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**Millward Brown
Goldfarb**

**FINAL REVIEW OF HEATHER CROWE/
BARB TARBOX CREATIVE CONCEPT 2003**

**POR- 03-60
H1011-030092/001/CY**

PREPARED FOR: HEALTH CANADA

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**PROJECT #20101905
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TABLE OF CONTENTS

	<i>Page</i>
INTRODUCTION	<i>1</i>
EXECUTIVE SUMMARY	<i>3</i>
RECOMMENDATIONS	<i>5</i>
DETAILED FINDINGS	<i>7</i>
APPENDIX	
SCREENER – ENGLISH	<i>14</i>
SCREENER – FRENCH	<i>17</i>
DISCUSSION OUTLINE - ENGLISH/	<i>19</i>
DISCUSSION OUTLINE - FRENCH	<i>22</i>

INTRODUCTION

Background

A national campaign has been launched to inform Canadians about the effects of second-hand smoke. The objectives of the initiative are multi-fold: to gain support from the media, decision makers and to mobilize all Canadians, whether smokers or non-smokers, on the need for continued federal action on the harmful effects of second-hand smoke. As part of the overall campaign, a cinema media buy will take place in December 2003. The direction of this particular effort as represented by the statement of work is to increase the awareness of adults aged 20-55 (smokers and non-smokers, males and females) on the dangers of second-hand smoke as well as the dangers of smoking in general.

The initiative will air from November 28, 2003 to January 1, 2004. The ad will be run at all theaters across Canada. In this context, it was proposed that a disaster check be conducted with the segmented audiences, which include smokers and non-smokers, to assess their feelings about the proposed creative.

Research Objectives

The purpose of the qualitative research was to do a 'disaster check' of the proposed creative to evaluate and determine if the visual concept, taglines, and associated texts:

- Are credible and relevant with the segmented audiences;
- Appeal and are sensitive to the cultural and emotional sensitivities of the above audience;
- Have memorable impact in the minds of the above audience;
- Have the ability to motivate the above audiences to action; and,
- Have the capability to mobilize public support behind government action with the designated target audiences on the creative concepts.

The overall objective of the qualitative work was to evaluate the impact of the visual concept, taglines and text. Specifically, the disaster check was intended to aid in determining:

- Effectiveness, fit, and appeal of the visual concept, taglines, and text to the audiences (defined below);
- Credibility with the defined audiences;
- Appropriateness and clarity to the specific audience;
- Understandability with the defined audiences;
- Reliability and relevance with the defined audiences;
- Sensitivity to the needs of the defined audiences;
- Effectiveness with the defined audiences; and,
- Believability with the defined audiences.

Target Audiences

The target audiences for the research were:

- Smokers (adults aged 20-55, mixture of males and females)
- Non-Smokers (adults aged 20-55, mixture of males and females)

Method

A total of six focus groups were held on Tuesday October 7th and Wednesday October 8th, two in each of Toronto, Edmonton and Montreal. The groups in Montreal were conducted in French, while the groups in the other two markets were conducted in English.

In each market, one group was screened to include smokers aged 20 – 55, with a 50:50 gender split. In each market, the second group was screened to include non-smokers (defined as those who have never smoked, or who used to smoke but do not smoke now), also aged 20 – 55, and also with a 50:50 gender split.

A total of 10 people were recruited for each group to ensure that at least 8 participate in each. Each session lasted approximately one and one-half hours.

It should be noted that this research was qualitative in nature, and is therefore subject to the limitations of qualitative research. The findings are not projectable to the general population, but rather should be taken as an indication of the attitudes that are likely to be found within the population.



EXECUTIVE SUMMARY

The Message Of The Commercial Is Clearly Communicated

The message that tobacco can kill anyone – smokers and non-smokers, blue collar or white collar - was clearly communicated by the commercial.

The device of using the parallel stories was considered very effective by some. They felt the contrast in the two lives (one exciting, glamorous and the other blue collar) and in the two women (one older, one younger) was a good way to point out that tobacco can affect anyone's life. Moreover, the fact that one was a smoker and one simply worked in an environment in which there was a lot of smoke reinforced the message that anyone's life can be affected by tobacco, even if they don't smoke themselves.

The Commercial Generated Mixed Reactions

The commercial clearly generated mixed reactions among participants. Some were emotionally affected by it, and felt it was a powerful piece of communications. Some smokers said it made them think more closely about quitting, and also helped them realize that their smoking can negatively impact others. Some non-smokers said the commercial validated their own views on second-hand smoke in particular, and said it made them feel better about some of the actions they take to avoid smokers.

However, others seemed unaffected by the commercial. They felt there was no new news in the message. They know that smoking comes with health risks to the smoker, and that people exposed to second-hand smoke are also at risk. While they got the message, they did not feel it was a new or different message and as a result there were almost indifferent to it.

Barb And Heather Are Not Well-Known

Part of the issue is a general lack of awareness of the two women. A few in each market have heard of Heather Crowe, although qualitatively it appears that much of the awareness stems from the commercials, rather than the news stories. Virtually no one outside of Edmonton had heard of Barb Tarbox. In Montreal, some people did not understand that these are, in fact, real women, and this led some to say it is easy to dismiss their stories.

In Montreal, this attitude was particularly evident because of the use of voiceovers. Because the audience is not clearly seeing the women speak, there is confusion as to who is saying what, and some doubt as to whether these women are speaking at all. A number of people in Montreal believed the women were actresses, and they therefore missed the impact of the message. They found it easy to dismiss the message as a result.

In Edmonton, the participants seemed to be so familiar with Barb Tarbox that they seemed indifferent to seeing another commercial featuring her.

Moreover, some smokers, particularly in Montreal and Edmonton, wanted to deny that either woman had cancer as a result of tobacco. '*How do we know for sure that their cancers were caused by tobacco?*' they said, particularly in reference to Heather. They got very defensive, even hostile, about the notion of second-hand smoke, and its impact.

In this respect, qualitatively it appears that people are becoming less interested in messages surrounding second-hand smoke. They tend to believe the problem has been dealt with by legislation, and they are not sure that the continuing reinforcement through commercials is necessary. They say, for example, that what happened to Heather is unlikely to happen today, given the fact that smoking has been banned from public places. Overall, this makes it difficult for people to relate to her situation. It is important to note that not all cities in Canada are smoke-free.

The Target Audience Is Perceived To Be Everyone

Most people in the groups felt the commercial was aimed at everyone, as opposed to being aimed only at smokers or only at non-smokers.

The Cinema Is Considered A Good Medium

While some people object to being shown commercials when they have paid to go to the movies, most seem to have accepted it as a fact of modern life. When asked for their reaction to seeing this commercial at the movies, most seemed to agree that they would be a captive audience, and therefore 'forced' to watch it. They also felt that this commercial would have impact when shown on a large movie screen.

A number of people felt the movies was a good venue given the number of teens who go to the movies. Even though they are not convinced that this commercial will reach teens, they clearly felt there was no harm in exposing them to it.

RECOMMENDATIONS

Based on the findings of this research, and the analysis conducted, the following recommendations are made:

- the commercial could be aired as is in the English markets. Some of the indifference to the message is a function of the legislation that already exists in the markets in which the research was conducted. Other markets in Canada do not yet have legislation banning smoking in public places.
- consideration might be given to increasing the visibility of the supers which show the names of the women. It appears that many participants missed their names on first viewing.
- the French version of the commercial needs work to emphasize the fact that Heather and Barb are not actresses, and that their stories are real
 - As a recommendation for the future, finding someone within Quebec who has a story similar to Barb's or Heather's might be something to consider
- The cinema is an appropriate medium for the commercial



DETAILED FINDINGS



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REACTION TO THE ISSUE OF SMOKING

Smokers Are More Likely Than Non-Smokers to Feel Smoking Is A Problem

In each session, the issue of smoking was explored in that participants were asked if smoking is a concern for them. Typically, smokers said that it is a concern, as they find themselves being more restricted in terms of where they can smoke. They find themselves being sent outside to smoke, sometimes even from their own home. As non-smokers gain ground, and the non-smoking legislation comes into municipalities, smokers are beginning to feel ostracized by society.

Non-smokers, on the other hand, seem less likely to consider smoking an issue because they are less and less likely to be exposed to it. They recognize that smoking is no longer allowed in the workplace, in restaurants, on public transportation, and in most public buildings. This means that non-smokers do not need to encounter smoke unless they knowingly put themselves into an environment in which people will be smoking. If they go to a bar, for example, they know that people will be smoking, and they accept it.

In this respect, too, smokers more readily offered sources of information about smoking. They mentioned the doctor's office as a source of information, as well as the media and advertising. Non-smokers tended to talk only about the advertising.

In each session, people played back some of the commercials they had seen. They talked about the commercial in which:

- the older man had lost his son to cancer
- the woman who had lost her husband to cancer, and now she has emphysema as a result of second-hand smoke
- the waitress who is dying from cancer due to second-hand smoke (Heather Crowe)
- the man who drinks water while trying to quit (Bob/Martin)
- a young teen who talks about her mother missing her high school graduation as a result of lung cancer
- the squeezing of a cigarette pack until tar comes out of it

Overall, then there are indications that the various campaigns from Health Canada and other organizations are being noticed by people.

Second-Hand Smoke Is Not Considered A Major Issue

In all three of the markets in which the groups were conducted, the local laws prohibit smoking in public places. Thus, while people in the groups said they know what second-hand smoke is, and many understand that it can be as bad as or worse than first-hand smoke, they are not sure it is a problem any more. If most people are not exposed to second-hand smoke in public places, then they do not believe it is an issue.

There is also a perception that smokers have become more considerate over time, and that they are less likely to smoke in front of non-smokers. This is another way in which people feel second-hand smoke has become less of an issue.

However, second-hand smoke continues to be an issue with respect to children. A child whose parents smoke, particularly if they smoke in the house or car, has little option but to be breathing in the second-hand smoke. The child cannot remove himself from the environment in which he finds himself. In this situation, then, smokers and non-smokers alike tend to feel second-hand smoke can be a major problem.

REACTION TO THE HEATHER CROWE/BARB TARBOX COMMERCIAL

Initial Reaction To The Commercial Was Mixed

The initial reaction to the commercial ranged from a very emotional one to almost an indifferent one. Some people did react emotionally. They were shocked by the commercial, and described it using words such as 'powerful', 'heavy', 'sad'. Some smokers in particular said the commercial made them feel guilty about what they are doing to themselves, and, potentially, to others.

Other participants did not see the commercial as very different from others they have seen, and felt that there was no new news in the message. While they recognized the human tragedy being played out in the commercial, they were able to separate themselves from it, and display an almost indifferent attitude.

The Message Is Clearly Communicated

Regardless of one's reaction to the commercial, the message that tobacco can kill anyone – smokers and non-smokers, blue collar or white collar - was clearly communicated.

The device of using the parallel stories was considered very effective by some. They felt the contrast in the two lives (one exciting, glamorous and the other blue collar) and in the two women (one older, one younger) was a good way to point out that cancer can hit anyone. Moreover, the fact that one was a smoker and one simply worked in an environment in which there was a lot of smoke reinforced the message that anyone can get cancer, even if they don't smoke themselves.

For some, this was a new message as they did not realize that second-hand smoke was as serious as first-hand smoke. This point alone led some smokers to say it made them think about quitting.

Some non-smokers said they felt the commercial validated some of their own behaviour. For example, a mother who removes her children from the vicinity of someone who is smoking in the park said this commercial tells her she is right to do so; she does not have to feel rude if she hustles her children away. Similarly, a bar manager in Toronto said this commercial reinforces her belief that she is within her rights to stub out a cigarette left burning in the ashtray. While the commercial does not necessarily encourage anyone to take new action, it did tend to confirm that the action already being taken is acceptable.

Overall, however, a number of people in the groups reacted in a rather indifferent way to the commercial. The message that tobacco kills is not new news. The message that second-hand smoke kills is not news either, particularly given the fact that even non-smokers believe it is less of an issue than it used to be. In the end, some of the intended impact of the commercial was lost because people simply do not believe it is dealing with a major issue.



In Montreal there was another issue that contributed to the overall negative reaction to the commercial. There is a perception that Montreal is on the verge of losing the Grand Prix Formula One race because the new anti-tobacco laws prohibit the race cars from carrying the logo of the tobacco companies. This has a number of people outraged – smokers and non-smokers alike. They tend to feel the anti-tobacco lobby has gone far enough in its quest to get people to stop smoking, and suggest the government should put its efforts against other issues. There was even some question raised as to why the government is putting so much effort into its anti-tobacco campaign, when it is getting ready to decriminalize marijuana. This did not make sense to people. A few also felt the government should take a harder look at the economic impact of the Formula One race on Montreal, and weigh the benefits of that against the potential harm of allowing the advertising. Qualitatively, it was clear they felt the economic benefits should carry more weight.

The Target Audience Was Perceived To Be Everybody

Most people in the groups felt the commercial was aimed at everyone, as opposed to being aimed only at smokers or only at non-smokers.

Some felt it was aimed at 'Baby Boomers', given the age of the women, but others felt that Barb's mention of Grade 9 made it relevant to young people as well.

A number of people felt the commercial did not go far enough to catch the attention of young people, particularly those who believe teens should be the main target for anti-smoking campaigns. They felt that this commercial would not resonate with teens, who see themselves as invincible.

Awareness of The Stories

The concept of putting the two women together was considered effective to some extent. For some people, the documentary 'feel' to the commercial added to its realism and therefore to its impact. The side-by-side comparisons gave the commercial some drama.

However, neither woman was well known in Toronto or Montreal. While a few in each market had heard of Heather Crowe, their awareness was largely the result of her previous commercial and the current outdoor signage, as opposed to any widespread awareness of her story. Virtually no one in these markets had heard of Barb Tarbox.

In Montreal, the lack of awareness of the women, coupled with the fact that the commercial makes use of voiceovers contributed to a belief that these women are not 'real', but rather were actresses telling a story. This tended to reduce the overall impact of the commercial, and made it easy for people to dismiss its message.



In Edmonton, Barb Tarbox's story is very well-known. While people are sorry she died, they have heard about it often enough to be less affected by the commercial. It was almost as if they have been saturated with her message to the point where they do not even hear it any more. There was none of the shock value that was observed in the other markets.

A lot of the shock value that is in the commercial comes from Barb's story, at least in Toronto and Montreal. Barb Tarbox was not known in these markets, so her story was new to people. When her fur hat is removed in the commercial, her baldness is taken a clear symbol of chemotherapy. This reinforces the message that she had cancer. The bald head, taken in combination of her visible anger and bitterness, makes her story real to many. The fact that she was a model, and that she was a very attractive, relatively young woman makes her story sad. For some, the closing screen 'In Memory of Barb Tarbox (1960 – 2003) simply reinforces the reality of the story.

It should be noted that virtually no one picked up on the fact that in Barb's interview she says she is 41, and the closing screen makes it clear that she was 43 when she died. Indeed, some people were not sure who Barb Tarbox was until they saw the commercial the second or third time. The supers with the names of Heather and Barb tended to be missed the first time through.

In many ways, Heather Crowe's story is overshadowed by Barb's story. Heather is much quieter, and shows less emotion. Moreover, she does not look sick. A number of people feel that Heather comes across as a victim, someone who has been seriously disappointed with life. Some described her as being self-pitying. While they tend to believe she has cancer, they are not sure how serious it is, given her appearance. Moreover, a few people suggested that Heather could have avoided the situation by getting another job – one in which she was not subjected to second-hand smoke. That is, some are annoyed with her for not taking charge of her life a little better.

Moreover, some smokers, particularly in Montreal and Edmonton, wanted to deny that either woman had cancer as a result of tobacco. '*How do we know for sure that their cancers were caused by tobacco?*' they said, particularly in reference to Heather. They got very defensive, even hostile, about the notion of second-hand smoke, and its impact.

In this respect, qualitatively it appears that people are becoming less interested in messages surrounding second-hand smoke. They tend to believe the problem has been dealt with by legislation, and they are not sure that the continuing reinforcement through commercials is necessary. They say, for example, that what happened to Heather is unlikely to happen today, given the fact that smoking has been banned from public places.



Reaction To The Statistic

A few people in the groups noticed and mentioned the line 'Every year tobacco kills over 45,000 people in Canada. Don't let this happen to you'. Some of those who played it back tended to be surprised by the figure, and said the figure was higher than they anticipated.

Others, however, adopted a cynical attitude and refused to believe it. 'How do we know for sure those deaths were caused directly or exclusively by tobacco?' Again, there was some evidence that people deliberately choose to ignore these message, and to say they refuse to be influenced by them.

Reaction To The Website/ 800 Number

A few also noticed the website (www.GoSmokeFree.ca) and/or the phone number in the closing screen. A few admitted to having visited the website in the past to see what kind of information was there.

Those who had not been to the site, or had not called the number said they expected to find tips on how to quit if they did visit or call. A few thought they might also see general information on the dangers of smoking, or second-hand smoke.

Reaction To The Cinema Venue

While some people object to being shown commercials when they have paid to go to the movies, most seem to have accepted it as a fact of modern life. When asked for their reaction to seeing this commercial at the movies, most seemed to agree that they would be a captive audience, and therefore 'forced' to watch it. They also felt that this commercial would have impact when shown on a large movie screen.

A few objected to seeing this commercial at the movies because they go to the movies to be entertained and have a good time. They felt the tone of this commercial would interfere with their mood. They described it as an infringement.

A number of people felt the movies was a good venue given the number of teens who go to the movies. Even though they are not convinced that this commercial will reach teens, they clearly felt there was no harm in exposing them to it.



APPENDIX

PROJECT #20101905

October 2, 2003

MILLWARD BROWN GOLDFARB**SCREENER (Draft #2)**

POR-03-60

Good morning/ afternoon/ evening. This is _____ from Millward Brown Goldfarb, an independent research firm. We are conducting a study on behalf of Health Canada with people in the area. We are not selling anything, rather we are simply interested in your attitudes and opinions. May I have a few moments of your time?

1. We are interested in people's occupations. Do you, or does anyone living in your household work for any of the following?

	<u>No</u>	<u>Yes</u>
Advertising agency	☐	☐
Tobacco company	☐	☐
Newspaper	☐	☐
Radio or television station	☐	☐
Market or opinion research company	☐	☐

IF "YES" TO ANY OF THE ABOVE THANK AND TERMINATE

2. For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you have any children?

Yes ☐
No ☐

GOOD MIX OF PEOPLE WITH/WITHOUT CHILDREN

- 3) RECORD GENDER:

Male ☐
Female ☐

CHECK QUOTAS

4. In which of the following age categories do you fall?

Under 20 ☐ **TERMINATE**

20 - 29 ☐

30 - 39 ☐

40 - 55 ☐

Over 55 ☐ **TERMINATE**

ENSURE GOOD MIX OF AGES

5. Do you currently smoke cigarettes?
 Yes ☐ **QUALIFIES FOR GROUP 1 (Smokers)**
 No ☐ **QUALIFIES FOR GROUP 2 (Non-smokers)**
 Don't know/refused ☐ **THANK AND TERMINATE**
6. In which of the following classifications does your total household before taxes income fall? **[READ LIST, CHECK ONE]**
- | | |
|----------------------|--|
| Under \$25,000 | ☐ |
| \$25,000 - \$39,999 | ☐ |
| \$40,000 - \$49,999 | ☐ |
| \$50,000 - \$74,999 | ☐ |
| \$75,000 – or more | ☐ |
| Refused / Don't know | ☐ [DO NOT READ] THANK AND TERMINATE |

ENSURE GOOD MIX OF INCOME GROUPS.

7. What is the highest level of formal education you have completed? **[DO NOT READ]**
- | | |
|---|---|
| Primary school | ☐ |
| Some high/ secondary school / CGEP | ☐ |
| Graduated high/ secondary school / CGEP | ☐ |
| Some community college technical college/ CEGEP | ☐ |
| Graduated community college/ technical college/ CEGEP | ☐ |
| Some undergraduate university | ☐ |
| Graduated university or more | ☐ |
| Other | ☐ TERMINATE |
| DK/Refused | ☐ TERMINATE |

ENSURE GOOD MIX OF THE QUALIFYING CATEGORIES.



We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last about 1-1/2 hours. The objective is to get your opinions on some advertising related to tobacco use. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive \$50.

Would you be interested in attending?

Yes
No

☐
☐ **TERMINATE**

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____



Millward Brown
Goldfarb

Legendre Lubawin Marketing inc.

Projet # 03-155 // # 20101905

Questionnaire de dépistage

Recruter 10 par groupe.

Bonjour/bonsoir. Mon nom est ____ de LLM, une firme indépendante de recherche. Nous effectuons présentement une étude pour le compte de Santé Canada auprès des gens de votre quartier. Nous ne vendons rien. Nous sommes simplement intéressés à vos attitudes et à vos opinions. Puis-je avoir quelques minutes de votre temps?

1. D'abord, nous sommes intéressés à l'occupation des gens. Est-ce que vous ou quelqu'un d'autre dans votre foyer travaille pour... (Lire la liste.)

Une agence de publicité	☐	
Une compagnie de tabac	☐	
Un journal		☐
Une station de radio ou de télévision	☐	
Une compagnie de recherche ou d'études de marché	☐	

(Si "oui" à l'un ou l'autre ci-dessus, TERMINER)

2. Pour les fins de cette étude, il nous faut parler à des gens dans certains types de foyers. Est-ce que vous ou quelqu'un d'autre dans votre foyer avez/a des enfants?

Oui ☐Non ☐

(Avoir un bon mix des gens avec/sans enfants.)

3. Enregistrer le sexe.

Homme

☐ 50%Femme ☐ 50%

4. Veuillez-vous me dire dans quel groupe d'âge suivant vous vous situez.

Moins de 20 ans

☐ Remercier et Terminer

20 - 29

☐

30 - 39

☐

40 - 55

☐

Plus de 55 ans

☐ Remercier et Terminer

(Avoir un bon mix d'âges.)

5. Est-ce que vous fumez présentement la cigarette ?

Oui

☐ → Qualifier pour Groupe 1 (fumeurs)

Non

☐ → Qualifier pour Groupe 2 (non fumeurs)

NSP/Refus

☐ → Remercier et Terminer

6. Dans laquelle des catégories suivantes est-ce que se situe le revenu annuel de votre foyer avant impôt ?
[Lire la liste, cocher une case.]

Moins de \$25,000

☐

\$25,000 - \$39,999

☐

\$40,000 - \$49,999

☐

\$50,000 - \$74,999

☐

\$75,000 – ou plus

☐

NSP / Refus

☐ (Ne pas lire) Remercier et Terminer

(Avoir un bon mix de niveaux de revenus.)



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Goldfarb

7. Quelle est la dernière année de scolarité que vous avez complétée? (Ne pas lire.)

- | | |
|------------------------------|--|
| École primaire | ☐ |
| École secondaire commencée | ☐ |
| École secondaire terminée | ☐ |
| CÉGEP commencé | ☐ |
| CÉGEP terminé | ☐ |
| Université commencée | ☐ |
| Université complétée ou plus | ☐ |
| Autre | ☐ (Ne pas lire. Remercier et Terminer.) |
| NSP/Refus | ☐ (Ne pas lire. Remercier et Terminer.) |

(Avoir un bon mix de niveaux d'éducation.)

J'aimerais vous inviter à participer à une étude de marché. La session aura lieu chez :

Legendre Lubawin Marketing inc., 1172-A rue Saint-Mathieu, niveau du sol :
le 8 octobre, à 17h30 // 19h00

... et qui durera environ une heure et demie. L'objectif de cette étude est d'obtenir vos opinions sur des sujets reliés au tabac. Personne n'essayera pas de vendre quoi que ce soit. Nous ne sommes intéressés qu'à vos idées et opinions. Nous pensons que l'expérience sera agréable et vous recevrez 50\$. Est-ce que je peux confirmer votre présence?

Oui ☐

Non ☐ **TERMINER**

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

TÉL. (résidence) _____ TÉL. (bureau) _____

RÉCONFIRMÉ PAR: _____ DATE: _____

GROUPE : _____ DATE: _____ HEURE : _____

PROJECT #20101905

October 8, 2003 – Draft #8

POR – 03 -60

DISCUSSION OUTLINE

1. *Introduction Of Moderator & Project (5 minutes)*

Before we begin, could I ask you to turn off any cell phones or pagers you might have with you.

First off, I would like to thank each one of you for taking the time to speak with me today.

This research project is being conducted for Health Canada. We are not asking you for any confidential information about you (including your full name), and your individual responses are never revealed to anyone. This session is being audiotaped, as I want to give you my full attention for the duration of the group. The tape gives me a record I can review so that I can write a detailed report for my client. There are observers behind the mirror from Health Canada; they are here to listen and learn. We want your open and honest opinions, and the reasons for your opinions.

Today we are going to talk about the issue of tobacco and its personal impacts. I am going to show you a potential commercial that deals with tobacco smoke and get your reaction. Please be honest in your opinions – if you like what I show you, please tell me and tell me why. If you do not like what I show you, also tell me, but also tell me why. In this kind of research there are no right or wrong answers, and everyone's opinion is valuable.

2. *Introduction of Participants (5 minutes)*

Let's start the discussion by having you introduce yourself by your first name, and tell me what you like to do in your spare time.

3. *General Discussion On Tobacco, Smoking Information / Second-Hand Smoke (15 minutes)*

1ab-cd What are your thoughts on cigarette smoking? Is smoking a problem in society? Does it affect you? Are you concerned about smoking? 1d

2a → e Where do you normally get information about issues like **smoking**? What are your sources of information? (Probe for peers, media, doctor, etc.)? Why? Why not others? -2e

3ab Have you seen any advertisements on television recently that deal with the issue of smoking? Could you describe these? -3b

4ab Is there anything that you remember specifically (either positive or negative) about these ads? (Probe for words, phrases, actions, text) -4b

5 - What are some of the messages in these ads?

6abc What is second-hand smoke? What do you know about it? Who does it affect? Is this a problem? Is it important to you? Why? Why not? Are you concerned about second-hand smoke? -7e

4. Evaluation Of Heather /Barb Ad (40 Minutes)

Let me show you a commercial. **SHOW COMMERCIAL TWICE BEFORE ASKING THE BATTERY OF QUESTIONS BELOW.**

- 8 - What is your initial reaction to this commercial?
- 9ab - What did you like about it? What didn't you like about it? 9b
- 10 - What is the main message that it is trying to communicate?
- 11ab - Is the message easy to understand? If not, what is difficult? 11b
- 12abc - Is the message credible? What makes it credible/ what makes it not credible? 12b
- 12a - What is the tone of the commercial? 12c
- 13 - Are there specific words or phrases you recall that contribute to the message?
- 14 - Who is this commercial aimed at?
- 15ab - Is it aimed at you? Why/ why not? 15b
- 16ab - Is this commercial relevant to you? Why/ why not? 16b
- 17abc - Does this ad help you better understand the health risks associated with cigarette smoke? Is one more effective than the other? Why? 17a
- 18 - Does this make you think we need stronger measures to reduce tobacco? 18b
- 19 - Does this make you think that smoking is a problem for all Canadians? 19b
- 20ab - For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke? 20a 20b
- 21 - 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?
- 22ab - If this ad was in the cinema, is it something you would notice? Why/ why not? 22a 22b
- 23abc - Is this something that would prompt action on your part? 23a
- 23b If 'Yes', ask...What actions would it prompt you to take?
- 23c If 'No', ask...What are some reasons for not taking action?
- 24ab - If this ad was on t.v., is it something you would notice? Why/ why not? 24a 24b
- 25ab - Is this something that would prompt action on your part? 25a
- If 'Yes', ask...What actions would it prompt you to take? 25b
- If 'No', ask...What are some reasons for not taking action? 25c
- 26abcd - Who are the women in the commercial? Could you read their names? Do you know who they are? What do you know about them? 26a 26b 26c
- Before today, did you know about Heather Crowe? What do you know about her? 26d 27a 27b
- 27a → g - What is her story? What have you seen or heard about her? Can you relate to her? 27c
- Why/why not? What do you like or dislike about her? 27f 27g 28a 28b
- Before today, did you know about Barb Tarbox? What do you know about her? 28a 28b
- 28a → g - What is her story? What have you seen or heard? Can you relate to her? 28c
- Why/why not? What do you like or dislike about her? 28f 28g



29a → e

Were you aware that Barb Tarbox has died? (Did you see the 'In memory of..' notice at the end of the commercial?) Can you relate to her story? Why/why not? What do you like/dislike about her?

30ab

(if necessary, probe...) is it appropriate to be using these two women in one commercial? Why?

31

If you were able to improve this commercial, what would you do?

32

Would you discuss this ad with others?

33abc

After seeing this commercial, have your perceptions of tobacco and its personal impacts changed at all? If so, how? How likely are you to take action?

STAT LINE (45,000 DIE)

34

- Did you notice a statement at the end of the commercial that talked about the number of people who die every year from tobacco?

(after discussion read the line "Every year, tobacco kills over 45,000 people in Canada".)

35abc

- What did you think of this statement? Is it appropriate? Is it relevant to the ad?

36 a → e

Call to Action (read the line "Don't let this happen to you")

- Did you notice the line? What was your initial reaction? What is the message behind this line? Is it relevant to the ad?

End Line: (at the very end of the commercial was an 800 number. (1-800-O-Canada))

37ab

- Did you notice this line? What would you like to receive if you called the number?

38abc

- Did you notice the website? Would you go there? What would you expect to find?

Partnership: (at the very end of the commercial was two logos. The Government of Canada Wordmark and AADAC)

39

- Did you notice these?

40

- The ad was produced jointly by the Government of Canada and AADAC from the province of Alberta, is this a good thing?

41

- Would it be more effective to have a Government of Alberta logo appear at the end of the ad instead of the AADAC logo?

42

Are there any other comments about the issues we have talked about?

Thank you for your participation.



Millward Brown
Goldfarb

PROJET #20101905**le 7 octobre, 2003****GUIDE D'ENTRETIEN****1. Présentation de l'animateur et du projet (5 minutes)**

Avant de commencer, est-ce que je pourrais vous demander d'éteindre vos téléphones cellulaires et télé-avertisseurs si vous en avez sur vous .

D'abord, j'aimerais vous remercier, chacun d'entre vous, pour avoir pris le temps de venir ici aujourd'hui.

Il s'agit d'un projet de recherche qui est réalisé pour le compte de Santé Canada. Nous ne vous demanderons aucune information confidentielle, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. La réunion fait l'objet d'un enregistrement audio, car je veux être en mesure de vous donner toute mon attention pendant l'entrevue. Le ruban me permet d'avoir un enregistrement que je peux revoir de façon à rédiger un rapport détaillé pour mon client. Il y a des observateurs derrière le miroir, des représentants de Santé Canada qui sont ici pour écouter et apprendre de vous. Nous recherchons vos opinions franches et honnêtes et les raisons de celles-ci.

Aujourd'hui, nous allons parler de la question du tabac et de ses impacts sur les gens. Je vais vous montrer une annonce potentielle concerne la fumée pour obtenir votre réaction. Veuillez être honnête lorsque vous donnez votre opinion – si vous aimez ce que je vais vous montrer, dites-le-moi, dites-moi pourquoi. Si vous ne l'aimez pas, dites-le-moi aussi et dites-moi aussi pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes et de mauvaises réponses, et l'opinion de chacun est importante.

2. Présentation des participants (5 minutes)

Avant de commencer la discussion, je vous demanderais de vous présenter, en me donnant votre prénom, et en me disant ce que vous aimez faire pendant vos loisirs.

3. Discussion générale sur la fumée, l'information sur le tabac / la fumée secondaire (15 minutes)

- Qu'est-ce que vous pensez de la cigarette? Est-ce qu'il s'agit d'un problème dans notre société? Est-ce que cela vous affecte? Êtes-vous préoccupé par le cigarette?
- Où est-ce que vous obtenez généralement de l'information sur des choses telles que la fumée ? Quelles sont vos sources d'informations ? (**Approfondir, amis, parents, médias, médecin, etc.)** ? Pourquoi eux ? Pourquoi pas d'autres ?
- Est-ce que vous avez vu quelque publicité à la télévision récemment sur le sujet de la fumée ? Pourriez-vous me les décrire ?
- Est-ce qu'il y a des choses dont vous vous souvenez spécifiquement (que ce soit positif ou négatif) dans ces annonces ? (Approfondir des mots, des phrases, des scènes, du texte) ?

- Quels étaient quelques-uns des messages de ces annonces ?
- La fumée secondaire c'est quoi ? Qu'est-ce que vous en savez ? Qui est-ce qu'elle affecte ?
- Est-ce que c'est un problème ? Est-ce que c'est important pour vous ? Pourquoi/ pourquoi pas ? Êtes-vous préoccupé par la fumée secondaire ?

4. *Évaluation de l'annonce Heather / Barb (40 Minutes)*

Permettez-moi de vous montrer une annonce.

MONTREZ L'ANNONCE DEUX FOIS AVANT DE POSER LA BATTERIE DE QUESTIONS CI-DESSOUS.

- Quelle est votre réaction initiale à cette annonce ?
- Qu'est-ce que vous en avez aimé ? Qu'est-ce que vous n'avez pas aimé ?
- Quel était le principal message qu'ils essayaient de communiquer ?
- Est-ce que ce message était facile à comprendre ? Sinon, qu'est-ce qui était difficile ?
- Est-ce que le message était crédible ? Qu'est-ce qui le rendait crédible ? Qu'est-ce qui ne le rendait pas crédible ?
- Quel était le ton de l'annonce ?
- Est-ce qu'il y a des mots ou des phrases spécifiques dont vous vous souvenez qui contribuent au message ?
- À qui était destinée cette annonce ?
- Est-ce que c'était une annonce qui vous était destinée ? Pourquoi/ Pourquoi pas ?
- Est-ce que c'est une annonce qui était pertinente pour vous ? Pourquoi/ Pourquoi pas ?
- Est-ce que cette annonce vous a aidé à mieux comprendre les dangers pour la santé associés au tabagisme ? Est-ce qu'elle était efficace ? Pourquoi ?
- Est-ce qu'elle vous fait penser que nous avons besoin de mesures plus draconiennes pour combattre le tabagisme ?
- Est-ce qu'elle vous dit que le tabagisme est un problème pour tous les Canadiens ?
Pour les fumeurs, est-ce qu'elle vous encourage à faire quelque chose pour arrêter de fumer ? Pour réduire votre consommation de tabac ?
Pour les non-fumeurs, mais qui peuvent connaître des fumeurs, est-ce qu'elle vous encourage à essayer de convaincre ces personnes d'arrêter de fumer ?
- Si cette annonce passait dans les cinémas, est-ce que c'est une de celles que vous auriez remarquées ?
- Est-ce que c'est une de celles qui vous auraient porté à faire quelque chose ?
- Si « Oui », demandez... Quelles sont les choses qu'elle vous aurait porté à faire ?
- Si « Non », demandez... Quelles sont quelques-unes des raisons de ne rien faire ?

- Si cette annonce passait à la télévision, est-ce que c'est une de celles que vous auriez remarquées ?
- Est-ce que c'est une de celles qui vous auraient porté à faire quelque chose ?
- **Si « Oui », demandez...** Quelles sont les choses qu'elle vous aurait porté à faire ?
- **Si « Non », demandez...** Quelles sont quelques-unes des raisons de ne rien faire ?
- Qui sont les femmes dans l'annonce? Pouvez-vous lire leur nom? Savez-vous qui elles sont? Qu'est-ce que vous savez d'elles?
- Avant aujourd'hui, est-ce que vous connaissiez Heather Crowe? Qu'est-ce que vous saviez d'elle? Quelle est son histoire? Qu'est-ce que vous avez vu ou entendu à son sujet? Est-ce que vous pouvez vous identifier à elle? Pourquoi/ Pourquoi pas? Qu'est-ce que vous aimez ou n'aimez pas d'elle?
- Avant aujourd'hui, est-ce que vous connaissiez Barb Tarbox? Qu'est-ce que vous saviez d'elle? Quelle est son histoire? Qu'est-ce que vous avez vu ou entendu à son sujet? Est-ce que vous pouvez vous identifier à elle? Pourquoi/ Pourquoi pas? Qu'est-ce que vous aimez ou n'aimez pas d'elle?
- Est-ce que vous étiez au courant que Barb Tarbox était décédée? (Avez-vous vu l'inscription « à la mémoire de » à la fin de l'annonce?) Est-ce que vous pouvez vous identifier à son histoire? Pourquoi/ Pourquoi pas? Qu'est-ce que vous aimez ou n'aimez pas d'elle?
- *(Si nécessaire, approfondir ...)* Est-ce qu'il est approprié d'utiliser ces deux femmes dans une même annonce? Pourquoi?
- Si vous pouviez améliorer cette annonce, qu'est-ce que vous feriez?
- Est-ce que c'est une annonce dont vous parleriez avec d'autres personnes?
- Après avoir vu cette annonce, est-ce que votre perception du tabac et de ses impacts sur les gens a changé? Si oui, de quelle façon? Jusqu'à quel point seriez-vous susceptible de faire quelque chose?
- Avez-vous remarqué la phrase ... « chaque année, le tabac tue 45 000 ... » ?
- Est-ce qu'elle vous a frappé?
- Qu'est-ce qu'elle vous a dit? Comment vous a-t-elle fait vous sentir?

Signature: (À la fin de chaque annonce, il y avait un numéro 800. (1-800-O-Canada))

- L'avez-vous remarqué ? Qu'est-ce que vous aimeriez recevoir si vous composiez ce numéro ?
- Avez-vous remarqué l'adresse Internet? Visiteriez-vous le site? À quoi vous attendriez-vous?

Partenariat: (À la toute fin de l'annonce, il y avait deux logos : celui du Gouvernement du Canada et celui de l'AAPAC)

- Les aviez-vous remarqué ?
- L'annonce a été produite conjointement par le Gouvernement du Canada et l'AAPAC de la province d'Alberta. Est-ce une bonne idée?

Avez-vous d'autres commentaires sur ce dont nous avons parlé ce soir ?

Merci encore une fois d'avoir pris le temps de venir ici me parler. Ayez une excellente fin de soirée.



Millward Brown
Goldfarb