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**Millward Brown
Goldfarb**

**QUALITATIVE EVALUATION OF
STOP SMOKING CAMPAIGN**

**HEALTH CANADA
POR-02-86**

June 3, 2003

Project #21100267

HEALTH CANADA		QUALITATIVE EVALUATION OF STOP SMOKING CAMPAIGN
		<i>Prepared by:</i> MILLWARD BROWN GOLDFARB Project #21100267
		<i>Date:</i> January 10, 2003
		<i>Method:</i> 4 focus groups (2 in each of Toronto and Montreal)
		<i>Sample:</i> In each market, one group of lower SES participants (income lower than \$40K, less than a college education, unemployed or blue/pink collared job), aged 40-54 who are smokers but are interested in quitting. In each market, one group of general population smokers aged 40-54 who are interested in quitting.
		<i>Objective:</i> To qualitatively evaluate reaction to the Stop Smoking campaign

INTRODUCTION TO STUDY

This report presents the highlights of four focus groups conducted on January 7th, 2003 in two markets: Toronto and Montreal. In each market, one group was conducted with lower SES smokers aged 40-54 and one group with general population smokers. The groups in Quebec Montreal were conducted in French, while the groups in Toronto were conducted in English.

In both markets, all participants were exposed to four potential television scripts ("Blah, Blah, Blah", "No Problem", "Sex and Chicken" and "Toilet"), three taglines, one fulfillment piece, draft commercials with actors and a previous Stop Smoking campaign from Arizona. Please note that in Toronto, participants were exposed to two actors, while in Montreal, participants were exposed to one actor.

SUMMARY OF FINDINGS – STOP SMOKING CAMPAIGN

Reaction To Scripts

- “No Problem” / “Pas de Problème”

This script depicted ‘Bob’ / ‘Martin’ outside during an extremely cold, Canadian winter day. He is wearing a coat, hat, scarf and mitts (not Martin), holding a lit (not lit) cigarette, while getting increasingly frustrated.

Participants in both markets felt that the image of ‘Bob / Martin’ standing outside trying to smoke is very typical of Canada. Some also felt that this is a realistic depiction of smokers and themselves. These participants realize that going outside for a smoke in cold weather is ‘silly’, however, it will not deter them from going out to smoke a cigarette. In this sense, the “No Problem”/ “Pas de Problème” script is relevant to some participants.

Participants in the Toronto groups felt that the script was appealing because it used simple language that people can relate to. Montreal participants were less positive about their perceptions of the script. For instance, they felt that the smoker outside in the cold does not represent a striking image that would stick in their mind.

Also, there is a perception in both markets that this script is not as ‘hard hitting’ as some of the others that were tested. Contributing to this perception is that some felt the script deals with the lesser inconveniences of smoking (ie. having to go out into the cold, the taste of food), rather than what they perceive to be more significant drawbacks (ie. increased health risks and the financial burden smoking takes entails).

There is also a sense that some Toronto participants felt that this script would speak to younger smokers more effectively than it does to them. Many participants have smoked for over 25 years and the perception is that they “will have that smoke no matter what”. Again, this suggests that the script may not be as ‘hard hitting’ as some of the others tested.

Toronto participants also called into question the effectiveness of the tagline that was attached to this script (“Over 1,000 Canadians quit successfully each day”). In particular, some participants asked “quit for how long?”. There is a sense that they would rather have a specific time period outlined in the tagline, rather than a general statement.

In addition, many participants in the Toronto higher SES group found 1-800-O-CANADA to be ineffective due to the perception that this number has nothing in it that relates to smoking.

Note: Both Montreal groups commented very negatively about the closing line (“Est-ce que ceci vaut vraiment la peine?” – It really is very dissonant because it creates a sudden switch from a colloquial discourse to an erudite one. Some participants spontaneously suggested that “Bon, on fait quoi?” was a far more effective call to action (it’s the closing line of “Blah Blah Blah”).

- “Blah, Blah, Blah”

This script depicted ‘Bob / Martin’ standing outside, next to an outdoor ashtray. He is wearing a coat, hat, scarf and mitts.

The reaction to this potential script is mixed. Some relate to the line “can you belief the grief that we take from people?”. They feel that others ‘look down on them’ even though most are respectful of smoking around non-smokers. Montreal respondents in particular have the perception that the message conveyed in “Blah, Blah, Blah” is that smokers are social ‘pariahs’ because they smell bad and that non-smokers are intolerant of smoker’s behaviour. They view this script as giving non-smokers ammunition with which to ridicule and harass smokers.

A consistent finding across both SES groups and markets is the depiction of the indecisiveness of the smoker. Many participants feel that this indecisiveness is realistically portrayed in the script, however, some in Montreal perceive that the text is too derogatory and that it portrays smokers are as more ‘stupid’ than they really are. One particular aspect of the script that Montreal participants found to be unappealing was the use of the word ‘pue’ (‘stinks’). There was mild resistance to this term among those in the lower SES group, while there was a strong negative reaction to this term among those in the higher SES group.

Another consistent finding across both SES groups and markets is the confusion over ‘Bob / Martin’ breaking the cigarette in half at the end of the script. Many participants questioned why a smoker would do this in real life. In that sense, some participants found this aspect of the script to be unrealistic, as they would never do this with a cigarette. Others questioned whether the cigarette would be lit or not – some asked if commercials were allowed to show lit cigarettes.

The lower SES group in Toronto in particular was critical of the tagline accompanying the script. Specifically, they were skeptical of the word “successfully” that is used in the tagline “Over 1,000 Canadians quit successfully each day”. Participants questioned the number 1,000 and the length of time that “successfully” encompasses, as some have tried to quit smoking before and have only been successful for a limited amount of time.

- “Sex and Chicken” / “Sexe ou Poulet”

This script depicts ‘Bob’ / ‘Martin’ sitting on a chair with an ashtray next to him. He is desperately/awkwardly/hesitatingly trying to light a cigarette and is playing with his cigarette in one hand and a lighter in the other.

Similar to the “Blah, Blah, Blah” script, reaction to this script was mixed. Specifically, the higher SES group in Toronto named this script as their favourite of the four. These participants feel that ‘Bob’ embodies real ‘desperation’ in this script, even going as far as to say that he has resigned himself to the fact that he is not going to quit. Although the higher SES participants in Toronto feel that ‘Bob’ is not ready to quit in this script, there is a perception that he is thinking of some ‘heavy issues’, such as sex. Some can relate to this mindset. For these participants, sex is an important aspect of their lives and some make a connection between sex and a diminishing sex drive.

Participants in the lower SES group in Toronto and both groups in Montreal had a less positive opinion of "Sex and Chicken" or "Sexe ou Poulet". Some do not feel that the link between sex and smoking is appropriate. Specifically, they feel that the seriousness of smoking is diluted by the lighter and more playful message being communicated by the script. There is a sense that these participants would like to see a more powerful and 'real' message being communicated about quitting.

Those in the Montreal groups felt that text depicts smokers as extremely stupid and although they feel that the script targets them (smokers), they feel that it does so in an overly aggressive manner.

- "Toilet" / "Toilette"

This script depicts 'Bob' / 'Martin' sitting on a chair with an ashtray next to him. At the end of the script, there is a short glimpse of 'Bob' / 'Martin' sitting on the toilet.

In three out of the four groups, this script was determined to be the favourite (as mentioned above, the higher SES group in Toronto preferred the "Sex and Chicken" script).

Those participants who preferred this script said that they could relate to the behaviour described. In fact, some said that both the bedroom and the toilet are the only places that they do not smoke. Some participants also found the script to be humorous, however, this humour did not diminish the seriousness of the message being communicated. Along these lines, some felt that the 'Bob' / 'Martin' character was depicted as being very 'desperate' in this script. Others said that the "Toilet" / "Toilette" script would prompt them to seek out more information by contacting the 1-800 number or visiting the website.

A few participants in Toronto found the tagline that appears at the end of the script to be appealing primarily because the word 'successfully' has been removed. It appears that the tagline of "Over 1,000 Canadians quit smoking everyday" may become more credible to participants once the word 'successfully' is removed.

Reaction To 'Bob' / 'Martin' Actors

After hearing/reading the potential television scripts, participants in both markets were exposed to potential 'Bob' (for English Canada) and 'Martin' (for French Canada) actors. In Toronto, participants were exposed to two actors, while in Montreal participants tested one actor.

- Toronto Reaction To "Bob #1"

The general reaction to "Bob #1" was that he would be ineffective as a spokesperson. Many participants in both SES groups felt that he was 'too sarcastic' and 'insincere'. A few in the higher SES group thought that "Bob #1" would give non-smokers who viewed the commercial the impression that smokers were 'stupid'. There is a sense that some participants felt that "Bob #1" was over-acting and that to be convincing, the spokesperson must appear to be acting in a natural, fluid manner. Along these lines, the facial expressions of "Bob #1" were thought to be unappealing.

Some participants said that they would change the channel immediately if they saw a commercial with “Bob #1” in it, citing the fact that he would not hold their attention as a primary reason. A few participants even said that they had a different opinion of ‘Bob’ in their mind after hearing/reading the scripts and “Bob #1” did not meet their expectations after they viewed the commercial.

- Toronto Reaction To “Bob #2”

Toronto reaction to “Bob #2” was much more positive than the reaction to “Bob #1”. Many participants perceived the second ‘Bob’ to be much more ‘perkier’ and ‘real’ than the first ‘Bob’ was. There is a sense that he was seen as an ‘everyman’ or ‘father figure’. In fact, the term “hockey dad” was used by one participant to describe the look and demeanor of “Bob #2”. He was perceived to also be more natural and fluid in his acting. Many said that he did not appear to be acting when he was reciting the script in the commercial. This was seen as a positive.

“Bob #2” is seen as someone who is ‘easy to take’ and participants said that they would watch a series of commercials with the second ‘Bob’ as the focal point. Moreover, some participants said that “Bob #2” would encourage them to consider quitting, if they saw him go through the steps of quitting firsthand. He is felt to be credible as someone who would want to quit smoking, moreso than “Bob #1”.

The one criticism of “Bob #2” is that a few participants felt he looked ‘too clean’ to be considered a smoker. In addition, they felt that he should have a lighter and be playing with it (along with the cigarette). There is a sense that the inclusion of the lighter would assist in communicating that he was having an internal dilemma about whether to quit smoking or not.

Another comment that was made by some Toronto participants is that “Bob #2” did not make eye contact with his viewers at key points of the commercial (ie. the final line “Is This Worth It?”). There is a sense that in order for these commercials to reach the intended audience, more frequent eye contact must be made by the spokesperson to the viewer.

- Montreal Reaction To “Martin”

In Montreal, the text that was delivered by “Martin” (“Pas de Problème”) was the one they least appreciated. Despite this fact, the actor playing “Martin” was seen as an ordinary man with no outstanding features, someone to whom all of the respondents could relate. Montreal participants felt that he would be an appropriate spokesperson because of these factors.

The main criticism of “Martin” from participants was that he was felt not to look like a smoker. Along these lines, many participants agreed that he would have to be directed to express stronger emotions with more subtle body language – with his eyes and mouth, for example.

- Reaction To “Chuck”

In both markets, participants were shown three finished commercials with a spokesperson from an Arizona campaign named “Chuck”.

Reaction to "Chuck" in both markets was positive. Participants felt that he was likeable, funny, natural and completely believable as a frustrated smoker. Some participants felt that he was effective because he looked the viewer right in the eye when making his points about smoking.

Toronto participants would like to see "Bob #2" in a series of "Chuck-like" commercials, while Montreal participants could see "Martin" in a series of these types of commercials.

Reaction To Taglines

Participants in both markets were asked to also evaluate some potential taglines.

The comments about the specific taglines were:

'As many as 50% of quitters quit after their first attempt. You could be one of them. We'll help. Call 1-800-O-CANADA.' 'Jusqu'à 50% des fumeurs arrêtent au premier essai. Vous pourriez être du nombre. Nous allons vous aider. Appelez au 1-800-O-Canada.'	- Some felt that this tagline was intended for very young smokers and not for them, since each was well beyond his or her first attempt to quit - Some found it very confusing – 'quit what?' – it was not clear to them - Many felt that the statement was not credible because as all smokers try to quit at one time or another, a success rate of 50% would mean that there would hardly be any smokers left - On the other hand, some felt that the 50% was a very encouraging number - The 1-800 number should reflect smoking or quitting in some way
'Over 1,000 Canadians quit successfully each day. You could be one of them. We'll help. Call 1-800-O-CANADA.' 'Plus de 1000 fumeurs arrêtent pour de bon chaque jour. Vous pourriez être du nombre. Nous allons vous aider. Appelez au 1-800-O-Canada.'	- Some see no credibility attached to this claim – again, 'quit what?' was asked in the Toronto groups - Some would like the tagline to mention smoking in some way; the 1-800 number was mentioned as a possible avenue to include smoking information - Some participants in the Montreal lower SES group wanted to know if it was 1000 in Quebec, Canada or the entire world - Participants in the Montreal higher SES group preferred this tagline – they felt that this number of people quitting per day across Canada was totally plausible - To these participants, this number makes the goal of quitting successfully appear more attainable
'There are now more ex-smokers than smokers. Join the majority. We'll help. Call 1-800-O-CANADA.' 'Les ex-fumeurs sont plus nombreux que les fumeurs. Joignez la majorité. Nous allons vous aider. Appelez au 1-800-O-Canada.'	- Three of the four groups preferred this tagline - Many of these participants said that this tagline is completely believable and inspirational - A few recognized the "join the majority" part of the tagline from a previous ad campaign - "It says the most to smokers" - The Montreal higher SES group found this tagline to be unappealing – being part of the majority did not strike them as desirable - They were particularly resentful of the intolerance exhibited by most ex-smokers and did not want to identify with them

There is a clear sense that smokers would like to be inspired by the tagline, while at the same time they would also like credible and believable information provided to them.

Reaction To The Fulfillment Piece

Participants in both markets were exposed to a fulfillment piece (either a booklet or a brochure) that they would receive if they contact the 1-800 number or visited the website. Many participants in both markets liked what they saw very much; a few participants asked if they could keep the piece.

The appeal of the fulfillment piece to many is that it presents useful, interesting, new and motivational information in a non-judgmental manner. Another source of appeal for some participants is that they feel the piece would give them an action plan for before and after quitting smoking. One participant said that he could use it to "plot himself on the map".

Some words used by participants to describe the fulfillment piece were as follows:

- Companion
- Inspiration
- Support
- Reference
- Bible

In Montreal, many participants indicated that they would be more inclined to contact the 1-800 number to obtain the fulfillment piece, provided that they could get through easily and were not confronted with an intricate automated answering service. In Toronto (also in Montreal), participants were divided between the 1-800 number and the website as the method they would use to obtain the booklet or brochure. Regardless of the method used to obtain the fulfillment piece, many participants found it to be highly informative and they expressed a keen interest in obtaining it.

Recommendations For Stop Smoking Campaign

1. The campaign should run with "Bob #2" as the spokesperson for English Canada and "Martin" the spokesperson for French Canada. Both potential spokespersons need some improvement in terms of aesthetics (ie. looking at the camera when delivering lines, stronger emotions with body language), however, there is a sense that participants will be able to relate to them.
2. Consideration should be given to removing the word "successfully" from any taglines. The inclusion of this word leads some participants to question the credibility of the information being put forth in the tagline.
3. Consideration should also be given to modifying the 1-800 number to include some reference to smoking. There is a sense that this would assist the number in having more resonance with the target audience.
4. Some of the French scripts were deemed to paint smokers in a 'derogatory' light. Some consideration should be given to removing the elements that French-speaking participants perceived as offensive.

APPENDIX 1 – SCREENERS

SCREENER – Adults – Montreal and Toronto

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	☐	☐
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 24	☐ TERMINATE
25 - 39	☐ TERMINATE
40 to 54	☐
55 - 70	☐ TERMINATE
Over 70	☐ TERMINATE

5. Do you smoke cigarettes?

Yes

☐

No

☐ **THANK AND TERMINATE**

DK / REFUSE

☐ **THANK AND TERMINATE**

6. How likely is it that you will try to quit smoking in the next six months? Is it...

Very likely

☐

Somewhat likely

☐

Not very likely

☐ **THANK AND TERMINATE**

Not likely at all

☐ **THANK AND TERMINATE**

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 undergraduate university

☐

Some/ completed post-graduate university

☐

Other

☐

GOOD MIX

8. Which of the following best describes the type of work you do?

Blue Collar

☐

White Collar

☐

Pink collar (clerical)

☐

Grey collar (technical)

☐

Not currently employed

☐

GOOD MIX

9. In which of the following classifications does your total household before taxes income fall? [READ LIST, CHECK ONE]

Under \$40,000

☐ **THANK AND TERMINATE**

\$40,000 - \$74,999

☐

\$75,000 - \$99,999

☐

\$100,000 - \$149,999

☐

\$150,000 +

☐

Refused / Don't know ☐ [DO NOT READ]

GOOD MIX

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last 2 hours. The objective is to get your opinions on some advertising. 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 \$60.

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: _____

January, 2003

SCREENER – Adults with Low Socio-Economic Status - Toronto

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	☐	☐
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 24 ☐ **TERMINATE**
25 - 39 ☐ **TERMINATE**
40 to 54 ☐
55 - 70 ☐ **TERMINATE**
Over 70 ☐ **TERMINATE**

5. Do you smoke cigarettes?

Yes

☐

No

☐ **THANK AND TERMINATE**

DK / REFUSE

☐ **THANK AND TERMINATE**

6. How likely is it that you will try to quit smoking in the next six months? Is it...

Very likely

☐

Somewhat likely

☐

Not very likely

☐ **THANK AND TERMINATE**

Not likely at all

☐ **THANK AND TERMINATE**

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

☐ **TERMINATE**

Graduated community college/ technical college/ CEGEP

☐ **TERMINATE**

Some undergraduate university

☐ **TERMINATE**

Graduated university or more

☐ **TERMINATE**

Other

☐ **TERMINATE**

DK/Refused

☐ **TERMINATE**

8. Which of the following best describes the type of work you do?

Blue Collar

☐

White Collar

☐

Pink collar (clerical)

☐

Grey collar (technical)

☐

Not currently employed

☐

9. 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

☐ **THANK AND TERMINATE**

\$75,000 - or more

☐ **THANK AND TERMINATE**

Refused / Don't know ☐ [DO NOT READ] **THANK AND TERMINATE**



RESPONDENT QUALIFIES FOR GROUP IF:

Aged 40 – 54

Currently smokes, but trying to quit

Education is no higher than CEGEP

Household income is no higher than \$50,000

Works in blue collar, or pink collar or is unemployed

INVITATION:

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last 2 hours. The objective is to get your opinions on some advertising on second hand smoke. 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 \$60.

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: _____

QUESTIONNAIRE – Montréal

Bonjour / Bonsoir. Mon nom est _____ de Millward Brown Goldfarb, une firme d'étude de marché indépendante. Nous menons présentement une étude pour le compte de Santé Canada auprès des gens de votre région. Je tiens à vous assurer que nous ne vendons rien, nous désirons simplement recueillir votre opinion. Puis-je prendre quelques minutes de votre temps ?

1. L'occupation des gens est un sujet qui nous intéresse. Est-ce que vous ou une personne de votre foyer travaille présentement dans l'un des domaines suivant ?

Non Oui

Agence de publicité	☐	☐
Journaux	☐	☐
Radio ou télévision	☐	☐
Firme d'étude de marché	☐	☐

SI "OUI" À L'UN DES ÉNONCÉS, REMERCIEZ ET TERMINEZ

2. Pour les fins de ce projet, nous devons nous assurer que nous parlons à des gens ayant un profil socio-démographique bien précis. Avez-vous des enfants ?

Oui ☐
Non ☐

BON MÉLANGE DE GENS AVEC ET SANS ENFANTS

3. NOTEZ LE SEXE:

Homme ☐
Femme ☐

VÉRIFIEZ LES QUOTAS

4. À laquelle des catégories d'âge suivantes appartenez-vous ?

Moins de 24	☐ TERMINEZ
25 - 39	☐ TERMINEZ
40 à 54	☐
55 - 70	☐ TERMINEZ
Plus de 70	☐ TERMINEZ

5. Fumez-vous la cigarette ?

- Oui ☐
Non ☐ **REMERCIEZ ET TERMINEZ**
NSP / REFUS ☐ **REMERCIEZ ET TERMINEZ**

6. Dans quelle mesure est-il probable qu vous essayez de cesser de fumer au cour des 6 prochains mois ? Est-ce...

- Très probable ☐
Probable ☐
Peu probable ☐ **REMERCIEZ ET TERMINEZ**
Pas du tout probable ☐ **REMERCIEZ ET TERMINEZ**

7. Quel est le plus haut niveau d'éducation que vous avez atteint ? [NE LISEZ PAS]

- | | |
|--------------------------|---|
| 1 – École primaire | ☐ GROUPES 1 & 2 |
| 2 – Secondaire partiel | ☐ GROUPES 1 & 2 |
| 3 – Secondaire complété | ☐ GROUPES 1 & 2 |
| 4 – CÉGEP partiel | ☐ GROUPE 2 |
| 5 – CÉGEP complété | ☐ GROUPE 2 |
| 6 – Université partielle | ☐ GROUPE 2 |
| 7 – Université complétée | ☐ GROUPE 2 |
| 8 – Autre | ☐ SUPERVISEUR |
| 9 – NSP / REFUS | ☐ TERMINEZ |

ASSUREZ-VOUS D'AVOIR UNE BONNE VARIÉTÉ DANS LE GROUPE 2

8. Lequel des énoncés suivants décrit le mieux votre type d'emploi ?

- | | |
|-----------------------|--|
| Col Bleue | ☐ GROUPES 1 & 2 |
| Col Blanc | ☐ GROUPE 2 SEULEMENT |
| Col Rose (clérical) | ☐ GROUPES 1 & 2 |
| Col Gris (technicien) | ☐ GROUPE 2 SEULEMENT |
| Sans emploi | ☐ GROUPES 1 & 2 |

ASSUREZ-VOUS D'AVOIR UNE BONNE VARIÉTÉ DANS LE GROUPE 2

9. Dans laquelle des catégories suivantes se situe le revenu annuel de votre foyer avant impôt ? [LISEZ LA LISTE, NOTEZ UNE RÉPONSE]

- | | |
|---------------------|---|
| Moins de \$25,000 | ☐ GROUPES 1 & 2 |
| \$25,000 - \$39,999 | ☐ GROUPES 1 & 2 |
| \$40,000 - \$74,999 | ☐ GROUPE 2 SEULEMENT |
| \$75,000 – ou plus | ☐ GROUPE 2 SEULEMENT |
| NSP / REFUS | ☐ [NE LISEZ PAS] REMERCIEZ ET TERMINEZ |

ASSUREZ-VOUS D'AVOIR UNE BONNE VARIÉTÉ DANS LE GROUPE 2

Groupe 1:

Âge : 40 – 54
Statut : Fume présentement mais tente d'arrêter
Éducation : Secondaire complété et moins
Revenu : Moins de \$40,000
Travail : Col Bleu, Col Rose ou Sans emploi uniquement

Groupe 2:

Âge : 40 – 54
Statut : Fume présentement mais tente d'arrêter
Éducation : Bon mélange
Revenu : Plus de \$40,000
Travail : Bon mélange

INVITATION:

Nous désirons vous inviter à participer à un groupe de discussion rémunéré le **Voir la section ci-haut** qui durera 2 heures. Le but de cette démarche est de recueillir votre opinion concernant certaines publicité portant sur la fumée secondaire. Il n'y aura aucune tentative de vous vendre quoique ce soit. Nous sommes simplement intéressé par votre opinion. Nous croyons que vous allez apprécier l'expérience et nous vous remettrons la somme de \$60 en guise de remerciement.

Êtes-vous intéressé à participer ?

Oui ☐
Non ☐ **TERMINEZ**

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

TÉL. MAISON: _____ TÉL. TRAVAIL: _____

CONFIRMÉ PAR: _____ DATE: _____

PARTICIPE AU GROUPE: _____ DATE: _____ HEURE: _____

APPENDIX 2 – DISCUSSION OUTLINE

DISCUSSION OUTLINE

1. *Introduction Of Moderators & 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 video and audio taped, 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 smoking. I am going to expose you to some potential advertising and get your reaction to it. 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. **(Moderator Note: Thank each person for their response by using their first name.)**

I want to start by talking a little about smoking.

3. *Smoking Behaviour – Quitting (5 minutes)*

- 1. - How long have you been a smoker? *2a 2b*
- 2ab - When do you smoke (Probe deeper on **places, situations**)
- 3 - What factored into your decision to start smoking? *4a 4b*
- 4ab - What are your feelings about quitting? (Probe deeper on **have quit in the past, currently thinking about quitting, quit and then started again, haven't considered quitting** if they are mentioned)

4. *Evaluation Of Potential Scripts (30 Minutes)*

I am going to read/show you some scripts of potential television commercials that deal with the issue of smoking, and specifically the issue of quitting smoking.

READ FIRST SCRIPT IN ROTATION. AFTER READING THE SCRIPT ONCE, HAND-OUT FIRST SCRIPT IN ROTATION. ASK THEM RESPONDENTS TO READ IT TWICE.

- 5 - What is your initial reaction to this script/commercial?
- 6ab - What did you like about it? 6a What didn't you like about it? 6b
- 7 - What are your feelings for rating it the way in which you did?
- 8 - What is the main message that they are trying to communicate? 9a
- 9ab - Is the message easy to understand? If not, what is difficult? 9b
- 10ab - Is the message credible? What makes it credible/not credible? 10b
- 11 - What is the tone of the script/commercial?
- 12 - Are there specific words or phrases you recall that contribute to the message?
- 13 - Who is this commercial aimed at?
- 14ab - Is it aimed at you? 14a
 - What reasons do you have for saying that? 14b
- 15ab - Is this script/commercial relevant to you? 15a
 - What reasons do you have for saying that? 15b
- 16a - If this script was on television, is it something you would notice?
- 17ab - Is this something that would prompt action on your part? 17a
 - If 'Yes', ask...What actions would it prompt you to take? 17b
 - If 'No', ask...What are some reasons for not taking action?
- 18 - (Regardless of respondents' opinion of the script/commercial, ask) If you were able to improve this commercial, what would you do?

PROCEED WITH THE SECOND, THIRD, AND FOURTH SCRIPT (THERE WILL BE FOUR SCRIPTS IN EACH MARKET).

ONCE ALL OF THE SCRIPTS HAVE BEEN READ, ASK:

- 19 - When should these commercials be aired in order to reach you?
- 20 - Which script is most effective at making you think about quitting?
- 21 - What are your reasons for saying that?
- 22 - Which script is most credible?

5. *Evaluation Of Potential Spokepersons (20 to 30 Minutes)*

Instructions
Now, I am going to show you some draft TV commercials dealing with smoking. I would like you to pay particular attention to the spokesperson in the commercial. You might recognize the words as one of the scripts you have just read.

I will show the first commercial to you twice, at which point, we will discuss.

SHOW FIRST COMMERCIAL IN ROTATION TWICE AND BEGIN DISCUSSION.

- 23 - What is your initial reaction to this commercial?
 24ab What did you like about him? What didn't you like about him?
 25ab Is he memorable? What makes you say that?
 26abc Do you relate to him? If yes, why? If no, why not?
 27abcd Is he credible as a spokesperson? Is he relevant? What makes him credible/relevant? What makes him not credible/relevant?
 28 - What makes him appealing/unappealing?
 29ab Describe him. What is his tone?
 30 - What is the main message that he is trying to communicate?
 31 - Is the message easy to understand?
 32 - Is the message credible coming from him?
 33 - What is the tone of the commercial?
 34 - Are there specific words or phrases you recall that contribute to the message?
 35 - Who is this commercial aimed at?
 36ab Is it aimed at you?
 ▪ What reasons do you have for saying that?
 37ab Is this script/commercial relevant to you?
 ▪ What reasons do you have for saying that?
 38 - If you saw this commercial on television, is it something you would notice?
 39ab Is something that would prompt action on your part?
 - If 'Yes', ask...What actions would it prompt you to take?
 - If 'No', ask...What are some reasons for not taking action?
 40 - (Regardless of respondents' opinion of the script/commercial, ask) If you were able to improve this commercial, what would you do?

REPEAT FOR SECOND ACTOR (IN THE TORONTO MARKET, THERE WILL BE A SECOND ACTOR. IN THE MONTREAL MARKET, THERE WILL BE ONLY ONE ACTOR).

FOR THE TORONTO MARKET, ONCE ALL OF THE ACTORS HAVE BEEN SHOWN, ASK:

- 41 - Which actor is most effective at relaying the intended message?
 42 - What are your reasons for saying that?
 43 - When should these commercials be aired in order to reach you?

6. Evaluation Of 'Chuck' Ads (25 minutes)

In Toronto, the Moderator should say: Now, I am going to show you some more TV commercials that deal with smoking. I would like you to pay attention to both the spokesperson and the commercial itself.

I will show you each commercial twice, at which time we will have a short discussion on each.

In Montreal, the Moderator should say: Now, I am going to show you some more TV commercials that deal with smoking. There is no sound in these commercials, however, I will be reading the part of the spokesperson once each commercial has been shown.

I will show you each commercial twice, then I will read you each script twice.

IN TORONTO: SHOW FIRST COMMERCIAL IN ROTATION TWICE, THEN ASK:

IN MONTREAL: SHOW AND READ FIRST SCRIPT TO PARTICIPANTS TWICE, THEN ASK:

- 44 - What is your initial reaction to this script/commercial?
- 45ab - What did you like about it? What didn't you like about it? 45b
- 46 - What are your feelings for rating it the way in which you did?
- 47 - What is the main message that they are trying to communicate?
- 48ab - Is the message easy to understand? If not, what is difficult? 48b
- 49ab - Is the message credible? What makes it credible/not credible? 49b
- 50 - What is the tone of the script/commercial?
- 51 - Are there specific words or phrases you recall that contribute to the message?
- 52 - Who is this commercial aimed at?
- 53ab - Is it aimed at you? 53a
 - What reasons do you have for saying that? 53b
- 54ab - Is this script/commercial relevant to you? 54a
 - What reasons do you have for saying that? 54b
- 55 - If this script/commercial was on television, is it something you would notice?
- 56ab - Is this something that would prompt action on your part? 56a
- If 'Yes', ask... What actions would it prompt you to take? 56b
- If 'No', ask... What are some reasons for not taking action?
- 57ab - What did you like about him? What didn't you like about him? 57a 57b
- 58ab - Is he memorable? What makes you say that? 58b
- 59abc - Do you relate to him? If yes, why? If no, why not? 59a 59b
- 60abcd - Is he credible as a spokesperson? 60a Is he relevant? 60b What makes him credible/relevant? 60c What makes him not credible/relevant? 60d
- 61 - What makes him appealing/unappealing?
- 62ab - Describe him. What is his tone? 62a 62b
- 63 - What is the main message that he is trying to communicate?
- 64 - Is the message easy to understand?
- 65 - Is the message credible coming from him?
- 66 - What is the tone of the commercial?
- 66 - **(Regardless of respondents' opinion of the script/commercial, ask) If you were able to improve this commercial, what would you do?**

PROCEED WITH THE SECOND AND THIRD AD (THERE WILL BE THREE CHUCK ADS IN EACH MARKET).

ONCE ALL OF THE COMMERCIALS/SCRIPTS HAVE BEEN VIEWED/READ, ASK:

- 67 - When should these commercials/scripts be aired in order to reach you?
- 68 - Which script is most effective at making you think about quitting?
- 69 - What are your reasons for saying that?
- 70 - Which script/commercial is most credible?

7. Evaluation of Taglines and Supers (10 minutes)

SHOW FIRST TAGLINE AND ASK:

- 71 - What is your initial reaction to this statement?
- 72a - Do you find this statement encouraging or discouraging? If so, why/how?
- 72b - What do you think the purpose of the statement is?
- 73 - Do you think this statement is credible?
- 74a - Would this statement prompt you to take action? If so, what type of action?
- 74b -

REPEAT FOR SECOND AND THIRD TAGLINE. ONCE ALL OF THE TAGLINES HAVE BEEN SHOWN, ASK:

- 75a - Which tagline do you think is the most effective at making you think about quitting smoking? Why?
- 75b -
- 76a - Which tagline do you think is the least effective at making you think about quitting smoking? Why?
- 76b -

8. Evaluation of Fulfillment Pieces (10 minutes)

SHOW FULFILLMENT PIECE and introduce it by saying that Health Canada would like feedback from participants on a draft of the booklet being prepared to assist smokers to quit. As part of this campaign. Emphasize that this booklet would be sent to persons who called the 1-800 number requesting support materials to assist in their effort to stop smoking. etc. etc.

Explain that if participants called the 800#, they would be sent something like this brochure **within 24hours**. It would be emphasized that the text of the brochure would be targeted at assisting people on how to quit smoking (with possibly the cover having some linkages to the campaign). Ask them to read some of the brochure, and ask the following questions:

- 77a - What is your overall reaction to the brochure? i.e. look, feel, size, etc. Why?
- 77b -
- 78a - Is this something you would read? Why/why not?
- 78b -
- 79a - What message(s) do you get from the brochure? Is/are the message(s) easy to understand?
- 79b -
- 80a - Who is this brochure aimed at? Is it aimed at you? why/why not? Who could benefit from reading it?
- 80b -
- 80c -
- 80d -
- 81a - Is the language written in a way that is clear and is the information helpful? Do you have any suggestions to help improve this booklet?
- 81b -
- 82a - Would you use this type of booklet, if you were trying to quit smoking? Do you think that this brochure would assist you if you were trying to quitting smoking? How can it be improved to assist you in quitting smoking?
- 82b -
- 82c -
- 83a - Is there anything missing from the brochure? If so, what?
- 83b -

9. **Wrap-Up (10 minutes)**

- 84 - (Once all materials have been evaluated, ask) You have now seen or heard a number of different versions of commercials and scripts. What is your overall opinion of this as a campaign?
- 85 - Why do you think the Government of Canada is doing these ads?
- 86abc - Would you call 1-800 O Canada to be mailed information on quitting? What would you expect to receive if you did call? What would you like to receive? -86c
- 87abc - Would you visit a website to get help/information on quitting? What would you expect to receive? What would you like to receive? -87a -87b -87c
- 88abc - Would you call a smoker's helpline to get help/information on quitting? What would you expect to receive if you called this helpline? What would you like to receive if you called? -88a -88b -88c
- 89 - If you could give Health Canada some additional advice on this advertising, what would it be?

Thanks again for taking the time to talk with me today. Have a great evening.

GUIDE DE DISCUSSION

1. Présentation du modérateur et du projet (5 minutes)

Avant de commencer, est-ce que je peux vous demander de fermer vos téléphones cellulaires ou téléavertisseurs si vous en avez

Il s'agit d'un projet de recherche que nous menons pour le compte de Santé Canada. Nous ne vous demanderons pas d'informations confidentielles, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. La discussion fait l'objet d'un enregistrement vidéo et audio, car c'est ma façon de prendre des notes et de me concentrer pendant le groupe. Ces rubans me permettent de consulter l'information obtenue lors de la discussion de façon à ce que je puisse rédiger un rapport détaillé pour mon client. Il y a quelques observateurs derrière le miroir, des représentants de Santé Canada qui sont là pour écouter et apprendre. Nous recherchons vos opinions franches et honnêtes et les raisons de celles-ci. Aujourd'hui, nous allons parler de la question de la fumée.

Je vais vous montrer quelques publicités qui sont envisagées et j'aimerais avoir votre réaction. Veuillez être honnête dans vos opinions. Si vous aimez ce que je vous montre, dites-le moi, et dites-moi pourquoi. Si vous n'aimez pas, dites-moi aussi pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses et toutes les opinions sont valables.

2. Présentation des participants (5 minutes)

Pour commencer la discussion, je vais vous demander de vous présenter en me donnant votre prénom, et en me disant ce que vous aimez faire pendant vos moments de loisirs. **(Note pour l'animateur : Remercier chaque personne de leurs réponses en utilisant son prénom.)**

J'aimerais commencer par parler un peu de la question de la fumée.

3. Comportement comme fumeur - cessez de fumer (5 minutes)

- Depuis combien de temps est-ce que vous fumez ?
- Quand fumez-vous (approfondir en profondeur les **endroits et situations**)
- Qu'est-ce qui a provoqué votre décision de commencer à fumer ?
- Qu'est-ce que vous pensez de l'idée de cesser de fumer ? (Approfondir : **a cessé dans le passé, envisage présentement de cesser, a déjà cessé et a recommencé, n'a jamais envisagé de cesser**, si ces comportements sont mentionnés).

4. Évaluation des textes potentiels (45 minutes)

Je vais vous montrer les textes d'annonces pour la télévision qu'on envisage sur le sujet de la fumée, et plus spécifiquement le concept de cesser de fumer.

LIRE LE PREMIER EN TEXTE EN ROTATION. APRÈS AVOIR LU LE TEXTE UNE FOIS, REMETTRE UNE COPIE DU TEXTE. DEMANDEZ AU RÉPONDANT DE LIRE DEUX FOIS.

- Quelle est votre réaction initiale à cette annonce ?
- Qu'est-ce que vous avez aimé? Qu'est-ce que vous n'avez pas aimé?
- Qu'est-ce que vous ressentiez pour l'avoir évaluée de cette façon ?
- Quel est le message principal qu'ils essayaient de communiquer ?
- Est-ce que ce message était facile à comprendre ? Si non qu'est-ce qui était difficile ?
- Est-ce que le message est crédible ? Qu'est-ce qui fait qu'il est crédible (ou non crédible) ?
- Qu'est-ce que vous avez pensé du ton de cette annonce ?
- Est-ce qu'il y a des mots ou des phrases spécifiques dont vous vous souvenez et qui contribuent au message ?
- À qui est-ce que cette annonce était destinée ?
- Est-ce qu'elle vous était destinée ?
- Quelles sont les raisons qui vous font dire cela ?
- Est-ce que cette annonce est pertinente pour vous ?
- Quelles sont vos raisons de dire cela ?
- Si cette annonce passait à la télévision est-ce que c'en est une que vous remarqueriez ?
- Est-ce que c'est une annonce qui pourrait vous inciter à faire quelque chose ?
- **Si oui demander :** Qu'est-ce qu'elle pourrait vous inciter à faire ?
- **Si non :** Quelles seraient les raisons de ne rien faire suite à cette annonce ?
- Quand devrait-on diffuser ces annonces pour qu'elles vous rejoignent?
- **(Peu importe l'opinion des participants sur l'annonce demander):** Si vous étiez capable d'améliorer cette annonce, qu'est-ce que vous feriez ?

En ce qui a trait au premier texte dans la rotation qui traite des maladies reliées à la fumée secondaire ou qui parle de telles maladies possibles, posez les questions suivantes :

- **(Seulement si le terme MFS est utilisé dans le texte, posez la question):** Qu'est-ce que vous pensez qu'ils veulent dire par les maladies associées à la fumée secondaire ?
- **(Seulement si le terme MFS est utilisé dans le texte ?)** Qu'est-ce que l'inclusion de ce terme apporte à l'annonce ?
- Est-ce que vous croyez que vous pouvez effectivement contracter des maladies à cause de la fumée secondaire ? Quelles maladies ?

CONTINUEZ AVEC LE DEUXIÈME, LE TROISIÈME, LE QUATRIÈME, ET LE CINQUIÈME TEXTE.

UNE FOIS QUE TOUS LES TEXTES ONT ÉTÉ LUS, DEMANDEZ :

- Lequel de ces textes est le plus efficace pour vous amener à penser à cesser de fumer ?
- Pour quelles raisons, dites-vous cela ?

5. Évaluation de porte-parole potentiel 45 minutes

Je vais maintenant vous montrer certains démos d'annonces télévisions qui traitent de la question de la fumée. J'aimerais que vous portiez une attention particulière aux portes-parole dans les

annonces. Il est possible que vous reconnaissiez les mots comme étant ceux de l'un des textes que nous avons lus.

Je vais vous montrer la première annonce une fois puis je vais vous demander de remplir un petit questionnaire sur votre impression de cette annonce. Pendant ce temps, veuillez garder le silence car nous en discuterons une fois que tout le monde aura rempli le questionnaire.

MONTREZ LE PREMIER QUESTIONNAIRE EN ROTATION. REMETTRE LES QUESTIONNAIRES. DONNEZ LE TEMPS AUX PARTICIPANTS DE LES REMPLIR. LORSQUE TOUS LES QUESTIONNAIRES AURONT ÉTÉ REMIS, MONTREZ L'ANNONCE UNE DEUXIÈME FOIS ET COMMENCER LA DISCUSSION.

- Quelle est votre réaction initiale à cette annonce ?
- Qu'est-ce que vous avez aimé de lui? Qu'est-ce que vous n'avez pas aimé?
- Est-ce qu'il est mémorable et est-ce que vous vous identifiez à lui ? Qu'est-ce qui vous fait dire cela?
- Est-ce qu'il est crédible? Est-ce qu'il est pertinent? Qu'est-ce qui fait qu'il est crédible ou pertinent ? Qu'est-ce qu'il fait qu'il n'est pas crédible ou pertinent ?
- Qu'est-ce qui le rend attrayant ou peu attrayant ?
- Quel est le principal message qu'il essaie de véhiculer ?
- Est-ce que ce message est facile à comprendre ?
- Est-ce que le message est crédible venant de lui?
- Qu'est-ce que vous pensez du 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 est-ce que cette annonce était destinée ?
- Est-ce qu'elle vous était destinée ?
- Quelles sont les raisons qui vous font dire cela ?
- Est-ce que cette annonce est pertinente pour vous ?
- Quelles sont vos raisons de dire cela ?

- Si cette annonce passait à la télévision est-ce que c'en est une que vous remarqueriez ?
- Est-ce que c'est une annonce qui pourrait vous inciter à faire quelque chose ?
- **Si oui demander :** Qu'est-ce qu'elle pourrait vous inciter à faire ?
- Quelles seraient les raisons de ne rien faire suite à cette annonce ?
- Quand devrait-on diffuser ces annonces pour qu'elles vous rejoignent?
- **(Peu importe l'opinion des participants sur l'annonce demander):** Si vous étiez capable d'améliorer cette annonce, qu'est-ce que vous feriez ?

REPÉTEZ POUR LES DEUXIÈME ET TROISIÈME VERSIONS DES ANNONCES

UNE FOIS QUE TOUS LES ANNONCES ONT ÉTÉ MONTRÉES, DEMANDEZ :

- Quel comédien est le plus efficace pour véhiculer le message désiré ?
- Quelles sont vos raisons de dire cela ?
- Laquelle des annonces est la plus efficace pour véhiculer le message désiré ?
- Quelles sont vos raisons de dire cela ?

6. *Conclusion (10 minutes)*

- **Une fois que tous les textes et annonces ont été évalués, demandez :** Vous avez maintenant vu ou entendu plusieurs versions de ces annonces et de ces textes. Quelle est votre opinion globale de ces annonces comme campagne de publicité ?
- Pourquoi pensez-vous que le gouvernement du Canada fait ces annonces?
- Est-ce que vous appelleriez 1-800 O Canada pour recevoir de l'information par la poste sur comment cesser de fumer? Qu'est-ce que vous vous **attendriez** de recevoir si vous appeliez? Qu'est-ce que vous **aimeriez** recevoir?
- Est-ce que vous visiteriez un site Internet pour recevoir ce type d'information? Qu'est-ce que vous vous **attendriez** de recevoir si vous appeliez? Qu'est-ce que vous **aimeriez** recevoir?
- Est-ce que vous appelleriez une ligne d'aide aux fumeurs pour obtenir de l'information sur comment cesser de fumer? Qu'est-ce que vous vous **attendriez** de recevoir si vous appeliez? Qu'est-ce que vous **aimeriez** recevoir?
- Si vous aviez quelques conseils à donner à Santé Canada concernant cette publicité, quels conseils lui donneriez-vous ?

Merci encore d'avoir pris le temps de venir ici aujourd'hui, bonne fin de soirée.

APPENDIX 3 – SCRIPTS

"No Problem"

VIDEO	AUDIO
VIDEOGRAPHED IN BLACK AND WHITE. SET IS STARKLY SIMPLE, SUGGESTIVE OF AN EXTREMELY COLD CANADIAN WINTER DAY. OUR PROTAGONIST IS BOB, AN ORDINARY-LOOKING GUY IN HIS 40S. HE IS ANIMATED AND DOES NOT MINCE WORDS. BOB IS WEARING A COAT, HAT, SCARF AND MITTS.	SFX: GENERAL AMBIENT
BOB IS HOLDING A LIT CIGARETTE. HE'S GETTING FRUSTRATED.	You can't smoke anywhere anymore. (very frustrated)
BOB IS FEELING THE COLD... SHIVERING	BOB (O/C): I'm outside it's minus 20. No problem – I like winter.
BOB SPEAKS USING HIS HANDS	My breath stinks? No problem – that's what breath mints are for.
	Food's got no taste? No problem ... that's what salt is for.
	Is this really worth it?
SUPER BELOW: Call 1 800 O-CANADA (1 800 622-6232) or visit www.GoSmokefree.ca	ANNCR (V/O) Over 1,000 Canadians quit successfully each day. You <u>can</u> quit. We'll help. Call 1 800 O-CANADA. Now. Or visit our website at GoSmokefree.ca
SUPER Canada Wordmark	ANNCR (V/O) A message from the Government of Canada

“Pas de problème”

VIDÉO	AUDIO
ON OUVRE SUR UN FOND LIMBO BLANC. MARTIN, UN FUMEUR ORDINAIRE DANS LA QUARANTAINE, PORTE UN ANORAK. IL EST ANIMÉ ET NE MÂCHE PAS SES MOTS. IL TIENT UNE CIGARETTE ALLUMÉE. MONTÉE DANS LE TON DES RÉPONSES QU'IL APORTE POUR CONTRER LES ARGUMENTS. ICI LE TON CASSE ET IL DEVIENT NETTEMENT SARCASTIQUE. PAR SON ATTITUDE, IL AVOUE QUE FUMER EST DEVENU POUR LUI « UN PROBLÈME » SUPER : APPELEZ AU 1 800 O-Canada (1 800 622-6232) ou visitez www.VivezSansFumee.ca MOT-SYMBOLE DU CANADA	MARTIN: O.C. Oui je le sais, c'est compliqué : on peut plus fumer nulle part. Ça fait que je suis planté-là dehors à – 20... Pas de problème, j'aime l'hiver. Pis tu pues toujours un peu d'la gueule... Pas de problème, j'adore la gomme. En plus, tout goûte pareil. Pas de problème : j'utilise beaucoup de sel... Pas de problème... c'est de moins en moins évident ça... ANNONCEUR : V.O. À chaque jour, plus de 1000 Canadiens arrêtent de fumer avec succès. Vous pouvez réussir. Nous allons vous aider. Appelez sans tarder au 1 800 O-Canada. Ou visitez www.VivezSansFumee.ca ANNONCEUR V.H.C. : Un message du Gouvernement du Canada.

"Blah, blah, blah"

VIDEO	AUDIO
VIDEOGRAPHED IN BLACK AND WHITE. OUR PROTAGONIST IS BOB, AN ORDINARY-LOOKING, GUY IN HIS 40S. HE IS ANIMATED AND DOES NOT MINCE WORDS.	SFX: GENERAL AMBIENT
WE SEE BOB IN THE DISTANCE, STANDING NEXT TO AN OUTDOOR ASHTRAY.	
ZOOM IN ON BOB. BOB IS WEARING A COAT, HAT, SCARF AND MITTS.	
BOB MAKES A MOVEMENT TO LIGHT A CIGARETTE.	BOB (O/C): Ya, I smoke, you too? Can you believe the grief we have to take from people? Excuse me, can't smoke here, It stinks.. Blah, blah, blah
BOB BREAKS HIS CIGARETTE IN TWO.	Everyone wants us to quit, right? OK, let's quit.
HE MAKES HALF THE CIGARETTE APPEAR.	You with me?
ZOOM OUT AND FADE	You're not ready to quit, are you? Now what do we do?
SUPER BELOW: Call 1 800 O-CANADA (1 800 622-6232) or visit www.GoSmokefree.ca	ANNCR (V/O) Over 1,000 Canadians quit successfully each day. You <u>can</u> be one of them. We'll help. Call 1 800 O-CANADA. Now. Or visit our website at GoSmokefree.ca
SUPER Canada Wordmark	ANNCR (V/O) A message from the Government of Canada

“Blah, blah, blah”

VIDÉO	AUDIO
ON OUVRE SUR UN FOND LIMBO BLANC. MARTIN, UN FUMEUR ORDINAIRE DANS LA QUARANTAINE, PORTE UN ANORAK ET EST DEBOUT PRÈS D'UN CENDRIER EXTÉRIEUR D'UN ÉDIFICE.	MARTIN: O.C. Ouais, je fume. Toi aussi ? Non mais, on se fait-tu achaler : « s'cusez, vous pouvez pas fumer ici. » « Ça pue! »
IL EST ANIMÉ ET NE MÂCHE PAS SES MOTS.	Blah. Blah. Blah.
IL FAIT LE GESTE D'ALLUMER UNE CIGARETTE.	Tout le monde veut qu'on arrête. Ben, on arrête! T'es pas prêt ??
IL CASSE LA CIGARETTE.	Moi non plus.
IL FAIT RÉAPPARAÎTRE UNE MOITIÉ DE CIGARETTE.	Bon, on fait quoi?
SUPER : APPELEZ AU 1 800 O-Canada (1 800 622-6232) ou visitez www.VivezSansFumee.ca	ANNONCEUR : V.O. À chaque jour, plus de 1000 Canadiens arrêtent de fumer avec succès. Vous pouvez réussir. Nous allons vous aider. Appelez sans tarder au 1 800 O-Canada. Ou visitez www.VivezSansFumee.ca
MOT-SYMBOLE DU CANADA	ANNONCEUR V.H.C. : Un message du Gouvernement du Canada.

"Sex or Chicken"

VIDEO	AUDIO
VIDEOGRAPHED IN BLACK AND WHITE. OUR PROTAGONIST IS BOB, AN ORDINARY-LOOKING, GUY IN HIS 40S. HE IS ANIMATED AND DOES NOT MINCE WORDS.	SFX: GENERAL AMBIENT
WE SEE BOB IN THE DISTANCE SITTING ON A CHAIR. THERE'S AN ASHTRAY NEXT TO HIM.	
ZOOM IN ON BOB. HE'S DESPARATELY TRYING TO LIGHT UP A CIGARETTE.	BOB (O/C): Alright, I figured out what to do with this whole smoking thing. I keep smoking. Who cares if my breath stinks? The breath mint people have to make a living. So what if the sex is only so-so. I can just, ah... Ha, um.
BOB PLAYS WITH HIS CIGARETTE IN ONE HAND AND LIGHTER IN THE OTHER.	
FADE	ANNCR (V/O) Over 1,000 Canadians quit successfully each day. You <u>can</u> be one of them. We'll help. Call 1 800 O-CANADA. Now. Or visit our website at GoSmokefree.ca
SUPER BELOW: Call 1 800 O-CANADA (1 800 622-6232) or visit www.GoSmokefree.ca	
SUPER Canada Wordmark	ANNCR (V/O) A message from the Government of Canada

“Sexe ou poulet”

VIDÉO	AUDIO
ON OUVRE SUR UN FOND LIMBO BLANC. MARTIN, UN FUMEUR ORDINAIRE DANS LA QUARANTAINE ASSIS SUR UNE CHAISE. IL Y A UN CENDRIER TOUT PRÈS DE LUI. IL MONTRE LA CIGARETTE.	MARTIN: O.C. Ça y est ! J'ai réglé la question. Je continue de fumer.
IL EST ANIMÉ ET NE MÂCHE PAS SES MOTS.	Je m'en fous si j'ai mauvaise haleine. Les fabricants de menthe ont ben le droit de vivre.
IL ESSAIE D'ALLUMER UNE CIGARETTE ET ABANDONNE L'IDÉE RAPIDEMENT.	Pis je m'en fous si le sexe est comme ci, comme ça,
IL JOUE AVEC SON BRIQUET ET SA CIGARETTE PENDANT LE RESTE DU MESSAGE.	Je peux toujours, ah...ha... hem... (RIRE UNE PEU GÊNÉ).
SUPER : APPELEZ AU 1 800 O-Canada (1 800 622-6232) ou visitez www.VivezSansFumee.ca	ANNONCEUR : V.O. À chaque jour, plus de 1000 Canadiens arrêtent de fumer avec succès. Vous pouvez réussir. Nous allons vous aider. Appelez sans tarder au 1 800 O-Canada. Ou visitez www.VivezSansFumee.ca
MOT-SYMBOLE DU CANADA	ANNONCEUR V.H.C. : Un message du Gouvernement du Canada.

"Toilet"

VIDEO	AUDIO
VIDEOGRAPHED IN BLACK AND WHITE. OUR PROTAGONIST IS BOB, AN ORDINARY-LOOKING, GUY IN HIS 40S. HE IS ANIMATED AND DOES NOT MINCE WORDS.	SFX: GENERAL AMBIENT
WE SEE BOB IN THE DISTANCE SITTING ON A CHAIR. THERE'S AN ASHTRAY NEXT TO HIM.	
TIGHT SHOT ON BOB'S FACE. SLOW ZOOM OUT.	BOB (O/C): Oh ya, I thought about quitting for about 2 hours. Then I got a phone call. But then I realized that I always have a cigarette when talking on the phone... And when I have a coffee, go for a drive, ... In fact, the only time I'm not lighting up is when I'm asleep or on the toilet. 'Can't spend my whole day there... Can I?
SHORT GLIMPSE OF BOB SITTING ON THE TOILET	
SUPER BELOW: Call 1 800 O-CANADA (1 800 622-6232) or visit www.GoSmokefree.ca	ANNCR (V/O) Over 1,000 Canadians quit smoking each day. You <u>can</u> quit. We'll help. Call 1 800 O-CANADA. Now. Or visit our website at GoSmokefree.ca
SUPER Canada Wordmark	ANNCR (V/O) A message from the Government of Canada

“Toilette”

VIDÉO	AUDIO
ON OUVRE SUR UN FOND LIMBO BLANC. MARTIN, UN FUMEUR ORDINAIRE DANS LA QUARANTAINE, EST ASSIS SUR UNE CHAISE, UN CENDRIER TOUT PRÈS DE LUI.	MARTIN: O.C. Oui oui, j'ai pensé arrêter... pendant deux heures. Puis, le téléphone a sonné.
DÉPART EN PLAN TRÈS SERRÉ SUR SON VISAGE ET LENT ZOOM OUT.	Et j'ai réalisé que j'ai toujours une cigarette quand je parle au téléphone... quand je prends un café... quand je conduis...
BRÈVE IMAGE DE MARTIN ASSIS SUR LE BOL DE LA TOILETTE.	En fait, le seul moment où j'allume pas, c'est quand je dors ou à la toilette...
	Je peux quand même pas passer la journée sur le bol...
	Oui ?? Noooooon.....!
SUPER : APPELEZ AU 1 800 O-Canada (1 800 622-6232) ou visitez www.VivezSansFumee.ca	ANNONCEUR : V.O. À chaque jour, plus de 1000 Canadiens arrêtent de fumer avec succès. Vous pouvez réussir. Nous allons vous aider. Appelez sans tarder au 1 800 O-Canada. Ou visitez www.VivezSansFumee.ca
MOT-SYMBOLE DU CANADA	ANNONCEUR V.H.C. : Un message du Gouvernement du Canada.