

1010803

Health Canada Concept Testing Light and Mild Campaign Aboriginal and Inuit

POR-01-12

REPORT

AUGUST 29, 2001

PREPARED FOR:

Nizam Siddiqui

Health Canada

PREPARED BY:

BINARIUS

BINARIUS RESEARCH GROUP

300 Earl Grey Drive, Suite 431, Kanata, ON K2T 1C1

Tel.: 836-6666, Fax: 836-3648

Email: binarius@home.com

www.binarius.com

Table of Contents

Executive Summary	i
1.0 Introduction	3
2.0 Concept Findings	5
3.0 Messages.....	9
4.0 Strategic Information	11
5.0 Site Reports	13
5.1 Cornwall.....	15
5.2 Quebec City.....	21
5.3 Winnipeg.....	31
5.4 Iqaluit.....	35
6.0 Conclusion and Recommendations	39
Appendices	41

Executive Summary

This report is the result of a series of seven focus groups across Canada with the Aboriginal and Inuit peoples during the period August 15-21, 2001. The research took place in Quebec City, Cornwall, Winnipeg and Iqaluit.

A synthesis of all of the sites together including partial recommendations are included in this report. The findings, analysis and conclusions for each of the sites are also provided individually.

ABORIGINAL EXECUTIVE SUMMARY

Except for the print medium, it seems that Aboriginal peoples have very little exposure to media specifically addressing aboriginal issues. For television it requires having cable or a satellite dish which is uncommon. This finding suggests there might be an issue of the reach of this campaign targeted specifically to the Aboriginals in the television medium.

There is a risk in targeting Aboriginals as having a bigger problem with cigarettes than the general population. They are already sensitive to being singled out on many issues. The very fact that there may be a separate campaign supports being singled out. Therefore, the campaign must be careful to address cross-cultural exposure and sensitivities.

As in the general population and opinion leaders groups, there is some question about the appropriateness of a public campaign that targets the tobacco industry. Respondents felt uneasy that Health Canada was alluding to cigarette companies or the industry without outright naming them or the industry. Many Aboriginals felt that there were more effective and efficient ways to achieve the objective such as litigation and legislation.

Many participants felt that the use of "may" or "can" in many of the scripts softened the message because it places doubt on the merits of the proposal. Health Canada needs to avoid words like "may be as damageable" because it conveys a message that they are not sure. They much prefer the terms "are" or "will." It is very important that any claim be supported with facts and figures.

Wrong Signals was the concept most favoured by Aboriginals. It very graphically got across the message of "light and mild is as lethal as regular."

INUIT EXECUTIVE SUMMARY

Smoking is institutionalized and has been a large part of Inuit societal culture since it was introduced.

Tobacco use pervades and is acceptable by Inuit society. The heroes or people young people said they most admire are often visualized with a cigarette hanging from their mouths.

That being said, they understand the central message of smoking kills, but societal pressure and acceptance overrides this view.

The central messages of light and mild and smoking kills do not address the societal pressures of the benefits of smoking. Even the play on words "Pack of Cigarettes" and "Killer Pack" did more than not register, it confused.

The Wolf pack symbolizes purity and should not be shown in parallel with cigarettes. The Aboriginal dance does not resonate at all. Participants would prefer an elder talking to a youth in a natural setting.

In the Wrong Signals execution, the illustration was changed to a mountain setting which reminded some people of the mountain ranges near Pangnirtung in the interior of Baffin Island.

Of the three visual concepts, Wrong Signals worked best. However, this research strongly suggests that an adaptation of a southern concept will not work. This campaign needs a made in the north conceptual approach.

1.0

Introduction

1.1 BACKGROUND

On World No Tobacco Day (May 31, 2001), Allan Rock the Minister of Health called upon the tobacco industry to voluntarily remove the words “Light” and “Mild” from their product packaging. The tobacco industry has used this advertising technique to increase product sales for years. Minister Rock issued a written challenge in which he pointed out that such terms are a source of confusion to Canadian smokers.

The powerful effects of the mass media on behaviour can be used to promote health. Several studies suggest that anti-tobacco advertising campaigns have had positive effects on the attitudes and behavioural intentions of the target groups. Health Canada anti-smoking print and TV ads under the previous Tobacco Demand Reduction Strategy were successful in influencing people to stop and think about the harmful effects of smoking.

In September 2001, an awareness initiative will be launched to inform Canadians about the tobacco industry practices. Health Canada asked the Binarius Research Group to pre-test anti-tobacco creative concepts among the Aboriginal and Inuit peoples.

1.2 OBJECTIVES

The overall purpose of this research was to identify which concept is best suited for a national social marketing campaign to increase awareness about the tobacco industry’s practice of using light and mild descriptors on their product packaging. The objectives of this research were to:

- 1 • Determine the extent to which the creative concept are credible, believable and relevant with the target audience.
- 2 • Determine how memorable the concepts are in the minds of the target audience.
- 3 • Determine the extent to which the primary campaign messages are clear, understood and retained by the target audiences.
- 4 • Determine the extent of the concepts’ ability to motivate the target audiences to action.
- 5 • Determine which concept has the best capability to mobilize the target audiences to support government action.
- 6 • Determine social marketing issues and opportunities.

1.3 METHODOLOGY

The target audiences were:

- Aboriginals (combined smokers and non-smokers age 18 to 50); and,
- Inuit (combined smokers and non-smokers age 18 to 50)

Seven focus groups, segmented by target group, were conducted at the following locations: Quebec City (French), Cornwall, Winnipeg and Iqaluit. The focus groups were conducted during the period August 15-21, 2001.

Reports for each site are provided within Section 4 of this report. These are synthesized to provide one cohesive set of findings that shows how Health Canada may proceed with the a Light and Mild Campaign.

2.0

Concept Findings

2.1 INTRODUCTION

All three concepts were presented together so that participants were not pre-conditioned, to favour one over the other. The concepts were also introduced at random to further reduce the impact of first impressions.

The flagship version of Concept 1 (the "Killer Pack" execution), Concept 2 ("Dance") and Concept 3 (Wrong Signals) were used in all focus groups for the initial reaction. Once participants had a chance to voice their opinions on these concepts, the other executions were made available for comment.

The conduct of the focus groups used the "survival of the fittest" method. Essentially, this meant that if one of the concepts received very little support in the initial presentation of the focus group, its subsequent probing would be limited. This approach meant that scarce focus group time was spent on ways to investigate on how the favoured concept could be improved. Instead of wasting valuable time on why a concept was inferior, more time was made available to cover other strategic issues of importance.

2.2 SYNOPSIS

The three concepts were presented together. Unlike the research aimed at the general population and opinion leaders, one concept did not capture the imagination of participants. Each had strengths and weaknesses. In the end, "Wrong Signals" was the concept they perceived as most to the point and effective. The "It's Time to Clear the Air" concept was often thought to be an ad directed at the hazards of second hand smoke. The "Real Killer Pack" was visually appealing but may offend some groups.

2.3 WRONG SIGNALS CONCEPT

The use of lit cigarettes as smokestacks meant that the first impression of most Aboriginals and Inuit was that this was an environment ad. Upon reading the script in more detail, it becomes clear what the wrong signal is all about.

Respondents generally prefer more succinct copy both in the print, TV and radio executions. For example, in the print executions, it may be better to begin the copy of the poster with the third sentence: "Through the smoke..."

Many participants disliked the slogan "Its time we smoked out the facts." They were looking for facts and figures and wondered where they were.

The Inuit liked this concept the best. While they had concerns with the messaging, the visual offered the most appropriate depiction of Inuit typography. They suggested it looked like the mountains on Baffin Island just north of Pangnirtung.

2.4 IT'S TIME TO CLEAR THE AIR CONCEPT

At first glance, "It's Time to Clear the Air" concept was perceived as a concern over the role of second hand smoke and children. The smoke depicted in the picture was often thought to be from a campfire at first. It was mentioned that the execution was unrealistic because "nobody would smoke while dancing."

The danger with this concept is that it may be interpreted as an ad about second hand smoke. The TV concept also seemed to lose the main message that Light and Mild were the same as regular cigarettes. It conveyed the message that second hand smoke was not good for youths.

The main element people would remove from the radio script is the repetition towards the end that "In other words, light and mild cigarettes can be just as..." Some people felt it was important that this ad be only presented to Aboriginals not the general public.

The Inuit could not relate to the concept. It was understood that it may have more relevance to southern aboriginal peoples.

Suggestions from the Inuit would be to illustrate a theme of an elder teaching a youth about heritage and culture.

2.5 THE REAL KILLER PACK

There was some confusion at first glance as to what the message was about. Some participants did not like the portrayal of wolves associated with killing or with cigarettes. This perception was not totally overcome by the script.

The most positive aspect about this concept is the natural setting that catches the participants' eyes. After that, it seems that the message is lost.

The TV concept is not dramatic enough as to the consequences of smoking light cigarettes. As one Aboriginal participant noted, "Its only words while the pictures depict a man enjoying a cigarette

after doing a good job.” It was suggested that the real ad could depict a man with terrible teeth due to smoking.

The Inuit focused on the poster. While they appreciated the beauty of the wolf pack, the typography was foreign to them. They also had concerns about the use of something beautiful in nature being used in such a manner.

3.0

Messages

In general, both the Aboriginal and the Inuit groups found the scripts to have too much of a preamble. Both groups would like to see more direct language and quicker to the point.

As in the general population and opinion leader groups there was significant concern over the use of “can.” Use of this word denotes indecisiveness and conditions. There was a strong preference for strong and focused messages.

In Quebec, the tagline, “Dissipons la fumée pour connaître la vérité” was perceived as being too long, nebulous and ineffective.

Many participants felt that the use of “may” or “can” in many of the scripts softened the message because it places doubt on the merits of the proposal. The Inuktitut script portrayed less indecisiveness than did the English or French script.

It is very important that any claim be supported with facts and figures. Health Canada needs to avoid words like “may be as damageable” because it conveys a message that they are not sure. The script in Inuktitut did not have the same problem because it was more definitive and strong.

The Inuit had much more difficulty with the language. Many words are not directly translatable to Inuktitut. Furthermore, the play on words, while effective in English or French, totally lost their meaning in Inuktitut. The best example was the use of packs in “Killer” and “Cigarette” which caused confusion and bewilderment.

4.0

Strategic Information

4.1 REACH

Exposure to Health Canada's communications initiative about light versus mild cigarettes reached the Aboriginal and Inuit audiences but perhaps not to the extent of the general population.

Except for the print medium, it seems that both Aboriginals and Inuit have very little exposure to electronic media, especially television, for them. For television it requires having cable or a satellite dish which is uncommon among the participants. This finding suggests there might be an issue of the reach of this campaign targeted specifically to the Aboriginals and Inuit in the television or radio medium.

4.2 BIAS

Any campaign directed specifically at Aboriginals and especially Inuit risks being misinterpreted as those groups being singled out as having a bigger problem with cigarettes than the general population. Advertisements that contribute to this perception would be a concern. The concepts and the mediums must be careful to address cross-cultural exposure and sensitivities.

4.3 APPROACH

Respondents felt uneasy that Health Canada was alluding to cigarette companies or the industry without outright naming them or the industry ("What are they afraid of if it is true?") Aboriginals and Inuit alike felt that there were more efficient ways to achieve the objective such as litigation and legislation.

4.4 INUIT CULTURE

In Inuit society, smoking is very much institutionalized and has been a large part of Inuit societal culture since it was introduced. It pervades all aspects of Inuit society. Smoking is found to be acceptable in many locations and situations not found in the south (e.g., many restaurants either offer a token "no smoking" section or it is simply ignored).

In addition, many of the heroes or those of admirable stature are often visualized with a cigarette hanging from their mouths.

That being said, they understand the central message of smoking kills, but societal pressure and acceptance overrides this view.

5.0 Site Reports

Cornwall

Quebec City

Winnipeg

Iqaluit

5.1 CORNWALL

August 16, 2001

INTRODUCTION

Two Focus groups were held with Aboriginal smokers and non-smokers in Cornwall on August 15. The 5:00 PM group (Group #1) had eleven participants. The 7:00 PM group (Group #2) had a turnout of 6 participants. In Group 1, the average age of participants was around 30 years of age. The second group appeared to be slightly older with an average around 40.

As per the instructions in the recruiting screener roughly half of the participants were smokers or former smokers. Most had experienced Light or Mild cigarettes mainly of American brands.

STRATEGIC INFORMATION

The perception among many smokers is that Light or Mild cigarettes are less damaging than the regular brands. Some mention experiences of gradually reducing their smoking addiction by using lighter and lighter cigarettes until they completely quit smoking. Others claim that when buying light or mild they had the psychological comfort of doing something to minimize the damage of smoking. That being said, they also rationalize that smoking is no good and therefore all cigarettes are the same, that is, "bad for your health."

In the first group a few respondents had been exposed to news about Light and Mild cigarettes. Nobody was exposed in the second group. Those exposed identified the Federal Government and Health Canada as being behind the news.

Except for one or two exceptions, participants feel that Light or Mild cigarettes are as bad for their health as regular cigarettes. "A cigarette is a cigarette, it has nothing good for your health." The one or two not convinced will later be quite critical of the concepts' claim.

Comment on the reasons why tobacco companies put Light or Mild on their cigarette packs were different coming from smokers and non-smokers. Smokers say that it is to inform about a product characteristic. Light or Mild cigarettes are not as harsh as regular cigarettes ("They don't feel the same way when you smoke it."). Non-smokers, on the other hand, were under the impression that it was a marketing strategy to maintain or grow their market share ("They have to do something to keep the interest and show that they have something new.")

The general feeling of participants is that the Government of Canada wants to make people aware that Light and Mild cigarettes are as bad as regular cigarettes because of the costs associated with resulting health problems related to smoking. In that context, in their mind, the main message that needs to be delivered is that smoking is bad. A campaign about Light and Mild is just another way

of bringing that message across. Participants felt that the Government of Canada has the legitimate right and means to do that.

At the same time respondents did not take any offense that tobacco companies misled them about Light and Mild cigarettes.

CONCEPT REACTION

Reach

Except for the print medium, it seems that Aboriginals have very little exposure to aboriginal media. For television it requires having cable or a satellite dish which is uncommon among the participants. This finding suggests there might be an issue of the reach of this campaign targeted specifically to the Aboriginals in the television medium.

Bias

Another consideration is the risk of portraying Aboriginals as having a bigger problem with cigarettes than the general population. Advertisements that contribute to this “wrong perception” would be a concern. The concepts and the mediums must be careful to address cross-cultural exposure and sensitivities.

Elders

A few respondents thought that Aboriginals were used because of their spirituality. While this was viewed as positive, they were critical of the message and the way it was brought forward. Those respondents, mainly older people 45+ were of the opinion that an elderly respected aboriginal would have more impact conveying the message that cigarettes are harmful.

Overall Reaction

The three concepts were presented together. Respondents were asked to identify which one would best capture their attention and make them read the copy. None of the concepts captured the imagination and support of the majority of participants.

In the first group ITS TIME TO CLEAR THE AIR had the highest level of interest. In the second group THE REAL KILLER PACK and ITS TIME TO CLEAR THE AIR were the most striking almost equally.

First impressions were often modified as participants were exposed to the scripts of the different media and began to understand the theme. In the end, WRONG SIGNALS was the concept they perceived as most to the point and effective. However, there was some confusion in the message as some respondents associated the ad with an environmental advertisement.

Wrong Signals Concept

At first glance, the Wrong Signals concept is perceived as an environmental ad. Consequently, it sends the “wrong signal” about the intent of the campaign. When participants read the script, it becomes clear what the wrong signal is all about.

Respondents were asked to circle what they liked in the copy and cross out what they disliked. Reviewing this material it confirms what was said in the group that the concept should be more direct and to the point. For example, most participants said they would start the copy of the poster with the third sentence: “Through the smoke...” The sentence “Blows you away doesn’t it” was disliked by most participants.

In the radio copy, very few participants liked the introduction which made reference to smoke signals etc. They started circling “When it comes to light...”

Many participants disliked the slogan “Its time we smoked out the facts.” They questioned: “Where are the facts?” “Why are they picking on cigarettes?” “Is it cigarettes or pollution that is the worst.” “Why do our children have so much asthma and we smoke much less than our parents?”

The TV storyboard contributed to the primary perception that smoking was harmful to the environment.

It’s Time to Clear the Air Concept

At first glance, It’s Time to Clear the Air concept was perceived as concern over the role of second hand smoke and children. Consequently, there are mixed messages with this concept. Many participants do not get the association of the dance with the smoke (“Where is the smoke coming from? Until I saw the ashtray at the bottom, I didn’t know.”)

Most respondents liked the phrase “We dance for the future of our youth,” “It’s time to clear the air” and “Light and Mild cigarettes can be just as dangerous, just as lethal, as Regular cigarettes.”

A few participants crossed out the last sentence of the poster ("The fact is ...") as well as the slogan: "It's time we smoked out the facts."

When exposed to the script, the message is clear that all types of cigarettes are bad for one's health. A secondary message was that "cigarettes are no good for the younger generation." This concept would play on building guilt among adults that smoke and what they do to the future generations.

The danger with this concept is that it may be interpreted at the first level only. One or two respondents mentioned that the execution was unrealistic because "nobody would smoke while dancing."

The TV concept also seemed to lose the main message that Light and Mild were the same as regular cigarettes. It conveyed the message that cigarette second hand smoke was no good for youths.

The main element people would remove from the radio script is the repetition towards the end that "In other words, light and mild cigarettes can be just as..." Some people felt it was important that this ad be only presented to Aboriginals not the general public.

The Real Killer Pack

There was some confusion at first glance as to what the message was about. Some participants did not like the portrayal of wolves associated with killing or with cigarettes. This perception was not totally overcome by the script.

The most positive aspect about this concept is the natural setting that catches the participants' eyes. After that, it seems that the message is lost.

When asked to circle what they liked and disliked in both the poster and radio executions many just crossed out the references to the wolf and circled the main message that "Light...Mild...regular, they all seem different...etc."

The TV concept is not dramatic enough as to the consequences of smoking light cigarettes. As one participant noted, "Its only words while the pictures depict a man enjoying a cigarette after doing a good job." Another noted that "it's like a reward." There is the risk that the striking video would overwhelm the "light and mild cigarettes are lethal" messages.

CONCLUSION

It is difficult to assess if any advertisement would be truly effective in convincing these participants to stop smoking, not start smoking or that light and mild are just as lethal.

The slogan, "It's time we smoked out the facts," did not receive much support. In fact, many participants did not like it.

There is support for the Government of Canada to move in this area.

Many participants felt that the use of "may" in many of the scripts softened the message because it was now conditional or somehow not proven. The key to successful communication in these concepts is a straight to the point message that the Government of Canada has the proof that Light, Mild and regular are all the same, equally lethal.

It is very important that any claim be supported with facts. Health Canada needs to avoid words like "may be as damageable" because it conveys a message that they are not sure.

Respondents felt uneasy that Health Canada was alluding to cigarette companies or the industry without outright naming them or the industry ("What are they afraid of if it is true?")

5.2 Q U E B E C

15 août 2001

COMPOSITION DES GROUPES

- Les deux discussions de groupe ont eu lieu le 15 août 2001 à Québec et regroupaient des autochtones habitant ou non le village Huron. Les participants se répartissaient ainsi :

		FUMEURS	NON FUMEURS
Groupe 1	7 participants	3	4
Groupe 2	8 participants	3	5

- Une seule personne fumait une marque régulière; les marques habituelles des autres fumeurs se répartissaient entre les appellations « Light », « douce », « ultra-légère », « légère » et « ultra-light ».

CONTEXTE : INFORMATIONS STRATÉGIQUES

- Deux grandes thématiques ressortent lorsque les fumeurs expliquent pourquoi ils fument des cigarettes douces ou légères :
 - Le fait qu'elles sont « moins fortes », ce qui est presque automatiquement relié au fait de tousser « On tousse plus avec les fortes », « Tu le sens quand tu respîres, tu tousses moins avec les douces » et donc a l'aspect santé de la problématique.
 - Le goût, que tous les fumeurs de « légères » qualifient de distinctif : « Tu le sais tout de suite que c'est une légère, au goût », « le goût est moins fort, c'est pas pour rien qu'on les appelle Light », « le filtre laisse passer plus ou moins d'air, c'est ça qui fait que c'est doux ou pas ».

- Plus de la moitié des participants de chaque groupe se souvenait d'avoir entendu quelque chose aux nouvelles à propos des appellations douces et légères. Certains pensaient qu'il s'agissait simplement de reportages faits par des journalistes, tandis que deux ou trois personnes ont indiqué qu'il s'agissait d'une déclaration du ministre de la Santé. Une personne a même cité le nom de Monsieur Alan Rock.
- Lorsqu'on aborde la comparaison du niveau de toxicité des cigarettes légères ou douces par rapport aux cigarettes régulières, la plupart des participants disent qu'ils pensent ou qu'ils ont déjà pensé que *« c' est moins fort alors ça me semble moins dommageable », « avant je pensais que la nicotine était moins forte »*. Cependant, ceux qui ont entendu les déclarations de Monsieur Rock ou les bulletins de nouvelles s'y rapportant ne mettent pas en doute le fait que ces deux types de produits sont aussi nocifs, l'un que l'autre, pour la santé. Certains expliquent volontiers que, même si le goût diffère, c'est le mélange des ingrédients, leurs proportions qui varient les unes par rapport aux autres *« plus de goudron et moins de nicotine, etc. », « c'est dans les éléments chimiques qu'ils ajoutent au tabac que ça change », « c'est comme dans l'annonce avec le cocktail, même s'ils appellent ça « light » c'est juste qu'il y a moins d'ingrédients »*.
- Dans chaque groupe, environ deux personnes maintiennent cependant qu'il doit y avoir une différence entre les deux types de produits puisque le goût est différent lorsqu'on compare les « légères » aux « régulières » et que, même si les deux catégories de produits sont nocives, il doit y avoir un écart, si mince soit-il.

Certains ont souligné que, même s'ils savent que les deux types de produits sont aussi nocifs, ils aiment se laisser croire qu'ils font un meilleur choix lorsqu'ils optent pour une légère ce qui leur donne meilleure conscience puisqu'ils ont décidé qu'ils ne veulent pas arrêter de fumer.

- Les participants invoquent principalement des raisons de concurrence pour expliquer les motifs qui incitent les compagnies de tabac à inscrire « légère » ou « douce » sur leurs paquets de cigarettes. Une personne a ainsi résumé l'opinion des deux groupes : *« Au début, il n'y avait pas beaucoup de marques, puis certaines compagnies ont lancé des marques qui étaient plus douces alors les autres ont perdu du marché et ils ont voulu le reprendre, alors ils ont fait des versions plus douces de leurs »*

propres marques », « plus tu as de marques, plus tu as de chances d'avoir une grosse part du marché, le consommateur a plus de choix ».

- Personne n'a spontanément prêté d'intentions pernicieuses ou malhonnêtes aux manufacturiers de tabac lorsqu'ils utilisent les appellations « légère » ou « douce ».
- La principale raison pour laquelle le gouvernement s'implique, d'après les membres des deux groupes, c'est pour « mettre les points sur les « i » au niveau de la santé... *« si on paye plus pour soigner les gens qui fument ».*
- Certains pensent que le gouvernement devrait centrer ses efforts sur les manufacturiers et investir dans le contrôle des normes en matière de contenu plutôt que de dépenser dans des campagnes publicitaires destinées au public : *« Pourquoi ils ne s'attardent pas à surveiller les compagnies de tabac? »; « contrôler les ingrédients chimiques qu'ils ajoutent dedans : il devrait y avoir une réglementation avec des inspecteurs qu'ils payent pour surveiller tout ça. »*
- En fait, plusieurs personnes dans chaque groupe pensent que le gouvernement se trompe de cible lorsqu'il prépare une campagne dirigée vers l'opinion publique. Plusieurs sont d'avis que le gouvernement n'a qu'à imposer sa réglementation sur l'étiquetage aux compagnies comme il l'a fait pour les textes sur les paquets : *« C'est de l'enfantillage et du gaspillage de fonds publics », « moi, me faire mener par le bout du nez par un ministre, très peu pour moi! », « il ne faut pas prendre le monde pour des cons, il y en a qui jouent à l'autruche et qui fument des moins fortes, c'est ça qu'ils veulent enrayer ».*

RÉACTION FACE AUX CONCEPTS

1) Concept qui attire le regard au premier coup d'œil :

	G R O U P E 1	Groupe 2
• Cheminées	3	2
• Faites de l'air	0	2
• Une menace réelle	4	4

C'est le visuel des loups qui attire d'abord l'attention; certains notent qu'il va de pair avec le texte « une menace réelle ».

C'est le titre que l'on remarque d'abord dans l'affiche « **des signaux trompeurs** » comme dans « **faites de l'air** ».

2) Concept le plus clair / facile à comprendre :

	G R O U P E 1	Groupe 2
• Cheminées	6	1
• Faites de l'air	0	2
• Une mesure réelle	1	5

Les opinions sont partagées : les membres du premier groupe disent que c'est dans l'annonce cheminée qu'ils comprennent le mieux le message « douce/légère » vs « régulière », tandis que ceux du deuxième groupe pensent que le message de danger passe mieux dans l'annonce des loups.

3) Concept qui attire le plus sur le plan des émotions :

	G R O U P E 1	Groupe 2
• Cheminées	2	2
• Faites de l'air	9	2
• Une mesure réelle	4	2
• Aucun	0	1

Dans le premier groupe, plusieurs participants qui avaient un attachement plus évident aux traditions indiennes ont immédiatement réagi, de façon négative, à ce visuel principalement à cause du texte qui l'accompagne « **une menace réelle** ». Les opinions étaient très partagées dans le deuxième groupe.

4) Concept le plus clair / facile à comprendre :

	G R O U P E 1	Groupe 2
• Cheminées	3	0
• Faites de l'air	0	2
• Une mesure réelle	2	4
• Mélange des concepts A et C	2	0
• Aucun	0	2

Les concepts A et C sont ceux qui ont le plus grand potentiel incitatif : le premier, parce qu'il montre clairement les mots « légère » « douce » et « régulière » sur les cheminées qui crachent la fumée donc que les participants associent visuellement à la problématique de la pollution par la fumée et, le second, surtout à cause du texte qui parle d'une menace réelle. Certains ont en fait suggéré d'utiliser le visuel des cheminées avec le texte des loups « **une menace réelle** ».

Cependant, ce visuel porte à comparer le degré de pollution causé par les cheminées vis-à-vis celui qui provient des cigarettes et ce, au détriment de ces dernières.

TITRES / SIGNATURES :

- La signature « *dissipons la fumée pour connaître la vérité* » est perçue comme :
 - pas claire
 - trop longue
 - compliquée
 - pas assez explicite

« On ne sait pas vraiment ce qu'ils veulent dire, c'est mêlant, je ne m'arrêtera jamais à essayer de comprendre ce qu'ils veulent me dire », « quelle vérité? »

- Quelle que soit le titre auquel on la juxtapose, la signature n'arrive pas à capter l'attention.

- « **Des signaux trompeurs** »

Lorsqu'on combine le texte et l'image, la majorité des membres des deux groupes comprennent clairement le message que « *fumer une douce, c'est trompeur* ». Cependant, plusieurs disent qu'ils détestent se faire tromper ce qui les incite à pousser plus loin pour savoir ce qui les a trompés.

- « **Faites de l'air** »

Dans le premier groupe, les participants disent qu'il s'agit d'un ordre de s'en aller, de quitter les lieux et plusieurs désapprouvent le manque de politesse de la formule : « *c'est arrogant, tassez-vous les fumeurs, c'est un ordre, tu te fais bardasser* ».

Dans le deuxième groupe, les participants achoppent également sur le ton autoritaire en plus de ne pas comprendre le sens de la phrase dans le contexte d'une scène d'extérieur : « *tu es dans le bois et l'air est déjà pur* », « *je ne vois pas le sens* ».

- « La cigarette, une menace réelle »

Le sens est clair, mais la plupart des participants disent que ce titre n'apporte rien de nouveau, que c'est du déjà vu en matière de cigarettes. En fait, ce que les membres des deux groupes regrettent, c'est qu'on ne leur dise pas clairement ce qui arrivera, de quelle nature de menace spécifique il s'agit.

MESSAGE VÉHICULÉ

- Après lecture des textes de chacune des affiches, les participants ont réitéré leur malaise à se voir ciblés directement comme indiens dans de la publicité sur les cigarettes. Tous estiment que, collectivement, ils ont déjà une très mauvaise réputation auprès des blancs en matière de contrebande de tabac et, qu'encore une fois, on les pointe du doigt, de façon négative, dans ce contexte.
- Quelque soit le message, tous estiment que le premier paragraphe de chaque affiche, qui situe la problématique dans un contexte ou une référence traditionnellement autochtone, devrait être éliminé et ce :
 - d'abord parce qu'il les singularise et les pointe du doigt de façon négative;
 - ensuite parce qu'il dilue le message ou qu'il le rend incompréhensible.

En fait, la première réaction de plusieurs a été de penser qu'il s'agissait d'une campagne axée sur la protection de l'environnement plutôt que d'une campagne anti-tabac.

- Presque tous suggèrent un message :
 - plus court;
 - plus direct;
 - plus fort, c'est-à-dire avec des statistiques irréfutables et choc.
- Plusieurs regrettent le ton « pourrait être » et suggèrent qu'on dise clairement « aussi nocif » et ce, sans nuance qui les amène à douter de la véracité des propos de Santé Canada.

CONCEPTS TV :

- **« Signaux trompeurs »**
 - Outre la saveur nettement indienne que tous désapprouvent, presque tous s'entendent pour dire que le message « légère/régulière » et l'invitation à cesser de fumer sont le cœur de ce message.
 - Celui-ci manque cependant d'impact et de force à convaincre, il est terne.
- **« Fais de l'air »**
 - Plusieurs trouvent que l'utilisation des enfants dans un contexte de cigarettes n'est pas approprié, à moins que l'intention soit de sensibiliser les très jeunes avant qu'ils commencent à fumer.
 - L'utilisation de la fumée qui enveloppe la scène est décrite comme souvent utilisée dans ce genre de contexte.
 - Globalement, cette annonce manque d'attrait et les participants ne se sont pas sentis concernés par cette situation.
- **« Loups »**
 - Malgré le très mauvais accueil réservé à l'annonce imprimée, l'annonce TV est celle que la plupart des participants des deux groupes ont préférée.
 - L'explication sur les hordes de loups semble rétablir une image positive des loups et les situer avec respect, de façon positive par rapport aux valeurs des indiens.

- C'est aussi celle qui montre le plus clairement la dissonance entre les valeurs de l'environnement et les cigarettes.
- Certains se sont questionnés sur la pertinence de montrer un homme qui fume (ce qu'on ne voit plus dans les annonces depuis un certains temps) ou même de montrer un paquet de cigarettes. En fait, le message transmis dans cette annonce porte bien davantage sur les loups que sur les méfaits de la cigarette et le lien entre les loups et le tabac semble moins clair que dans le cas de l'annonce imprimée.
 - Les participants les plus jeunes et les moins traditionalistes ont, par ailleurs, souligné que cette annonce montre une image des loups qui n'est pas réaliste *« les loups, c'est vraiment méchant, pas comme on les présente dans l'annonce et j'aimerais pas me retrouver en face d'un loup pour vrai »*.

INCITATION À PASSER À L'ACTION

- Une ou deux personnes ont dit qu'elles consulteraient peut-être, si le site Internet ou la ligne 1-800 était disponible.
- Quant aux principales influences sur le comportement, en matière de consommation de cigarettes, ce sont l'entourage immédiat et les données prouvées en matière de santé qui ont le plus d'impact.

H. CONCLUSION

- Les concepts sont d'abord perçus comme faisant référence à l'environnement plutôt qu'au tabac et, globalement, les indiens sont très réticents à ce qu'on les singularise en association avec le tabac. L'usage de leurs valeurs holistique les rend mal à l'aise dans ce contexte. Dans cette perspective, tous insistent pour que la diffusion de ces messages soit limitée à leur territoire et qu'ils en soient clairement informés.
- Tous souhaitent des messages plus directs, plus forts, sans équivoque et centrés sur le sujet.
- La signature « **Dissipons la fumée pour connaître la vérité** » n'est pas efficace parce que :
 - nébuleuse;
 - trop longue;et soulève la question « **quelle vérité?** » à laquelle les participants ne sont pas certains d'avoir une réponse.
- Certains questionnent la pertinence d'une campagne publicitaire sur le sujet alors qu'à leur avis, le gouvernement du Canada peut légiférer à ce sujet de façon efficace sans devoir investir puisqu'il y aura sensibilisation du public via les nouvelles dans les divers média.
- La majorité recherche des arguments irréfutables et forts qui inciteront à cesser de fumer plutôt que des périphrases au ton indécis ou conditionnel : « *donnez-nous des faits, des statistiques, parlez de l'effet à plus long terme, dans 5 à 10 ans* », ne dites pas « peut-être » ou « pourrait » ce qui jette un doute sur la véracité des propos.

5.3 WINNIPEG

August 17, 2001

INTRODUCTION

Two Focus groups were held with Aboriginal smokers and non-smokers in Winnipeg on August 16. Both groups were well attended.

As per the instructions in the recruiting screener roughly half of the participants were smokers or former smokers.

STRATEGIC INFORMATION

Aboriginal participants were asked why they smoked light or mild cigarettes. In general, the perception was that regular cigarettes are stronger. Regular cigarettes are perceived as heavy, "they give you a sore throat and a cough." There were also a number of participants who felt that there is less nicotine and tar in light cigarettes.

When asked if they had heard anything recently about light and mild cigarettes in the news, most participants heard that Health Canada wanted to take the light and mild descriptors off of cigarette packages because the nicotine levels are actually the same as regular cigarettes. It was perceived as false advertising.

Participants agreed that all cigarettes are bad for you, even light and mild ones. Some participants noticed that the contents or ingredients listed on the cigarette packages differed between light and regular cigarettes. Some noticed a difference in the physical effect of regular and light cigarettes.. For example, regular strength cigarettes burned more when they inhaled. However, others could not tell the difference. Only ultra light cigarettes seemed different to them because "you smoke them much faster than regular cigarettes."

When asked why tobacco companies put "light" or "mild" on their cigarettes, most participants thought tobacco companies did this to make consumers think that the light cigarettes are better for you. They also thought that tobacco companies just want to reach a bigger target market (especially to reach women) by creating more brands and types of cigarettes. A few participants thought that tobacco companies do actually put less nicotine, tar and chemicals in light cigarettes

Participants were asked why they thought the Government of Canada wanted to make people more aware that light & mild cigarettes are as bad as regular cigarettes. Most participants thought that the government should be involved to reduce, stop or prevent people from smoking. Some felt that the motive was simply to reduce health costs. A few participants thought it was hypocritical of the government to try to reduce consumption of cigarettes given that the government collects large tax revenues from the sale of cigarettes.

Participants believed that the industry was misleading the public, but they wanted to see the facts. They thought the industry had been able to get away with the light and mild distinction, because there actually is a difference in taste that smokers can perceive in light and mild cigarettes compared with regular.

Some participants thought that technically the tobacco companies had not misled them because the numbers are on the cigarette packs. However they thought that the companies do not tell you how to interpret the numbers. Participants were suspicious that the tobacco companies might be putting other chemicals in cigarettes to make them more addictive.

CONCEPT REACTION

Overall Reaction

Participants thought that none of the concepts would convince smokers to quit. However, they thought they might convince non-smokers not to start smoking. The Wrong Signals Concept might better educate people about the similarities between light, mild and regular cigarettes.

The Dance Concept seemed like it was designed to inform people that second hand smoke was dangerous and made them feel guilty about imposing second hand smoke on children.

The Killer Pack Concept was very striking visually, but there were concerns that it might offend some Aboriginal people.

Overall, each concept had its strengths and weaknesses. Overall, Wrong Signals would best convince people to quit or not start smoking because of the images of the cigarettes and the clear message that light, mild and regular were the same. However, the background should be more vivid, the cigarettes uglier and the "gruesome images" such as those on cigarette packs would be a value added.

Wrong Signals Concept

The cigarettes are eye catching; the concept identifies light, mild and regular cigarettes and shows no difference between them; the mountains give the idea that the cigarettes are polluting the clean air; Wrong Signals" is a good message; the lettering stands out.

This Concept communicates its message quickly especially when compared to the other concepts which forced participants to think about the point of the message. The messages were clear: 1) you've been fooled about light and mild cigarettes; 2) smoking is polluting.

Participants liked the comparison of the smoke stacks and cigarettes. They especially like the fact that the words light, mild and regular appeared on the smokestacks. Participants felt that light, mild and regular should be clearly written on all the cigarettes in all the frames.

Dance Concept

The colours and the children dancing are eye catching, the smoke around the children dancing is alarming because they are inhaling it.

Participants thought that the title of this concept was not appropriate however. They thought "Wrong Signals" would be a better title for this concept as well: "Wrong signals gives the idea that we are giving wrong signals to kids."

There was some concern that the concept clearly targeted Aboriginals because it implied that Aboriginals smoke more. They thought the message could be offensive to some because tobacco is sacred and associated with powwows.

This concept had more of an emotional appeal for most participants because of the children ("the innocence of the children"). However, they thought the images were too blurry and they would have liked to see the children's faces. They thought this concept was "people based" as opposed to Concept 1 which is "nature based."

Some participants did not like the way the concept put a negative spin on a powwow. They thought the concept was an inaccurate representation of a dance ceremony. They indicated that powwows are usually at night with a bonfire, so there would be some fire smoke anyway. Participants felt the concept should show the smokers to make the source of the smoke clear. They also thought more frames were needed to show the children coughing.

The Real Killer Pack Concept

Some participants preferred Concept 3 (Wolf Pack) for visual impact. It was considered the least busy and therefore more pleasing: "The picture is interesting and catches my eye. It makes me want to read it." Participants did not think this would an offensive ad concept because there was not enough Aboriginal content. They liked the analogy between wolf packs and cigarette packs. However, they thought it should show pictures of light, mild and regular cigarette packs.

Other participants did not like the association of wolves with negative words such as lethal, and the negative imagery would be offensive to many Natives, especially those who consider themselves to be wolf clans. The message was considered appropriate, but not the images.

Scripts

Participants thought "can be" should be changed to "are" in the phrase, "When it comes to Light and Mild cigarettes, the plain truth is the can be just as poisonous, and just as lethal as other cigarettes"

The script appears to take too long to build to the point. The "light, mild, regular" message does not come through strong enough. While this message is somewhat credible, there were still some

questions in participants' minds about the validity of Health Canada's claims. They want to know exactly why all cigarettes were the same.

Many participants did not like the tag line, "It's time we smoked out the facts" because the ad concept provided no facts, such as the levels of nicotine per cigarette. They suggested: "It's time you knew the facts. Smoking will kill you" to make the message more personal.

Some participants did not like the phrase "Blows you away, doesn't it?" because it did not blow them away and it seemed like an outdated expression. They suggested instead, "It's time you know the difference."

CONCLUSION

Each of the concepts had their strong and weak points, supporters and detractors.

The Dance Concept appeared to be focused on children and second hand smoke, albeit an important message, was not the focus of the campaign.

The Killer Pack was striking in its visuals, but may easily offend some aboriginals.

Wrong Signals most clearly presented the message of light, mild and regular are all lethal. The visual contrast of beautiful scenery with cigarettes was effective.

Health Canada should consider using stronger words such as "are lethal" backed up by facts.

5.4 IQALUIT

Inuit Focus Group

August 21, 2001

Introduction

One focus group of Inuit was conducted on August 21, 2001 in Iqaluit in Nunavut Territory. The group was comprised of six individuals ranging in age from 20 to 60 years old. There were four women, two men and one-half of the group smoked.

Strategic Information

Participants were asked why they smoked lighter cigarettes. There were a number of reasons ranging from taste to habit to the belief that regular cigarettes are too strong.

Some participants noted that in trying to quit, they would usually go to lighter cigarettes. "I have done that several times." "I know several people who would move to a lighter pack when they are quitting, but you end up smoking more."

Older Inuit, who cannot understand English often buy their cigarettes by the style and colour of the pack itself. Cigarettes were also seen a psychological addiction. "When I sit down with friends, if I don't have a cigarette sometimes it feels as if there is something missing."

All participants felt that light and mild are as bad for themselves as regular cigarettes. "They are less addictive, but just as unhealthy."

There was wide awareness of Health Canada's announcement regarding the mild and light descriptors.

Participants felt that smoking was a major and pressing issue in their community especially with the younger generation. The group agreed that smoking was a major problem not only in the Inuit community but throughout the north. "Sometimes, there is nothing better to do." "There is a history within the culture, there was a message that it is good for you."

One Inuk noted that role models are often associated with smoking. "When I grew up I wanted to be a hunter, so when I thought of an older person whom I admired, I often picture him with a cigarette in his mouth. I'm not saying I smoke because of him, it just makes it easier to smoke."

In the early days, tobacco was shared as social medium. "It's only very recent that the older Inuit know and understand that tobacco is bad for you." It was acknowledged that the younger generation knows that it is bad for them from an early age. However, they are pressured a lot to smoke from friends and from societal acceptance. They felt that societal acceptance of smoking made it much easier for the younger generation to begin smoking.

Regarding a potential campaign, they stressed that it should primarily focus on “smoking kills” and less on “light and mild are as bad as regular.” However, they also noted that: “If the Federal Government is going to keep cigarettes legal, then they should do anything they can to make people aware of misleading conceptions.”

Concept Reaction

Introduction

Of the three visual concepts, Wrong Signals worked best because it better symbolized the environment of the Inuit. It did not depict or associate the purity of animals (wolves) with cigarettes. It also was easier to relate to than the Dance Concept because the latter was foreign to them.

This research strongly suggests that an adaptation of a southern concept will not work. This campaign needs a “made in the north” conceptual approach.

Wolf Pack Concept

This concept was eye-catching because of the wolves. The white snow is familiar and nice. The printing is the clearest.

However, wildlife is not used for something negative in Inuit culture. Nature is good and clean and cigarettes are bad. The wolf as something strong similar to the strength of cigarettes as a concept does not come through.

It was difficult to make suggestions for improvement because the concept of the purity of nature coupled with a smoking cigarette is anathema to Inuit.

Dance

The colours are seen as visually appealing. The cigarettes and the ceremony does not fit together. The Inuit suggested an old person and a young person with some form of learning going on. The theme of inter-generational passing down of knowledge could work. “That is always a strong image.”

Other improvements would be:

- Scenery, the Inuit scenery would be more relevant.
- Suggest a local community gathering or games.

Wrong Signals

This concept caught the eye because of black writing and the large cigarettes. The background is more familiar. It looked like Pangnirtung on Baffin Island.

Wrong Signals sends the best message about mild and light because it is the one that depicts cigarettes most boldly. "The subject is there." The other concepts have as their central theme, children dancing or a wolf pack, which makes it more difficult to connect cigarette smoking.

Because the cigarettes are not the same size, some participants looked for a reason why the sizes are different.

In summary, the Wrong Signals Concept crossed the cultural barriers the best.

Scripts

The play on words in English often does not work in Inuktitut. For example, the term "Killer Pack" and "Cigarette Pack" has no similar reference to a wolf pack in Inuktitut.

Much of the meaning is lost in the translation. It needs to be culturally appropriate.

Conclusion

Smoking in the north is institutionalized and has been a large part of Inuit societal culture since it was introduced.

Tobacco use pervades and is acceptable by Inuit society. The heroes or people young people said they most admire are often visualized with a cigarette hanging from their mouths.

That being said, they understand the central message of smoking kills, but societal pressure and acceptance overrides this view.

The central messages of light and mild and smoking kills do not address the societal pressures of the benefits of smoking. Even the play on words "Pack of Cigarettes" and "Killer Pack" did more than not register, it confused.

The Wolf pack symbolizes purity and should not be shown in parallel with cigarettes. The Aboriginal dance does not resonate at all. Participants would prefer an elder talking to a youth in a natural setting.

In the Wrong Signals execution, the illustration was changed to a mountain setting which reminded some people of the mountain ranges near Pangnirtung in the interior of Baffin Island.

Of the three visual concepts, Wrong Signals worked best. However, this research strongly suggests that an adaptation of a southern concept will not work. This campaign needs a made in the north conceptual approach.

6.0

Conclusion and Recommendations

The full conclusion and recommendation will be in the draft report. This pre-draft report, however, has come to some conclusions and recommendations:

1. Health Canada must be careful to not appear to be singling out the Aboriginal or Inuit population in any campaign.
2. The Wrong Signals concept had the best support. This was because it best represented the main message "light and mild equals regular." The other concepts were more difficult to understand the main theme.
3. The results from the general population and opinion leaders focus groups suggest that those concepts (especially Morgue) might easily be used to reach the Aboriginal groups as well. It is recommended that the Morgue concept be tested among the Aboriginal peoples as well.
4. It is unknown if the Morgue concept would work with the Inuit. However, what is known is that a "made in the north" concept is a necessary condition for success.

Appendices

Appendix A – Recruiting Screeners

Appendix B – Moderator's Guide

Appendix C – Logistics sheet

Appendix D – Concept graphics

Appendix A

Recruiting Screener

Binarius Research Group

Recruiting Screener
Tobacco Creative Concepts

August 9, 2001

Aboriginal Participants

Date & Time \$75 incentive	Recruit 10 for 8-10 to show
Respondent's name: _____	
Respondent's phone #: work _____ home _____	

Hello, my name is _____. I'm calling from _____, a national marketing research firm. We're organizing a discussion group to explore current issues. The purpose is to gather the opinions of the participants on a particular subject. Participation is on a completely voluntary basis and comments made during the discussion will remain confidential. During the session, participants are asked to discuss issues related to the topic being examined and will follow a scripted line of questioning and probing of key issues. About ten people like yourself will be taking part.

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

Yes 1 **CONTINUE**
No 2 **THANK & DISCONTINUE**

- 1) Would you be available to attend a discussion group, Date + Time? It will last two hours and you will receive \$75.00 for your time.

Yes 1 **CONTINUE**
No 2 **THANK & TERMINATE**

- 2) Are you, or any members of your household, employed in or retired from...(READ LIST)

Yes No

Market research	1	2
Advertising, marketing, public relations	1	2
Any media (e.g., print/radio/TV)	1	2
Medical field (e.g., doctor, nurse)	1	2
Tobacco Industry	1	2

Government	1	2
Legal profession	1	2

IF YES TO ANY, THANK & TERMINATE

3a) Please tell me which ethnic community you are a member of?

Quebecois	1	THANK & TERMINATE
Aboriginal	2	CONTINUE
German	3	THANK & TERMINATE
Italian	4	THANK & TERMINATE
Other _____	9	THANK & TERMINATE

3b) What age category do you fall in? (**READ LIST and RECRUIT A GOOD MIX**)

Under 18	1	THANK & TERMINATE
18 to 65	2	CONTINUE
51 and over	3	THANK & TERMINATE
Refuse	9	THANK & TERMINATE

(MUST BE ARTICULATE AND RESPONSIVE)

4) We want to get both smokers and non-smokers in the focus group. Which of the following categories do you fit in? (**READ LIST and RECRUIT A GOOD MIX**)

Non-smoker	1	CONTINUE (no more than
Smoke a mild or light brand of cigarettes	2	CONTINUE (no more than
Smoke a heavier brand of cigarettes	3	CONTINUE (no more than
	3)	
	3)	

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

Yes	1	CONTINUE
No	2	GO TO Q7

6) When was the last time you attended a group? _____
(**THANK & TERMINATE IF IN THE PAST 12 MONTHS IF NOT, CONTINUE**)

7) Sometimes participants are asked to write out their answers to a questionnaire, read or watch a video during the discussion. Is there any reason why you could not participate?

Yes	1	THANK & TERMINATE
No	2	CONTINUE

8) Gender (**DO NOT ASK – BY OBSERVATION ONLY**)

Male	1
Female	2

9) Which of the following best describes your level of education?

(RECRUIT A GOOD MIX)

- | | |
|-----------------------------------|---|
| Less than high school | 1 |
| High school | 2 |
| Some college/university | 3 |
| Graduated from college/university | 4 |
| Post graduate | 5 |

As I mentioned earlier, the group discussion will take place on _____ for **two hours**. Would you be available to attend?

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

THANK AND DISCONTINUE

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 respondent's identification prior to the group. Please be sure to bring some personal identification with you (i.e. driver's license). Also, if you require glasses for reading, please bring them with you.

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 so that we may get someone to replace you. You can reach us at _____ our office.

May I please get your name: **ON FRONT PAGE**

DIRECTIONS

Thank you very much for your help!

Appendix B

Moderator's Guide

Health Canada

Focus Group Testing of Social Marketing Creative Concepts for Anti-Tobacco (Aboriginal Groups)

August 15, 2001

Ver. 1.2

A. Introduction (10 minutes)

Welcome to our discussion group. Let me tell you what we are going to be up to. Explain:

- Two-way mirror, video and audio-taping.
- Clients behind the mirror.
- Confidentiality of their comments.
- Role of moderator is to keep everyone on track.
- All opinions are important, no right or wrong answer.

*Total time for this focus group is 110 minutes out of a 120 minute focus group.
This is very tight, so we must keep moving!*

B. Strategic Information questions (15 minutes)

- lab
1. I'm going to show you some ads about tobacco. I would like to get your opinion on them. By the way, how many here smoke cigarettes? Make sure to ask what brand they smoke. la
vib.
- _____
- _____

2ab

2. I notice some of you smoke (name a light or mild brand). Why do you smoke a lighter brand rather than a regular cigarette? Probe: habit, healthier, etc.

2a
2b

3a b

3. True or false - light & mild cigarettes are not as bad for you as regular cigarettes? Why, why not?

3a
3b

4

4. Why do you think tobacco companies put "light" or "mild" on their cigarettes?

5abc

5. Why do you think the Government of Canada wants to make people more aware that light & mild cigarettes are as bad for you as regular cigarettes? Should they be involved? Why, why not?

5a
5b
5c

C. Concept Reaction (Posters are used) (30 minutes)

Instructions

Display all three concepts:

- Concept 1 (Wrong Signals)
- Concept 2 (Dance)
- Concept 3 (Wolf pack)

Instructions

6. Put your imagination hats on. You're in the local Friendship Centre and you see this poster. Unveil all poster story boards simultaneously; tell them to take a few moments to study them. Remind them these are concepts not just posters.

7. Ask for a show of hands for each of the following questions:

- 6 - In terms of eye-catching impact, which concept did you like best? 1, 2, 3. Why? ^{6a} 6b

- 7 - Which concept did you find the most clear and understandable? 1, 2, 3. Why? ^{7a} 7b

- 8 - Which concept appeals to you on an emotional level? 1, 2, 3. Why? ^{8a} 8b

- 9 - Which concept makes you think that the Government of Canada deserves your support in this initiative? 1, 2, 3. Why? ^{9a} 9b

- 10 - Which one, if any, would best convince you to quit smoking or not take it up? 1, 2, 3. Why? ^{10a} 10b

D. Headlines/taglines (10 minutes)

8. Obtain reaction to the following contained in the concepts:

11 a **Concept 1 (Wrong Signals):**

- "Wrong signals."
 - "It's time we smoked out the truth."
-
-

11 b **Concept 2 (Dance):**

- "It's time to clear the air."
 - "It's time we smoked out the truth."
-
-

11 c **Concept 3 (Wolf pack):**

- "The real killer pack."
 - "It's time we smoked out the truth."
-
-

E. Messages (10 minutes)

12. 9. The moderator will read the text and obtain reaction to the messages along the following criteria: credibility, relevance, believability, clarity, motivational, etc.
-

17. 10. What else should the Government of Canada say that would help convince you that mild and light cigarettes are as unhealthy as regular cigarettes?

F. Best Concept Questions (This section will display the storyboard depicting the TV ad executions) (15 minutes)

Moderator's discretion will be used here. The focus group will have been well into its last hour. As such, if a poster/ad concept did not get strong acceptance, its TV execution will not be assessed so that more time could be spent on the concept that received the most favourable rating.

11. Read through the TV execution storyboard concept(s) favoured by participants.

- 14 12. Looking at the visual aspect of the concepts, is there anything you would do to make them more effective? Probe illustration, colour, style, design and language.

- 15 13. Probe for final thoughts on the Concepts.

G. Call to Action (10 minutes)

- 16abc 14. How many of you would check out the web site? ^{16a} The 1-800 line? ^{16b} What are your ^{16c} expectations?
-
-

- 17 15. Who or what influences you when it comes to convincing you not to smoke? ^{17a}
Probe: friends, family, web sites, magazines, TV, personal research, health ^{17b}
-
-

H. Wrap-up (10 minutes)

- 18 16. Appoint a temporary moderator from participants. Ask group to summarize the focus group. Solicit questions from clients. Ask questions.
- 19 17. Do you have any final comments?
18. Thank you for your time.

Appendix C

Logistics

Binarius Research

Logistics for Health Canada Focus Groups

August 15, 2001

Final

Target acronyms: General Public = GP; Opinion leader = OL; Aboriginals = AB; Inuit = IN). The Aboriginal and Inuit groups are also in italics.

#	Tgt	Date	Time	Where	Facility	Recruit Contact	Moderator
1	AB	Aug 15	5:00	Cornwall	Conference Centre Best Western Parkway Inn 1515 Vincent Massey Drive 613-932-0451 938-5479 F	Tiffany Pauls Kingston ECR 613-536-7111	Denis Grenier
2	AB	Aug 15	7:00				
3	AB	Aug 15	6:00	Quebec City	SOM 2136 Chemin Ste Foy, Ste Foy	418-687-8025 687-4788 F	Nadia Papineau- Couture
4	AB	Aug 15	8:00				
5	OL	Aug 16	6:00	Toronto	In-sync Inspirations 30 Soudan Suite 300	416-932-3809	Larry Johnson
6	GP	Aug 16	8:00				
7	GP	Aug 16	5:30	Montreal	Opinion Impact 6818 Saint-Denis Montreal	Nadia Papineau-Couture	
8	OL	Aug 16	7:30				
9	GP	Aug 16	5:00	Cornwall	Conference Centre Best Western Parkway Inn 1515 Vincent Massey Drive 613-932-0451	Tiffany Pauls Kingston ECR 613-536-7111	Denis Grenier
10	OL	Aug 16	7:00				
11	AB	Aug 16	5:30	Winnipeg	Andrew Enns Western Opinion Research 806-213 Notre Dame Avenue	Andrew Enns 204-989-8999	Natalya Kuziak
12	AB	Aug 16	7:30				Larry Johnson
13	GP	Aug 17	5:30				
14	OL	Aug 17	7:30				
15	GP	Aug 17	5:00	Halifax	Omnifacts Research 2000 Barrington St. (Delta Halifax)	Jennifer Kidson 902-491-2526	Nadia Papineau-Couture
16	OL	Aug 17	7:00				
17	GP	Aug 18 afternoon	1:30	Vancouver	Jan Peskett Creative Consumer Contact JMP Marketing 1685 Ingleton Ave Burnaby	Jan Peskett Brenda Viney 604-294-2422	Larry Johnson
18	OL	Aug 18 afternoon	3:30				
19	IN	Aug 21	3:00	Iqaluit	Navigator Inn	867-979-6201	

Larry Johnson 836-6666 (W) / 836-3648 (F) / 613-263-2020 cell / binarius@home.com
 Nadia Papineau-Couture and Denis Grenier 514-278-5699
 Natalya Kuziak 234-8960 x 539

Appendix D

Concept Graphics

WRONG SIGNALS CONCEPT

Wrong Signals

A long time ago, smoke signals were used to communicate. But today, we're getting the wrong signals. Through the smoke screen of cigarette marketing, the message gets confused, distorted and disguised. When it comes to Light and Mild cigarettes, the plain truth is they can be just as poisonous, and just as lethal as other cigarettes. All of these can harm you and everything around you.

Blows you away, doesn't it.

It's time we smoked out the facts.

Visit us at www.healthcanada.ca/tobacco,

or call 1 (800) O CANADA

TTY/TDD : 1-800-465-7735

(Canada Word Mark)

Wrong Signals

A long time ago, smoke signals were used to communicate.

But today, we're getting the wrong signals. Through the whole process of cigarette marketing, the message gets confused, distorted and disguised.

When it comes to Light and Mild cigarettes,

the plain truth is that they can be just as addictive, and just as harmful as other cigarettes. All of them can harm you and everything around you.

Smoke you, many don't.

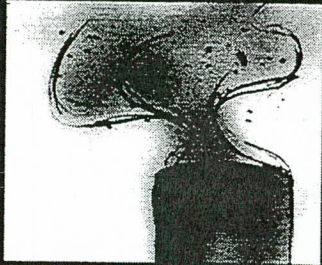
It's time we
smoked out
the truth.

MILD

REGUL

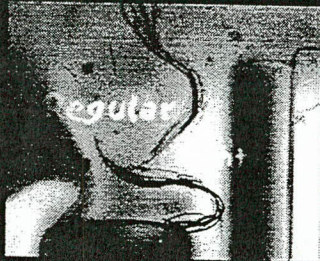
LIGHT

1-1 11 11



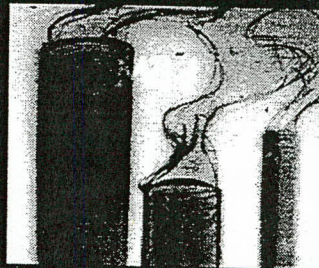
1 - Open up with tight shot of what appears to be a silhouette of the top of a chimney stack - it is throwing up smoke.

SFX: Chimney smoke stack releasing smoke.



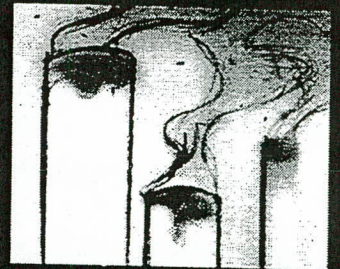
2 - Camera pulls back to reveal what seems to be the tops of two more chimney stacks, throwing up smoke.

SFX: Fade in another one.



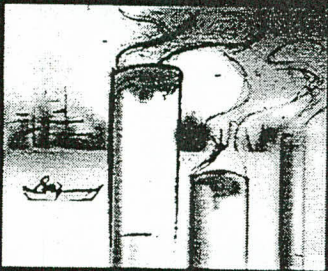
3 - Scene keeps pulling back to reveal three of what seems to be the silhouetted tops of chimney stacks.

VO: It's easy to get the wrong signals...



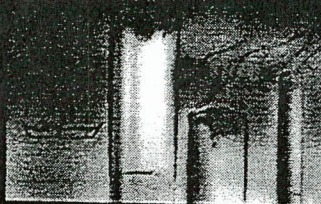
4 - The scene becomes fully lit to reveal that they are not chimneys - but gigantic cigarettes blowing smoke.

VO: when the truth is not what it appears to be.



5 - The cigarettes are adjacent to a clear lake with an aboriginal person in a canoe. The lake portrays a beautiful, pristine environment.

VO: The fact is Light and Mild cigarettes are essentially the same as other cigarettes.



6 - The smoke slowly envelops the lake environment, making it dirty and polluted in colour.

VO: They can be just as dangerous, just as poisonous just as lethal to you and everything around you.

It's time we
smoked out
the truth.

7 - Cut to white screen with logo.

VO: It's time we smoked out the truth.
A message from the Health Canada and the First Nations Peoples.

 Health
Canada  Santé
Canada

8 - Cut to Health Canada logo.

"Wrong Signals"

30 sec. TV

Video

1 – Open up with tight shot of what appears to be a silhouette of the top of a chimney stack – it is throwing up smoke.

2 – Camera pulls back to reveal what seems to be the tops of two more chimney stacks throwing up smoke.

3 – Scene keeps pulling back to reveal three of what seems to be the silhouetted tops of chimney stacks.

4 – The scene becomes fully lit to reveal that they are not chimneys – but gigantic cigarettes blowing smoke. The cigarettes are adjacent to a clear lake which portrays a beautiful, pristine environment.

The smoke slowly envelopes the lake environment, making it dirty and polluted in colour.

9 – Cut to black screen with slogan in white letters.

10 – Cut to Canada Word Mark,
www.healthcanada.ca/tobacco,
1 (800) O CANADA

Audio

***(SFX: SOUND – CHIMNEY SMOKE
STACK RELEASING SMOKE)***

(SFX: FADE IN ANOTHER ONE)

(SFX: FADE IN a THIRD ONE)

It's easy to get the wrong signals...

...when the truth is not what it appears to be.

The fact is Light and Mild cigarettes can be the same as other cigarettes.

They can be just as dangerous, just as poisonous... just as lethal... to you and everything around you.

It's time we smoked out the facts.

"Wrong signals"
Radio Script 60 sec.

At one time, smoke signals were used to communicate...

Many other signals are pretty clear...

(SFX: MORSE CODE TRANSMISSION)
(SFX: TELEPHONE RING))
(SFX: KNOCK ON DOOR)

But sometimes we can get the wrong signals...

(SFX: 1 MATCH BEING STRUCK... IT LIGHTS)
(SFX: SOMEONE INHALING... THEN EXHALES))

When it comes to light and mild cigarettes, the message gets confused... distorted... disguised.

The signals we receive are filled with mixed messages...

It's time to cut through the smoke screen...

and shed light on the reality they will not tell you about.

The fact is light and mild cigarettes can be the same as other cigarettes...

They can be just as poisonous... just as dangerous... just as lethal...

And all cigarettes can seriously harm you and those around you.

We *have* been getting the wrong signals.

But not anymore.

It's time we smoked out the facts.

A message from the Government of Canada.

Visit us at www.healthcanada.ca/tobacco,
or call 1 (800) O CANADA

KILLER PACK CONCEPT

Killer Pack.

At first glance, the cigarette pack doesn't look menacing, but in fact it is. Light and mild or regular, a pack of cigarettes is really a pack of mixed messages. They may seem different – some tamer than others – but in fact, all are of the same breed. And their bite can be just as dangerous, just as harmful and just as lethal...

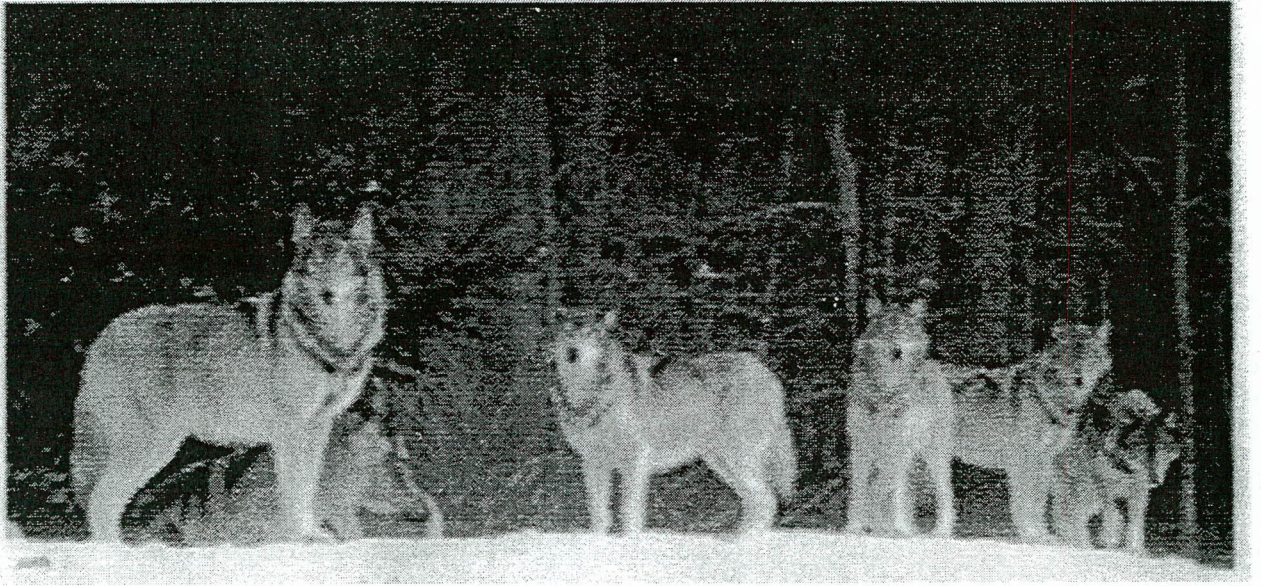
All types of cigarettes can seriously harm you and those around you.

It's time we smoked out the facts.

Visit us at www.healthcanada.ca/tobacco,
or call 1 (800) O CANADA

TTY/TDD : 1-800-465-7735

(Canada Word Mark)



100% Pure
 Husky
 100% Pure
 Husky

In the forest, the huskies are the most beautiful and most powerful of all dogs.

A husky is a dog of the future. A dog of the future is a dog of the future.

A husky is a dog of the future. A dog of the future is a dog of the future.

A husky is a dog of the future. A dog of the future is a dog of the future.

A husky is a dog of the future. A dog of the future is a dog of the future.

A husky is a dog of the future. A dog of the future is a dog of the future.

The real killer pack.

ESCAPE
 STROKE OR
 DEATH

1-1 Health Care

"Killer Pack"

30 sec. TV

Video

1 – Open up with shot of wolf pack in natural setting. You see 3 or 4 wolves lying down. A couple more walking. Then the shot freezes

2 – Cut to another scene of a wolf pack. This time you see them standing atop a cliff or bluff. Then the shot freezes.

3 – Cut to a shot of a single wolf. It is standing. Shot freezes.

4 – Cut to an outdoor shot of a man from the waste up, a camera to his face. He is the one who is photographing the wolves.

5 – He puts his camera down around his chest. He is smiling because of took some great photographs.

6 – He reaches into his left breast pocket and pulls out a pack of cigarettes.

7 – Close up of a generic light cigarette pack.

8 – Dramatic close up of a match being struck, the flames and smoke erupting from it.

9 – Extreme close-up of the man putting the cigarette to his lips

11 – Cut to black screen with slogan in white letters.

12 – Cut to Canada Word Mark,
www.healthcanada.ca/tobacco,
1 (800) O CANADA

Audio

They travel in packs. Known by many names, wolves are amazing, beautiful animals. (SFX: Camera Shutter)

**The wolf pack looks menacing... but in fact... isn't. Wolves have many virtues including a strong family support system. (SFX: Camera Shutter)
(SFX: Camera Shutter)**

(SFX: Camera Shutter)

But there is another pack that does not have any virtues. It's a killer pack. Even though some are called light and mild or regular cigarettes, the fact is they are essentially the same breed .

(SFX: match being struck)

And all have the same dangerous, lethal bite.

It's time we smoked out the facts.

"Killer Pack"

Radio Script 60 sec.

(SFX: Sounds of wind and a wolf howl.)

The wolf is a cunning animal – known to us by many names.

The cigarette also has many names.

Both travel in packs...

The wolf pack looks menacing... but in fact... isn't.

The cigarette pack doesn't look menacing... but in fact... is.

This kind of pack waits for the right opportunity to pounce...

(SFX: Enticing seductive music in.)

It invites and seduces...

It comforts and pleases...

Making you lower your guard...

And that's when it attacks.

With ruthless and quiet effectiveness... with no regard to

age... gender... status... wealth... position...

Cut through the smoke... and you'll see a different animal.

(SFX: Music out.)

A pack of light and mild cigarettes is really a pack of mixed messages.

Light... mild... regular...

They all seem different...

Some tamer than others.

But in fact... they are all of the same breed.

And their bite be can just as dangerous... just as harmful...

just as lethal...

All cigarettes can seriously harm you and those around you.

It's time we smoked out the facts.

A message from the Government of Canada.

Visit us at www.healthcanada.ca/tobacco,

or call 1 (800) O CANADA

DANCE CONCEPT

It's time to clear the air

We dance for our past to honor our heritage. We dance for the future of our youth. But someone else is dancing around us with mixed messages.

It's time to clear the air. Light and Mild cigarettes can be just as dangerous, just as lethal, as Regular cigarettes. The fact is, ALL cigarettes can seriously harm you and those around you, no matter what the labels seem to say.

It's time we smoked out the facts.

Visit us at www.healthcanada.ca/tobacco,
or call 1 (800) O CANADA

TTY/TDD : 1-800-465-7735

(Canada Word Mark)

"Dance"

Radio Script 60 sec.

***(AMBIENT SFX: FIRST NATION YOUTHS
CHANTING AND DANCING)***

Through-out the many First Nations cultures...
Our dance has been and continues to be a very important
ritual. Sacred, it is part of our varied souls.
We dance for peace...
We dance to honour our past...
We dance to tell stories...
But someone is dancing around us with mixed messages...
It's time to clear the air...
And shed light on the reality they don't want you to hear.

The fact is that light and mild cigarettes can be the same as
other cigarettes. You can get the same amount of
nicotine... the same amount of tar... The same amount of
cancer causing substances.

In other words, light and mild cigarettes can be just as
poisonous... just as harmful... just as lethal...

...as is the second hand smoke.

No wonder they dance around the issue.
But not anymore.

It's time we smoked out the facts.

A message from the Government of Canada.

Visit us at www.healthcanada.ca/tobacco,
or call 1 (800) O CANADA

"Dance"

30 sec. TV

Video

1 – Open up shot of native youths dancing in ceremonial dress.

2 – Cut to a another shot of the group dancing around – from another perspective.

3 – Smoke suddenly appears to circle the group..

4 – The smoke envelops the group lightly – as if in a fog... you can still see the group but obviously not as close.

5 – The group stops dancing...

6 – Close up of one of the youth dancers. He coughs.

7 – Cut to black screen with slogan in white letters.

8 – Cut to Canada Word Mark,
www.healthcanada.ca/tobacco,
1 (800) O CANADA

Audio

(Background – the youths chanting... a drum beating Bold text is voice over)

We dance for our past. To honour our heritage... and we dance for the future of our youth.

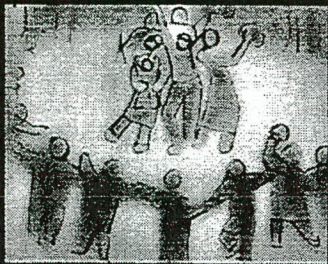
But someone else is dancing around us...with mixed messages.

The fact is... light and mild cigarettes can be the same as other cigarettes. They can be equally, harmful... poisonous...

Lethal.

And so can the second hand smoke.

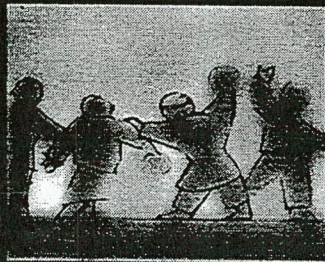
It's time we smoked out the facts.



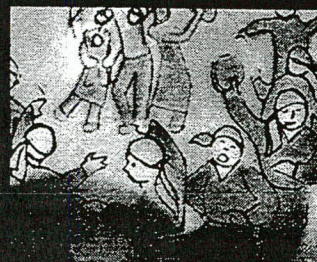
1 - Open up shot of native youths dancing in ceremonial dress.

VO- We dance for our past. To honour our heritage and we dance for the future of our youth.

SFX- Background - the youths chanting... a drum beating.

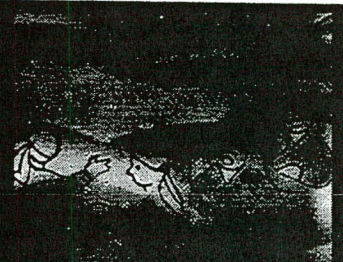


2 - Cut to a another shot of the group dancing around - from another perspective.



3 - Smoke suddenly appears to circle the group.

VO- But someone else has been dancing around us with half-truths.



4 - The smoke envelops the group lightly - as if in a fog... you can still see the group but obviously not as close.

VO- The fact is light and mild cigarettes are no different from other cigarettes. They can be equally harmful poisonous.



5 - The group stops dancing....

VO- Lethal



6 - Close up of one of the youth dancers. He coughs.

VO- And so can the second hand smoke.

It's time we
smoked out
the truth.

7 - Cut to black screen with slogan in white letters

Health Canada Santé Canada

8 - Cut to Health Canada logo.

IT'S TIME TO CLEAR THE AIR.

It's time to clear the air. The time has come when the people of the United States

are beginning to realize that the air we breathe is becoming increasingly polluted.

It's time to clear the air. The time has come when the people of the United States

are beginning to realize that the air we breathe is becoming increasingly polluted.

It's time to clear the air. The time has come when the people of the United States

It's time to
clear the air.
It's time to

It's time to
clear the air.
It's time to

