep trying.

Flip-Top vs. Slide-and-Shell:

The smaller inserts in the flip top were more difficult to read for some participants.

Suggestions:

- Participants suggested adding a helpline number and a website address to this message.
- Montreal participants said it would be a good idea to rethink the French text to make it a less literal.
- French participants, as well as those who looked at the flip top pack, suggested using a larger font or a different font to make it more readable.
- As many found it quite text-heavy and not always easy to read, participants suggested shortening the second bullet (some said the fact that brains will replace the natural lift could be left out, as it is not

something that necessarily fits or adds to the message) or divide the second bullet into more bullets.

- For the French flip top insert, participants said the text wrap around the character makes it more cluttered and not easy to read; they prefer it to be left-aligned instead.

Concept Classification:

- Best concepts (overall) - needs only minor adjustments
- Good opportunity - needs some improvements
- Needs major improvement
- Least effective - needs complete rethink/rework



Testing of Health Warning Messages and Health Information Messages for Tobacco Products - Part 3 of 5

Quantitative Phase

Presented to: Health Canada

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Ce rapport est aussi disponible en français sur demande

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Quantitative Phase

The quantitative phase of this research was conducted in the summer of 2008. The methodology for this phase was hybrid mail and online. In total, 2,241 surveys were completed. The survey tested 41 proposed health warning messages (HWMs), 18 health information messages (HIMs) and contact information. Each proposed mock-up had a French version and an English version.

For a detailed description of the methodology, please see Appendix E.

Overall Findings

Overall, the Health Warning messages (HWMs) and Health Information messages (HIMs) were rated by Canadian smokers as being moderately effective. Some messages, and entire categories, were noticeably stronger than others were and the following section will describe these differences.

Overall, the HWMs' attributes were rated higher than the HIMs'. Please note that eight attributes were measured for the HIMs, compared to only seven attributes that were measured for the HWMs.

Message Categories

Both the Health Warning and Health Information messages were divided by category, based on either the topic or design of the overall message. The HWMs that were tested fell into six categories, and the HIMs fell into nine.

When ranked highest to lowest, the series were rated as follows:

Health Warning Message Categories:

- Health Impacts of Pre- and Post-natal Smoking (mean composite score = 68.23)
- Health Impacts of Smoking (mean composite score = 68.17)
- Health Hazards from Second-Hand Smoke (mean composite score = 65.55)
- Tobacco-attributable Mortality (mean composite score = 65.31)
- Addiction (mean composite score = 65.15)
- Toxic Emissions (mean composite score = 61.45)

As can be seen from these scores, the Health Impacts of Pre- and Post-natal Smoking and the Health Impacts of Smoking series were the strongest categories of Health Warning Messages. These messages related to the direct health risks of smoking had a noticeably higher impact on respondents than message that had a less specific health message.

Overall, most HWMs were preferred by younger respondents when compared to older respondents. Generally, this was the case in all message series, and was especially true for the top ranked messages in each series. In some cases, message ratings differed on language lines, with Anglophone and Francophone respondents ranking messages somewhat differently. However, there is very little consistency between these differing ratings by category and nothing to suggest that a particular series fared more or less favourably in one language or another. When gender is considered, very few differences are noted, with the exception of the Health Impacts of Pre- and Post-natal Smoking series that was ranked higher by women. For the other series, some gender differences are apparent for particular messages but no pattern is found for the series as a whole.

Health Information Message Categories:

- Anatomy (mean composite score = 70.05)
- Benefits (mean composite score = 67.63)
- Withdrawal Cravings (mean composite score = 67.33)
- True or False (mean composite score = 65.73)
- Stages (mean composite score = 64.76)
- Promotional (mean composite score = 62.85)
- Humour (mean composite score = 62.19)
- Join the Club (mean composite score = 61.18)
- Testimonial (mean composite score = 59.14)

The highest rated Health Information Messages were in the Anatomy series, followed by the Benefits and Withdrawal Cravings series. Again, in this series are messages that relate to specific health concerns that have been associated to smoking and our interpretation is that this element is the strength of the respective series overall. In addition, the highest rated series seemed to be more informational and scientific in nature. Qualitative research showed that the Withdrawal Cravings tended to work quite well if respondents had personal experiences with symptoms that they saw reflected in the message.

In the majority of cases, younger respondents rated the HIMs as more effective than did older respondents; again, this was especially true of the top ranked series such as Anatomy and Benefits. Francophones generally rated the messages higher, except in the case of the True or False series, and to some degree the Testimonials series. Gender did not play a notable role in the overall ranking of HIM series; there were differences noted for specific messages but no consistent pattern across series was observed.

Most/Least Effective Messages

Health Warning Messages:

When specific messages are reviewed, it becomes evident that messages concerning specific personal health threats were the most powerful HWMs. The following is a list of the top ten, ranked by the message's overall composite score.

1. Lungs are for life (H-12)
2. Throat cancer. It's tough to swallow (H-21)
3. Heart disease (H-11)
4. Smoking is a major cause of heart disease (H-28)
5. Lung cancer (H-24)
6. Harmful effects of second-hand smoke (P-33)
7. Eye disease (H-30)
8. Stroke (H-19)
9. Second-hand smoke. First-hand risk. (S-37)
10. Cigarettes are a major cause of strokes (H-25)

The least successful HWMs were those that were seen to be less relevant, lacking new information, and in many cases, these concepts received poor ratings for the impact of the picture. The following five messages were rated the lowest:

37. Don't poison me (T-44)
38. Enough is enough... (M-27)
39. "I planned to quit smoking before I turned 20. Now I'm 26." (A-1)
40. Air filters do not eliminate the smaller particles and gases found by tobacco smoke (S-41)
41. Living with chronic obstructive pulmonary disease (COPD) (H-20)

Health Information Messages:

The following is a list of the top five Health Information messages, ranked by the message's overall composite score. Messages related to health impacts and the physical benefits of not smoking were perceived to be the most appealing to respondents. These messages were information-heavy and focused on medical facts.

1. How is my body affected? (ANAT-02)
2. Do you cough in the morning? (B-08)
3. How is my body affected? (ANAT-02A)
4. Your heart will thank you... (B-09)
5. They peak during the first 48 hours... (WC-02)

The lowest rated HIMs are as follows and included many of the testimonial series. Respondents tended to find these personal accounts less relevant or

helpful to them; qualitative research showed that those messages that are seen as a realistic reflection of the quitting process as they themselves may have experienced, or as they believe it to be for others, may be stronger than the messages reflected in these particular HIMs, which are not seen as very helpful.

14. I didn't have to do it alone... (T-16)
15. Need help quitting? (P-01B)
16. Join the smoke free revolution (JTC-01)
17. I crossed the finish line...(T-18)
18. My reason for quitting...(T-17)

Evaluation of Contact Information

In addition to testing Tobacco Health Warning Messages and Health Information Messages, this study also evaluated the effectiveness of the contact information on the cigarette package. Primary findings include:

- The majority of respondents felt the information was noticeable (64%) or somewhat noticeable (23%);
- The majority (67%) agreed that the space occupied by the contact information was an appropriate size and should not be changed. About one-quarter (22%) felt it should be bigger, while only 1 in 10 thought it should be smaller; and
- For the most part, Canadians feel the presence of this contact information is either important (63%) or somewhat important (20%). Almost 1 in 5 (17%) said that this information is not important, resulting in a mean rating of 6.99.

Relationship Between Message Attributes and Composite Scoring

The primary objective of this quantitative research was to evaluate the impact, or effectiveness, of proposed tobacco health warning and information messages.

When testing messages it is common to evaluate a variety of communication attributes that lead to a message's overall impact. In the current research, respondents were asked to rate each message on its noticeability, relevance, credibility, understandability, readability, the newness of the information in the message, and the impact of the picture or illustration.

Additionally, respondents were directly asked how effective they believed a message was at conveying a particular point: In the case of Health Warning messages they were asked how effective the message was at informing them of the health effect of smoking, whereas in the case of Health Information messages respondents were asked how effective the message was at making them think about the benefits of quitting smoking

A simple correlation analysis showed that all attributes that were tested were highly correlated to each other. This confirmed two things: firstly, that the attributes tested did impact smokers' overall impression of the messages. Secondly, and more importantly, the analyses indicated that certain attributes affected the overall impact of messages in differing degrees - in other words, some attributes were more important as drivers of overall impact than others.

To further analyse the data, a reliability analysis was conducted. Reliability analysis is a statistical technique used to determine the degree to which items in a scale measure the same construct. It is based on the correlations between the individual measurements that make up the scale, relative to the variances of the items. In this case, this analysis would test how well the 7 (HWMs) or 8 (HIMs) attributes measure the overall impact of the message. The analysis also provides a coefficient (Cronbach's alpha, α) that represents the strength of this relationship (generally $\alpha > 0.70$ represents a highly reliable scale).

When the reliability analysis was conducted for the Health Warning Messages, we found a Cronbach's alpha value of 0.868, which is very high. This means that the seven attributes that were tested can be used to represent the overall impact of a message. Similarly, when the reliability analysis was conducted for the Health Information messages we found a Cronbach's alpha value of 0.902, which is also very high, indicating that the

eight attributes that were tested can be used to represent the overall impact of a message.

When evaluating messages it is useful to look at them in relation to each other; one way this can be done is by ranking. Ranking can be done in one of two ways: (1) Based on one variable (i.e. a particular attribute); or (2) Based on an overall score of all attributes. We felt that creating a composite score of all attributes would allow us to better gauge the overall impact of each message. Since some attributes played a more prominent role than others in determining the messages' overall impact, as described above, we weighted each attribute relative to its contribution.

The reliability analysis mentioned above calculated the correlation between each attribute and the overall construct (message impact). This correlation value, when squared, can be used to represent the relative weight of each variable. These squared correlation values were used to form an algorithm (below) so that a numeric score for each message could be calculated. The following was the basic formula used:

$$I_{M1} = r^2_{A1} (X_{A1}) + r^2_{A2} (X_{A2}) + r^2_{A3} (X_{A3}) \dots + r^2_{An} (X_{An})$$

Where:

- I_{M1} = the overall impact of message 1
- r^2_{A1} = the relative weight of attribute 1
- X_{A1} = the mean value of attribute 1, as rated by respondents on a 1-10 scale

When applied to the HWMs and HIMs, these formulae were written as:

HWMs:

$$\text{Impact} = .72(x_{\text{effectiveness}}) + .66(x_{\text{relevance}}) + .66(x_{\text{picture}}) + .62(x_{\text{credibility}}) + .55(x_{\text{noticeability}}) + .47(x_{\text{new info}}) + .31(x_{\text{understandability}})$$

HIMs

$$\text{Impact} = .73(x_{\text{effectiveness}}) + .71(x_{\text{relevance}}) + .67(x_{\text{credibility}}) + .63(x_{\text{picture}}) + .63(x_{\text{noticeability}}) + .57(x_{\text{new info}}) + .51(x_{\text{readability}}) + .45(x_{\text{understandability}})$$

With these, an overall impact score for each message was calculated. We then scaled these rankings on a 100-point scale to make them easier to interpret. Messages were then ranked based on this score (HWMs and HIMs separately) and following results were obtained:

HWMs*

Rank	Message	Calculated Score	Scaled Score	Rank	Message	Calculated Score	Scaled Score
1	H-12	29.15	73.02	21	H-15	26.86	67.29
2	H-21	28.85	72.27	22	M-31	26.77	67.04
3	H-11	28.82	72.20	23	S-36	26.71	66.89
4	H-28	28.78	72.10	24	S-39	26.56	66.52
5	H-24	28.52	71.43	25	S-38	26.36	66.03
6	P-33	28.48	71.34	26	A-2	26.25	65.74
7	H-30	28.41	71.16	27	A-3	26.21	65.65
8	H-19	27.96	70.03	28	P-31	25.98	65.08
9	S-37	27.84	69.74	29	H-14	25.94	64.98
10	H-25	27.81	69.65	30	H-16	25.84	64.73
11	H-29	27.72	69.43	31	S-40	25.53	63.94
12	A-5	27.63	69.22	32	H-26	25.13	62.94
13	P-34	27.60	69.14	33	T-50	24.78	62.07
14	H-17	27.51	68.90	34	A-7	24.69	61.83
15	H-10	27.29	68.35	35	H-23	24.48	61.31
16	M-25	27.10	67.87	36	T-51	24.43	61.20
17	H-9	27.07	67.80	37	T-44	24.39	61.09
18	A-4	27.04	67.72	38	M-27	24.36	61.02
19	H-27	27.03	67.70	39	A-1	24.25	60.75
20	P-32	26.89	67.37	40	S-41	24.02	60.18
				41	H-20	23.95	60.00

HIMs*

Rank	Message	Calculated Score	Scaled Score	Rank	Message	Calculated Score	Scaled Score
1	ANAT-02	34.62	70.80	11	STAGES-02	31.67	64.76
2	B-08	34.00	69.52	12	P-01A	31.55	64.52
3	ANAT-02A	33.88	69.29	13	HUM-01	30.41	62.19
4	B-09	33.29	68.08	14	T-16	30.09	61.54
5	WC-02	33.19	67.88	15	P-01B	29.92	61.18
6	WC-01	32.66	66.78	16	JTC-01	29.92	61.18
7	QA-03	32.58	66.62	17	T-18	28.42	58.12
8	QA-04	32.00	65.45	18	T-17	28.25	57.76
9	B-07	31.93	65.30				
10	QA-02	31.84	65.11				

*Please note that 8 attributes were measured for the HIMs, compared to only 7 attributes that were measured for the HWMs; for this reason overall scores between the two series of messages should not be compared.

The following section presents a brief review of the findings for each Health Warning and Health Information message. Messages are categorized by theme and have been ranked from highest to lowest based on their weighted composite scores. Ratings for individual attributes are discussed and compared, clearly demonstrating the strengths and weaknesses of each message and how certain attributes impact the overall message. Findings for each attribute may be presented in two ways, either by their mean scores or by the percentage of respondents that rated the attribute as High (7-10), Moderate (4-6), or Low (0-3).

Additionally, the “overall effectiveness” attribute is looked at in detail and significant differences between subgroups (age, gender, language) on this measure are discussed. Significance testing was conducted between all subgroups for each question. The cross-tabulation tables (under separate cover) show these differences at the 95% and 90% confidence intervals. In the current report, only statistically significant differences at the 95% confidence interval are presented.

Evaluation of Health Warning Messages

Addiction

The Addiction series consisted of six Health Warning messages. Figures in parentheses represent the scaled composite score for each message.

- A-5 - Smoking is a destructive addiction (69.22)
- A-4 - Break out of your tobacco addiction (67.72)
- A-2 - "How can something so small have so much control over me?" (65.74)
- A-3 - It's not too late to quit (65.65)
- A-7 - Cigarettes are addictive, even for casual smokers (61.83)
- A-1 - "I planned to quit smoking before I turned 20. Now I'm 26." (60.75)

Ranking of this series is fairly dispersed, with some Addiction messages falling in the top half of the rankings and the remainder of the series falling towards the bottom.

Overall, the series of Addiction warning messages fared moderately well in terms of overall effectiveness, with mean ratings ranging from 5.71 to 6.68. Although the messages were seen to be understandable (average of means ranging from 8.06 to 8.39), fairly noticeable (means = 6.69 to 7.48) and credible (means = 6.53 to 7.19), the fact that they were not perceived to contain new information negatively impacted them (means for new information ranged from 3.91 to 4.67). Their relevance was seen to be moderate, with averages ranging between 6.07 and 6.89, as was the impact of the picture (means = 5.63 to 7.15).

A-5 - Smoking cigarettes is a destructive addiction.

This message ranked 12th when compared to all other Health Warning messages and was the best-ranked message in the Addiction series.

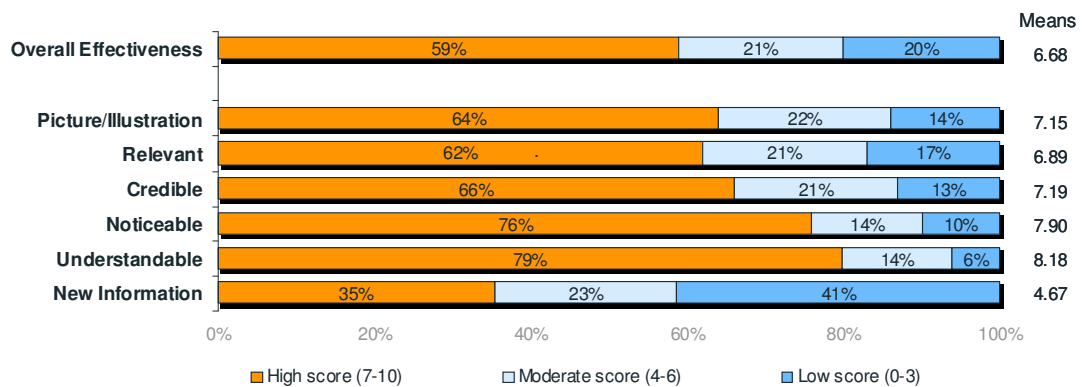
Approximately 3 out of 5 respondents (59%) gave this message a high ranking (7-10) on the overall effectiveness attribute, that is, they felt the message was effective at informing them about the health effects of smoking (mean = 6.68). Its best feature was its understandability, rated at a mean of 8.18, with 79% of respondents ranking it as high on this attribute. It was also thought to be highly noticeable (mean = 7.90) and credible (mean=7.19). The picture was considered to impact the overall message by the majority (64%) of smokers, and the message was similarly considered relevant (62%). Most respondents however did not feel that the information was new; 64% gave a rating of 6 or below, with an average rating of 4.67.

When demographic variables are considered, interesting trends are noted for overall effectiveness:

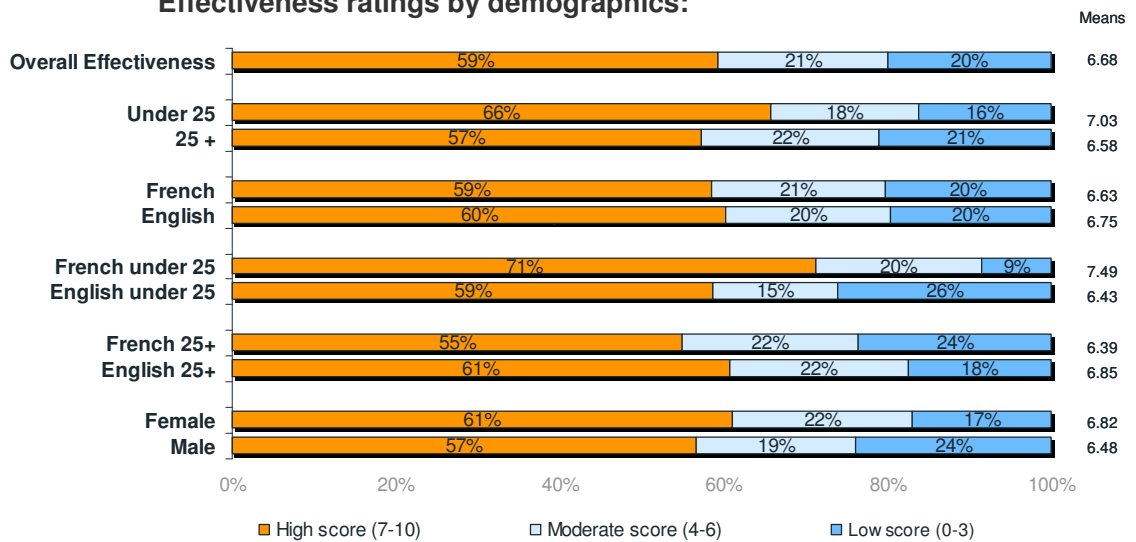


- French-speaking smokers aged 18-24 are more likely to find the message effective than French-speaking adults over 25 (mean=7.49 vs. 6.39);
- Most English-speaking respondents felt similarly about the message, with 59% of those under 25 rating it highly and 61% of those over 25 rating it highly; however,
- There is a gap between French-speakers of different ages, with 71% of those under 25 rating it highly and only 55% of adults over 25 rating it the same;

Ratings on key attributes:



Effectiveness ratings by demographics:





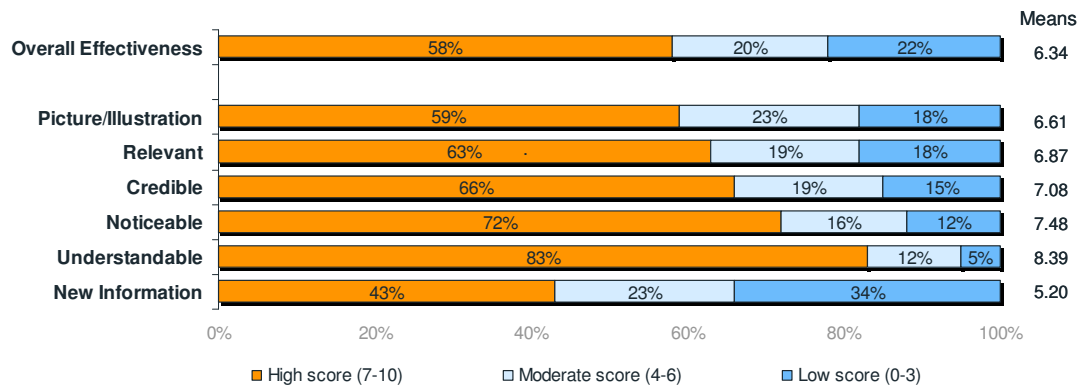
A-4 - Break out of your tobacco addiction.

This message ranked 18th overall when all message were ranked by their composite score.

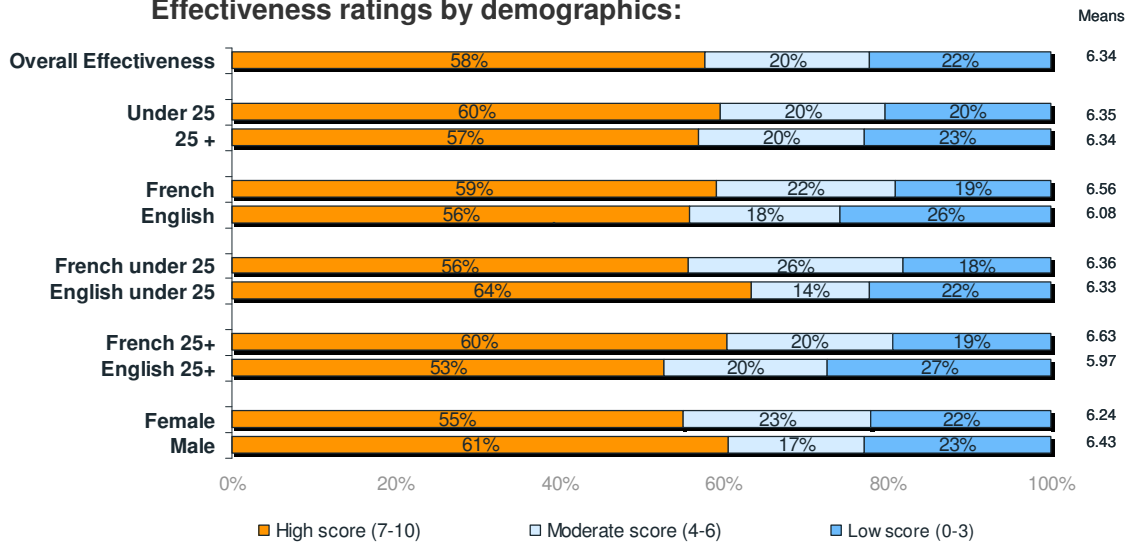
It had a mean rating on overall effectiveness of 6.34. The majority of respondents felt this message was effective; 58% rated it between 7 and 10, 20% said it was moderately effective and an equivalent proportion (22%) said it was not very effective. The message was rated as highly understandable (mean = 8.39) and highly noticeable (mean = 7.48). Relevance and credibility were highly rated by approximately two-thirds of respondents (63% and 66%, respectively). The impact of the picture was rated well by 3 in 5 respondents, but thought to be only moderately (23%) or not impactful (18%) by others. More so, it was also thought to lack new information; only 43% of respondents rated it highly in this respect, while 34% rated it poorly (mean = 5.20).

When demographic variables are considered for overall effectiveness no significant differences are noted.

Ratings on key attributes:



Effectiveness ratings by demographics:



A-2 - "How can something so small have so much control over me?"

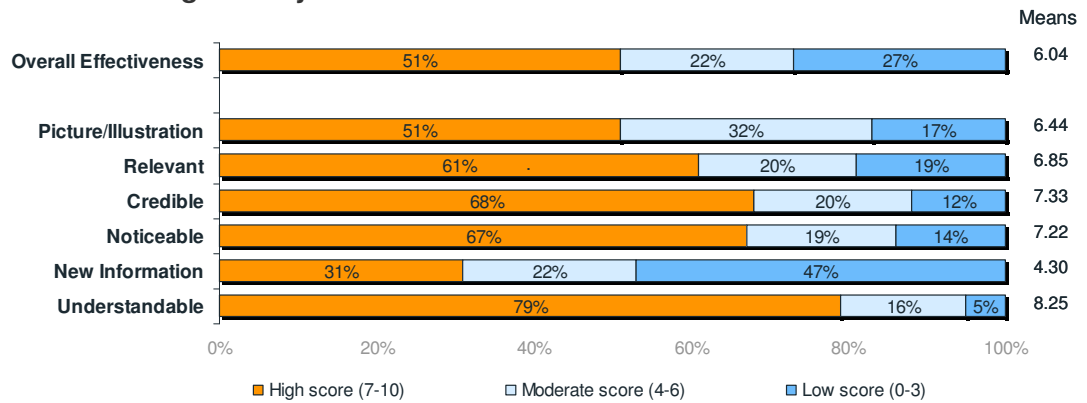
This message placed 26th, placing it in the bottom half of Health Warning messages.

Just over half (51%) of respondents said they thought it was effective (mean = 6.04). Although the ratings of the overall effectiveness attribute are the same for this message and A-3, this message was ranked higher because of the weighting scheme used to determine the composite score for each message. Fifty-one percent of respondents felt this message had a highly impactful picture, giving it a moderate mean rating of 6.44. One of its best features was its understandability, with 79% of respondents rating it highly. Credibility was also seen to be high, with over two-thirds (68%) rating it as such (mean = 7.33). Noticeability and relevance were also thought to be high, with mean ratings of 7.22 and 6.85, respectively. As was seen with many of the messages in this series, the newness of information severely hurt the overall ratings. In the case of this message, almost half (47%) rated the newness of information as low (mean = 4.30).

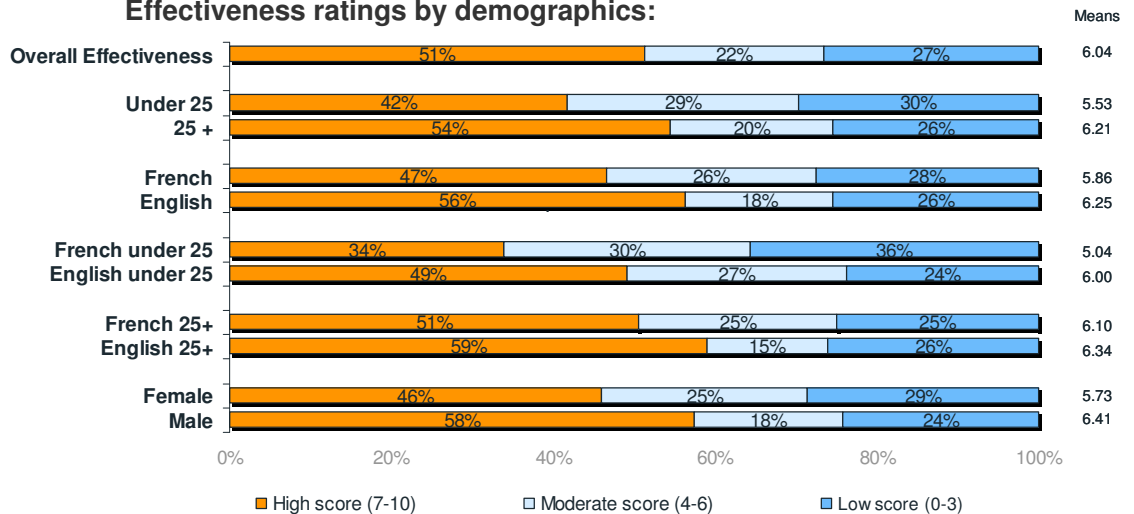
When demographic variables are considered, it becomes evident that:

- The message is most effective for older respondents (54% rated it highly vs. 42% for those under 25) and for men (mean = 6.41 vs. 5.73 for women);
- Anglophone smokers are more likely than Francophone smokers to rate this message highly (56% vs. 47%).

Ratings on key attributes:



Effectiveness ratings by demographics:



A-3 - It's not too late to quit.

This message ranked 27th out of all forty-one Health Warning Messages, right behind the similar A-2 message.

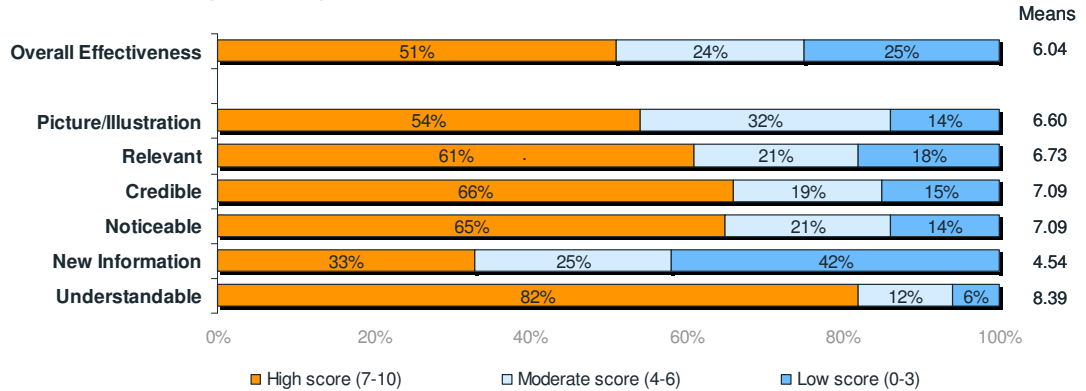
Just over half of respondents (51%) rated this message as highly effective, giving it an overall mean effectiveness rating of 6.04. Equal proportions felt it was either moderately effective or not effective. This message's best rated feature was its understandability (mean = 8.39, with 82% rating it highly). Credibility and noticeability also rated highly, both with average ratings of 7.09 and about two-thirds of respondents agreeing that they were high on these attributes. It was also seen to be highly relevant, with an average rating of 6.73. The illustration was not thought to be that strong, with just over half (54%) saying it was impactful and another 32% saying it was only



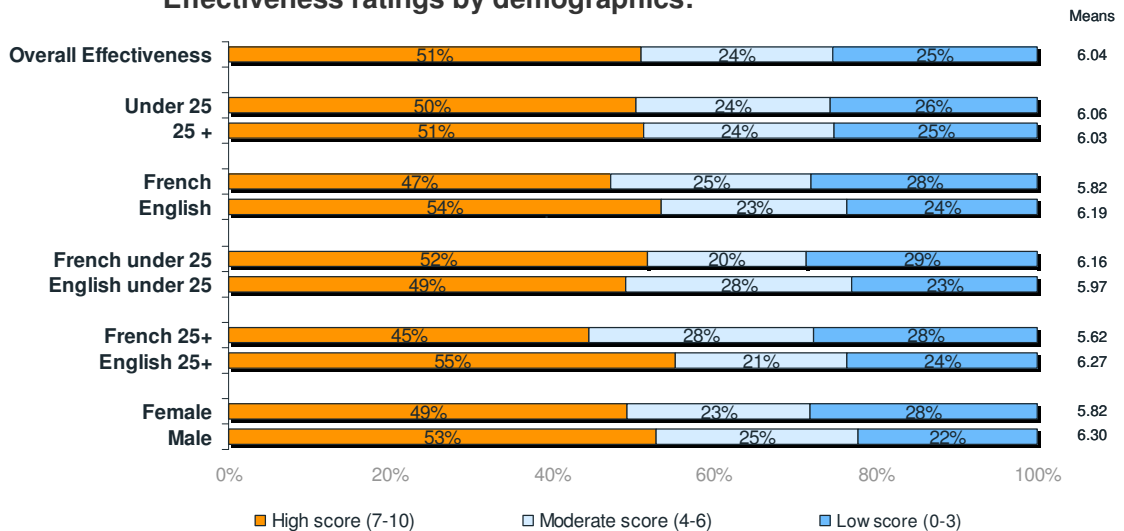
moderately so. The newness of information in the message hurt its overall rating quite a bit; only one-third of smokers rated it highly on this attribute, with the highest proportion of respondents (42%) rating between 0 and 3, for an overall mean of only 4.54.

There are no significant differences between any of the demographic subgroups.

Ratings on key attributes:



Effectiveness ratings by demographics:





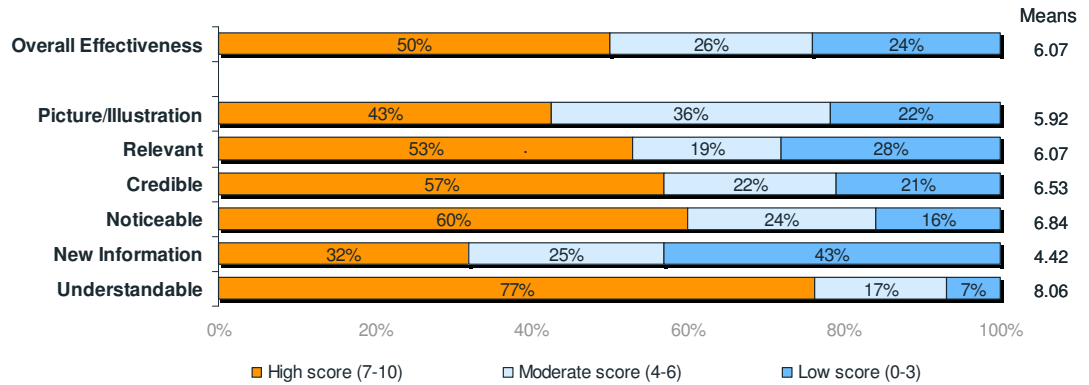
A-7 - Cigarettes are addictive, even for casual smokers.

This message was not seen to be very impactful, with an overall ranking of 34th.

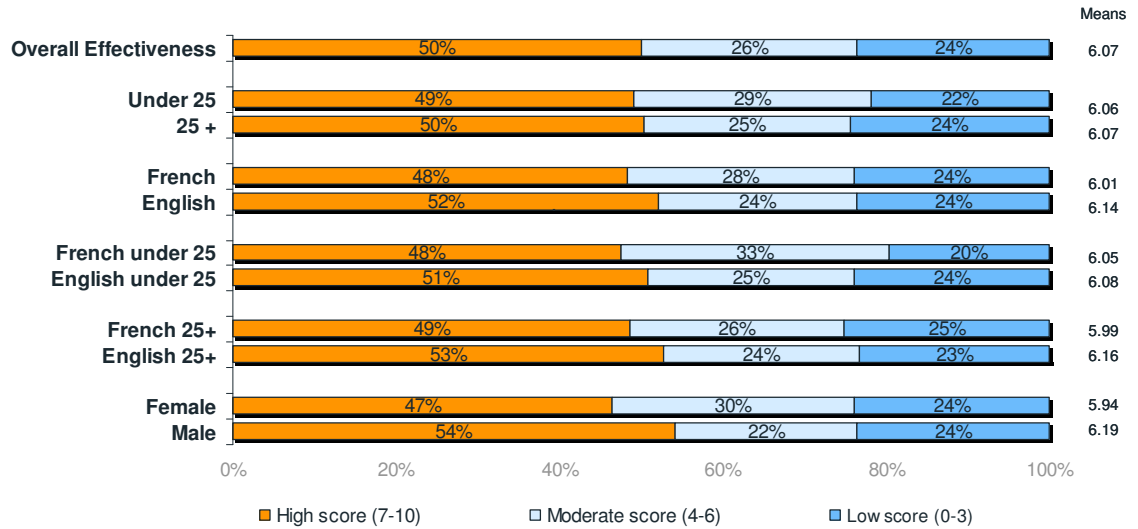
Its overall effectiveness was rated at an average of 6.07, which is considered moderate. Only half of respondents felt it was highly effective and one-quarter each felt that it was moderately or not effective. Although this message was rated as highly understandable (mean = 8.06), the picture and the lack of new information took away from its impact. Slightly more than 2 in 5 respondents (43%) felt the picture was effective, giving it a mean rating of 5.92. The newness of information was also a deterrent of this message, with the highest proportion of respondents (43%) giving a low rating on this attribute (mean = 4.42). With that said, it was thought to be very noticeable (mean = 6.84), moderately credible (mean = 6.53), and fairly relevant (mean = 6.07).

No significant differences are noted when demographics are considered.

Ratings on key attributes:



Effectiveness ratings by demographics:



A-1 - “I planned to quit smoking before I turned 20. Now I’m 26.”

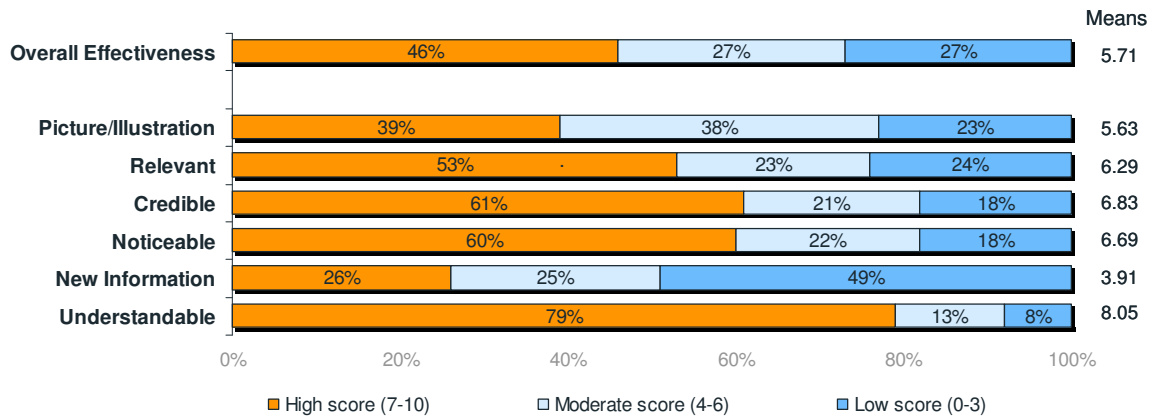
As the third lowest ranked message of all Health Warning Messages (39th), this message was not seen to have very much impact.

Fewer than half (46%) of smokers felt it was effective and its overall effectiveness rating was only 5.71. This low ranking (39th) in large part has to do with the picture; only 39% rated it highly, with an equal proportion (38%) saying it was just moderate (4-6). Although very noticeable (mean = 6.69) and credible (mean = 6.83) this message lacked impact and relevance (almost half rated it moderately or low on relevance). At a mean of 3.91, the newness of information was seen to be one of the lowest of all Health Warning messages. Although it was rated as well understood by a strong majority of respondents (79%), the low rankings on other attributes deterred from its impact.

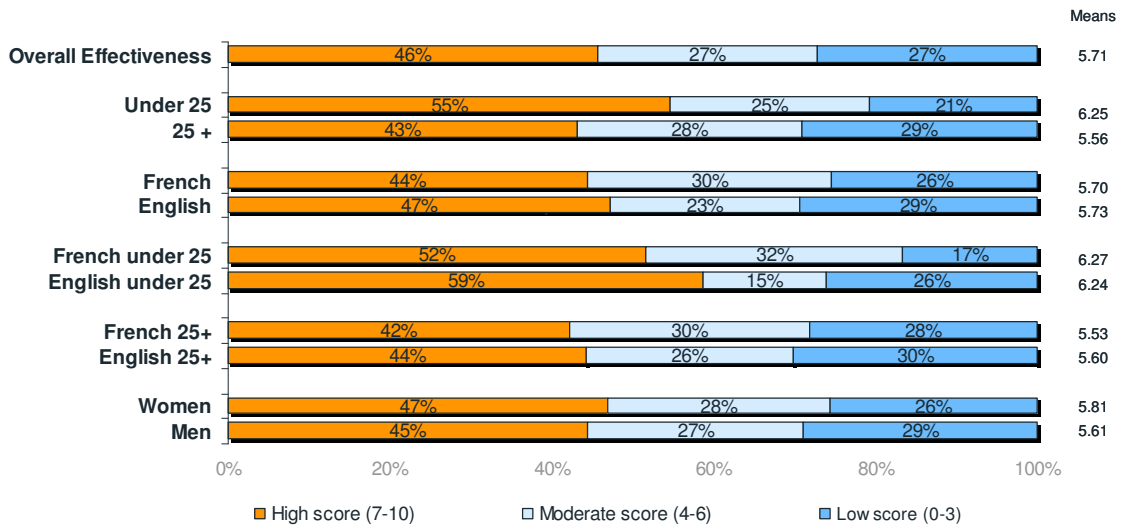
When demographics are considered:

- Younger respondents were more likely to rate this message as highly effective than older respondents (55% vs. 43%);
- Francophones under 25 were much more likely to think this message was moderately effective as compared to Anglophones in the same age category (32% vs. 15%).

Ratings on key attributes:



Effectiveness ratings by demographics:



Health Impacts of Smoking

The Health Impacts of Smoking series was the largest, including nineteen Health Warning messages:

- H-12 - Lungs are for life (73.02)
- H-21 - Throat cancer. It's tough to swallow (72.27)
- H-11 - Heart disease (72.20)
- H-28 - Smoking is a major cause of heart disease (72.10)
- H-24 - Lung cancer (71.43)
- H-30 - Eye disease (71.16)
- H-19 - Stroke (70.03)
- H-25 - Cigarettes are a major cause of strokes (69.65)
- H-29 - Cigarettes cause bladder cancer (69.43)
- H-17 - One cigarette closer to a heart attack (68.90)
- H-10 - Emphysema (68.35)
- H-9 - Chronic bronchitis (67.80)
- H-27 - Cigarettes cause heart attacks (67.70)
- H-15 - Wheezing (67.29)
- H-14 - Cigarettes lead to blindness (64.98)
- H-16 - When you smoke, it shows (64.73)
- H-26 - Life after a stroke (62.94)
- H-23 - Impotence (61.31)
- H-20 - Living with chronic obstructive pulmonary disease (COPD) (60.00)

The Health Impacts of Smoking series was one of the strongest amongst the Health Warning Messages, with the top five messages coming from this series and eight messages in the series ranking in the top ten. Despite some of the very high rankings, there was a fairly large range of rankings overall, with some messages in this series falling towards the bottom of the list. The worst ranked message was also from this series.

There was a fairly high range of ratings for overall effectiveness, with some means as low as 5.81 and others as high as 7.27; however the average was high at 6.76. The understandability and noticeability of the messages tended to drive their impact the most (average of the means = 8.19 and 7.41, respectively), and the majority of messages in this series were seen to be credible (means ranging from 6.11 to 7.72). Similarly, relevance was fairly strong, with an average rating of 6.63 across all messages in the series.

Given the nature of the images in this series, it comes as little surprise that most pictures were rated as having a significant impact. The average rating was 6.76 and the highest rated pictures were those in “Lungs for Life” and “Throat Cancer”.

With a few exceptions, respondents generally ranked these messages low on new information (average of the means = 5.36). This is likely because these messages are similar to the warnings smokers currently see on cigarette packs and so many have previously been exposed to this type of information. The risk of eye disease, bladder cancer, and blindness were all perceived as new, but also had slightly lower credibility scores than messages with better-known information.

H-12 - Lungs are for life.

This message was the best-ranked Health Warning message out of all forty-one messages that were tested.

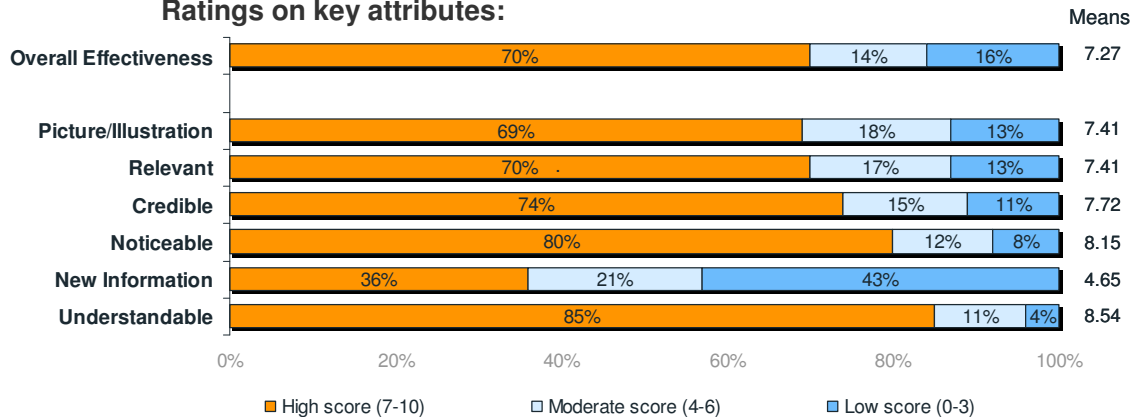
It had a high mean effectiveness rating of 7.27, with the strong majority (70%) rating it highly. The noticeability of this message really drove its success; its mean rating on this attribute was 8.15, with 4 out of 5 respondents rating it highly. The message was also thought to be highly credible by almost three-quarters (74%) of smokers, giving it a high mean score of 7.72. The impact of the illustration and the relevance of the message received comparable ratings, each with a mean score of 7.41. This message was also rated as very understandable (mean = 8.54), however the newness of information was rated as low and hurt its overall impact (mean = 4.65).

When findings are compared by demographic subgroups:

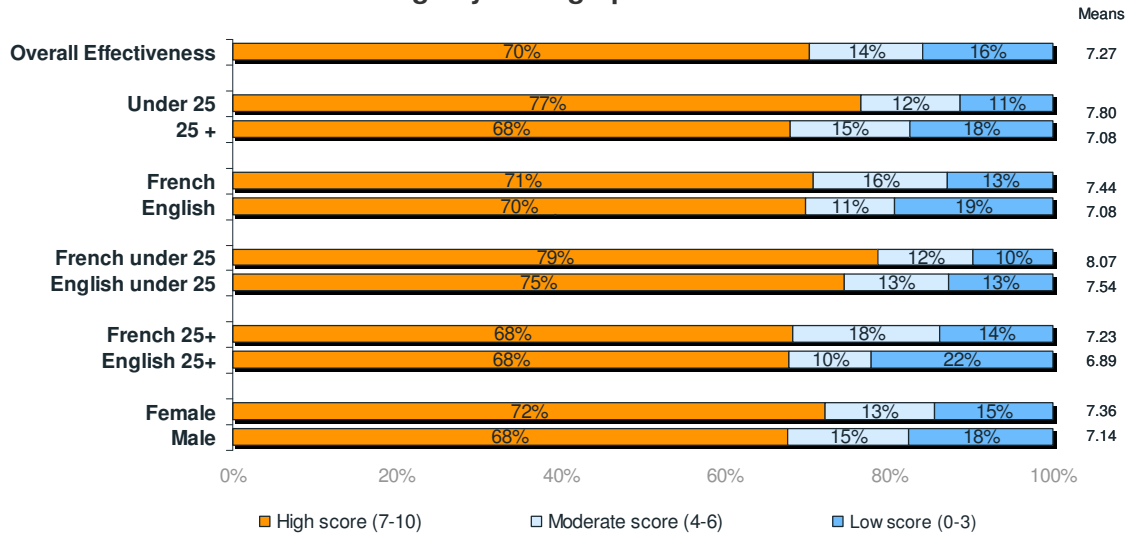
- It is clear that age plays a strong factor in the effectiveness of the message; younger respondents thought it was much more effective than did older respondents (mean = 7.80 vs. 7.08);
- A difference is seen when age and language are considered in combination, with more Anglophones 25+ finding the message ineffective more than Francophones in the same age category (22% vs. 14%).



Ratings on key attributes:



Effectiveness ratings by demographics:



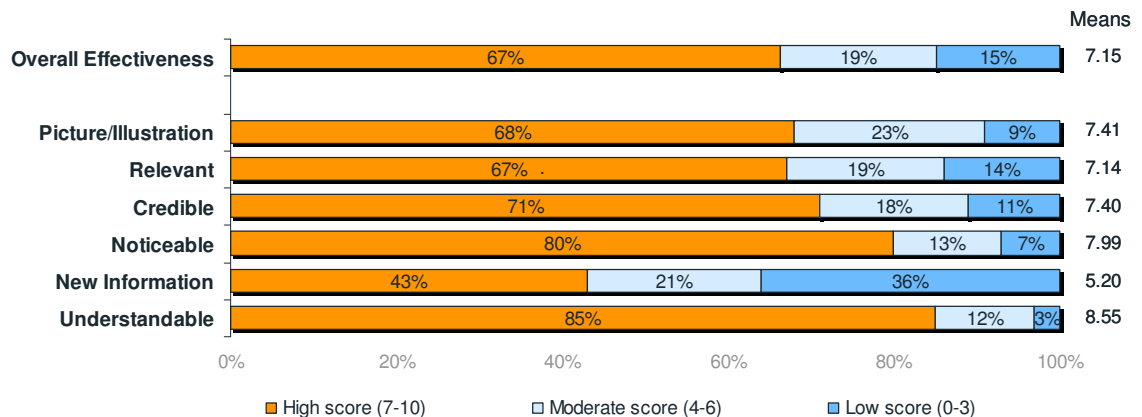
H-21 - Throat cancer. It's tough to swallow.

This was the second-best ranked message out of all HWMs.

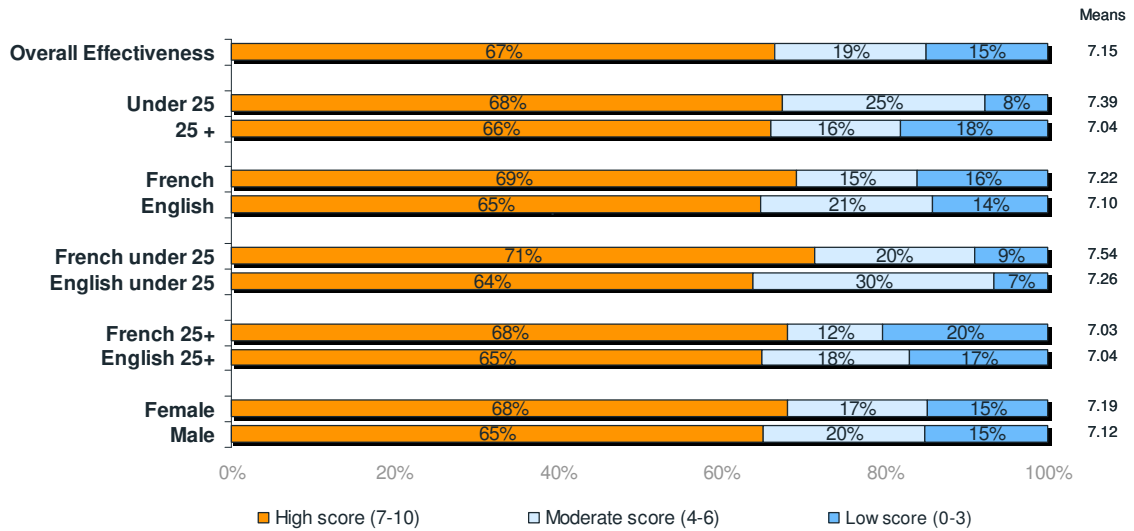
It received a high mean effectiveness score of 7.15. Noticeability was very high for this message, with a mean of 7.99 and 80% of respondents rating it highly. It was also thought to be very understandable (85% rating it as such, mean = 8.55) and credible (71% rating it highly, mean = 7.40). Similar proportion of smokers rated this message highly on relevance and the impact of its picture, however overall the picture rated better than relevance (mean = 7.41 vs. 7.14). Again, newness of information was rated significantly below other attributes, at 5.20 in this case.

Demographically, no differences are seen when mean effectiveness scores are compared, however older respondents were much more likely to rate it between 0 and 3 than were younger respondents (18% vs. 8%).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-11 - Heart disease

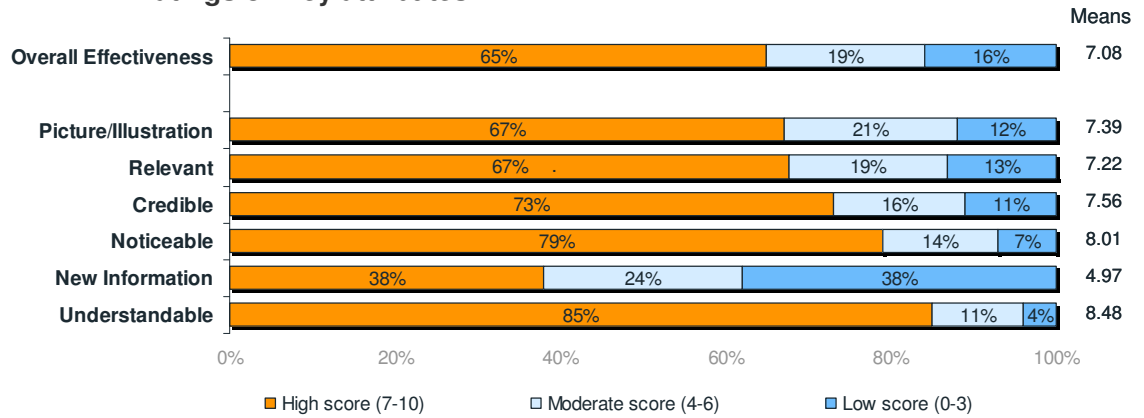
This Health Warning message ranked 3rd overall.

Its mean effectiveness score was high, at 7.08, and almost two-thirds (65%) of respondents felt it was a highly effective message. This was largely driven by its high ratings on noticeability, credibility, and the impact of the illustration (means = 8.01, 7.56, and 7.39, respectively). It was also thought to be very understandable (mean = 8.48) and quite relevant (mean = 7.22). Upwards of two-thirds of respondents felt highly about these attributes. As was common throughout this series of messages, the newness of information was the lowest ranked attribute, at a mean of 4.97; in this case, equivalent proportion of respondents rated it highly and poorly on this attribute (38% for each).

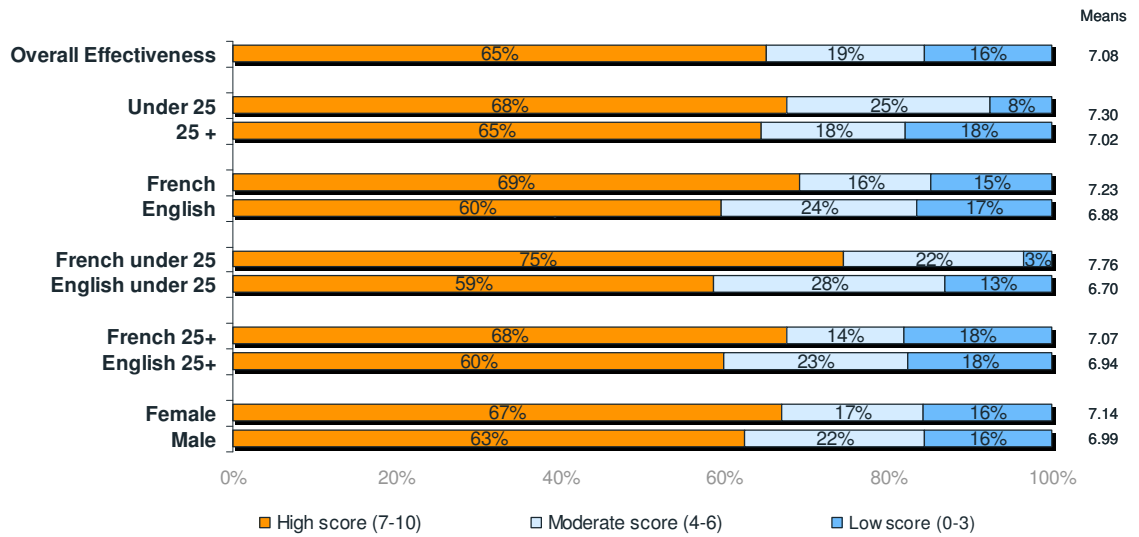
There are a few demographic differences that should be noted for this message:

- Adult respondents (25+) are more likely to rate the message as ineffective than young adults 18-24 (18% vs. 8%);
- Francophones are more likely than Anglophones to rate it highly (69% vs. 60%);
- The mean rating between Francophone and Anglophone young adults is significantly different (7.76 vs. 6.70);

Ratings on key attributes:



Effectiveness ratings by demographics:



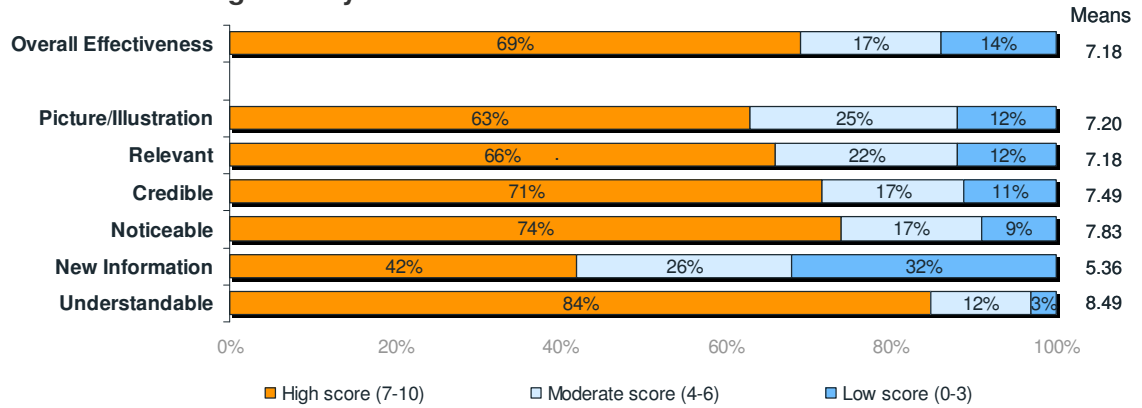
H-28 - Smoking is a major cause of heart disease.

This message ranked 4th overall.

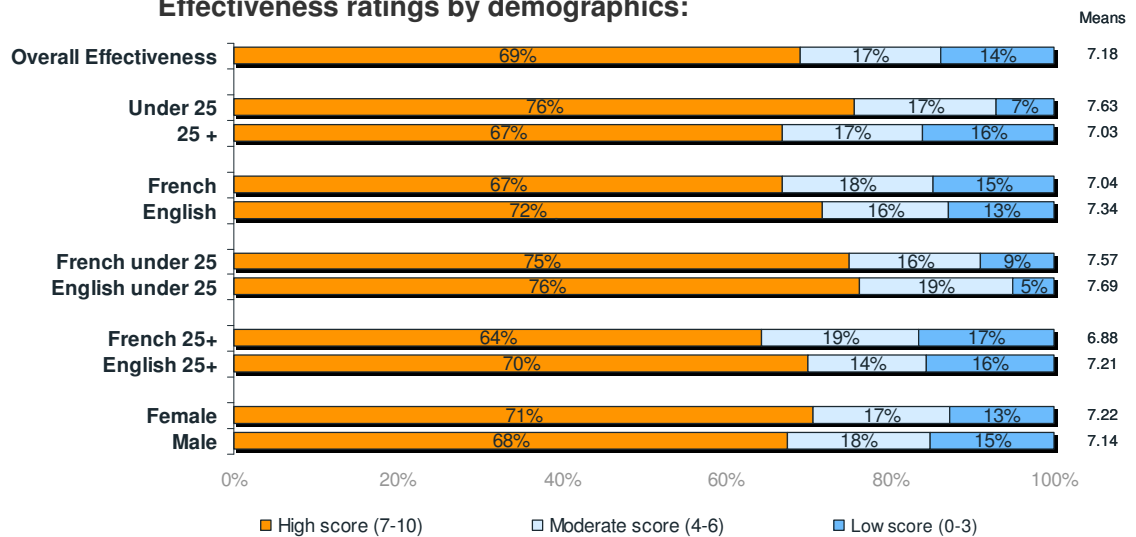
The message had a high mean effectiveness rating of 7.18. More than two-thirds (69%) of respondents felt it was highly effective, while only 14% rated it low on effectiveness. This was strongly influenced by the noticeability of the message (mean = 7.83), where almost three-quarters of smokers rated it highly. The message was also rated as very understandable, credible, and the image had high impact (means = 8.49, 7.49 and 7.20, respectively). Relevance was also highly rated, at 7.18, however the information was only considered to be moderately new (mean = 5.36), with just over 2 in 5 respondents rating it between 7 and 10.

There is a significant difference between age groups, where a higher proportion of older respondents rated the message as ineffective compared to younger respondents (16% vs. 7%).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-24 - Lung cancer

Rounding out the top five Health Warning messages is this Health Impacts of Smoking message about lung cancer.

The message had a high mean effectiveness rating of 7.15. Over two-thirds (68%) of respondents felt it to be highly effective, and almost one in five (19%) thought it was moderately so. The message's ratings on understandability, noticeability, and credibility drove its high ranking, with means of 8.63, 7.81, and 7.31, respectively. Nearly 9 out of 10 respondents felt it was understandable, however most felt the information was not very new (44% rating it highly, mean = 5.43). The impact of the picture and the



WARNING
LUNG CANCER
 85% of lung cancers are caused by tobacco. Less than 15% of the lung cancer victims will be alive 5 years after diagnosis.

Health Canada

A lifeline to help you quit. 1-877-455-2233
 www.gosmokefree.ca

Health Canada

Montebello Ultras

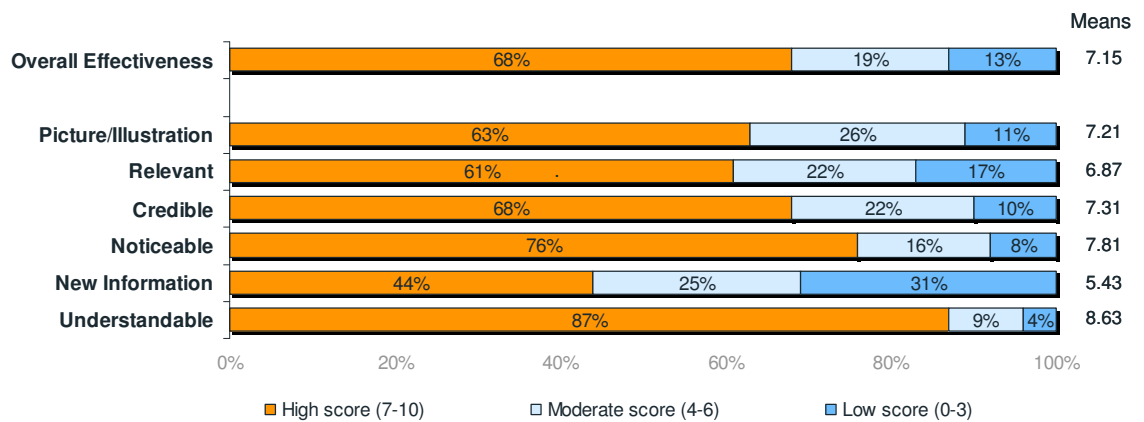
H-24 25 King Size Cigarettes

relevance of the message were thought to be high for more than 60% of respondents, however when the means of these attributes are compared it is clear that the picture added more to the message than did the relevance of the message (mean = 7.21 vs. 6.87).

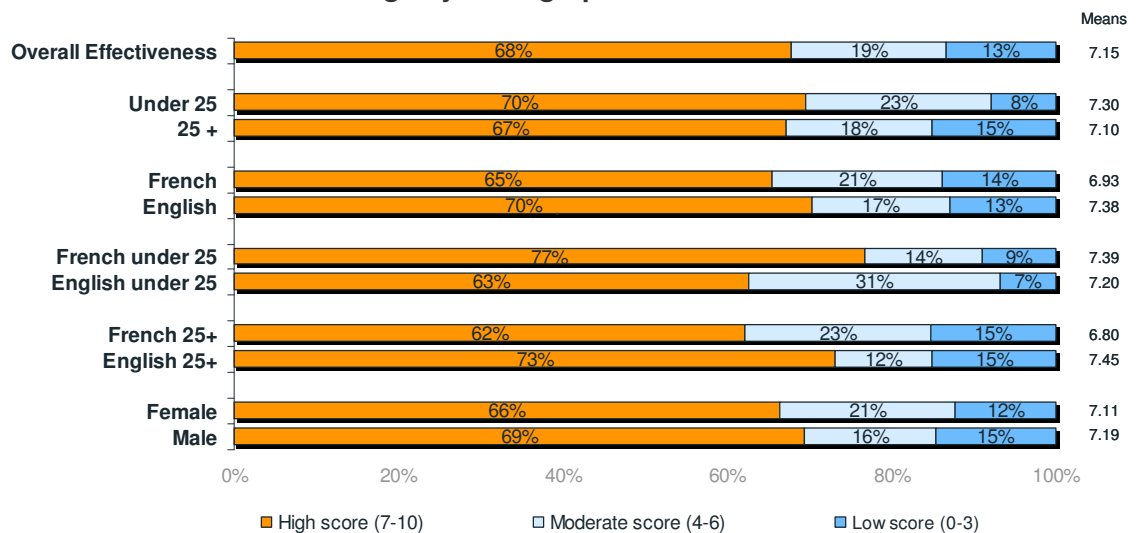
Some interesting demographic differences can be observed:

- Respondents aged 25 and older are more likely than their younger counterparts to rate the message as ineffective (15% vs. 8%);
- Anglophone adults are more likely than Francophone adults to rate the message as highly effective (73% vs. 62%).

Ratings on key attributes:



Effectiveness ratings by demographics:





H-30 - Eye disease

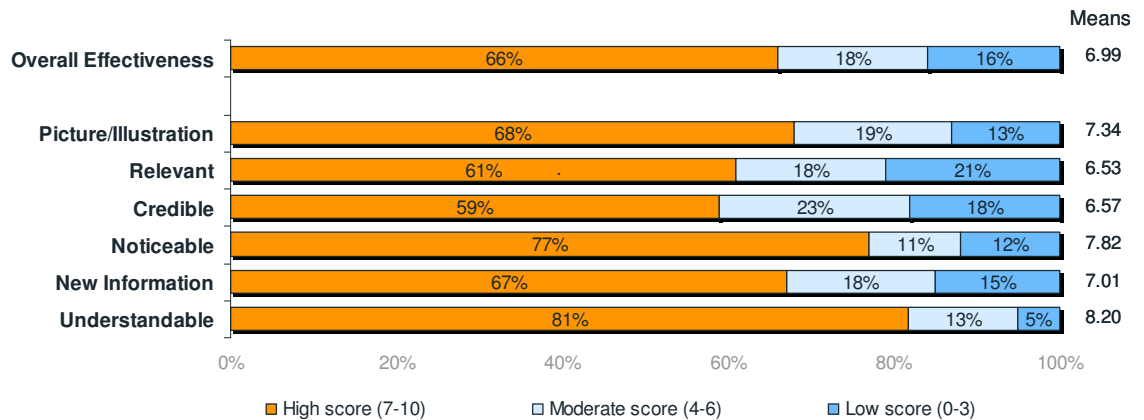
This message ranked 7th overall.

With a high mean effectiveness rating of 6.99, two-thirds of respondents felt it was highly effective and approximately equal proportions thought it to be either moderately or not at all effective. This message's success was due in large part to its perceived noticeability and the impact of its illustration (means = 7.82 and 7.34, respectively). It was also rated as very understandable (mean = 8.20) and, contrary to the majority of messages in the series, it was considered to contain new information (mean = 7.01 with 67% rating it highly on this attribute). It was also considered to be fairly credible (mean = 6.57) and relevant (mean = 6.53).

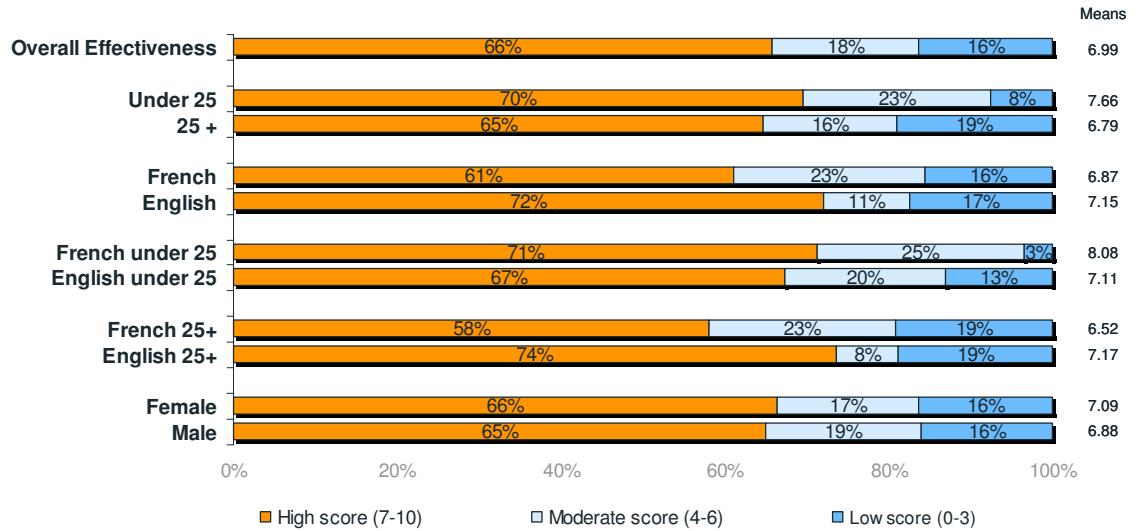
Demographically,

- Younger respondents thought it was more effective than the older respondents (mean = 7.66 vs. 6.79);
- Language did not play a role in mean ratings until age and language were combined, demonstrating that younger Francophones were much more positive about the message than were younger Anglophones (mean = 8.08 vs. 7.11);
- Language did however affect the proportion of respondents that ranked the message as highly effective, with more Anglophones rating it as such (72% vs. 61%).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-19 – Stroke

This Health Warning message ranked 8th overall.

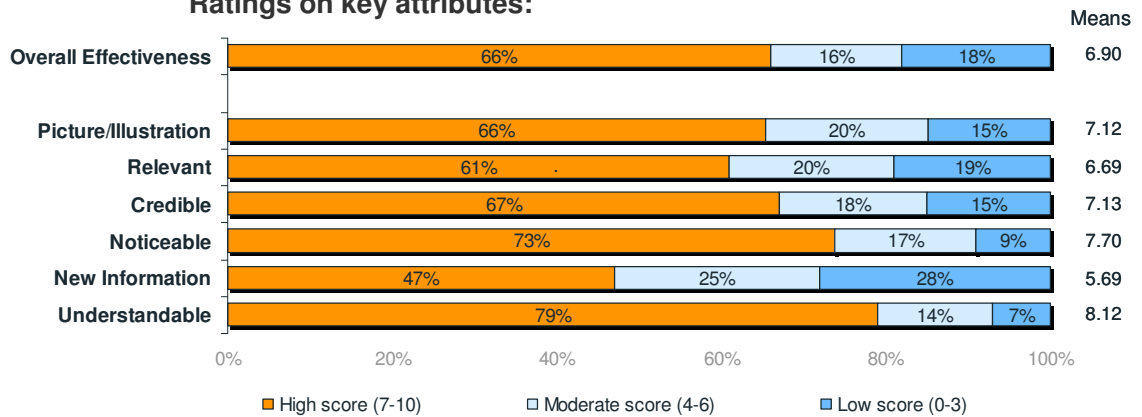
With a mean effectiveness rating of 6.90, two-thirds of respondents felt it was a highly effective message. Top rated attributes of this message include understandability (mean = 8.12) and noticeability (mean = 7.70). The picture was also seen to be very impactful, adding to the overall effectiveness of the message (mean = 7.12, 66% rating it highly). Despite the fact that the newness of the information was not rated highly by many respondents the message was still thought to be very credible (mean = 7.13) and, to a lesser extent, relevant (mean = 6.69).

When demographic differences are considered:

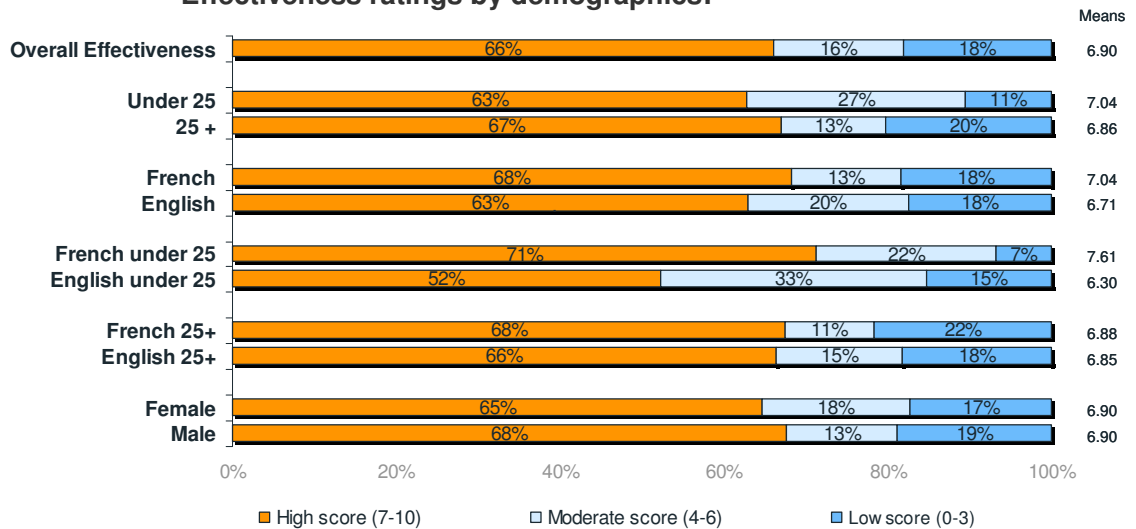
- Age plays a major role, with older respondents more likely to consider the message as ineffective (20% vs. 11%);
- Although language is not a factor on its own, when paired with age it becomes evident that this message is more effective for younger Francophones than it is for younger Anglophones (mean = 7.61 vs. 6.30).



Ratings on key attributes:



Effectiveness ratings by demographics:



H-25 - Cigarettes are a major cause of strokes.

This message was ranked the 10th best Health Warning message.

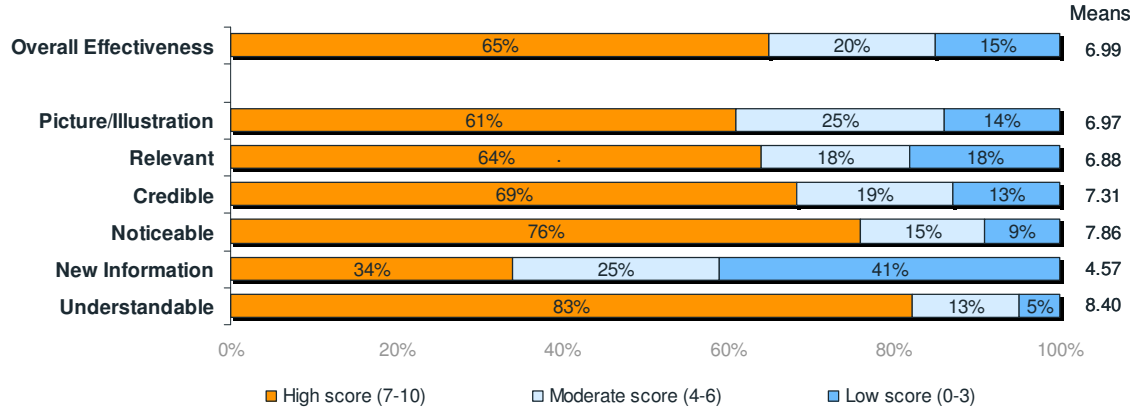
It had a mean effectiveness rating of 6.99; 65% of respondents agreed that it was effective and another 20% thought it was moderately so. The message was considered to be highly understandable (mean = 8.40), very noticeable (mean = 7.86), and very credible (mean = 7.31). To a slightly lesser degree it was also relevant (mean = 6.88) and the illustration had high impact (mean = 6.97). The highest proportion of respondents however felt that the information in this message was not new (41% rated it 0-3).

When demographics are considered:

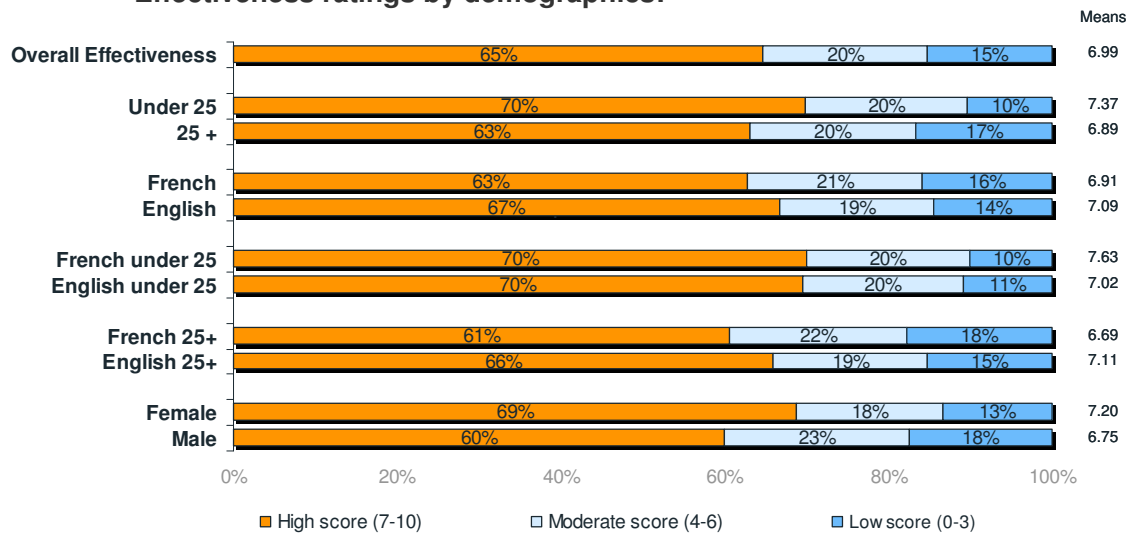
- More women found the message highly effective compared to men (69% vs. 60%);

- Francophone young adults, when compared to Francophone adults, felt the message was more effective (mean = 7.63 vs. 6.69).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-29 - Cigarettes cause bladder cancer.

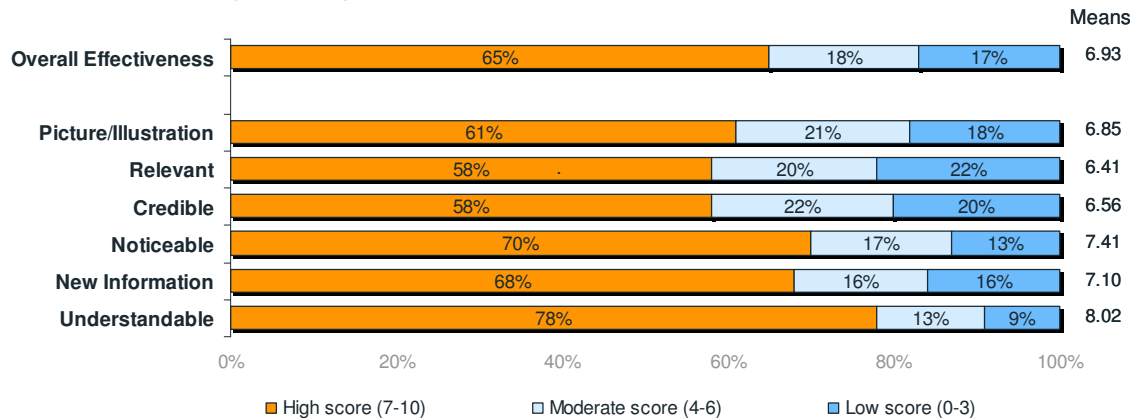
Ranking 11th out of all Health Warning Messages, this message narrowly missed placing in the top 10 messages.

It received a mean overall effectiveness score of 6.93. The majority of respondents felt it was highly effective (65%), with equal proportions feeling it was only moderately effective or ineffective. The noticeability of this message played an important role, receiving a mean score of 7.41. Its noticeability is likely a function of its impactful picture (mean = 6.85) and the newness of the information (mean = 7.10, with 68% of respondents rating it highly). Compared to other messages in the series, this message was perceived to be new. Understandability was also rated very high (mean =

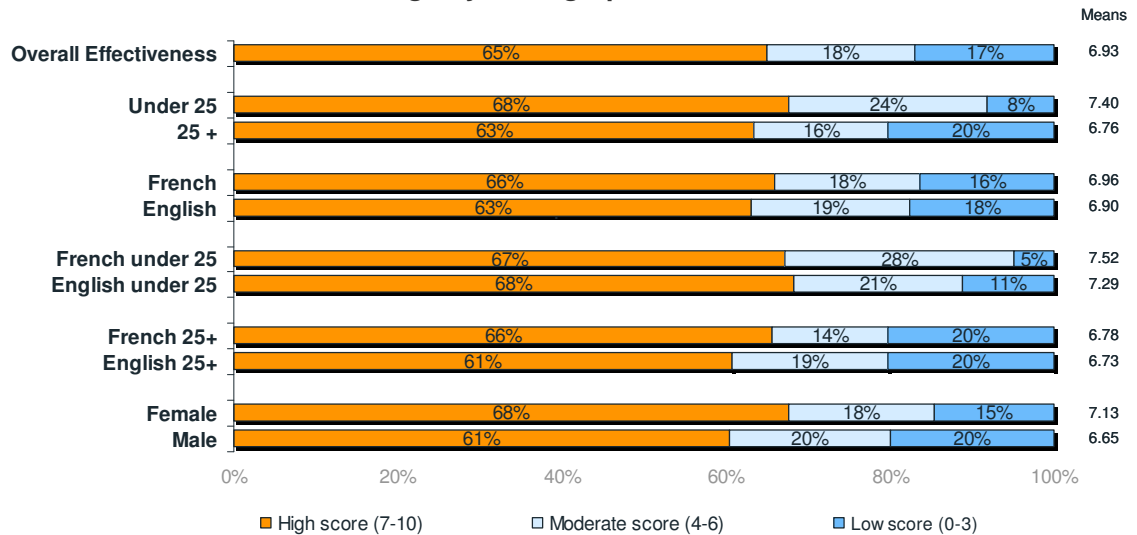
8.02), an important factor when the message is considered to be new. Credibility and relevance were moderate (means = 6.56 and 6.41), which, again, could be related to the newness of the message.

The only notable demographic difference is between age groups, where older respondents were much more likely to feel this message was ineffective than those under 25 (20% vs. 8%).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-17 - One cigarette closer to a heart attack.

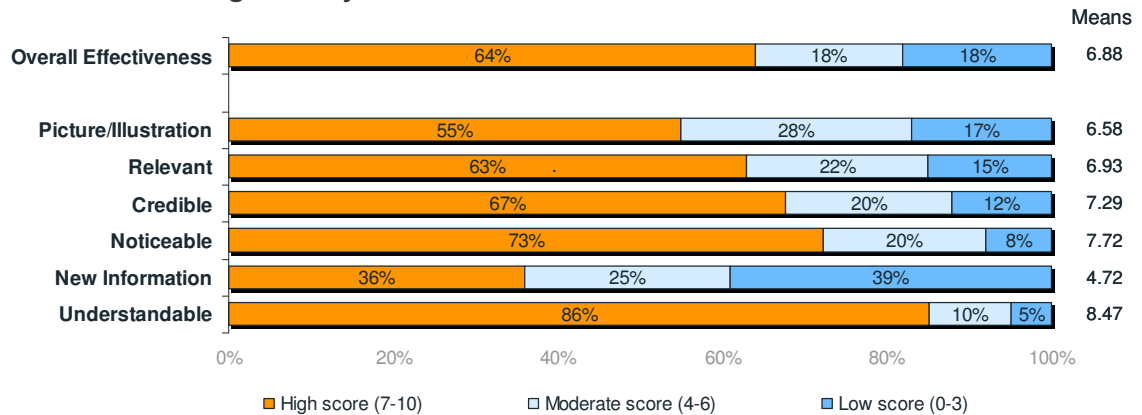
This message ranked 14th overall.

It was thought to be highly effective by 64% of respondents and had a mean effectiveness score of 6.88. Equal proportions of smokers felt the message was moderately effective as those who thought it was not effective (18% for each category). In addition to rating very highly on understandability (mean = 8.47), this message was thought to be very noticeable and credible (means =

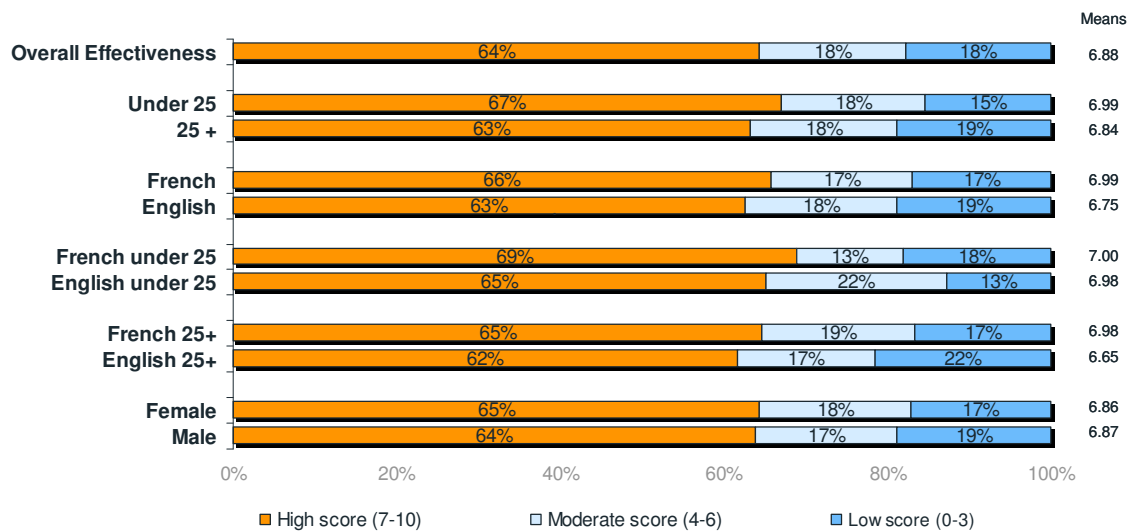
7.72 and 7.29, respectively). It was also highly relevant, with a mean score of 6.93 on this attribute. This message lost some impact because of the picture; although its mean score on this attribute was a moderate 6.58, only 55% felt it was highly impactful, noticeably lower than the better-ranked messages in this series. The highest proportion of respondents also felt that the information was not new, with 39% rating it between 0 and 3.

There are no significant differences between subgroups when effectiveness ratings are considered.

Ratings on key attributes:



Effectiveness ratings by demographics:





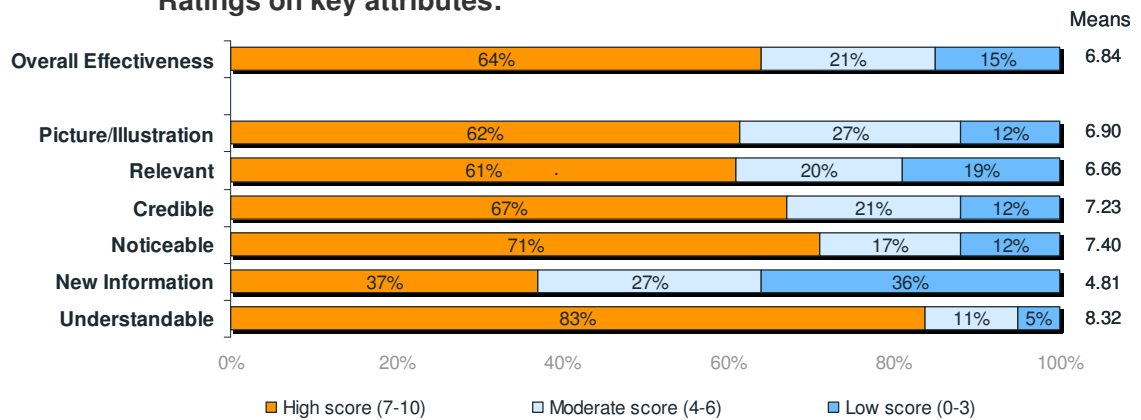
H-10 – Emphysema

This Health Impacts of Smoking message about emphysema ranked 15th overall.

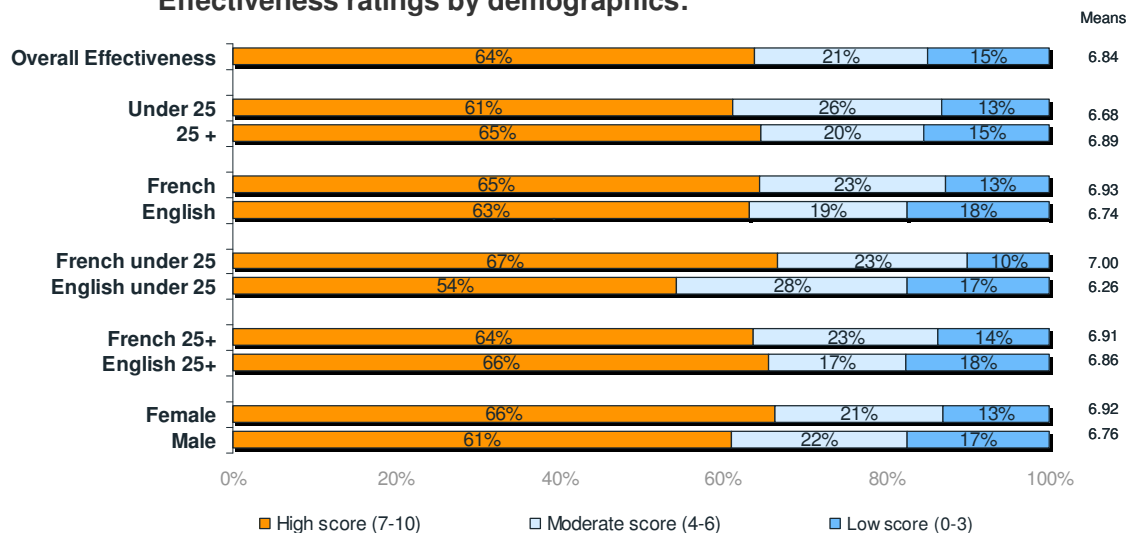
The majority (64%) of smokers felt it was highly effective, 21% felt it was moderately so, and 15% did not find it to be effective at all. Although rated as highly understandable (mean = 8.32) this message did not score as well on some important attributes as did other messages in this series. Noticeability was high, at a mean of 7.40, and the message was seen to be credible (mean = 7.23). The impact of the picture, at a mean of 6.84, was important, as was the message’s relevance (mean = 6.66). The information was not perceived to be very new, with comparable proportions of respondents ranking it highly (7-10) and poorly (0-3).

When demographic variables are considered no significant differences are noted.

Ratings on key attributes:



Effectiveness ratings by demographics:





H-9 - Chronic bronchitis

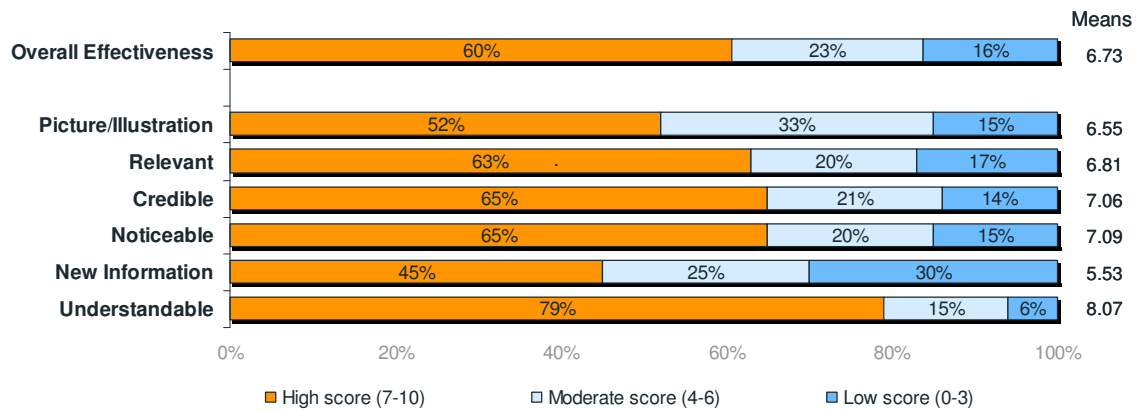
The Health Impacts of Smoking message about chronic bronchitis ranked 17th overall.

Sixty percent of respondents thought it to be highly effective, resulting in a mean effectiveness rating of 6.73. In addition to being rated as highly understandable (mean = 8.07), this message was considered relevant, noticeable, and credible by approximately two-thirds of smokers. The picture was only rated highly by just over half of respondents (52%), which likely affected the overall impact of the message. The information was not considered to be particular new either, but received higher ratings than some other messages in this series (mean = 5.53).

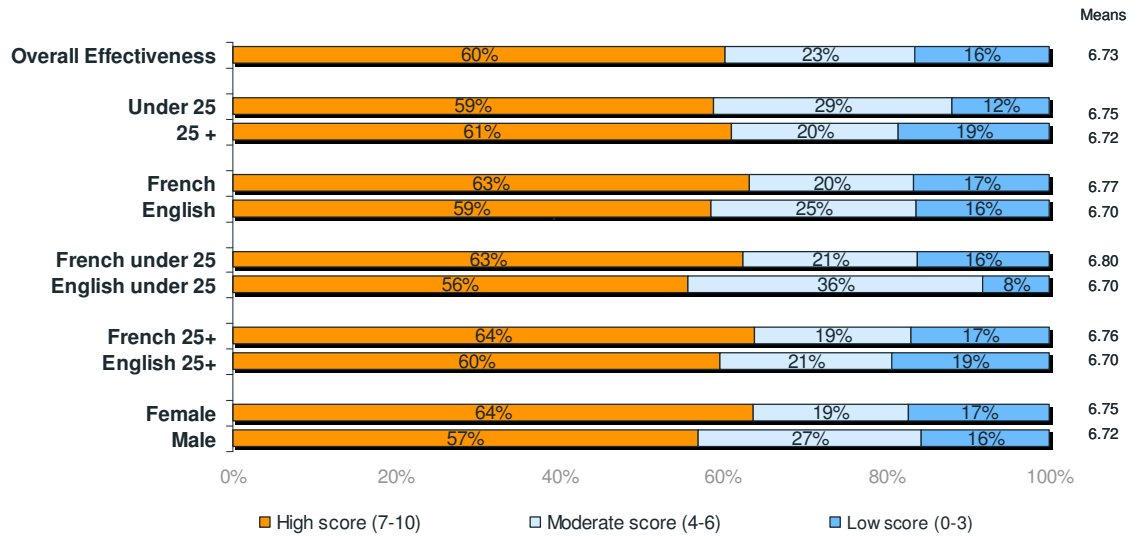
There is only one noteworthy demographic difference:

- Amongst English-speaking respondents, adults 25 and older are more likely to feel this message is only ineffective (0-3) than younger Anglophones (19% vs. 8%).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-27 - Cigarettes cause heart attacks.

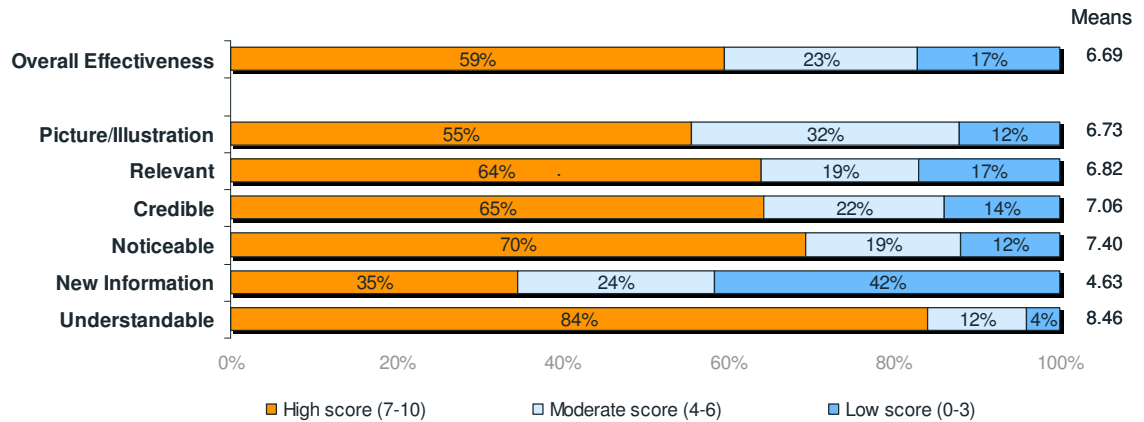
This message ranked 19th overall.

Nearly three in five respondents (59%) thought this message to be highly effective, giving a mean rating of 6.69. It was perceived to be very noticeable (mean = 7.40), credible (mean = 7.06), and highly understandable (mean = 8.46). The picture had a strong impact, with 55% rating it highly and another 32% rating it moderately impactful. It was also thought to be relevant, (mean = 6.82) although it was not considered to be new information.

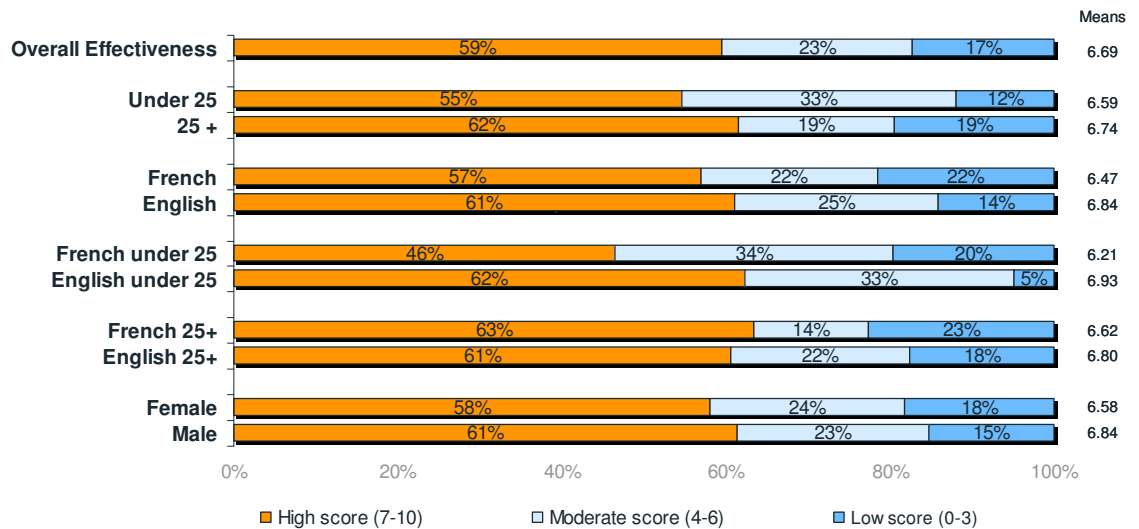
When demographics are considered:

- Younger respondents are more likely than older ones to rate the effectiveness of this message between 4 and 6 (33% vs. 19%);
- French-speaking young adults are the least likely to think this message is highly effective when compared to all other age/language subcategories (46% vs. 61-63%).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-15 – Wheezing

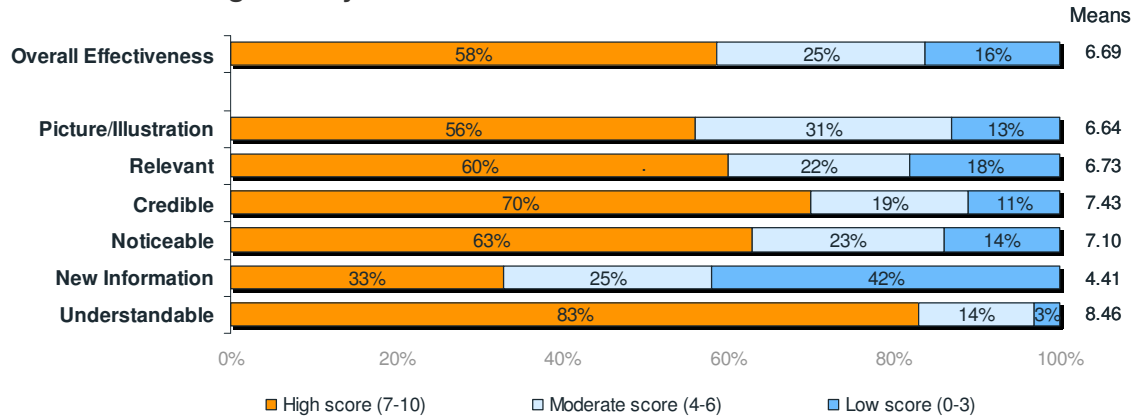
This message ranked 21st overall.

Overall, the majority of respondents felt this message was highly effective, with 58% responding as such and an average rating of 6.69. Seven out of ten respondents perceived the message to be highly credible. It was also thought to be very noticeable and relevant (means = 7.10 and 6.73, respectively) and rated as highly understandable (mean = 8.46). Although respondents rated this message as highly credible (mean = 7.43), it received particularly low ratings on the newness of information (mean = 4.41). The picture had a moderate impact, with 56% rating the illustration highly and 31% rating it moderately impactful.

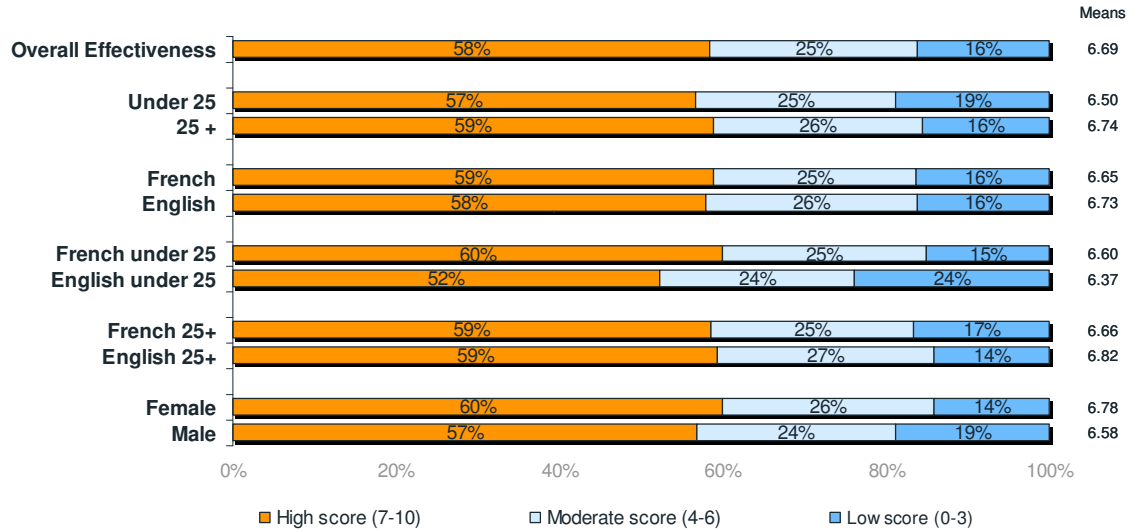
No differences are apparent when demographic subgroups are considered.



Ratings on key attributes:



Effectiveness ratings by demographics:



H-14 - Cigarettes lead to blindness.

This message had an overall ranking of 29th amongst all Health Warning messages.

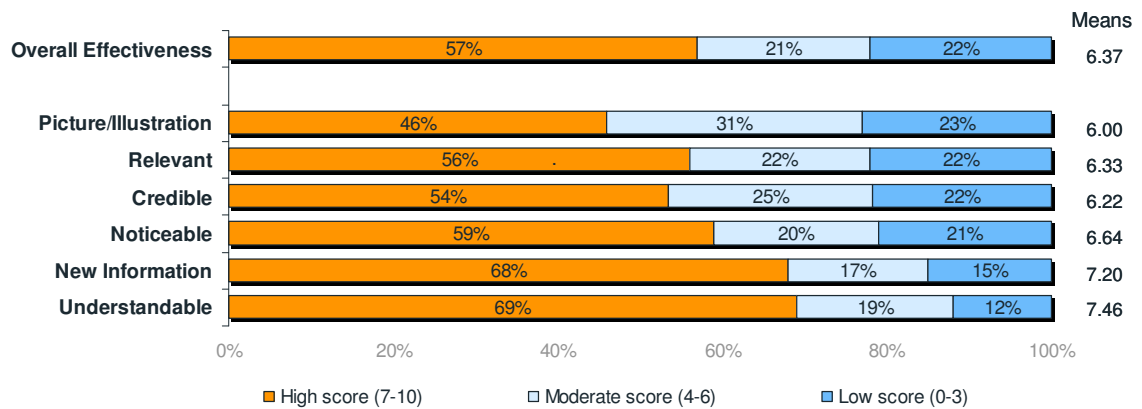
With 57% of respondents saying this message was highly effective overall, it received a moderate mean rating of 6.37. Its most highly rated attributes include its understandability (mean = 7.46) and, interestingly, the newness of its information (mean = 7.20). The majority of other messages in this series received low ratings for the newness of information so this message stands out. It also received a high credibility rating from more than half of respondents (54%), an important attribute for a message containing new information. This message was perceived to be fairly noticeable (mean = 6.64) and moderately relevant (mean = 6.33), however it lost impact due to

the weak image; fewer than half of respondents (46%) rated it highly on this attribute (mean = 6.00).

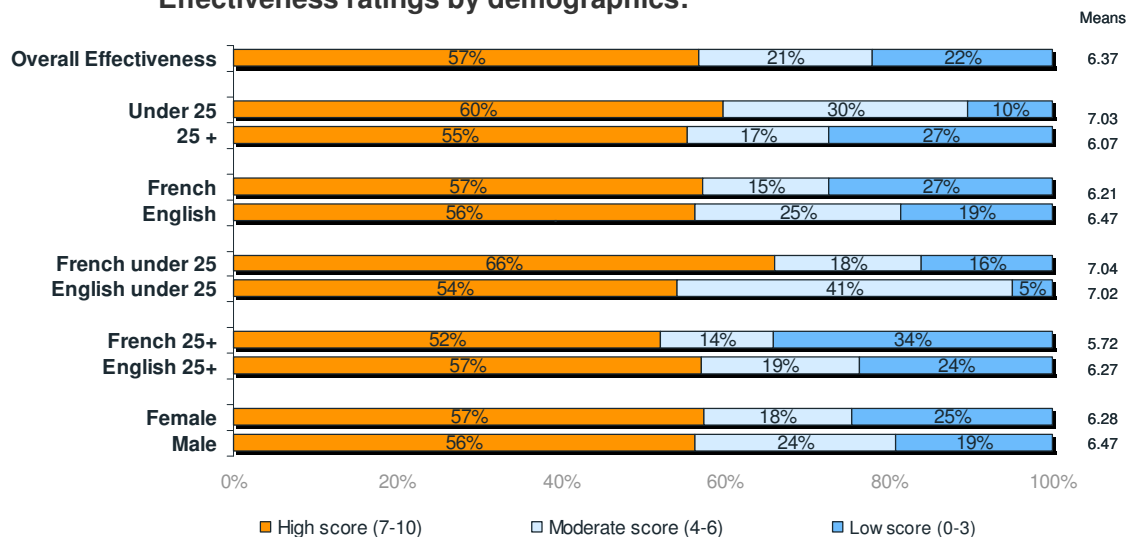
When demographic subgroups are compared:

- Younger respondents rated the overall effectiveness more highly than older respondents (mean = 7.03 vs. 6.07);
- When age and language are considered; French adults 25 and older were the most likely to give a poor rating when compared to all other age/language subgroups (34% vs. 5-16%);
- Anglophones under 25 were more likely than all other groups to feel the message was moderately effective (4-6) (41% vs. 14-19%).

Ratings on key attributes:



Effectiveness ratings by demographics:





H-16 - When you smoke, it shows.

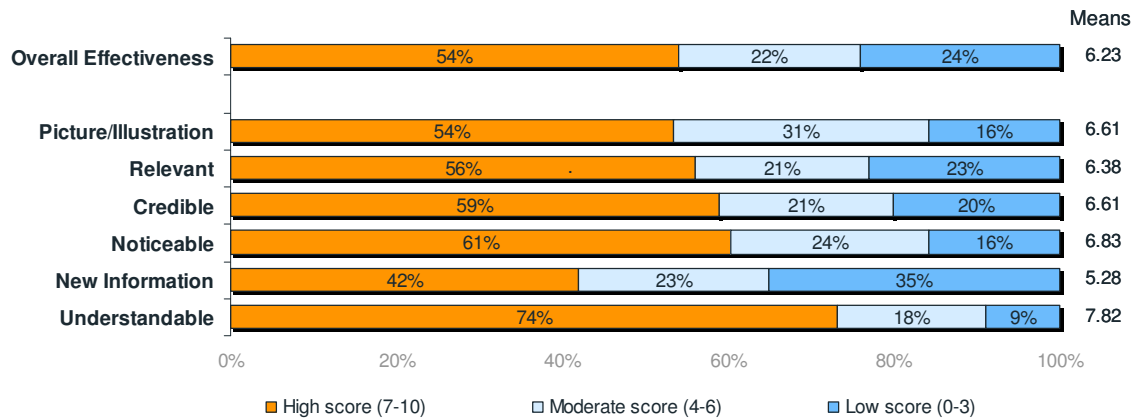
This message was ranked 30th overall.

Overall effectiveness of this message was ranked highly by just over half (54%) of respondents, with a mean rating of 6.23. Generally, respondents felt that it was an understandable message that was also noticeable (means = 7.82 and 6.83, respectively). Mean ratings for the message’s credibility and the impact of the picture are both moderate, at 6.61, however a slightly higher proportion of smokers rated the message as highly noticeable (61%) than rated the picture as highly impactful (54%). The majority (56%) felt the message was relevant with a moderate mean rating of 6.38. As with many messages in this series, the information was not perceived to be very new, with only 42% of respondents rating it highly on this attribute.

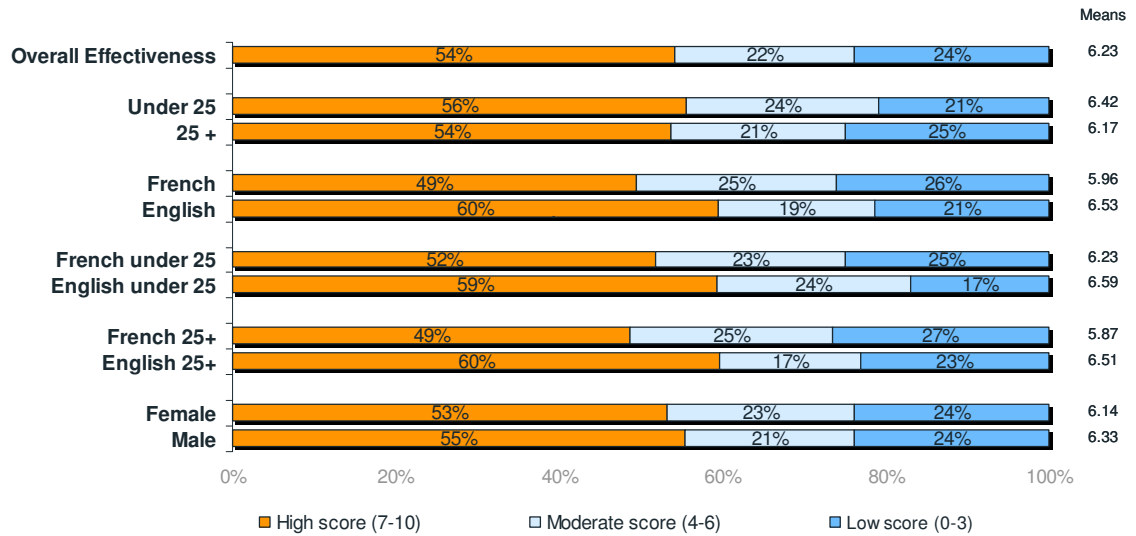
Very few demographic differences are worth noting:

- Anglophones were more likely than Francophones to rate it as highly effective (60% vs. 49%).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-26 - Life after a stroke

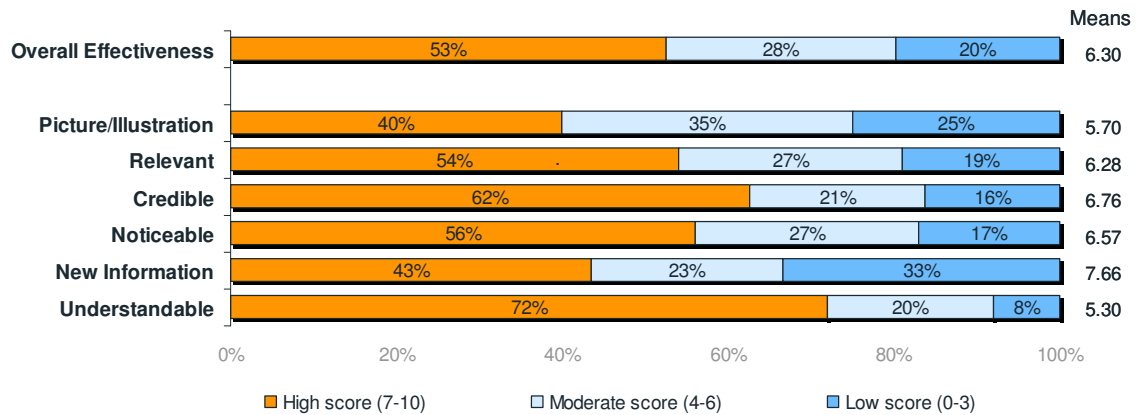
This Health Warning message ranked 32nd overall.

Slightly more than half of smokers (53%) thought it to be a highly effective message, resulting in a mean rating of 6.30. This message’s best-rated attributes were its understandability (mean = 7.66) and its credibility (mean = 6.76). The majority of respondents also felt that it was noticeable and credible, however they felt that the information was only moderately new (mean = 5.30). The least strong attribute of this message, and what to some extent led it being placed so low, was the poor impact of the illustration. Only 40% of respondents felt the image was impactful, with a quarter saying it was not impactful.

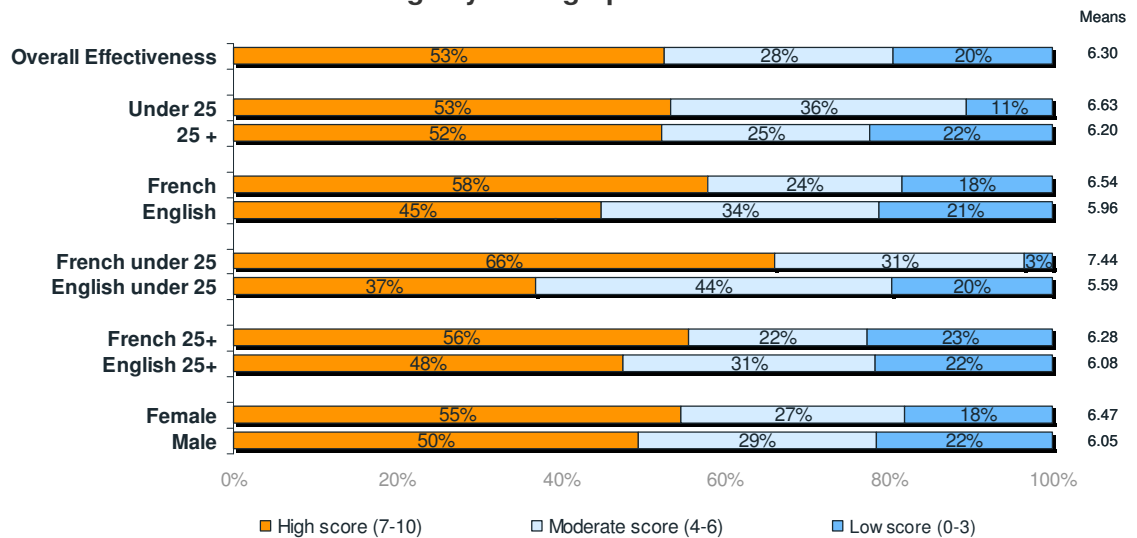
Demographic differences for the overall effectiveness measure were also noted:

- Francophones are more likely to feel that this message is highly effective than Anglophones (58% vs. 45%);
- Adults 25 and older are more likely to give a rating of 0-3 for the effectiveness of this message (22% vs. 11%);
- When these trends are combined it is apparent that French young adults are the most likely to be affected by this message when compared to all other groups (mean = 7.44 vs. 5.59-6.28 for other age/language groups).

Ratings on key attributes:



Effectiveness ratings by demographics:



H-23 – Impotence

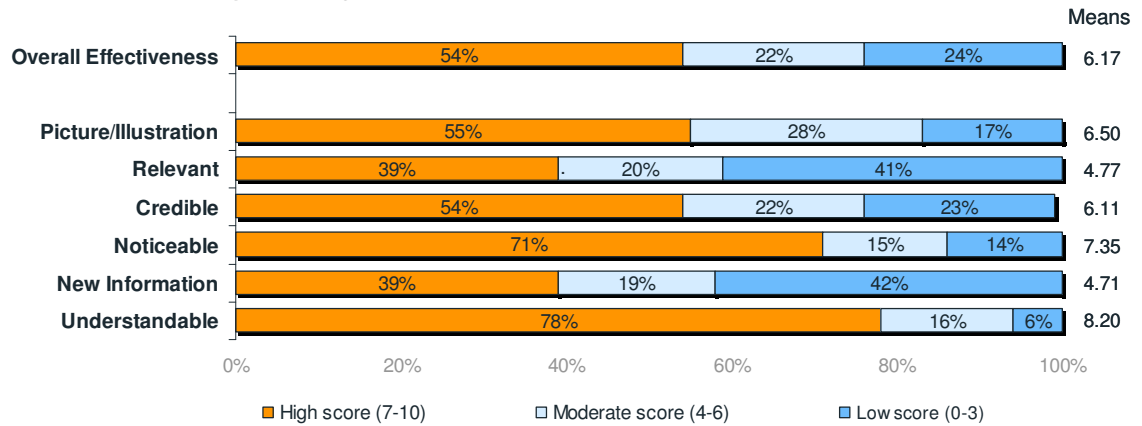
This Health Impacts of Smoking message was not ranked very well, putting it in 35th place overall.

Slightly more than half of respondents (54%) thought this message was effective, but almost one-quarter said it was ineffective, resulting in a mean rating of 6.17. In general, respondents rated this message as understandable (mean = 8.20) and noticeable (mean = 7.35), however it was not thought to be relevant (mean = 4.77); more respondents ranked it poorly on relevance than highly. The impact of the picture was moderate (mean = 6.50), with over half of respondents rating it highly, as was the case for the messages' credibility.

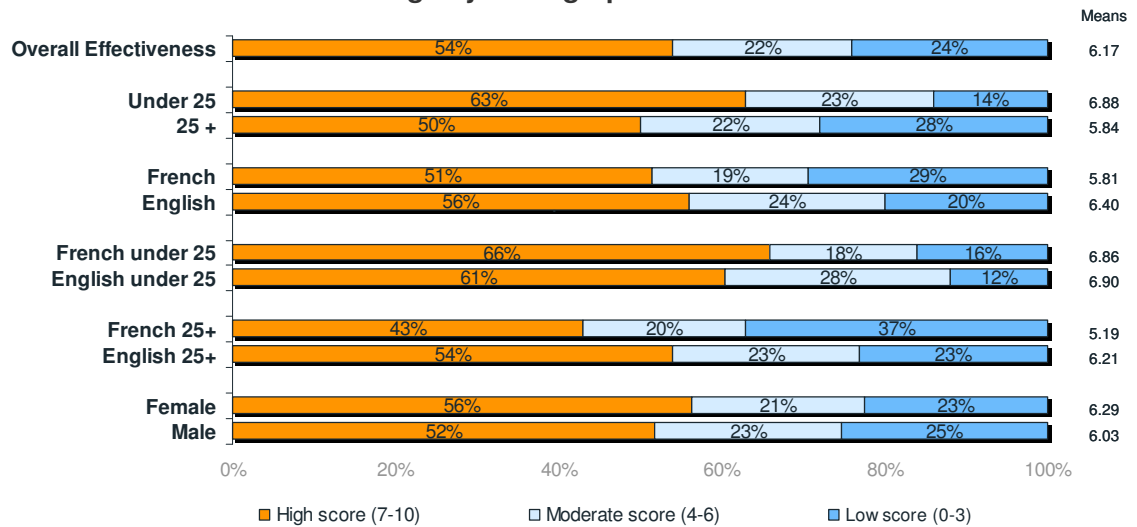
Demographic differences are noted:

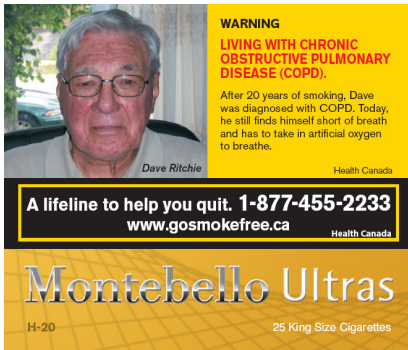
- Francophones are more likely than Anglophones to rate this message as ineffective (29% vs. 20%);
- Young adults felt that message was more effective than older adults (mean = 6.88 vs. 5.84);
- Francophone adults are more likely than any other age/language group to give this message a low score (0-3) (37% vs. 12-23%).

Ratings on key attributes:



Effectiveness ratings by demographics:





H-20 - Living with chronic obstructive pulmonary disease (COPD).

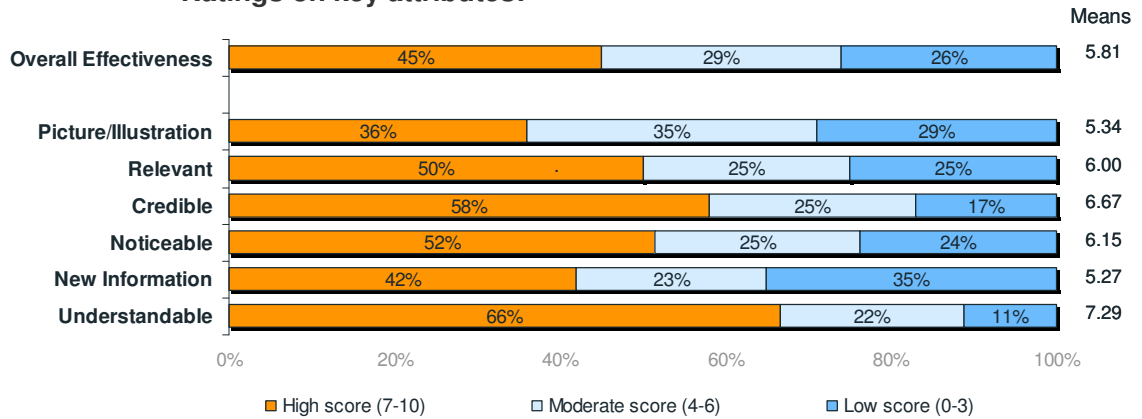
Not only was this message ranked lowest amongst the Health Impacts of Smoking series, but it was ranked the least impactful message out of all the Health Warning messages (41st place).

Fewer than half of respondents thought it was effective (45%), with a mean rating of 5.81. The impact of the picture, which carries a lot of weight when evaluating messages, was thought to be particularly low, with only 36% saying it was impactful; the low rating on this attribute definitely hurt the overall effectiveness of this message. Understandability, an attribute that is usually fairly highly rated, was noticeably lower on this message than others in the Health Impacts of Smoking series (only 66% rated it between 7 and 10 on this attribute). Credibility, noticeability, and relevance rated moderately well, with approximately half of respondents rating the message highly on these attributes (58%, 52%, and 50% respectively). The newness of information was considered to be comparable to that of other messages in this series, with an average rating of 5.27.

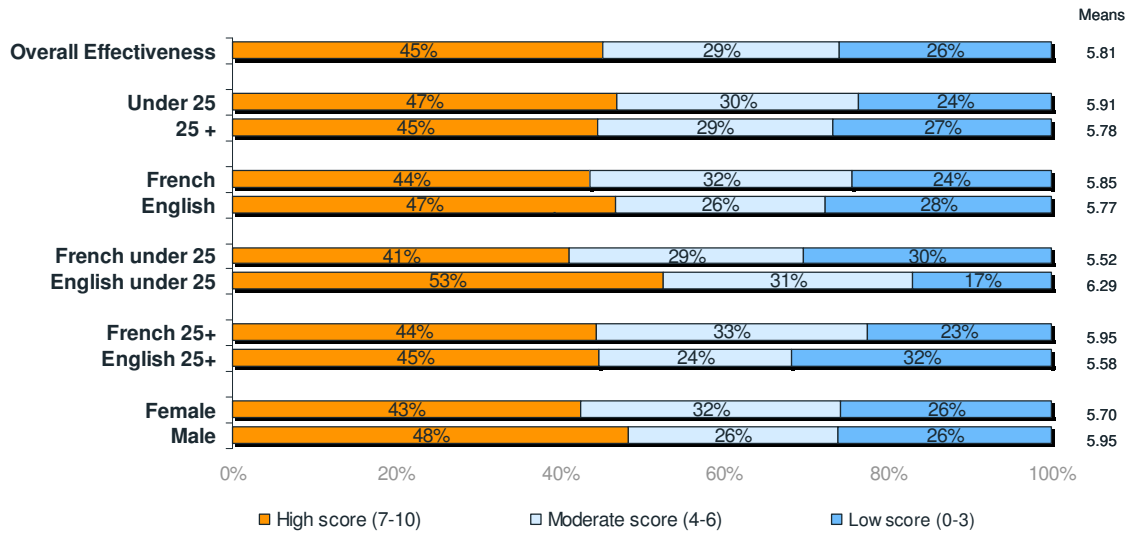
Demographic differences are only noted when age and language variables are considered simultaneously:

- English-speaking adults 25 and older are more likely than younger Anglophones to rate this message between 0-3 on overall effectiveness (32% vs. 17%).

Ratings on key attributes:



Effectiveness ratings by demographics:



Tobacco-attributable Mortality

The Tobacco-attributable Mortality series only consisted of three Health Warning messages:

- M-25 - Cigarettes destroy families (67.87)
- M-31 - Another premature death... (67.04)
- M-27 - Enough is enough... (61.02)

Two messages in this series scored moderately well and one was less strong. These messages were positively impacted by their understandability and noticeability, and negatively impacted by their perceived lack of new information (average of means = 8.28, 7.12, and 4.65, respectively). Credibility was moderate, ranging from 6.54 to 7.06; however, with an average of 6.85 it was lower for this series than most others. The picture in “Cigarettes destroy families” rated the highest with a mean of 7, and that of “Enough is enough...” rated the lowest at 5.61. Lastly, the relevance of all three messages was comparable, with mean ratings ranging from 6.08 to 6.57.

M-25 - Cigarettes destroy families.

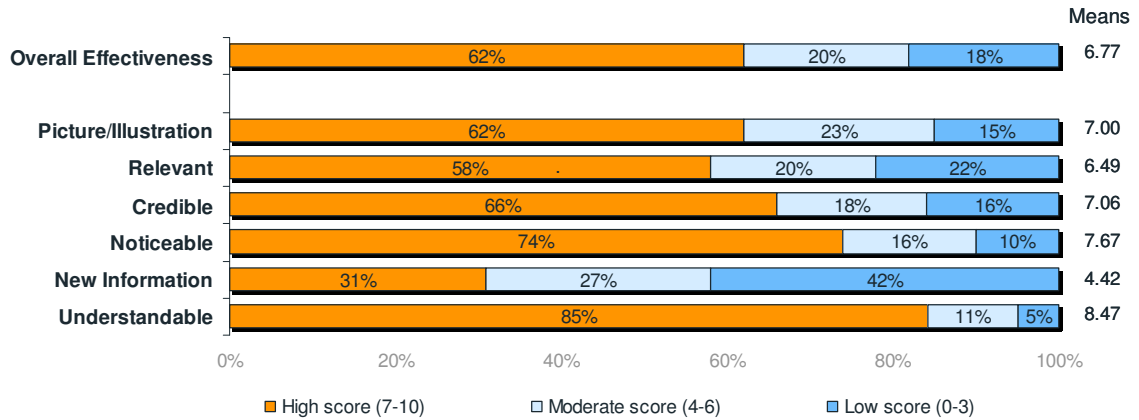
This message was the best ranked in the Tobacco-attributable Mortality series and came in 16th overall.

The majority of respondents rated this message as effective, with 62% rating it highly and a mean rating of 6.77. It was thought to be very noticeable (mean = 7.67), in large part because of the picture (mean = 7.00). The majority of respondents also rated this message as understandable (85% rated it highly), credible (66%) and relevant (58%). The newness of the information in this message was low, with a mean rating of 4.42 and the highest proportion of respondents (42%) rating this attribute between 0 and 3.

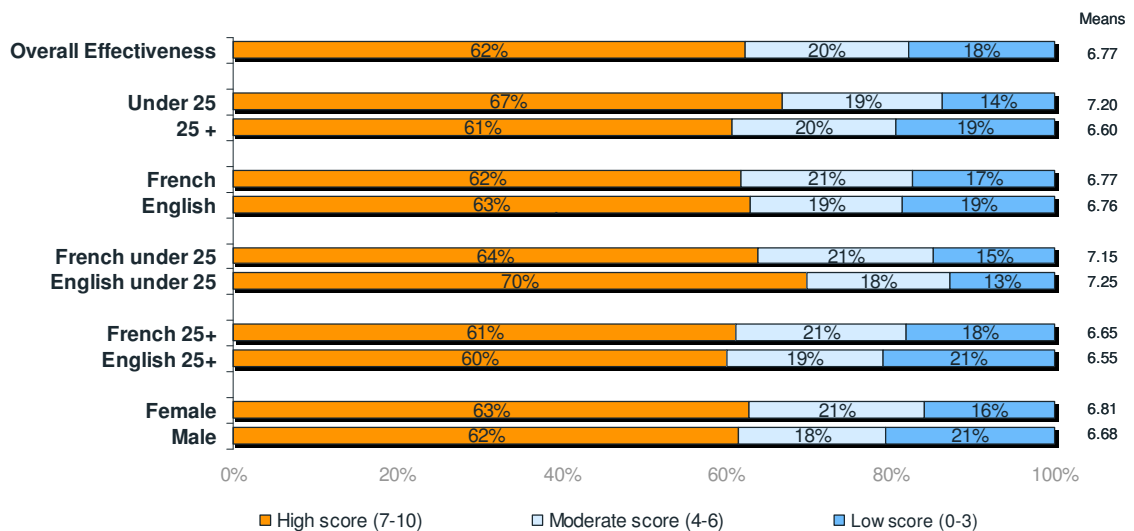
There are no noticeable demographic difference between subgroups.



Ratings on key attributes:



Effectiveness ratings by demographics:



M-31 - Another premature death...

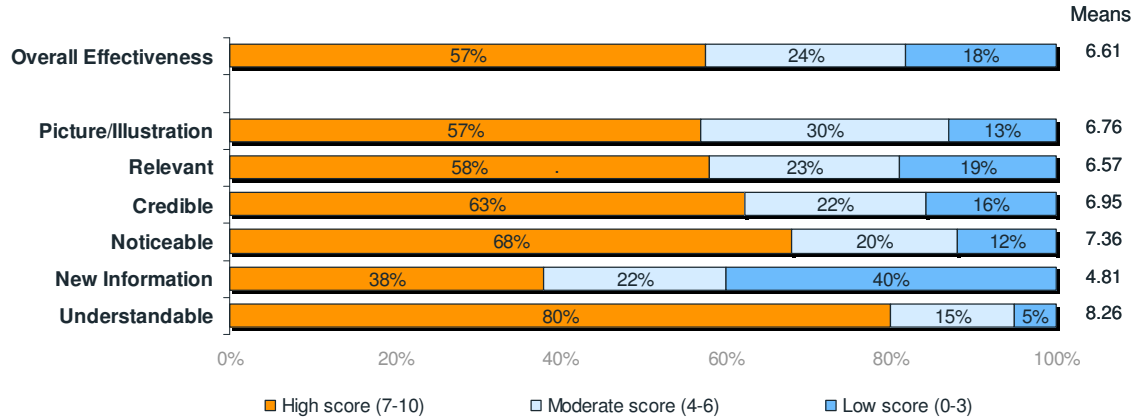
This message ranked 22nd out of the forty-one Health Warning Messages.

Although close to 3 in 5 (57%) respondents felt this message was highly effective, the overall average was only moderate at 6.61. In addition to being rated as highly understandable by most (80%), it was also rated as highly noticeable (68%) and credible (63%). The picture was impactful, at an average rating of 6.76 and only 13% of respondents rating it poorly. The message’s relevance was slightly less impactful, with an average rating of 6.57 and 19% of respondents rating it poorly. However the lack of new information hurt this message, with the highest proportion of respondents rating it as low (mean = 4.81).

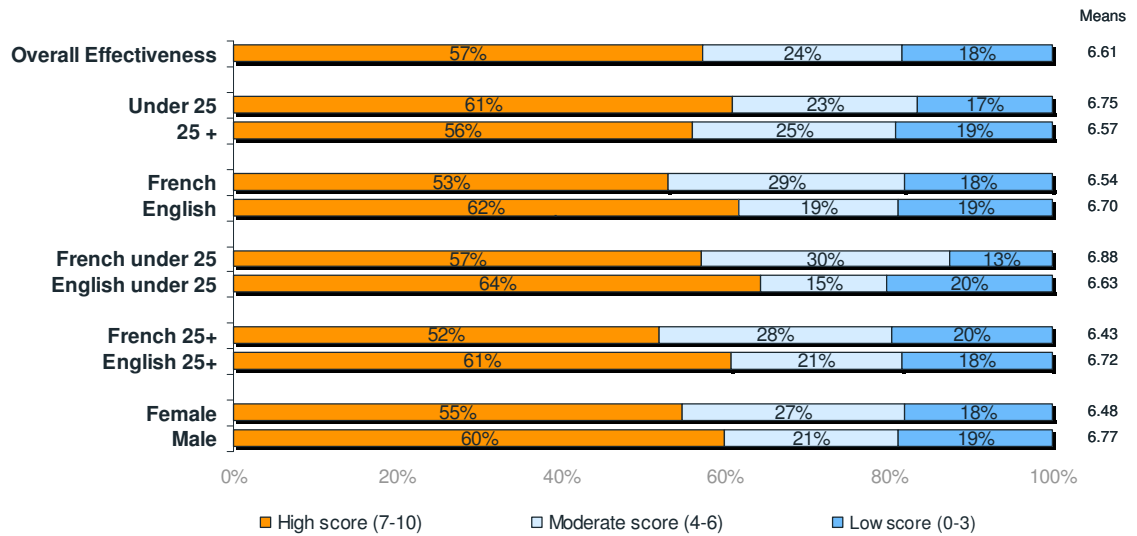


There are no noteworthy significant differences between demographic groups.

Ratings on key attributes:



Effectiveness ratings by demographics:



M-27 - Enough is enough...

This message ranked 38th overall and was the least impactful Tobacco-attributable Mortality message.

Although half of respondents (52%) felt this message was effective, almost one-quarter thought it was only moderately effective and another quarter felt it was ineffective. This is likely due, to some degree, to the poor ratings of the illustration used on this message; the highest proportion of respondents (42%) felt the picture was only somewhat impactful, rating it between 4 and 6. This message received moderate ratings for credibility, noticeability, and relevance (means = 6.54, 6.32, and 6.08, respectively). Although this

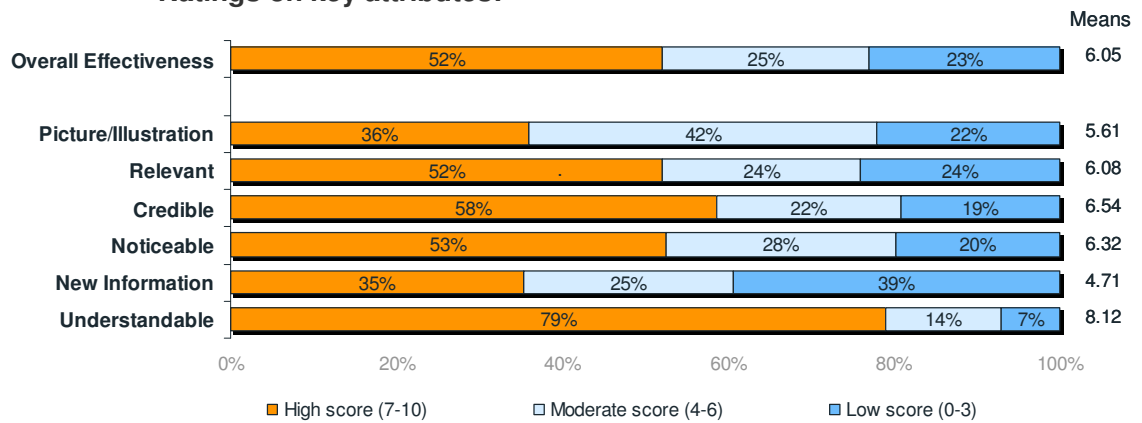


message was very understandable (79%), 39% of respondents rated the newness of information as low.

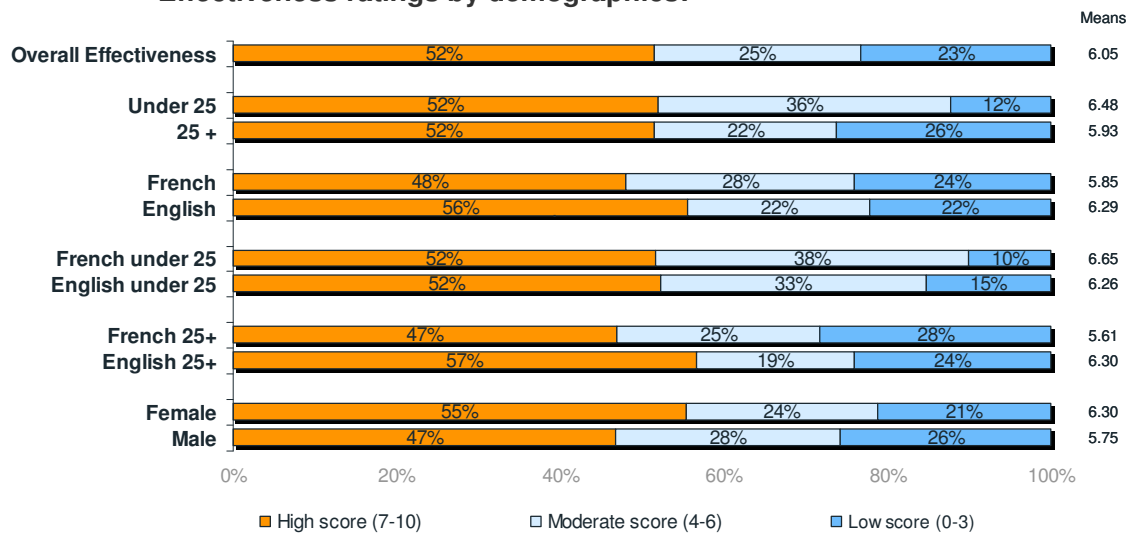
When demographic differences are considered:

- Younger Francophone respondents felt this message was more effective than older Francophones (mean = 6.65 vs, 5.61);
- Older respondents are more likely than those under 25 to feel this message is not effective, rating it between 0 and 3 (26% vs. 12%).

Ratings on key attributes:



Effectiveness ratings by demographics:



Health Impacts of Pre- and Post-natal Smoking

Four Health Warning messages made up the Health Impacts of Pre- and Post-natal Smoking series:

- P-33 - Harmful effects of second-hand smoke (71.34)
- P-34 - When you smoke, your baby pays the price (69.14)
- P-32 - Smoking hurts everyone (67.37)
- P-31 - Give your baby a smoke-free family (65.08)

This series saw some of the widest-ranging rankings, overall and for particular attributes. The four messages in this series ranked 6th, 13th, 20th, and 28th overall.

The top two messages of this series were not only ranked high on effectiveness, but were also perceived to be very noticeable (mean ratings = 8.06 and 8.37). Their understandability and the impact of the picture also drove them to success. Comparatively, the other messages in the series ranked much lower on noticeability and their pictures lacked impact. Credibility was rated as being fairly high for all Health Impacts of Pre- and Post-natal Smoking messages, with an average mean rating of 7.27.

All messages in the series were ranked low on new information (average of the means = 4.53) and were ranked low on relevance by many of the respondents (average of the means = 5.80). This latter attribute might have ranked low because the message is not seen to be relevant by those who do not have, or do not plan to have, children.

P-33 - Harmful effects of second-hand smoke

This message ranked 6th overall and was the best rated message of the Health Impacts of Pre- and Post-natal Smoking series.

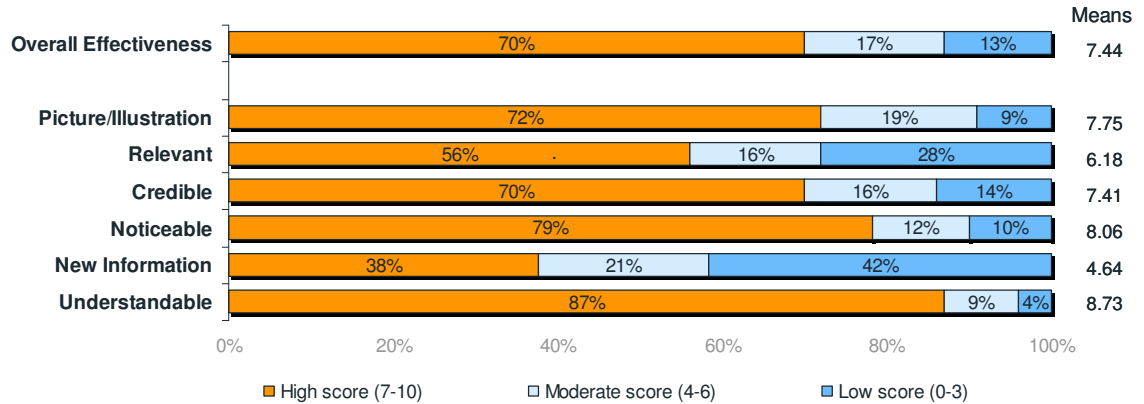
This message was the highest ranked on overall effectiveness when compared to all other Health Warning Messages (mean = 7.44), however it only placed 6th because of its ratings on other important attributes such as relevance. The message was rated as highly understandable with 87% of respondents rating it as such (mean = 8.73). The picture on this message was especially impactful, with 72% of respondents rating it highly (mean = 7.75). In fact, fewer than 10% of respondents thought it had a low impact. The message was also thought to be highly noticeable by 79% of smokers (mean = 8.06) and very credible as well (by 70% of respondents, mean = 7.41). The relevance of this message was rated slightly lower compared to other attribute, with only 56% of respondents rating it highly. Although many respondents did not feel the information in this message was new, it did not seem to have a negative impact on the message overall.



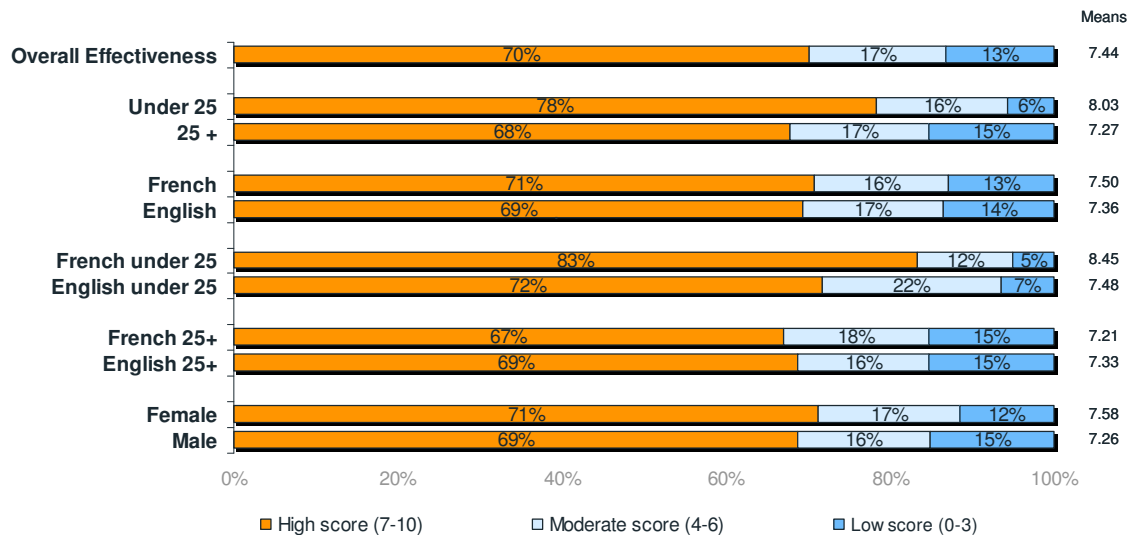
When demographic differences are considered, it becomes apparent that:

- This message has a greater impact on young adults than it does on adults 25 and older (mean = 8.03 vs. 7.27);
- This message was most effective for Francophone young adults, compared to all other age/language groups (mean = 8.45 vs. means between 7.21-7.48 for the other age/language groups).

Ratings on key attributes:



Effectiveness ratings by demographics:





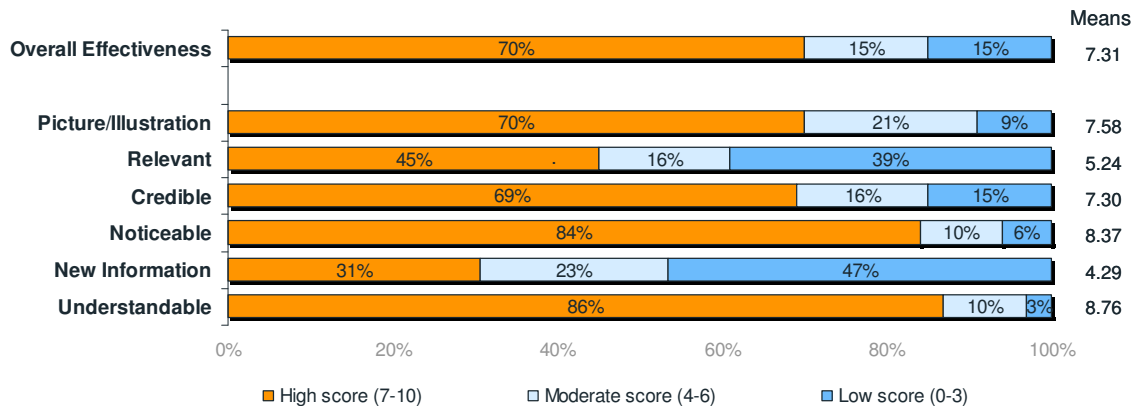
P-34 - When you smoke, your baby pays the price.

This Health Impacts of Pre- and Post-natal Smoking message ranked 13th overall. Although it ranked similarly on many of the attributes as did the previous message in the series (P-33) it was rated slightly lower on some key attributes that are significant drivers of overall impact.

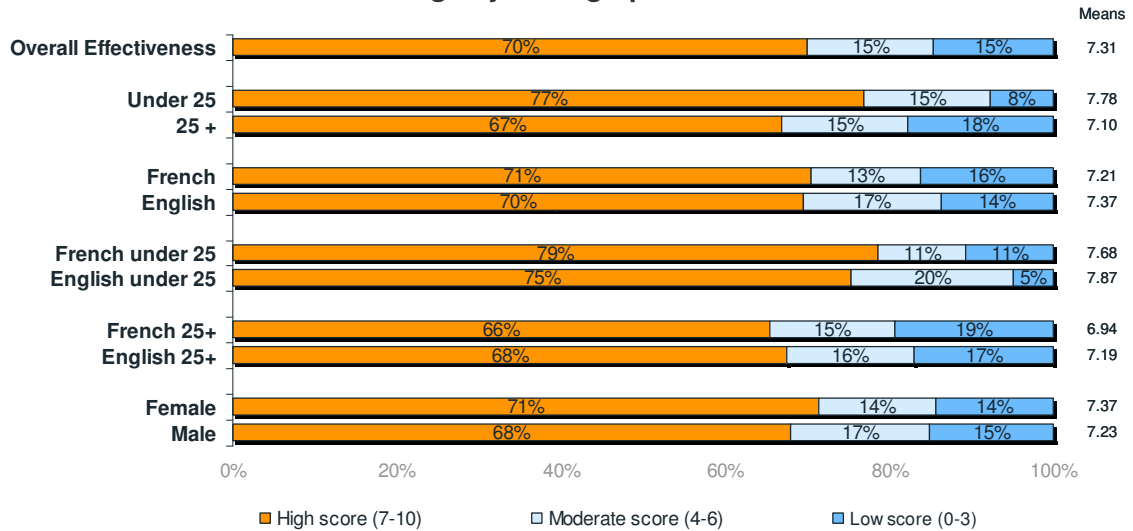
In terms of effectiveness, 70% felt that this message was high, resulting in a high mean rating of 7.31. The noticeability of this message was one of the highest rated attributes (just behind understandability, 86%) with 84% of respondent rating it between 7 and 10. This is likely in large part due to the impactful illustration that was use; 70% of smokers felt the image was highly impactful, with a mean rating of 7.58. The information was also thought to be very credible (mean = 7.30). The information was not perceived to be new, but as was the case with P-33, it does not seem that this had a negative impact on the message overall. Interestingly, this message rated noticeably lower on relevance than it did on other attributes, with only 45% saying it was highly relevant. This can be explained by significantly lower ratings from men and older respondents on this attribute.

When overall effectiveness is considered by demographic subgroups the only difference observed is between younger and older respondents, with older respondents more likely to find the message ineffective (18% vs. 8%).

Ratings on key attributes:



Effectiveness ratings by demographics:



P-32 - Smoking hurts everyone.

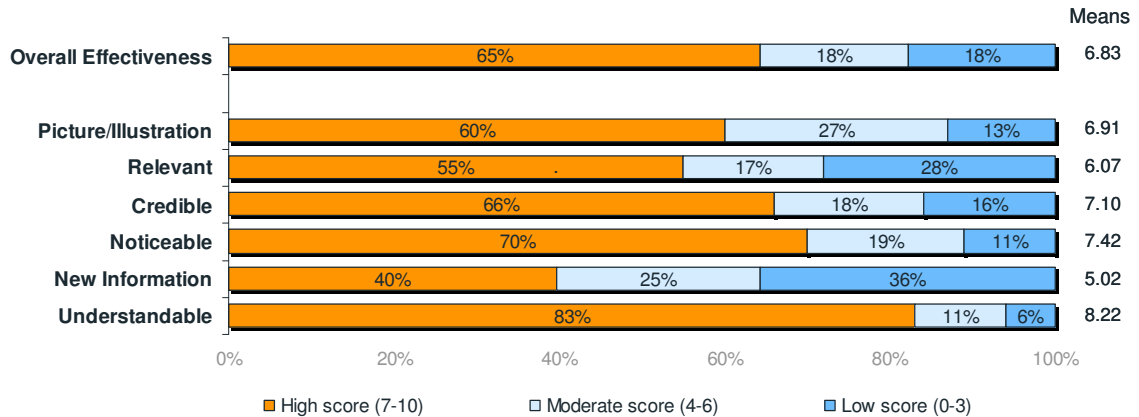
This message ranked 20th out of all Health Warning messages.

Approximately two-thirds of respondents felt it was highly effective, and close to one-fifth thought it was moderately so or not at all effective. The noticeability of this message was one of its best-rated attributes, with 70% of respondents rating it highly on this. It was also thought to be very understandable (mean = 8.22) and highly credible (mean = 7.10). The illustration was considered highly impactful by 60% of respondents and the majority also felt that the message was relevant (55%). Although only 40% felt the information was new, the information in this message was the best ranked of all the Health Impacts of Pre- and Post-natal Smoking series at a mean rating of 5.02.

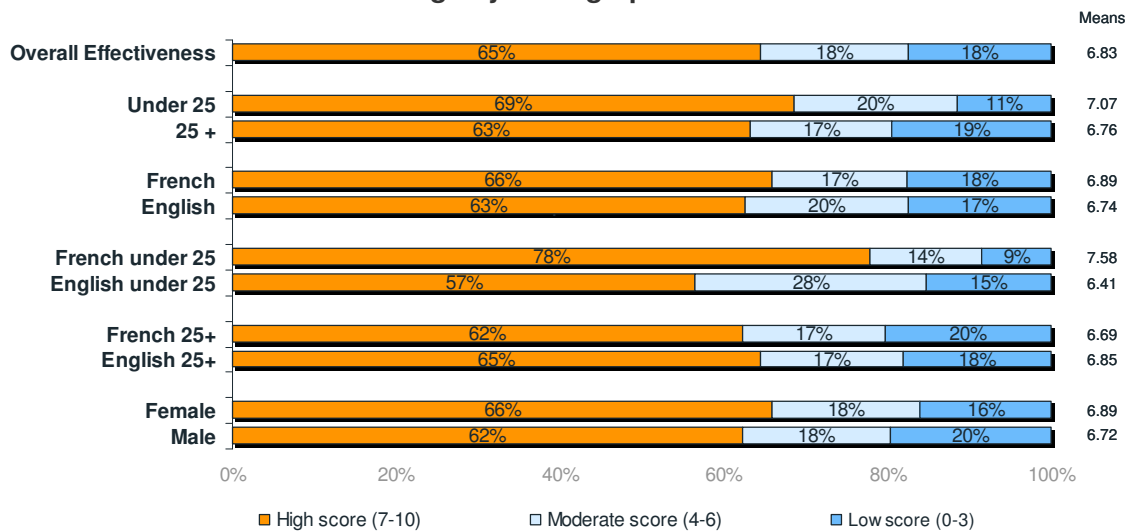
When demographic variables are considered:

- Adults 25 and older are more likely than young adults to rate this message as ineffective (19% vs. 11%);
- Francophone young adults are the most likely demographic subgroup to find this message highly effective (mean = 7.58, compared to means between 6.41 and 6.85 for the other language/age groups).

Ratings on key attributes:



Effectiveness ratings by demographics:



P-31 - Give your baby a smoke-free family.

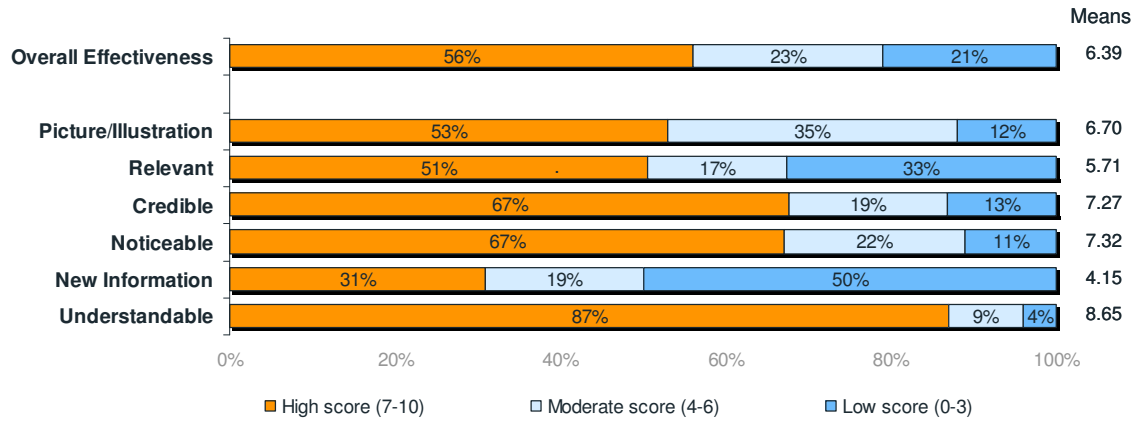
With a 28th place ranking, this message was the least effective in the Health Impacts of Pre- and Post-natal Smoking series.

More than half of respondents (56%) felt this message was highly effective, resulting in a moderate mean rating of 6.39. It was thought to be noticeable and credible by two-thirds of respondents (means = 7.32 and 7.27), but the impact of its picture and its relevance did not fare as well, with just over half of respondents rating these attributes highly. However, 35% of respondents did feel the picture had a moderate (4-6) impact, boosting the mean to 6.70 (compared to a mean of only 5.71 for relevance). Half of respondents did not feel this message contained new information; however, the strong majority did feel it was easy to understand (87%).

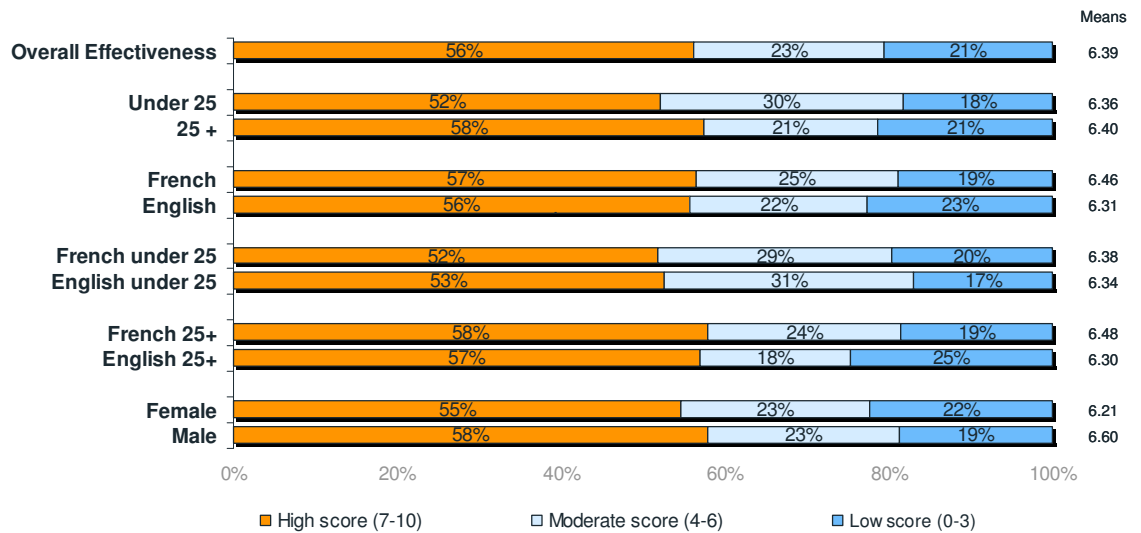


No noteworthy demographic differences are present for this message.

Ratings on key attributes:



Effectiveness ratings by demographics:



Health Hazards from Second-Hand Smoke

Six Health Warning message about Health Hazards from Second-Hand Smoke were tested:

- S-37 – Second-hand smoke. First-hand risk. (69.74)
- S-36 – Your kids are sick of your smoking (66.89)
- S-39 – Smoking near a window is not good enough (66.52)
- S-38 – Smoking in the car hurts more than just you (66.03)
- S-40 – In a vehicle, if you smoke, everyone smokes (63.94)
- S-41 – Air filters do not eliminate the smaller particles and gases found by tobacco smoke (60.18)

With the exception of one message in this series, which ranked 9th overall, most of the series only scored in the bottom half, with rankings ranging from 22nd place to 40th. With that said, the average of the effectiveness ratings was 6.52, higher than three other series of messages. The newness of information was fairly low, at an average rating of 4.62. Noticeability, credibility, and understandability were all rated well, and fairly consistently across all messages in the series (average of the mean = 7.10, 6.96, and 8.41 respectively for the aforementioned attributes). The picture had a strong positive impact for the highest-ranking messages in the series (“Second-hand smoke. First hand risk.” and “Your kids are sick of your smoking”). Respondents found these messages somewhat relevant, rating them a 6.13 on average, however the “Air Filters” message was not perceived to be as relevant as the others.

S-37 – Second-hand smoke. First-hand risk.

This message ranked 9th overall and was the best ranked of the Health Hazards from Second-Hand Smoke series.

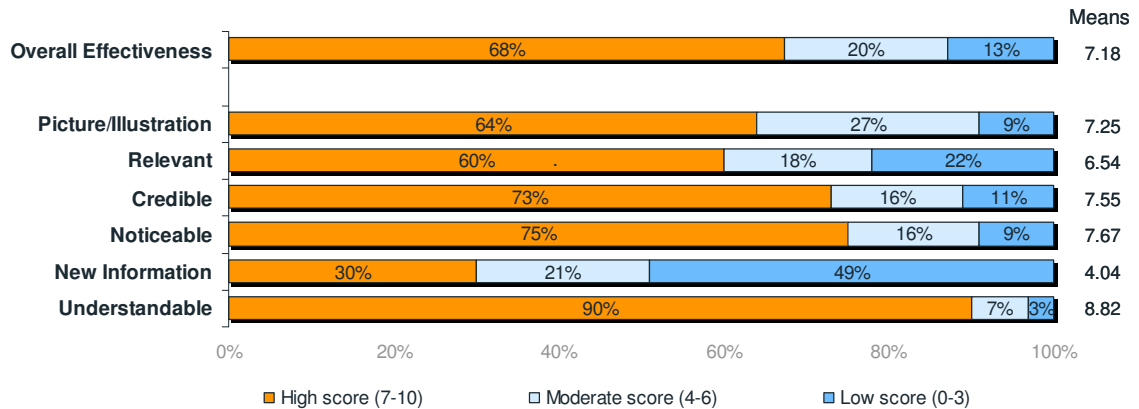
Over two-thirds of respondents felt this message was highly effective (68%), resulting in a high average score of 7.18. Contributing to its success was its very high understandability (mean = 8.82, 90% rating it highly), and strong noticeability (mean = 7.67) and credibility (mean = 7.55). The picture fared well also, with 64% of smokers saying it was highly impactful and another 27% saying it was moderately so. Relevance was a slightly lower rated attribute, with an average score of 6.54. The newness of information was considered to be low, with an average rating of only 4.04 and nearly half of respondents saying this attribute was low.

When demographic trends are considered:

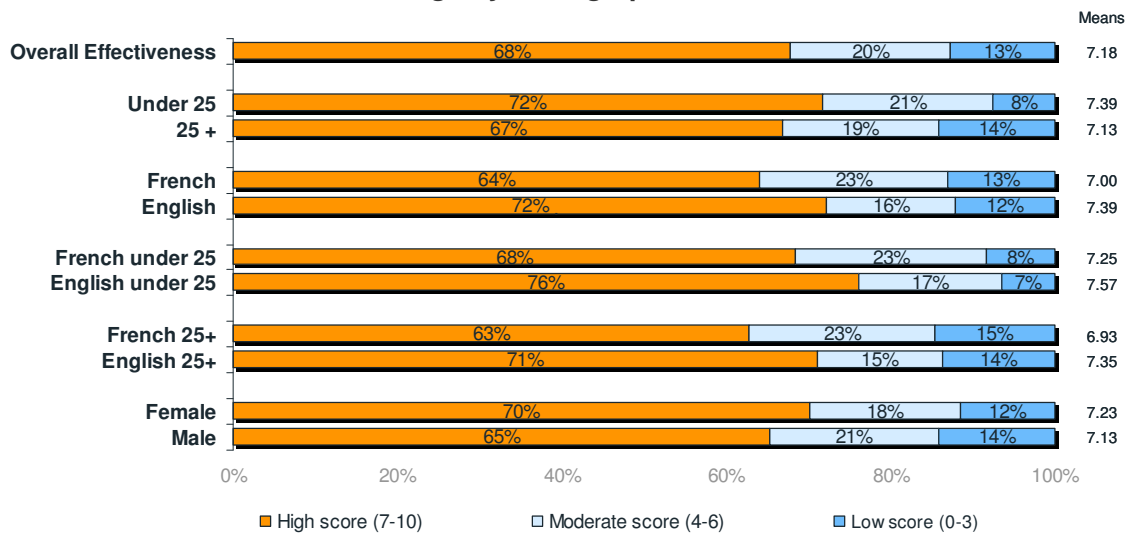
- Adults 25 and older are more likely to rate this message poorly (0-3) than are young adults under 25 (14% vs. 8%).



Ratings on key attributes:



Effectiveness ratings by demographics:



S-36 – Your kids are sick of your smoking.

This message ranked 23rd overall.

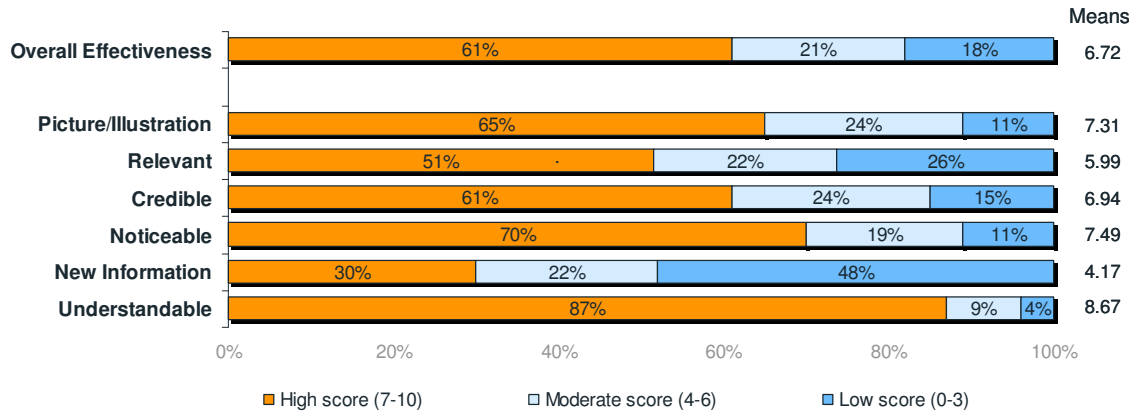
Approximately 3 out of 5 respondents (61%) felt this message was effective, with another 21% saying it was moderately so (mean = 6.72). The impactful picture on this message definitely led to its success; on average, it was rated 7.31 with 65% of respondents rating it highly on this attribute. It was also thought to be noticeable by 70% of respondents and highly understandable by the overwhelming majority (87%). Credibility fared well with mean rating of 6.94 and relevance was rated moderately at 5.99. Hurting the overall success of this message were the low scores it received on the attribute, new information; only 30% of respondents rated it highly on this aspect, with almost half (48%) giving it a rating of 0 to 3.



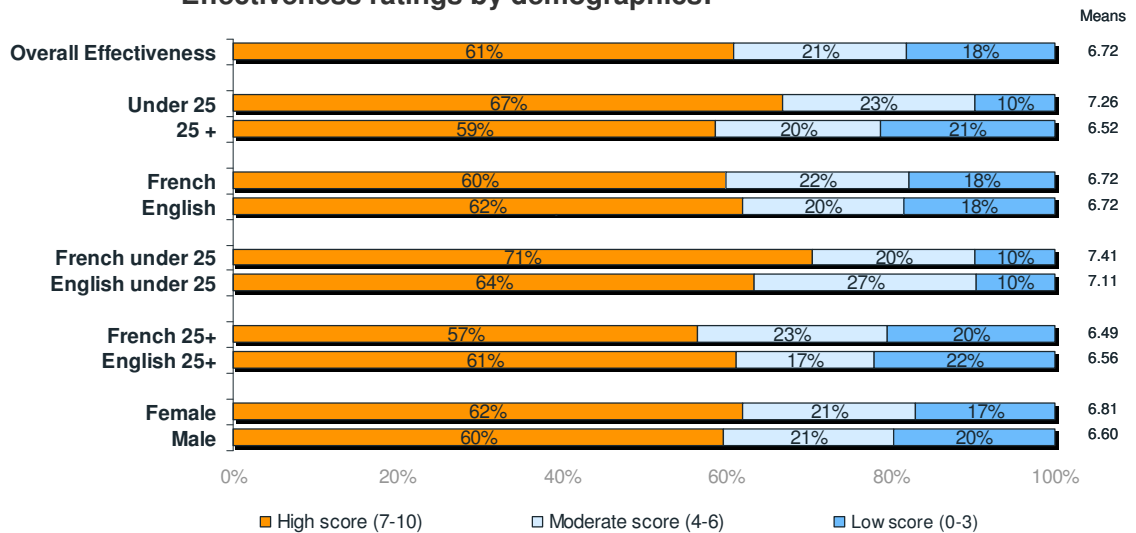
When demographic subgroups are considered, it becomes apparent that:

- Younger respondents felt this message was more effective than older respondents (mean = 7.26 vs. 6.52).

Ratings on key attributes:



Effectiveness ratings by demographics:



S-39 – Smoking near a window is not good enough.

This message ranked 24th overall, just behind the above message in this series.

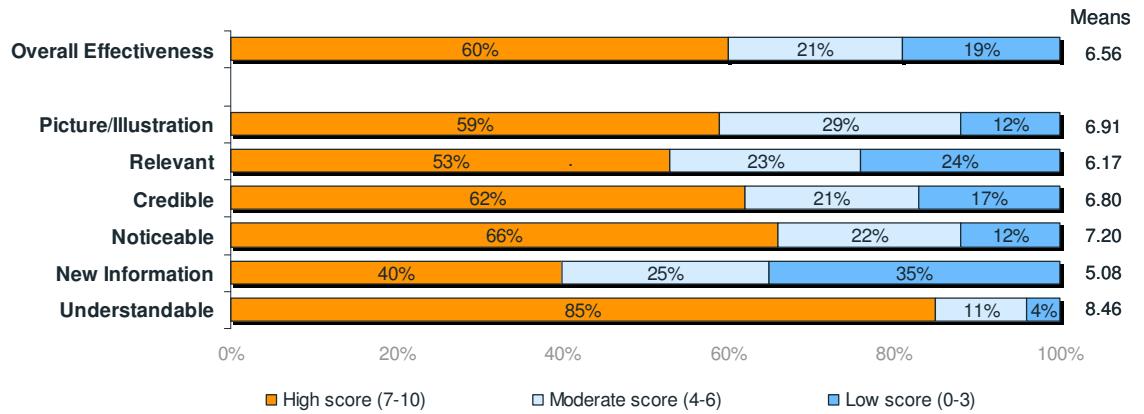
For the most part respondents felt this message was similar to the one above, with 60% of respondents rating its overall effectiveness as high (however the mean was lower at 6.56). It was also seen to be highly noticeable (mean = 7.20) and credible (mean = 6.80). Again, relevance was a slightly lower rated attribute, at an average of 6.17, but still rated



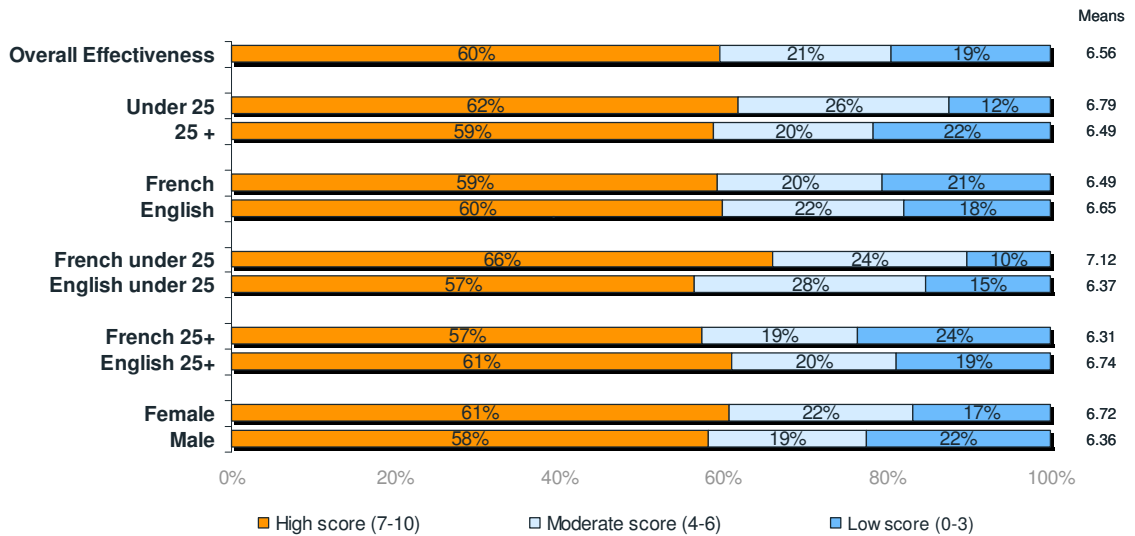
moderately well. Understandability was also very high, with 85% of respondents rating it so. This message ranked below S-36 (above) because its picture was perceived to be slightly less impactful; 59% of respondents rated it highly and it received an average rating of 6.91. However, the information in this message was seen to be newer than that in S-36, with the highest proportion of respondents (40%) rating it highly on this attribute (mean = 5.08).

The only notable significant difference is that older respondents (25+) are more likely to rate this message’s effectiveness as low when compared to younger respondents (22% vs. 12%).

Ratings on key attributes:



Effectiveness ratings by demographics:





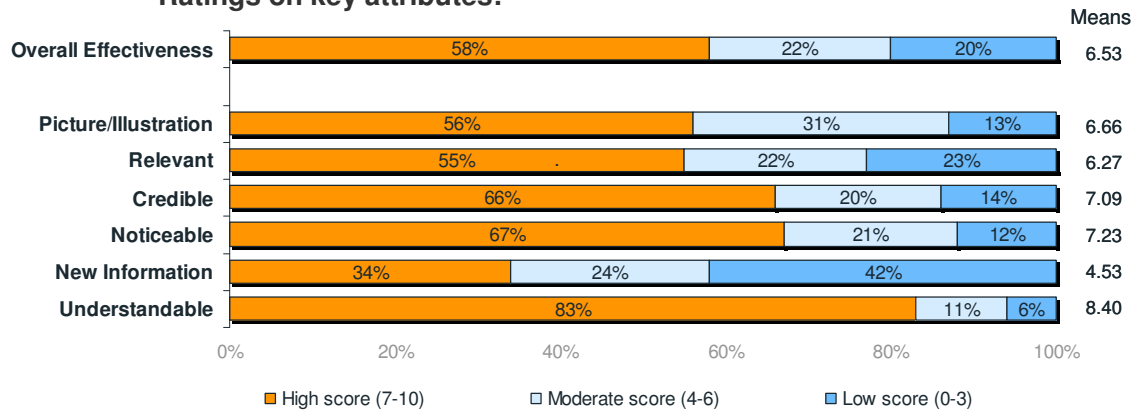
S-38 – Smoking in the car hurts more than just you.

This message ranked 25th out of all Health Warning Messages, just behind S-36 and S-39 of this series. However, this message ranked lower on all attributes than either of the above.

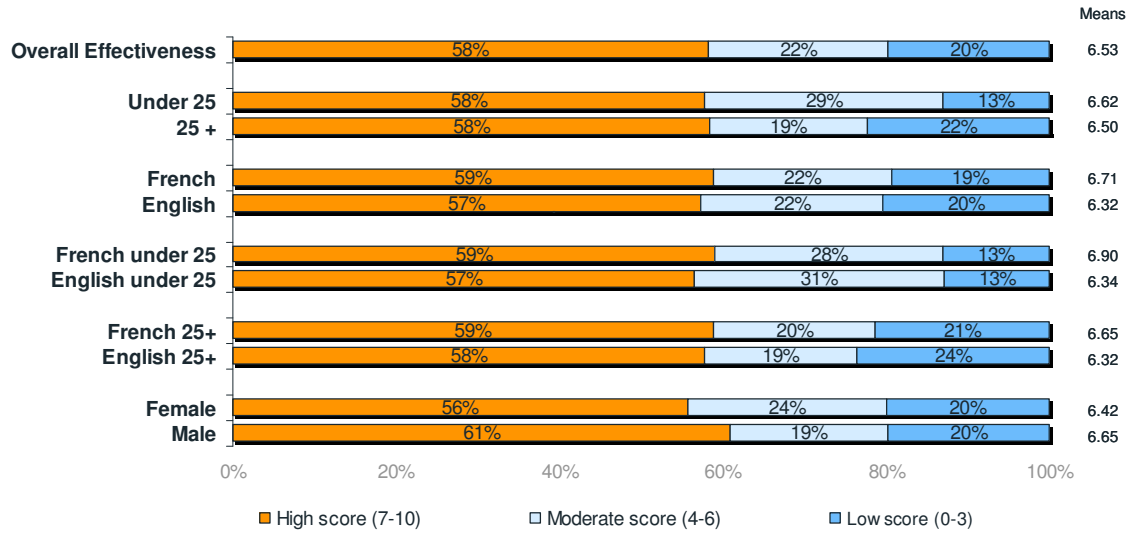
With 58% of respondents saying this message was highly effective, it received a moderate average rating of 6.53. Eighty-three percent of respondents felt it was very understandable (mean = 8.40), however only one-third thought the information was new (mean = 4.53), with the highest proportion of respondents (42%) rating it low on this attribute. Two-thirds of smokers felt this message was noticeable and credible (means = 7.23 and 7.09, respectively) and over half felt the picture was highly impactful (56%; mean = 6.66) and that the message was highly relevant (55%; mean = 6.27).

The only demographic difference is between older and younger respondents, with those 25 and older more likely to rate this message between 0 and 3 for its overall effectiveness (22% vs. 13%).

Ratings on key attributes:



Effectiveness ratings by demographics:



S-40 – In a vehicle, if you smoke, everyone smokes.

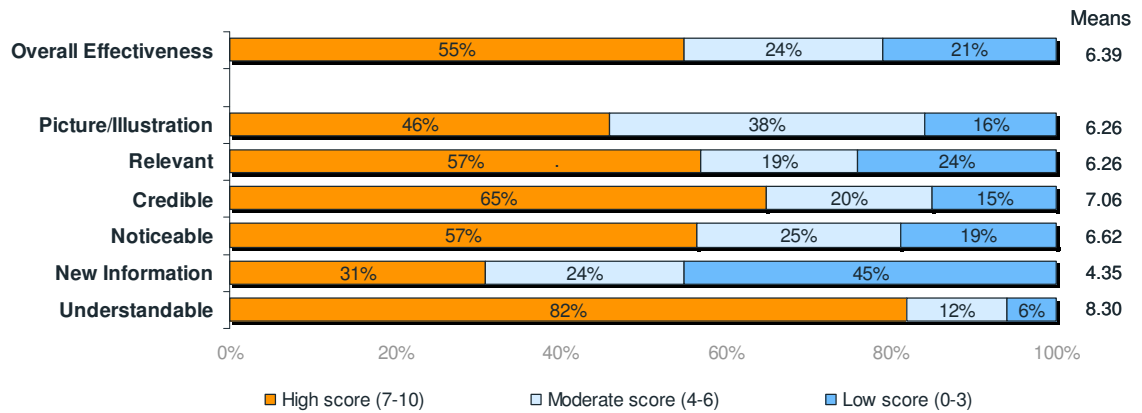
This message ranked just above the bottom ten of all Health Warning messages, at 31st place.

Fifty-five percent of respondents rated this message as highly effective overall, resulting in an average score of 6.39. Although the message was thought to be very credible (mean = 7.06), it was seen as less noticeable and relevant than other messages in this series (means = 6.62 and 6.26, with 57% of respondents rating these attributes as high). This message was likely perceived as less effective because of the impact of the image; only 46% of smokers felt the picture was highly impactful. The highest proportion of respondents (45%) felt that the message portrayed was not new to them (mean = 4.35). The rating of understandability was high, with an average score of 8.30.

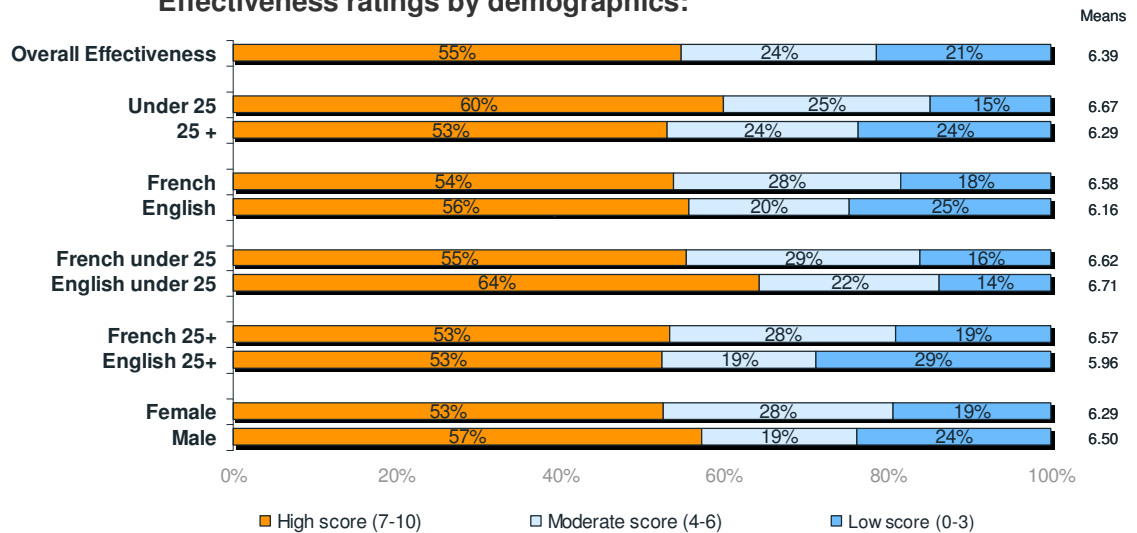
Some interesting demographic differences can be observed when the 0-3 box is considered:

- Adult respondents are more likely than young adults to consider this message ineffective (24% vs. 15%);
- When age and language variables are combined, the trends are more prominent; English-speaking adults are the most likely of all age/language subgroups to rate this message between 0 and 3 in terms of its overall effectiveness (29% vs. 14-19%).

Ratings on key attributes:



Effectiveness ratings by demographics:



S-41 – Air filters do not eliminate the smaller particles and gases found in tobacco smoke.

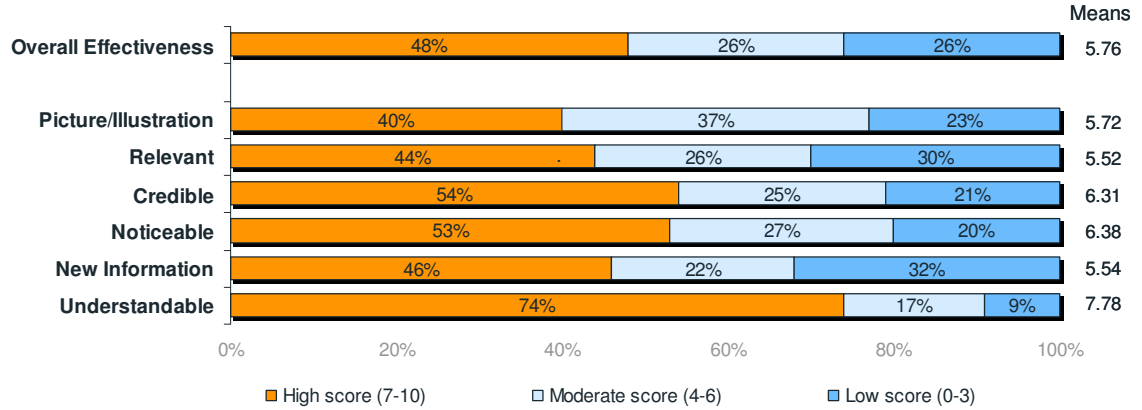
In second to last place, this message ranked 40th.

Fewer than half (48%) of respondents felt this message was highly effective, with 26% saying it was moderately so and 26% saying it was ineffective. Although rated as very understandable (mean = 7.78), this message did not receive high ratings on important attributes such as the impact of the picture and the message's relevance (means = 5.72 and 5.52, respectively). In both these cases, only 2 in 5 respondents rated the attributes highly. Just over half of respondents felt the message was credible or noticeable (54% and 53%, respectively) while just under half (46%) thought the information was new.

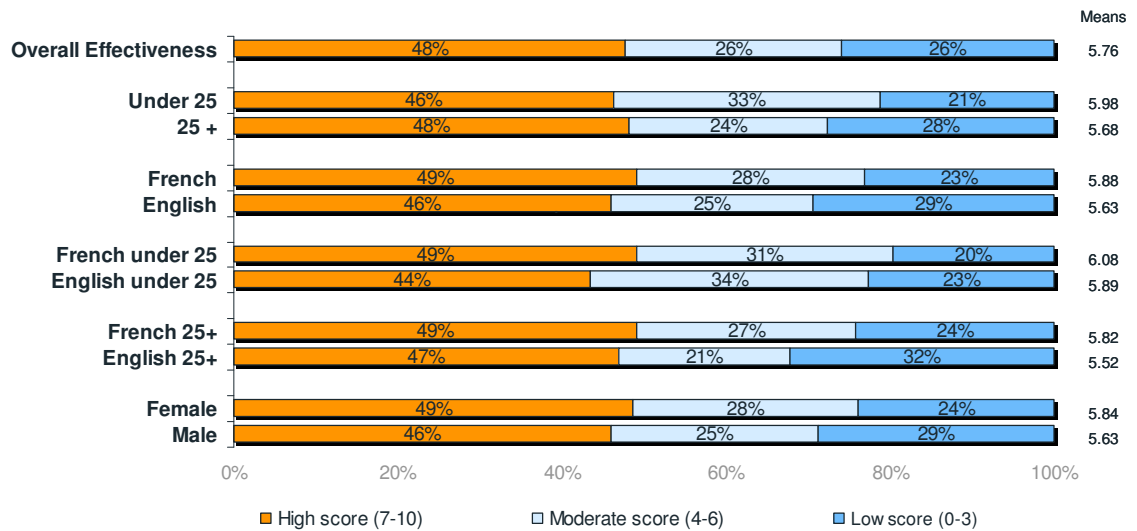


No noteworthy demographic differences are apparent for this message.

Ratings on key attributes:



Effectiveness ratings by demographics:



Toxic Emissions

The Toxic Emissions series consisted of three Health Warning messages:

- T-50 – Toxic chemicals in tobacco smoke causes serious health problems and suffering (62.07)
- T-51 – Tobacco smoke is a preventable health risk (61.20)
- T-44 – Don't poison me (61.09)

The Toxic Emissions series of messages was the worst rated, with an average effectiveness rating of only 5.86 and overall rankings of 33rd and below. Although the messages were seen to be highly understandable (average of the means = 8.57) and fairly noticeable (means ranging from 7.11 to 7.22), the perceived lack of new information really hurt the message, with mean scores ranging from 3.20 to 3.30. The pictures did have a moderate impact and the messages were seen to be credible (average of the means = 6.26 and 6.55, respectively). Relevance was only rated at 5.99 on average, which might be a function of the lack of new information.



T-50 – Toxic chemicals in tobacco smoke cause severe health problems and suffering.

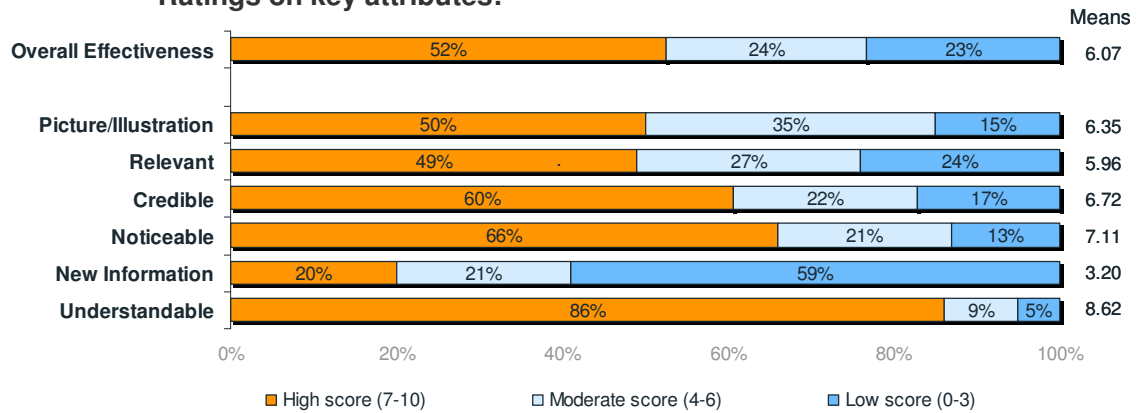
This message ranked 33rd overall and was the best-ranked Toxicity message.

With an average effectiveness rating of 6.07, only half of respondents (52%) rated this message highly. Two-thirds felt it was noticeable and 60% rated it as highly credible. Half of respondents thought the picture had a lot of impact and 35% thought the picture was moderately impactful. However, only 49% of respondents thought this message was relevant to them, and only 1 in 5 perceived the information in this message to be new. Understandability was however very high, with 86% rating this attribute between 7 and 10.

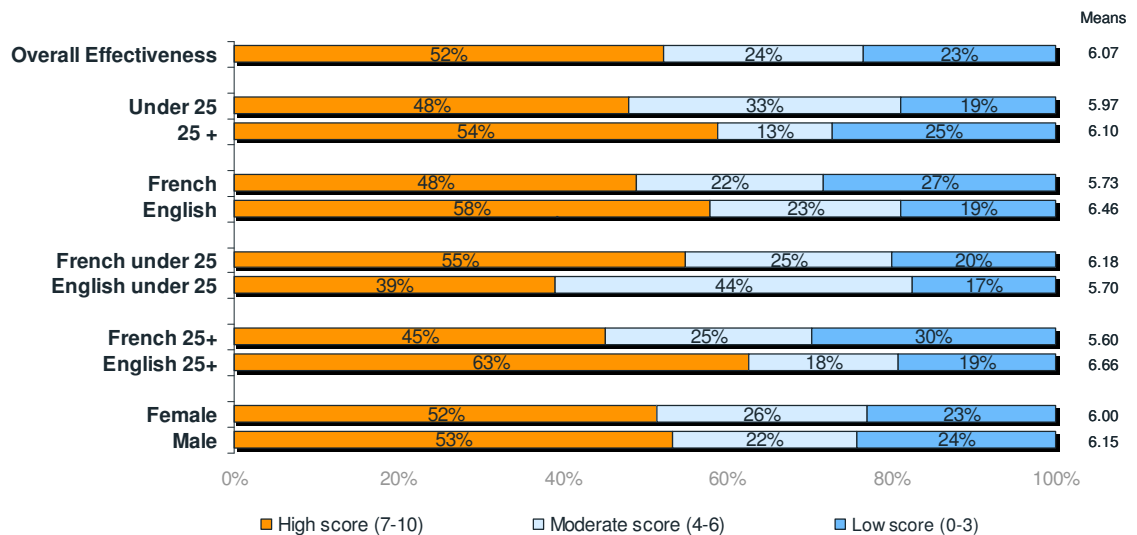
When demographic subgroups are compared:

- Anglophones are more likely to rate this message as effective than Francophones (mean = 6.46 vs. 5.73);
- This trend is furthered when age is also considered; Anglophone adults 25 and older are more likely than Anglophone young adults to find this message highly effective (63% vs. 39%).

Ratings on key attributes:



Effectiveness ratings by demographics:



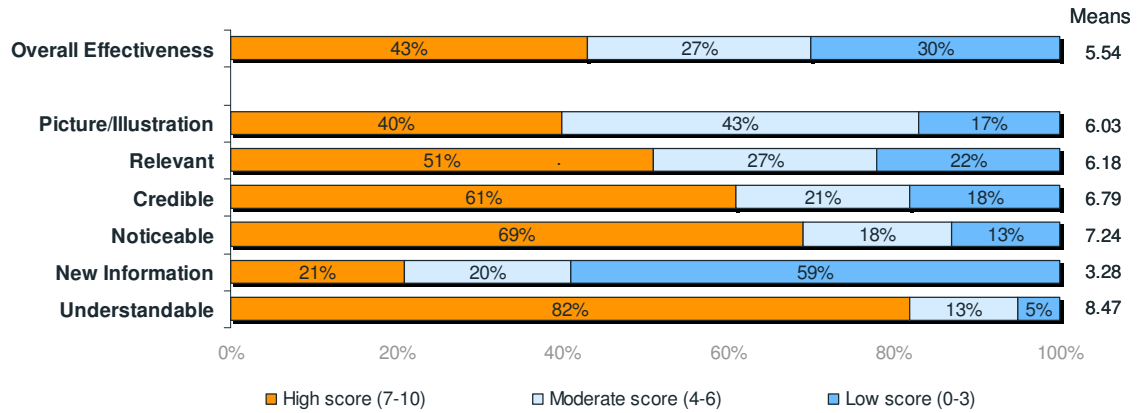
T-51 – Tobacco smoke is a preventable health risk.

This message ranked 36th overall.

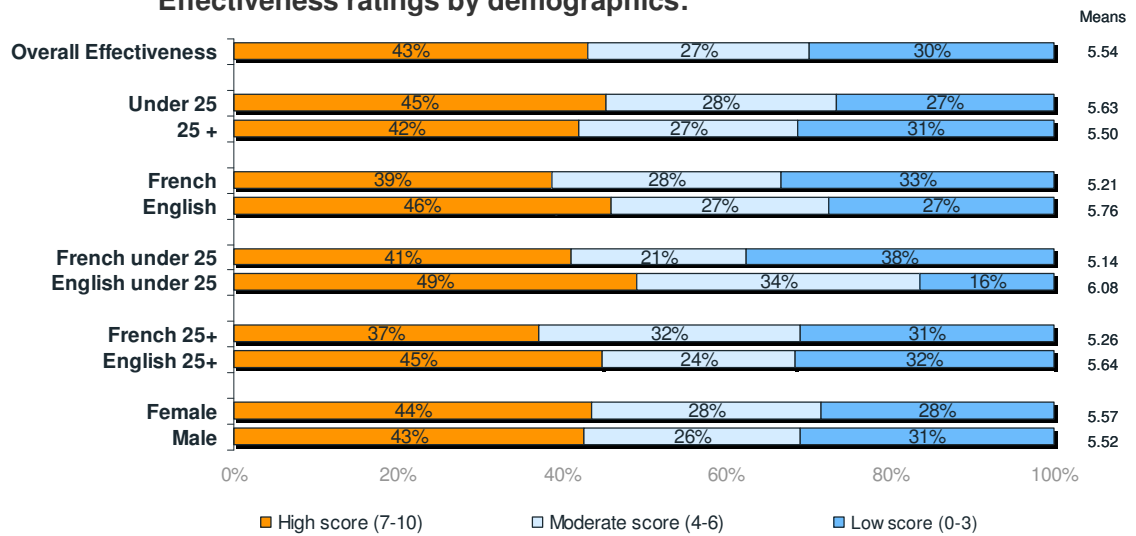
Slightly more than 40% of respondents felt this message was effective, with a low overall effectiveness score of 5.54. Its low overall ranking is due to this, as well as a low rating on other attributes that play an important role in overall impact. Only 40% of respondents felt the image was highly impactful and half thought the message to be relevant (means = 6.03 and 6.18, respectively). Over two-thirds (69%) of respondents did feel this message was noticeable though, boosting its rank. It was also thought to be credible (mean = 6.79) and highly understandable (mean = 8.47). As with the other messages in this series, the newness of the information in the message was rated as very low, with the strong majority of respondents (59%) rating this attribute between 0 and 3.

When demographic differences are considered it becomes evident that this message was more effective for Anglophone young adults than it was for the other subgroups (0-3 box rating 16% vs. 31-38%).

Ratings on key attributes:



Effectiveness ratings by demographics:



T-44 – Don't poison me.

As the worst rated message in the Toxicity series, this message was ranked 37th.

Just over half of respondents (52%) found this message to be effective, with near-equal proportions rating it as moderate (23%) and low (25%). Approximately half of respondents felt the message was credible, relevant and that the picture had a strong impact (means = 6.14, 5.83, 6.40, respectively). Although very noticeable (mean = 7.22) and highly understandable (mean = 8.63), this message scored very low of the newness

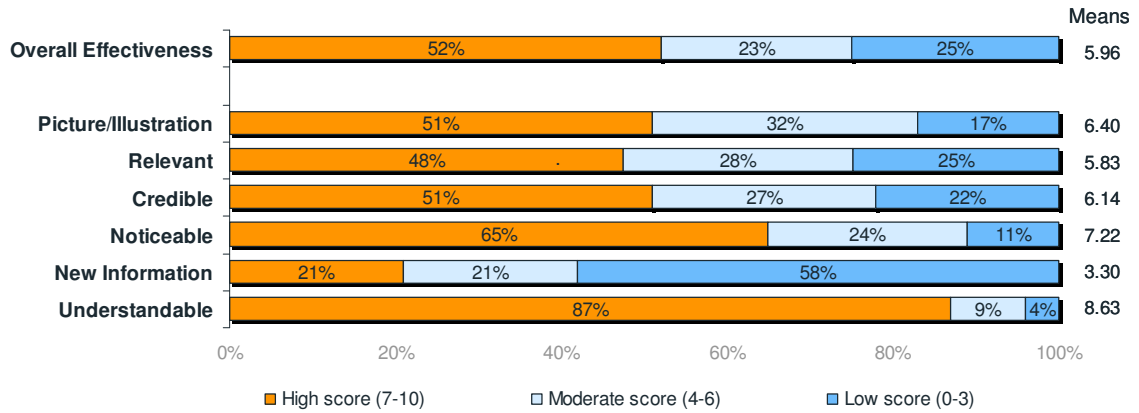


of information (mean = 3.30), with only 21% rating it highly on this attribute and 21% rating it moderately so.

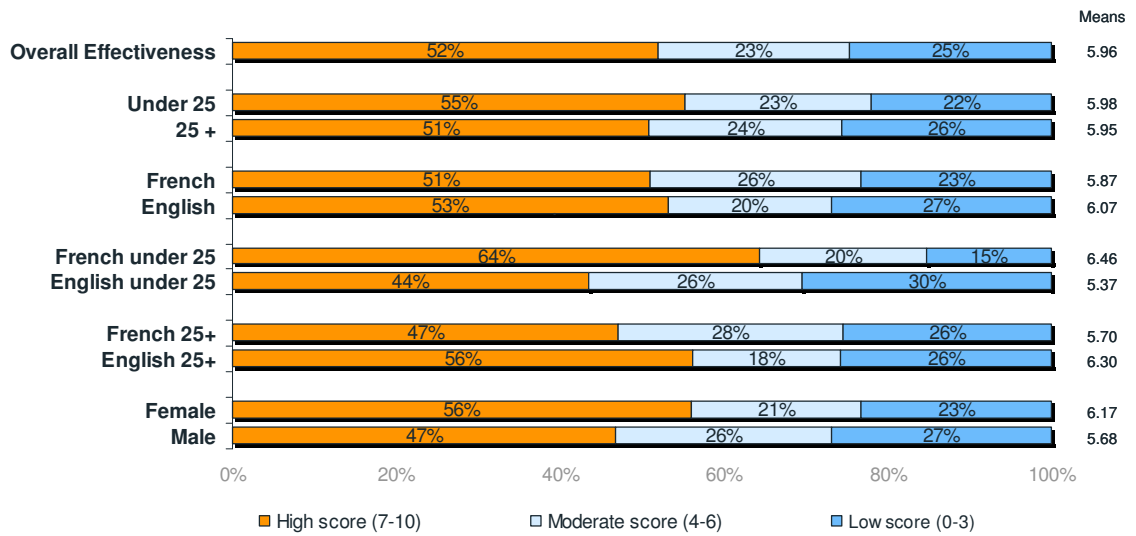
Demographically,

- Francophone young adults rated this message as more effective (7-10) than Anglophone young adults (64% vs. 44%) and Francophone adults (47%).

Ratings on key attributes:



Effectiveness ratings by demographics:



Evaluation of Health Information Messages

Anatomy

There were just two Anatomy Health Information Messages tested, both a variation on the same general concept:

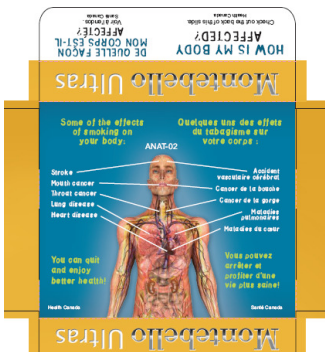
ANAT-02 – How is my body affected? (70.80)

ANAT-02A – How is my body affected? (69.29)

These two messages in the Anatomy series did very well, ranking 1st and 3rd overall amongst Health Information messages. These message scored highly on key drivers of success like noticeability (average of the means = 7.32), credibility (7.28), readability (7.19) and the impact of the illustration (7.02). They were also seen to be very understandable, with average ratings above 8 for all messages in the series. Slightly lower ratings on relevance (6.97) and new information (6.07) may explain why overall effectiveness scored lower than most attributes, at an average of 6.45. With that said, the effectiveness of this series overall is higher than for any other series of HIMs.

ANAT-02 – How is my body affected?

This message was ranked best amongst Health Information Messages.



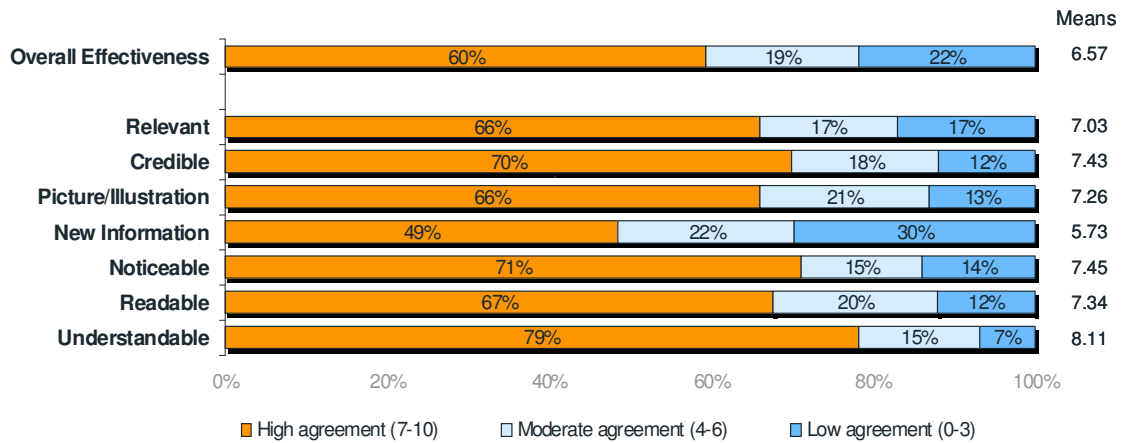
Three in five respondents gave this message a high effectiveness ranking, with a mean rating of 6.57. Almost one-fifth of respondents (19%) found it moderately effective and another 22% thought it was ineffective. This message was rated highest for its understandability, with almost 80% highly agreeing with this attribute (mean = 8.11). Its noticeability and credibility were also rated quite highly, with mean ratings of 7.45 and 7.43, respectively. The picture was considered to impact the overall message by the majority (66%) of respondents, and it was similarly considered relevant (66%). This message lost impact with many respondents because it was not considered to contain new information. Only 49% highly agreed that there was new information in this message and another 22% moderately agreed.

Given the importance of text in the Health Information Messages, they were also rated on their readability. This message was considered to be highly readable, with approximately two-third (67%) highly agreeing with this attribute and another 20% moderately agreeing.

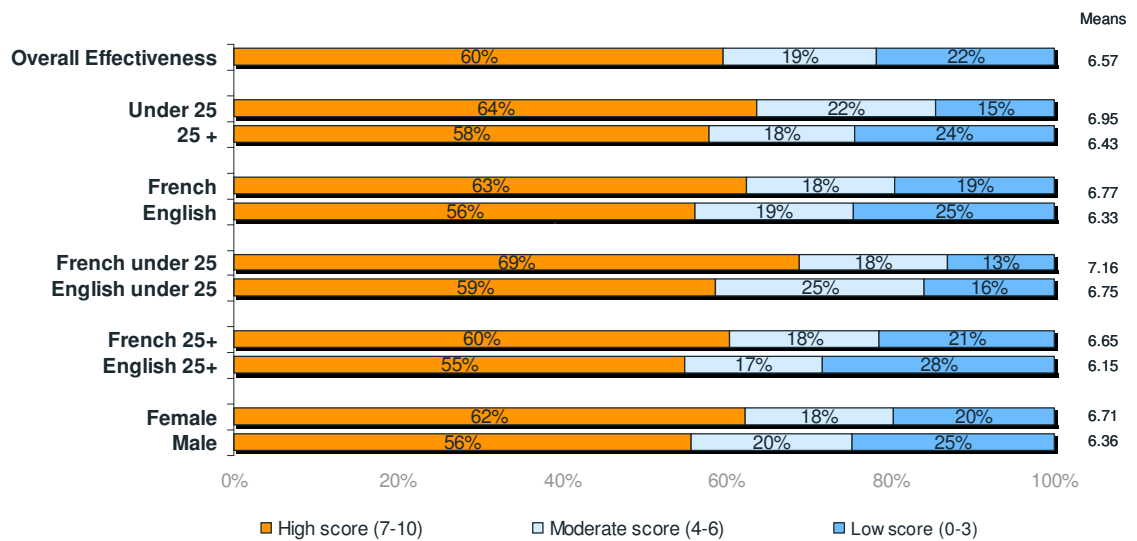
When demographic differences were considered, it became apparent that:

- In general, this message was more effective for younger smokers than for those 25 and older; adults 25 and older were significantly more likely to say that they did not agree that the message was effective (24% vs. 15%).

Ratings on key attributes:



Effectiveness ratings by demographics:





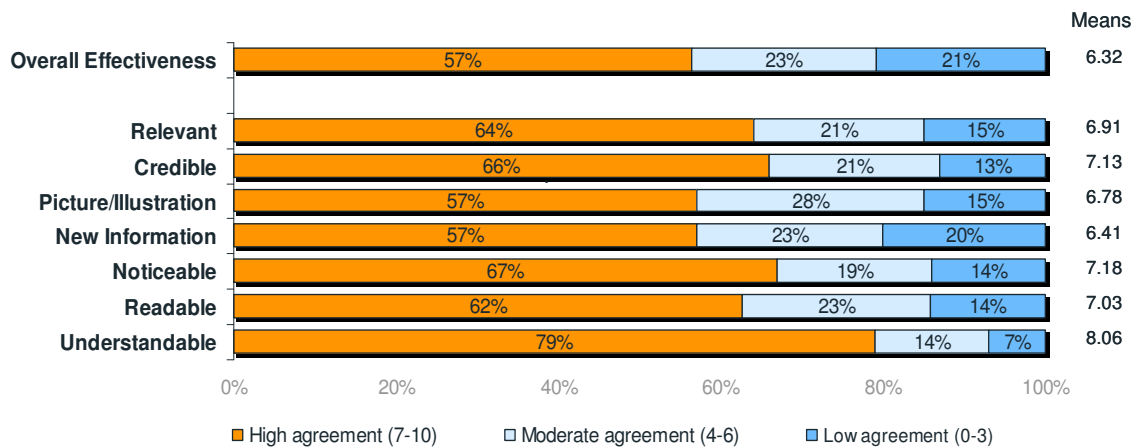
ANAT-02A – How is my body affected?

This was ranked the 3rd best Health Information message.

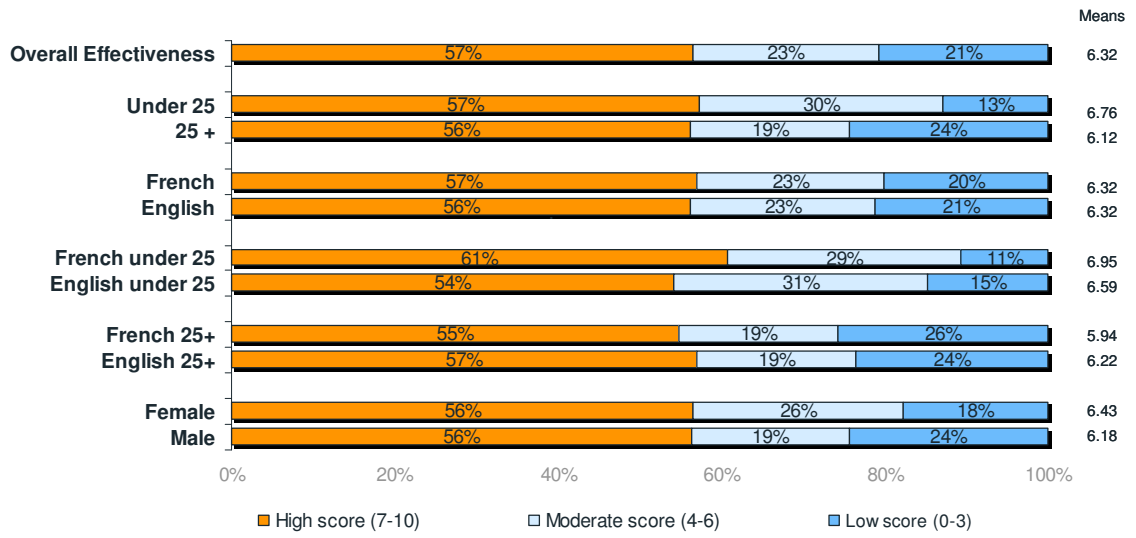
Almost 3 in 5 respondents (57%) felt that this message was effective overall, that is, it was effective at getting them to think about quitting smoking (mean = 6.32). This message was seen as very noticeable (mean = 7.18), very credible (mean = 7.13), and moderately relevant (mean = 6.91); approximately two-thirds of respondents rated each of these attributes as high (7-10). It was also rated as understandable and readable by the majority of smokers (means = 8.06 and 7.03). The newness of the information, as well as the impact of the illustration also led to this message's success, with 57% of respondents rating these attributes between 7 and 10.

When demographic differences are analysed, it becomes evident that this message was more effective for respondents under the age of 25 than for older respondents; 24% of those 25 and older rated the message as ineffective compared to 13% of those under 25.

Ratings on key attributes:



Effectiveness ratings by demographics:



Benefits

Three Health Information Messages were tested in the Benefits series, specifically:

- B-08 – Do you cough in the morning? (69.52)
- B-09 – Your heart will thank you... (68.08)
- B-07 – Planning on having a baby? (65.30)

Two of the messages in this series (“Do you cough in the morning?” and “Your heart will thank you...”) ranked in the top five messages and had high effectiveness ratings of 6.69 and 6.38, respectively. The third message however ranked lower, at 9th place. The top two were thought to be very understandable, relevant, credible, and readable. They also received moderate ratings for the impact of the illustrations, the newness of information, and their noticeability. The lower ranking message in this series fared comparably on most attributes (noticeability, credibility, understandability, readability, and the illustration), however its perceived lack of relevance, new information, and overall effectiveness hindered its overall score.

B-08 – Do you cough in the morning?

This was the 2nd best Health Information Message and the highest ranked message in the Benefits series.

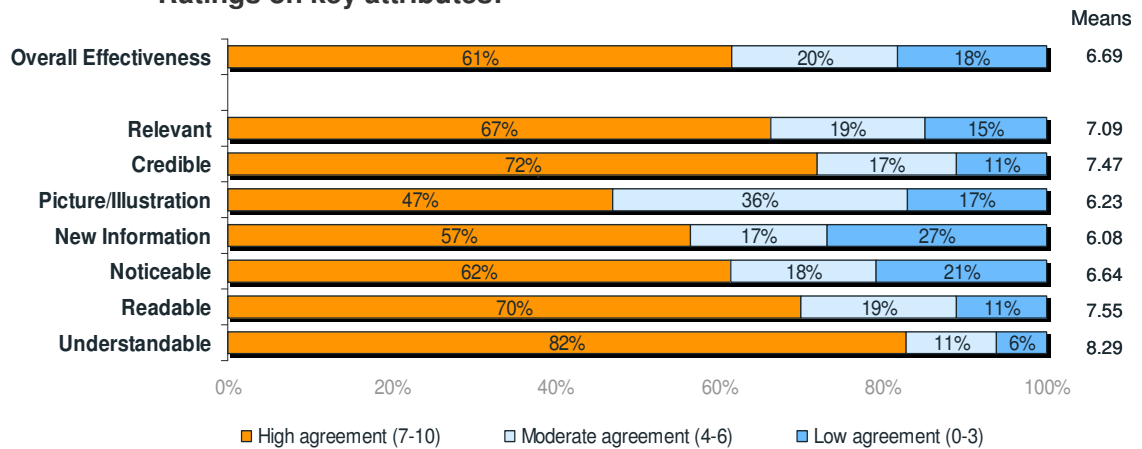
Overall, 61% of respondents rated this message as highly effective and another 20% thought it was moderately so (mean = 6.69). This message’s strong showing is in part due to its high ratings on key attributes, such as its credibility (mean = 7.47) and relevance (mean = 7.09). It was also thought to be easy to understand and readable (means = 8.29 and 7.55, respectively). The noticeability of this message, as well as the newness of the information fared well, with approximately 3 in 5 respondents rating these attributes highly. This message could have been improved with a stronger illustration; slightly fewer than half (47%) felt the image was impactful.

When demographic trends are considered:

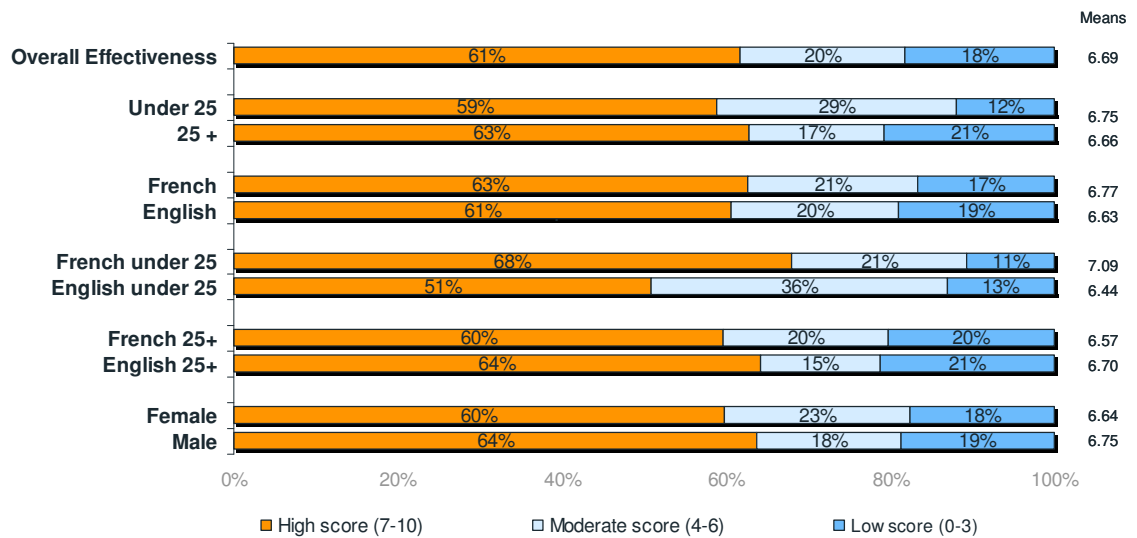
- Older respondents are more likely to rate this message low on overall effectiveness as compared to the young adults segment (21% vs. 12%);



Ratings on key attributes:



Effectiveness ratings by demographics:



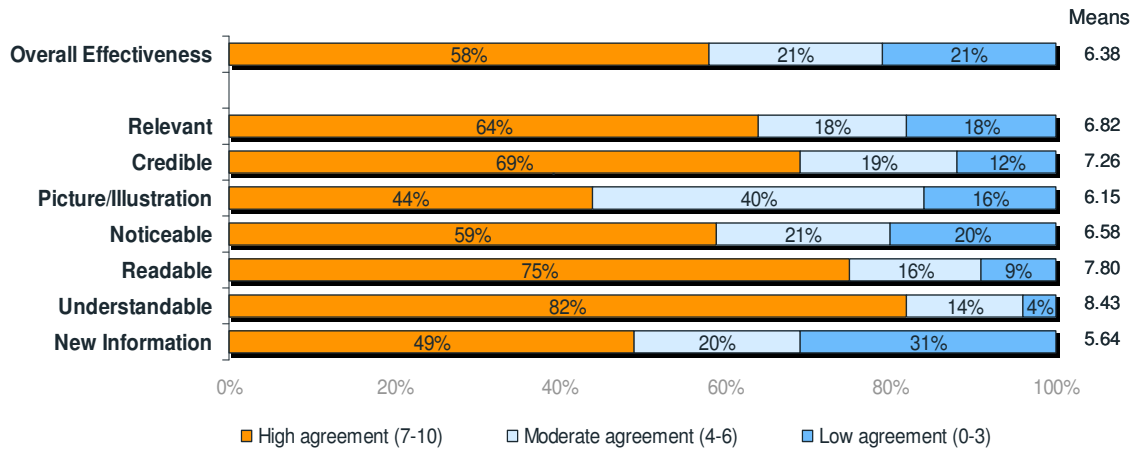
B-09 – Your heart will thank you...

This message ranked 4th out of the 18 messages tested.

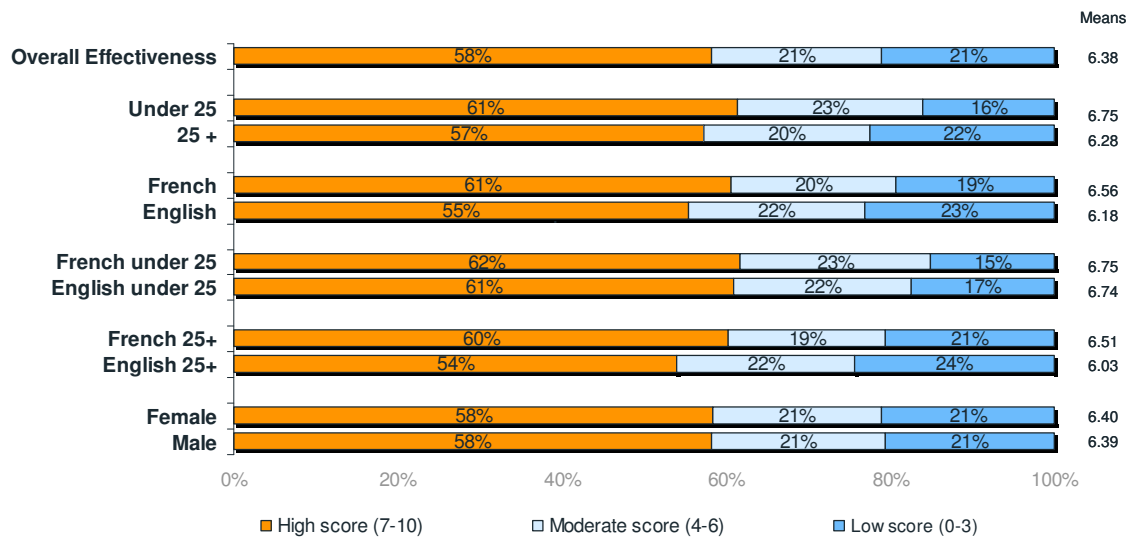
Fifty-eight percent of smokers felt this message was effective, resulting in a moderate mean rating of 6.38. It scored highly on attributes that lead to a message's overall impact, such as credibility (mean = 7.26). It was also rated as very understandable and readable (means = 8.43 and 7.80, respectively), and thought to be moderately relevant (mean = 6.82). Interestingly, the impact of the picture was lower for this message than it was for the B-08, which used the exact same image (mean = 6.15 vs. 6.23). Noticeability was moderate, with an average rating of 6.58, and only half of respondents felt the information was new, resulting in a low mean of 5.64.

No differences for effectiveness ratings between subgroups are observed.

Ratings on key attributes:



Effectiveness ratings by demographics:





B-07 – Planning on having a baby?

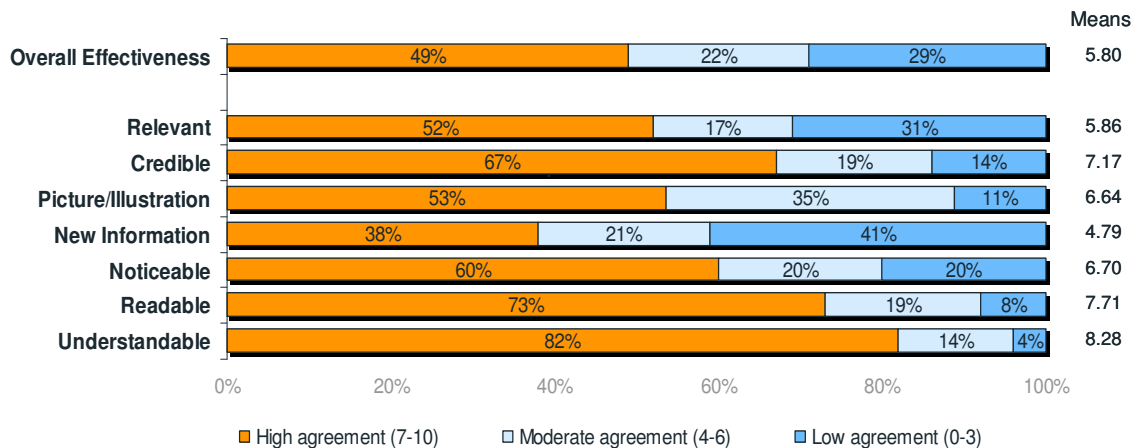
This message ranked 9th overall, placing it noticeably behind the other messages of this series.

Only half of respondents (49%) rated this message as highly effective overall, resulting in a moderate mean rating of 5.80. The relevance rating (mean = 5.86) could explain the lower overall ranking since this attribute plays a large role in determining a message’s impact. Given the nature of the message, men and older respondents were less likely to feel it was relevant to them and scored it accordingly. The message was seen to be very credible, with two-thirds (67%) of respondents rating it as such (mean = 7.17). The impact of the picture, at a mean of 6.64, was moderately rated. Understandability and readability were both high, with means of 8.28 and 7.71, respectively. Noticeability was rated moderately well (mean = 6.70), with 60% scoring it between 7 and 10; however, many respondents did not feel the information was new, with 41% rating it poorly on this attribute (mean = 4.79).

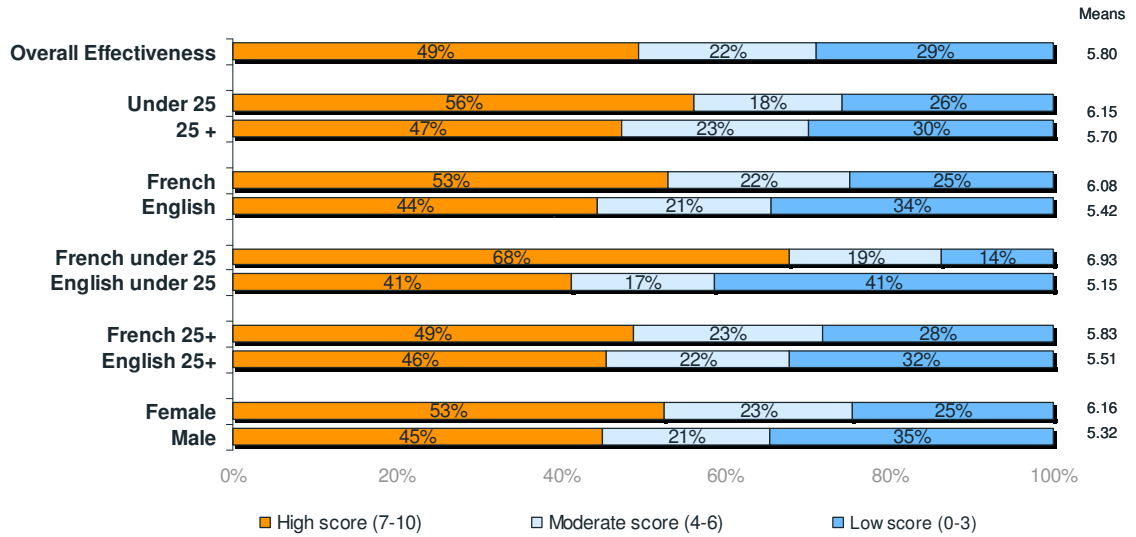
Numerous demographic trends are noted:

- This message is more effective amongst Francophones than Anglophones (mean = 6.08 vs. 5.42);
- Woman are more likely to rate this message highly than men (means = 6.16 vs. 5.32);
- Francophone young adults rated this message more effective than any other subgroup (mean = 6.93 vs. 5.15 – 5.83).

Ratings on key attributes:



Effectiveness ratings by demographics:



Humour

There was only one message tested in the Humour series. Its overall composite score was 62.19.

HUM-01 – The best way to quit smoking...let me tell you...

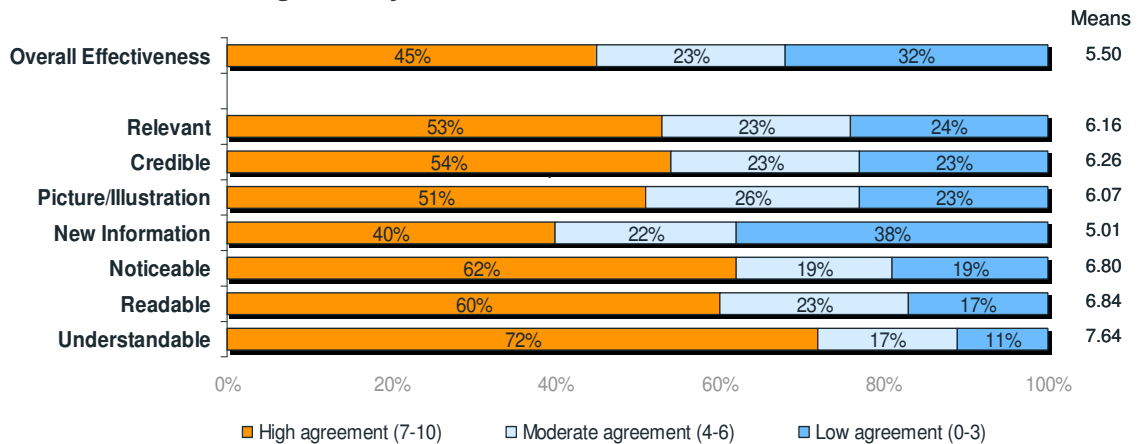
This Humour message ranked 13th overall, placing it towards the bottom of the Health Information messages.



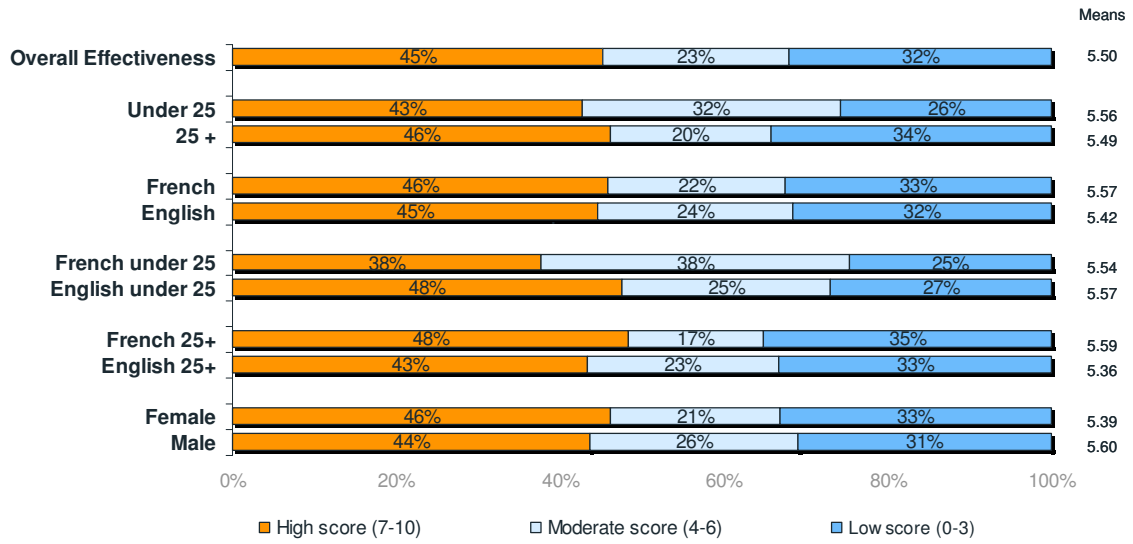
Fewer than half of respondents (45%) felt this message was effective and almost one-third (32%) rated it between 0 and 3 (mean = 5.50). About half of respondents rated this message as highly relevant (53%), credible (54%), and thought it had an impactful illustration (51%), resulting in moderate mean scores of 6.16, 6.36, and 6.07, respectively. Almost equal proportions of respondents felt the information was new (40%) as those that felt it was not so (38%). This message scored fairly well on its noticeability (mean = 6.80) and readability (mean = 6.84), and highly on its understandability (mean=7.64), although these attributes have less weight than some others when composing the overall impact score of the message.

No notable significant differences between subgroups are observed.

Ratings on key attributes:



Effectiveness ratings by demographics:

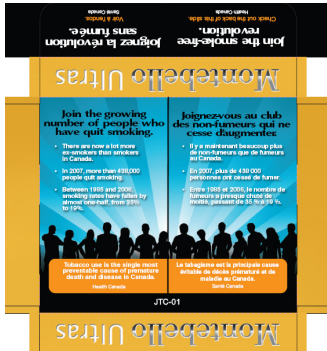


Join the Club

There was only one message tested in the Join the Club series. Its overall composite score was 61.18.

JTC-01 – Join the smoke free revolution.

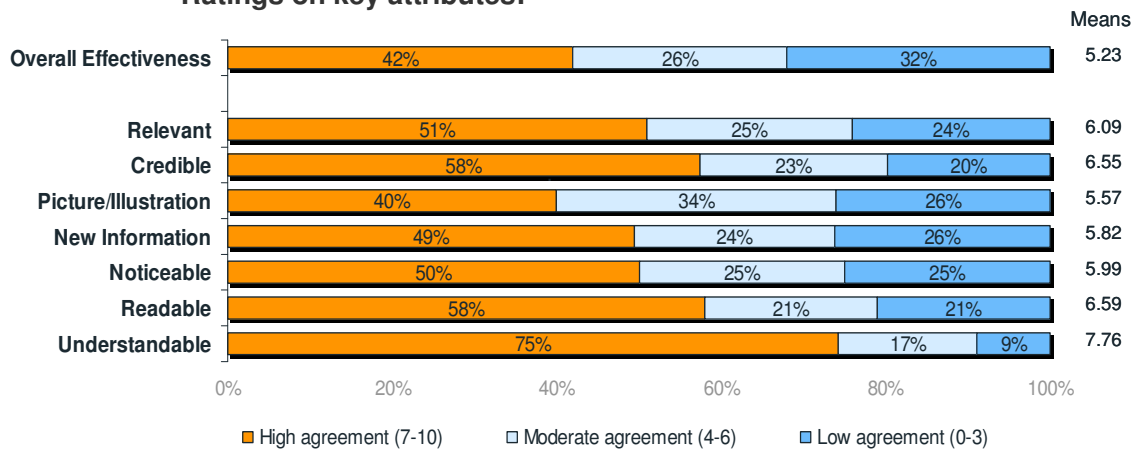
This message ranked 16th overall, second to last amongst all Health Information messages.



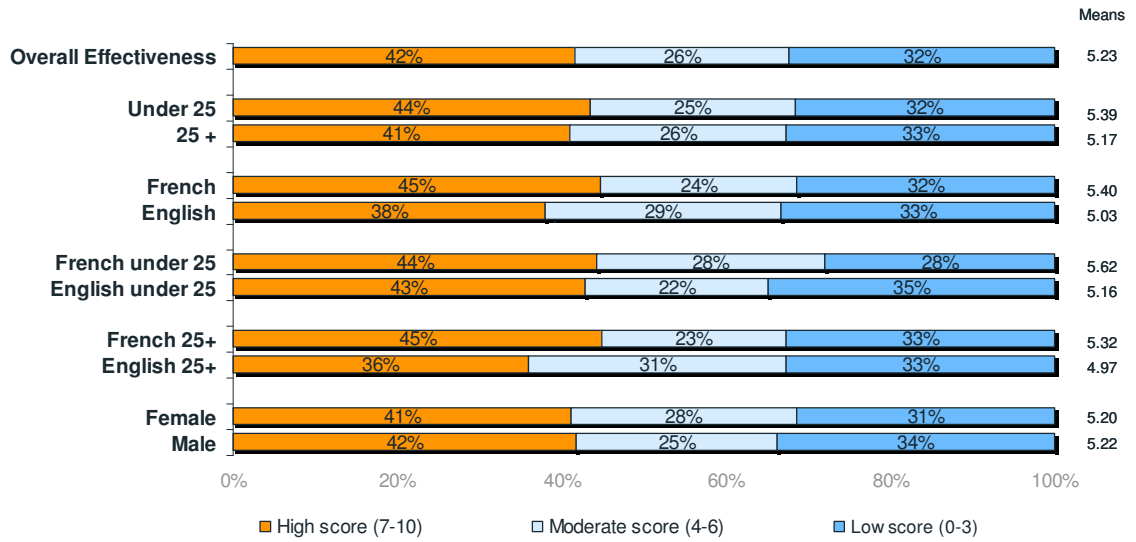
It was perceived to be effective by only 42% of respondents, and 32% thought it to be ineffective. Although smokers saw the message as being understandable (75%), much fewer thought the message was readable; only 58% said as much, leading to the conclusion that the content of the message is clear but the formatting is not. Almost 3 out of 5 respondents felt this message was highly credible (58%) and relevant (51%), resulting in moderate mean scores of 6.55 and 6.09, respectively. The newness of information and the message’s noticeability were rated similarly, with approximately half rating these attributes highly, one-quarter rating them moderately, and one-quarter rating them poorly. The illustration was perceived to be one of the weaker elements of this message, with only 40% of respondents agreeing that it was impactful.

No significant differences between subgroups are noted.

Ratings on key attributes:



Effectiveness ratings by demographics:



Promotional

The Promotional series included two Health Information messages, both touching on the same general topic:

P-01A – Need help quitting? (64.52)

P-01B – Need help quitting? (61.18)

The two messages in this series did not rank very well on overall impact as compared to the other Health Information messages, with both in the bottom half of the rankings. Although they were thought to be quite understandable and readable, they only scored moderately well on other important attributes such as impact of the illustration (average of the means = 5.94), noticeability (6.16), and relevance (6.02). The average of the credibility rating across the series was slightly higher at 6.55, but this did not boost the overall effectiveness, rated at 5.41. The newness of information in this series was considered only moderate, at 5.79, but compared to all other HIMs this is above average.

P-01A – Need help quitting?

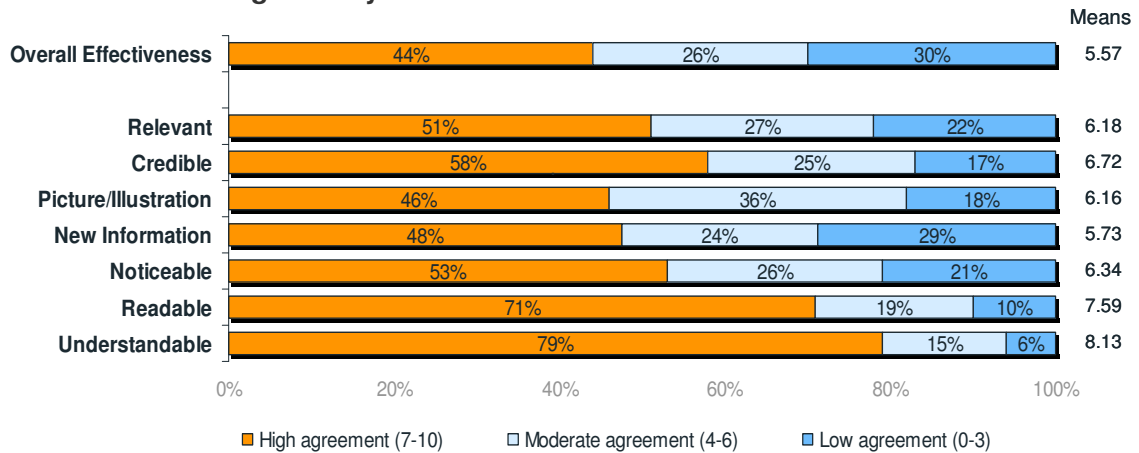
This message ranked 12th overall when compared to all other Health Information message, based on the composite scores representing overall impact.

Only slightly more than 2 in 5 respondents (44%) rated this message as highly effective, leading to a low average score of 5.57. Half (51%) of respondents felt this message was relevant to them and 58% thought it was highly credible. Understandability and readability were high, with means of 8.13 and 7.59, respectively. The illustration was rated as having a high impact by 46% of smokers, and another 36% thought rated it as moderate (mean = 6.16). The newness of information was not rated very high, with a low mean score of 5.73, the lowest of all attributes for this message. Although just more than half of respondents (53%) felt this message was noticeable, this attribute was moderately rated overall, with a mean of 6.34.

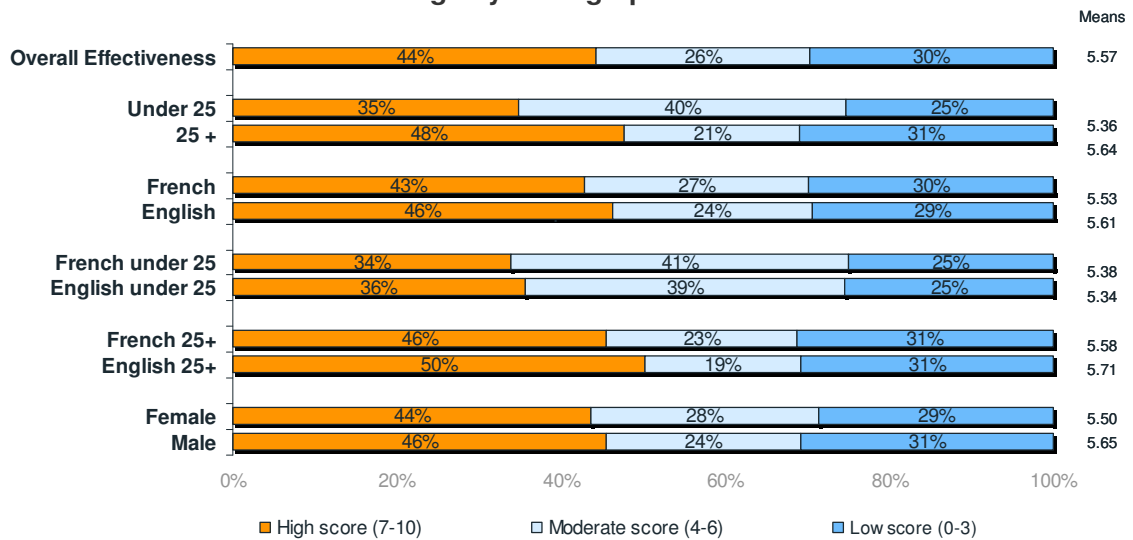
The only significant difference between subgroups is that respondents 25 and older are more likely to rate this message as highly effective than respondents under 25 (48% vs. 35%).



Ratings on key attributes:

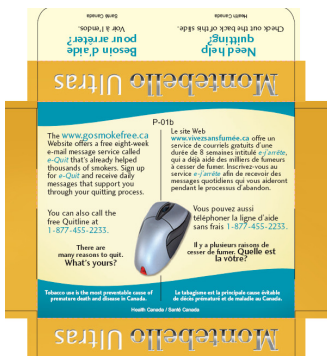


Effectiveness ratings by demographics:



P-01B – Need help quitting?

This Promotional message ranked 15th overall.

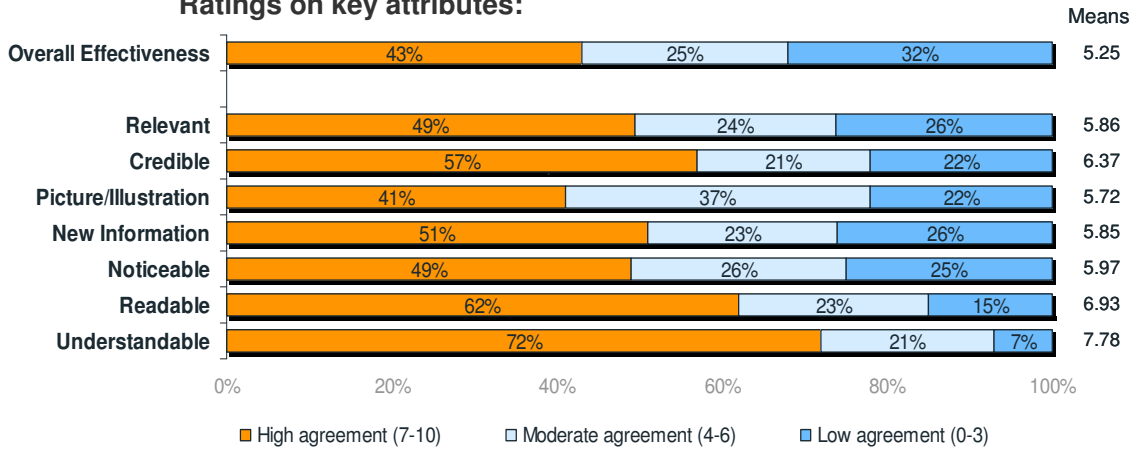


With only forty-three percent of respondents rated this message as highly effective, the mean effectiveness score is low at 5.25. Half of respondents (49%) thought this message to be relevant and noticeable but the average ratings were still low (means = 5.86 and 5.97, respectively). The strong majority found it to be very understandable (mean = 7.78), but the lower score on readability signifies the design of the text could be improved (mean = 6.93). The credibility of this message was moderate, at a mean of 6.37. Half of respondents felt the information was new, but only 41% felt the illustration had a significant impact on the message.

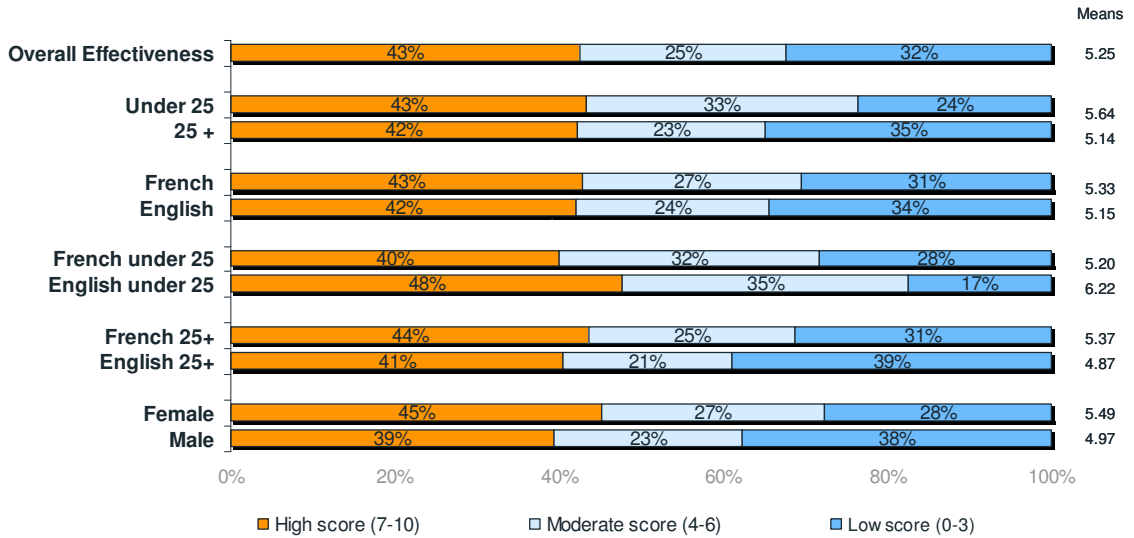
Demographically:

- Men are more likely to rate this message as ineffective than women (35% vs. 24%);
- Adults 25 and older are more likely to rate the effectiveness of this message between 0 and 3 than younger respondents (35% vs 24%).

Ratings on key attributes:



Effectiveness ratings by demographics:



True or False

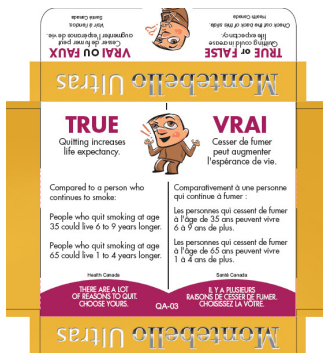
Three true or false Health Information messages made up this series:

- QA-03 – Quitting could increase life expectancy (66.62)
- QA-04 – Smoking adds more stress to your body (65.45)
- QA-02 – Every quit attempt is closer to success (65.11)

The True or False series did moderately well overall, with all messages in the series ranking in the middle range of all HIMs. For the most part, ratings for each message are comparable across all attributes, however the “Quitting could increase life expectancy” was seen to be slightly more readable, understandable, and noticeable than the others. On average, the strongest attributes of this series were its understandability (average of the means = 7.98), readability (7.51), credibility (6.87), noticeability (6.87), and relevance (6.62). Scoring slightly lower, with averages between 5.59 and 5.96, were the remaining attributes, namely overall effectiveness, presence of new information, and impact of the illustration.

QA-03 – True or False: Quitting could increase life expectancy.

This message ranked 7th overall and was the best of the True or False series.

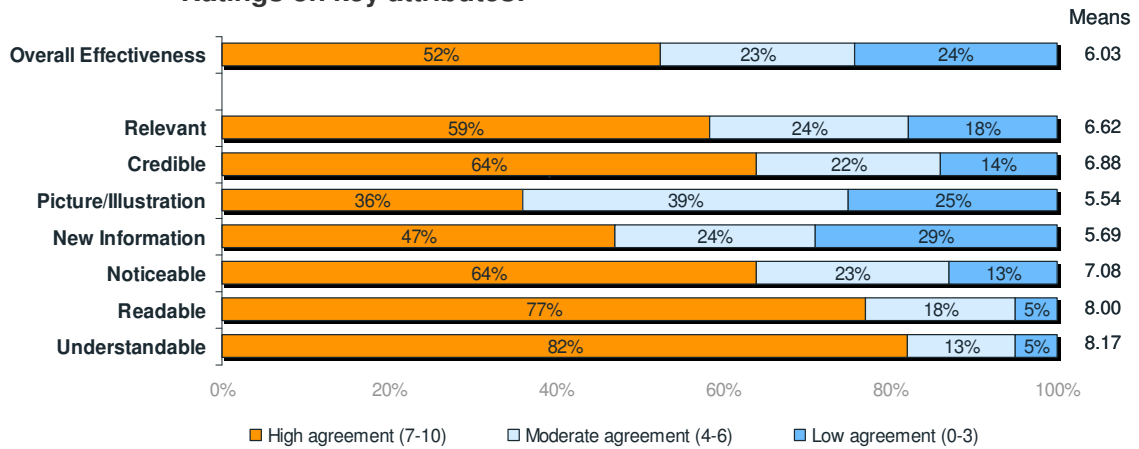


Just over half of respondents (52%) agreed that this message was highly effective at making them think about quitting smoking (mean = 6.03). This message was rated highly on its noticeability (mean = 7.08), and moderately well on its credibility (mean = 6.88), and its relevance (mean = 6.62); almost two-thirds (64%) of respondents rated the message as highly noticeable and highly credible, and 59% thought it to be very relevant. This message also received high ratings for its understandability and readability, with mean scores of 8.17 and 8.00, respectively. Just under half of respondents felt that information in this message was new (mean = 5.69). Detracting from this message was the illustration; only 36% of respondents found it to be highly impactful (mean = 5.54).

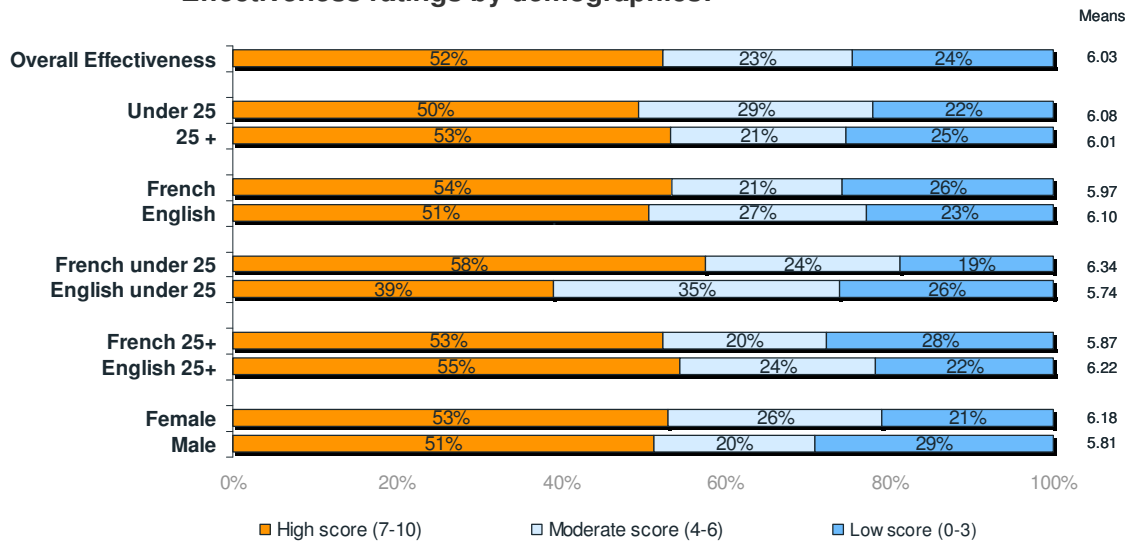
When demographic differences are analysed:

- Men are more likely than women to rate this message’s effectiveness as low, with ratings between 0 and 3 (29% vs. 21%).

Ratings on key attributes:



Effectiveness ratings by demographics:



QA-04 – True or False: Smoking adds more stress to your body.

This message was ranked 8th overall, narrowly behind the QA-03 message of this series.

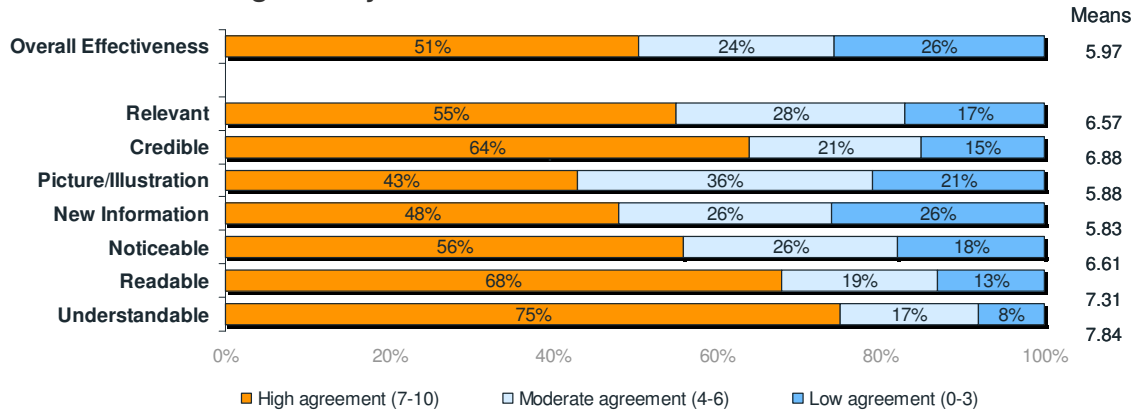
Half of respondents (51%) rated this message as effective overall, resulting in a moderate mean rating of 5.97. As compared to the above message (QA-03) this message did not rate as highly on some attributes, such as relevance (mean = 6.57), noticeability (mean = 6.61), readability (mean = 7.31) and understandability (mean = 7.84). However, when looked at in isolation, this message fared moderately well on relevance and noticeability, and very well on readability and understandability. Interestingly, the illustration rated higher in this message than it did in QA-03 (mean = 5.88 vs. 5.54), despite the fact that the exact same illustration was used. The information contained



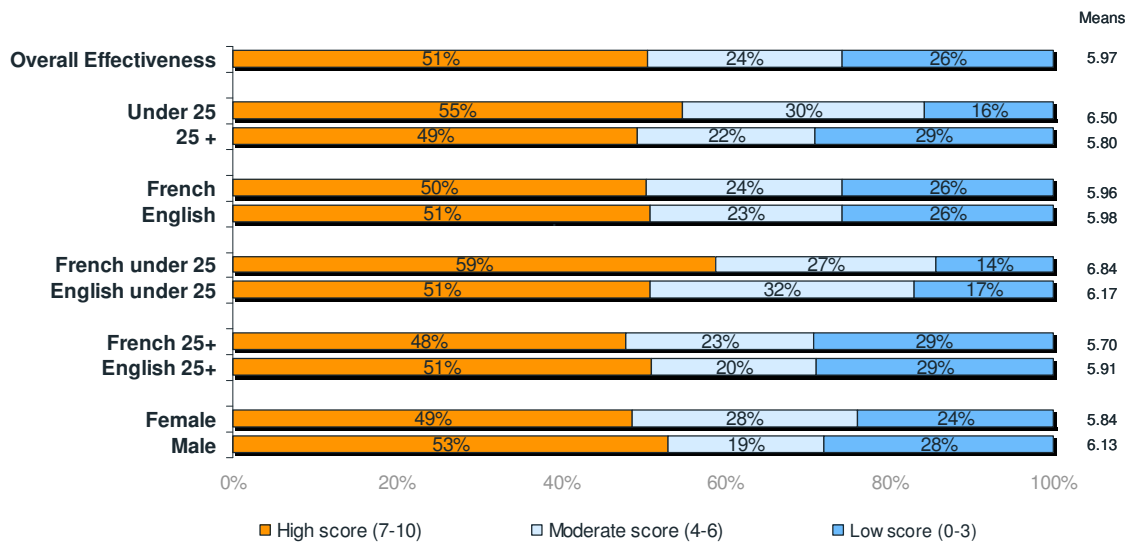
in this message was also thought to be newer than the information in QA-03, with almost half of respondents (48%) rating it highly on this attribute (mean = 5.83).

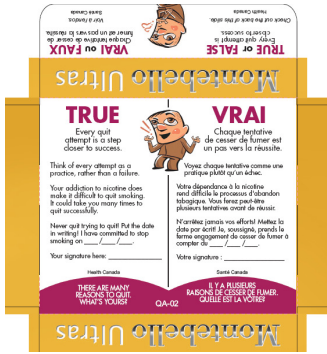
The only noteworthy significant subgroup difference is between age categories, where older respondents were more likely to rate this message as ineffective than respondents under 25 (29% vs. 16%).

Ratings on key attributes:



Effectiveness ratings by demographics:





QA-02 – True or False: Every quit attempt is closer to success.

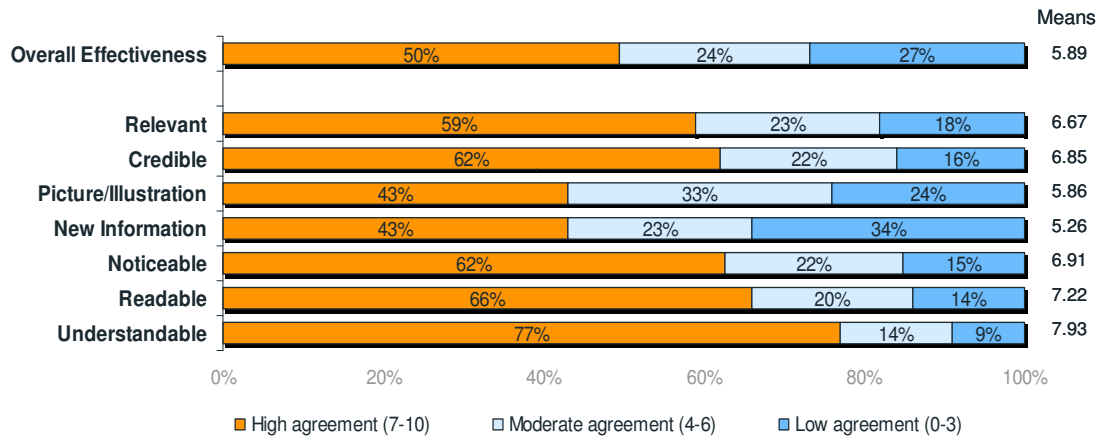
This message ranked 10th overall and was the lowest ranking message of the True or False series.

Exactly half of respondents thought the message to be highly effective overall, with another 24% rating it as moderately effective, resulting in a moderate mean rating of 5.89. The message rated fairly well on driving attributes such as relevance (59% rating it highly) and credibility (62%), with mean scores of 6.67 and 6.85 respectively. Understandability of the message was also high, with a mean of 7.93, however comparatively its readability was rated notably lower, at 7.22. Respondents felt this message was fairly noticeable (mean = 6.93), but did not think very highly of the illustration, giving a mean rating of 5.86 (comparable to the rating in QA-04, and higher than that of QA-03). The newness of the information in this message was considered to be low by one-third of respondents, resulting in a mean rating of only 5.26.

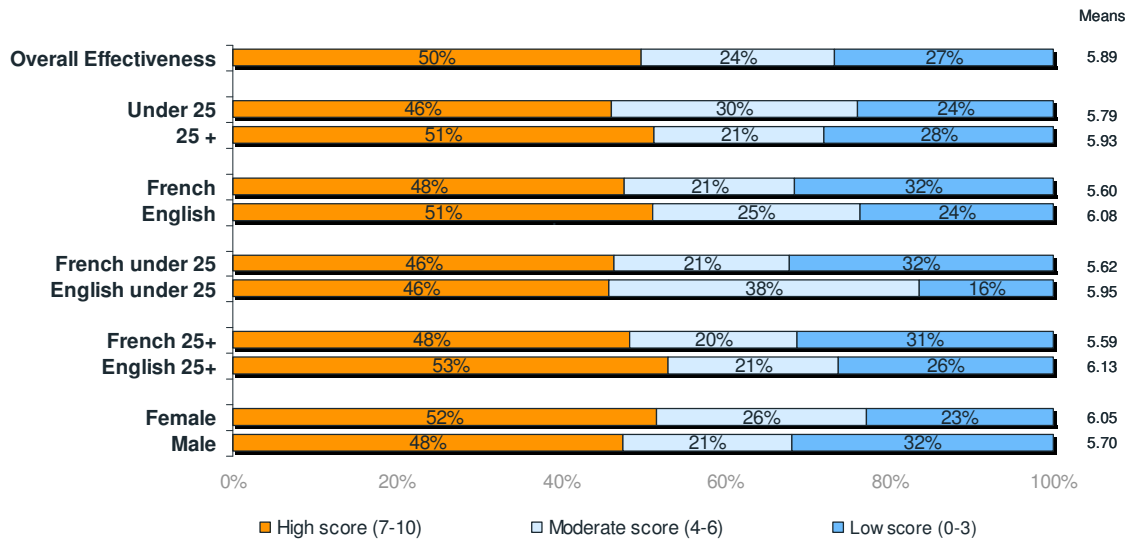
When demographic differences are considered, the following trends are observed:

- Men are more likely than women to rate this message’s overall effectiveness between 0 and 3 (32% vs. 23%);
- Anglophone young adults are the least likely to rate this message as ineffective, and the most likely to rate it as moderately effective.

Ratings on key attributes:



Effectiveness ratings by demographics:



Stages

There was only one message tested in the Stages series. Its overall composite score was 64.76.

STAGE-02 – What stage are you in?

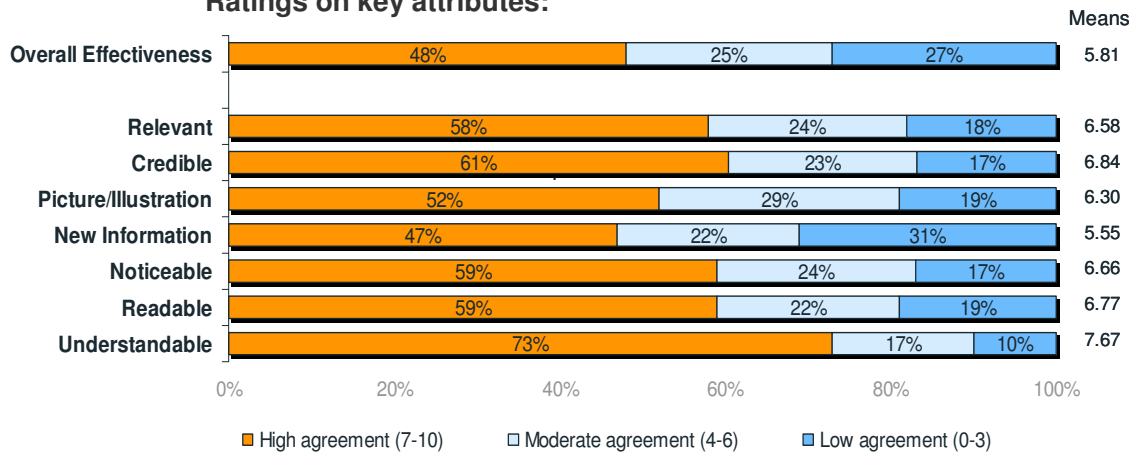
This message was ranked 11th overall, putting it in the bottom half of Health Information messages.



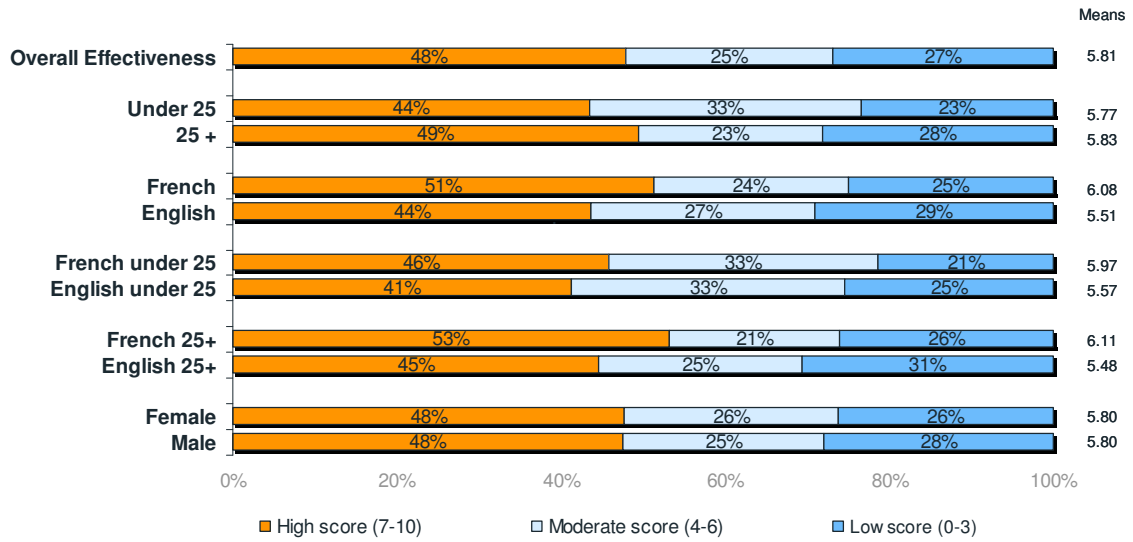
Less than half of respondents (48%) felt this message was effective at getting them to think about quitting smoking and more than one-quarter rated it as ineffective (mean = 5.81). However, on important attributes such as credibility and relevance this message fared moderately well, with means of 6.84 and 6.58, respectively. As has been seen with other HIMs, although the understandability of the message was high (mean = 7.67) the readability was notably lower (mean = 6.77) signifying that the text or presentation of information could be improved to encourage reading. Just over half of respondents (52%) felt the picture to have a high impact resulting in a mean rating of 6.30 and 59% felt the message was noticeable (mean = 6.66). The newness of the information was mixed, with 47% perceiving it to be high, 22% thinking it was moderate, and 31% saying it was low; however overall the mean rating for this attribute was low at 5.55.

No significant subgroup differences are observed.

Ratings on key attributes:



Effectiveness ratings by demographics:



Testimonial

The Testimonial series consisted of three Health Information messages:

- T-16 – I didn’t have to do it alone...(61.54)
- T-18 – I crossed the finish line...(58.12)
- T-17 – My reason for quitting...(57.76)

The Testimonials were the worst rated series, with two messages of the series rated the bottom two overall and one in 14th place. The overall effectiveness ratings of the messages in this series range from 5.18 to 5.61, with an average of 5.37. The series’ best features were the understandability of the messages as well as their credibility (average of the means = 7.63 and 6.52, respectively). Relevance and readability did not hurt the messages, but did not particularly strengthen them either (average of the means = 6.01 and 6.19, respectively). The pictures detracted from the messages in this series, with ratings ranging from 5.24 to 5.71. Despite this, the noticeability rated higher, at an average of 5.84. The messages were also thought to lack new information; the average rating on this attribute of 4.77 is lower than that of any other HIM series.

T-16 – I didn’t have to do it alone...

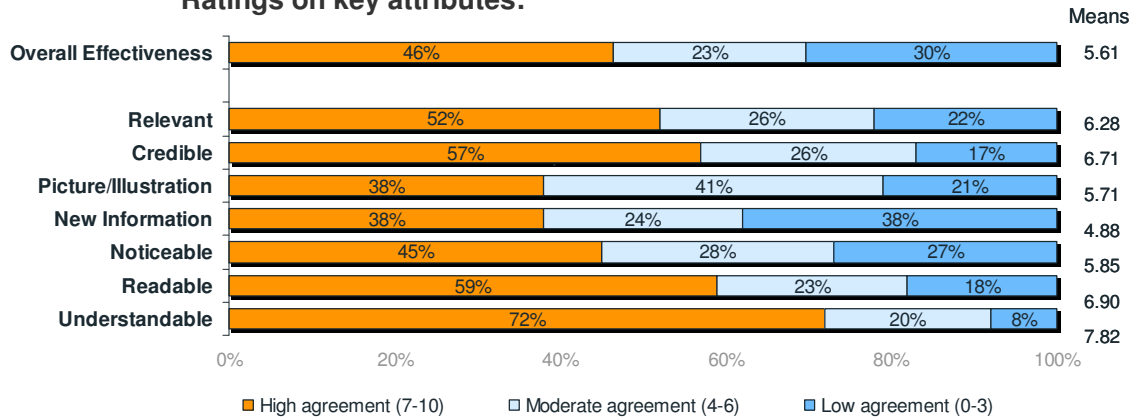
At 14th place, this message was the best ranked of the Testimonial series.

Fewer than half of respondents (46%) found this message to be highly effective, compared to 30% that rated it between 0 and 3 (mean = 5.61). It was thought to be highly credible by 57% of respondents (mean = 6.71) and highly relevant by 52% (mean = 6.28). Although respondents rated their understanding of this message as high (mean = 7.82), it was perceived to be significantly less readable, likely due to the amount of text on the message (mean = 6.90). Respondents did not find this message particularly noticeable and rated the impact of the picture as very low, two attributes that are closely related. Only 45% of smokers said they found the message to be noticeable (mean = 5.85) and the highest proportion of respondents (41%) rated the impact of the picture as moderate (mean = 5.71). This message scored particularly low on the newness of its information, with equal proportions of respondents rating it high (7-10) as low (0-3) (38% for both, mean = 4.88).

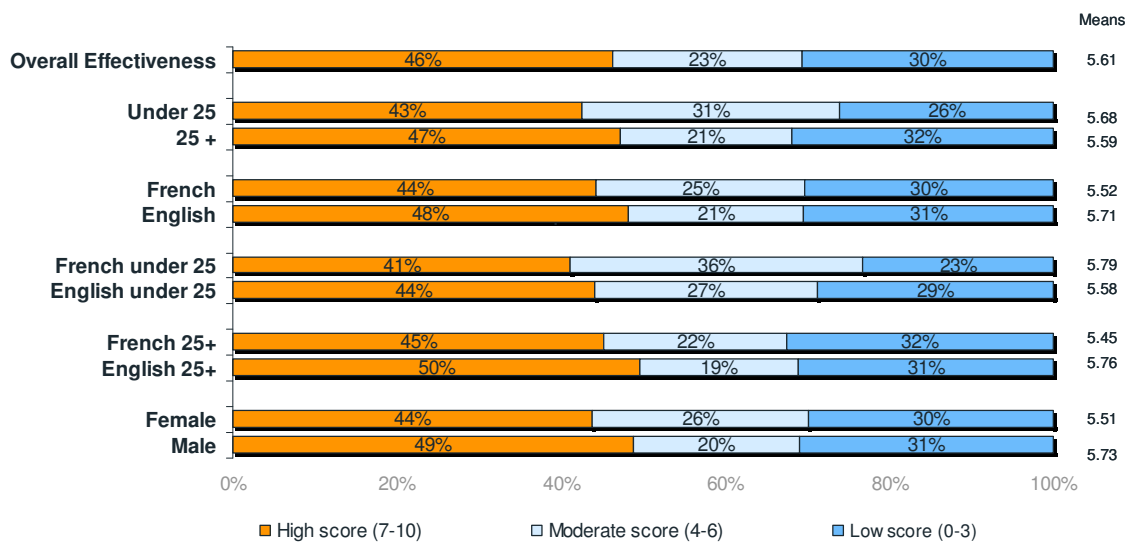
No notable significant differences are observed between demographic subgroups.



Ratings on key attributes:



Effectiveness ratings by demographics:



T-18 – I crossed the finish line...

As the second worst HIM, this message ranked 17th overall.

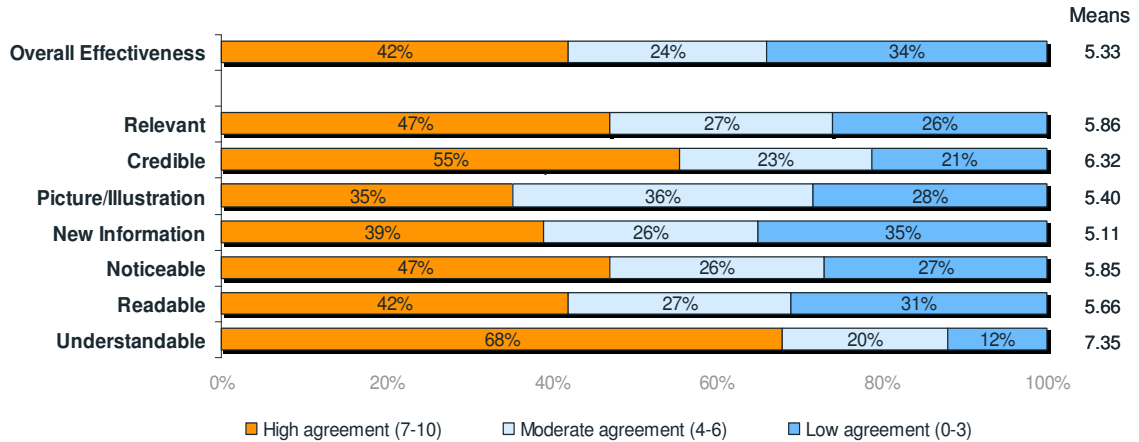
Just over 2 out of 5 respondents (42%) agreed that this message was effective at making them think about quitting smoking and one-third felt it was ineffective, resulting in a low mean rating of 5.33. Although more than half of respondents (55%) rated this message as credible (mean = 6.32), only 47% felt it was relevant and noticeable (means = 5.86 and 5.85, respectively). Over two-thirds rated the message as understandable (mean = 7.35), however a very low 42% felt it was readable (mean = 5.66). This message definitely lost some appeal because of its image, only 35% of respondents said it was highly impactful and 28% said it had low impact (mean = 5.40).

The information in this message was not perceived to be new, with only 39% of respondents rating it highly on this attribute, and a low mean score of 5.11.

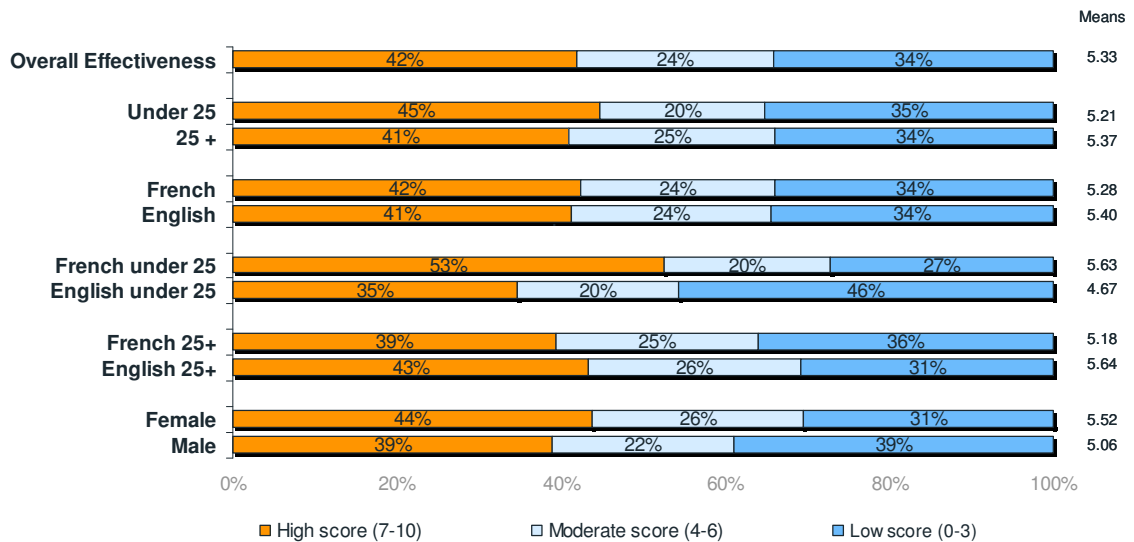
When demographic subgroups are analysed, the following trends are present:

- Francophone young adults are less likely to rate this message as ineffective (27%) when compared to Anglophone young adults (46%).

Ratings on key attributes:



Effectiveness ratings by demographics:





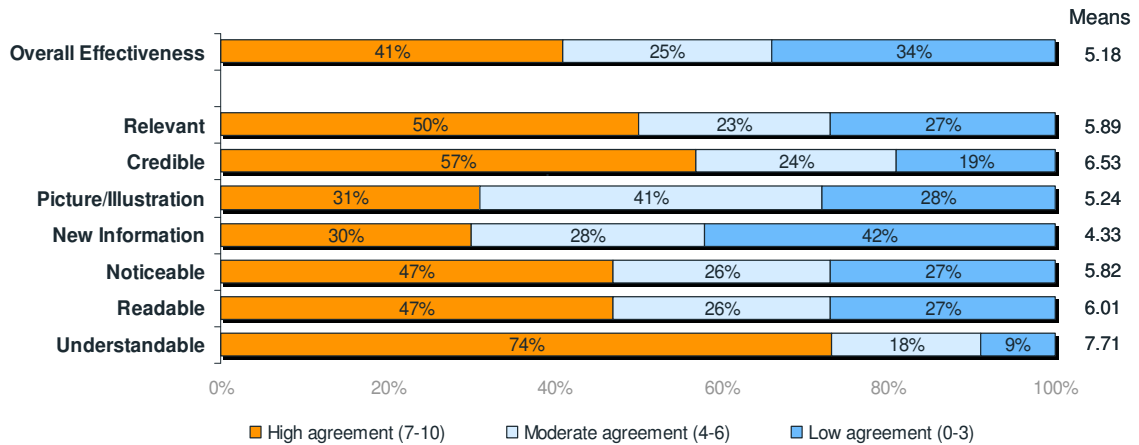
T-17 – My reason for quitting...

This was the lowest ranking Health Information message, in 18th place.

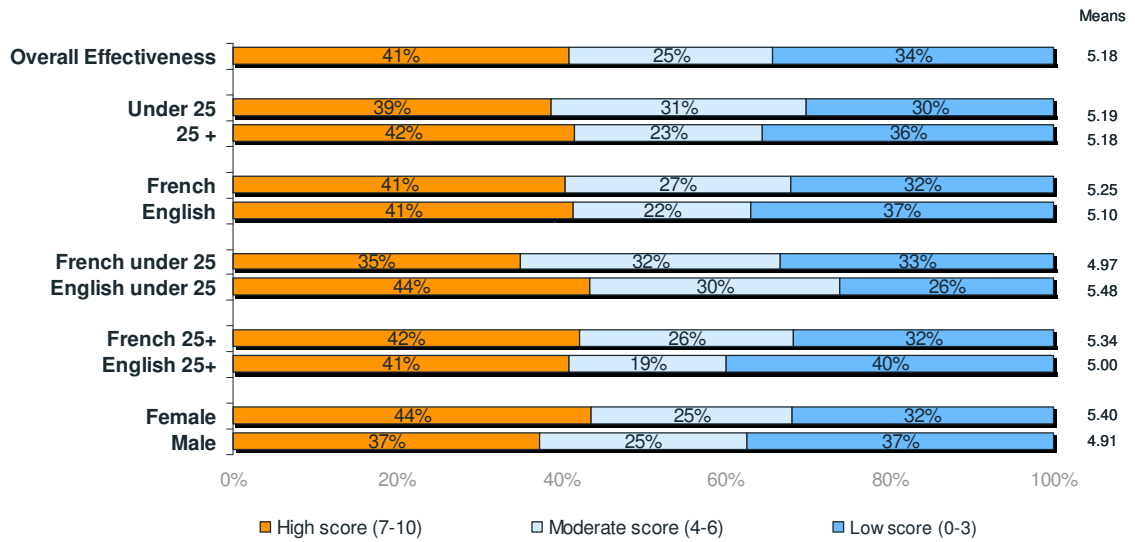
Only 41% of respondents felt this message was effective, with another 34% saying it was ineffective (mean = 5.18). Evaluations of this message's attributes are mixed, with some scoring moderately well and others scoring relatively low. Credibility was its best feature, with a moderate mean score of 6.53. It was also seen to be moderately relevant and noticeable, with approximately half of respondents rating these attributes highly (means = 5.89 and 5.82, respectively). Similar to the other messages in this series, it was rated as understandable (mean = 7.71) but significantly less readable, with only 47% rating this attribute as high (mean = 6.01). Where this message really falls short is with the impact of its illustration and the newness of its information; less than one-third (31%) of respondents scored these attribute between 7 and 10. The highest proportion of respondents (41%) rated the impact of the picture as moderate, and 42% rated the newness of information as low (means = 5.24 and 4.33, respectively).

No significant differences between demographic subgroups are observed for the effectiveness ratings of this message.

Ratings on key attributes:



Effectiveness ratings by demographics:



Withdrawal Cravings

Two Health Information messages about withdrawal cravings made up this series:

WC-02 – They peak during the first 48 hours...(67.88)

WC-01 – It reaches the brain in about 10 to 20 seconds...(66.78)

The Withdrawal Cravings series was also one of the strongest series of Health Information Messages, with the two messages ranking 5th and 6th overall. This series rated particularly well on its understandability (average of the means = 8.01) and readability (7.28). Credibility, noticeability, and relevance also ranked fairly well (6.99, 6.96, and 6.71, respectively). Overall effectiveness was rated at 6.18 for the series. The impact of the illustration and the newness of information might have detracted from the messages' impact slightly, given that the average ratings for these attributes are below that of overall effectiveness, at 6.12 and 6.11.

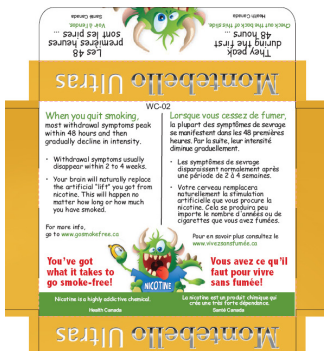
WC-02 – They peak during the first 48 hours...

Ranked as 5th overall, this was the strongest message in the Withdrawal Cravings series, slightly ahead of the WC-01 message.

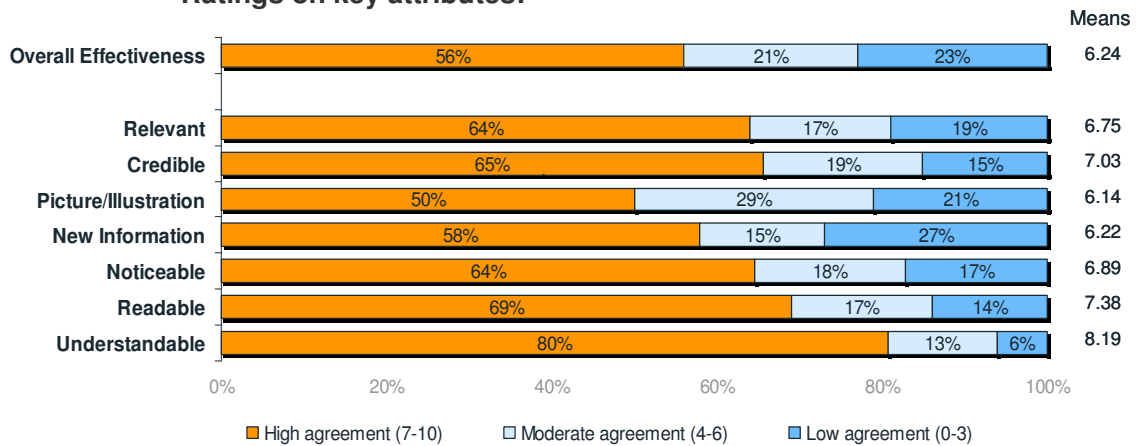
Fifty-six percent of respondents rated this message as highly effective, leading to a mean rating of 6.24. Approximately two-thirds of respondents found this message to be highly relevant (64%) and credible (65%), resulting in mean scores of 7.03 and 6.75, respectively. Four out of five respondents said the message was very understandable (mean = 8.19) and 69% found it easy to read (mean = 7.38). Despite only half of smokers perceiving the illustration to be impactful, the message still fared fairly well on noticeability (mean = 6.89). Close to 3 in 5 respondents (58%) considered the information to be new (7-10) and another 15% thought it was moderately so.

The following demographic trend was observed:

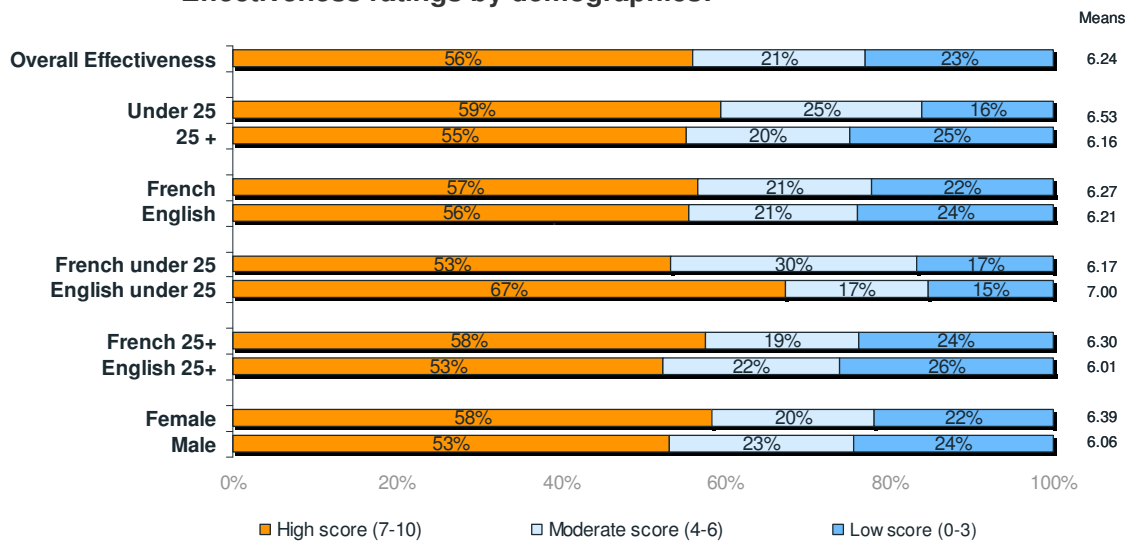
- Older respondents are more likely to rate this message as ineffective (0-3) than younger respondents (25% vs. 16%).



Ratings on key attributes:



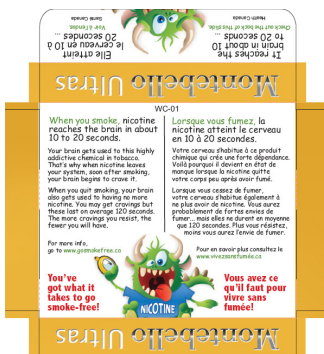
Effectiveness ratings by demographics:



WC-01 – It reaches the brain in about 10 to 20 seconds...

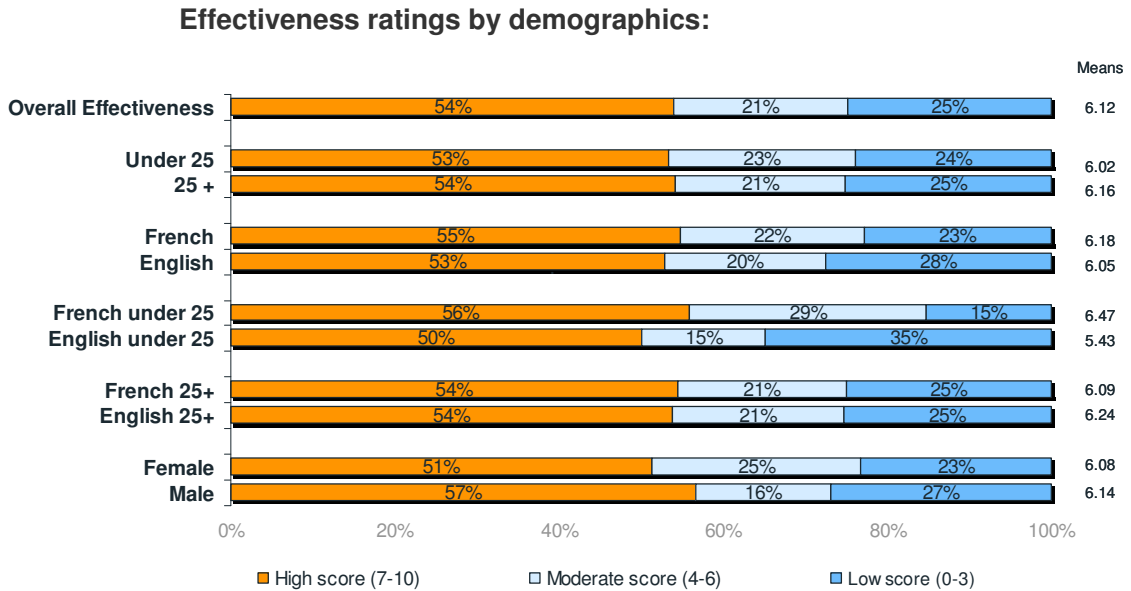
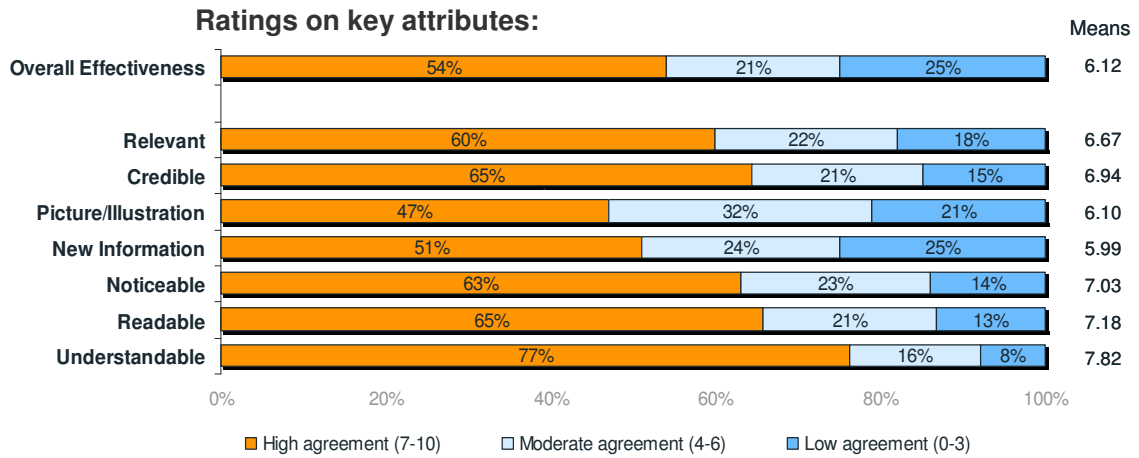
Ranking just below the other message in the series, this message was 6th overall.

More than half of respondents (54%) felt this message was effective, leading to a mean score of 6.12. This message was rated moderately well for its credibility (mean = 6.94) and relevance (mean = 6.67), and highly for its noticeability (mean = 7.03). In addition, the strong majority respondents felt it to be very understandable (77%) and readable (65%). Although slightly fewer than half of smokers (47%) were impacted by the illustration on the message, 32% felt it was moderately impactful, resulting in a mean score of 6.10. The information was considered new to half of respondents (mean = 5.99).



Observed demographic differences include:

- Women are more likely than men to feel this message was moderately (4-6) effective (25% vs. 16%);
- Francophone young adults were less likely than Anglophone young adults to rate this message's effectiveness as low (15% vs. 35%).

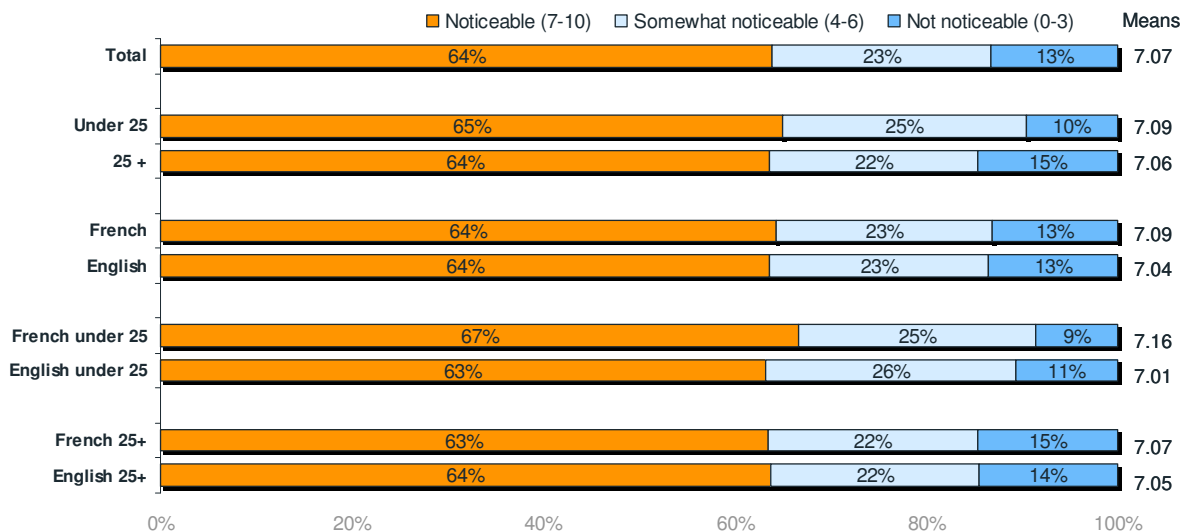


Evaluation of Contact Information

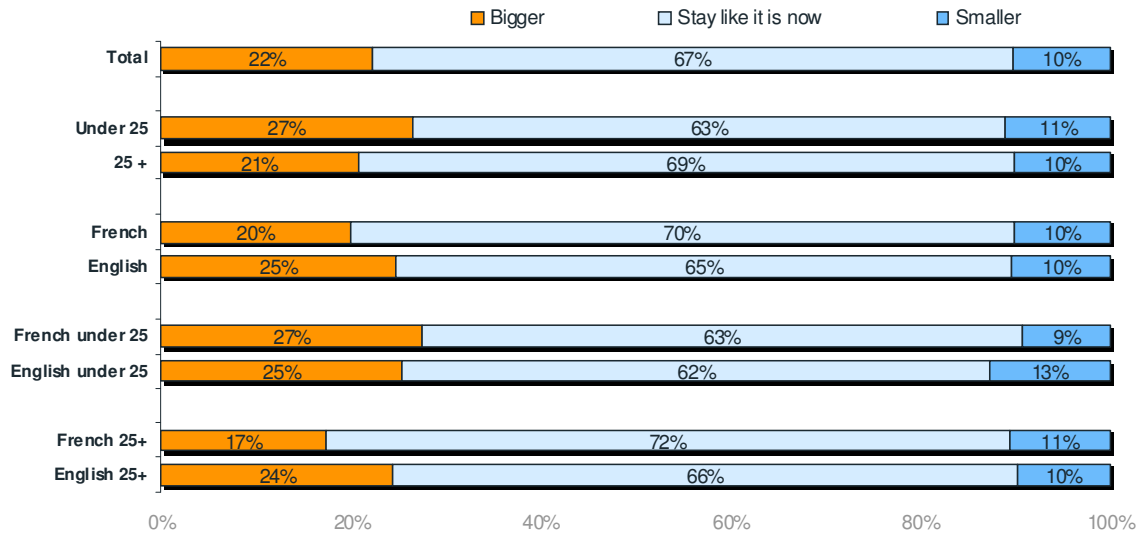


In addition to testing Tobacco Health Warning Messages and Health Information Messages, this study also evaluated the effectiveness of the contact information on the cigarette package.

Respondents were first asked to what extent the section caught their attention, that is, how noticeable it was. Approximately two-thirds of respondents (64%) felt that it was noticeable and another 23% felt it was somewhat noticeable. On average, the contact information's noticeability was rated as 7.07. Very few differences are seen when demographic variables are considered; the only noteworthy one is that French-speaking smokers under the age of 25 found the information slightly more noticeable than their counterparts (67% rated it as noticeable vs. 63-64%, with an average score of 7.16 vs. 7.01 vs. 7.07).



Respondents were next asked whether they thought the space occupied by this section on the pack should be bigger, smaller, or stay as it is. They were asked this in the context of whether changing the size would further encourage interested smokers to use the contact information or not. The majority (67%) agreed that it was an appropriate size and should not be changed. About one-quarter (22%) felt it should be bigger, while only 1 in 10 thought it should be smaller.

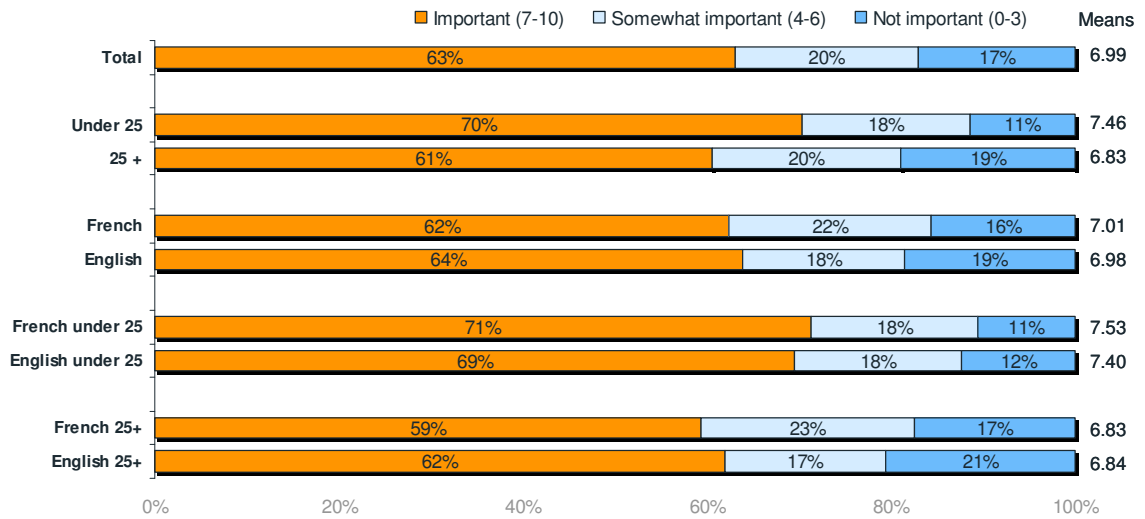


Younger Canadians were more likely to say that the contact information should be bigger than older Canadians (27% vs. 21%), however the proportion who felt it should be smaller was comparable for both groups. English Canadians were also more likely to say this section should be made bigger when compared to French Canadians (25% vs. 20%), and again, this difference is accounted for in the 'stay like it is now' category, and not the 'smaller' category which was found to be 10% for both groups. The largest demographic difference is highlighted when both age and language are considered; whereas the language divide amongst younger respondents is minimal (27% vs. 25% saying it should be bigger), the difference between French and English adults 25 and older is significant (17% vs. 24% saying it should be bigger). No differences are seen when gender is considered.

Lastly, respondents were asked how important it was to them that this kind of information be included on cigarette packages. For the most part, Canadians feel the presence of this contact information is either important (63%) or somewhat important (20%). Almost 1 in 5 (17%) said that this information is not important, resulting in a mean rating of 6.99.

Younger Canadians are much more likely to feel this information is important than older Canadians, with 70% (vs. 61%) rating it important and another

18% (vs. 20%) rating it somewhat important (mean = 7.46 vs. 6.83). Overall, French-speakers are slightly more likely to feel that it is somewhat important (22% vs. 18%), and English-speakers are more likely to feel that it is not important (19% vs. 16%). Only minor differences between groups are noted when both age and language variables are considered, and men are more likely to feel the information is not important than are women (20% vs. 15%).





Testing of Health Warning Messages and Health Information Messages for Tobacco Products - Part 4 of 5

Online Qualitative Phase

Presented to: Health Canada

Contract #: H1011-7-0017, Awarded Oct 31, 2007

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Ce rapport est aussi disponible en français sur demande

June 2009

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Online Qualitative Phase

In January 2009, Decima conducted a series of online focus groups to compliment previously collected data. A total of four (4) 2-hour online focus groups sessions were conducted. The purpose of the groups was to test Call-to-action taglines, as well as various layouts and colours for Health Warning Messages and for the word “warning”.

For a detailed description of the methodology, please see Appendix E.

Section 1 - Call to Action Phrases

Ratings for each of the sections can be found in Appendix D.

Part 1 of the discussions focused on a series of “call to action” phrases that were tested with participants.



Before discussing the phrases individually, a few general observations can be made about reactions to the phrases:

- Younger smokers tend to see this information in a different light than do older smokers, especially those who have been smoking for a long time. Younger smokers were more likely to have more positive reactions to the messages.
- As well, those who are thinking of quitting smoking tend to have more positive reactions to the phrases than those who do not.
- Phrases that are encouraging, empowering towards the individual and put the onus on the individual, work better than those that are seen as sounding like “someone else” is being pushy about it. For example “Vous avez ce qu’il faut pour arrêter!” vs. “À vos

marques! Prêts? Appelez pour arrêter!” and “You can quit” vs. “Get the support you need to quit.”

- Shorter, snappier sentences are more likely to be impactful and memorable than longer phrases.
- The words “Contact us” and “We can help” are often seen as redundant, since they are followed by a phone number and a website.
- The findings were occasionally different for French phrases than for English phrases, as they were not always closely translated but did convey a similar message. Some examples include:
 - Give yourself another chance to quit. / Donnez-vous une autre chance de vous libérer du tabac.
 - Call us first. Then call it quits. / À vos marques! Prêts? Appelez pour arrêter!

A - Thinking of quitting? We can help. Vous pensez arrêter? Nous pouvons vous aider.

In both languages, this message was not particularly well-received, as it seemed to only speak to a small percentage of people who were actually thinking of quitting at that point in time. Although, some English participants, mostly in the older participant group, ranked this in their top-three. It did not receive strong support in the French testing; in neither the younger nor the older participant groups.

- “We can help” is seen as a bit patronizing, especially by many older smokers in the English groups. “There is help” would make it somewhat more neutral and encouraging across all groups. Although the reaction to the message overall does not become much more positive if this would be changed.
- Across all groups, it was unclear what “we/nous” is referring to.
- Some respondents found the message encouraging and liked knowing that there’s help available.
- Some respondents mentioned that not everyone needs help to quit and that help is really easy to find if they need it.
- Many French respondents felt that the message was too general. They stated that they could not really relate to the message and felt it was impersonal.
- French respondents in general (both in the young adult and adult groups) also mentioned that the message lacked originality and that they felt they heard it many times before. This was somewhat echoed by English older smokers respondents.
- Slightly more positive reactions from both the younger and older French participants emerged when the phrase was changed to “Faites appel à nos services”, Participants felt that it was a little more original and they liked the fact that it was telling them that

there are services available instead of simply contacting a person.

Evaluation of the addition of the words “It’s free” and “sans frais” to the message:

- The addition of “It’s free” was seen as being unnecessary, as to virtually all focus group participants it is obvious or expected that the phone number would be toll-free, as would the information on the website.
- Some even said that it may bring up more questions than the statement actually warranted, for example whether other services, or other parts of the services that they’re not aware of, may not be free.
- It is not expected that free cessation tools (such as patches) would be provided for free.

**B - Give yourself another chance to quit.
Donnez-vous une autre chance de vous libérer du tabac.**

Although in English, this option garnered more negative reactions than positive ones, some French participants ranked this in their top-three. This is a good example of a case where the phrasing in French and English was different enough to yield a different reaction from participants.

- Some French participants, both in the younger and older groups, felt that the words “libérez-vous du tabac” reflected well their perception of their smoking habit. Many felt that it was positive and encouraging.
- However, the use of the word “another/autre chance” received mixed reactions in all groups. Some have seen it as particularly encouraging and for others (mainly among older smokers) it was a reminder of how difficult it may have been in the past when they tried unsuccessfully to quit, and is therefore discouraging.
- One suggestion was “Give yourself a chance to quit”.
- There were however participants, mainly among the adult sessions of both the French and English groups), even among those who have in the past tried to quit, who were open to giving themselves another chance to quit. They found the word “another” was encouraging and offered them another chance (they stated that almost every smoker have tried quitting before).
- For others, especially in the older groups, it makes them feel like they are spoken to and are perceived as failures who have in the past not been able to quit (but who will now be helped by calling a number or going to a website).

**C - You can quit. We can help.
Vous pouvez arrêter. Nous pouvons vous aider.**

This is one of the strongest messages tested; particularly among both younger and older English participants. It is a phrase that worked quite well because it was empowering and encouraging to smokers, acknowledging that *they* are the ones first and foremost who can make their own decisions about whether they want to quit or not.

- Some in both English groups felt that only the first part of the phrase was needed, and that it may be stronger without “We can help,” although others liked having the sense that there was some kind of help or “safety net” available.
- English and French participants alike often felt that the first part of the phrase was true and encouraging but felt that the second part of the message was not strong enough and a little patronizing.
- The words “we can help” was seen by the English young participants as redundant, since they are followed by a phone number and a website.
- Some French respondents in both the young adult and adult sessions felt that the phrase lacked originality and didn’t really capture their attention.

**D - You have what it takes to quit!
Vous avez ce qu’il faut pour arrêter!**

Some participants liked that this was an encouraging message, although others felt it was a bit too generic. Although, some in both English groups and most in the adult French group ranked it in their top-three.

- In both the English and French groups, the use of the exclamation mark made it sound a bit less serious to some, especially in the younger groups. Instead, respondents suggested putting a period at the end of the sentence to make it sound more factual.
- Many younger participants in the English sessions found the message generic, cheesy and, some said, like a video they were shown in school.
- Many adult participants in the English session and the majority of French participants of all ages found the phrase was trying to give them confidence when they are ready to quit.
- Overall, the use of the word “you” works well, because it speaks to them.
- Some mentioned that the phrase doesn’t put pressure on them to quit and they liked that.

**E - Make today the day. Contact us.
Le meilleur jour pour arrêter, c’est toujours aujourd’hui.**

French participants overwhelmingly liked this phrase, although English participants had more mixed impressions. It was favorably ranked by both groups, unlike others there was a great difference between the groups.

- French participants in both the young adult and adult groups liked the immediacy and the positive vibe of the message. They mentioned that they should stop delaying the decision to quit.
- As mentioned, “contact us” in the English phrase was not necessary for most, and it was often seen as a bit too forceful.
- In English, the statement does not literally reflect anything about quitting, which many said was felt to be lacking.
- It was, however, seen as a positive message overall.

**F - Help to quit is just a call or click away.
De l'aide pour arrêter, à portée de mains.**

This message tested poorly in both languages and for both younger and older participants alike.

- It did not add much to the telephone number and the website; in fact, it was seen as largely redundant.
- In the young adult French session, one participant suggested that the phrases in general should focus more on quitting rather than calling the number or visiting the website.

**G- Call us first. Then call it quits.
À vos marques! Prêts? Appelez pour arrêter!**

This phrase did not make many people's top-three in either language.

- Some French participants in the young adult group mentioned that quitting is a long-meditated and difficult process that should not be compared to a race.
- The English phrase was seen as slightly too forceful, even pushy. It does not speak to smoker's ability to help themselves, which they believe is the crucial hurdle to overcome. This sentiment was especially strong among the older participants.
- In all groups, at least some participants mentioned that it's not that easy to quit as the message implies.
- In the English version of the phrase, many participants felt that the word “call” is used too many times.

**H - Get the support you need to quit.
Trouvez le soutien dont vous avez besoin pour arrêter!**

There is a positive tone to this message that many participants, across all groups, thought could be effective, but with some slight adjustments.

- Overall, the idea that there is support out there, a group that is willing and ready to help should they want it, is generally appreciated.
- Instead of the term “need” (which is seen as a bit patronizing, as not every smoker feels they *need* help to quit, but can do it on their own if they choose to do so), softening that language (such as “may be looking for”) would make it an even stronger statement. This was stated by participants across all sessions.
- Even those who said they’re not ready to quit, found this message acceptable, as they don’t feel pushed or threatened by it.
- However, many participants particularly liked the words “soutien/support” as opposed to “aide/help” in this phrase. They felt it was a better choice because the word “aide/help” is usually used to describe people who are weak and desperate.

I - Need help to quit? Besoin d’aide pour arrêter?

It was more effective in English than in French, in significant part because it was short and concise, and because it asked a question instead of pushing an answer. Some of the English participants in the young adult group ranked this message in their top-three. It did not receive strong support in the French testing for both age groups.

- Participants were divided about whether the word “help/aide” would be better, or whether “support/soutien” would be a stronger word to use instead, or whether it made a difference at all.
 - Among older smokers in general, the leaning was slightly towards “support/soutien.”
- French participants in both groups felt there was something missing in the French phrasing, and that the phrase was not structured properly. It had a neutral effect on most.
- A suggestion was to change the words “pour arrêter” for “pour vous libérer”

J - You have the will. We have the way. Vous avez la volonté. Nous avons un plan.

The positive tone of the first part of this phrase in particular made this work among some younger English participants and among many French participants. Some of the English and many of the French participants ranked this in their top-three.

- “We have the way” was alright to most, but not as strong as “You have the will,” which clearly speaks to self-determination.
- Some younger French participants did not like the second part of the sentence because they felt it sounded like it was not referring to a plan to quit, but rather to a retirement plan or something else.

Section 2 - Graphic concepts

Part 2 of the discussions focused on a series of questions about colours and layouts of the contact information section and colors of the HWMs background.

HWM Colours and Layouts

The contact information section was tested on various [colors and layouts](#) and with king size and flip-top pack size and different HWM colours. The analysis is based on both a rating exercise and a forced choice exercise, in which participants were asked to identify which graphic concept out of these four would be the best compromise in order to keep the effectiveness and noticeability of the warning message and, at the same time, the effectiveness and noticeability of the contact information (quitline and website). The findings of both discussions were very much consistent, and therefore the analysis of each of the sections A to D is based on a combination of the discussion of the concepts in both ways.

- In general, many participants felt that black text on a white background had the best balance of being noticeable and clearly readable. Older adult smokers, in both the English and French groups, in particular tended to say that the white text on a black background was neither attractive nor easily readable, and would therefore be less likely to be read.
- Among those who did like the white text on black, the options without the black box around the whole message stood out more when looking at the call-to-action in isolation, although when asked to look at the whole of the HWM and the contact information combined, some said that the box around both elements helped tie them in a bit better and would draw their eyes more equally to both elements. However, this latter option did not come forward as a clear “winner” in any of the four series.

Although the above findings can be said to be generally true for all four series tested, there are some variations. Specific findings for each of the four series are:

- For both the “A” and “B” series, the monochromatic option (yellow on yellow) was not seen as standing out in the same way as the options with black and white did. However, when discussing the HWM in combination with the contact information, this first option was often seen as the one that tied the two elements together best, in the same way as the black box may have done.

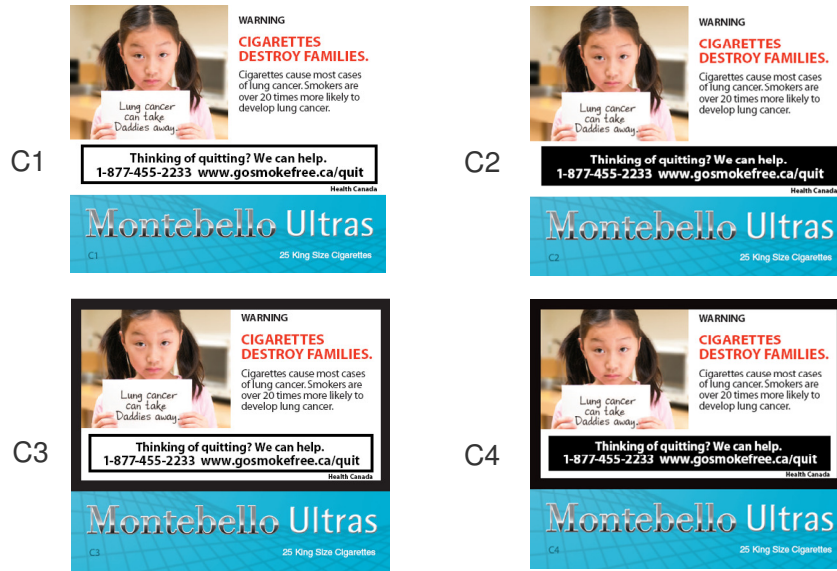


- Across all sessions, most participants gravitated towards black text on a white background. However, the yellow line (underlining the website) in the last option in the “B” series also garnered positive feedback, as it drew people’s eyes to the message and the website. It also made the mention of “Health Canada” more part of the whole, instead of it falling outside the box. The font also appears to be bigger in this option, which takes away some of the concerns raised about readability of white text on a black background. These findings were consistent when discussing the information in combination with the HWM.



- In the “C” series, the options with the borders tested slightly better than in the “A” and “B” series, although this appeared to be a function of the way they were displayed (white creative on white background).

In particular C3, as well as C4, was said too have too much black. Altogether, C1 still garnered the most positive feedback in this series. These findings were consistent when discussing the information in combination with the HWM.



- In the case of the “D” series, these options have more black than any of the others, the yellow tended to stand out for participants. The options with black text on the white background were overall more appreciated, as it was said by some that D4 also had a lot of black. These findings were consistent when discussing the information in combination with the HWM.



Icon

Adding an icon draws some positive reactions when it comes to catching the eye to the contact information. But although it adds that element of colour and newness, some feel that it may make the cigarette pack too cluttered, and that it may be a bit childish or cheesy. Among older participants in the English sessions, a few stated that the icon had some resemblance to the “heart smart” symbol.



HWM background colours

When looking at the background colours for the HWMs, participants across all groups gravitated towards the option they found displayed the combination of readability and communication of danger best, which in this case was the option with a white background, and red and black text.

- In essence, many felt that although the bright colours like orange may make the pack stand out more, but it would turn them off from reading any of the text or even from looking at the picture. And these background colours also made it more difficult to read the black text.
- The reason the red fared somewhat better than the orange, was that red is more associated with “danger”, so when asked to rate the concepts on that merit, it may rate a bit higher for some.
- The first option drew criticism among those who did not find white letters on black background easy to read but it was preferred to orange and red options.
- Ultimately, the option shown with a white background, with red and black text, tended to be rated most highly, especially due to readability and the communication of danger
 - The white background makes the text easy to see.
 - And the use of red text adds the element of “danger.”



Use of word “Warning”

From the last exercise it became clear that there was agreement among all participants that communicating the sense of danger is best done by making the word “warning” stand out rather than to have it blend in. Therefore, the options where the word was “boxed in”, either in red with white lettering or in black with white lettering tended to be chosen. As well, the font on those four options was bigger than on the other four, which also made the word stand out more.





Testing of Health Warning Messages and Health Information Messages for Tobacco Products - Part 5 of 5

Appendices

Presented to: Health Canada

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June 2009

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Appendices

Appendix A: Focus Group Moderation Guides

English

1. Introduction (10 minutes)

Moderator note: Sections 2 and 3 apply to the first 8 nights when 3 HIMs and 5 HWMs are tested; use sections 3 and 4 for the 2 last nights when 5 HWMs and the binder are tested.

The moderator will begin by thanking participants for their time.

Guidelines:

- want to ensure that people share their views openly;
- let everyone participate, want people to talk about their views, not “other people’s views”;
- ensure that we don’t want people to “debate” each other – everyone’s views are valid, there are no right or wrong answers;
- the moderator will make sure everyone gets a turn, even those who are not naturally inclined to share – this may mean that someone else will be asked to cut their opinion short a bit;
- remind participants of confidentiality, no specific names and opinions of individuals will be reported on.
- neutrality of moderator (doesn’t work for an advertising agency, the government, an association or a cigarette manufacturer or any organization related to the topic being discussed, didn’t work on what will be shown and is not here to judge anything or anyone but only to listen).

The discussion will take about 2 hours.

The moderator will also point out that there is a one-way mirror, observers in the back, and audio and videotaping.

The moderator will ask respondents to introduce themselves and ask them to talk briefly about themselves; where they work, how much they smoke in any given day.

Any questions or comments before we begin?

2. Testing of the Health Information Messages (HIM) Content and Layout

(40 Minutes)

Say: *First, I will hand everyone a cigarette pack. Please take the pack and look at it, maybe open it up in the way you would when you'd be going for a cigarette. Once everyone has had a chance to look at it, we'll discuss. What I'd like you to do is to quickly write down your first impressions. Just write in a few words or bullet points about your likes or dislikes, whether it's relevant to you.*

Moderator notes:

- *Place flip top packs face down when handing to participants so that the gap in the front does not reveal the inserts.*
- *For the Slide and Shell, make sure that HIM is presented in French in Montreal and in English in Toronto and Calgary.*

Moderator note: *Observe participants as they open the packs. Do they read the teaser? Do they intuitively open the pack and read the back / the insert? Open and close a few times without reading the full content?*

Note takers: *must note and record the reactions.*

For first HIM only, ask about experience with the pack:

Moderator note: *Be prepared to deflect comments about the brand and any other questions on elements not tested in this section (such as HWM). Brand: Not a real brand, it made for testing purposes. HWM: Keep your comments in mind we will talk about it later (if it's the case).*

Overall Initial impression:

- What do you think about this?

Say: Briefly, I would like to get your first impressions about this pack.

Slide and shell pack

- Did you see the health information message on the inside back of the pack?
- Was the upper-slide flap noticeable? *Probe why or why not*
- Did you understand that the upper-slide flap was referring to the inside back of the pack?
- Is this a good way to grab your attention?

Flip-top pack:

- Did you see the health information message inside the pack, on the leaflet?
- Was the top of the leaflet noticeable? Did you read the top of the leaflet?

- Did you understand that the top of the leaflet was referring to the bottom of this one?
- Is this a good way to grab your attention?

Say: Now we will discuss in detail this health information message and we'll be reviewing 2 others.

For each HIM, ask:
(10-12 minutes per creative)

Initial impression:

- What do you think/how do you feel about this health information concept in general?

Moderator note: Build the rest of the discussion on these first impressions. Depending on first impressions and the issues raised as a first impression, discussion of some criteria may be skipped or more quickly probed in order to ensure flow and minimize redundancies.

Evaluation criteria

Ability of the “flap/top of the insert” to get attention and motivate reading:

- Does this “flap/top of the insert” catch your attention?
- Does it make you want to read the rest of the message?

Ability of the main message to get attention and motivate reading:

- Does this message at the back of the slide/on the leaflet catch your attention?
 - What is it about the message that catches your attention?

Understanding of the message and meaning:

- What message is this trying to get across?
 - Anything else it's trying to say?
- Is it easy to understand?

Relevance:

- Does it make sense with what you know?
- As a smoker, does this message affect you personally?
- How does it make you feel?

Ability to inform and educate:

- Is the information new to you?
- Is it important to you?

Credibility:

- Do you believe what this message is saying? *Probe why.*

Readability and Visibility

- Anything difficult to read or see?

Quality and effectiveness of the text:

- What do you think/how do you feel about the words used in the text?

Layout and Design:

- What do you think about the layout?
 - Is it attractive? Is it appealing?
- What do you think/how do you feel about the picture/visual content?
- Does it entice you to read all the text?

Cohesiveness of picture/visual content and text:

- How well do the picture/visual content and words fit together?
 - *Probe why:* Why do you say that? Why/Why not/How not?

Ability to be memorable:

- Is this message memorable?

Thinking about quitting:

- Does this message make you think about quitting smoking in any way?
 - *Probe why?*

Improvements suggested by participants:

- What changes would you make to this message to make it better?
- What changes would make it easier to understand?

AT END OF THIS SECTION, WHEN ALL 3 HAVE BEEN DISCUSSED:

Moderator note: *Distribute the individual questionnaire and ask participants to rate each concept discussed on the 10-point scale of overall effectiveness in making smokers think about the health hazards, the health effects of smoking and if it makes them think about quitting smoking (10 is the highest rating). Reiterate that it is individual impressions we seek and that participants do not have to agree with the group.*

Say: *On this questionnaire, I'd like you to rate the 3 messages that we've just talked about, thinking of the effectiveness in making smokers like yourself think about the health hazards, the health effects of smoking and particularly, thinking about quitting smoking. So, rating is from one to ten where one means it is not at all effective and ten means it is extremely effective.*

Moderator note: *Collect answers and move to next section.*

3. Testing of the Health Warning Messages (HWM) Content (60 Minutes)

Moderator note: *We are only testing the section with the warning, not the section with the phone number and website.*

We are going to look at something a bit different now.

Say (all groups): *I am going to show you various ideas for warnings on cigarette packages which may or may not replace the current warnings you are already familiar with. We'll be looking at five of these warnings in total.*

I'll hand everyone a booklet with these 5 warnings. Please, don't open the booklet before I say. The warnings are on these cards and aren't put together as an actual pack, but you will see the text and layout on a card/page, which is what you would see on the front of a cigarette package.

I'd like you to have a look at the first one now, take a look at the picture and read the text, and then we'll discuss what you think about it. We'll be discussing the top part only, so not the box with the phone number and website or the brand of cigarettes you may see. What I'd like you to do, again, is to quickly write down your first impressions. Just write in a few words or bullet points about your likes or dislikes, whether it's relevant to you.

We will be referring to each warning by its number located at the bottom.

Moderator note: *Be prepared to deflect comments about the brand and any other questions on elements not tested in this section (such as CI).*

For each HWM, ask:
(10-12 minutes per creative)

Initial impression:

- What do you think/how do you feel about this warning?

Moderator note: *Build the rest of the discussion on these first impressions. Depending on first impressions and the issues raised as a first impression, discussion of some criteria may be skipped or more quickly probed in order to ensure flow and minimize redundancies.*

Evaluation criteria

Ability to get attention and motivate reading:

- Does this warning catch your attention?

- What is it about the warning that catches your attention?

Understanding of the message and meaning:

- What message is this warning trying to get across?
 - (If answer “stop smoking”): Anything else it’s trying to say?
- Is it easy to understand?

Quality and effectiveness of the text:

- What do you think about the headline?
- What do you think/how do you feel about the words used in the headline and the body of the text?

Relevance:

- Does it make sense with what you know?
- As a smoker, does this warning affect you personally?
- How does it make you feel?

Ability to inform and educate:

- Is the information new to you?
- Is this important to you?

Credibility:

- Do you believe what this warning is saying? *Probe why.*

Readability and Visibility

- Anything difficult to read or see?

Cohesiveness of the headline and sub-text

- How well do the headline and sub-text fit together?
 - *Probe why:* Why do you say that? Why/Why not/How not?

Quality and effectiveness of picture:

- What do you think/how do you feel about the picture?

Cohesiveness of picture and text:

- How well do the picture and words fit together?
 - *Probe why:* Why do you say that? Why/Why not/How not?
 - Does the picture say the same things as the words?

Ability to be memorable:

- Is this message memorable?

Improvements suggested by participants:

- What changes would you make to this warning to make it better?
- What changes would make it easier to understand

AT END OF THIS SECTION, WHEN ALL 5 HAVE BEEN DISCUSSED:

Moderator note: Distribute the individual questionnaire and ask participants to rate each concept discussed on the 10-point scale of overall effectiveness in making smokers think about the health hazards, the health effects of smoking and if it makes them think about quitting smoking (10 is the highest rating). Reiterate that it is individual impressions we seek and that participants do not have to agree with the group.

Say: On this questionnaire, I'd like you to rate the 5 warnings that we've just talked about, thinking of the effectiveness in making smokers like yourself think about the health hazards, the health effects of smoking and thinking about quitting smoking. So, rating is from one to ten where one means it is not at all effective and ten means it is extremely effective.

Moderator note: Collect answers and move to next section or to the conclusion and wrap-up. If Contact Information was not brought up, ask: Did anyone notice it? (If it is brought up, allow a quick conversation about it)

**4. Testing of HWM Layouts, Placement, Contact Info (Binders)
(40 Minutes)**

Say: We'll be staying with the discussion of cigarette packages, but will switch to look at some different elements. I'll hand each of you a binder, and would like to ask you to only flip pages when I ask you to do so. We'll be walking through it together.

HWM Layout on Flip-top Pack (Tab 1 - 10 minutes)

In tab #1, you will see three different concepts of the front of flip-top cigarette packages. These three concepts are presented with 2 different warning messages (one of them you have already seen it).

[In groups where slide and shell packs were tested earlier, say:]

For those of you not familiar with these packs, they are the smaller ones (show one) that hold 20 cigarettes. What you see on your page is the front of one of these.

Again, let's have a look at all six of them. We're not looking at what the text says or what the picture shows, because it's the same for all of them. Instead, concentrate on the layout of the top part of the pack, the part with the picture and the text - we are not looking at the contact information section.

- Which layout did you like most?
 - Why is that?

- Which one would you be the most likely to read in its entirety (instead of maybe just reading the headline)?
- Which one is the least effective/did you like the least?
 - Why is that?
- Any suggestions for improvements?

Rating the 3 options on a “1 to 3 range” (1LYA, 2LYA, 3LYA and 1LYB, 2LYB, 3LYB)

Say: Now, for each set (set A and set B), I'd like you to rate the three concepts for me, based on elements discussed where your number one is the one you think is most effective, to number three, which is least effective/you like the least. Please, use this sheet.

Placement of Health Warning Message and Contact Information (Tab 2 - 10 minutes)

Please flip tab #2. Here you'll see a health warning message, including contact information (quit-line and website), just like we'd seen for the previous five cards we discussed. Again, imagine that this is the front of a cigarette package. Then, when you look at the following pages, you'll see the same text and messages, but laid-out differently (the health warning and the box with the phone number and website will be placed differently on the pack). I'd like you to have a look at all four and then we'll discuss.

Overall first impression:

- What do you think about the different placements?

Warning messages:

- Which placement would be the most noticeable for the warning message?
- Which placement would be the most likely to get you to read the full text of the warning message?

Contact information:

- Which placement would be the most noticeable for the contact information?
- Which placement would be the most likely to get you to visit the website/call the number?

Both:

- Which placement would be the best compromise in order to keep the noticeability of the warning message and, at the same time, the noticeability of the contact information (quit-line and website)?

Rating the 4 options on a “1 to 4 range”

Say: Now, I'd like you to rate them for me, where your number one is the one you think is most effective, to number four, which is least effective/you like the least. Please, use this following sheet to rate them.

Contact Information - Content of Text (Tab 3 - 10 minutes)

Now, let's discuss that sentence that's in the section with the contact information. We looked at "A life line to help you quit." Let's look at the third tab in the binder, which gives a few alternatives to this line. Again, I'd like you to take a look at the next 4 pages and look at each different option.

For each different option:

- Does this message catch your attention?
- Is this message easy to understand?
- Is this message effective? Would it make you want to visit the website or call the quit-line?
 - Why is that?
- Does this message memorable?
- Any suggestions for improvements?

Rating the 4 options on a "1 to 4 range".

Say: *Now, I'd like you to rate them for me, where your number one is the one you think is most effective, to number four, which is least effective/you like the least. Again, please, use this following sheet to rate them.*

Contact Information - Layout/Colours (Tab 4 - 10 minutes)

In tab #4, you will see four different layouts and colour options. Please take a look at the 4 next pages. Once everyone has had a chance to look at it, we'll discuss.

For each different content:

- Which colour/layout did you like most?
 - Why is that?
 - Which colour/layout would be the most likely to make you want to visit the website/call the number?
- Which colour/layout is the least effective/did you like the least?
 - Why is that?
- Any suggestions for improvements?

For D-1 to D-4 only:

- Do you prefer this option to A-1 to A-4?

General questions on contact info:

- What do you think/How do you feel about this type of information (website, quitline)?
- As a smoker, does this type of information affect you personally?

5. Conclusion and Wrap up**(10 minutes)**

- Do you have any further comments or recommendations?
- Remind participants to pick up incentives
- Ask group 1 not to discuss topic on way out – next group will be waiting and we don't want to give it away to them!

Thank you very much for your time and cooperation.

French

1. Introduction

(10 minutes)

Note au modérateur : *Utilisez les sections 2 et 3 durant les 8 premiers soirs lors de l'évaluation des 3 MIS et des 5 MG; utilisez les sections 3 et 4 durant les 2 derniers soirs lors de l'évaluation des 5 MG et du cartable.*

Le modérateur remercie tout d'abord les participants de s'être déplacés.

Lignes directrices :

- Les participants doivent exprimer leur opinion ouvertement;
- Il faut laisser la chance à tous de participer, tous doivent exprimer leur point de vue personnel et non celui « des autres »;
- Il ne s'agit pas d'un débat, tous les points de vue sont valables et il n'y a pas de bonne, ni de mauvaise réponse;
- Le modérateur doit s'assurer que tous ont la chance de parler, même les participants qui n'ont pas tendance à s'exprimer (le modérateur peut également demander à un participant d'être bref);
- Le modérateur précise aux participants que l'étude est confidentielle et que nous respecterons leur anonymat;
- Le modérateur est neutre (il ne travaille ni pour une agence de publicité, ni pour le gouvernement, ni pour une association de fabricants ou un fabricant de cigarettes ou pour une autre organisation qui a un lien avec le sujet de la discussion, il n'a pas travaillé à ce qui sera montré ce soir et son rôle n'est pas de juger quoi que ce soit ni quiconque, mais seulement d'écouter).

La discussion durera environ 2 heures.

Le modérateur informe ensuite les participants qu'il y a un miroir d'observation derrière lequel se trouvent certaines personnes et que l'on fera un enregistrement audiovisuel de la discussion.

Le modérateur demande aux participants de se présenter et de se décrire en quelques mots : l'endroit où ils travaillent, combien de cigarettes par jour ils fument habituellement.

Avez-vous des questions ou des commentaires à formuler avant de commencer?

2. Évaluation des messages d'information sur la santé (MIS) Contenu et mise en page

(40 minutes)

Dites : *Tout d'abord, je vais distribuer un paquet de cigarettes à chacun de vous. Veuillez le prendre et le regarder. Vous pouvez même l'ouvrir comme si vous vous apprêtiez à fumer. Nous en discuterons dès que vous aurez tous eu l'occasion de regarder le paquet. Je vous demanderais d'écrire rapidement vos premières impressions. Soyez brefs, quelques mots suffiront ou même une liste à puces, et indiquez ce que vous aimez et ce que vous n'aimez pas, si c'est pertinent pour vous.*

Notes au modérateur :

- *Lorsque vous distribuez les paquets à abattant aux participants, placez les paquets à l'envers devant les participants afin que l'ouverture du paquet ne permette pas de voir les feuillets.*
- *Pour les paquets à tiroir, assurez-vous que les MIS sont en français à Montréal et en anglais à Toronto et à Calgary.*

Note au modérateur : *Observez les participants pendant qu'ils ouvrent les paquets. Lisent-ils l'annonce-amorce? Ouvrent-ils instinctivement le paquet pour lire l'encart/le feuillet? Ouvrent-ils et ferment-ils le paquet plusieurs fois sans lire tout le contenu?*

Preneurs de notes : *Il faut observer et noter les réactions.*

Pour le premier MIS seulement, posez des questions à propos du paquet :

Note au modérateur : *Soyez prêt(e) à faire dévier les commentaires sur la marque et toutes les autres questions sur des éléments qui ne sont pas évalués dans cette section (p. ex., les MG). Marque : Il ne s'agit pas d'une vraie marque, elle a été créée aux fins de l'évaluation. MG : Veuillez garder vos commentaires en mémoire, car nous aborderons ce sujet plus tard (si c'est le cas).*

Premières grandes impressions :

- Qu'en pensez-vous?

Dites : *Rapidement, j'aimerais connaître vos premières impressions à l'égard de ce paquet.*

Paquet à tiroir :

- Avez-vous vu le message d'information sur la santé situé au verso à l'intérieur du paquet?
- Le rabat supérieur était-il visible? *Sondez : pourquoi ou pourquoi pas*
- Avez-vous compris que le rabat supérieur vous disait d'aller voir le verso à l'intérieur du paquet?
- S'agit-il d'une bonne façon de capter votre attention?

Paquet à abattant :

- Avez-vous vu le message d'information sur la santé à l'intérieur du paquet, sur le feuillet?
- La partie supérieure du feuillet était-elle visible? Avez-vous lu la partie supérieure du feuillet?
- Avez-vous compris que la partie supérieure du feuillet renvoyait au bas de celle-ci?
- S'agit-il d'une bonne façon de capter votre attention?

Dites : Nous discuterons maintenant de ce message d'information sur la santé et nous en examinerons 2 autres.

Pour chaque MIS, demandez :

(10 à 12 minutes par concept créatif)

Première impression :

- Dans l'ensemble, que pensez-vous de ce concept d'information sur la santé/quelle impression en avez-vous?

***Note au modérateur :** Bâissez le reste de la discussion autour de ces premières impressions. Selon les premières impressions et les éléments soulevés ici, vous pouvez omettre de discuter de certains critères ou sonder plus rapidement afin que la discussion progresse et ainsi minimiser les répétitions.*

Critères d'évaluation

Capacité du « rabat supérieur/partie supérieure du feuillet inséré dans le paquet à abattant » à capter l'attention des participants et à les inciter à lire :

- « Le rabat supérieur/ la partie supérieure du feuillet inséré dans le paquet à abattant » capte-t-il votre attention?
- Vous donne-t-il envie de lire le reste du message?

Capacité du message principal à capter l'attention des participants et à les inciter à lire :

- Le message au verso du tiroir/sur le feuillet a-t-il capté votre attention?
 - Qu'est-ce qui capte votre attention dans ce message?

Compréhension du message et de son sens :

- Quel message tente-t-on de véhiculer?
 - Le message tente-t-il de véhiculer autre chose?
- Est-il facile à comprendre?

Pertinence :

- Concorde-t-il avec ce que vous savez?
- En tant que fumeur(euse), ce message vous affecte-t-il personnellement?
- Comment vous fait-il sentir?

Capacité à informer et à éduquer :

- L'information est-elle nouvelle pour vous?
- Est-elle importante pour vous?

Crédibilité :

- Croyez-vous ce que dit le message? *Sondez : pourquoi.*

Lisibilité et visibilité :

- Y a-t-il quoi que ce soit de difficile à lire ou à voir?

Qualité et efficacité du texte :

- Que pensez-vous des mots utilisés dans le texte/quelle impression en avez-vous?

Mise en page et conception :

- Que pensez-vous de la mise en page?
 - Est-elle attirante? Est-elle attrayante?
- Que pensez-vous des images/du visuel/quelles impressions vous laissent-ils?
- Cela vous incite-t-il à lire tout le texte?

Cohésion des images/du visuel et du texte :

- Dans quelle mesure les images/le visuel et le texte vont-ils bien ensemble?
 - *Demandez pourquoi :* Pourquoi dites-vous cela? Pourquoi/Pourquoi pas/De quelle façon?

Caractère mémorable :

- Ce message est-il mémorable?

Penser à arrêter de fumer :

- Ce message vous fait-il penser à arrêter de fumer de quelque façon que ce soit?
 - *Sondez : pourquoi?*

Améliorations suggérées par les participants :

- Quels changements apporteriez-vous à ce message pour l'améliorer?
- Quels changements le rendraient plus facile à comprendre?

À LA FIN DE CETTE SECTION, LORSQUE LES 3 MESSAGES ONT FAIT L'OBJET D'UNE DISCUSSION :

Note au modérateur : Distribuez les questionnaires individuels et demandez aux participants d'évaluer chaque concept discuté sur une échelle d'efficacité globale de 10 points, à savoir s'il est efficace pour que les fumeurs réfléchissent aux dangers et aux effets du tabagisme sur la santé et les incite à arrêter de fumer (10 est la note la plus élevée). Rappelez aux participants que nous désirons connaître leur impression personnelle et qu'ils ne doivent pas nécessairement être d'accord avec le groupe.

Dites : Sur ce questionnaire, je vous demanderais d'évaluer chacun des 3 messages dont nous venons de discuter quant à son efficacité, à savoir si le message est efficace pour que les fumeurs réfléchissent aux dangers et aux effets du tabagisme sur la santé et plus particulièrement les incite à arrêter de fumer. La note est donc de 1 à 10, où un signifie que le message n'est pas du tout efficace et dix, qu'il est extrêmement efficace.

Note au modérateur : Recueillez les réponses et passez à la section suivante.

3. Évaluation des mises en garde sur la santé (MG) Contenu
(60 minutes)

Note au modérateur : Nous évaluons uniquement la section où figure la mise en garde, et non celle où figurent le numéro de téléphone et le site Web.

Nous allons maintenant regarder quelque chose d'un peu différent.

Dites (tous les groupes) : Je vais vous présenter différentes idées de mises en garde qui remplaceront peut-être les mises en garde qui se retrouvent actuellement sur les paquets de cigarettes et que vous connaissez déjà. En tout, nous regarderons cinq de ces mises en garde.

Je vais tous vous distribuer un cahier qui comprend ces 5 mises en garde. Je vous prie de ne pas ouvrir le cahier avant que je vous le demande. Les mises en garde figurent sur des cartes et ne sont pas imprimées sur un paquet. Par contre, vous verrez le texte et la mise en page sur une carte/page, ce qui correspond à ce que vous verriez sur la face avant d'un paquet de cigarettes.

Je vous demanderais d'examiner la première maintenant, de regarder l'image et de lire le texte, puis nous discuterons de ce que vous en pensez. Nous discuterons de la partie du haut seulement, nous ne discuterons donc pas de la case où figurent le numéro de téléphone et le site Web, ni de la marque de cigarettes qui s'y trouve peut-être. Je vous demanderais encore

une fois d'écrire rapidement vos premières impressions. Soyez brefs, quelques mots suffiront ou même une liste à puces, et indiquez ce que vous aimez et ce que vous n'aimez pas, si c'est pertinent pour vous.

Nous ferons référence à chaque mise en garde par son numéro, indiqué au bas de la page.

Note au modérateur : *Soyez prêt(e) à faire dévier les commentaires sur la marque et toutes les autres questions sur des éléments qui ne sont pas évalués dans cette section (p. ex., les coordonnées).*

Pour chaque MG, demandez :
(10 à 12 minutes par concept créatif)

Première impression :

- Que pensez-vous de cette mise en garde/quelle impression en avez-vous?

Note au modérateur : *Bâissez le reste de la discussion autour de ces premières impressions. Selon les premières impressions et les éléments soulevés ici, vous pouvez omettre de discuter de certains critères ou sonder plus rapidement afin que la discussion progresse et ainsi minimiser les répétitions.*

Critères d'évaluation

Capacité à capter l'attention des participants et à les inciter à lire :

- Cette mise en garde capte-t-elle votre attention?
 - Qu'est-ce qui capte votre attention dans cette mise en garde?

Compréhension du message et de son sens :

- Quel message cette mise en garde tente-t-elle de véhiculer?
 - (Si répond « arrêter de fumer ») : La mise en garde tente-t-elle de véhiculer un autre message?
- Le message est-il facile à comprendre?

Qualité et efficacité du texte :

- Que pensez-vous du titre?
- Que pensez-vous des mots utilisés dans le titre et le corps du texte/quelles impressions vous laissent-ils?

Pertinence :

- Concorde-t-elle avec ce que vous savez?
- En tant que fumeur(euse), cette mise en garde vous affecte-t-elle personnellement?

- Comment vous fait-elle sentir?

Capacité à informer et à éduquer :

- L'information est-elle nouvelle pour vous?
- Est-elle importante pour vous?

Crédibilité :

- Croyez-vous ce que dit la mise en garde? *Sondez : pourquoi*

Lisibilité et visibilité :

- Y a-t-il quoi que ce soit de difficile à lire ou à voir?

Cohésion du titre et du sous-texte

- Dans quelle mesure le titre et le sous-texte vont-ils bien ensemble?
 - *Demandez pourquoi* : Pourquoi dites-vous cela? Pourquoi/Pourquoi pas/De quelle façon?

Qualité et efficacité de l'image :

- Que pensez-vous de l'image/quelle impression en avez-vous?

Cohésion de l'image et du texte :

- Dans quelle mesure l'image et les mots vont-ils bien ensemble?
 - *Demandez pourquoi* : Pourquoi dites-vous cela? Pourquoi/Pourquoi pas/De quelle façon?
 - L'image évoque-t-elle la même chose que les mots?

Caractère mémorable :

- Ce message est-il mémorable?

Améliorations suggérées par les participants :

- Quels changements apporteriez-vous à cette mise en garde pour l'améliorer?
- Quels changements la rendraient plus facile à comprendre?

À LA FIN DE CETTE SECTION, LORSQUE LES 5 MISES EN GARDE ONT FAIT L'OBJET D'UNE DISCUSSION :

Note au modérateur : Distribuez les questionnaires individuels et demandez aux participants d'évaluer chaque concept discuté sur une échelle d'efficacité globale de 10 points, à savoir s'il est efficace pour que les fumeurs réfléchissent aux dangers et aux effets du tabagisme sur la santé et les incite à arrêter de fumer (10 est la note la plus élevée). Rappelez aux participants que nous désirons connaître leur impression personnelle et qu'ils ne doivent pas nécessairement être d'accord avec le groupe.

Dites : *Sur ce questionnaire, je vous demanderais d'évaluer chacune des 5 mises en garde dont nous venons de discuter quant à son efficacité, à savoir si la mise en garde est efficace pour que les fumeurs réfléchissent aux dangers et aux effets du tabagisme sur la santé et les incite à arrêter de fumer. La note est donc de 1 à 10, où un signifie que le message n'est pas du tout efficace et dix, qu'il est extrêmement efficace.*

Note au modérateur : *Recueillez les réponses et passez à la prochaine section ou à la conclusion et à la récapitulation. Si personne n'a mentionné les coordonnées, demandez : Quelqu'un les a-t-il remarquées? (Si quelqu'un l'a mentionné, discutez-en rapidement).*

4. Évaluation de la mise en page des MG, de leur emplacement et des coordonnées (Cartable)

(40 Minutes)

Dites : *Nous continuerons à discuter des paquets de cigarettes, mais nous examinerons maintenant d'autres éléments. Je vais tous vous distribuer un cartable et je vous prierais de ne tourner les pages que lorsque je vous le demanderai. Nous en prendrons connaissance ensemble.*

Mise en page de la MG sur le paquet à abattant (onglet 1 - 10 minutes)

À l'onglet 1, vous voyez trois concepts différents de la face avant des paquets de cigarettes à abattant. Ces 3 concepts sont présentés avec 2 mises en garde différentes (l'une d'entre elles a été vue précédemment).

[Dans les groupes où les paquets à tiroir ont été évalués plus tôt, dites :]
Pour ceux qui ne connaissent pas ces paquets, il s'agit des paquets plus petits (montrez-en un) qui contiennent 20 cigarettes. C'est la face avant de l'un de ces paquets que vous voyez sur la page.

Regardons ces mises en garde. Nous n'examinons pas ce que dit le texte ou ce que montre l'image, car ils sont identiques pour chacun. Concentrez-vous plutôt sur la mise en page de la partie supérieure du paquet, la partie où figurent l'image et le texte (nous n'examinons pas la section qui contient des coordonnées).

- Quelle mise en page avez-vous préférée?
 - Pour quelles raisons?
 - Quelle mise en garde seriez-vous le plus susceptible de lire au complet (au lieu de lire par exemple seulement le titre)?
- Quelle mise en page est la moins efficace/laquelle avez-vous le moins aimée?
 - Pour quelles raisons?
- Avez-vous des améliorations à suggérer?

Évaluation des 3 concepts sur une « échelle de 1 à 3 » (1LYA, 2LYA, 3LYA ET 1LYB, 2LYB, 3LYB)

Dites : Je vous demanderais maintenant, et ce, pour chacune des séries (série A et série B séparément), d'évaluer les 3 concepts d'après les éléments dont nous avons discuté. J'aimerais que vous les placiez en ordre en commençant par le numéro un, celui que vous trouvez le plus efficace, jusqu'au numéro trois, celui que vous trouvez le moins efficace/que vous aimez le moins. Veuillez répondre sur cette feuille.

Emplacement des mises en garde et des coordonnées (onglet 2 - 10 minutes)

Veuillez aller à l'onglet 2. Vous voyez ici une mise en garde et des coordonnées (la ligne d'aide et le site Web) semblables à celles que nous avons vues dans les six cartes dont nous avons discuté plus tôt. Encore une fois, imaginez qu'il s'agit de la face avant d'un paquet de cigarettes. Puis, lorsque vous regarderez les pages suivantes, vous verrez le même texte et les mêmes messages, mais disposés autrement (la mise en garde et la case où figurent le numéro de téléphone et le site Web seront placées autrement sur le paquet). Je vous demanderais de regarder les quatre, puis nous en discuterons.

Première impression globale :

- Que pensez-vous des différents emplacements?

Mises en garde :

- Où la mise en garde serait-elle le plus visible?
- Quel emplacement serait le plus susceptible de vous amener à lire tout le texte de la mise en garde?

Coordonnées :

- Où les coordonnées seraient-elles le plus visible?
- Quel emplacement serait le plus susceptible de vous amener à visiter le site Web/à composer le numéro?

Les deux :

- Quel serait le meilleur compromis pour que la mise en garde et les coordonnées (ligne d'aide et site Web) demeurent toutes deux visibles?

Évaluation des 4 choix sur une « échelle de 1 à 4 »

Dites : Je vous demanderais maintenant de les évaluer et de les placer en ordre en commençant par le numéro un, celui que vous trouvez le plus efficace, jusqu'au numéro quatre, celui que vous trouvez le moins efficace/que vous aimez le moins. Veuillez répondre sur la feuille suivante.

Coordonnées – Contenu du texte (onglet 3 - 10 minutes)

Discutons maintenant de la phrase qui figure dans la même section que les coordonnées. Nous avons examiné « Une ligne de vie pour vous aider à arrêter ». Examinons le troisième onglet du cartable, où se trouvent quelques solutions de rechange pour cette phrase. Encore une fois, je vous demanderais de regarder les 4 pages suivantes et d'examiner chacune des différentes options.

Pour chacune des différentes options :

- Ce message capte-t-il votre attention?
- Ce message est-il facile à comprendre?
- Ce message est-il efficace? Vous donnerait-il envie de visiter le site Web ou de téléphoner à la ligne d'aide?
 - Pourquoi dites-vous cela?
- Ce message est-il mémorable?
- Avez-vous des améliorations à suggérer?

Évaluation des 4 choix sur une « échelle de 1 à 4 »

Dites : *Je vous demanderais maintenant de les évaluer et de les placer en ordre en commençant par le numéro un, celui que vous trouvez le plus efficace, jusqu'au numéro quatre, celui que vous trouvez le moins efficace/que vous aimez le moins. Veuillez encore une fois répondre sur la feuille suivante.*

Coordonnées – Mise en page/Couleurs (onglet 4 - 10 minutes)

À l'onglet 4, vous verrez quatre mises en page et choix de couleurs différents. Veuillez regarder les 4 pages suivantes. Nous en discuterons dès que vous aurez tous eu l'occasion de les regarder.

Pour chaque contenu différent :

- Quelle couleur/mise en page avez-vous préférée?
 - Pour quelles raisons?
 - Quelle couleur/mise en page serait le plus susceptible de vous donner envie de visiter le site Web/de téléphoner à ce numéro?
- Quelle couleur/mise en page est le moins efficace/avez-vous le moins aimé?
 - Pour quelles raisons?
- Avez-vous des améliorations à suggérer?

Seulement pour D-1 à D-4 :

- Préférez-vous ces options à celles que l'on retrouve sous A-1 à A-4?

Questions générales sur les coordonnées :

- Que pensez-vous de ce type d'information/quelle impression en avez-vous (site Web, ligne d'aide)?

- En tant que fumeur(euse), ce type d'information vous affecte-t-il personnellement?

5. Conclusion et récapitulation**(10 minutes)**

- Avez-vous d'autres commentaires ou recommandations à formuler?
- Rappelez aux participants de récupérer leur prime
- Demandez au 1^{er} groupe de ne pas discuter du sujet en se dirigeant vers la sortie : le groupe suivant attend son tour et nous ne voulons pas ébruiter la discussion!

Je vous remercie de votre temps et de votre collaboration.

Appendix B: Focus Group Recruitment Screeners

English

Hello, my name is _____. I'm calling from Decima Research, a national public opinion research firm. We are calling on behalf of the Government of Canada and we are looking for smokers 18 and over to participate in a discussion group. Are you 18 or over and a smoker?

IF YES, CONTINUE

IF NO, ASK:

Would anyone else in your household be a smoker 18 years or older?

IF YES: Repeat intro for new contact

IF THERE ARE NO SMOKER IN THE HOUSE, TERMINATE

Up to ten participants will be taking part and for their time, participants will receive a cash amount. May I ask you a few questions? In the event that you qualify, you will be invited to participate in a two-hour discussion group where you will receive \$75 for your participation.

Yes **CONTINUE**

No **THANK AND TERMINATE**

Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion lead by a research professional.

READ TO ALL: "This call may be monitored or audio taped for quality control and evaluation purposes."

ADDITIONAL CLARIFICATION IF NEEDED:

- _____ to ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- _____ to assess my (the interviewer) work for performance evaluation;
- _____ to ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing).
- _____ If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they were unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

A) Do you or does anyone in your household work, or has ever worked in any of the following areas? **(READ)**

	NO	YES	
• A marketing research or a public relations firm, or an advertising agency	()	()	THANK AND TERMINATE
• Radio, TV, the media	()	()	
• Provincial or federal government	()	()	
• Health sector	()	()	
• The pharmaceutical industry	()	()	
• The tobacco industry	()	()	

Q1 B) 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 **MAX. ½ PER GROUP**
- NO 2 **GO TO Q2**

Q1 C) How long ago was it? _____
TERMINATE IF IN THE PAST 6 MONTHS

Q1 D) What topics have you discussed?

IF MENTION ANYTHING RELATED TO SMOKING AND TOBACCO INDUSTRY, THANK & TERMINATE

How old are you? **(Read)**

• 18-24 YEARS OLD	()	GROUP 1
• 25-34 YEARS OLD	()	
• 35-44 YEARS OLD	()	GROUP 2 (MIX)
• 45-54 YEARS OLD	()	
• 55 YEARS OLD and over	()	

How many manufactured cigarettes do you smoke on a usual day (not roll your own)?

• DON'T SMOKE DAILY	()	THANK & TERMINATE
• 1-4 CIGARETTES / DAY	()	
• 5-10 CIGARETTES / DAY	()	

- 11-20 CIGARETTES / DAY ()
 - MORE THAN 20 CIGARETTES / DAY ()
- | | |
|--|-----------------------|
| | () AT LEAST 3 |
|--|-----------------------|

What is the highest level of education that you have completed?

- HIGH SCHOOL OR LESS ()
- COLLEGE (COMPLETED OR NOT) ()
- UNIVERSITY NOT COMPLETED ()
- UNIVERSITY - COMPLETED ()

Do you have paid full time or part time job, or are you a student?

- YES, FULL-TIME WORK ()
 - YES, PART-TIME WORK ()
 - NO ()
 - STUDENT ()
- | | |
|--|------------------|
| | GO TO Q 7 |
|--|------------------|

Could you tell me your position or occupation and what type of company you work for?

OCCUPATION	COMPANY

Record gender:

- MALE ()
 - FEMALE ()
- | | |
|--|--------------------|
| | 50-50 split |
|--|--------------------|

Q7 In the discussion group, there may be a short written exercise. Are you comfortable reading and writing in English (French for Montreal)?

- Yes 1
- No 2 **THANK & TERMINATE**

TERMINATE IF RESPONDENT STATES NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN WITH THE MANNER IN WHICH THEY RESPONDED TO THE QUESTION.

IF RESPONDENT IS COMFORTABLE COMMUNICATING IN ENGLISH (OR FRENCH FOR MONTREAL) PLEASE REMIND THEM TO BRING THEIR READING GLASSES OR HEARING AID TO THE GROUP IF THEY NEED SUCH DEVICES.

EXCELLENT! YOU HAVE QUALIFIED FOR THIS GROUP. As I mentioned earlier, the group discussion will take place the evening of, **Day, Month, Date @ Time for 2 hours**. Would you be willing to attend?

Yes 1 **CONTINUE**
No 2 **THANK & TERMINATE**

PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the hosting facility and session moderator with a list of respondents' names and profiles (screener responses) so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes 1 **GO TO P2**
No 2 **READ RESPONDENT INFO BELOW**

Unfortunately we need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. **GO TO P1A**

P1a) Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes 1 **GO TO P2**
No 2 **THANK & TERMINATE**

P2) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes 1 **THANK & GO TO P3**
No 2 **READ RESPONDENT INFO BELOW**

Unfortunately it is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete his report. I assure you it is kept strictly confidential and it will be destroyed as when the research is complete. **GO TO P2A**

P2a) Now that I've explained this, do I have your permission for audio/video taping?

Yes 1 **THANK & GO TO P3**
No 2 **THANK & TERMINATE**

P3) Each month FocusSearch submits the names of individuals that have participated in our focus groups to the Marketing Research and Intelligence Association (www.mria-arim.ca<[http:// www.mria-arim.ca](http://www.mria-arim.ca) >) Qualitative Central system. Qualitative Central serves as a centralized database to review participation in qualitative research and focus groups. You will not be contacted for any reason whatsoever as a result of being on this list.

Do we have your permission to submit your name and phone number to MRIA's Qualitative Central system?

Yes 1 **THANK & GO TO INVITATION**
No 2 **GO TO P3A**

P3a) Unfortunately, to participate in this focus group we must have your permission to add your name to the Qualitative Central system as it is the only way for us to ensure the integrity of the research process and track participation in qualitative research. The system is maintained by the industry body, the Professional Marketing Research Society, and is solely used to track your participation in qualitative research (such as focus groups). You will not be contacted for any reason whatsoever as a result of being on this list.

Now that I've explained this do I have your permission to add your name to our qualitative central list?

Yes 1 **THANK & GO TO INVITATION**
No 2 **THANK & TERMINATE**

AS REQUIRED, ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by professional market research firm to review participation and prevent "professional respondents" from attending sessions. Research firms participating in MRIA's Qualitative Central require your consent to be eligible to participate in the focus group - the system helps ensure the integrity of the research process.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society's mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

INVITATION

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at _____:

The discussion would last approximately **2 hours** and you will be given **\$75.00** to thank you for your time.

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **1-800-363-4229 x5068** at our office. Please ask for **Carol Smith**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____

Last Name _____

Email _____

Day time phone number _____

Night time phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE

Thank you very much for your participation!

French

Bonjour, je m'appelle _____. Je vous téléphone du Centre de recherche Décima, une firme nationale de recherche sur l'opinion publique. Nous vous appelons de la part du gouvernement du Canada et nous recherchons des fumeurs de 18 ans et plus qui accepteraient de participer à un groupe de discussion. Êtes-vous un(e) fumeur(euse) âgé(e) de 18 ans ou plus?

SI OUI, CONTINUEZ

SI NON, DEMANDEZ :

Est-ce qu'une autre personne de votre ménage serait un(e) fumeur(euse) de 18 ans ou plus?

SI OUI : Répétez l'introduction à la nouvelle personne

S'IL N'Y A AUCUN FUMEUR DANS LE MÉNAGE, TERMINEZ

Jusqu'à dix participants prendront part à la séance et ils recevront une prime en argent en guise de remerciement pour le temps qu'ils nous auront accordé. Puis-je vous poser quelques questions? Si vous êtes admissible, nous vous inviterons à participer à un groupe de discussion de deux heures et vous recevrez 75 \$ pour vous remercier de votre participation.

Oui **CONTINUEZ**

Non **REMERCIEZ ET TERMINEZ**

Votre participation est volontaire. Seule votre opinion compte pour nous. Nous ne tenterons pas de vous vendre quoi que ce soit ou de vous faire changer d'avis. La discussion se déroulera sous forme de table ronde et sera dirigée par un professionnel de la recherche.

LISEZ À TOUS : « Cet appel peut être écouté ou enregistré à des fins d'évaluation ou de contrôle de la qualité. »

CLARIFICATIONS SUPPLÉMENTAIRES AU BESOIN :

- Pour s'assurer que je lise les questions correctement et que je recueille vos réponses avec précision;
- Pour évaluer mon rendement;
- Pour vérifier que le questionnaire est exact/correct (c.-à-d. évaluation de la programmation ITAO et de la méthodologie – s'assurer que nous posons les bonnes questions pour répondre aux exigences de nos clients en matière de recherche – comme un prétest);
- Si l'appel est enregistré, l'enregistrement sert uniquement à évaluer le travail de l'intervieweur et est écouté immédiatement après la fin

de l'entrevue. S'ils étaient absents au moment de l'entrevue, le client et le gestionnaire de projet pourraient également écouter l'enregistrement. Tous les enregistrements sont détruits après l'évaluation.

A) Est-ce que vous ou une autre personne de votre ménage travaillez présentement ou avez déjà travaillé dans l'un des domaines suivants ou pour l'un des employeurs suivants? **(LISEZ)**

	NON	OUI	
• Une firme de recherche marketing, de relations publiques ou de publicité	()	()	REMERCIEZ ET TERMINEZ
• La radio, la télévision ou un autre média	()	()	
• Le gouvernement provincial ou fédéral	()	()	
• La santé	()	()	
• L'industrie pharmaceutique	()	()	
• L'industrie du tabac	()	()	

Q1 B) Avez-vous déjà participé à un groupe discussion de consommateurs, à une entrevue ou à un sondage pour lequel vous avez été recruté(e) à l'avance et avez reçu une somme d'argent?

OUI 1 **MAXIMUM ½ PAR GROUPE**
 NON 2 **PASSEZ À Q2**

Q1 C) Il y a combien de temps de cela? _____
TERMINEZ SI AU COURS DES 6 DERNIERS MOIS

Q1 D) De quoi avez-vous discuté?

SI MENTIONNE QUOI QUE CE SOIT EN LIEN AVEC LE TABAGISME OU L'INDUSTRIE DU TABAC, REMERCIEZ ET TERMINEZ

Quel âge avez-vous? **(Lisez)**

• 18 à 24 ANS	()	GROUPE 1
• 25 à 34 ANS	()	GROUPE 2 (DIVERSITÉ)
• 35 à 44 ANS	()	
• 45 à 54 ANS	()	
• 55 ANS et plus	()	
	()	

Habituellement, combien de cigarettes commerciales fumez-vous par jour (en excluant les cigarettes que vous roulez vous-même)?

- **NE FUME PAS TOUS LES JOURS**
- 1 à 4 CIGARETTES/JOUR
- 5 à 10 CIGARETTES/JOUR
- 11 à 20 CIGARETTES/JOUR
- PLUS DE 20 CIGARETTES/JOUR

()	REMERCIEZ ET TERMINEZ
()	
()	
()	
()	AU MOINS 3

Quel est le plus haut niveau de scolarité que vous avez atteint?

- ÉTUDES SECONDAIRES TERMINÉES OU NON ()
- ÉTUDES COLLÉGIALES TERMINÉES OU NON ()
- ÉTUDES UNIVERSITAIRES NON TERMINÉES ()
- ÉTUDES UNIVERSITAIRES TERMINÉES ()

Occupez-vous un emploi rémunéré à temps plein, à temps partiel ou êtes-vous étudiant(e)?

- OUI, EMPLOI À TEMPS PLEIN ()
- OUI, EMPLOI À TEMPS PARTIEL ()
- NON ()
- ÉTUDIANT(E) ()

()	PASSEZ À Q 8
-----	---------------------

Pouvez-vous me dire quel poste vous occupez ou me donner votre appellation d'emploi et le type d'entreprise pour lequel vous travaillez?

POSTE	ENTREPRISE

Indiquez le sexe :

- HOMME ()
- FEMME ()

Visez 50/50

Q8 Durant le groupe de discussion, vous devrez peut-être faire un court exercice écrit. Êtes-vous capable de bien lire et écrire le français (l'anglais ailleurs qu'à Montréal)?

- Oui 1
 - Non 2
- REMERCIEZ ET TERMINEZ**

TERMINEZ SI LE RÉPONDANT INDIQUE QU'IL NE PEUT PAS COMMUNIQUER EFFICACEMENT OU SI SA FAÇON DE RÉPONDRE À LA QUESTION VOUS PRÉOCCUPE.

SI LE RÉPONDANT COMMUNIQUE BIEN EN FRANÇAIS (OU EN ANGLAIS AILLEURS QU'À MONTRÉAL), VEUILLEZ LUI RAPPELER D'APPORTER SES LUNETTES OU SON APPAREIL AUDITIF LORS DU GROUPE DE DISCUSSION S'IL EN A BESOIN.

EXCELLENT! VOUS RÉPONDEZ AUX CRITÈRES D'ADMISSIBILITÉ DE CE GROUPE. Comme je vous l'ai dit, le groupe de discussion aura lieu en soirée, le **jour, date, mois à heure et durera 2 heures**. Acceptez-vous d'y participer?

Oui 1 **CONTINUEZ**
Non 2 **REMERCIEZ ET TERMINEZ**
ENJEUX RELATIFS À LA CONFIDENTIALITÉ

J'aurais maintenant quelques questions à vous poser à propos de la confidentialité, de vos renseignements personnels et du déroulement de la recherche. Nous devons obtenir votre permission par rapport à certains sujets pour pouvoir effectuer notre recherche. Lorsque je vous poserai ces questions, n'hésitez pas à me demander de les clarifier si vous en ressentez le besoin.

P1) Tout d'abord, nous fournirons une liste des noms et des profils (réponses au questionnaire) des participants aux hôtes du groupe de discussion et au modérateur, afin qu'ils puissent vous inscrire au groupe. Acceptez-vous que nous leur transmettions ces renseignements? Je peux vous assurer que ceux-ci demeureront strictement confidentiels.

Oui 1 **PASSEZ À P2**
Non 2 **LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT**

Malheureusement, nous devons donner votre nom et votre profil aux hôtes et au modérateur du groupe de discussion, puisque seuls les gens qui sont invités à participer peuvent prendre part à la discussion. Les hôtes et le modérateur ont besoin de ces renseignements à des fins de vérification uniquement. Soyez assuré(e) que ces renseignements demeureront strictement confidentiels. **PASSEZ À P1A**

P1a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous transmettions votre nom et votre profil aux hôtes et au modérateur du groupe de discussion?

Oui 1 **PASSEZ À P2**
Non 2 **REMERCIEZ ET TERMINEZ**

P2) Il y aura un enregistrement audiovisuel de la séance et celui-ci servira uniquement aux fins de recherche. Les enregistrements seront uniquement utilisés par un professionnel de la recherche pour rédiger le rapport sur les résultats de la recherche. Les enregistrements seront détruits lorsque le rapport sera terminé.

Acceptez-vous qu'un enregistrement audiovisuel de la séance soit effectué uniquement aux fins de recherche?

Oui 1 **REMERCIEZ ET PASSEZ À P3**

Non 2 **LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT**

Malheureusement, nous devons faire un enregistrement audiovisuel de la séance puisque le professionnel de la recherche en a besoin pour rédiger son rapport. Je peux vous assurer que l'enregistrement demeurera strictement confidentiel et qu'il sera détruit dès que le rapport sera terminé.

PASSEZ À P2A

P2a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous fassions un enregistrement audiovisuel?

Oui 1 **REMERCIEZ ET PASSEZ À P3**

Non 2 **REMERCIEZ ET TERMINEZ**

P3) Chaque mois, nous soumettons le nom des personnes qui ont participé à nos groupes de discussion au Registre central de recherche qualitative de l'Association de la recherche et de l'intelligence marketing (www.mria-arim.ca). Le Registre central de recherche qualitative est une base de données centrale qui vérifie la participation aux groupes de discussion de recherches qualitatives. Personne ne communiquera avec vous parce que votre nom se trouve sur cette liste.

Nous permettez-vous de soumettre votre nom et votre numéro de téléphone au Registre central de recherche qualitative de l'ARIM?

Oui 1 **REMERCIEZ ET PASSEZ À L'INVITATION**

Non 2 **PASSEZ À P3A**

P3a) Malheureusement, afin de participer à ce groupe de discussion nous devons avoir votre permission pour ajouter votre nom au Registre central de recherche qualitative puisqu'il s'agit du seul moyen qui nous permet d'assurer l'intégrité du processus de recherche et de faire le suivi de la participation aux recherches qualitatives. Le système est tenu à jour par l'Association de recherche et d'intelligence marketing et il est uniquement utilisé pour faire le suivi de votre participation aux recherches qualitatives (comme les groupes de discussion). Personne ne communiquera avec vous parce que votre nom se trouve sur cette liste.

Maintenant que je vous ai expliqué cela, acceptez-vous que nous ajoutions votre nom au Registre central de recherche qualitative?

Oui	1	REMERCIEZ ET PASSEZ À L'INVITATION
Non	2	REMERCIEZ ET TERMINEZ

AU BESOIN, RENSEIGNEMENTS SUPPLÉMENTAIRES POUR L'INTERVIEWEUR :

Soyez assuré(e) que cette information demeurera confidentielle et seules les firmes d'études de marché professionnelles pourront y accéder et l'utiliser pour vérifier la participation et empêcher les « répondants professionnels » de participer aux groupes. Les firmes de recherche qui participent au Registre central de recherche qualitative de l'ARIM ont besoin de votre autorisation avant que vous ne soyez admissible à participer au groupe de discussion. Cette procédure contribue à assurer l'intégrité du processus de recherche.

AU BESOIN, NOTE À PROPOS DE L'ARIM :

L'Association de la recherche et de l'intelligence marketing est un organisme à but non lucratif qui regroupe des professionnels de la recherche marketing qui œuvrent dans le marketing, la publicité, la recherche sociale ou la recherche politique. La mission de l'Association est d'être le chef de file dans la promotion de l'excellence dans les domaines du marketing et des recherches sociales ainsi que dans la valeur de l'information sur les marchés.

INVITATION

Avez-vous un crayon à portée de la main pour prendre en note l'adresse de l'endroit où se tiendra le groupe de discussion? Il aura lieu à _____ :

La discussion durera environ **2 heures** et vous recevrez une prime de **75 \$** en guise de remerciement pour le temps que vous nous aurez accordé.

Nous vous demandons d'arriver quinze minutes avant l'heure prévue pour vous stationner, trouver nos bureaux et vous présenter à nos hôtes. Il est possible qu'on vous demande de vous identifier avant la tenue du groupe. Par conséquent, assurez-vous d'avoir une pièce d'identité avec vous (par exemple, une carte d'assurance-maladie). De plus, si vous avez besoin de lunettes pour lire, veuillez les apporter.

Comme nous n'invitons qu'un petit nombre de personnes, votre participation est très importante pour nous. Si, pour une raison ou une autre vous ne pouvez pas vous présenter, veuillez nous en aviser pour que nous puissions vous remplacer. Vous pouvez nous joindre au **1 800 363-4229, poste 5068**.

Demandez à parler à **Louise Tremblay**. Quelqu'un communiquera avec vous la veille du groupe de discussion pour confirmer votre présence.

Afin que nous puissions vous appeler pour confirmer votre présence ou pour vous informer si des changements survenaient, pourriez-vous me confirmer votre nom et vos coordonnées? **[LISEZ LES COORDONNÉES QUE NOUS AVONS ET MODIFIEZ-LES AU BESOIN.]**

Prénom _____

Nom de famille _____

Courriel _____

N° de téléphone le jour _____

N° de téléphone le soir _____

Si le répondant refuse de donner son prénom, son nom ou son numéro de téléphone, dites-lui que ces renseignements demeureront strictement confidentiels en vertu de la loi sur le respect de la vie privée et que ceux-ci seront uniquement utilisés pour le contacter afin de confirmer sa présence et pour l'informer de tout changement concernant le groupe de discussion. S'il refuse toujours, REMERCIEZ ET TERMINEZ.

Merci beaucoup de votre collaboration!

Appendix C: Survey Questionnaires

Telephone Recruitment Script - English

Hello, my name is _____. I'm calling from Decima Research, a national public opinion research firm. We are conducting a study for Health Canada. We are looking for smokers 18 and over to complete a survey. Are you 18 or over and a smoker, even if only on occasion?

IF YES, CONTINUE

IF NO, ASK:

Would anyone else in your household 18 years of age or older be a smoker, even if only on occasion?

IF YES and available: Ask to speak with him/her and repeat introduction.

IF YES and not available: Schedule call-back.

IF THERE ARE NO SMOKERS IN THE HOUSE, TERMINATE: “We already have enough people who meet your profile - those are all the questions we have for you today. Thanks and have a nice day!”

SS_Q00 Do you or does anyone in your household work for an advertising or market research firm, the media or a tobacco company?

Yes	1	TERMINATE
No	2	
Don't Know/No Response	9	TERMINATE

SS_Q05 In which of the following age categories would you belong?

Under 18	1	TERMINATE
18-24	2	
25 and over	3	

[TARGET EVEN SPLIT BETWEEN TWO AGE GROUPS]

I now have a few questions about cigarette smoking.

SS_Q10 At the present time, do you smoke cigarettes every day or occasionally?

Every day	1	qualified
Occasionally	2	qualified

DK/NR	9	Terminate
-------	---	-----------

[RECORD GENDER BY OBSERVATION]

IF NOT QUALIFIED, **TERMINATE:** “We already have enough people who meet your profile - those are all the questions we have for you today. Thanks and have a nice day!”

OTHERWISE:

You have qualified for our survey. Participation in the research is completely voluntary. Your answers will be kept strictly confidential and will be used for research purposes only, in accordance with laws designed to protect your privacy. This survey is registered with the National survey registration system.

[IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey or register a complaint. The registration system toll-free telephone number is 1-800-554-9996.]

You can choose to either complete the survey online or by mail. We can send a link to this survey with a password so that you can complete the survey online through our secure website, or we can mail the survey package to you. The survey will take approximately 20 minutes to complete. Those who complete our survey will be entered into a draw, with a chance to win \$1,000 as a token of our appreciation. Which option would you prefer, online or via mail?

Online	1	Record contact information
Mail	2	Record contact information and language preference
DK/NR	9	

[NOTE: If asked why cannot complete by phone, explain that we need to be able to show them some pictures]

RECORD:

1: E-mail address [READ BACK AND CONFIRM] and telephone number [PROGRAMMER; PROGRAM TO SEND EMAIL WITH LINK AND PASSWORD IMMEDIATELY]

2: Name, full mailing address, language of survey and telephone number

RECORD AND INPUT;

- Language [FIFTY-FIFTY SPLIT]
- Gender [by observation FIFTY-FIFTY SPLIT]
- Province [from phone number]
- Urban/rural [from phone number 18 PERCENT RURAL]

Thank you. We will be [IF ONLINE: emailing you the link and password for the survey] / [IF MAIL: mailing you the survey package] shortly, and we may follow up with a reminder [IF ONLINE: email] / [IF MAIL: phone call] in the next few weeks.

Survey Questionnaire - English

SECTION A: Evaluation of Contact Information Section

Throughout this survey, we will be showing you some health messages. These messages could potentially appear on cigarette packages. Every message in the survey appears on a package with a fictional brand name.

As well, a section of each messages will show contact information, including a telephone number and a website, as illustrated in the middle section of the package below.



The next few questions are about the section that includes the contact information that appears on the package above.

1. To what extent does this section catch your attention, that is, how noticeable is it?

Not at all noticeable											Very noticeable
0	1	2	3	4	5	6	7	8	9	10	

2. Do you think the space occupied by this section should be bigger, smaller, or stay like it is now to encourage interested smokers to use the contact information?

Bigger	1
Smaller	2
Stay like it is now	3

3. How important do you think it is to include this kind of information on cigarette packages?

Not at all important											Very important
0	1	2	3	4	5	6	7	8	9	10	

SECTION B: HWMs - 9 HWMs will be tested with each respondent

In this second part of the survey, we would like to show you some health warning messages. These messages could potentially appear on cigarette packages and replace existing ones.

We are only asking you to comment on the top part of each message you see displayed, above the area with the telephone number and website.



4. To what extent does this message catch your attention, that is, how **noticeable** is it?

Not at all noticeable											Very noticeable
0	1	2	3	4	5	6	7	8	9	10	

5. To what extent is this message **relevant** to you?

Not at all relevant											Very relevant
0	1	2	3	4	5	6	7	8	9	10	

6. To what extent is the information in this message **credible** to you?

Not at all credible											Very credible
0	1	2	3	4	5	6	7	8	9	10	

7. To what extent do you think there is **new information** in this message?

No new information											A lot of new information
0	1	2	3	4	5	6	7	8	9	10	

8. To what extent do you think this message is difficult or easy to **understand**?

Very difficult to understand											Very easy to understand
0	1	2	3	4	5	6	7	8	9	10	

9. To what extent does the **picture or illustration** detract from or add to the overall message?

Detracts a lot											Adds a lot
0	1	2	3	4	5	6	7	8	9	10	

10. And how **effective** is the overall message at informing you about the health effects of smoking?

Not at all effective											Very effective
0	1	2	3	4	5	6	7	8	9	10	

SECTION C: HIMs - 4 HIMs will be tested with each respondent

In the final part of the survey, we would like to show you some health information messages. These messages could potentially appear in cigarette packages and replace existing ones.

On the packages that slide open, these messages would appear on the flap and the back of the portion that slides out when you open the package, as indicated in the example below.



11. To what extent does this message catch your attention, that is, how **noticeable** is it?

Not at all noticeable											Very noticeable
0	1	2	3	4	5	6	7	8	9	10	

12. To what extent is this message **relevant** to you?

Not at all relevant											Very relevant
0	1	2	3	4	5	6	7	8	9	10	

13. To what extent is the information in this message **credible** to you?

Not at all credible											Very credible
0	1	2	3	4	5	6	7	8	9	10	

14. To what extent do you think there is **new information** in this message?

No new information											A lot of new information
0	1	2	3	4	5	6	7	8	9	10	

15. To what extent do you think this message is difficult or easy to **understand**?

Very difficult to understand											Very easy to understand
0	1	2	3	4	5	6	7	8	9	10	

16. How would you rate the overall **readability** of this message? That is, is the text on this message difficult or easy to read?

Very difficult to read											Very easy to read
0	1	2	3	4	5	6	7	8	9	10	

17. To what extent does the **picture or illustration** detract from or add to the overall message?

Detracts a lot											Adds a lot
0	1	2	3	4	5	6	7	8	9	10	

18. And how **effective** is this overall message in making you think about the benefits of quitting smoking?

Not at all effective											Very effective
0	1	2	3	4	5	6	7	8	9	10	

The next few questions are for statistical purposes only.

19. At the present time, do you smoke cigarettes every day or occasionally?

Every day	1	SKIP TO Q18
Occasionally (less than every day)	2	SKIP TO Q19

[ASK IF EVERYDAY SMOKER]

20. On average, how many cigarettes do you smoke per day? ____
cigarettes

[ASK IF OCCASIONAL SMOKER]

21. On the days that you smoke, about how many cigarettes do you smoke?
____ cigarettes

22. How many years have you been smoking? [OPEN END, USE BELOW
AS CODES FOR DATAFILE]

Less than 2 years	1
2-5 years	2
6-10 years	3
11-20 years	4
21-25 years	5
Over 25 years	6
<i>Don't know</i>	9

23. In the past year, how many times have you stopped smoking for at least
24 hours because you were trying to quit smoking?

Once	1
Twice	2
Three times	3
More than three times	4
Not in the past year	5
<i>Don't know</i>	9

24. Do you have any children under the age of 19 living with you?

Yes	1
No	2

25. Does anyone else in your household, besides you, currently smoke?

Yes	1
No	2

26. In what year were you born? [DROP DOWN]

27. What are the first 3 digits of your postal code? [OPEN END AND CODE BY PROVINCE / TERRITORY]

28. Are you...

Female	1
Male	2

29. Would you like to be entered into the special prize draw for \$1,000?

Yes	1
No	2

Thank you, that concludes our survey!

Telephone Recruitment Script - French

Bonjour, je m'appelle _____. Je vous téléphone du Centre de recherche Décima, une firme nationale de recherche sur l'opinion publique. Nous effectuons une étude pour Santé Canada et nous sommes à la recherche de fumeurs de 18 ans et plus pour répondre à un sondage. Êtes-vous un(e) fumeur(euse) âgé(e) de 18 ans ou plus, même si vous ne fumez qu'à l'occasion?

SI OUI, CONTINUEZ

SI NON, DEMANDEZ :

Dans votre ménage, est-ce qu'une autre personne de 18 ans ou plus fume, même si ce n'est qu'à l'occasion?

SI OUI et si cette personne est disponible : Demandez à lui parler et répétez l'introduction.

SI OUI et n'est pas disponible : Fixez le rappel.

SI AUCUN FUMEUR DANS LE MÉNAGE, TERMINEZ : « Nous avons déjà joint suffisamment de personnes qui possèdent le même profil que vous. Nous n'avons plus de questions pour vous aujourd'hui. Merci et bonne journée! »

SS_Q00 Est-ce que vous ou un membre de votre ménage travaillez pour une agence de publicité, une firme d'études de marché, un média ou une compagnie de tabac?

Oui	1	TERMINEZ
Non	2	
Ne sait pas/Pas de réponse	9	TERMINEZ

SS_Q05 À quel groupe d'âge appartenez-vous?

Moins de 18 ans	1	TERMINEZ
18 à 24 ans	2	
25 ans et plus	3	

[VISEZ UNE RÉPARTITION ÉGALE DANS CES DEUX GROUPES D'ÂGE]

J'ai maintenant quelques questions à vous poser sur la cigarette.

SS_ Q10 À l'heure actuelle, fumez-vous la cigarette tous les jours ou à l'occasion?

Tous les jours	1	admissible
À l'occasion	2	admissible
NSP/PDR	9	Terminez

[INSCRIVEZ LE SEXE DU RÉPONDANT : NE LE DEMANDEZ PAS]

SI NON ADMISSIBLE, **TERMINEZ** : « **Nous avons déjà joint suffisamment de personnes qui possèdent le même profil que vous. Nous n'avons plus de questions pour vous aujourd'hui. Merci et bonne journée!** »

SINON :

Vous êtes admissible à notre sondage. Votre participation à cette recherche est entièrement volontaire. Toutes vos réponses demeureront strictement confidentielles et serviront uniquement à la recherche, conformément aux lois sur la protection de la vie privée. Ce sondage est enregistré dans le système national d'enregistrement des sondages.

[SI ON LE DEMANDE : Le système d'enregistrement a été mis sur pied par l'industrie canadienne de recherche par sondages de façon à permettre au public de vérifier la légitimité d'un sondage, d'obtenir des renseignements sur un sondage ou de formuler une plainte. Pour de plus amples renseignements, composez sans frais le 1 800-554-9996.]

Vous pouvez choisir de répondre au sondage en ligne ou par la poste. Nous pouvons vous envoyer un lien vers ce sondage ainsi qu'un mot de passe qui vous permettront d'y répondre sur notre site Web sécurisé, ou encore nous pouvons vous poster le sondage. Il vous faudra environ 20 minutes pour y répondre. Afin de remercier les participants, nous les inscrirons au tirage d'un prix de 1 000 \$ en argent. Préférez-vous répondre au sondage en ligne ou par la poste?

En ligne	1	Inscrivez les coordonnées
Par la poste	2	Inscrivez les coordonnées et la préférence linguistique
NSP/PDR	9	

[NOTE : Si le répondant vous demande pourquoi il ne peut pas répondre au sondage par téléphone, expliquez-lui que nous devons leur montrer des images.]

INSCRIVEZ :

1 : Adresse de courriel [RELISEZ-LA ET CONFIRMEZ] et numéro de téléphone [PROGRAMMEUR : PROGRAMMEZ DE FAÇON À CE QU'UN COURRIEL COMPRENANT UN LIEN ET UN MOT DE PASSE SOIT IMMÉDIATEMENT ACHÉMINÉ]

2 : Nom, adresse postale complète, langue du sondage et numéro de téléphone

INSCRIVEZ ET SAISISSEZ :

- Langue [50/50]
- Sexe [ne le demandez pas; 50/50]
- Province [d'après le numéro de téléphone]
- Urbain/rural [d'après le numéro de téléphone 18 POUR CENT RURAL]

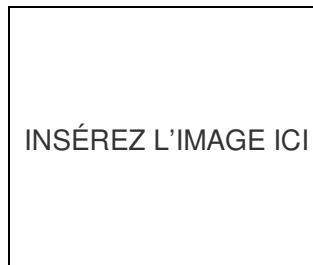
Merci. Nous vous [SI EN LIGNE : acheminerons un courriel contenant un lien et un mot de passe pour le sondage] / [SI PAR LA POSTE : posterons le sondage] sous peu et nous effectuerons possiblement [SI EN LIGNE : un suivi par courriel] / [SI PAR LA POSTE : un suivi téléphonique] au cours des prochaines semaines.

Survey Questionnaire - French

SECTION A : Évaluation de la section sur les coordonnées

Dans ce sondage, nous vous présenterons des messages de santé. Ces messages pourraient un jour figurer sur les paquets de cigarettes. Tous les messages du sondage figurent sur des paquets d'une marque fictive.

De plus, chaque message contiendra une section sur les coordonnées, dont un numéro de téléphone et un site Web, tel qu'illustré dans la section du milieu du paquet ci-dessous.



Les prochaines questions concernent la section sur les coordonnées qui figure sur le paquet ci-dessus.

1. Dans quelle mesure cette section attire-t-elle votre attention, c'est-à-dire dans quelle mesure est-elle évidente?

Pas du tout évidente											Très évidente
0	1	2	3	4	5	6	7	8	9	10	

2. Selon vous, l'espace utilisé par cette section devrait-il être plus grand, plus petit ou rester comme il est présentement pour inciter les fumeurs intéressés à utiliser les coordonnées?

Plus grand	1
Plus petit	2
Rester comme il est présentement	3

3. Selon vous, dans quelle mesure est-il important de fournir ce genre d'information sur les paquets de cigarettes?

Pas du tout important											Très important
0	1	2	3	4	5	6	7	8	9	10	

SECTION B : MG – Chaque répondant évaluera 9 MG

Dans la deuxième partie du sondage, nous aimerions vous présenter des mises en garde sur la santé. Ces mises en garde pourraient un jour figurer sur les paquets de cigarettes pour remplacer les mises en garde actuelles.

Nous désirons uniquement obtenir vos commentaires à l'égard de la section du haut de chaque mise en garde, soit celle qui se trouve au-dessus du numéro de téléphone et de l'adresse du site Web.



4. Dans quelle mesure cette mise en garde attire-t-elle votre attention, c'est-à-dire dans quelle mesure est-elle **évidente**?

Pas du tout évidente											Très évidente
0	1	2	3	4	5	6	7	8	9	10	

5. Dans quelle mesure cette mise en garde est-elle **pertinente** pour vous?

Pas du tout pertinente											Très pertinente
0	1	2	3	4	5	6	7	8	9	10	

6. Dans quelle mesure l'information présentée dans cette mise en garde est-elle **crédible** pour vous?

Pas du tout crédible											Très crédible
0	1	2	3	4	5	6	7	8	9	10	

7. Selon vous, dans quelle mesure cette mise en garde contient-elle de **nouvelles informations**?

Pas de nouvelle information											Beaucoup de nouvelles informations
0	1	2	3	4	5	6	7	8	9	10	

8. Selon vous, dans quelle mesure cette mise en garde est-elle difficile ou facile à **comprendre**?

Très difficile à comprendre											Très facile à comprendre
0	1	2	3	4	5	6	7	8	9	10	

9. Dans l'ensemble, dans quelle mesure **l'image ou l'illustration** enlève-t-elle ou ajoute-t-elle quoi que ce soit à la mise en garde?

Enlève											Ajoute
--------	--	--	--	--	--	--	--	--	--	--	--------

beaucoup											beaucoup
0	1	2	3	4	5	6	7	8	9	10	

10. Et dans l'ensemble, dans quelle mesure cette mise en garde est-elle **efficace** pour vous informer au sujet des effets du tabagisme sur la santé?

Pas du tout efficace											Très efficace
0	1	2	3	4	5	6	7	8	9	10	

SECTION C : MIS – Chaque répondant évaluera 4 MIS

Dans la dernière partie du sondage, nous aimerions vous présenter des messages d'information sur la santé. Ces messages pourraient un jour figurer à l'intérieur des paquets de cigarettes pour remplacer les messages actuels.

Dans le cas des paquets qui s'ouvrent en faisant glisser un tiroir, ces messages figureraient sur le rabat et sur la face arrière du tiroir qui glisse à l'ouverture du paquet, tel qu'il est illustré dans l'exemple ci-dessous.



11. Dans quelle mesure ce message attire-t-il votre attention, c'est-à-dire dans quelle mesure est-il **évident**?

Pas du tout évident											Très évident
0	1	2	3	4	5	6	7	8	9	10	

12. Dans quelle mesure ce message est-il **pertinent** pour vous?

Pas du tout pertinent											Très pertinent
0	1	2	3	4	5	6	7	8	9	10	

13. Dans quelle mesure l'information présentée dans ce message est-elle **crédible** pour vous?

Pas du tout crédible											Très crédible
0	1	2	3	4	5	6	7	8	9	10	

14. Selon vous, dans quelle mesure ce message contient-il de **nouvelles informations**?

Pas de nouvelle information											Beaucoup de nouvelles informations
0	1	2	3	4	5	6	7	8	9	10	

15. Selon vous, dans quelle mesure ce message est-il difficile ou facile à **comprendre**?

Très difficile à comprendre											Très facile à comprendre
0	1	2	3	4	5	6	7	8	9	10	

16. Dans l'ensemble, comment évaluez-vous la **lisibilité** de ce message? C'est-à-dire le texte du message est-il difficile ou facile à lire?

Très difficile à lire											Très facile à lire
0	1	2	3	4	5	6	7	8	9	10	

17. Dans l'ensemble, dans quelle mesure **l'image ou l'illustration** enlève-t-elle ou ajoute-t-elle quoi que ce soit à la mise en garde?

Enlève											Ajoute
--------	--	--	--	--	--	--	--	--	--	--	--------

beaucoup											beaucoup
0	1	2	3	4	5	6	7	8	9	10	

18. Et dans l'ensemble, dans quelle mesure ce message est-il **efficace pour vous faire penser aux avantages de cesser de fumer?**

Pas du tout efficace											Très efficace
0	1	2	3	4	5	6	7	8	9	10	

Les prochaines questions ne serviront qu'à des fins statistiques.

19. Actuellement, fumez-vous la cigarette tous les jours ou à l'occasion?

Tous les jours	1	PASSEZ À Q18
À l'occasion (moins d'une fois par jour)	2	PASSEZ À Q19

[POSEZ SI FUME TOUS LES JOURS]

20. En moyenne, combien de cigarettes fumez-vous par jour? ____ cigarettes

[POSEZ SI FUME À L'OCCASION]

21. Les jours où vous fumez, environ combien de cigarettes fumez-vous? ____ cigarettes

22. Depuis combien d'années fumez-vous? [RÉPONSE OUVERTE, UTILISEZ LES CODES CI-DESSOUS POUR LE FICHIER DE DONNÉES]

Moins de 2 ans	1
De 2 à 5 ans	2
De 6 à 10 ans	3
De 11 à 20 ans	4
De 21 à 25 ans	5
Plus de 25 ans	6
<i>Je ne sais pas</i>	9

23. Au cours de la dernière année, combien de fois avez-vous été au moins 24 heures sans fumer parce que vous avez tenté de cesser de fumer?

Une fois	1
Deux fois	2
Trois fois	3
Plus de trois fois	4
Pas au cours de la dernière	5

année	
<i>Je ne sais pas</i>	9

24. Y a-t-il des enfants de moins de 19 ans qui habitent sous votre toit?

Oui	1
Non	2

25. À l'heure actuelle, exception faite de vous-même, est-ce qu'une autre personne de votre ménage fume?

Oui	1
Non	2

26. Quelle est votre année de naissance? [MENU DÉROULANT]

27. Quels sont les trois premiers caractères de votre code postal?
[RÉPONSE OUVERTE ET CODEZ SELON LA PROVINCE/LE TERRITOIRE]

28. Êtes-vous...

Une femme	1
Un homme	2

29. Aimerez-vous participer au tirage spécial d'un prix de 1 000 \$ en argent?

Oui	1
Non	2

Merci, voici qui termine le sondage!

Appendix D: Online Focus Group Moderation Guides

English

Introduction

(10 minutes)

The moderator will begin by thanking participants for their time.

Guidelines:

- want to ensure that people share their views openly;
- let everyone participate, want people to talk about their views, not “other people’s views”;
- ensure that we don’t want people to “debate” each other – everyone’s views are valid, there are no right or wrong answers;
- the moderator will make sure everyone gets a turn, even those who are not naturally inclined to share – this may mean that someone else will be asked to cut their opinion short a bit;
- remind participants of confidentiality, no specific names and opinions of individuals will be reported on;
- neutrality of moderator (doesn’t work for an advertising agency, the government, an association or a cigarette manufacturer or any organization related to the topic being discussed, didn’t work on what will be shown and is not here to judge anything or anyone but only to listen);
- Moderator will explain how online focus groups work.

The discussion will take about 2 hours.

The moderator will ask respondents to introduce themselves and ask them to talk briefly about themselves; where they work, how much they smoke in any given day.

Ask: Any questions or comments before we begin?

Section A: “Call to Action” Phrases

(45 Minutes)

Say: We’re going to start with looking at some information that may be put on cigarette packages in the future (Display example of package with information, circle “call to action” phrase). We’re going to evaluate the effectiveness of 10 different “call to action” phrases in encouraging smokers to call the quitline or visit the website. Each of these 10 phrases could potentially be placed on cigarette packages. First, what I’d like you to do is rate each of the phrases on a scale from 1 to 10. Secondly, once everyone

has had a chance to rate each phrase, we'll discuss. Finally, I will get each of you to identify your top 3 favourite phrases of the group.

1. Rating

So I'll show them all one by one and I'd like everyone to type their rating on the scale from 1-10 where 1 means it would not encourage you to call the quitline or visit the website, and 10 means it would work very well for you. We're just rating them now and will discuss them all later.

10 "Call to Action" phrases:

- A - Thinking of quitting? We can help.
- B - Give yourself another chance to quit.
- C - You can quit. We can help.
- D - You have what it takes to quit!
- E - Make today the day. Contact us.
- F - Help to quit is just a call or click away.
- G- Call us first. Then call it quits.
- H - Get the support you need to quit.
- I - Need help to quit?
- J - You have the will. We have the way.

2. In-Depth Discussion

Say: *Now, we will discuss each of these phrases one by one*

Note to Moderator: *Reiterate that it is individual impressions we seek and that participants do not have to agree with the group.*

For each phrase, ask the following questions:

- Why did you give it the rating you chose?
 - What are the elements in the phrases that make some more effective than others?

- What are the elements in the phrases that make some less effective than others?
- Do you have any suggestions that would improve the phrases?
- Are there some words that you have found encouraging or create a barrier to call the quitline or visit the website?
- Are there any phrases that would allow you to feel more confident about successfully quitting smoking (e.g. because there's help)?

To Evaluate the Action Words:

For “call to action” **phrase A**, probe with:

- Which of the action phrases do you prefer?
 - Thinking of quitting? We can help.

Vous pensez arrêter? Nous pouvons vous aider.

OR

- Thinking of quitting? There is help.

Vous pensez arrêter? Il y a de l'aide.

OR

- Thinking of quitting? Contact us.

Vous pensez arrêter? Faites appel à nos services.

To Evaluate the Use of the Word “Free”:

For “call to action” **phrase A**, probe with:

- Which of the following action phrases do you prefer?
 - Thinking of quitting? Contact us.

Vous pensez arrêter? Faites appel à nos services.

OR

- Thinking of quitting? Contact us – it's free!

Vous pensez arrêter? Faites appel à nos services sans frais.

- What would be free in that last phrase?
- Without the word “free”, is it apparent in the first phrase that there is no long distance charges?

To Evaluate the Word “Help” vs. “Support”:

For “call to action” **phrase I**, probe with:

- Which of the action phrases do you prefer?
 - Need help to quit?

Besoin d'aide pour arrêter?

OR

- Need support to quit?
- Besoin de support pour arrêter?

3. Ranking

Say: *Now that we have discussed all of the phrases, please tell me which 3 phrases would be the most effective in encouraging you to call the quitline or visit the website. (Show all 10 phrases)*

Please type your top 3.

Discuss:

- Why did you choose these as your top 3?

Section B: Graphic Concepts

(45 Minutes)

Say: *I am going to show you various ideas for graphic concepts of the “Call to Action” component of the Health Warning messages which may or may not replace the current graphics you are already familiar with. We’ll be looking at four sets of four of these in total.*

Show one colour /format with four concept options at a time:

- *Yellow (King size) – 4 different options (A1, A2, A3, A4) all with a yellow background KS*
- *Yellow (Flip top) – 4 different options (B1, B2, B3, B4) all with a yellow background FT*
- *White (King size) – 4 different options (C1, C2, C3, C4) all with a white background KS*
- *Black (King size) – 4 different options (D1, D2, D3, D4) all with a black background KS*

1. Rating

Ask for each of the four sets of four: *I’d like you to rate the 4 different graphic concepts based on the noticeability of the contact information (quitline and website). Rating is from one to ten where one means it is not at all effective and ten means it is extremely effective.*

Again, let’s first type your answers before we discuss them. I’d like to encourage you to look critically at each and differentiate carefully between them so you can give different ratings for each one.

Discuss:

- Why did you give it the rating you chose?

2. Ranking

Ask for each of the four sets of four: Which graphic concept out of these four would be the best compromise in order to keep the effectiveness and noticeability of the warning message and, at the same time, the effectiveness and noticeability of the contact information (quitline and website)?

3. Icon

Say: I would now like to evaluate one of the concepts we just looked at again, but this time with the icon of the “Call to Action” component of the Health Warning Message. Show concept with icon, flip to previous page without icon if necessary for comparison.

- Yellow (King size) + icon (A5, A6, A7, A8)
 - Do you prefer the messages with or without the icon?
 - Why?

4. Colours

Say: Now, I would like to evaluate 4 different colours that could potentially appear on Health warning messages.

Show four colours, versions with “warning” on the top left.

- Black
- White (same)
- Red (same)
- Orange (same)

Discuss:

- **Noticeability:** Which colour would be the best in order to ensure noticeability of the warning message?
 - Why?
 - Which one is the least effective at this?
- **Readability:** Which colour helps in making the message more readable?
 - Why?
 - Which one is the least effective at this?
- **Communication of Danger:** Which colour best communicates the dangers of smoking?

- Why?
- Which one is the least effective at this?

- Taking into account what we just discussed, which one do you think would be most effective at encouraging you to read the warning??

5. “Warning”

Say: *Finally, I would like everyone to take a look at the word “Warning” on the Health Warning Message.*

For each colour put the two versions of the “warning” side by side (i.e. compare black with black, then repeat comparing white with white, etc.)

- Which of the two versions better communicates the sense of “danger” to you with or without the bar?
 - Why?

Conclusion and Wrap up

(10 minutes)

- Do you have any further comments or recommendations?

Thank you very much for your time and cooperation.

French

Introduction

(10 minutes)

Le modérateur remercie tout d'abord les participants de s'être déplacés.

Lignes directrices :

- Les participants doivent exprimer leur opinion ouvertement;
- Il faut laisser la chance à tous de participer et d'exprimer son point de vue personnel et non celui « des autres »;
- Il ne s'agit pas d'un débat, tous les points de vue sont valables et il n'y a pas de bonne, ni de mauvaise réponse;
- Le modérateur doit s'assurer que tous ont la chance de parler, même les participants qui n'ont pas tendance à s'exprimer (le modérateur peut également demander à un participant d'être bref);
- Le modérateur doit préciser aux participants que l'étude est confidentielle et que nous respecterons leur anonymat;
- Le modérateur est neutre (il ne travaille ni pour une agence de publicité, ni pour le gouvernement, ni pour une association ou un fabricant de cigarettes ou ni pour une autre organisation qui a un intérêt dans la discussion d'aujourd'hui, il n'a pas travaillé sur ce qui sera montré ce soir et son rôle n'est pas de juger quoi que ce soit ni quiconque, mais seulement d'écouter);
- Le modérateur explique le fonctionnement des groupes de discussion.

La discussion durera environ 2 heures.

Le modérateur demande aux participants de se présenter et de se décrire en quelques mots : l'endroit où ils travaillent, combien de cigarettes par jour ils fument habituellement.

Demandez : Avez-vous des questions ou des commentaires à formuler avant de commencer?

Section A : Phrases d'« Appel à l'action »

(45 Minutes)

Dites : *Nous commencerons par regarder les renseignements qui pourraient figurer sur les paquets de cigarettes à l'avenir (Affichez l'exemple d'un paquet portant des renseignements, encerclez la phrase d'« appel à l'action »). Nous évaluerons l'efficacité de 10 phrases différentes d'appel à l'action qui encouragent les fumeurs à appeler la ligne d'aide au renoncement ou à visiter le site Web. Chacune de ces 10 phrases pourrait figurer sur les paquets de cigarettes. Tout d'abord, vous devrez évaluer*

chacune de ces phrases sur une échelle de 1 à 10. Ensuite, une fois que tout le monde aura eu l'occasion de donner son évaluation pour chacune des phrases, nous en discuterons ensemble. Enfin, chaque participant indiquera les 3 phrases qu'il préfère.

1. Évaluation

Je vais donc vous montrer les phrases une par une et j'aimerais que vous donniez votre évaluation sur une échelle de 1 à 10, où 1 signifie qu'elle ne vous encouragerait pas à appeler la ligne d'aide au renoncement ou à visiter le site Web et 10, qu'elle serait très efficace pour vous. Nous allons commencer par les évaluer et nous en discuterons ensuite.

10 Phrases d'« appel à l'action » :

- A - Vous pensez arrêter? Nous pouvons vous aider.
- B - Donnez-vous une autre chance de vous libérer du tabac.
- C - Vous pouvez arrêter. Nous pouvons vous aider.
- D - Vous avez ce qu'il faut pour arrêter!
- E - Le meilleur jour pour arrêter, c'est toujours aujourd'hui.
- F - De l'aide pour arrêter, à portée de mains.
- G- À vos marques! Prêts? Appelez pour arrêter!
- H - Trouvez le soutien dont vous avez besoin pour arrêter!
- I - Besoin d'aide pour arrêter?
- J - Vous avez la volonté. Nous avons un plan.
- .

2. Discussion en profondeur

Dites : *Nous allons maintenant discuter de chacune des phrases, une après l'autre.*

Note au modérateur : *Rappelez aux participants que nous désirons connaître leur impression personnelle et qu'ils ne doivent pas nécessairement être d'accord avec le groupe.*

Pour chaque phrase, posez les questions suivantes :

- Pourquoi lui avez-vous accordé cette note?
 - Quels sont les éléments qui dans les phrases sont plus efficaces que les autres?
 - Quels sont les éléments qui dans les phrases sont moins efficaces que les autres?
 - Avez-vous des suggestions à formuler pour améliorer les phrases?
 - Y a-t-il des mots qui vous encourageraient ou qui vous décourageraient à appeler la ligne d'aide au renoncement ou de visiter le site Web?
 - Y a-t-il des phrases qui vous donneraient plus confiance de pouvoir arrêter de fumer (par ex. : parce qu'il y a de l'aide/parce qu'une assistance est offerte)?

Pour évaluer les mots d'action :

Pour la **phrase A** d'« appel à l'action », demandez :

- Laquelle des phrases d'appel à l'action préférez-vous?
 - Vous pensez arrêter? Nous pouvons vous aider.
- OU
- Vous pensez arrêter? Il y a de l'aide.
- OU
- Vous pensez arrêter? Faites appel à nos services.

Pour évaluer l'utilisation des mots « sans frais » :

Pour la **phrase A** d'« appel à l'action », demandez :

- Laquelle des phrases d'appel à l'action préférez-vous?
 - Vous pouvez arrêter? Faites appel à nos services.
- OU
- Vous pensez arrêter? Faites appel à nos services sans frais.
- Qu'est-ce qui serait sans frais dans la dernière phrase?
 - Sans les mots « sans frais », est-il évident, dans la première phrase, qu'il n'y a pas de frais interurbains associés à ce service?

Pour évaluer le mot « aide » par rapport au mot « soutien » :

Pour la **phrase I** d'« appel à l'action », demandez :

- Laquelle des phrases d'appel à l'action préférez-vous?

- Besoin d'aide pour arrêter?
- OU
- Besoin de soutien pour arrêter?

3. Classement

Dites : Maintenant que nous avons discuté de toutes les phrases, veuillez me dire quelles sont les 3 phrases qui vous encourageraient le plus à appeler la ligne d'aide au renoncement ou à visiter le site Web. **(Montrer les 10 phrases)**

Veuillez écrire les 3 phrases que vous préférez.

Discutez :

- Pourquoi avez-vous choisi ces trois phrases là?

Section B : Concepts graphiques

(45 Minutes)

Dites : Je vais vous présenter différentes idées de concepts graphiques d'« appel à l'action » qui font partie des mises en garde qui remplaceront peut-être les mises en garde qui se retrouvent actuellement sur les paquets de cigarettes et que vous connaissez déjà. En tout, nous regarderons une série de quatre options pour chacun des quatre concepts graphiques .

Afficher une couleur/un format qui contient chacune des quatre options de concept :

- Jaune (grand format) – 4 options différentes (A1, A2, A3, A4) avec un fond jaune pour chaque grand format
- Jaune (à abattant) – 4 options différentes (B1, B2, B3, B4) avec un fond jaune pour chaque paquet à abattant
- Blanc (grand format) – 4 options différentes (C1, C2, C3, C4) avec un fond blanc pour chaque grand format
- Noir (grand format) – 4 options différentes (D1, D2, D3, D4) avec un fond noir pour chaque grand format

1. Évaluation

Demandez pour chaque série de quatre : Je vous demanderais d'évaluer les quatre concepts graphiques différents par rapport à la visibilité de la section des coordonnées (phrase d'« appel à l'action », ligne d'aide au renoncement et site Web). L'évaluation se fait sur une échelle de 1 à 10, où 1 signifie que le message n'est pas du tout efficace et 10, qu'il est extrêmement efficace.

Encore une fois, vous écrirez vos réponses et nous en discuterons ensuite. Je voudrais vous encourager à être critique pour chacun des concepts et à bien les distinguer les uns des autres de façon à donner des notes différentes à chacun.

Discutez :

- Pourquoi lui avez-vous accordé cette note?

2. Classement

Demandez pour chaque série de quatre : Lequel de ces quatre concepts graphiques serait le meilleur compromis pour que tant la mise en garde que la section des coordonnées demeurent efficaces et visibles (phrase d'« appel à l'action », ligne d'aide au renoncement et site Web)?

3. Icône

Dites : Je vous demanderai maintenant d'évaluer une nouvelle fois un des quatre concepts que nous venons de voir, mais cette fois en tenant compte de l'icône d'« appel à l'action » de la section sur les coordonnées. Montrez le concept avec l'icône, et au besoin, retournez à la page précédente sans l'icône pour comparer.

- Jaune (Grand format) + icône (A5, A6, A7, A8)
 - Préférez-vous le message avec ou sans l'icône?
 - Pourquoi?

4. Couleurs

Dites : Je vous demanderais maintenant d'évaluer quatre couleurs différentes de mises en garde qui pourraient un jour figurer sur les paquets de cigarettes.

Montrez les quatre couleurs/versions avec l'avertissement en haut à gauche.

- Noir
- Blanc (même)
- Rouge (même)
- Orange (même)

Discutez :

- **Visibilité :** Quelle couleur ferait le mieux ressortir la mise en garde?
 - Pourquoi?

- Quelle couleur serait la moins efficace?
- **Lisibilité :** *Quelle couleur rendrait la mise en garde plus lisible?*
 - Pourquoi?
 - Quelle couleur serait la moins efficace?
- **Communication du danger :** *Quelle couleur véhicule le mieux les dangers de la cigarette?*
 - Pourquoi?
 - Quelle couleur serait la moins efficace?
- En tenant compte de ce dont nous venons de discuter, d'après vous, quelle couleur vous inciterait le plus à lire la mise en garde?

5. « Avertissement »

Dites : *Enfin, j'aimerais que tout le monde regarde le mot « avertissement » sur la mise en garde.*

Pour chaque couleur, placez les deux différentes versions du mot « avertissement » côte à côte (c.-à-d., comparez le noir avec le noir, comparez le blanc avec le blanc, etc.)

- D'après vous, laquelle des deux versions véhicule le mieux la notion de « danger » avec ou sans la barre?
 - Pourquoi?

Conclusion et récapitulation

(10 minutes)

- Avez-vous d'autres commentaires ou recommandations à formuler?

Merci de votre temps et de votre collaboration.

Appendix E: Online Focus Group Recruitment Screeners

English

Target Audience Requirements:

ONLINE	
<p><u>GROUP #1</u></p> <ul style="list-style-type: none"> ▪ Smokers - English ▪ 18-24 ▪ Some regional mix (max three per region) <p>- Ontario: at least 1 - East: at least 1 - MN/SK: at least 1 - AB/BC: at least 1</p> <ul style="list-style-type: none"> ▪ Gender: Aim 50/50 	<p><u>GROUP #2</u></p> <ul style="list-style-type: none"> ▪ Smokers - English ▪ 25+ ▪ Some regional mix (max three per region) <p>- Ontario: at least 1 - East: at least 1 - MN/SK: at least 1 - AB/BC: at least 1</p> <ul style="list-style-type: none"> ▪ Gender: Aim 50/50
<p><u>GROUP #3</u></p> <ul style="list-style-type: none"> ▪ Smokers - French ▪ 18-24 ▪ Aim for at least 2 from outside Quebec ▪ Gender: Aim 50/50 	<p><u>GROUP #4</u></p> <ul style="list-style-type: none"> ▪ Smokers - French ▪ 25+ ▪ Aim for at least 2 from outside Quebec ▪ Gender: Aim 50/50

Part 1 - ONLINE RECRUIT (pre-qualification)

Today we are looking for some people to participate in an online focus group for Health Canada

This focus group would be held in the evening of (Date). Should you qualify and participate in this 2-hour discussion, you would receive an honorarium of \$50.00

Would you like to proceed to see if you qualify?

Yes	1	CONTINUE	
No	2	THANK & DISCONTINUE	

1. Do you, or does anyone in your household work in any of the following areas?

Marketing Research/Marketing Department	1	THANK & DISCONTINUE
Advertising	2	THANK & DISCONTINUE
Media Organization (TV, Radio, Newspaper, Magazine)	3	THANK & DISCONTINUE
Federal, Provincial, Municipal Government	4	THANK & DISCONTINUE
Health sector	5	THANK & DISCONTINUE
The pharmaceutical industry	6	THANK & DISCONTINUE
The tobacco industry	7	THANK & DISCONTINUE
None of the above	9	CONTINUE

2. a. Do you currently smoke cigarettes?

Yes	1	CONTINUE
Sometimes (volunteered)	2	CONTINUE
No	9	THANK & DISCONTINUE

b. How many manufactured cigarettes do you smoke on a usual day (not roll your own)?

DON'T SMOKE DAILY	1	THANK & DISCONTINUE
1-4 CIGARETTES / DAY	2	CONTINUE
5-10 CIGARETTES / DAY	3	
11-20 CIGARETTES / DAY	4	
MORE THAN 20 CIGARETTES / DAY	5	THANK & DISCONTINUE
Don't know/refused	9	

3. Which of the following age categories do you belong to? Are you...(read list)

Younger than 18	1	THANK & DISCONTINUE
18-24	2	Group 1 and 3
25-34	3	Group 2 and 4
35-44	4	
45-54	5	
55-64	6	
65+	7	
Don't know/refused	9	THANK & DISCONTINUE

4. In which province do you live?

Prince Edward Island	1	Group 1 and 2- at least 1 Group 3 and 4 - try for 1
Newfoundland and Labrador	2	
New Brunswick	3	
Nova Scotia	4	
Quebec	5	Group 3 and 4 - all except 2 per group
Ontario	6	Group 1 and 2- at least 1 Group 3 and 4 - try for 1
Manitoba	7	Group 1 and 2- at least 1
Saskatchewan	8	
Alberta	9	Group 1 and 2- at least 1
British Columbia	10	
Don't know/refused	99	THANK & DISCONTINUE

5. Are you.....

Female	1	Target 50/50 split in each group
Male	2	

6. Is your home computer equipped with a high speed internet connection and are you able to talk on the phone at the same time as being online?

Yes	1	CONTINUE
No	2	THANK & DISCONTINUE

IF pre-qualified:

Thank you, you have pre-qualified to attend the online focus group! Please fill in the required information below. Someone will phone you within the next few days to confirm your attendance.

NAME:
 TELEPHONE NUMBER:
 E-MAIL ADDRESS:

Part 2 - TELEPHONE CONFIRMATION

Hi, this is _____(NAME) calling from Harris/Decima, I'm looking for [NAME].

I am calling to invite you to participate in an online focus group that you pre-qualified for online.

I would just like to ensure that participation is voluntary and all of your answers will be kept confidential and will be used for research purposes only. We are simply interested in hearing your opinions, and no attempt will be made to sell you anything. The format is a "round table" online and telephone discussion lead by a research professional.

Continue	1
----------	---

We have a few questions to confirm to see if you qualify for the groups and to ensure we have a good mix of participants.

Q1. Would you be able to participate in an online discussion group from the comfort of your home in the evening of on [date] at **[FILL IN LOCAL TIME]**? (It will last about 2 hours and you will receive **\$50** for your time)

Yes	1	CONTINUE
No	2	THANK & DISCONTINUE

Q2. How old are you? [OPEN END]

Q3. Confirm province of residence

Q4. Is your computer equipped with both a high speed internet connection and are you able to talk on the phone at the same time as being online?

Yes	1	CONTINUE
No	2	THANK & DISCONTINUE

Q5. A recording of the group session will be produced for research purposes. The recordings will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed. Do you agree to be recorded for research purposes only?

Yes	1	CONTINUE
No	2	THANK & DISCONTINUE

Q7. So that we can confirm your attendance, send you detailed instructions on how to join the online discussion group a few days in advance, and send you the \$50 honorarium once the discussion is over, please give me/confirm your name, full mailing address, phone number, and the email address you would like us to use.

Name: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone Number: _____

Email: _____ **THANK & DISCONTINUE IF REFUSED**

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **[INSERT PHONE NUMBER]** at our office. Please ask for **[NAME]**.

Thank you very much!

French

Exigences sur le public cible :

EN LIGNE	
<p><u>GROUPE 1</u></p> <ul style="list-style-type: none"> ▪ Fumeurs – Anglophones ▪ 18 à 24 ans ▪ Bonne diversité régionale (maximum de trois par région) <p>- Ontario : au moins 1 - Est : au moins 1 - MN/SK : au moins 1 - AB/BC : au moins 1</p> <ul style="list-style-type: none"> ▪ Sexe : 50/50 	<p><u>GROUPE 2</u></p> <ul style="list-style-type: none"> ▪ Fumeurs – Anglophones ▪ 25 ans et plus ▪ Bonne diversité régionale (maximum de trois par région) <p>- Ontario : au moins 1 - Est : au moins 1 - MN/SK : au moins 1 - AB/BC : au moins 1</p> <ul style="list-style-type: none"> ▪ Sexe : 50/50
<p><u>GROUPE 3</u></p> <ul style="list-style-type: none"> ▪ Fumeurs – Francophones ▪ 18 à 24 ans ▪ Tentez d’obtenir 2 personnes de l’extérieur du Québec ▪ Sexe : 50/50 	<p><u>GROUPE 4</u></p> <ul style="list-style-type: none"> ▪ Fumeurs – Francophones ▪ 25 ans et plus ▪ Tentez d’obtenir 2 personnes de l’extérieur du Québec ▪ Sexe : 50/50

Partie 1 – RECRUTEMENT EN LIGNE (présélection)

Aujourd’hui, nous recherchons des gens pour participer à un groupe de discussion en ligne pour Santé Canada.

Ce groupe de discussion se déroulera en soirée, la (date). Si vous êtes admissible pour participer à cette séance de 2 heures, vous recevrez une prime de 50 \$ en argent.

Voulez-vous continuer pour voir si vous êtes admissible?

Oui	1	CONTINUEZ	
Non	2	REMERCIEZ TERMINEZ	ET

1. Est-ce que vous, ou quelqu’un chez vous, travaillez dans l’un ou l’autre des domaines ou industries suivants?

Recherche marketing/Service de marketing	1	REMERCIEZ TERMINEZ	ET
Publicité	2	REMERCIEZ TERMINEZ	ET
Médias (télévision, radio, presse écrite)	3	REMERCIEZ TERMINEZ	ET
Gouvernement fédéral, provincial ou municipal	4	REMERCIEZ TERMINEZ	ET
Secteur de la santé	5	REMERCIEZ TERMINEZ	ET
Industrie pharmaceutique	6	REMERCIEZ TERMINEZ	ET
Industrie du tabac	7	REMERCIEZ TERMINEZ	ET
Aucune de ces réponses	9	CONTINUEZ	

2. a. Fumez-vous actuellement la cigarette?

Oui	1	CONTINUEZ	
À l'occasion	2	CONTINUEZ	
Non	9	REMERCIEZ TERMINEZ	ET

b. Habituellement, combien de cigarettes toutes faites fumez-vous par jour (en excluant les cigarettes que vous roulez vous-même)?

NE FUME PAS TOUS LES JOURS	1	REMERCIEZ TERMINEZ	ET
1 à 4 CIGARETTES/JOUR	2	CONTINUEZ	
5 à 10 CIGARETTES/JOUR	3		
11 à 20 CIGARETTES/JOUR	4		
PLUS DE 20 CIGARETTES/JOUR	5		
Je ne sais pas/Je préfère ne pas répondre	9	REMERCIEZ TERMINEZ	ET

3. Auquel des groupes d'âge suivants appartenez-vous?

Moins de 18 ans	1	REMERCIEZ	ET
		TERMINEZ	
18 à 24 ans	2	Groupes 1 et 3	
25 à 34 ans	3	Groupes 2 et 4	
35 à 44 ans	4		
45 à 54 ans	5		
55 à 64 ans	6		
65 ans et plus	7		
Je préfère ne pas répondre	9	REMERCIEZ	ET
		TERMINEZ	

4. Dans quelle province habitez-vous?

Île-du-Prince-Édouard	1	Groupes 1 et 2 – au moins 1	
Terre-Neuve-et-Labrador	2		
Nouveau-Brunswick	3	Groupes 3 et 4 – essayez d'en obtenir 1	
Nouvelle-Écosse	4		
Québec	5	Groupes 3 et 4 – tous sauf 2 par groupe	
Ontario	6	Groupes 1 et 2 – au moins 1 Groupes 3 et 4 – essayez d'en obtenir 1	
Manitoba	7	Groupes 1 et 2 – au moins 1	
Saskatchewan	8		
Alberta	9	Groupes 1 et 2 – au moins 1	
Colombie-Britannique	10		
Je préfère ne pas répondre	99	REMERCIEZ	ET
		TERMINEZ	

5. Êtes-vous...

Une femme	1	Visez 50/50 dans chaque groupe
Un homme	2	

6. Sur votre ordinateur à la maison, avez-vous un accès Internet haute vitesse qui vous permet d'utiliser votre ligne téléphonique lorsque vous êtes en ligne?

Oui	1	CONTINUEZ
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Non	2	REMERCIEZ ET TERMINEZ
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Si répond aux critères de présélection :

Merci. Vous répondez aux critères de présélection pour le groupe de discussion en ligne. Veuillez fournir les renseignements suivants et quelqu'un communiquera avec vous par téléphone au cours des prochains jours pour confirmer votre participation.

NOM :

NUMÉRO DE TÉLÉPHONE :

ADRESSE DE COURRIEL :

Partie 2 – CONFIRMATION PAR TÉLÉPHONE

Bonjour, je m'appelle _____(NOM) et je travaille pour Harris/Décima. Puis-je parler à [NOM]?

Je vous téléphone pour vous inviter à participer à un groupe de discussion en ligne pour lequel vous avez été présélectionné en ligne.

J'aimerais confirmer que votre participation est volontaire. De plus, toutes vos réponses demeureront strictement confidentielles et seront uniquement utilisées à des fins de recherche. Seule votre opinion compte pour nous. Nous ne tenterons pas de vous vendre quoi que ce soit. La séance se déroulera selon le même principe qu'une table ronde et sera animée par un professionnel de la recherche.

Continuez	1
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Nous devons vous poser quelques questions pour confirmer votre admissibilité et pour nous assurer d'avoir une bonne diversité de participants.

Q1. Serez-vous en mesure de participer, dans le confort de votre foyer, à un groupe de discussion en ligne qui aura lieu en soirée le [date], à **[INSÉREZ L'HEURE LOCALE]**? (La séance durera 2 heures et en guise de remerciement pour votre participation, vous recevrez une prime de 50 \$ en argent.)

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ

Q2. Quel âge avez-vous? [RÉPONSE OUVERTE]

Q3. Pouvez-vous confirmer dans quelle province vous habitez?

Q4. Sur votre ordinateur à la maison, avez-vous un accès Internet haute vitesse qui vous permet d'utiliser votre ligne téléphonique lorsque vous êtes en ligne?

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ

Q5. Il y aura un enregistrement audio de la séance et celui-ci servira uniquement aux fins de la recherche. Les enregistrements seront uniquement utilisés par un professionnel de la recherche pour rédiger le rapport sur les résultats de la recherche et les enregistrements seront détruits lorsque le rapport sera terminé. Acceptez-vous qu'un enregistrement audio de la séance soit effectué uniquement aux fins de la recherche?

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ

Q7. Pour confirmer votre participation à la séance, nous allons vous transmettre quelques jours à l'avance les instructions pour vous connecter au groupe de discussion en ligne et vous faire parvenir la prime de 50 \$ après la séance, j'aurais besoin de votre nom, votre adresse postale, votre numéro de téléphone et l'adresse de courriel où vous aimeriez que l'on vous transmette l'information.

Nom : _____

Adresse : _____

Ville : _____

Province : _____

Code postal : _____

Numéro de téléphone : _____

Courriel : _____ **REMERCIEZ ET TERMINEZ SI REFUSE**

Comme nous n'invitons qu'un petit nombre de personnes, votre participation est très importante pour nous. Si, pour une raison ou une autre vous ne pouvez pas assister à la séance, veuillez nous en aviser afin que nous puissions vous remplacer. Vous pouvez nous joindre au **[INSÉREZ LE NUMÉRO DE TÉLÉPHONE]**. Demandez à parler à **[NOM]**.

Merci beaucoup!

Appendix F: Online Focus Group Ratings

Call to Action Phrases

“I’d like everyone to type their rating on the scale from 1-10 where 1 means it would not encourage you to call the quitline or visit the website, and 10 means it would work very well for you.”

		Ratings (Bolded are those 18-24)								
A -	Thinking of quitting? We can help.	6	7	8	1	1	1	1	1	10
	Vous pensez arrêter? Nous pouvons vous aider.	3	3	4	6	10	4	5	5	8
B -	Give yourself another chance to quit.	4	4	5	1	2	2	3	3	3
	Donnez-vous une autre chance de vous libérer du tabac.	3	5	7	6	6	4	5	5	6
C -	You can quit. We can help.	4	6	7	1	1	2	2	2	4
	Vous pouvez arrêter. Nous pouvons vous aider.	2	3	4	5	7	4	6	8	8
D -	You have what it takes to quit!	2	4	7	1	2	2	2	4	6
	Vous avez ce qu’il faut pour arrêter!	3	3	4	6	7	5	6	6	8
E -	Make today the day. Contact us.	3	4	4	1	2	3	4	4	5
	Le meilleur jour pour arrêter, c’est toujours aujourd’hui.	4	5	8	9	10	5	7	8	8
F -	Help to quit is just a call or click away.	6	7	7	1	1	1	3	4	7
	De l’aide pour arrêter, à portée de mains.	2	2	3	3	5	5	8	8	n/a
G-	Call us first. Then call it quits.	3	5	5	1	1	2	2	3	4
	À vos marques! Prêts? Appelez pour arrêter!	0	0	2	4	6	5	7	8	n/a
H -	Get the support you need to quit.	3	4	8	1	1	1	5	7	8
	Trouvez le soutien dont vous avez besoin pour arrêter!	2	2	3	3	3	5	5	8	n/a
I -	Need help to quit?	3	3	8	1	3	3	4	10	10
	Besoin d’aide pour arrêter?	1	3	3	3	5	5	7	8	n/a
J -	You have the will. We have the way.	4	6	7	2	3	4	5	5	n/a
	Vous avez la volonté. Nous avons un plan.	3	4	5	5	9	5	6	7	8

“Now that we have discussed all of the phrases, please tell me which three phrases would be the most effective in encouraging you to call the quitline or visit the website.”

	TOP 3		
English 18-24	B	E	I
	C	J	D
	I	A	C
	C	E	J
English 25+	C	H	I
	D	A	I
	E	J	B
	A	C	G
	A	D	H
	G	I	E
French 18-24	J	E	D
	B	H	J
	D	B	E
	B	E	J
	E	B	H
French 25+	J	A	B
	D	I	J
	D	H	J
	J	D	E

Graphic Concepts

“I’d like you to rate the 4 different graphic concepts based on the noticeability of the contact information (quitline and website). Rating is from one to ten where one means it is not at all effective and ten means it is extremely effective.”

		Ratings (Bolded are those 18-24)									
A1 -	English	2	3	3	3	1	1	2	3	4	4
	French	2	2	3	3	4	6	3	5	8	n/a
A2 -	English	5	6	7	8	1	1	3	4	4	6
	French	3	3	4	5	5	6	5	5	6	7
A3 -	English	5	5	7	8	1	1	2	3	4	5
	French	3	5	6	6	7	9	5	7	7	8
A4 -	English	5	5	7	7	2	3	5	6	6	7
	French	2	3	3	5	7	9	6	7	8	8
B1 -	English	2	3	3	3	1	1	2	3	4	n/a
	French	1	2	3	3	4	4	4	5	8	8
B2 -	English	5	6	7	7	1	3	3	3	5	n/a
	French	2	3	4	4	4	5	4	5	5	6
B3 -	English	4	5	6	7	1	4	5	6	7	n/a
	French	2	5	6	6	7	9	6	7	8	8
B4 -	English	4	8	8	8	2	3	4	4	5	n/a
	French	5	6	6	7	8	8	5	7	7	7
C1 -	English	3	5	6	8	1	1	3	5	7	n/a
	French	2	2	3	4	6	7	4	5	6	8

C2-	English	5	6	6	7	1	3	3	4	5	n/a
	French	3	5	5	5	7	8	4	5	5	8
C3 -	English	5	6	6	7	1	2	4	5	6	n/a
	French	3	4	5	6	6	7	5	6	7	9
C4 -	English	5	6	6	6	2	3	4	4	5	n/a
	French	4	5	5	6	6	7	5	5	6	9
D1 -	English	5	6	6	7	1	1	2	7	n/a	n/a
	French	3	3	3	6	7	8	4	5	5	8
D2 -	English	5	5	5	7	2	2	2	8	n/a	n/a
	French	3	3	4	4	7	9	4	5	6	8
D3 -	English	2	5	8	8	1	6	8	8	n/a	n/a
	French	2	3	7	7	8	9	4	5	7	8
D4 -	English	2	4	8	9	1	1	2	5	n/a	n/a
	French	2	3	4	4	4	5	4	5	6	8

“Which graphic concept out of these four would be the best compromise in order to keep the effectiveness and noticeability of the warning message and, at the same time, the effectiveness and noticeability of the contact information (quitline and website)?”

		Best (Bolded are those 18-24)									
A-Series	English	1	2	4	4	1	1	4	4	4	4
	French	2	3	3	4	4	4	1	3	3	4
B-Series	English	1	2	3	4	3	3	3	3	3	4
	French	3	3	3	4	4	4	1	1	1	3
C-Series	English	1	2	2	2	1	2	3	3	3	4
	French	1	1	2	3	4	4	3	3	4	4
D-Series	English	1	1	4	4	2	2	3	3	3	3
	French	1	2	3	3	3	3	2	2	2	3

“Which colour would be the best in order to ensure noticeability of the warning message?”

“Which colour helps in making the message more readable?”

“Which colour best communicates the dangers of smoking?”

		Best (Bolded are those 18-24)									
Noticeability	English	1	1	3	3	3	3	5	5	7	7
	French	1	1	3	3	7	7	3	3	3	5
Readability	English	1	1	3	3	1	3	3	3	3	5
	French	1	1	1	3	7	7	3	3	3	5
Communication of danger	English	1	1	1	3/7	3	3	3	3	3	7
	French	1	3	3	7	7	7	3	3	3	7

Appendix G: Detailed Methodology

Qualitative Phase

Background and Purpose

The purpose of this phase was to test the effectiveness of proposed HWMs, HIMs and contact information with respect to their noticeability, understandability, ability to inform, credibility, memorability, and relevance.

A total of 50 HWMs mock-ups and 24 HIMs were tested. The HWMs were presented on the principal display panel of a cigarette packages. Each proposed mock-up had a French version and an English version and was tested for both flip-top and slide-and-shell cigarette packages.

The HIMs were located on the inside of cigarette packages and were intended to provide smokers with information that could encourage and help them to quit smoking. In this research study, Decima tested the HIM mock-ups as they would appear on a slide-and-shell cigarette package as well as on a flip-top package.

The effectiveness of the contact information (four executions of HWM Layouts/Placement/Colour and Content) was also tested in this phase. This consisted of a tagline (a short statement meant to grab attention and encourage people to contact the quit-line or visit the website either with or without an illustration), a quit-line number and a website to visit for more information about quitting.

Methodology

Decima conducted a series of sixty two-hour focus groups in three cities across Canada. Twenty sessions were held in each of Toronto, Calgary and Montreal between February 5th and 26th, 2008. This ensured representation from different regions of the country as well as bilingual feedback. All focus groups were held in the evenings with two sessions per evening, one with young adult smokers (18 to 24 year-olds) held from 5:30 to 7:30 pm and one with adult smokers (25 years of age and older) held from 7:30 to 9:30 p.m. Each group consisted of eight to ten participants. In total, 520 people participated in the focus groups.

Six team members (two in each city) alternated as moderators and note-takers; in Toronto and Montreal, other note-takers were also present for most of the focus groups.

As stated above, this phase of the research involved testing:

- 50 proposed Health warning messages (HWMs)

- 24 proposed Health information messages (HIMs)
- Display of Contact information on the cigarette package
- Layout of HWMs

HWMs

The proposed HWMs were developed to enhance public awareness based on the following six themes:

1. Addiction;
2. Health Impacts of Smoking;
3. Tobacco-attributable Mortality;
4. Health Impacts of Pre-and Post-natal Smoking;
5. Health Hazards from Second-Hand Smoke; and
6. Toxic Emissions.

These HWMs were assessed based on the following criteria:

- Initial impressions
- Ability to get attention and motivate reading
- Understanding and meaning of the message
- Quality and effectiveness of the text
- Relevance
- Ability to inform and educate
- Credibility
- Readability and visibility
- Cohesiveness of the headline and sub-text
- Quality and effectiveness of the picture
- Cohesiveness of picture and text
- Ability to be memorable

Furthermore, participants were asked to make suggestions for improving each HWM mock-up and to provide a rating for its overall effectiveness.

HIMs

The 24 HIMs mock-ups focused on the following themes:

1. Quitting process;
2. Benefits of quitting;
3. Testimonials;
4. Preconceived notions about smoking; and
5. Promotion of cessation resources (i.e. quitline and website).

The following were evaluated for the HIMs:

- Observed behaviours with pack (for the first one tested in each group)

- Initial impressions
- Ability of flap/top of the insert to get attention and motivate reading
- Ability of the main message to motivate reading
- Understanding of the message and meaning
- Relevance
- Ability to inform and educate
- Credibility
- Readability and visibility
- Quality and effectiveness of text
- Layout and design
- Cohesiveness of picture/visuals and text
- Ability to be memorable
- Made you think about quitting

Also, as with the HWMs, participants were asked to make recommendations that could improve HIMs. They were also asked to provide a rating for overall effectiveness.

Contact Information

The following were evaluated for the contact information (quit-line number and website):

- Layout, colour and text;
- Visibility and effectiveness of the location of the contact information on the HWMs;
- Smokers' reaction to seeing the contact information displayed on the cigarette packages;

HWM Layout

Six different layouts for HWMs were tested on flip-top cigarette packages, as well as placement of the HWM in relation to the Contact Information.

In each group, a set of 5 HWMs and 3 HIMs were tested. Each HWM and HIM was tested in six groups in total, 3 groups in the slide and shell format, and 3 in the flip top format. In each city, the last two nights of focus group sessions were used to test the contact information and HWM layout.

The analysis contained in the report enables us to situate each mock-up on a four-point continuum:

- 1. Best concepts – need only minor adjustments;**
- 2. Good opportunities – need some improvement;**

3. Need major improvement; and

4. Least effective – need complete rethink/rework.

(Note that the core measure we employ in this research is effectiveness, not appeal or likeability. That is, we seek to identify those HWMs and HIMs that strike a chord, educate, and that make participants think about the idea of quitting. In some cases, the concepts that might be effective with smokers might not be the most appealing.)

As part of this project, participants were asked to rate each mock-up on a ten-point scale, rating the “effectiveness in making smokers think about the health hazards and health effects of smoking and quitting smoking “ (one meaning “not at all effective” and ten meaning “very effective”). This measure served primarily as a tool to help focus the respondent on the concept, but it also helped mitigate against “groupthink” in discussion. This quantitative approach was not intended to provide statistically sound evaluations of the concepts as the sample size involved is too small to reliably employ the data in that way.

The ranking of each mock-up was determined by these ratings and on the qualitative feedback received in the focus groups. Although there was a concurrence between the “mean scores” (or average) assigned by the participants and the overall ranking in most cases, in some cases the research team assigned a different classification after taking into account the analysis of the qualitative data. In almost every instance where there was a difference, between the research team’s classification and the mean score numbers it was related to the potential to improve a concept. In several cases, concepts received a low score by participants, but the focus group discussions revealed that a minor change could greatly improve the effectiveness of the message.

Quantitative Phase

Background and Purpose

The purpose of this project was to test mock-ups of new HWMs, HIMs and contact information. A total of 50 HWMs mock-ups and 24 HIMs were developed for the preceding qualitative phase, of which some were dropped and others adjusted based on findings from the focus groups conducted in February 2008. In total, 41 HWMs and 18 HIMs were tested. Each proposed health message had a French version and an English version.

The HWMs were developed to enhance public awareness based on the following six themes:

- Addiction;
- Health Impacts of Smoking;
- Tobacco-attributable Mortality;
- Health Impacts of Pre-and Post-natal Smoking;
- Health Hazards from Second-Hand Smoke; and
- Toxic Emissions.

For each HWM, the questions asked were:

1. To what extent does this message catch your attention, that is, how **noticeable** is it?
2. To what extent is this message **relevant** to you?
3. To what extent is the information in this message **credible** to you?
4. To what extent do you think there is **new information** in this message?
5. To what extent do you think this message is difficult or easy to **understand**?
6. To what extent does the **picture or illustration** detract from or add to the overall message?
7. And how **effective** is the overall message at informing you about the health effects of smoking?

The new HIMs focus on the following themes:

- Anatomy
- Benefits
- Humour
- Join the Club
- Promotional
- True or False
- Stages
- Testimonial
- Withdrawal Cravings

For each HIM, the questions asked were:

1. To what extent does this message catch your attention, that is, how **noticeable** is it?
2. To what extent is this message **relevant** to you?
3. To what extent is the information in this message **credible** to you?
4. To what extent do you think there is **new information** in this message?
5. To what extent do you think this message is difficult or easy to **understand**?

6. How would you rate the overall **readability** of this message? That is, is the text on this message difficult or easy to read?
7. To what extent does the **picture or illustration** detract from or add to the overall message?
8. And how **effective** is this overall message **in making you think about the benefits of quitting smoking?**

All questions were on a scale from 0 to 10, where 0 represented “not at all” and 10 represented “very”. For example, the scale for the noticeability attribute ranged from “not at all noticeable” to “very noticeable”.

Contact information was also tested through three questions:

1. To what extent does this section catch your attention, that is, how noticeable is it?
2. Do you think the space occupied by this section should be bigger, smaller, or stay like it is now to encourage interested smokers to use the contact information?
3. How important do you think it is to include this kind of information on cigarette packages?

Methodology

The methodology for this study was hybrid mail and online. Participants (all smokers) were recruited by telephone and were given the choice to complete the survey online or receive a copy by mail, and were given the choice of completing the survey in the official language of their choice.

In total, 2,241 surveys were completed and submitted between June 23 and September 15, 2008. Of those, 491 were completed online and 1,750 by mail. The sample frame called for an approximate equal split between French and English respondents to be recruited. Due to the methodology (self-completion of survey, either online or by mail), slightly more French results were collected: 1073 respondents were English, 1168 French. As well, 567 were between the ages of 18 and 24 and 1674 were 25 and older; 1225 respondents were female and 1010 were male (6 did not indicate gender).

A pretest was conducted with 20 participants (5 online French, 5 mail French, 5 online English and 5 mail English) prior to fielding the full study in order to gather feedback on the questionnaire and to make any last-minute adjustments.

Due to the number of mock-ups tested, five rotations were created with 8 or 9 HWMs and 3 or 4 HIMs in each rotation. Equal numbers of questionnaires with each rotation were sent out. Rotation 1 was completed by 463

respondents, rotation 2 by 377, rotation 3 by 453, rotation 4 by 482 and rotation 5 by 466.

Online Focus Group Phase

Background, Purpose and Methodology

Decima conducted four online focus groups with smokers on January 28 and 29, 2009. Each group lasted approximately two hours. English participants were recruited from across the country, with representation from each region, while French participants were largely from Quebec. Eight participants were recruited for each group, with between four and six joining for a total of 20 participants as outlined below.

Language/Age	18-24	25+
English	Jan 28; 6:00-8:00PM (4 participants: 2 women, 2 men)	Jan 28; 8:00-10:00PM (6 participants: 3 women, 3 men)
French	Jan 29; 5:30-7:30PM (6 participants: 3 women, 3 men)	Jan 29; 7:30-9:30PM (4 participants: 2 women, 2 men)

The objectives of the online focus groups were to test Call-to-action taglines, as well as various layouts and colours for Health Warning Messages and the use of the word “warning.”

Disclaimer

For the purposes of this report, it is important to note that focus group research (both and in-person methodology as applied in the first phase, and online, as applied in the third phase of this research) is a form of scientific, social, policy and public opinion research. As structured group interviews that proceed according to a careful research design and attention to the principles of group dynamics, focus groups should be distinguished from “discussion groups”, “problem-solving groups”, “buzz groups”, or “brainstorming groups”. They are not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, however, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

In market research, the focus group approach seeks to develop insights and direction rather than quantitatively absolute measures. Because of the limited number of respondents and the restrictions of recruiting, this research must be considered only in a qualitative frame of reference. The qualitative elements of this study cannot be considered reliable or valid in a statistical sense. The findings presented here are intended to provide a first step in determining awareness, attitudes, reactions and opinions about issues discussed in these sessions.

Because qualitative research is exploratory in nature, MRIA (Market Research and Intelligence Association) guidelines preclude researchers from using any quantifiable terms to describe data (i.e. two out of ten, one in four). Rather, it is more appropriate to use terms such as “few”, “many”, “almost all”, or other generic terms. These are the terms that are presented in this report.

Please note that all research work undertaken by Decima Research is conducted in accordance with the Marketing Research and Intelligence Association (MRIA).