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**Qualitative Research With Focus Group Testing
of Social Marketing Creative Concepts for the
Second Hand Smoke Campaign**

Final Report of Focus Group Findings

POR-02-20

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Submitted to:

Health Canada

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✧ VANCOUVER ✧ TORONTO
✧ OTTAWA ✧ BATHURST, N.B.
✧ MONTREAL



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I. Introduction

POLLARA is pleased to present to Health Canada the following report of qualitative findings from focus groups testing second hand smoke advertising concepts as part of the Government of Canada's Tobacco Control Program.

A total of six (6) groups were conducted with mainstream Canadians on February 7 and 8, 2002, in Winnipeg, Toronto and Montreal. There were two groups in each city; one with smokers and one with non-smokers. Participants were randomly recruited from among the general population to participate in these discussions which lasted approximately 2 hours.

Both television and print advertisement executions from the "Target" and "Animals" campaigns were evaluated by each group. Within each of these campaigns were executions to address a "foundation" and a "home" message perspective. In total, groups tested four television executions and two print series which were comprised of 6 and 3 executions, respectively.

Due to the nature of qualitative research, findings should be considered as directional rather than as statistically significant.

II. Key Findings

General Discussion

Participants in each city expressed high levels of unaided recall of various Government of Canada Tobacco Control television advertisements, including “numbers” which is currently running on major networks.

Awareness of second hand smoke and familiarity with its effects was also high. In particular, all groups expressed awareness that second hand smoke is harmful to non-smokers who find themselves in close proximity to cigarette smoke. However, discussions revealed that audiences lacked certain information about second hand smoke, including its ability to travel, as well as its chemical composition. These types of information were new to many participants when revealed in both television and print ads.

Participants continue to draw a link between government emphasis on tobacco control and the need to reduce the strain on the nation’s health care system. Many offer the need to reduce health care costs in Canada as a top-of-mind reason for the government undertaking the tobacco control program.

Television Executions

“Target”

Ads featuring the “target” imagery proved to be the most effective among all audiences in terms of communicating the message about second hand smoke. In particular, participants in all groups found the “home” or “children” version of the target executions to be most compelling due to the child imagery. Some participants suggested that the vulnerability of children should be exaggerated as much as possible to maximize the effect of the ad.

A minority of participants in both Toronto and Winnipeg suggested that the appeal of the “home” target execution had somewhat limited appeal given the emphasis on the effects of second hand smoke on children. It was suggested that the ad would not necessarily resonate with viewers who do not have children. However, participants stressed that this was only a minor fault of the ad.

Appeal of the "wife" execution was limited given the lack of poignancy of the adult imagery. Participants suggested that adults are able to decide whether or not to subject themselves to second hand smoke, whereas children do not have this choice, nor are they likely to voice objection when a parent smokes.

Participants in all cities were particularly compelled by the use of the target imagery, as well as the word itself. It was felt that the concept was appropriate in this context and quite powerful at conveying the message.

The addition of statistics to this execution proved to be a valuable enhancement (1.6 million children are regularly exposed to second hand smoke), although many participants craved statistics with new information and a stronger impact. Moreover, participants in Toronto took issue with the word "regularly" as they felt it was non-descript and vague. There were also some participants in each group who suggested that the statistic would have more impact if it were expressed as a percentage of Canadian children who are exposed to second hand smoke. However, this sentiment was not universal as others in each center felt that the original expression of "1.6 million" is a significant figure, regardless of the percentage of children which it actually represents.

"Animals"

Reactions to the executions from the "Animal" campaign were mixed and less definitive than those for "Target". One of the major drawbacks of this campaign was the propensity of many participants (in Toronto and Montreal, in particular) to take the ads literally and consider the effects of second hand smoke on pets. While this provided new information and insight for some viewers, it prevented many from making the connection to the effects of second hand smoke on humans.

The humorous approach of the ads was received well by only a minority of participants in each center. In particular, images of dead animals were considered "over the top", thus detracting from the effectiveness of the ads. Moreover, some participants expressed concern regarding children seeing these ads and being upset by the images.

The “canary” execution met with less resistance than the “dog” version, however, many participants focused exclusively on the image of the bird and did not detect the metaphor implied. Even the addition of statistics proved problematic as some participants could not conceive of pets contracting cancer from second hand smoke. The mention of the chemicals in second hand smoke had greater resonance, but did little to enhance the relevance of the ad.

The “dog” execution was the least well received of all ads by the majority of participants. Once again, most were unable to grasp the metaphor implied in the ad. When the suggestion was made of adding a child in the backseat of the car, the relevance of the ad was somewhat enhanced, however many found the image of a child and a dead dog troublesome. The addition of statistics regarding the number of children exposed to second hand smoke was also viewed as a positive addition, however, the consensus remained that the image of the dead dog went too far and detracted from the overall effectiveness of the ad.

It should be noted that Winnipeg participants were able to see the dog as a metaphor for children, however, the addition of statistics detracted from the message for them as they considered the ad to be complete without the additional information.

Call to Action – Take it Outside

In general, there was quite a bit of push-back when it came to the call to action directed at smokers in each of the television executions. In particular, non-smokers saw it as capitulation on the part of the government who, in their view, appeared to be condoning smoking. Non-smokers, in particular, felt that the ads were missing the “don’t smoke” message which is so prevalent in the advertising they have seen in the past.

By comparison, some smokers were defensive when confronted with the message as many reported already “taking it outside” and not needing a reminder from the government. Other smokers were appreciative of the less “death” oriented nature of the call to action, to which they have become accustomed and desensitized. They reported fatigue at being “beat over the head” with messages of cancer and death. Their exposure to these facts make them wary of similar messages.

Overall, participants suggested a need for a message which put more emphasis on "responsibility" and "courtesy" on the part of the smoker, while at the same time clearly demonstrating that the government is not condoning smoking.

Tag-Line

The Tobacco Control Program Tag-Line "Tobacco. We can live without it." is generally well received by participants. Many felt it takes a positive approach, with an emphasis on life rather than death, which is appreciated.

Most also felt that it is complementary of the "Target" ads and should be carried on as part of the Tobacco Control Program. Montreal participants, however, were somewhat more resistant to the tag-line as they felt it did not grasp the serious nature of the target concept.

Print

Both the "foundation" and the "home" print series were well received. Each provided some new learning for audiences, while the series with statistics pertaining to the effect of second hand smoke on children was generally considered to be the most compelling.

In the foundation series, the two facts/ads which were considered to be the least effective were the ones that used the line: "Take it outside". Reasoning was similar to that cited during the evaluation of the television executions, as many considered this to be a signal that the government is condoning smoking. Moreover, smokers in Toronto suggested that "think of your loved ones" should be broadened to include others as second hand smoke affects all who are around smokers, not just their loved ones. Once again, participants felt the emphasis of the message should be on responsibility and courtesy, which they did not feel was adequately conveyed in the original wording of the call to action.

Foundation messages are ranked in order of preference (from most to least) according to all participants:

1. Exposure to second hand smoke can lead to lung cancer, heart disease and impaired breathing.
2. Smoking affects more than the smoker. Second hand smoke contains higher concentrations of chemicals than the smoke inhaled by the smoker.
3. Every cigarette you smoke affects those around you.
4. Second hand smoke contains over 4,000 chemicals, including benzene and formaldehyde.
5. Smoking? Think of your loved ones and take it outside.
6. Smoking? Think of your loved ones and put it out.

It should be noted that believability of all statements was generally high among non-smokers, although some smokers raised questions about some of the statistics presented in both of the print series. In particular, while non-smokers found the fact that "second hand smoke is more harmful than the smoke inhaled by the smoker" to be compelling new information, some smokers did not believe this fact and dismissed it as propaganda.

III. Recommendations

- Overall, the "Target" television campaign was the most well received in all cities and with all target audiences (smokers and non-smokers). In particular, the "home" execution was most compelling as it incorporated images and messages which pertained to the effects of second hand smoke on children.
- The appeal of the "Target" Home execution may be further broadened by incorporating other images to appeal to those who do not have children. Suggestions for augmenting the relevance of the ad included senior citizens and family pets (dog).
- The campaign which used animal imagery and humour to convey the issues pertaining to second hand smoke was less effective as some found the tone inappropriate, while others took the message too literally and did not grasp the human metaphor implied by the animals.
- While both television and print executions resonated with audiences, participants took issue with the call to action: "Take it outside". Many felt that this suggested the government condones smoking, rather than attempting to control the effects of tobacco use. Many felt that the "don't smoke" message prevalent in all other ad campaigns was missing from the second hand smoke messages and should be incorporated to maintain the consistency of the government's approach to tobacco use.
- It follows that participants found the print messages which incorporated the "take it outside" directive to be the least effective in the "foundation" print campaign.
- Audiences are most compelled by messages that reinforce the negative effects of tobacco use on children. The impact of these ads is further heightened by emphasizing the vulnerability of children.
- Also appealing are hard-hitting statistics that convey new information about the effects of cigarette smoke and second hand smoke.

**Recruiting Screener
Smoker**

February 7th - Toronto
 - Winnipeg
February 8th - Montreal

Time: Toronto/Winnipeg (6 p.m.), Montreal (12 p.m.)
Incentive: \$50.00
Recruit 12 participants for 8-10 to show

Respondent's name: _____

Respondent's phone #: work _____ home _____

Hello, my name is _____. I'm calling from POLLARA, the national public opinion research organization. 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 on _____
(February 7th in Toronto/Winnipeg or February 8th in Montreal) at 6:00pm
(Toronto/Winnipeg)/ 12:00 (Montreal)? 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. Which of the following categories do you fit in? (READ LIST and RECRUIT A
GOOD MIX)

Non-smoker	1	THANK AND TERMINATE
Smoker	2	CONTINUE

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 6 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	(no more than 6)
Female	2	(no more than 6)

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!

Recruiting Screener
Non-Smoker

February 7th - Toronto
 - Winnipeg
February 8th - Montreal

Time: 8 p.m. (Toronto/Winnipeg)/ 5:30 (Montreal)

Incentive: \$50.00

Recruit 12 participants for 8-10 to show

Respondent's name: _____

Respondent's phone #: work _____ home _____

Hello, my name is _____. I'm calling from POLLARA, the national public opinion research organization. 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 on _____
(February 7th in Toronto/Winnipeg or February 8th in Montreal) at 8:00pm
(Toronto/Winnipeg)/ 5:30 (Montreal)? 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. Which of the following categories do you fit in? (READ LIST and RECRUIT A
GOOD MIX)

Non-smoker	1	CONTINUE
Smoker	2	THANK AND TERMINATE

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 6 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	(no more than 6)
Female	2	(no more than 6)

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!

Moderator Guide

Focus Group Testing of Second Hand Smoke Concepts "Animals" and "Target" and Visuals

(Smokers and non-smokers)
February 7th and 8th, 2002

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 (if appropriate)
- Confidentiality of their comments.
- Role of moderator is to keep everyone on track, make sure we get through our questions in time allotted
- All opinions are important, no right or wrong answer.

Today/tonight I'm going to show you some ads about tobacco. I would like to get your opinion on them. These are rough cuts, not finished products. To start, we have four television and two series of print ads that are being considered.

1. • Before we begin, what kind of things have you been hearing about lately in the news about tobacco and smoking?
- 2a → c • What about second hand smoke? ^{2a} Does everybody know what this means? ^{2b}
What do you know about second hand smoke? ^{2c}
- 3a → c • (SMOKERS) What kinds of things do you know about second hand smoke and the dangers it poses to non-smokers? ^{3a} Are these dangers real? ^{3b} How serious are they? ^{3c}
- 4 • Why do you think you have been hearing about these things?
- 5a → c • What kinds of things have you heard about the effects of smoking? ^{5a} What about the effects of second hand smoke? ^{5b} (PROBE FOR: Health effects; number of deaths) ^{5c}

(11)

B. Television Executions – Storyboards and Script

"Put your imagination hat on. You're sitting at home watching television, the program you are watching goes to commercial break – maybe you get up to go to the kitchen, whatever it is that you normally do when the commercials come on. And imagine this ad comes on."

Exposure and Reaction: "Target" (2 television) (20 minutes)

- Read script and show visuals for Version 1

Complete worksheet for Version 1

- Read script and show visuals for Version 2

Complete worksheet for version 2

MODERATOR TO LEAD DISCUSSION

For each execution ask:

- 6ab • What first came to mind when you saw this ad? (PROBE) What was it about the ad that caused you to think that way? 6a 6b
- 7ab • What were the main messages being conveyed by these ads? 7a
- SEE PROBE AT BOTTOM OF SCRIPT REGARDING ADDITIONAL FACTS 7b

General Discussion:

- 8ab • How did you rank the effectiveness of each ad catching your eye? Which of the ads did the best job of catching your attention? 8a 8b
- 9ab • How did you rank each ad in terms of believability? Which was most believable? 9a 9b
- 10ab • How did you rank each ad in terms of emotional impact? Which one had the most emotional impact for you personally? 10a 10b
- 11ab • How did you rank each of the ads in terms of their overall effectiveness in conveying the message? Which one was most effective? 11a 11b

(12)

Exposure and Reaction: "Animals" (2 television) (20 minutes)

12. PROBE TO FIND OUT IF AUDIENCES THINK HUMOUR IS AN APPROPRIATE APPROACH FOR THIS SUBJECT

- Read script and show visuals for Version 3

Complete worksheet for Version 3

- Read script and show visuals for Version 4

Complete worksheet for version 4 and questions on campaign preference.

MODERATOR TO LEAD DISCUSSION

For each execution ask:

- 13b • What first came to mind when you saw this ad? (PROBE) What was it about the ad that caused you to think that way? 13b
- 14 • What were the main messages being conveyed by these ads?

General Discussion:

- 15b • How did you rank the effectiveness of each ad catching your eye? Which of the ads did the best job of catching your attention? 15b
- 16ab • How did you rank each ad in terms of believability? Which was most believable? 16a
- 17ab • How did you rank each ad in terms of emotional impact? Which one had the most emotional impact for you personally? 17b
- 18abc • How did you rank each of the ads in terms of their overall effectiveness in conveying the message? Which one was most effective? 18b
- SEE PROBE AT BOTTOM OF SCRIPT REGARDING ADDITIONAL FACTS 18c

About most effective campaign:

- 19ab • Which of the ads do you think would be most effective at convincing people of the dangers associated with second hand smoke? Why? 19a
- 20abc • Does seeing this ad make you more concerned about the effects of second hand smoke or does it have no impact at all on you impression of the effects of second hand smoke? Why/Why not? 20a 20b

20

- Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL) ^{20c}

- 21ab • Which of the two sets of ads you just saw did you prefer? Why? ^{21a 21b}

C. Tag-Line and Call to Action (10 minutes)

- 22 • SHOW TAG-LINE BOARD - Have you seen or heard this phrase before?
- 23ab • Do you think it fits well with the ads you saw here? Does it fit better with some and less well with others? ^{23a 23b}
- 24 • Is it an effective way to convey the message?
- 25 • CALL TO ACTION: Take it outside – What did you think of this phrase? ²⁵
- 26 • Did you think this is an appropriate suggestion to make at the end of these ads?
- 27a-d • (SMOKERS) How did you feel about this line? Do you think this is an effective approach? Are you likely to think about this next time you light a cigarette at home or out with others? (PROBE FOR POSSIBLE "BLAMING THE VICTIM" SENTIMENT) ^{27a 27b 27c 27d}

D. Print Executions (30 minutes)

The moderator will display the copies of print executions in rotation. Obtain reaction to the messages for each execution along the following criteria: credibility, relevance, believability, clarity, motivational, etc.

- Display print series Foundation

Complete worksheet for Foundation

- Display print series Home

Complete worksheet for Home

General Discussion:

For Foundation:

- 28a-c • How did you rank the different facts/ads in terms of how hard hitting they were to you personally? Which of the facts/ads was most hard hitting? Why? ^{28a 28b 28c}

(15)

- 30a7c
- How believable were the facts presented to you in these ads? Were any more 30a
believable than others? Why? 30c

- 31a7c
- On the whole, did the series of facts/ads make an impression on you? What part 31a
was most effective at making that impression? 31b
 - PROBE FOR TOP 3-4 FACT/ADS 31c

For Home:

- 32a7c
- How did you rank the different facts/ads in terms of how hard hitting they were 32a
to you personally? Which of the facts/ads was most hard hitting? Why? 32b 32c
 - How believable were the facts presented to you in these ads? Were any more 33a
believable than others? Why? 33b 33c
 - On the whole, did the series of facts/ads make an impression on you? What part 34a
was most effective at making that impression? 34b

General Discussion of Both Concepts:

- 35
- Which television ad fits best with the print ads you just saw?
 - Does seeing these ads make you more concerned about the effects of second 36a
hand smoke or does it have no impact at all on you impression of the effects of 36b
second hand smoke? Why/Why not? 36c
 - Which of the ads do you think would be most effective at convincing people of 37a
the dangers associated with second hand smoke? Why? 37b

E. Overall campaign (20 minutes)

- 38a7c
- Do these campaigns help you better understand the health risks associated with 38a
second hand smoke? Is one more effective than the other? Why? 38b 38c
 - Have these ads told you anything about second hand smoke that you didn't 39
know before seeing them?
 - The Government of Canada wants to make people more aware of the risks 40a
associated with second hand smoke. Why do you think they want to do that? 40a
Should they be involved? Why, why not? 40c
 - How familiar are you with the federal government's Tobacco Control Program? 41
41
 - Is this an effective way of convincing Canadians of the health crisis associated 42a
with tobacco use? What do you like about it? What do you dislike about it? 42c
 - Does this make you think we need stronger measures to reduce tobacco use? 43

(31)

44ab

- (SMOKERS) Do these ads make you think about the impact of smoking on others around you? Which was most effective at doing this? 44b

44a

45

- (NON-SMOKERS) For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking, or at least not smoke while they are around you?

F. Wrap-up (10 minutes)

- Moderator to solicit questions from clients. Ask questions.

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- Do you have any final comments?
- Thank you for your time.

TV #1

1. Please jot down a sentence or so about what ad #1 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

2. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

3. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

4. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

5. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #2

6. Please jot down a sentence or so about what ad #2 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10 scale.

7. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

8. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

9. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

10. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #3

11. Please jot down a sentence or so about what ad #3 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

12. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

13. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

14. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

15. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #4

16. Please jot down a sentence or so about what ad #4 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

17. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

18. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

19. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

20. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

Campaign Preference

21. Thinking of both campaigns, which do you think would be most effective at conveying the message about the dangers of second hand smoke?

☐ 1
☐ 2
☐ Same
☐ None

22. Which campaign do you think would be most effective at convincing smokers to change their behaviour so they don't expose others to second hand smoke?

☐ 1
☐ 2
☐ Same
☐ None

Print Series #1

23. Please jot down a sentence or so about what the series of ads is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

24. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this series of ads at catching your attention?

1 2 3 4 5 6 7 8 9 10

25. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

26. Please rank the ads/facts in the order in which they had the greatest impact with you personally. You may do this by placing a number beside the facts from 1 to 6 where 1 represents the fact with the greatest impact and 6 represents the fact with the least impact.

- _____ Exposure to second hand smoke can lead to lung cancer, heart disease and impaired breathing.
- _____ Smoking affects more than the smoker. Second hand smoke contains higher concentrations of chemicals than the smoke inhaled by the smoker.
- _____ Every cigarette you smoke affects those around you.
- _____ Smoking? Think of your loved ones and take it outside.
- _____ Smoking? Think of your loved ones and put it out.
- _____ Second hand smoke contains over 4,000 chemicals, including benzene and formaldehyde.

Print Series #2

27. Please jot down a sentence or so about what the series of ads is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

28. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this series of ads at catching your attention?

1 2 3 4 5 6 7 8 9 10

29. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

30. Please rank the ads/facts in the order in which they had the greatest impact with you personally. You may do this by placing a number beside the facts from 1 to 3 where 1 represents the fact with the greatest impact and 3 represents the fact with the least impact.

- _____ Over 1.6 million Canadian children are regularly exposed to second hand smoke.
- _____ Children exposed to second hand smoke are more likely to develop impaired lung functions, ear infections and more.
- _____ Children exposed to second hand smoke are more likely to develop chronic respiratory illnesses.

CODING SUMMARY SHEET FOR PARTS B, C, D & H (Summer 2008)				Report Code: 1020203.20		complete <u>incomplete</u>	
				Temps de codage: 15 min		Missing = Ex Sum	
Coder's Name: MC Bisson				Report Title: Qualitative Research with FG testing of social Marketing Creative Concepts for the SHS Campaign			
Date de Conciliation:							
				Highlight:	Survey	<u>Focus Group</u>	
PART B Characteristics of the Survey							
v1	v2	v3	v4	v5	v6	v7	v8
report code	0	1	1	title	client	polling firm	2002/02
PART C: Methodology Details							
v9	v10	v11	v12	v13 No. Pages/ Main Q	v13B No. Pages all	v14	v15
0	0	1	1	6	20	3	0
v16	A v17 B	v18	v19	v20	v21	v22	v23
6	8-10 code 9	1	1	9	0	1	0
PART D: TECHNICAL STANDARDS QUALITY CRITERIA (0 OR 1 CODES)							
v24 (see v4)	v25 (see v7)	v26	v27	v28 (see v9&v11)	v29	v30 (see v14)	v31
1	1	0	0	1	1	1	0
v32 (see v18)	v33 (see v16)	v34 (see v17)	v35	v36	v37	v38	v39
1	1	1	1	0	1	8	1
v40	v41	v42	v43 (see v19)	v44	v45		
8	1	1	1	1	1		
PART H: INTENDED USES & POLICY CYCLE							
Note: The sum of variables 64 to 67 = variable 63							
Variable	V63 objectives (No.)	V64 instrumental (No.)	V65 conceptual (No.)	V66 strategic (No.)	V67 managerial / monitoring / evaluation (No.)	V68 "to evaluate" (Code)	V69 policy cycle (Code)
Frequency or Code	0	0	0	0	0	0	0
Justification (Please refer to the page, paragraph, key words							
Comments: v44 : p10							

PORG-771 FY20

1020203

B1

**Qualitative Research With Focus Group Testing
of Social Marketing Creative Concepts for the
Second Hand Smoke Campaign**

Final Report of Focus Group Findings

POR-02-20

February 2002

Submitted to:

Health Canada

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✧ VANCOUVER ✧ TORONTO
✧ OTTAWA ✧ BATHURST, N.B.
✧ MONTREAL



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I. Introduction

POLLARA is pleased to present to Health Canada the following report of qualitative findings from focus groups testing second hand smoke advertising concepts as part of the Government of Canada's Tobacco Control Program.

A total of six (6) groups were conducted with mainstream Canadians on February 7 and 8, 2002, in Winnipeg, Toronto and Montreal. There were two groups in each city; one with smokers and one with non-smokers. Participants were randomly recruited from among the general population to participate in these discussions which lasted approximately 2 hours.

Both television and print advertisement executions from the "Target" and "Animals" campaigns were evaluated by each group. Within each of these campaigns were executions to address a "foundation" and a "home" message perspective. In total, groups tested four television executions and two print series which were comprised of 6 and 3 executions, respectively.

Due to the nature of qualitative research, findings should be considered as directional rather than as statistically significant.

II. Key Findings

General Discussion

Participants in each city expressed high levels of unaided recall of various Government of Canada Tobacco Control television advertisements, including "numbers" which is currently running on major networks.

Awareness of second hand smoke and familiarity with its effects was also high. In particular, all groups expressed awareness that second hand smoke is harmful to non-smokers who find themselves in close proximity to cigarette smoke. However, discussions revealed that audiences lacked certain information about second hand smoke, including its ability to travel, as well as its chemical composition. These types of information were new to many participants when revealed in both television and print ads.

Participants continue to draw a link between government emphasis on tobacco control and the need to reduce the strain on the nation's health care system. Many offer the need to reduce health care costs in Canada as a top-of-mind reason for the government undertaking the tobacco control program.

Television Executions

"Target"

Ads featuring the "target" imagery proved to be the most effective among all audiences in terms of communicating the message about second hand smoke. In particular, participants in all groups found the "home" or "children" version of the target executions to be most compelling due to the child imagery. Some participants suggested that the vulnerability of children should be exaggerated as much as possible to maximize the effect of the ad.

A minority of participants in both Toronto and Winnipeg suggested that the appeal of the "home" target execution had somewhat limited appeal given the emphasis on the effects of second hand smoke on children. It was suggested that the ad would not necessarily resonate with viewers who do not have children. However, participants stressed that this was only a minor fault of the ad.

Appeal of the "wife" execution was limited given the lack of poignancy of the adult imagery. Participants suggested that adults are able to decide whether or not to subject themselves to second hand smoke, whereas children do not have this choice, nor are they likely to voice objection when a parent smokes.

Participants in all cities were particularly compelled by the use of the target imagery, as well as the word itself. It was felt that the concept was appropriate in this context and quite powerful at conveying the message.

The addition of statistics to this execution proved to be a valuable enhancement (1.6 million children are regularly exposed to second hand smoke), although many participants craved statistics with new information and a stronger impact. Moreover, participants in Toronto took issue with the word "regularly" as they felt it was non-descript and vague. There were also some participants in each group who suggested that the statistic would have more impact if it were expressed as a percentage of Canadian children who are exposed to second hand smoke. However, this sentiment was not universal as others in each center felt that the original expression of "1.6 million" is a significant figure, regardless of the percentage of children which it actually represents.

"Animals"

Reactions to the executions from the "Animal" campaign were mixed and less definitive than those for "Target". One of the major drawbacks of this campaign was the propensity of many participants (in Toronto and Montreal, in particular) to take the ads literally and consider the effects of second hand smoke on pets. While this provided new information and insight for some viewers, it prevented many from making the connection to the effects of second hand smoke on humans.

The humorous approach of the ads was received well by only a minority of participants in each center. In particular, images of dead animals were considered "over the top", thus detracting from the effectiveness of the ads. Moreover, some participants expressed concern regarding children seeing these ads and being upset by the images.

The "canary" execution met with less resistance than the "dog" version, however, many participants focused exclusively on the image of the bird and did not detect the metaphor implied. Even the addition of statistics proved problematic as some participants could not conceive of pets contracting cancer from second hand smoke. The mention of the chemicals in second hand smoke had greater resonance, but did little to enhance the relevance of the ad.

The "dog" execution was the least well received of all ads by the majority of participants. Once again, most were unable to grasp the metaphor implied in the ad. When the suggestion was made of adding a child in the backseat of the car, the relevance of the ad was somewhat enhanced, however many found the image of a child and a dead dog troublesome. The addition of statistics regarding the number of children exposed to second hand smoke was also viewed as a positive addition, however, the consensus remained that the image of the dead dog went too far and detracted from the overall effectiveness of the ad.

It should be noted that Winnipeg participants were able to see the dog as a metaphor for children, however, the addition of statistics detracted from the message for them as they considered the ad to be complete without the additional information.

Call to Action – Take it Outside

In general, there was quite a bit of push-back when it came to the call to action directed at smokers in each of the television executions. In particular, non-smokers saw it as capitulation on the part of the government who, in their view, appeared to be condoning smoking. Non-smokers, in particular, felt that the ads were missing the "don't smoke" message which is so prevalent in the advertising they have seen in the past.

By comparison, some smokers were defensive when confronted with the message as many reported already "taking it outside" and not needing a reminder from the government. Other smokers were appreciative of the less "death" oriented nature of the call to action, to which they have become accustomed and desensitized. They reported fatigue at being "beat over the head" with messages of cancer and death. Their exposure to these facts make them wary of similar messages.

Overall, participants suggested a need for a message which put more emphasis on "responsibility" and "courtesy" on the part of the smoker, while at the same time clearly demonstrating that the government is not condoning smoking.

Tag-Line

The Tobacco Control Program Tag-Line "Tobacco. We can live without it." is generally well received by participants. Many felt it takes a positive approach, with an emphasis on life rather than death, which is appreciated.

Most also felt that it is complementary of the "Target" ads and should be carried on as part of the Tobacco Control Program. Montreal participants, however, were somewhat more resistant to the tag-line as they felt it did not grasp the serious nature of the target concept.

Print

Both the "foundation" and the "home" print series were well received. Each provided some new learning for audiences, while the series with statistics pertaining to the effect of second hand smoke on children was generally considered to be the most compelling.

In the foundation series, the two facts/ads which were considered to be the least effective were the ones that used the line: "Take it outside". Reasoning was similar to that cited during the evaluation of the television executions, as many considered this to be a signal that the government is condoning smoking. Moreover, smokers in Toronto suggested that "think of your loved ones" should be broadened to include others as second hand smoke affects all who are around smokers, not just their loved ones. Once again, participants felt the emphasis of the message should be on responsibility and courtesy, which they did not feel was adequately conveyed in the original wording of the call to action.

Foundation messages are ranked in order of preference (from most to least) according to all participants:

1. Exposure to second hand smoke can lead to lung cancer, heart disease and impaired breathing.
2. Smoking affects more than the smoker. Second hand smoke contains higher concentrations of chemicals than the smoke inhaled by the smoker.
3. Every cigarette you smoke affects those around you.
4. Second hand smoke contains over 4,000 chemicals, including benzene and formaldehyde.
5. Smoking? Think of your loved ones and take it outside.
6. Smoking? Think of your loved ones and put it out.

It should be noted that believability of all statements was generally high among non-smokers, although some smokers raised questions about some of the statistics presented in both of the print series. In particular, while non-smokers found the fact that "second hand smoke is more harmful than the smoke inhaled by the smoker" to be compelling new information, some smokers did not believe this fact and dismissed it as propaganda.

III. Recommendations

- Overall, the "Target" television campaign was the most well received in all cities and with all target audiences (smokers and non-smokers). In particular, the "home" execution was most compelling as it incorporated images and messages which pertained to the effects of second hand smoke on children.
- The appeal of the "Target" Home execution may be further broadened by incorporating other images to appeal to those who do not have children. Suggestions for augmenting the relevance of the ad included senior citizens and family pets (dog).
- The campaign which used animal imagery and humour to convey the issues pertaining to second hand smoke was less effective as some found the tone inappropriate, while others took the message too literally and did not grasp the human metaphor implied by the animals.
- While both television and print executions resonated with audiences, participants took issue with the call to action: "Take it outside". Many felt that this suggested the government condones smoking, rather than attempting to control the effects of tobacco use. Many felt that the "don't smoke" message prevalent in all other ad campaigns was missing from the second hand smoke messages and should be incorporated to maintain the consistency of the government's approach to tobacco use.
- It follows that participants found the print messages which incorporated the "take it outside" directive to be the least effective in the "foundation" print campaign.
- Audiences are most compelled by messages that reinforce the negative effects of tobacco use on children. The impact of these ads is further heightened by emphasizing the vulnerability of children.
- Also appealing are hard-hitting statistics that convey new information about the effects of cigarette smoke and second hand smoke.

**Recruiting Screener
Smoker**

February 7th - Toronto
 - Winnipeg
February 8th - Montreal

Time: Toronto/Winnipeg (6 p.m.), Montreal (12 p.m.)
Incentive: \$50.00
Recruit 12 participants for 8-10 to show

Respondent's name: _____

Respondent's phone #: work _____ home _____

Hello, my name is _____. I'm calling from POLLARA, the national public opinion research organization. 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 on _____
(February 7th in Toronto/Winnipeg or February 8th in Montreal) at 6:00pm
(Toronto/Winnipeg)/ 12:00 (Montreal)? 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. Which of the following categories do you fit in? (READ LIST and RECRUIT A
GOOD MIX)

Non-smoker	1	THANK AND TERMINATE
Smoker	2	CONTINUE

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 6 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	(no more than 6)
Female	2	(no more than 6)

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!

**Recruiting Screener
Non-Smoker**

February 7th - Toronto
 - Winnipeg
February 8th - Montreal

Time: 8 p.m. (Toronto/Winnipeg)/ 5:30 (Montreal)

Incentive: \$50.00

Recruit 12 participants for 8-10 to show

Respondent's name: _____

Respondent's phone #: work _____ home _____

Hello, my name is _____. I'm calling from POLLARA, the national public opinion research organization. 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 on _____
(February 7th in Toronto/Winnipeg or February 8th in Montreal) at 8:00pm
(Toronto/Winnipeg)/ 5:30 (Montreal)? 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. Which of the following categories do you fit in? (READ LIST and RECRUIT A
GOOD MIX)

Non-smoker	1	CONTINUE
Smoker	2	THANK AND TERMINATE

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 6 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	(no more than 6)
Female	2	(no more than 6)

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!

Moderator Guide

Focus Group Testing of Second Hand Smoke Concepts "Animals" and "Target" and Visuals

(Smokers and non-smokers)

February 7th and 8th, 2002

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 (if appropriate)
- Confidentiality of their comments.
- Role of moderator is to keep everyone on track, make sure we get through our questions in time allotted
- All opinions are important, no right or wrong answer.

Today/tonight I'm going to show you some ads about tobacco. I would like to get your opinion on them. These are rough cuts, not finished products. To start, we have four television and two series of print ads that are being considered.

- 1 • Before we begin, what kind of things have you been hearing about lately in the news about tobacco and smoking?
- 2a → c • What about second hand smoke? 2a Does everybody know what this means? 2b
2c What do you know about second hand smoke? 2c
- 3a → c • (SMOKERS) What kinds of things do you know about second hand smoke and the dangers it poses to non-smokers? 3a Are these dangers real? 3b How serious are they? 3c
- 4 • Why do you think you have been hearing about these things?
- 5a → c • What kinds of things have you heard about the effects of smoking? 4a What about the effects of second hand smoke? (PROBE FOR: Health effects; number of deaths) 4b 4c

B. Television Executions – Storyboards and Script

"Put your imagination hat on. You're sitting at home watching television, the program you are watching goes to commercial break – maybe you get up to go to the kitchen, whatever it is that you normally do when the commercials come on. And imagine this ad comes on."

Exposure and Reaction: "Target" (2 television) (20 minutes)

- Read script and show visuals for Version 1

Complete worksheet for Version 1

- Read script and show visuals for Version 2

Complete worksheet for version 2

MODERATOR TO LEAD DISCUSSION

For each execution ask:

- 6ab* • What first came to mind when you saw this ad? ^{6a} (PROBE) What was it about the ad that caused you to think that way? ^{6b}
- 7ab* • What were the main messages being conveyed by these ads? ^{7a}
- SEE PROBE AT BOTTOM OF SCRIPT REGARDING ADDITIONAL FACTS ^{7b}

General Discussion:

- 8ab* • How did you rank the effectiveness of each ad catching your eye? ^{8a} Which of the ads did the best job of catching your attention? ^{8b}
- 9ab* • How did you rank each ad in terms of believability? ^{9a} Which was most believable? ^{9b}
- 10ab* • How did you rank each ad in terms of emotional impact? ^{10a} Which one had the most emotional impact for you personally? ^{10b}
- 11ab* • How did you rank each of the ads in terms of their overall effectiveness in conveying the message? ^{11a} Which one was most effective? ^{11b}

Exposure and Reaction: "Animals" (2 television) (20 minutes)

12 PROBE TO FIND OUT IF AUDIENCES THINK HUMOUR IS AN APPROPRIATE APPROACH FOR THIS SUBJECT

- Read script and show visuals for Version 3

Complete worksheet for Version 3

- Read script and show visuals for Version 4

Complete worksheet for version 4 and questions on campaign preference.

MODERATOR TO LEAD DISCUSSION

For each execution ask:

13a What first came to mind when you saw this ad? (PROBE) 13b What was it about the ad that caused you to think that way?

14 What were the main messages being conveyed by these ads?

General Discussion:

- 15a How did you rank the effectiveness of each ad catching your eye? 15b Which of the ads did the best job of catching your attention? 15c
- 16a How did you rank each ad in terms of believability? 16b Which was most believable? 16c
- 17a How did you rank each ad in terms of emotional impact? 17b Which one had the most emotional impact for you personally? 17c
- 18a How did you rank each of the ads in terms of their overall effectiveness in conveying the message? 18b Which one was most effective? 18c
- SEE PROBE AT BOTTOM OF SCRIPT REGARDING ADDITIONAL FACTS 18c

About most effective campaign:

- 19a Which of the ads do you think would be most effective at convincing people of the dangers associated with second hand smoke? Why? 19b
- 20a Does seeing this ad make you more concerned about the effects of second hand smoke or does it have no impact at all on your impression of the effects of second hand smoke? Why/Why not? 20b

- Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL) ^{20c}

- ^{21a} 21ab • Which of the two sets of ads you just saw did you prefer? Why? ^{21b}

C. Tag-Line and Call to Action (10 minutes)

- ²² 22 • SHOW TAG-LINE BOARD - Have you seen or heard this phrase before?

- Do you think it fits well with the ads you saw here? Does it fit better with some and less well with others? ^{23a} ^{23b}

- ²⁴ 24 • Is it an effective way to convey the message?

- ²⁵ 25 • CALL TO ACTION: Take it outside – What did you think of this phrase? ²⁵

- ²⁶ 26 • Did you think this is an appropriate suggestion to make at the end of these ads?

- (SMOKERS) How did you feel about this line? ^{27a} Do you think this is an effective approach? Are you likely to think about this next time you light a cigarette at home or out with others? (PROBE FOR POSSIBLE "BLAMING THE VICTIM" SENTIMENT) ^{27b} ^{27c} ^{27d}

D. Print Executions (30 minutes)

The moderator will display the copies of print executions in rotation. Obtain reaction to the messages for each execution along the following criteria: credibility, relevance, believability, clarity, motivational, etc.

- Display print series Foundation

Complete worksheet for Foundation

- Display print series Home

Complete worksheet for Home

General Discussion:

For Foundation:

- ^{28a} 28a • How did you rank the different facts/ads in terms of how hard hitting they were to you personally? Which of the facts/ads was most hard hitting? Why? ^{28b} ^{28c}

30a7c

- How believable were the facts presented to you in these ads? Were any more^{30a} believable than others? Why? 30c

31a7c

- On the whole, did the series of facts/ads make an impression on you? What part was most effective at making that impression? 31b

- PROBE FOR TOP 3-4 FACT/ADS 31c

For Home:

32a7c

- How did you rank the different facts/ads in terms of how hard hitting they were to you personally? Which of the facts/ads was most hard hitting? Why?

33a7c

- How believable were the facts presented to you in these ads? Were any more believable than others? Why? 33c

34a7c

- On the whole, did the series of facts/ads make an impression on you? What part was most effective at making that impression? 34b

General Discussion of Both Concepts:

35

- Which television ad fits best with the print ads you just saw?

36a7c

- Does seeing these ads make you more concerned about the effects of second hand smoke or does it have no impact at all on your impression of the effects of second hand smoke? Why/Why not? 36b

37a7c

- Which of the ads do you think would be most effective at convincing people of the dangers associated with second hand smoke? Why? 37b

E. Overall campaign (20 minutes)

38a7c

- Do these campaigns help you better understand the health risks associated with second hand smoke? Is one more effective than the other? Why? 38c

39

- Have these ads told you anything about second hand smoke that you didn't know before seeing them?

40a7c

- The Government of Canada wants to make people more aware of the risks associated with second hand smoke. Why do you think they want to do that? 40a
- Should they be involved? Why, why not? 40c

41

- How familiar are you with the federal government's Tobacco Control Program? 41

42a7c

- Is this an effective way of convincing Canadians of the health crisis associated with tobacco use? What do you like about it? What do you dislike about it? 42c

43

- Does this make you think we need stronger measures to reduce tobacco use?

44ab

- (SMOKERS) Do these ads make you think about the impact of smoking on others around you? Which was most effective at doing this? 44b

44a

45

- (NON-SMOKERS) For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking, or at least not smoke while they are around you?

F. Wrap-up (10 minutes)

- Moderator to solicit questions from clients. Ask questions.

46

- Do you have any final comments?

- Thank you for your time.

TV #1

1. Please jot down a sentence or so about what ad #1 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

2. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

3. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

4. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

5. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #2

6. Please jot down a sentence or so about what ad #2 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10 scale.

7. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

8. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

9. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

10. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #3

11. Please jot down a sentence or so about what ad #3 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

12. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

13. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

14. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

15. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #4

16. Please jot down a sentence or so about what ad #4 is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

17. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

18. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

19. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

20. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

Campaign Preference

21. Thinking of both campaigns, which do you think would be most effective at conveying the message about the dangers of second hand smoke?

☐ 1
☐ 2
☐ Same
☐ None

22. Which campaign do you think would be most effective at convincing smokers to change their behaviour so they don't expose others to second hand smoke?

☐ 1
☐ 2
☐ Same
☐ None

Print Series #1

23. Please jot down a sentence or so about what the series of ads is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

24. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this series of ads at catching your attention?

1 2 3 4 5 6 7 8 9 10

25. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

26. Please rank the ads/facts in the order in which they had the greatest impact with you personally. You may do this by placing a number beside the facts from 1 to 6 where 1 represents the fact with the greatest impact and 6 represents the fact with the least impact.

- _____ Exposure to second hand smoke can lead to lung cancer, heart disease and impaired breathing.
- _____ Smoking affects more than the smoker. Second hand smoke contains higher concentrations of chemicals than the smoke inhaled by the smoker.
- _____ Every cigarette you smoke affects those around you.
- _____ Smoking? Think of your loved ones and take it outside.
- _____ Smoking? Think of your loved ones and put it out.
- _____ Second hand smoke contains over 4,000 chemicals, including benzene and formaldehyde.

Print Series #2

27. Please jot down a sentence or so about what the series of ads is saying.

For the following questions, please circle the appropriate number on the scale of 1 to 10.

28. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this series of ads at catching your attention?

1 2 3 4 5 6 7 8 9 10

29. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

30. Please rank the ads/facts in the order in which they had the greatest impact with you personally. You may do this by placing a number beside the facts from 1 to 3 where 1 represents the fact with the greatest impact and 3 represents the fact with the least impact.

- _____ Over 1.6 million Canadian children are regularly exposed to second hand smoke.
- _____ Children exposed to second hand smoke are more likely to develop impaired lung functions, ear infections and more.
- _____ Children exposed to second hand smoke are more likely to develop chronic respiratory illnesses.