

E·N·V·I·R·O·N·I·C·S
QUALITATIVE RESEARCH

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M E M O R A N D U M

TO: Jane Hazel
Health Promotion Branch
Health Canada

FROM: Dan Rath
President

RE: HEALTH CANADA ANTI-SMOKING TV SPOTS
QUALITATIVE RESEARCH REPORT

The following memorandum details the findings of a program of focus groups undertaken by Environics Qualitative Research to evaluate the potential re-release of two anti-smoking television advertisements by Health Canada. The spots tested, *Cocktail* and *Not Much*, were extracted from previous anti-smoking campaigns for their effectiveness and proposed for re-exposure to Canadians; this memorandum analyzes their currency and potential impact. The report includes a summary of the methodology, overview of the findings, in-depth analysis, and conclusions and recommendations. Appended are verbatim compilations of written evaluations by focus group participants, the recruitment screening instrument and the focus group discussion guideline.

SUMMARY OF METHODOLOGY

The research program was comprised of six focus groups, including four in Toronto and two in Calgary. The primary segmentation for the Toronto groups was age, while the Calgary groups were comprised of mixed-age adults. Two Toronto groups were conducted on Tuesday, August 15, including one group of persons aged 18-30 (Toronto Group 1), and one group aged 31 and older (Toronto Group 2). The two Calgary groups were also conducted on Tuesday, August 15. Two Toronto groups with teenagers were conducted on Wednesday, August 16, including one group aged 12-14 (Toronto Group 3) and one group aged 15-17 (Toronto Group 4).

The recruitment criteria for all six groups included the following: 50/50 gender split, mix of personal/parental occupations, 50/50 household income split at regional mean, mix of education levels, standard exclusions for occupation and recent research participation. Self-introduction of participants in each group included a summary of personal smoking behaviour, which yielded a mix of behaviours in each group, with non-smokers who had experimented with smoking representing majorities.



Each two-hour group discussion followed the appended discussion guideline. The Toronto groups were moderated by Dan Rath and the Calgary groups by Steve Alvey. The Toronto groups were held at Consumer Vision, 1235 Bay Street, Toronto; the Calgary groups were held at Environics West, 630, 999 8th Street Southwest, Calgary. Each participant was paid a \$35 honorarium.

OVERVIEW OF FINDINGS

The spots tested are extraordinarily memorable, highly effective at registering their core messages of disincanting smoking (*Cocktail*) and influencing smoking venues (*Not Much*), and represent complete, self-contained vignettes. Their approach was considered fair and fact-based; both were perceived as tougher and more direct than previous anti-smoking campaigns, and this direction was lauded. All participants, including those in the two younger age cohorts preferred the informational approach of the spots to the social marketing approach or "exemplary-behaviour" style of other youth-targeted anti-smoking campaigns. All age groups cited a preference to be presented with compelling adult-styled messages to inform their personal smoking choices. Both spots are recommended for re-release, with media buys weighted 3:1 in favour of *Cocktail* and targeting of *Not Much* at young parents, mothers and females aged 12-45. In addition, *Cocktail*'s visual highlight of the chemicals in cigarettes being squeezed out and drunk emerges in the findings as capable of bearing new renditions, and is recommended for use as the seed for future campaigns aimed at all age cohorts.

IN-DEPTH ANALYSIS

CONTEXT -- RECALL OF ANTI-SMOKING ADS

All participants demonstrated unaided recall of some anti-smoking television advertisements of public service announcements. The strongest memorability was obtained by high-impact spots with striking visual special effects. The most memorable scenes were not the most likeable: *Cocktail*'s gulping of a cup of chemicals and "diving" scenes were quickly and vividly recalled, but with revulsion tempered by queasy fascination. Participants' most positive views were accorded to ads with morphing scenes, such as a girl turning into a cigarette or "an old lady". Among the youngest age group (12-14 years), the most negative views were directed at lifestyle ads with the Break Free and Nick A Teen themes; 15-17 year olds also mentioned these ads derisively, but with less bitterness and sense of personal affront. Younger viewers felt these ads treated them as people who could only absorb anti-smoking information that addressed them as children, not adults.

Top-of-mind recall of both *Cocktail* and *Not Much* surfaced in all four groups, with the recall focusing on the visual hooks of "squeezing stuff out of some cigarettes", "goop in a glass" and "baby in a crib".

Following are descriptions of anti-smoking ads recalled by the four groups:

- 12-14 years: (Visual images) Girl turning into an old woman/girl turns into cigarette/Nick A Teen/baby in crib/cup full of tar/naming all chemicals and diving into it/Power Rangers
(Words/messages) Don't smoke/you get cancer/die faster/facts on toe tags/you'll lose friends/no words, only music in background/teeth with get yellow and bad breath-yellow fingers/Break Free/ministry of health
- 15-17 years: (Visual images) People smoking at parties-dancing people-Break Free/cup full of nasty stuff/girl turns into witch/girl turns into cigarette/diving into pool of stuff
(Words/messages) Ask you a question/Break Free/Suck the life right out of you/know what you're getting into
- 18-30 years: (Visual images) Be cool without smoking/yellowness of fingers-teeth/wasting money-burning Porsche/aging girl-old and wrinkly/trained-dancing cigarettes-put foot down/kids in schoolyard, girl turns into cigarette
(Words/messages) Break Free/US ad-basketball/someone's always watching your every move/girl and boy by garbage can
- 31+ years: (Visual images) Heart and lung-faces deteriorating/girl turns into cigarette/cartoon-animated/girl's face turning older/animated black-and-white chain/guy sitting at bar drinking chemicals/Yul Brynner/money flying away-up in smoke
(Words/messages) Smoking: It can kill you/Smoking: It will suck the life right out of you/Child picking up habits -- someone's watching/It sucks/Smoking affects infants
- Cal 1/2: Drinking cup of chemicals/kids saying cool/person turns into cigarette/train smashes and turns into a butt/guy crawling to get a light from a stick of dynamite

EXPOSURE OF EXECUTIONS

Following the context-setting portion of each group discussion, the two executions were exposed in random rotation. *Cocktail* was exposed first for the 12-14 year-olds, 18-30 year-olds, and Calgary Group 1. All exposures were conducted in enforced silence, followed immediately by completion in writing of a standardized evaluation instrument. The instrument included four written responses and a scaling table, with statements summarizing qualities of the execution rated on a one to five scale of agreement, where one is *strongly disagree* and five is *strongly agree*. When calculating the total ratings for each execution, scale values were inverted for two qualities: *Ad is too aggressive/offensive* and *Ad is exaggerated/not believable*; otherwise, low scores represent strengths for these two values.

DETAILED EVALUATION: COCKTAIL

Cocktail was considered by all groups to be exceptionally effective and memorable. It deeply registered the core concept that cigarettes contain toxic chemicals that enter a smoker's body. Viewers felt the ad applied primarily to current smokers and people considering smoking, rather than to non-smokers or people who might be exposed to second-hand smoke. The spot was seen as fairly generic in the age-group applicability of its message, but younger viewers were concerned about the personal relevance of its "bar" venue and scenario.

Viewer retention of *Cocktail*'s facts and number was severely compromised by its overwhelming visual imagery: that is, the pictures were so jarring and captivating that people didn't catch the minutiae of the messages on the number of chemicals in tobacco smoke and the number of Canadians killed by smoking each year.

In spite of its overwhelming impact and effectiveness, *Cocktail* suffered from a number of notable drawbacks. All groups, but particularly the younger age cohorts, questioned the bar setting not only from the point of view of age relevance, but because of the potential for mixed or confused messages between anti-smoking and anti-drinking. To some, the spot at first appeared to have an anti-drinking theme. Then, on consideration, some felt the action of drinking the contents of cigarettes had the effect of providing relative validation to drinking alcohol: that is, the implication for some viewers was that consuming alcohol was safer and more acceptable than consuming the contents of cigarettes. Others perceived health-related messages about the combined effects of tobacco and alcohol. Many suggested that a bar was an acceptable place to smoke -- a recognized hassle-free refuge for many smokers -- and this intrusion into a smokers' haven undercut the likeability of the spot for some smokers and even non-smokers who said they avoid bars to escape smoke. Many participants, particularly younger ones, suggested that the chemical-drinking shot would be more effective if juxtaposed with a pure, natural backdrop such as an open meadow or a mountaintop.

Cocktail's characters and their interactions drew some strong negative reactions. The male character was viewed as "lonely" and "a loser" inconsistent with smokers' self-image; he was also seen as too old to be relevant to all three under-30 age cohorts. Many participants misinterpreted the chemicals running down the main character's arm as blood. The younger woman at whom the main character was seen to be "blowing" his exhaled smoke was widely viewed as having the inappropriate reaction of smiling and laughing -- most felt she should have expressed revulsion.

Cocktail's sound mix as tested was not well-balanced, with the music base overwhelming the announcer voice track and interfering with easy comprehension of the read. However, the initial aural "grab" of the music base worked well at capturing attention.

In discussion of *Cocktail*, participants cited the following "likes":

- 12-14 years: The nasty stuff/wasn't preachy to kids/some new facts on what's in cigarettes/straight to the point/smoking not glamorized/not a cartoon/not like Break Free-more information, the truth/makes you think/aimed at kids and adults/when it's reality it gets you thinking.
- 15-17 years: Gets point across/really short/tells you exactly what the facts are/tells how you're affected/the fact it grosses you out is good/you'll be like him if you smoke-lonely, loser drinking in a bar
- 18-30 years: Makes you scared-lots of chemicals going into you/quick message/drank from cup and blew out smoke/wild special effects
- 31+ years: Completely disgusting/gets point across/clear and concise/effective/powerful impact
- Cal 1/2: Attention-getting/impactful/graphic

In discussion of *Cocktail*, the following "dislikes" emerged:

- 12-14 years: Kind of short/bar setting involved/is it about drinking or smoking
- 15-17 years: The dripping/didn't hear the words/disturbing-gross/too graphic, untasteful/guy looked depressed, girl looked out of place laughing/unpleasant
- 18-30 years: Goo distracting/confusion between alcohol and tobacco/too short/no point in end message/too squeamish, disgusting/distracting
- 31+ years: Offensive-takes away pleasure of smoking/nicotine slop disgusting/4,000 chemicals unbelievable/disturbing gross-out/demeaning-makes me feel cheap (smoker)
- Cal 1/2: Distasteful/gross

For all six groups, *Cocktail's* main information value concerned the range of specific exotic chemical in tobacco, especially arsenic and mercury; this message was summarized succinctly as "it's like drinking a cup of poison".

Information about the 4,000 chemicals in tobacco and the 40,000 who die from smoking each year in Canada was viewed as new, but considerable probing was required to obtain accurate recall of these points in all groups.

Cocktail's bar setting was viewed by the older groups as generally appropriate, since bars are a common smoking location, but younger groups tended to question the suitability of the venue. Many felt a party, restaurant or coffee shop would be more personally relevant to them and would serve to eliminate mixed messages about alcohol. Others suggested "natural", healthier settings that would provide clearer contrast and counterpoint to the smoking behaviour, and this concept received very strong endorsement.

Cocktail was widely viewed as being targetted at current smokers and potential smokers rather than non-smokers. Its realistic ability to cause smokers to quit was strongly questioned by both smokers and non-smokers; however, it was seen as capable of providing a powerful dose of disincanting information to potential smokers.

The tone of *Cocktail* was described as *dark, serious, factual, depressing, aggressive, this is what smokers look like, belittling smokers in the portrayal, could encourage depression, patronizing-talking down*. The latter comment came from a small minority; a very large majority in all groups felt the tone of the ad was direct, speaking to people on the level rather than talking down to them "from on high".

Participants in all groups cited the federal government as the source of the ad; most narrowed in on Health Canada but none could cite a specific minister by name. Only one participant, a female over 30, identified the health minister as a woman. None cited any current issues or controversies concerning smoking or the sale of tobacco products.

Discussion of the reasons for airing *Cocktail* inspired some heated and divisive debate about the purpose of anti-smoking ads. Most participants agreed that such ads do not affect smokers, particularly heavy and defensive smokers. Heavy smokers felt such ads, and particularly those with effective executions such as *Cocktail*, are embarrassing, demeaning and demoralizing because they do not provide new information but instead "rub it in" without acknowledging the fundamental nature of nicotine addiction. Heavy smokers were prompted to defensiveness by *Cocktail* as they saw non-smokers refer to their smoking as a lifestyle choice or habit rather than understanding it as an addiction.

Discussion of the federal government's motivations for airing anti-smoking advertising created marked divisions in the groups, particularly among the mixed-age adults in Calgary. Some took a cynical view that the federal government was "trying to cover their butts" or trying to "make it look as if they're doing something" to pacify the anti-smoking lobby while hypocritically taxing cigarettes. These participants felt the government was taking revenue from smokers, then turning around to spend tax dollars to fight smoking. Others took the conflicting view that smoking is a real health issue involving the cost of medicare, the need to prevent young people from starting to smoke, the need to encourage children to attack their parents for smoking, and the need to prevent smoking-related deaths of all types.

Cocktail's key strength was clearly its deterrent impact on younger potential smokers who, both fascinated and repelled by its graphic imagery, watched, retained and listened to its core message.

DETAILED EVALUATION: *NOT MUCH*

Not Much was seen as conveying an effective and memorable story, equally deeply disturbing as *Cocktail*, but with a fundamentally different approach and target; its story line was felt to be similarly self-contained and clear. Beyond its obvious "make them feel guilty" intention, *Not Much* had an unusual subtlety and an exceptional ability to "get to" viewers. Its success was connected to its ominous tone and presentation of an invisible threat to a helpless baby: it tapped deeper feelings than intended beyond red-flagging the need to protect children from second-hand smoke, reaching instead into the realm of personal and familial security and safety. The registration and memorability of this execution benefitted from this unusual psychological impact.

The key drawback of *Not Much* was its narrow targeting. It was widely viewed as intended only for parents or people with babies and young children in their homes; among younger viewers, the relevance was further narrowed to mothers and even to single or teenage mothers. Consequently, virtually all participants felt the ad lacked personal relevance for them, even though they appreciated and understood the basic message that second-hand smoke affects others.

The level of understanding of the second-hand smoke issue proved problematic under probing. A considerable lack of clarity surrounded the question of whether the impact of second-hand smoke on an infant could be referenced onto the impact of second-hand smoke on adults and even children. Several participants expressed the belief that the message applied only to infants because their lungs are weaker and more sensitive.

Participants further agreed that the spot was not intended or likely to be effective at stopping anyone from smoking; rather, it would only have the impact of changing the locations where people smoked. Specifically, participants felt the spot would cause smokers to "go outside" and nothing else. A minority of participants attacked *Not Much* for "exploiting a baby", but these concerns did not withstand criticism by others in the groups.

In discussion of *Not Much*, participants cited the following "likes":

- | | |
|--------------|--|
| 12-14 years: | Good information, good facts |
| 15-17 years: | Baby/warning/7,000 cigarettes a year-impact/short, to the point, memorable/scary-strong message, baby helpless/music-eerie, scary |
| 18-30 years: | Smoke creeping into room, makes you scared/message about how smoke affecting baby, hurting baby more than the parents/smoke accumulating/good narration-lively/second-hand smoke message/don't actually see smokers-good/interesting angles-the mobile/peaceful, eerie |

- 31+ years: Clear/very effective-if you care, don't smoke/to the point, truthful/clear and factual/hits home/lot of cigarettes/innocent, unprotected feeling/infant doesn't have a choice
- Cal 1/2: Better message because people will pay attention to effects of second-hand smoke, whereas they tend to ignore warnings about health effects on themselves/clear message/more truthful, more realistic/more sensible

In discussion of *Not Much*, participants cited the following "dislikes":

- 12-14 years: Dumb/only for mothers/made you think/aimed at specific cat'gry of people/boring-for older people
- 15-17 years: Why show a baby-too close to reality/doesn't really send a point across/put me to sleep/where was the smoke alarm/baby looks abandoned/baby looks harmless
- 18-30 years: Not visual enough-too slow/not an attention-grabber/easier to watch than cup one/innocent baby gave a stronger message
- 31+ years: It bothers me/the use of the baby
- Cal 1/2: Most smokers already don't smoke around babies, children/exaggerated ad/without audio, looks like a commercial for smoke detectors, no visuals to let you know it's about smoking (some remembered seeing it on TV when it ended with pictures of people smoking/some felt it was propaganda like a pro-life ad in Alberta/some disliked guilt-trip approach

The new-information value of *Not Much* keyed on the idea that cigarette smoke can spread throughout a house and affect infants. Secondary was the information that two people each smoking half a pack a day will together smoke 7,000 cigarettes a year -- however, this statistic seemed a bit of a stretch to some participants.

Overall, participants felt the scenario or setting of the spot was acceptable and effective, notwithstanding the limitations it placed on the proportion of the population that could find the spot personally relevant.

Not Much was generally viewed as incapable of disincanting smoking as a personal behaviour, but likely to serve as an effective wake-up call for any smoker in the vicinity of children. The ad was believed to have the potential to get smokers to move away from children, usually by smoking outside the house. The ad's primary impact was felt likely to be on parents, followed by smokers visiting the homes of people with infants or small children or otherwise in contact with or close to children.

The tone of *Not Much* was described by older participants as *maternal, peer-oriented, not condescending, serious, direct, caring, guilt-inspiring* and soft, and by teens as *short-slow, negative, scary, calm-soothing, relaxing, not preachy* and *factual*. Young viewers in particular were disturbed by the child-themed music with which the spot opened -- it gave them a horror-movie type sense of foreboding, with overtones of evil and even the supernatural.

GROUP PREFERENCES FOR EXECUTIONS

Teens 12-14 all preferred *Cocktail* for its personal and generic impact and its stopping power. among 15-17 year-olds, two-thirds preferred *Cocktail* for the same reasons while the remainder leaned toward the softer approach of *Not Much*. The 18-30 year-olds were evenly split in their preferences between the two spots. Those 31 and over in Toronto preferred *Not Much* for its more child-focused approach. In the Calgary groups, participants expressed no strong like or preference for either ad, but leaned toward *Cocktail* when forced to make a choice, citing its shock value and wider applicability.

ANALYSIS OF SCALING TABULATIONS

The following table displays the tabulations of the scales used to evaluate the two executions:

Execution: <i>Cocktail</i>	T1	T2	T1+2	T3	T4	T3+4	C1	C2	TOT
Captures my attention	3.86	4.11	4.00	3.09	4.18	3.64	4.45	4.33	3.79
Clear idea	4.25	4.22	4.24	4.00	4.18	4.09	4.09	4.56	4.15
I'd like watching it each time it's on	2.63	2.22	2.41	2.60	1.82	2.19	2.82	3.11	2.29
Ad has powerful impact	3.71	4.00	3.88	3.73	4.36	4.05	4.30	4.44	3.97
I learned something from this ad	3.29	3.44	3.38	2.70	3.09	2.90	3.18	3.22	3.11
Ad is too offensive/aggressive	2.63	3.67	3.18	2.00	3.36	2.71	3.27	2.13	2.92
Good ad to encour. not to smoke/to quit	3.88	3.67	3.76	3.60	3.73	3.67	4.18	4.22	3.71
Ad is exaggerated/not believable	2.75	2.67	2.71	2.36	3.40	2.86	3.55	1.89	2.79
TOTAL SCORE	3.52	3.42	3.47	3.43	3.33	3.38	3.52	3.97	3.42
Execution: <i>Not Much</i>	T1	T2	T1+2	T3	T4	T3+4	C1	C2	TOT
Captures my attention	4.13	4.43	4.27	3.27	3.55	3.41	4.00	4.00	3.76
Clear idea	4.63	4.57	4.60	4.00	4.27	4.14	4.27	4.11	4.32
I'd like watching it each time it's on	3.13	3.67	3.36	2.36	2.82	2.59	2.36	3.33	2.89
Ad has powerful impact	4.38	4.71	4.53	3.55	4.45	4.00	4.00	4.33	4.22
I learned something from this ad	3.50	2.33	3.00	3.45	3.36	3.41	3.27	3.11	3.25
Ad is too offensive/aggressive *	1.63	2.00	1.80	1.91	1.91	1.91	2.73	2.00	1.86
Good ad to encour. not to smoke/to quit	4.13	4.86	4.47	3.09	3.55	3.32	3.73	4.11	3.78
Ad is exaggerated/not believable *	1.75	2.00	1.87	2.00	2.09	2.05	3.36	2.00	1.97
TOTAL SCORE	4.06	4.11	4.08	3.48	3.75	3.61	3.44	3.87	3.80

* SCALES REVERSED IN CALCULATION OF TOTAL SCORE

COLUMN AT RIGHT IS TOTAL OF 4 TORONTO GROUPS

The scaling tabulations indicate that *Cocktail*'s strengths are its *clarity*, *impact* and *attention-capturing ability*, as well as its *ability to encourage people to quit smoking or not to start*. Its weakness is its lack of *likeability*. It is generally not considered to be *too offensive and aggressive* or *exaggerated and not believable*. *Cocktail* was rated highest by both Calgary adult groups, followed by Toronto teens aged 12-14 and Toronto adults age 18-30.

Not Much's strengths are its *clarity*, *impact*, *ability to encourage quitting or not starting*, and its *attention-capturing ability*. While its weakness is also its lack of *likeability*, it is considered more likeable and more watchable by than *Cocktail* -- a key differentiation. In addition, *Not Much* is generally felt to be both *less offensive and aggressive* and *less exaggerated and more believable* than *Cocktail*.

In total rating scores, *Not Much* was rated higher than *Cocktail* by all four Toronto groups. However, *Cocktail* was rated higher than *Not Much* by both Calgary groups.

In the total ratings scores (unweighted) for all six groups, *Not Much* obtains a slightly higher total score than *Cocktail* on the attributes evaluated through scaling.

CONCLUSIONS AND RECOMMENDATIONS

The following conclusions and recommendations arise from the analysis of the findings of the six focus groups in Toronto and Calgary:

Conclusions:

- ▶ The two spots are tougher than previous anti-smoking ads, and this direction has widespread approval, except among heavy and defensive smokers.
- ▶ Targeting of anti-smoking spots to audiences is understood and viewed as acceptable.
- ▶ *Cocktail* works well with all age cohorts and best with teens. It clearly disincentivizes smoking and portrays its personal impact.
- ▶ *Not Much* uses a guilt-based approach most effective with adults 31 and older. It will not stop smoking, but could change smoking venues. It raises sensitivity to smoking around infants, but does not succeed at making a more broadly-applicable case about the dangers of second-hand smoke to children and adults.

- ▶ Teens age 12-17 prefer a fact-based approach to a social marketing approach that employs behavioral models to support anti-smoking themes. Teens want to be treated as adult consumers of anti-smoking information and feel paternalised and preached at by cartoons and Break Free-style presentations.

Recommendations:

- ▶ Canadians can handle tougher, more direct anti-smoking messages than those to which they have been exposed. There is an appetite for bluntness and factuality. However, graphic depictions of smokers' lungs and related scenes remain beyond the bounds of the taste of most participants in this research. *Cocktail* tested the limits of tolerance for many participants, and several suggested it not be shown "at dinner time".
- ▶ These two self-contained, story-telling anti-smoking spots should not be compromised by changes, re-editing or the addition of new information.
- ▶ Re-release of these spots is supported by the findings of this research. The media buy should be weighted by at least a three-to-one ratio in favour of *Cocktail*, and placement of *Not Much* should be targetted at parents, mothers and females aged 12-45.
- ▶ The impact of *Cocktail* should be exploited. The findings of this research suggest that its core visual image (squeezing cigarettes into a cup and drinking the stuff) could sustain additional interpretations. Comments by the two teen groups suggest an example of an optimum execution targetted at teens: teenage climbers or hikers in a natural setting take a refreshment break (water, fruit) on a mountain-top or in a clearing; a wheezing late arrival to the group performs the squeezing/drinking act and blows the smoke toward the others, who react with disgust and ostracize the smoker, who is left alone in an anti-social act inconsistent with current healthy behaviours and environmental values of the age cohort.
- ▶ As an additional exercise in the 12-14 year-old group in Toronto, participants were asked to write down the most effective message they could think of to convince a 14-year-old female smoker in the group to stop smoking. The responses were: *Early death sentence-can't eat in certain restaurants-who likes bad breath-you must be a loser if you're so easily influenced by your friends/Don't harm people with second hand smoke/It's bad for you and other people around you/Do you realize that your smoking affects me just as much or more even more than you?/Smoking kills!/It's a waste of money and it messes up you and your children/Because you'll die earlier/It's bad for her/Do you care if you live or die?-If you saw your friend die by smoking would it make you stop?/She should not smoke because she'll die at a young age.* The subject wrote the following message to herself: *Why do you pay to die early, hurt your kids' health, and completely annoy any non-smokers around you?*

APPENDIX: COMPILATION OF WRITTEN EVALUATIONS BY PARTICIPANTS

Note: The following verbatim responses were transcribed without corrections to spelling and grammar.

COCKTAIL Toronto Group 1 -- Tuesday 6 pm, Adults 18-30

Main Message

Smoking and drinking kills people without them even knowing it / Smoking kills / For people to quit smoking / Smoking is very unhealthy / Smoking is not healthy / Smoking is harmful-not good for you-like consuming poison / Contains many harmful chemicals / Don't smoke it's not healthy.

Likes

When the person squeezed the cigarettes a bleed can / It is straight forward, gets right into the point / The way the guy drank all the chemicals and blew out the smoke / When the guy drinks the glass of "stuff" / The cigarettes being squeezed / Graphic-kind of disgusting. Straight to the point / Listing of dangerous toxins.

Dislikes

At the beginning when the other guy squishes the smokes and all the tar and nicotine runs out / The beginning-when the camera moves along the bar / None / Nothing in particular / Blood type appearance of "goo" / It's too graphic.

Attention-getter

The part when they tell everyone the amount of lives smoking takes a year / The chemicals that you get from smoking / The first part when the guy squishes the smokes / Drinking the cigarette / The part when the guy is drinking the cigarette gunk / The end with the man drinking the poisonous mixture in the glass / Think people may be attracted to gore, not necessarily in good taste, Draws attention / The blood from the hand /

Strange/Out of Place

The people drinking / When the cigarettes turn to liquid / The bucket of chemicals, when the guy looks into it / No / Odd idea of drinking contents of cigarette /

COCKTAIL Toronto Group 2 -- Tuesday 8 pm, Adults 31 and over

Main Message

Kills 40 thousand a year / More than just tar and nicotine in cigarettes, they are poisonous 'brew'
/ Cigarettes smoke is full of chemicals and kills / Butt out, smoking is toxic to individual /
Cigarette smoke made up of 4000 chemical / Smoking kills / Cigs contain 4000 chemicals all of
which can kill 40,000 annually in Canada / Smoking is very harmful and kills many people /
Cigarettes cause major harm to us-over 6,000 chemicals / Stop smoking /

Likes

Strong message / Good message re harm / Direct to the point / Effective, clear, concise / Effective
ad / The entire ad / Some facts about cigarettes /

Dislikes

None / Nicotine slop is disgusting / It's gross-targets both cigarettes and drinking / Somewhat
gross / Too graphic-people don't go around squeezing bundles of cigarettes / Drinking
glass of fresins was gross / Seeing someone drinking "garbage" is disturbing /

Attention-getter

Seeing someone drink all those poisonous chemicals / At end-blowing smoke across table at non
smoking girl / The liquid tar being squeezed from cigarettes / The ooze that comes from the cig.
/ The nicotine and chemicals in each cig. [4,000] / Let's butt out and give Canada a healthy future
/ The part when he is holding cigarettes and all chemicals coming out / The cigarettes being
squeezed into disgusting black tar / Glass of chemical mixture /

Strange/Out of Place

No / The chemicals coming out of the cigarettes / It takes place in a bar where smoking is a
common thing / The smoky room a bar / No / Drinking contents of glass was gross / No / No

COCKTAIL Toronto Group 3 -- Wednesday 6 pm, teens 12-14

Main Message

The main message is to stop smoking / The main message is to stop smoking if you smoke and don't smoke if you don't / Dangers of smoking / Smoking kills / Don't smoke / What the chemicals are that go into cigarettes / Smoking is bad for your health / Smoking is bad for your health / The main message is that smoking puts alot of bad chemicals into your body and it isn't healthy / Stop smoking it is bad you / Smoking kills / It's bad for you,can kill you /

Likes

It really captures your attention / Music / Nothing / I liked when he blows out the smoke / I like when he drinks the nasty stuff / It wasn't preachy to kids / The nasty ouzy stuff coming out of the cigarettes / When the guy squishes the cigarette and tar comes out / The plot / One of the better non-smoking ads / Nothing / I liked whene- /

Dislikes

I thinke think,people will responent to it /Everything / None / Should have been someone closer to the younge people who smoke / Too short /Nothing / It sort of makes you sick to watch him drink it /

Attention-getter

I think it gets peoples attention when he squeeze the cigarettes / The man drinking the glass of chemicals / That smoking is bad for you and i will kill you / When the man drinks all the garbage / When he drinks the nasty stuff / How disgusting it is / Should have been someone closer to the people to the younger people who smoke / Drinking it and blowing out smoke / The fact that all of these chemicals are in a cigarette / The glass is full of chemicals / All the stuff thats in a smoke / I thinke think,people will responent to it /

Strange/Out of Place

No / No / No / No / Did not need to be in a bar setting / The guy drinking that stuff / No / When he drank all the chemicals / No / Not really /

COCKTAIL Toronto Group 4 -- Wednesday 8 pm, teens 15-17

Main Message

Smoking can kill / All the chemicals that are deadly that are found in cigarettes / Smoking is harmful to everyone / Was for people who go to bars / Not to smoke it can kill you / That cigarettes are filled with nothing but chemicals / Smoking is bad / Don't smoke or even try the chemicals are bad and your health goes down the tubes / Your putting so many chemicals into your body with every cigarette / Cigarettes have many bad chemicals and stuff in them

Likes-

Nope / Didn't really like the way in which they made this ad / I liked how they showed the chemicals that you take in when you smoke / None / It looked cool / No / Nothing / The facts put straight to you / They show it in a place where people smoke / None

Dislikes

The commercial is just so disgusting I can't watch it / None / That the man drank the juices from the cigarette / Yes because there was no point of squeezing ciarettes and then drinking it / When he was holding the cigarettes and his hand bled / The way the crap dries down his arm and in the cup / It might be too much to take for some people / It was too graphic and disgusting / Everything ewww!.... it's so icky

Attention-getter

When the nasty stuff rolls down the mans arm / The chemicals running down his arm, then drinking it / The chemicals you take in / Drinking the stuff from the smokes / The fact that he drinks what he squeezed out of the cigarettes,its disgusting / When he takes a sip from the cup / Nothing / The juices running down the mans arm / The mixture of chemicals,the man drinking it then exhaling / When the man drinks / The guy drink the tar /

Strange/Out of Place

The girl laughing behind him / The man drinking when it's a smoking commercial / The fact hat he takes a drink and breaths out smoke / Everything / The fluids running down his arm / The whole commercial is a bit weird / How the guy blows out smoke after he drinks it / No maybe just the bar scene / The girl sitting beside the man didn't really do anything / The end Healt Ontario ad is so bright compared to the dark commercial

COCKTAIL Calgary Group 1 -- Tuesday 6 pm, Adults 31+

Main Message

Smoking kills 40,000 Canadians a year it is very unhealthy. They suffer the most but the rest of the family also suffers / Let's butt out / Smoking kills Canadians should stop / Quit smoking / Smoke is a toxic mixture of chemicals / Stop smoking or don't start / Stop smoking / Not to smoke or start / Cigarette smoking is repulsive.

Likes

Promotes a healthy future / Clear message / The message is to the point / The tar flowing down the hand like blood / Strong visual message / Glass filled with tar and tobacco / I thought that they took a strong approach against smoking / Cinematography, liked the angle shot at the beginning. Liked the shock factor

Dislikes

I don't think I'll ever want myself or my family to ever smoke / It's gross - going to be that stupid to drink sewage - almost laughable / The squeezing of the cigarettes to get tar almost looked like blood instead of tar at first / I didn't like the way we had to see the nicotine turn to liquid / The guy drinking out of the glass filled with tar / Tar in the glass and then drink it / The tar pouring out of cigarettes

Attention-getter

The immediate disgusting picture of smoking / The squeezing of the cigarettes extracting the chemicals and then show it running / The man squeezing a smoke into a glass / The man drinking the tar and then blowing smoke / Drinking the mixture then exhaling / The man drinking / When he squeezes the smokes in his hand / The ugliness of the tar and the repulsiveness of the thought of drinking what is smoked / The visual, the slime running down the arm, the drinking of the glass / I think what happens after everytime you smoke, how it is affecting your health

Strange/Out of Place

No, it is very clear of the after affects of the smoke / For the most part the visual overrides the message and the cigarettes are only a small part of the visual, thus becomes laughable / Squeezing tar out of cigarettes by hand seemed odd / Drinking liquid smoke / Drinking tar in a glass and then blowing smoke / The glasses in the beginning / Drinking the tar and then exhaling the smoke / The music

COCKTAIL Calgary Group 2 -- Tuesday 8 pm, Adults 31+

Main Message

When you smoke you give your body various chemicals you wouldn't want to consume in raw form / Smoking is bad for your health / Stopping smoking / Smoking is disgusting / Let's butt out and give Canada a healthy future / Chemicals kill in tobacco / Smoke fills your body with chemicals / Smoking is your enemy / Very clear, the danger of smoking

Likes

Very effective since it grosses me out / Very factual / I think it gets the message across / Squeeze of nicotine / Strong message / Very graphic, gets your attention / It gives a clear message about smoking effects / Realistic, even though quite drastic illustration

Dislikes

Didn't show full hand and arm when [they] pressed the cigarettes for the juice, therefore don't really have the connection... / None that I can see / Drinking the toxic substance / Does not seem to bother others

Attention-getter

Drinking the stiff then breathing out smoke / Nicotine and other chemicals oozing out of the cigarette sticks / The tars etc. extracted from the cigarettes and the second hand smoke / The drink - seeing the person drink it / Squeeze of cigarettes nicotine / Squeeze of cigarettes / Drinking chemical mix / Smoking kills 40,000 Canadians every year / The smoke in the bar

Strange/Out of Place

Nobody looks at him / Smoke in bar

NOT MUCH Toronto Group 1 -- Tuesday 6 pm, Adults 18-30

Main Message

2nd hand smoke is unhealthy -think about long term effect i.e. total harm / Second hand smoke is just as harmful to those around you / Second hand smoke is harmful too / 2nd hand smoke is unhealthy / That second hand smoke is just as dangerous / Smoking takes your life away / Second hand smoke has a high effective on children / Don't smoke it can kill you/

Likes

It's telling you that it's affecting not only you but every one around you / Good for parents-consider danger to children ,good also to general public-2nd hand smoke is bad / Strong message with the baby -smoke over crib coming through the keyhole / Good narration / When the narrator mentioned 7000 cigarettes by the baby's first birthday / To the point,very effective / The way the smoke came into the room

Dislikes

Made it look like a house fire- a bit unrealistic / Very slow moving / None / Nothing /

Attention-getter

The smoke entering the room and then say by the time the child is one he has inhaled 7000 smokers / The baby,the smoke coming into the room / Smoke filling the room / Smoke over baby crib coming through the keeyhole / The part where the smoke seeps in through the keyhole and under the door / Baby alone in room full of smoke / Young babies being poisoned by smoke / The cigarette smoke creeping in through the keyhole /

Strange/Out of Place

No / No /

NOT MUCH Toronto Group 2 -- Tuesday 8 pm, Adults 31 and over

Main Message

Put end to smoking / Second hand smoke is as bad as smoking / Second hand smoke affects others you love / Smoking is harmful even to those who don't smoke / Put an end to smoking / 2nd hand smoke kill's / Stop smoking even small amounts are harmful / Second hand smoke is very harmful-not smoking is also something you do for other people / Second hand smoke is very harmful / Second hand smoke is deadly /

Likes-

Child well being / Showing innocent child affected by smoking / Clearly gets the message across / Children are important to us all thus I think this ad message is strong / Child is good choice of message / The information [7000 after 1 year] the smoke in the keyhole effect / Strong message if you love your children than quit / It's factual / Good message-clear-concise-over 7000 cig-good / Strong message-effective /

Dislikes

None / Message should be stronger / Innocent baby breath the smoke / Nothing / The use of the baby-reality although it is effective / None / None / None /

Attention-getter

Parents with babies / Smoke over crib / Baby breathing in smoke / Helpless baby in crib / The child and the smoke filling the room / The smoke drifting around the child's head and face / The smoke in the baby's room and how much it builds up / The baby, the smoke curling through the keyholes / Seeing the baby exposed to smoke / Smoke about to smother innocent baby /

Strange/Out of Place

No / No / No / No / No, not really / No / No / No /

NOT MUCH Toronto Group 3 -- Wednesday 6 pm, teens 12-14

Main Message

If you smoke why kill other peoples lungs / Smoking can kill others / I you think you smoke a little add all the cigarettes together and see how much you smoke / Second hand smoke can be just as dangerous / Second hand smoking / Second hand smoke isn't good / How smoking-smoke affects infants / If you have a baby stop smoking / Second hand smoke is lethal and is dangerous as smoking / Smoking harms you and others / Don't smoke because if you have a child second hand smoke can effect your child / Second hand smoke is worse then first hand smoke /

Likes

Nothing / Facts about 7000 cigarettes / It was straight to the point / The idea of the baby and all the smoke / None / Clear cut and to the point,didn't talk down / It's telling the parents who smoke what can happen to their baby / The room filling with smoke / I like when the smoke went under the door and fill the air with smoke / The music / It's very affective ,it makes people think about non-smokers /

Dislikes

There is nothing I don't like / The whole commercial / Ilike everything / None / It's not aimed at me / Kind of carried on about one thing / Nothing / I dislike when they were smoking around the baby /

Attention-getter

I think theak will stop smoking / The baby breathing the smoke into his lungs / The baby / If youhave a baby it will be harmful to it / The smoke closing in on the baby / The baby crying / The smoke coming up from under the door / How many cigarettes the child would inhale by it's first birthday / The smoke / The smoke being shown and being stated / The baby /

Strange/Out of Place

Not / No / No / Weird in general / No / No / No /

NOT MUCH Toronto Group 4 -- Wednesday 8 pm, teens 15-17

Main Message

Second hand smoke is bad! you could be harming your children or other people who live with you / Second hand smoke is bad / Your killing someone else by your bad habit / Don't risk any child's life over smoking / That even second hand smoke is bad / Then main message was that when the baby gets older he will have the smoke in his lungs / Smoking is bad for others as well as yourself / The main message is that smoking is unhealthy and affects everyone / Nonsmoker-infant deaths / Not to smoke around others / Smoking around others is also harmful to them /

Likes

Really making the smoke look gross and disgusting / The nice room and music at the beginning and the more serious music at the end / That they warn of danger to baby / The music added lots of effects towards the theme / Short and to the point / I think it was ok / It was short and to the point / It gets right into detail with what could happen / The message was very clear and got right to the point / It shows that it might harm your child / I like the strong point, think it would really speak to some parents because the baby is so innocent and helpless /

Dislikes

It's kind of scary / Didn't really have any dislikes / They try to scare you with how bad second hand smoke is but the message is not strong enough / No / Nothing / The woman's voice was too soothing it didn't deliver the whole message / None / No /

Attention-getter

The heavy smoke descending on the baby and the music / The smoke reaching the baby / The fact that it is a young baby's lungs that has to deal with the smoke / That a baby could be harmed / I think this ad will get the most attention because of the baby / The baby breathing the smoke / I think the fact that it's a baby that's affected in the commercial will get attention / The sleeping baby and the part about 7000 cigarettes / The baby lying in the crib and to think the parents don't care / That your killing a baby who has no control over what you're doing / The smoke coming at the baby /

Strange/Out of Place

No / Not anything I can remember / Not anything / No / The smoke filtering through the door / No / No / No / No /

NOT MUCH Calgary Group 1 -- Tuesday 6 pm, Adults 31+

Main Message

Second hand smoke is bad for non-smokers, especially new borns / Second hand smoking / Cigarette smoking is harmful to babies-children / Smoking harms others - not just the person smoking / It not only affects the smokers but certainly the rest of the family too / Don't smoke / Second hand smoke is unhealthy too / That smoking is harmful to children before they are 1 year old / Quit Smoking

Likes

Wasn't aggressive / The baby is in the crib / Baby in cradle / I liked it very much because it is very true / The appeal to parents, it's their kids welfare involved / It got my attention with the musical chimes / Smoke coming through the keyhole / It's directed at smokers to realize the impact on non-smokers

Dislikes

Smoke filling baby's bedroom / It was unrealistic in how much smoke got through to the baby's room / Does a heavy on the guilt trip - but it should / I didn't like the fact that they had to use a baby to make a point / All that smoke through a keyhole - no way / Use of a baby

Attention-getter

The visual, baby in smoke filled room, the statistics of how few cigarettes a day can add up / The smoke going through the keyhole / Baby in a smoke filled room / The room full of smoke just cloud / They way the air is filled with smoke around the baby / When they see that their little one has been exposed to the smoke and if there is fire in the house that's when they realize / The amount of smoke (visual) and the number of cigarettes (audio) that a one year old can be subjected to / The baby suffocating / Smoke in the room / Baby in crib

Strange/Out of Place

If not paying attention to the ad you would think it was about smoke detectors / The smoke in the room through a key hole

NOT MUCH Calgary Group 2 -- Tuesday 8 pm, Adults 31+

Main Message

Second hand smoke / Second hand smoke is harmful / Effects of second hand smoke / Put an end to tobacco / Don't smoke around babies / Hazard of smoking / Second hand smoke is dangerous to your kids / Secondary smoke is bad for babies / Do not smoke around babies

Likes

Educates parents about second hand smoke / The way smoke comes out of the keyhole / Good message / Breathe new life / The whole commercial / Hazard of smoking on newborn babies / Short & succinct (??) / Soft baby vs. bad grey smoke hanging over it / Aggressive, well done

Dislikes

Very alarming / Uses baby as main inhaler / Should not smoke period should be the message / Doesn't include all the age groups / Only half the commercial has music

Attention-getter

Children exposed to second hand smoke / Harmful to health as mentioned by Health Canada / The baby inhaling all that smoke in his lifetime / Second hand smoking hurts child / Baby under smoke looks like a house fire / The fumes going to the baby / Smoke haze filling baby's room / Smoke coming through the door / The smoke in the room

Strange/Out of Place

Message well placed / Mention about women smoking after baby born / Too short, weak message to the public / Ceiling thing, don't need the clock in the beginning, yellow