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Health Canada Concept Testing Light and Mild Campaign

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REPORT

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Executive Summary

This report is the result of a series of 12 focus groups across Canada with the general public (both smokers and non-smokers) and opinion leaders over the period August 16-18, 2001. These results are strong and unequivocal. They are supported Canada wide. They cut across regions, language, age groups, smokers, non-smokers, age, education and status.

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

Canadians understand that smoking kills. They also understand the need to continue to drive this message home to all Canadians but especially children and young adults. Young adults consider themselves "invincible," and if not indestructible, certainly believe they have time on their side to quit before cigarettes become a health problem. More experienced older smokers say they know they are addicted and fully understand the risks they take. Many have attempted to quit with varying degrees of success. Almost all intend to quit sometime in the future.

Based on the results of this research, Canadians would be very receptive to an anti-smoking campaign even though they are already aware of this fact. The key to success in this campaign is to lead with the central theme that "smoking kills" and, within that theme, place the primary message that "light and mild is as lethal as regular."

Can the "light and mild is as lethal as regular" concept work as a stand-alone concept? The results of this research suggest that there is less support for this concept to be able to stand alone. Canadians are not as receptive to such a campaign because they believe the more important issue is "smoking kills."

They are also concerned that a "light and mild is as lethal as regular" campaign would attack the tobacco industry in the media. While they already distrust the tobacco industry, they do not want their tax dollars used to take swipes at a sector of the industry they already know has been deceptive. They also believe that alternatives such as legislation or litigation would be just as effective.

Bottom line: should Health Canada wish to proceed with a "light and mild is as lethal as regular" campaign its best approach would be to piggy-back on the primary message of "smoking kills."

Two concepts were tested ("Morgue" and "Cigarette Spin"). The Morgue execution was far and away the most effective concept when compared with Cigarette Spin. The latter did not have the emotional depth as did Morgue. Morgue is simple, direct, hard hitting and effective. Improvements include:

- Use cigarette packs (light, mild, and regular) as toe-tags.
 - Use wording such as "will" or "are" instead of "can." Example: "can be as lethal as" is so much weaker than "are as lethal as."
 - Facts or studies have to support the aforementioned supposition.
-

The Tag-line – *Isn't it time to stop burying the truth* received various degrees of support from negative to very positive to lukewarm. It worked well in some groups, in some locations and in others not so well. It appeared to resonate most closely with the Cemetery execution, not very well with the Hospital and somewhat with the Morgue. However, it also insinuates that the Government of Canada is fighting the tobacco industry through this campaign. As mentioned earlier, this is not something that Canadians strongly support. Participants in the research could not come up with alternates, with the exception of a more subtle phrase: "Words can fool you, cigarettes will kill you!"

Health Canada should also be aware that there is no "call to action" in the concepts. The use of the phrase "A Message from Health Canada" should be repositioned so that "Health Canada stands ready to help." It is suggested that the concepts end with the message "For more information call Health Canada" or better, "For tips on how to quit call Health Canada."

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.

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:

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

1.3 METHODOLOGY

The target audiences were:

- General Population (combined smokers and non-smokers age 18 to 50); and,
- Opinion Leaders

Twelve focus groups, segmented by target group, were conducted at the following locations: Halifax, Montreal (French), Toronto, Cornwall, Winnipeg and Vancouver. The focus groups were conducted during the period August 16-18, 2001. The depth and breadth of this research provided a thorough review of the concepts from a language, region and target group basis.

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 best proceed with a Light and Mild Campaign.

2.0

Concept Findings

2.1 INTRODUCTION

Both concepts were introduced 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 “Morgue” execution) and Concept 2 (“Spinning Cigarettes”) 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 results of this research clearly showed that the Morgue concept is the one preferred by participants. These results are strong and unequivocal. Morgue had support by region, age, sex, smoker, non-smoker, language and target group.

An indicator of the strength of this finding is that Morgue often received unanimous support immediately upon presentation. In addition, there were some participants, lukewarm to the Morgue concept initially, who were emotionally pulled into endorsing the concept by the end of the session.

Cigarette Spin was clearly second best. While a few participants liked the concept, these were often the same people who also preferred Morgue. Even the review of various executions failed to stimulate interest.

2.3 CONCEPT 1 MORGUE

In terms of initial appeal, Morgue clearly was the stronger concept. It had stopping power and was eye-catching. It was often described as direct, clear, honest, visually strong and understandable. Comments included:

- “(It’s) in your face,”
- “dramatic,”
- “powerful visual impact.”
- “It’s personal.”

Many participants likened the morgue concept to Debbie, the ad depicting the old woman smoking a cigarette through her tracheotomy. The impact of that ad was formidable and this concept had the potential to be as effective and memorable. The expectation for this ad is that it is perceived as being similar in nature to the tracheotomy.

Some participants felt that the morgue theme would not be effective among youths because they “are immortal.” Others felt that if it was dramatic enough it may catch their attention.

Morgue also suffered from the perception that the primary message was “smoking kills.” While this is an important message, the secondary message of “mild or light or regular equals death” was slightly more difficult to discern.

Some suggestions were made to make the Morgue concept even more effective:

- The toe-tags currently depict “mild smoker,” “light smoker,” etc. There is some confusion as to whether it refers to the number of cigarettes a smoker smokes or the type of cigarettes. It was strongly suggested that the toe-tags be cigarette packs such as those used in “Cigarette Spin.”
- Another idea was to ensure that the feet looked dead and are obviously from a mix of ethnic, sex and age backgrounds. One example was to use a toe-ring to indicate a younger female.
- Many participants suggested to personalize the scene even more. One example was to include names and have a mortician pull the bodies out and back into the drawer. This would create a sense of finality and of no return.

2.4 CONCEPT 1 “CEMETERY”

Of all the executions of Concept 1, this version was perceived as the weakest. While some participants understood the tombstones looked like cigarette packs, there were a number of participants who did not catch that twist.

There was a debate among and between groups as to whether it would be more effective if the cemetery was “less pastoral and tranquil.”

It was suggested that the cemetery needed to be more personalized. Grieving family members was an idea often suggested.

2.5 CONCEPT 1 "HOSPITAL"

Overall, this concept could be considered a distant second to Morgue. The message is clear that cigarettes are deadly irrespective of their labels. The impact is strong but there is a risk that non-smokers would be upset that tax payer money is required to keep them in the hospital.

Some participants dismissed the Hospital concept as being "in poor taste" and "off the mark." They felt that the people in hospital beds were not necessarily dying of cancer or from a respiratory ailment from cigarettes. The hospital scene also encourages negative thoughts towards hospitals and funding especially in Vancouver (currently experiencing a nurses' strike).

A few participants felt this ad had more potential than Morgue because the hospital scene connotes pain. While the Morgue concept shows finality, there is no suffering. It would likely be effective among smokers because it would sensitize them to the suffering they would have to endure.

Few participants could distinguish whether there was a man or a women in the hospital bed. It is important that morbidity have a face, gender and age. This would make it have more impact. A few participants felt that the dramatic sound of the respirator or of a person wheezing could be enough to sustain the attention and develop the dramatic atmosphere needed. The text could be displayed while the visual is rolling.

The message portion of the ad was thought to be its weakest point. The other ads had light, mild and regular which clearly delineated the types of cigarettes. Most participants felt that there should be three beds, not just two, to maintain a consistent format with the number of cigarette choices depicted in the ads.

2.6 CONCEPT 1 PRINT AD "GRAVE MISTAKE"

This print ad won almost unanimous support among participants for its effectiveness emotionally, psychologically, and for clarity and visual impact. "Hard-hitting," "clear" and "no confusion" were the quotes used to describe the poster.

The text is perceived as being too long. While some participants suggested dropping the slogan and the script altogether, most agreed that it would be better if it was more succinct with the message – "Light and Mild cigarettes can kill you just as quickly as regular cigarettes."

There was a debate over whether this ad would be more striking in black and white or in colour.

2.7 CONCEPT 2 "CIGARETTE SPIN"

The Cigarette Spin concept was clearly an inferior concept to Morgue. It did not have the hard hitting impact of the various Morgue concept executions. Many participants described it as almost like a game. One said it reminded her of Nintendo.

Cigarette Spin was seen as having a clearer message that mild and light and regular are just as lethal, but that message may not be established in the minds of viewers because the concept visuals are perceived to be unimpressive and dated.

Participants often described it as lacking in terms of emotion. It was too static and impersonal.

2.8 CONCEPT 2 "POISON"

This was perceived as a weak and static concept. The main message of mild, light and regular gets lost in the use of arsenic, formaldehyde and cyanide.

Participants also noted that many of the youth of today find words such as deadly, lethal and poisonous to have a cachet with them. Some participants noted that some youths would actually want to buy the brand of cigarette called "Poison."

2.9 CONCEPT 2 CALL THEM WHAT THEY ARE - GENERIC

There were similar comments as for poison in terms of being weak and static. The text is fine but the visuals will lose the audience.

2.10 CONCEPT 2 PRINT AD

Generally, this ad did not capture the imagination of participants. There was considerable debate about the clarity of the message in this ad. Some participants thought that the "Light or Mild being as deadly as regular brand cigarettes" message was crystal clear, while others were not so certain.

In a few groups, there was some support for visual effects using “=” signs as in “mild + light = regular = lethal.”

3.0

Messaging and Promotion

3.1 WORDS TO WATCH

There was significant and widespread concern over the meaning of the word “can” in the phrase “can be as lethal.” Many described it as soft. One person called it a “weasel-word.” Others felt that the nuance opened the door to some questions as to the legitimacy of the claim. Participants expressed a strong preference for the Government of Canada to be more direct in its statements and to substitute “are” for “can be.” It is very important that any claim be supported with facts. It was acknowledged that the purpose of the restraint was to avoid lawsuits.

The word “lethal” may not be effective with teens, the perceived target audience, as this word is used far too often among them with a different connotation. The word “deadly” was offered as a substitute but received only lukewarm support. “Poison” received little support as well.

3.2 TAG-LINE – ISN'T IT TIME TO STOP BURYING THE TRUTH

Many respondents were divided on the use of the tagline: “Isn’t it time to stop burying the truth.” Support for its use ranged from very little to unanimous in some groups.

Some, but not all participants, caught the double entendres and understood that the Government may have been referring to the tobacco industry. This generated some concerns about its use (see the Strategic Information section for more on this issue).

There is, however, a real danger of misinterpretation. Participants’ understanding of the double entendre were as follows:

- they (the participants) were burying the truth.
- the government has been hiding the truth.
- The tobacco industry has been hiding the truth.

This tagline may not work with the morgue concept because technically the corpses are not buried and may not be buried for days. In the Hospital, it was mentioned they may recover.

One possible tagline that may work with the Morgue concept was suggested:

- “Words can fool you, cigarettes will kill you!”

3.3 WEB SITE AND TOLL FREE LINE

Participants were asked if they would call the toll free line or browse the web site. Few participants would do either because their expectations were so low.

Questions or issues they would like addressed in both would be:

- Tips on how to help quit.
- Studies, facts and figures supporting the ads' claims.
- Local support or resources.
- Pictures like on the cigarette packs.

3.4 CALL TO ACTION

None of the ad concepts had any form of "call to action" or suggested that a person should find out more information. Instead, it was presumed that the 1-800 line or web site could stand alone. This approach also contributed to questions and concerns about why the Government of Canada was using ads to fight a battle. Therefore, it was suggested that the concept use the web site and toll free line to promote a "call to action." Suggestions included:

- "For help in quitting, phone ..."
- "For more information, go to ..."

4.0

Strategic Information

4.1 INTRODUCTION

Throughout the focus groups, participants were asked for their impressions on various issues surrounding tobacco use, Government of Canada involvement and the tobacco industry. While these issues were not the primary focus of the research, they did serve to frame and better understand the responses towards the concepts. Participants were asked questions on:

- The difference between light and mild cigarettes
- Awareness of Health Canada's announcement
- Why the tobacco industry uses mild and light descriptors
- Perceptions of the tobacco industry
- Support for Health Canada's campaign
- Marketing and Promotion

4.2 LIGHT AND MILD USE

Among the general population participants, the perception among smokers is that light or mild cigarettes are less damaging than the regular brands. Some noted how they gradually reduced their smoking addiction by using lighter and lighter cigarettes in anticipation of quitting smoking.

Every participant agreed that smoking was "bad for your health" and would "kill you sooner or later." A few participants in most groups felt that light or mild cigarettes were not quite as bad if only for the psychological comfort of doing something to minimize the damage of smoking. But most others expressed the opinion that all cigarettes are equally bad.

4.2 HEALTH CANADA'S ANNOUNCEMENT

Almost all participants in the opinion leader groups had heard of Health Canada's announcement on light and mild. Even the majority of participants in the general population groups had heard something.

Opinion leaders appeared to be very well informed about Health Canada's declarations and intentions. The general population participants were often less informed and often could not always identify that the Federal Government and Health Canada were the players. Both the opinion leaders and the general population groups in Toronto immediately recognized the Minister.

4.3 WHY THE TOBACCO INDUSTRY USES LIGHT AND MILD DESCRIPTORS

Commentary on the reasons why tobacco companies put light or mild on their cigarette packs was different coming from smokers and non-smokers. Smokers often said that it is because they are different, "When I compare my pack of cigarettes with another I see that mine has less tar and nicotine" or "There is a difference in the product." Many participants noted that the lighter brands were not quite as rough as regular cigarettes on the throat.

Most opinion leaders and some mainstream non-smokers believed that it was primarily a marketing strategy to maintain or grow the market of smokers. It was simply a way to differentiate the product. As one person said, "They have this brand for this group and a light brand for another group of people, then they develop a mild brand just to satisfy a third group and so on. It is all playing on the psychology of the smoker."

For the most part, opinion leaders were of the consensus that all cigarettes were the same and that the main difference was on the naming of the brands for marketing, promotional or commercial reasons.

4.4 THE TOBACCO INDUSTRY

Most participants already distrust the tobacco industry and their opinion of them could not get much lower. They also realized that they had a product to sell. Participants were asked what they would think if it was proven that the tobacco industry had misled and deceived them about light and mild cigarettes. The vast majority of participants would not be surprised, but since their opinion of the tobacco industry was already so low, there was not much room for more outrage.

4.5 SUPPORT FOR HEALTH CANADA'S INITIATIVE

Participants generally feel that current Health Canada campaigns (e.g., packaging) is not meant to target the tobacco companies but to appeal to the smoker to take action on their own behalf. Almost everyone agrees that it is Health Canada's responsibility to inform and educate Canadians about health risks.

There were a number of participants who wondered why something more concrete could not be provided by the Government of Canada to help people quit smoking. They suggested tax breaks for therapeutic services and products to help quit smoking.

However, there are a number of participants who feel that the primary reason why the Government of Canada is pursuing this initiative is because of the costs associated with resulting health problems related to smoking. The general population groups were often more cynical and thought the government was campaigning about Light and Mild in order to have a clear conscience.

An oft-mentioned comment was that the Government of Canada benefits financially from taxes on cigarettes. A typical comment included: "The Government makes a lot of money with cigarette taxes." However, every group had supporters who felt that Health Canada was pursuing this initiative because of altruistic reasons or for genuine concern over Canadian's health.

Participants also questioned why the Government of Canada would want to spend money on a campaign specifically about light and mild cigarettes. If the campaign is another way of bringing the message across that smoking is deadly, support is there, but otherwise they question the motivation.

If this initiative is to garner public support before passing some legislation about mild and light the consensus was that it would be money wasted. In many participants' minds, this is a minor issue since the main issue is that "smoking kills." Addressing the light and mild issue did not require this kind of tax payer investment. As one person said, "Why don't they just go ahead and legislate, wouldn't it be more simple and cheaper?"

The consequences for Health Canada and this campaign are clear. It is very important that the focus of the campaign be on the danger of smoking. On the other hand, using public money to "carry on a vendetta" against the tobacco companies would not be as supported. As one person said, "If the government has a case against tobacco companies, it should go to court, not use advertising."

4.6 MARKETING AND PROMOTION

The perception is that teens are the most important targets of this or any message intended to reduce the number of smokers in Canada. A secondary target group is young adults.

It was agreed that the television medium was the most appropriate medium for this campaign. Billboards, bus-stops and anywhere people are forced to wait for any length of time are also good venues.

5.0 Site Reports

Halifax

Montreal

Cornwall

Toronto

Winnipeg

Vancouver

5.1 HALIFAX

August 17, 2001

INTRODUCTION

- Two focus groups were held on August 17, 2001 in Halifax. The first group represented the public in general and the second was composed of Opinion leaders.

GROUP	participants	NON SMOKERS	
		SMOKERS	
Public in general	9	4	5
Opinion leaders	10	1	9

- The only smoker of the Opinion leaders group was a young men who smoked an "Extra mild" brand while the other group included two regular smokers, two light smokers and one "smooth" smoker.

STRATEGIC INFORMATION

- Light/mild cigarettes smokers thought that their cigarettes were less damaging for health than regular brands. Many mentioned that this product category is less harsh on the throat and that there is more air going through the filter as they smoke.
- Despite the fact that they think that mild/light cigarettes are less damaging for their throat, all acknowledge the fact that all cigarettes are bad for health or represent a danger. Non-smokers tended to think that, when people smoke light/mild brands, the amount of cigarettes smoked is increasing.

- Half the opinion leaders had never smoked in their lifetime and were unsure about the actual differences between light/mild and regular brands. They felt that the launch of light/mild brands was a marketing tool conceived to entice women and younger people to start smoking.
- Roughly, half the participants in each group were aware of the news about light and mild cigarettes. Some simply said the government or Health Canada were behind this news while other identified Alan Rock as its author.
- Government's motivation for this declaration was linked to the need to please powerful health lobbies and "making it look like they care". Most participants also relate it to health care costs and to political interests.
- In both groups, participants pointed out the fact that the government benefits financially from tobacco sales on one hand and tries to limit consumption on the other hand. A few participants felt that, if cigarettes were damaging for health as what the government says, they should actually ban them. Most members of both groups felt this campaign was just another anti-cigarettes campaign and wondered whether this was the best way of getting people to quit smoking. Some said statistics showed a decrease in the number of smokers while others felt helping people to actually quit smoking would be more useful.
- Light cigarettes smokers started questioning themselves about the choice they had made when downgrading from regular to light/mild and wondered whether it was worthwhile. Two participants from the general public felt they might go back to regular brands if these were equally damaging for health.

OVERALL REACTIONS TO THE TWO BASIC CONCEPTS

1) Attraction Power:

"Morgue" is definitely the most eye-catching and powerful concept: *"you just can't miss it"*.

	GENERAL PUBLIC	Opinion leaders
• Morgue	9	8
• Spin	0	0
• Both	0	2

Those who selected both concepts felt the bright colours and the spinning movement might catch youth's attention better than "morgue".

2) Clear and understandable:

Participants in both groups are unanimous: with "Morgue" you can't miss the point: smoking is deadly.

	GENERAL PUBLIC	Opinion leaders
• Morgue	9	9
• Spin	0	1

With "spin", if you shut the sound track off, you won't know what it is, you might even think it's an advertisement promoting cigarettes. *"If you miss the last pack, you certainly won't know what it is"*. One opinion leader said she could not select "Morgue" because *"she was not sure that everyone who smokes dies of cancer but the "spin" one tells you that all cigarettes are bad"*.

3) Emotional appeal:

All feel that "Morgue" moves them and that it is scary.

	GENERAL PUBLIC	Opinion leaders
• Morgue	9	9
• Spin	0	0
• Don't know	0	1

PERCEPTION OF THE CONCEPTS

1) «Morgue»:

For both groups, the message is clear, direct and shocking: cigarette kills. It is striking but members of both groups feel it is not targeted to youth because death is not part of their life experience and is too far away to represent a concrete danger. "Morgue" would appeal to the older generation.

Participants feel that the visual should show feet of all ages, not only older people's. Some, in the opinion leaders group, suggested to put a tattoo or an ankle bracelet or even nail polish to show age and sex differences. Participants feel that people who lost dear ones to lung cancer will be even more sensitive to this concept.

The word lethal appeared too hard to a few people, especially in the opinion leaders group. One person in that group also disliked the word burying and suggested that masking would be better. Otherwise, the copy was well received and participants especially liked the expression *"you are dead wrong"*.

2) "Spin":

The message might be difficult to understand and people feel *"it is hard to follow where it is going"*.

Many also think that the last package looks like “another cigarette package” and could be misinterpreted as featuring another brand.

In the opinion leaders group, someone also felt that the spinning effect could be mistaken for a gambling ad.

The only attraction of this ad could be for youth because of its style but many feared it could be seen as promoting cigarettes.

Here again, participants want the word “can be” replaced by “are”.

Otherwise the copy was well liked and felt to convey the message clearly, “if the sound is on”.

3) Grave mistake:

This concept is automatically linked to “morgue” and is described as featuring the same idea but with less punch. For many, it lacks the dramatic feeling that “Morgue” conveys.

Some suggested to be more specific and to show people aside of the tombstone and to have ages engraved on the grave in order to demonstrate that cigarettes can kill people of many age groups. A few also suggested to add what illness caused the death.

4) “Hospital”:

This concept is felt to be effective yet less dramatic than grave. It clearly says what will happen to smokers and how they will suffer because they smoked.

Most feel again that this concept is targeted to adults only and, more specifically, to older adults.

It was suggested that the ad feature also a young person or even a child with a breathing mask.

The main message is perceived to be centered on respiratory problems caused by smoking. An opinion leader suggested showing a young person looking out the window in a hospital bed, watching his friends playing outdoor soccer. The message would then be focusing on immediate negative consequences of smoking.

Overall, the copy was felt to be effective except for the remarks already made for the previous concepts.

5) « Poison »:

Participants questioned whether the chemical ingredients would be understandable by youth and most failed to catch the humour inherent to the juxtaposition of the words extra light, mild, etc. with each scientific term.

Some also felt that “Poison” could also be mistaken as just another cigarette brand name.

Many suggested to add the skull and crossed bones logo to reinforce the feeling of danger.

6) « Call them what they are – generic »:

While “Poison” was at least providing chemical ingredients information, this ad was felt to be even smoother in tone and style, to the point it might encourage smoking for at least the first part of the visual until it gets to the pack.

It did not communicate a clear or a strong message.

7) “Grave mistake” (Print – concept):

It is perceived as matching the “Morgue” concept in a print rendition.

The visual and first sentence suffice in conveying the message strongly, all other copy discourage reading and is felt to be superfluous.

8) “Three packs of cigarettes” (Print – concept)

At first glance, this ad is seen as promoting cigarettes.

Many suggest to put the title at the top, above the three packages, to avoid misleading consumers and to sign off, in bold, "*there are all the same*".

CALL TO ACTION:

- In both groups, participants suggested that the Web site address be shorter and direct « it should be one word.com like smoking or something like that ».
- The phone number and Web site address should be accompanied by a call to action "*if you need help to quit smoking*"...
- In the general public group, nobody thought they would phone or visit the site; after probing, one or two opinion leaders felt they might use it if they felt it could be useful for their community or volunteer work.

CONCLUSION:

- Most participants feel that advertising is not, by far, the best way to solve the problem and wish that more concrete help be destined to smokers who try to quit.
- None of these concepts was felt to be sufficiently dissuasive to avoid young people from starting to smoke.
- Opinion leaders feel that peer group pressure and scenarios featuring lack of enjoyment of life / health problems resulting from smoking would be a lot more effective for this target group.
- The campaign would be acceptable should it be perceived as a continuation of previous efforts to sustain the idea that smoking is dangerous for health but smokers say this would not convince them to quit.

2. « Pieds »

On trouve généralement qu'il y a trop de texte et la plupart disent qu'ils ne liraient pas cette annonce.

- *« Il est temps d'arrêter d'enterrer les faits ».*

Tous qualifient cette phrase de pendant imprimé de l'annonce « morgue » et pensent que cette partie texte est suffisante pour passer le message.

- *« Si vous croyez que les cigarettes légères et douces sont moins mortelles que les régulières, il est fatal que vous sachiez qu'elles peuvent vous tuer rapidement ».*

Dans cette phrase, l'usage du mot fatal s'avère incorrect en français et plusieurs ne savent pas vraiment comment l'interpréter.

- *« Penser autrement pourrait s'avérer une erreur monumentale ».*

Le texte est clair et précis pour la plupart des participants.

INCITATION À PASSER À L'ACTION :

Presque personne n'anticipait visiter le site Internet et une seule personne a indiqué qu'elle téléphonerait peut-être au 1-800-O-Canada parce qu'elle avait déjà eu recours à ce service et qu'elle avait été satisfaite de l'aide reçue.

Tous les participants des deux groupes insistent sur l'importance d'offrir de l'aide à ceux qui veulent cesser de fumer et les membres des deux groupes suggèrent qu'au lieu de simplement fournir l'adresse du site Internet, l'annonce dise clairement que les gens peuvent obtenir aide, trucs, trousse et autres item du même genre sur le site : *« Qu'on fournisse vraiment une raison valable pour appeler ».*

CONCLUSION:

Le concept « Morgue » a énormément d'impact et elle communique clairement que la cigarette cause la mort. Tous pensent qu'elle ne rejoindra pas les jeunes parce qu'ils se jugent invincibles. Plusieurs suggèrent de montrer l'évolution de la maladie au lieu de la mort et de mettre l'emphasis sur les conséquences, à moyen terme, de fumer en termes de perte de jouissance de la vie « *comment ça va affecter mon plaisir quotidien dans quelques années* ».

En ce sens, l'annonce « Lit d'hôpital » semble plus efficace tant aux leaders d'opinion qu'aux gens du grand public.

Tous estiment qu'il faut éviter d'utiliser un ton ou une approche moralisateurs avec les jeunes pour éviter de tomber dans le piège de l'attrait des choses défendues.

Plusieurs insistent sur l'importance de faire confiance à l'intelligence des gens et disent qu'on devrait leur donner plus d'information, chiffres à l'appui.

En ce sens, plusieurs disent que le texte contredit presque le visuel lorsqu'il utilise des tournures qui sèment le doute telles « peuvent », « porte à » etc. et que Santé Canada devrait dire clairement que l'usage des termes légères/douces est trompeur et que les cigarettes qui utilisent ces appellations sont aussi nocives que les régulières.

Enfin, plusieurs pensent que cette campagne sert surtout à dorer l'image du gouvernement ou du ministre plutôt qu'à convaincre les gens d'arrêter de fumer ou de ne pas commencer à le faire. La plupart des participants pensent que le gouvernement devrait investir davantage dans des programmes concrets plutôt que d'utiliser les fonds publics dans de la publicité destinée à l'ensemble de la population.

5.3 CORNWALL

August 16, 2001

INTRODUCTION

The groups were composed of mainstream smokers and non-smokers and we had opinion leaders of same. The mainstream and opinion leaders were in separate groups. We had a turnout of 7 mainstream participants at the 17:00 group and of 8 at the 19:00 group. We had 5 females in group 1 and 4 in group 2. In group one the average age of participants was around 35 years of age. We had two female around 50 years of age. The second group was evidently older with an average around 45. We only had one young female in her twenties.

In the mainstream group almost half were smokers while most non-smokers had smoked before. We had a lady who had quit 45 days ago. In the second group, we only had one true smoker. Among the non-smoker half had been regular smokers at some point in their life most of which 10 years or more ago. In the mainstream group half smokers were Light or Mild cigarette smokers convinced they were doing the right thing to reduce the damage to their health.

STRATEGIC INFORMATION

Among the mainstream participants the perception among 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. We even had smokers compare their cigarette packs concluding Light and Regular could not be the same.

We heard the comment from Light smokers that when buying Light or Mild they had the psychological comfort of doing something to minimize the damage of smoking. At the same time they also rationalize that smoking is no good and therefore all cigarettes are the same "bad for your health." Non smokers tended to be less definite that there was a difference between Light and Mild. In the second group of opinion leaders we had pretty much a consensus that all cigarettes were the same and that the main difference was on the naming of the brands for commercial reasons.

In the mainstream group two respondents had been exposed to news about Light and Mild cigarettes. Everybody had been exposed in the opinion leaders group. Among mainstream participants they were not able to identify that the Federal Government and Health Canada was behind such news, they thought it was some interest groups and municipalities. On the other hand opinion leaders were all very well informed about Allen Rock's declarations and intentions.

In the mainstream group we had two participants who were convinced that Light or Mild were not as bad for your health, all others expressed the opinion that all cigarettes are equally bad "all cigarettes will kill you sooner or later."

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 because they are different "When I compare my pack of cigarette with another I see that mine has less tar and nicotine. There is a difference in the product." Most opinion leaders and some mainstream non-smokers on the other hand were under the impression that it was a marketing strategy to maintain or grow the market of smokers "They have this brand for this group and a light brand for another group of people, then they develop a mild brand just to satisfy a third group and so on. It is all playing on the psychology of the smoker."

The general feeling is that government 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 the mainstream group some people were more cynical and thought the government was campaigning about Light and Mild in order to have a clear conscience. "The government cannot ban cigarettes it makes too much money with cigarette taxes." In that context, in their mind the main message that needs to be delivered is that smoking is bad. Opinion leaders went as far as questioning why the government would want to spend money on a campaign about Light and Mild cigarettes. If the campaign is another way of bringing the message across that smoking is deadly fine otherwise they question the motivation. If it is to get public support before passing some legislation about Mild and Light the consensus is that would be money wasted. In peoples mind, this is a minor issue that doesn't require this kind of tax payer investment.

It is very important that the focus of the campaign be the danger of smoking. People are prepared for this. On the other hand, they care less about any vendetta the government may want to pursue against the tobacco companies.

CONCEPT REACTION

The two concepts were presented at once and respondents were asked to identify which one would have the most impact on them both in terms of stopping power and being the kind of message they would like to hear.

In both groups we have a clear winner. MORGUE won on both counts. Twice as many preferred MORGUE over SPIN for the eye-catching impact and the preference for MORGUE on clarity and emotional appeal was almost unanimous.

Some suggestions were made to make the MORGUE advertisement even more effective:

Use the visual and audio to create a real morbid dramatic atmosphere where you would have names of real people who died because of smoke, have a baby or kid who died of secondary smoke etc. Pull them out of the drawer and close it creating an atmosphere of no return.

The few changes they made or words they crossed out are "lethal" and "can be" in the last sentence. For lethal they question if it has the same impact as deadly. When crossing out "can be" respondents replaced the words by "are." This observation also come strongly in other

groups as well. You need to make a definitive statement otherwise people start to wonder why there is a nuance.

Respondents were generally under the impression that the MORGUE message would not be effective among youths because they feel they are immortal. On the other hand, if it is dramatic enough it may catch their attention especially if the advertisement sensitizes that secondary smoke can be deadly for the young loved ones.

SPIN was seen as a clear message to the point but probably too static impersonal without much emotion into it. The respondents gave good comments about the audio text and most circled all the text. The few changes they made or words they crossed out are <lethal> and <can be> in the last sentence. For lethal they question if it has the same impact as deadly. As well, the risk is that youths associated that with the name of a new cigarette. This is another point that was mentioned about SPIN, using cigarette pack representations might be indirectly promoting cigarettes. MORGUE does not carry that risk. When crossing out <can be> respondents replaced the words by <are>. This observation also come strongly in other groups as well. You need to make a definitive statement otherwise people start to wonder why there is a nuance.

Hospital

This concept was preferred over SPIN and from that perspective can be considered a close second to MORGUE. The message is clear that cigarettes are deadly irrespective of their naming. The impact is strong but there is a risk that non smokers develop anger against smokers because of the tax payer money required to keep them in the hospital. It would likely be effective among smokers because it would sensitize them to the morbidity they are likely to live through if they keep on smoking.

Participants also felt this concept could be made more dramatic. "Why not show a boy or a girl made sick with secondary smoke, even a baby." Nobody noticed if there was a man and a women depicted. It would be important that morbidity have a face, gender and age. This would give it more impact. One person mentioned that just the dramatic sound of the respirator could be enough to sustain the attention and develop the dramatic atmosphere needed. The text could be displayed while the visual is rolling.

Respondents like all the text except for "lethal" and "isn't it time to stop burying the truth."

Cemetery

Too impersonal, disconnected, lack of impact summarize their feelings about this concept.

Poison

Weak and static concept. People question the use of arsenic, formaldehyde, cyanide etc in this ad. Too much technical, chance that people will not understand and definitely no good for youths who are going to want to buy the brand of cigarette "Poison".

Call them what they are

Similar comments as for POISON in terms of being weak and static. The text is fine but the visuals will lose the audience.

Print Morgue

Good especially if running simultaneously with MORGUE. The text is perceived as being a bit too long. It should be more to the point. It was suggested to cross out most of the text and just leave "Light and Mild cigarettes can kill you just as quickly as regular cigarettes."

Print Pack of Cigarettes

No interest

Tagline – Isn't it time to stop burying the truth

The respondents are divided on the use of such a tagline especially the opinion leaders. There is a danger that people interpret that the government has been hiding the truth. It can go both ways!

CONCLUSION

The key to successful communication is a straight to the point message that smoking kills. The Light, Mild and regular message has to be seen as a secondary message part of a larger campaign against smoking.

It is very important that any claim be supported with facts. Words like "can be" conveys a message that the Government is not sure. Also avoid using the media for a vendetta against cigarette companies, this should be settled in court and public relations can go a long way carrying the message forward.

5.4 TORONTO

August 17, 2001

INTRODUCTION

Two focus groups were held with smokers and non-smokers in Toronto on August 16. The 6:00 PM group (Opinion Leaders) had ten participants. The 8:00 PM group (General Population) had eight participants.

The Opinion Leaders Group had an average age of 48 and was comprised of seven women and three men. While none were active smokers, half the group were former smokers, and four of these had experienced Light or Mild cigarettes.

Group 2, the General Population group had an average age of 33. It was comprised of four women and four men. Half the group were smokers and most had experienced Light or Mild cigarettes including one who smokes ultra-light cigarettes only.

STRATEGIC INFORMATION

For those who smoke, there is the tendency to believe that Light or Mild cigarettes are less damaging than the regular brands. As one person noted, "they must have less tar and nicotine, and that's good, isn't it?" They seek psychological comfort from the thought that they are doing something to minimize the damage of smoking. However, they are quick to admit that "there are no good cigarettes; they're all bad for us."

Both groups were well-informed concerning the issue of Light and Mild cigarettes. They easily identified the Federal Government as the news source. Health Canada, or "Health & Welfare" were specific sources. Many of the Opinion Leader Group members also understood the Health Minister to be Alan Rock. Given that he is a local member, it was not surprising.

The Opinion Leader group, with no active smokers, felt that Light or Mild cigarettes are as bad for one's health as regular cigarettes. The general population group was less sure, with three of the four smokers disagreeing. By the end of the two sessions, however, only one participant was confident that Light or Mild cigarettes are less harmful, and he admitted, "I'll never quit smoking, I know that."

Participants were asked about why tobacco companies use descriptors such as Light or Mild on their cigarette packs. Non-smokers felt strongly that it was merely a marketing ploy, "to keep sales up." Smokers weren't as sure, nor were they as certain of the meaning of Light or Mild.

Some participants felt that Light or Mild might refer to how often cigarettes were smoked by the consumer, rather than the strength of the cigarettes in the pack. When this misunderstanding was cleared up, they still agreed with the other smokers, "they aren't as harsh", and "they taste different."

The groups felt strongly that the Government of Canada wants their citizens to be more aware that Light or Mild cigarettes are as bad as regular brands due to the high cost of health-related problems associated with smoking. They felt that the important message to be delivered continues to be that "Smoking is bad for you." The Light or Mild issue was perceived as being another way of continuing the battle.

Both groups felt that teenagers and young should be the prime focus of any campaign to reduce the number of smokers. Both groups felt that the Federal Government deserved their support in any campaign to convince Canadians not to smoke. However, there appeared to be somewhat less enthusiasm for a campaign to be based on light and mild equals regular.

While several participants believed that cigarette manufacturers may have deliberately misled consumers about Light or Mild cigarettes, there was no feeling of condemnation. One group member said, "There's no trust in advertising anyway. It wouldn't surprise me at all."

CONCEPT REACTION

Introduction

The two concepts were presented together, although the groups first focussed on only storyboard from each concept, with the other two boards and the print ad for each concept added later. The initial storyboard for concept one was "Morgue", with "Spin" the concept two choice.

Participants were asked to identify which concept would best capture their attention and entice them to read the copy, which was most clear and understandable, and which appealed to them most emotionally. The text of each concept was probed for clarity, effect, and stimulation.

Overall Reaction

The two groups were very different in their reactions to the concepts. The Opinion Leader Group, with no current smokers among them, were so strong in their support of Concept One "Morgue" and its Print Ad companion, "Grave Mistake" that the other concepts paled by comparison.

The general population group, evenly split with four smokers and four non-smokers, debated the merits of both concepts. The initial response were evenly split between Morgue and Cigarette spin. However, as the General Population group proceeded, the smokers were continuously pulled, emotionally, to the impact of Concept One "Morgue" even though many were initially supportive of the Cigarette spin concept.

As discussed above, the Opinion Leader Group were so very supportive of "Morgue" that they barely discussed the other concepts. The general population group were initially split between Concept One - "Hospital" and Concept Two - "Spin." The emotional response to "Morgue" was so

appealing, especially among the smokers, that there is little doubt that it stands alone for its overall effectiveness.

The General Population and the Opinion Leader groups generally preferred the Print Ad of Concept One, "Grave Mistake." Neither group found the Cigarette Spin Concept alternative nearly as effective.

Concept One "Morgue"

Both groups found this to be the most powerful ad, emotionally. The images were considered "dramatic," "in your face" and made a "powerful visual impact." Smokers thought it might be too strong, or offensive, at first, but eventually concluded that it was the ad that made them think seriously of the consequences of smoking.

The only real concerns among the groups with this ad were that it might take several repetitions for the message that Light or Mild cigarettes can be as deadly as regular brands, to sink in. They suggested that the language and/or portrayal of light, mild and regular cigarettes in the script and in the illustration be much more clear that the ad was referring to light and mild cigarettes and not light smokers.

There was significant concern over the use "can" in the phrase "can be as lethal." Many described it as soft. Others felt that it opened the door to some questions as to the legitimacy of the claim. One woman said that the ad should not "use weasel-words." The overwhelming recommendation was to change "can" to "are" in the text referring to the "just as lethal" potential of mild cigarettes.

The word "lethal" may not be effective with teens, the perceived target audience, as this word is used far too often among them with a different connotation. The word "deadly" was offered as a substitute but received only lukewarm support. "Poison" received little support as well.

Concept One "Cemetery"

This ad was not perceived as being able to stand alone. There was interest expressed in the theme, with a suggestion that the tombstones be made to look more like the cigarette packs, with the words "mild, light, and regular" on them.

There was a debate among and between groups as to whether it would be more effective if the cemetery was "less pastoral and tranquil." Both could work.

Concept One "Hospital"

"Hospital" drew different reactions from the two groups. The Opinion Leader group dismissed it outright, as being "in poor taste" and "off the mark." They felt that the people in hospital beds were not necessarily refer dying of cancer or a respiratory ailment from cigarettes. Therefore, it might cause too much suffering and unpleasant memories among relatives of those who have watched their loved ones die this way.

The smokers in the general population group felt that this ad held some promise as a deterrent to smokers. While they eventually liked the emotional effect of "Cemetery" better, they did support this ad as making an impact on them.

The message portion of the ad was thought to be its weakest point. The other ads had light, mild and regular which clearly delineated the types of cigarettes. Both groups felt that there should be three beds, not just two, to maintain a consistent format with the number of cigarette choices.

Print Ad Concept One "Grave Mistake"

This print ad won unanimous support among both groups for its effectiveness emotionally, psychologically, and for clarity and visual impact. "Hard-hitting," "clear" and "no confusion" were the quotes used to describe the poster.

There was a debate over whether this ad would be more striking in black and white or in colour. One member of the general population group suggested dropping the slogan, saying "the picture says it all." This was supported by many in the group.

Print Ad Concept Two "Spinning Cigarette"

This ad got most of its feedback from the General Population Group. Several felt that the ad could be "catchy" if it was done with a little flair and accompanied by the right music. Those who thought that "Morgue" was too "hard-hitting" found this ad most attractive.

There was considerable debate about the clarity of the message in this ad. Some participants thought that the "Light or Mild being as deadly as regular brand cigarettes" message was crystal clear, while others were not so certain. No consensus was achieved as the group changed its mind several times. However, there did appear some support for visual effects using "=" signs as in "mild + light = regular = lethal."

Again the issue of "wishy-washy" language came up. The groups expressed strong preference for the Government of Canada to be more direct in its statements and to substitute "are" for "can be" again. It was acknowledged that the purpose of the restraint was to avoid lawsuits.

Concept Two "Poison"

This ad did not receive a favourable response with either group. It was felt that the concept lacked emotional impact and was too weak compared to "Spin" to make it viable.

There was a general belief that the word "poison" was tired and had lost its effectiveness with the public. The only suggestion to improve this ad was to complete the text by dropping "but since all cigarettes can be the same," and ending simply with, "Why don't they just call them poison."

Concept Two “Deadly”

Like “Poison” this concept was poorly received. The groups dismissed it as being visually weak, too undemonstrative and unable to stand up against the competition of “Morgue” or “Spin.”

There were no major suggestions for improving this particular concept. The groups were too focussed on their other two choices to contribute much feedback.

Concept Two “Print Ad Unnamed”

This poster received no support whatever when compared to the print ad of Concept One. Detractors said there was little visual impact, that it could not hold their attention and that it would be too easy to ignore.

The unanimous feeling was that not even sensational ad copy could compensate for the lack of a powerful graphic with this concept.

Call to Action and Promotion

The groups felt that television was the strongest medium. The print ads and posters would work “wherever people congregate and have to wait.” Subways, bus stations, on buses, public washrooms, in magazines and newspapers, train stations and billboards were some of the locations offered.

There were very low expectations on what to expect from calling the toll-free line. Participants believed they would get a recording, be put on hold or transferred interminably.

CONCLUSION

There is strong support for the Federal Government to continue its campaign against smoking. However, support for the light and mild equals regular cigarettes is not quite as strong.

The message that Light or Mild cigarettes are as deadly as regular brands is worth conveying, but there is concern over the use of soft meaning words such as “can.” The sentiment is that if the Government of Canada knows that Light or Mild cigarettes are every bit as dangerous as other brands, they should not mince words, but state it strongly.

Any ad concept used should employ powerful emotional elements. The smokers in the general population group, while initially preferring “Spin,” were admittedly swayed by the emotional impact of “Morgue.” The fact that the Opinion Leader Group were such strong proponents of Morgue and that many in the General Population Group were swayed by the emotional impact of this concept suggests that the preferred concept be Morgue.

Smokers are less likely to accept the Mild and Light equals Regular message without strong factual proof and even stronger language. Lesser language implants doubt in the minds of those for whom the message is intended.

The perception is that teens are the most important targets of this message or any message intended to reduce the number of smokers in Canada. A secondary target group is young adults.

5.5 WINNIPEG

August 18, 2001

INTRODUCTION

Two focus groups were held with smokers and non-smokers in Winnipeg on August 17. Both the Opinion Leader and General Population Group were well attended.

Approximately one-half of the general Population Group were smokers. No one in the Opinion Leader group smoked although some had at one time.

STRATEGIC INFORMATION

Participants were asked what the difference was between light and mild cigarettes. Many of the smokers felt that they were not as harsh on ones' throat. Most felt that it simply came down to personal preference. The opinion leader group had no one who smoked and therefore did not have much of an opinion.

Both groups were divided on the perception that light and mild are not as bad as regular cigarettes. In general, for health reasons, both groups agreed that they are no better than regular.

The announcement by Health Canada regarding light and mild was well known in both groups. The Minister of Health Canada was top of mind.

When asked why tobacco companies put "light" or "mild" on their cigarettes, almost all participants believe that it is an advertising ploy by the tobacco industries to keep smokers smoking.

Participants were asked what they thought of the Government of Canada initiative to make people more aware that light & mild cigarettes are as bad for you as regular cigarettes. Most group members agree with Health Canada removing light and mild labels from packaging because, as one participant noted, "it's fooling people into thinking they are not doing as much harms to themselves, it's false advertising." There was some debate as to what the tobacco industry were going to replace the mild and light descriptors.

However, most participants agreed that a campaign should not target the tobacco companies. Instead it should target the users. The example cited was current cigarette packaging. It is not meant to target the tobacco companies but to appeal to the smoker to take action on their own behalf.

There was some debate about the role of Health Canada. The groups widely agreed that it is Health Canada's responsibility to inform and educate Canadians about health risks. However, there is an undercurrent of discontent with a campaign. As one person noted, "Oh here they go again trying to spend my tax dollars!"

CONCEPT REACTION

Introduction

Both the Morgue and Cigarette Spin concepts were presented together. The groups first focussed on the flagship execution from each concept, with the other two boards and the print ad for each concept added later. The flagship execution for Concept one was "Morgue" with "Cigarette Spin" the Concept two choice.

Participants were asked to identify which concept would best capture their attention and entice them to read the copy, which was most clear and understandable, and which appealed to them most emotionally. The text of each concept was probed for clarity, effect, and stimulation.

Overall Reaction

In terms of eye-catching impact, almost all participants preferred Concept 1 (Morgue) the best. It had more shock value. It made one think "that it could be anyone." It was described as "real life and scary." Participants agreed that it had a stronger anti-smoking message.

Few participants liked Concept 2 (Cigarette Spin) as much. It had very little impact and no emotion or shock value. Because there were no people, many participants could not as easily relate. The general perception was that it is not as serious.

Concept One "Morgue"

The reality scenes are more hard hitting for some people. A previous Health Canada ad "Debbie" was brought up as particularly effective and memorable.

It was suggested that an improvement to Morgue would be having a cigarette package depicting light, mild and regular instead of a toe-tag of the same descriptions.

Concept One "Cemetery"

This execution was generally liked by the groups but many also found it humorous. They liked the entendre "Burying The Truth" slogan. It was suggested that adding grieving family members at a grave site would make it more effective. However, most participants agreed that the morgue execution had more impact than Cemetery.

It was also suggested to personalize the execution more by depicting what the person has left behind (pictures, memories). Show what they have missed out on in life.

Concept One "Hospital"

Participant felt that it was obvious that there was more pain in this execution. Some participants felt that suffering was worse than death and, therefore, is more hard hitting.

Criticism of this execution was that it left too much open for denial. If it depicts a young female who smoked light cigarettes a man viewing this might think he's not as vulnerable. It was also suggested that three scenes be shot to keep it consistent: mild, light and regular cigarette smoker.

Concept Two

Since Concept Two had very little support, it was not reviewed to leave more time to assess Concept One. However, the groups cautioned that the word "poison" had very little impact. In fact, it might actually encourage a young person to smoke that brand.

CALL TO ACTION & PROMOTION

Only a few people in each group would bother to check out the web site. It was suggested that the address be simplified. Participants cautioned against having a long web site name because it would discourage people from checking it out. One suggestion was to promote the Health Canada.ca site and then, once there make it obvious where to go further.

Participants expected to see not only statistics, figures and research, but the ubiquitous pictures currently on the cigarette packages. It was also suggested that the web site show the other effects of smoking besides cancer and provide options within web site as to where and how to get help if they want to quit.

Few participants would call the toll free number because they expected long delays or some form of telephone tag.

Many participants agreed that an improvement would be a stronger call to action such as: "If you would like more facts about the hazards of smoking, check out the web site."

SCRIPT

A few participants did not like the "Burying The Truth" slogan because it suggests that it is meant for the tobacco industry and not targeting the smoker.

The term "can be" is misleading because it's too ambiguous. The support for a more definitive statement would be facts and statistics and research proving that mild and light are as lethal as regular.

CONCLUSION

The main findings from these sessions are that the campaign should be directed to the smoker and not at the industry.

The Morgue concept was the favoured concept because it was hard hitting and reached people on an emotional level. However, it did not stress that light/mild are no different than regular. As well as it could.

The use of the terms "could be" and "can be" should be eliminated and replaced with ones that are more directive such as: "will" or "are."

The improvements to Morgue would be to make people identify more with the person lying there. Examples included a victim with a toe ring, another with older feet, etc.

5.6 VANCOUVER

August 19, 2001

INTRODUCTION

Two focus groups were held with smokers and non-smokers in Vancouver on August 18. Both the Opinion Leader and General Population Group were well attended.

Approximately one-half of the general Population Group were smokers. Only one person in the Opinion Leader group smoked although most others had at one time.

STRATEGIC INFORMATION

Participants were asked why they or someone they knew smoke lighter brands rather than a regular cigarette. In general, both groups knew that any kind of cigarettes posed health risks. However, many believed that it makes them feel better smoking light or mild or that they were taking in less nicotine or simply that it was easier on their throat.

Smokers said they can tell the difference between a regular and light cigarette primarily because the taste is milder.

Some people perceived lighter to be better i.e., less tar and nicotine. Some know smokers who have switched to light cigarettes but smoke more or tear off the filter to get the same "fix" as regular.

Participants were asked if they had heard anything recently about light and mild cigarettes in the news. Only a few in the general population group had heard something in the news. About half of the Opinion Leader group heard that the Minister of Health was trying to ban the use of light or mild advertising on cigarette packages.

Participants were asked why they thought tobacco companies put "light" or "mild" on their cigarettes. Most felt it indicated the amount of nicotine in the cigarettes and/or somehow related to taste. One person said "seeing the word mild or light draws you toward's it." The general population group feels they are getting less nicotine whether it was true or not.

Participants were asked why they thought the Government of Canada wants to make people more aware that light & mild cigarettes are as bad for you as regular cigarettes. The general population group generally felt that Health Canada should not get involved. It was generally agreed that it was not going to make any difference. As one person said, "you're going to smoke if you really want to." They also wondered how smokers were going to be able to identify their brand.

The Opinion Leaders group generally supported Health Canada's initiative because they felt it was important that people understand that they think they may be doing something better for their health by smoking a lighter cigarette when they are not.

The General Population group did not agree with removing the "Light & Mild" labels from the packages. They felt the goal should be to get people to quit and making smokers aware that all cigarettes pose a health risk. Both groups felt that the Government of Canada should be helping people directly by assisting smokers who are having trouble quitting.

CONCEPT REACTION

Introduction

Both the Morgue and Cigarette Spin concepts were presented together. The groups first focussed on the flagship execution from each concept, with the other two boards and the print ad for each concept added later. The flagship execution for Concept One was "Morgue" with "Cigarette Spin" the Concept Two choice.

Participants were asked to identify which concept would best capture their attention and entice them to read the copy, which was most clear and understandable, and which appealed to them most emotionally. The text of each concept was probed for clarity, effect, and stimulation.

Overall Reaction

In terms of eye-catching impact, all participants liked Concept One (Morgue) the best. It was described as being very visual and having a straight to the point message: "If you smoke, you will die."

Only a few participants liked Concept Two. The Cigarette Spin was described as a roulette wheel so the message that comes across is smoking is a gamble. The concern for many participants was that the message did not come across until the end.

There was a general feeling that youth would not see the lethal aspect of smoking in Cigarette Spin and the impact would be lost because the message is not negative enough.

Most agreed that Cigarette Spin is more clear in getting across the message that smoking "Light, Mild, Regular" can be lethal to smokers whereas Morgue shows more the effects of smoking i.e., smoking equals death.

Most participants felt that the focus of the campaign should be on quitting smoking with a mention in the execution that "Light and Mild" are equally as bad.

Concept One "Morgue"

Many participants felt the toe-tag is effective because it shows human vulnerability. The groups did suggest having the toe-tag look more like a mild or light cigarette package.

Concept One "Cemetery"

The group felt this execution would have a greater impact if real persons were present in the cemetery. One person noted that one sees a graveyard every day but how often does one get to see inside a morgue.

Concept One "Hospital"

Most participants felt that the hospital bed did not do anything for them. With the current nurses strike, a viewing audience might mistake this execution for one being for the nurses cause.

The depiction of the execution shows people are old. An older person could be in hospital for other reasons. It was suggested that it would be better to have a patient suffer more with more medical machines i.e., intensive care unit; show patient having difficulty breathing.

The person in bed is perceived as too old. It would be more effective showing someone suffering the effects of smoking especially a young person.

CALL TO ACTION & PROMOTION

Some group members suggested taking out the "brought to you by Health Canada" line and replacing it with a "call to action." They suggested to give advice on how and where to go to help quit i.e., consult your doctor, consult 1-800-O'CANADA or the web-site.

The toll free number and the web site should provide information on:

- tips to quit
- statistics
- facts and figures,
- pictures

SCRIPT

The double entendre "burying the truth" was seen as "dramatic and witty" by some participants. However, some did not like it because it does not have anything to do with quitting smoking. Rather, it sounds like a "personal grudge against the tobacco industry." One person suggested "Words can fool you, cigarettes can kill you" as an alternative.

This group was also concerned about the use of “can be lethal.” They suggested changing it to “IS lethal” to be more effective. Showing fact and statistics are important to back this claim up.

CONCLUSION

Both groups felt that Health Canada should stress that any kind of cigarette is bad for you. The general Population Group were more vocal in suggesting that removing the mild and light labels a waste of time.

Both groups agreed that the campaign should be blunt: “smoking kills.”

All agreed that it’s important to know why people should call the 1-800 number.

All agreed they like the Morgue concept.

Change the slogan from “can be just as lethal” to “is just as lethal” when referring to light or mild cigarettes

Show all age groups and different classes to show that it can affect anyone.

Possible slogan suggested: “Words can fool you but cigarettes can kill you.”

6.0

Conclusion and Recommendations

1. The key to success in this campaign is to reinforce the message that “smoking kills.” Based on the results of this research, Canadians would be receptive to campaigns along these lines even though they are already aware of this fact. The “light and mild is the same as regular” message is more effective if it piggy-backs on the primary message of smoking kills.
 - a. It is recommended that Health Canada focus primarily on “smoking kills” with a secondary message that “light or mild are as lethal as regular.”
2. Canadians are less receptive to a campaign with the primary theme “light and mild are as lethal as regular” This is because they attach more importance to “smoking kills,” and are not as supportive of campaigns that target the tobacco industry. While they already distrust the tobacco industry, they do not support using their tax dollars to fight a media campaign. They also believe that alternatives such as legislation or taking the industry to court would just as effective.
 - a. It is not recommended that Health Canada focus a campaign solely on “light or mild are as lethal as regular.”
3. The Morgue concept was far and away the most effective idea. It is simple, direct, hard hitting and effective. The primary suggestion for improvement is to use cigarette packs as toe-tags.
 - a. It is recommended that Health Canada proceed with the Morgue campaign.
 - b. Health Canada should consider the changes and suggestions contained within this report.
4. Smokers and non-smokers alike are less likely to accept the mild and light equals regular message without strong factual proof and even stronger language. Lesser language implants doubt in the minds of those for whom the message is intended.
 - a. It is recommended that Health Canada consider using more definitive language as long as it is supported with facts or studies.

5. The Tag-line – *Isn't it time to stop burying the truth* received various degrees of support from negative to very positive. However, it also insinuates that the Government of Canada is fighting the tobacco industry through this campaign. As mentioned in Conclusion #2, this is not something that Canadians support as much as “smoking kills.”
 - a. Health Canada may wish to consider using an alternative tag-line: “Words can fool you, cigarettes will kill you!”
6. There is no “call to action” in the concepts. Participants are looking for a reason to watch.
 - a. Health Canada may wish to place a call to action such as:
 - i. “For more information, phone ...”
 - ii. “For tips on how to quit, ...”
7. The expectations are very low for the toll free line and the web site.
 - a. Health Canada may wish to provide more information as to what to expect when one goes to the web site or phones the toll free line.

Appendices

Appendix A – Recruiting Screeners

Appendix B – Moderator's Guide

Appendix C – Logistics sheet

Appendix D – Concept graphics

Appendix A

Recruiting Screeners

Binarius Research Group

Recruiting Screener
Tobacco Creative Concepts
August 9, 2001

General Population

Date & Time \$50 incentive	Recruit 10 for 8-10 to show
Respondent's name: _____	
Respondent's phone #: work _____ home _____	

Hello, my name is _____. I'm calling from **(INSERT RECRUITING FIRM)**, a national marketing research firm. We're organizing a discussion group to explore current issues. **EXPLAIN FOCUS GROUPS.** About ten people like yourself will be taking part.

Participation is voluntary and all your answers are confidential. 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, **(INSERT DAY), evening (INSERT DATE)?** It will last two hours and you will receive \$50.00 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

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

Under 18	1	THANK & TERMINATE
18 to 50	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**)

6) Non-smoker 1 CONTINUE (no more than 3)

Smoke a mild or light brand of cigarettes 2 CONTINUE (no more than 3)

Smoke a heavier brand of cigarettes 3 CONTINUE (no more than 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. Please ask for _____.

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

Thank you very much for your help!

Binarius Research Group

Recruiting Screener
Tobacco Creative Concepts
August 9, 2001

Opinion Leader

Date & Time \$100 incentive	Recruit 10 for 8-10 to show
Respondent's name: _____	
Respondent's phone #: work _____ home _____	

Target Profile:

Men and women who are currently or have in the past worked in such areas as:

- Education (Teachers, councillors, etc.)
- Child development, social or child care worker
- Medical services (Nurses, dentists)
- Social services
- Business (small = owner, medium and large = senior officer)
- Community leaders (e.g., Coaches, Scouts Canada, Girl Guides, Youth Clubs, YM/YWCA)
- Opinion leaders in ethnic communities or other community organizations

AND

- Are involved in their communities through various organizations, volunteerism or other form of active participation.

Hello, my name is _____. I'm calling from **(INSERT RECRUITING FIRM)**, a national marketing research firm. We're organizing a discussion group to explore current issues. **EXPLAIN FOCUS GROUPS.** About ten people like yourself will be taking part.

Participation is voluntary and all your answers are confidential. 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, (INSERT DAY), evening (INSERT DATE)? It will last two hours and you will receive \$100.00 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	
Tobacco Industry	1	2	
Legal profession	1	2	

IF YES TO ANY, THANK & TERMINATE

- 3) Which of the following areas describes where you work or volunteer your time?
- Education field (Teachers, councillors, etc.)
 - Child development, social or child care worker
 - Medical services field (Nurses, dentists)
 - Social services field
 - Business owner (small = owner, medium and large = senior officer)
 - Community leader (e.g., Coaches, Scouts Canada, Girl Guides, Youth clubs, YM/YWCA)
 - Opinion leaders in ethnic communities or other community organizations

IF YES TO ANY, CONTINUE

- 4) How involved, or how active, are you in your local community? (Provide example only if asked: "volunteer," "take a great deal of interest in local affairs," "or some other form of activism, e.g., coach, etc."). Would you say you are:
- Heavily involved 1 **CONTINUE**
 - Somewhat involved 2 **CONTINUE**
 - Not involved at all 3 **THANK & TERMINATE**

- 5) What age category do you fall in? (READ LIST and RECRUIT A GOOD MIX)

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

(MUST BE ARTICULATE AND RESPONSIVE)

- 6) 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 Q8

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

- 8) Which of the following best describes your level of education?

(RECRUIT A GOOD MIX)

High school or less	1
Some college/university	2
Graduated from college/university	3
Post graduate	4

- 9) Gender **(DO NOT ASK – BY OBSERVATION ONLY)**

Male	1
Female	2

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. Please ask for _____.

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

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 (General Population and Opinion Leaders)

August 15, 2001

Ver 1.1

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? For those that do (or did), ask what brand they smoke (smoked). ^{la} ^{lb}
- _____
- _____

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

3ab 3. True or false - light & mild cigarettes are not as bad for you as regular cigarettes? Why, why not? ^{3a} - 3b

4ab 4. Have you heard anything recently about light and mild cigarettes in the news. Who from? ^{4a} - 4b

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

6abc 6. 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? ^{6a} - 6b

C. Concept Reaction (The TV Execution that best represents the concept will be used) (30 minutes)

Display both concepts and hand out the questionnaire.

Instructions

- Concept 1 (TV Morgue storyboard) ** note, not the poster!
- Concept 2 (Cigarette pack spin – mild) ** note, not the poster!

7. *“Put your imagination hat on. You’re watching television and you see this ad. Unveil both executions simultaneously; tell them to take a few moments to study them. Remind them these are concepts not just ads.” Ask them to complete the questionnaire.*

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

7ab - In terms of eye-catching impact, which concept did you like best? 1 or 2. Why? ^{7a} 7b

8ab - Which concept did you find the most clear and understandable? 1 or 2. Why? ^{8a} 8b

9ab - Which concept appeals to you more on an emotional level? 1 or 2. Why? ^{9a} 9b

10ab - Which concept makes you think that the Government of Canada deserves your support in this initiative? 1 or 2. Why? ^{10a} 10b

11ab - Which one, if any, would best convince you to quit smoking or not take it up? 1 or 2. Why? ^{11a} 11b

**D. TV Storyboards and Poster (Display all other material)
(15 minutes)**

Keep the original TV execution displayed. Add the other TV executions and poster one by one and read the script. After each execution, ask the following questions:

12. 9. Obtain reaction to the illustrations and approach for each execution along the following criteria: credibility, relevance, believability, clarity, motivational, etc.

+1 per each
TV execution
+5

E. Scripts (Headlines, taglines and messages) (20 minutes)

13. 10. The moderator will read or hand out the text for each execution of the concepts. (Each participant will get the scripts for the print and TV ad for each concept.). Obtain reaction to the messages for each execution along the following criteria: credibility, relevance, believability, clarity, motivational, etc.

13e

13a

13b

13c

13d

Concept 1 (Morgue):

- Print
- TV

14a → e
(repeat 13)

Concept 2 (Cigarette Spin):

- Print
- TV

15a → e
(repeat 13)

- 16 11. Does this campaign make you better understand the health risk of "Light and Mild" tobacco descriptions?

- 17 12. Does this campaign make you better understand and support the Government of Canada's actions with the tobacco companies to remove the descriptors "Light and Mild" from cigarette packs.

- 18a 18b
18ab 13. For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke?

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

- 20ab 15. If you discovered the industry had misled you about light and mild cigarettes would that change your thoughts, beliefs or attitudes about the tobacco industry? About smoking? 20b 20a

- 21 16. Probe for final thoughts on the Concepts.

F. Call to Action (10 minutes)

- 21abc 17. How many of you would check out the web site? ^{21a} The 1-800 line? ^{21b} What are your ^{21c} expectations?

- 22ab 18. Who or what influences you when it comes to convincing you not to smoke? ^{22a}
Probe: friends, family, web sites, magazines, TV, personal research, health ^{22b}

G. Wrap-up (10 minutes)

- 23 19. Appoint a temporary moderator from participants. Ask group to summarize the focus group. Solicit questions from clients. Ask questions.

- 24 20. Do you have any final comments?

21. Thank you for your time.

Questionnaire

1. In terms of eye-catching impact, which concept did you like best?

- ☐ Concept 1 (TV Morgue)
- ☐ Concept 2 (Cigarette spin)
- ☐ Both
- ☐ Neither

2. Which concept did you find the most clear and understandable?

- ☐ Concept 1 (TV Morgue)
- ☐ Concept 2 (Cigarette spin)
- ☐ Both
- ☐ Neither

3. Which concept appeals to you more on an emotional level?

- ☐ Concept 1 (TV Morgue)
- ☐ Concept 2 (Cigarette spin)
- ☐ Both
- ☐ Neither

4. Describe in a sentence or two what you liked best about Morgue.

5. Describe in a sentence or two what you liked least about Morgue.

6. Describe in a sentence or two what you liked best about Cigarette Spin.

7. Describe in a sentence or two what you liked least about Cigarette Spin.

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	<i>AB</i>	<i>Aug 15</i>	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	<i>AB</i>	<i>Aug 15</i>	7:00				
3	<i>AB</i>	<i>Aug 15</i>	6:00	Quebec City	SOM 2136 Chemin Ste Foy, Ste Foy	418-687-8025 687-4788 F	Nadia Papineau-Couture
4	<i>AB</i>	<i>Aug 15</i>	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	<i>AB</i>	<i>Aug 16</i>	5:30	Winnipeg	Andrew Enns Western Opinion Research 806-213 Notre Dame Avenue	Andrew Enns 204-989-8999	Natalya Kuziak
12	<i>AB</i>	<i>Aug 16</i>	7:30				
13	GP	Aug 17	5:30				Larry Johnson
14	OL	Aug 17	7:30	Halifax	Omnifacts Research 2000 Barrington St. (Delta Halifax)	Jennifer Kidson 902-491-2526	Nadia Papineau-Couture
15	GP	Aug 17	5:00				
16	OL	Aug 17	7:00	Vancouver	Jan Peskett Creative Consumer Contact JMP Marketing 1685 Ingleton Ave Burnaby	Jan Peskett Brenda Viney 604-294-2422	Larry Johnson
17	GP	Aug 18 afternoon	1:30				
18	OL	Aug 18 afternoon	3:30				
19	<i>IN</i>	<i>Aug 21</i>	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



It's time to stop burying the truth.

If you believe that light and mild cigarettes are less lethal than regular ones, you could be dead wrong. Fact is, they can kill you just as quickly. And thinking otherwise can be a grave mistake.



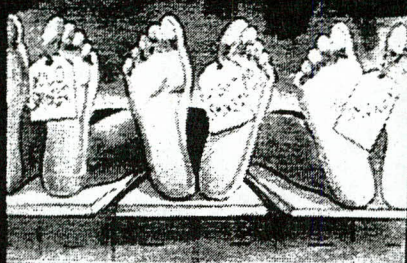
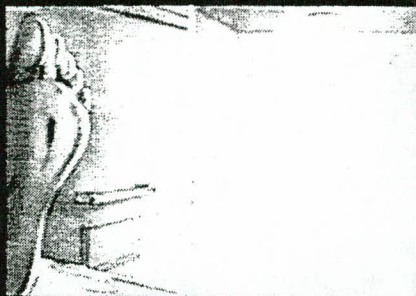
Health Canada
Santé Canada

For more information,
call 1-877-468-1313.

For more information,
visit www.healthcanada.gc.ca

or www.santecanada.gc.ca

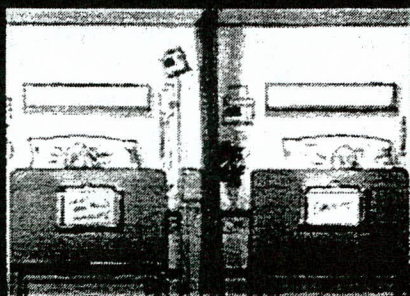
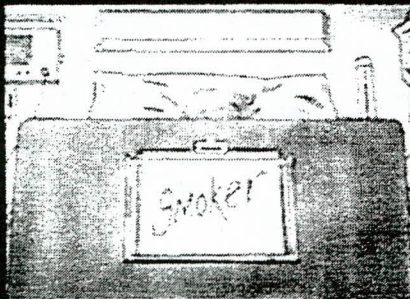
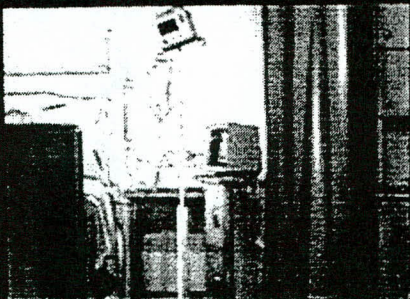
Canada



1 800 O Canada
1 800 622-6232

www.healthcanada.ca/tobacco

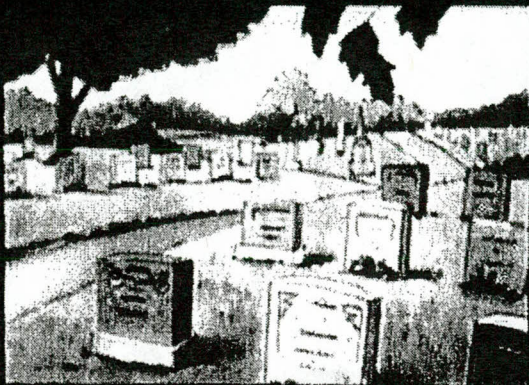
Canada



1 800 O Canada
1 800 622-6232

www.healthcanada.ca/tobacco

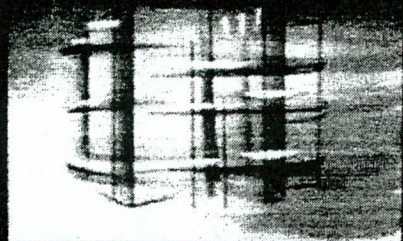
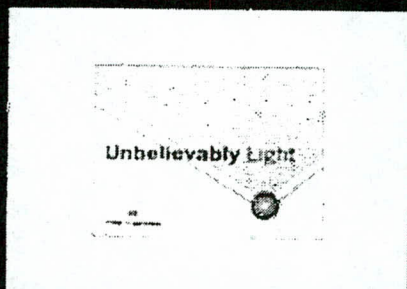
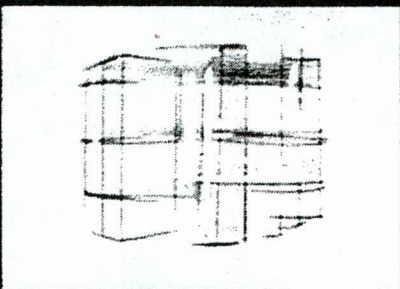
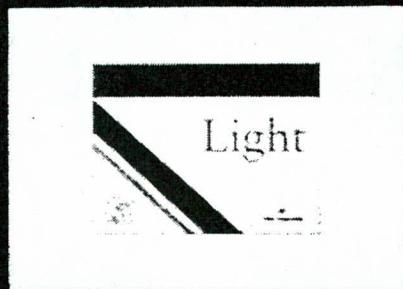
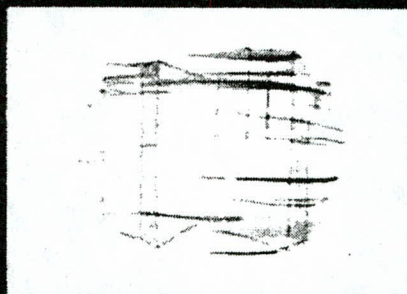
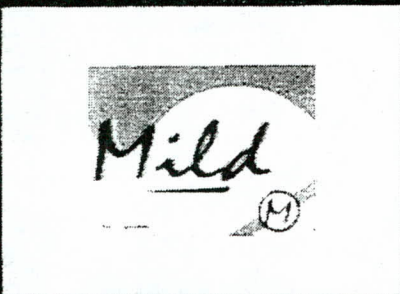
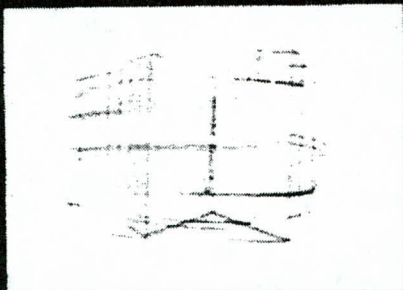
Canada



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1 800 622-6232

www.healthcanada.ca/tobacco

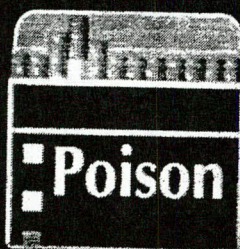
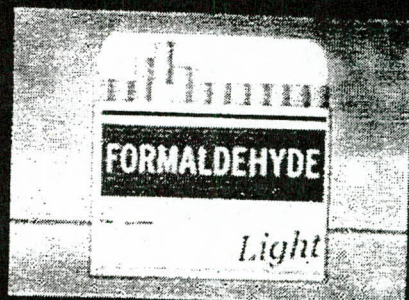
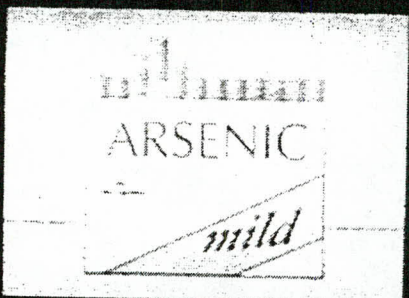
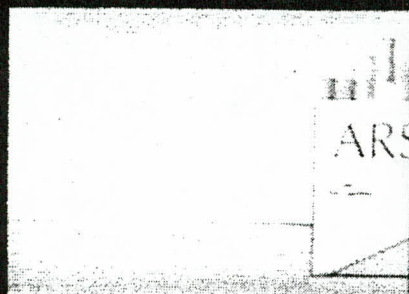
Canada



1 800 O Canada
1 800 622-6232

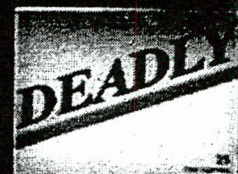
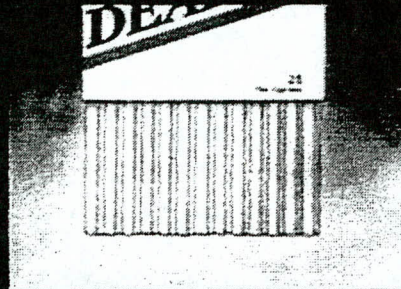
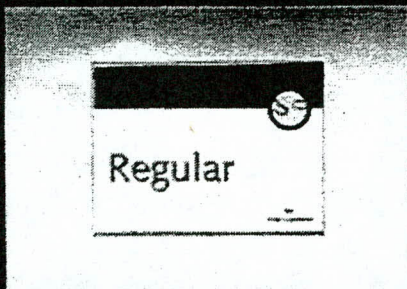
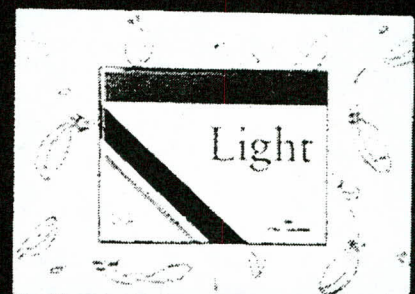
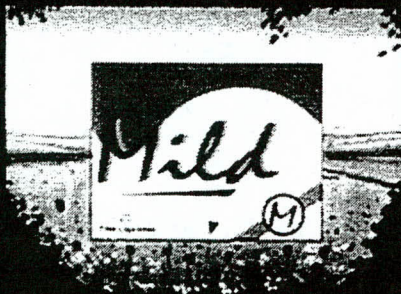
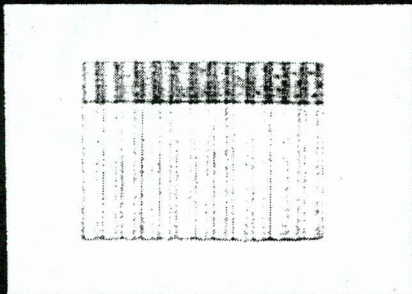
www.healthcanada.ca/tobacco

Canada



1 800 O Canada
1 800 622-6232
www.healthcanada.ca/tobacco

Canada



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1 800 622-6232

www.healthcanada.ca/tobacco

Canada