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**Millward Brown
Goldfarb**

**Qualitative Evaluation of Stop
Smoking Campaign – Second Round
of Focus Testing**

Health Canada

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POR-02-88

Project # 21100995

HEALTH CANADA POR-02-88		QUALITATIVE EVALUATION OF STOP SMOKING CAMPAIGN – SECOND ROUND OF FOCUS TESTING
		<i>Prepared by:</i> MILLWARD BROWN GOLDFARB Project #21100995
		<i>Date:</i> January 20, 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 topline report presents the highlights of four focus groups conducted on January 18th, 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 three potential television commercials (“No Problem”, “Toilet” and “Cough”) with one spokesperson (‘Bob’ in Toronto, ‘Martin’ in Montreal). Please note that in Montreal, participants were exposed to two versions of the “No Problem” commercial, while in Toronto, participants were exposed to one version of “No Problem”.

SUMMARY OF FINDINGS

Reaction To Commercials And Spokespersons

- "No Problem"

This commercial depicted 'Bob / Martin' standing outside in the cold, trying to light a cigarette. At the end of the English ad, he throws the cigarette away.

Many participants in both markets felt that this commercial was credible in terms of its depiction of smokers and their behaviour. Many can relate to the script of the commercial, in the way that 'Bob / Martin' is trying to rationalize his smoking behaviour. These participants see themselves doing the same thing when going outside for a cigarette. The tone of 'Bob / Martin' is also perceived to be credible. Many participants sense that he is 'frustrated' with smoking and this helps to make him believable as someone who wants to quit. Some participants described 'Bob / Martin' as 'bitter' and 'edgy', which they recognize as symptoms of someone who is trying to quit smoking.

The message in the commercial is easily understood by all participants. The situation that 'Bob / Martin' are depicted in contributes to this understanding, as many, if not all, participants have been in the same situation before.

A few participants in the lower SES group in Toronto, on the other hand, felt that 'Bob' had already quit or given up smoking by the way he throws his cigarette away at the end of the ad. These participants felt that a 'real' smoker who was trying to quit would not throw a cigarette away, especially if he or she had gone to the trouble of going outside in the cold to smoke it. In this sense, to some, 'Bob's' actions were not credible. With that being said, a few participants felt that throwing away the cigarette was indicative of 'Bob' taking the first step on the road to quitting.

Many participants found the commercial to be appealing because it was not "in your face", like other non-smoking/quitting ads they have been exposed to (ie. such as the pictures on the cigarette packages). There is a sense that this approach is more appealing to some participants and that they can relate better to a smoker delivering this message, rather than a non-smoker, who may be perceived as 'talking down' to smokers.

The fact that 'Bob / Martin' is outside by himself was also perceived by some participants to be effective. To some, this suggests that smoking is politically incorrect (ie. you cannot smoke inside) and that you are an outcast when engaging in this behaviour.

There is a strong sense that participants would follow a series of commercials depicting 'Bob / Martin' on the road to quitting. Specifically, they are interested in the steps that 'Bob / Martin' takes in order to quit smoking. Many participants in both SES groups and markets said that they would notice these commercials if they came on the air, due to the fact that the subject matter was relevant to them and that 'Bob / Martin' is perceived to be 'likeable' as a spokesperson.

- “Toilet”

This commercial depicted ‘Bob / Martin’ sitting on a chair, with an ashtray beside him. Near the end of the commercial, there is a momentary flash to a scene of ‘Bob / Martin’ sitting on a toilet.

All respondents reacted positively to the humour in this ad, saying that they liked it as much or more than “No Problem”. Many participants can relate to script, in that everything that ‘Bob / Martin’ does (ie. drinking coffee, talking on the phone, driving) relates to or revolves around smoking. For these participants, this commercial mirrors their everyday lives, as many say that they have a cigarette when they are on the phone, driving or having coffee. Even though many participants said that they do in fact smoke while at the toilet, most felt that this commercial depicted smoking as a habit very effectively. The commercial itself is perceived to be credible, relevant and the message easily understood.

Participants again felt that ‘Bob / Martin’ was credible in this commercial. There was a perception that he was not a ‘frustrated’ or ‘bitter’, but rather, that he was rationalizing his smoking behaviour by going through all of the places that he does smoke. There was also a sense that ‘Bob / Martin’ was trying to justify quitting by highlighting the places where he does not smoke.

Many participants laughed out loud at the quick flash to ‘Bob / Martin’ sitting on the toilet. A few pointed out the ashtray beside the toilet as humorous also. Others felt that the fact ‘Bob / Martin’ was contemplating staying on the toilet 24/7 to be humorous.

- “Cough”

This commercial depicts ‘Bob’ / ‘Martin’ standing alone in a room with a cigarette in his hand. He is talking about smoking and laughing, when the commercial flashes to an image of him laughing and coughing. He then grabs an ashtray and puts the cigarette out.

As for the first two concepts, reaction to “Cough” was positive. Many participants felt that the link between smoking and health was effective and a natural progression from the first two commercials in the series. Although many participants do not personally relate to having a ‘smoker’s cough’, others mention that they know people who are in this situation. There is a sense that this commercial would be aimed at someone who has been smoking for many years and has developed these symptoms. Irrespective of this perception, many participants find “Cough” to be relevant.

The message is easily understood, and ‘Bob / Martin’ is perceived to be credible at relaying the intended message of the commercial. Some see a bit of humour in the situation (ie. when the commercial flashes to ‘Bob / Martin’ laughing and coughing).

Many participants found the final portion of the commercial to be especially effective, specifically when ‘Bob / Martin’ extinguishes his cigarette in the ashtray and says, “The joke’s on you. I quit.” The closing line of the French version (“f-i-fi n-i-ni fini!”), as a long standing Québécois expression of determination to end a frustration, seemed to strike exactly the right

note with respondents. The zoom-in at the end and the resulting eye contact with the viewer enhanced the effectiveness of the closing lines and the overall appeal of this ad.

Black and white format

Some participants in both cities were supportive of the black and white format of the commercials, but for different reasons. A few participants in Toronto stated that it was appropriate for the federal government to sponsor low-cost ads, whereas in Montreal, many thought that the format carried the subliminal message that smoking is passé as is the era of black and white television, when most of them started to smoke.

Reaction To The 1-800 Number And Website Address

Some participants noticed the 1-800 number and the website at the end of the commercials and expressed interest in calling in and/or visiting the website for additional information. There is a sense that they would expect to receive 'tips' on quitting smoking from each medium.

With that being said, many participants in both SES groups and markets did not notice the phone number or website when they viewed the commercials initially. Some participants felt that if this information was specifically communicated in the audio (ie. if the voice over actually said the number or the website address), that it would be more effective. For instance, some participants said that they are doing other things while the television is on, and may miss out on receiving the information if there was no audio to communicate it.

Other Suggestions

Although most participants said that they could relate to 'Bob / Martin', many wanted to see a woman spokesperson as well. These participants pointed out that women have different reasons for smoking than men do and that it would be effective to depict these.

Some participants began to think of other situations to put 'Bob / Martin' in for future advertisements. For example, many expressed an interest in seeing 'Bob / Martin' in situations involving family, especially children. Along these lines, many wanted to see anti-smoking/quitting advertising directed at youth, as they feel that this group is more of a target than they are.

A few thought that it would be effective to show a husband and wife trying to quit smoking together. In this situation, 'Bob / Martin' would be the husband. Participants are also not adverse to seeing billboards with 'Bob / Martin' on them. Some felt that it would particularly effective to display these advertisements outside of bars or restaurants, where people generally smoke. However, a few participants cautioned that any print campaign should be introduced after the television spots depicting 'Bob / Martin' in order for it to be effective. There is a sense that people need to get to know 'Bob / Martin' before other media is used in the campaign.

A few participants said that they would be interested in following the progress of 'Bob / Martin' as he attempts to quit online.

Recommendations For Stop Smoking Campaign

1. The campaign should run with both spokespersons in place. Participants can relate to each actor and the situations that they are in.
2. Consideration should be given to reading the 1-800 number and website address out loud at the end of each commercial.
3. Consideration should also be given to identifying what participants would receive if they did call into the 1-800 number or visit the website.
4. There is a sense that some encouragement may be needed in order to have participants follow-up with Health Canada for more materials. Perhaps this could be addressed in the voice over at the end of the commercials.

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: _____



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 OUTLINES

DISCUSSION OUTLINE

1. Introduction Of Moderators & Project (2 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.

Introduction
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 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 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 (1 minute)

Warm-up
(Let's start the discussion by having you introduce yourself by your first name.

3. Evaluation Of Spokespersons and Messages (45 Minutes)

Instructions
Now, I am going to show you some TV commercials dealing with smoking. I would like you to pay particular attention to the spokesperson in the commercial, but also to the script being spoken.

I will show each commercial twice, at which point, we will discuss.

SHOW FIRST COMMERCIAL IN ROTATION TWICE AND BEGIN DISCUSSION.

- 1 - What is your initial reaction to this commercial?
- 2ab - What did you like about Bob / Martin?^{2a} What didn't you like about Bob / Martin?^{2b}
- 3ab - Is Bob / Martin memorable?^{3a} What makes you say that?^{3b}
- 4ab - Do you relate to Bob / Martin?^{4a} If yes, why?^{4a} If no, why not?^{4b}
- 5abcd - Is Bob / Martin credible as a spokesperson?^{5a} Is Bob / Martin relevant?^{5b} What makes Bob / Martin credible/relevant?^{5c} What makes Bob / Martin not credible/relevant?^{5d}
- 6 - What makes Bob / Martin appealing/unappealing?

- 7a 7b
- 7ab - Describe Bob / Martin. What is his tone?
- 8 - What is the main message that Bob / Martin is trying to communicate?
- 9 - Is the message easy to understand?
- 10 - Is the message credible coming from Bob / Martin?
- 11 - What is the tone of the 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
- 16 - If you saw this commercial on television, is it something you would notice?
- 17ab - Is it something that would prompt thoughts or action on your part? 17a
- 17b (If 'Yes', ask...What thoughts or actions would it prompt?
- 17b (If 'No', ask...What are some reasons for it not prompting thoughts or actions?
- 18 - Would Bob / Martin motivate you to consider quitting smoking or start thinking about quitting?
- 19 - Would the message in the advertisement motivate you to consider or start thinking about quitting smoking?
- 20 - (Regardless of respondents' opinion of the script/commercial, ask) If you were able to improve this commercial, what would you do?

REPEAT FOR SECOND AND THIRD AD.

ONCE ALL OF THE ADS HAVE BEEN SHOWN, ASK:

- 21 - Which ad is most effective at relaying the intended message?
- 22 - What are your reasons for saying that? 23a 23b
- 23ab - Which commercial do you relate to the most? Why? 24a 24b
- 24ab - Which ad gets you to think about your smoking habit the most/least? What are your reasons for saying that? 25a
- 25ab - Which ad encourages you to think about considering quitting the most/least? Why? 25b 26a 26b
- 26ab - Which ad is the most credible? Why? 26a 26b
- 27 - When should these commercials be aired in order to reach you (day & time of day and during what types of programs)?

4. Questions On The 1-800 Number & Website (5 minutes)

- 28ab - You have now seen a number of different versions of commercials. What is your overall opinion of this as a campaign? ^{28a} ^{28b}
- 29 - Did you notice the 1-800 number at the end of the ad?
- 30abc - 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? ^{30a} ^{30b} ^{30c}
- 31ab - Did you notice the website at the end of the ad? What was it? ^{31a} ^{31b}
- 32abc - Would you visit a website to get help/information on quitting? What would you expect to receive? What would you like to receive? ^{32a} ^{32b} ^{32c}
- 33abc - 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? ^{33a} ^{33b} ^{33c}
- 34 - 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 day.

GUIDE DE DISCUSSION

1. *Présentation du modérateur et du projet (3 minutes)*

Avant de commencer, est-ce que je peux vous demander de fermer vos téléphones cellulaires ou télé avertisseurs 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 je veux me concentrer entièrement sur vos propos. Les bandes me permettent de revoir vos commentaires lors de la rédaction d'un rapport détaillé pour mon client. Il y a des 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 pour lesquelles vous les tenez.

Notre discussion d'aujourd'hui traitera de la question de fumer. Je vais vous faire visionner des ébauches d'annonces qui sont envisagées et j'aimerais avoir vos réactions. Veuillez être honnêtes en exprimant vos opinions. Si vous aimez ce que je vous montre, dites-le-moi, et dites-moi pourquoi. Dites-moi aussi ce que vous n'aimez pas et pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses; toutes les opinions sont valables.

2. *Présentation des participants (2 minutes)*

3. *Évaluation du porte-parole et des messages (50 minutes)*

Je vais maintenant vous montrer des ébauches d'annonces télévisées qui traite de la question de fumer. Tout en écoutant attentivement ce qui est dit, j'aimerais que vous portiez une attention particulière au porte-parole dans ces annonces.

Je vais vous montrer chaque annonce deux fois puis nous allons en discuter.

PASSER UNE DES DEUX VERSIONS DE L'ANNONCE "PAS DE PROBLÈME" EN ROTATION.

- Quelle est votre première réaction à cette annonce?
- Qu'est-ce que vous aimez de Martin? Qu'est-ce que vous n'aimez pas?
- Est-ce qu'il est mémorable? Pourquoi?
- Est-ce que vous vous identifiez à lui? – Pourquoi?
- Est-ce qu'il est crédible? – Pourquoi?
- Est-ce qu'il est pertinent? – Pourquoi?
- Est-il attrayant ou pas? Pourquoi?
- Comment le décririez vous?
- Que pensez-vous la façon qu'il s'exprime?

- Quel est le message principal que Martin tente de véhiculer?
- Ce message est-il facile à comprendre?
- Ce message est-il crédible venant de Martin?
- Que pensez-vous du ton de l'annonce?
- Est-ce que vous vous souvenez de mots ou des phrases spécifiques qui contribuent à faire passer le message?
- Qui est ciblé par cette annonce?
- Cette annonce vous est-elle destinée?
 - Qu'est-ce qui vous fait dire cela?
- Est-ce que cette annonce est pertinente pour vous?
 - Qu'est-ce qui vous fait dire cela?
- Si cette annonce passait à la télévision, est-ce que vous la remarqueriez?
- Est-ce une annonce qui pourrait vous inciter à faire quelque chose?
- **Si oui**, quels sont les gestes ou les réflexions qu'elle pourrait stimuler?
- **Si non**, pourquoi ne vous amènerait-elle pas à réfléchir ou à passer aux gestes?
- Est-ce que Martin pourrait déclencher ou stimuler une réflexion vous menant à une décision de cesser de fumer?
- Est-ce que le message pourrait déclencher ou stimuler une réflexion vous menant à une décision de cesser de fumer?
- **(Nonobstant les réactions à l'annonce, demander)** Si vous étiez capable d'améliorer cette annonce, qu'est-ce que vous feriez?

RÉPÉTER POUR LA DEUXIÈME VERSION DE "PAS DE PROBLÈME" SUIVI DE "TOILETTE" ET DE "TOUX".

APRÈS AVOIR PASSÉ TOUTES LES ANNONCES, DEMANDER:

- Laquelle des annonces vous interpelle le mieux? Pourquoi?
- Laquelle vous porterait le plus à réfléchir à votre habitude de fumer? À y penser le moins? Pourquoi dites-vous cela?
- Quelle serait l'annonce la plus efficace pour vous amener à penser à cesser de fumer? Quelle est la moins efficace? Pourquoi?
- Quelle est l'annonce la plus crédible? Pourquoi?
- Quand devrait-on diffuser ces annonces pour qu'elles vous rejoignent? (journées, heures, genres de programmes).

4. *Questions sur le numéro 1-800 et le site Internet (5 minutes)*

- Basé sur les annonces que vous venez de voir et de discuter, quelle est votre opinion de la campagne dans son ensemble?
- Avez-vous remarqué le numéro "1-800" qui apparaissait à l'écran à la fin des annonces?
- Est-ce que vous appelleriez au "1-800 O-CANADA" pour qu'on vous envoie par la poste de l'information pour vous aider à cesser de fumer? Qu'est-ce que vous



vous attendriez à recevoir? Qu'est-ce que vous aimeriez recevoir?

- Avez-vous remarqué l'adresse du site Internet qui apparaissait aussi à la fin des annonces? Est-ce que vous vous souvenez de cette adresse?
- Visiteriez vous le site pour obtenir de l'information ou de l'aide pour cesser de fumer? Qu'est-ce que vous vous attendriez à trouver sur ce site? Qu'est-ce que vous aimeriez y trouver?
- Est-ce que vous appelleriez une ligne de soutien aux fumeurs pour obtenir de l'aide ou de l'information sur comment cesser de fumer? Qu'est-ce que vous vous attendriez obtenir en appelant? Qu'est-ce que vous aimeriez obtenir?
- Avez vous d'autres conseils à offrir à Santé Canada concernant cette publicité?

Merci encore un fois d'avoir pris le temps de venir ici aujourd'hui et je vous souhaite un bon après- midi.

APPENDIX 3 – TELEVISION AD DESCRIPTIONS

"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.	SFX: GENERAL AMBIENT
SUPER: BOB. HE SMOKES TOO.	
BOB IS TRYING TO LIGHT HIS CIGARETTE. HE'S GETTING FRUSTRATED.	I know, it's tough to be a smoker these days.
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? I've got mouthwash.
	Food's got no taste? No problem -I use salt.
BOB LOOKS AT HIS CIGARETTE WITH DISGUST AND THROWS IT AWAY.	I'm getting sick of this... that's the problem.
SUPER: www.GoSmokefree.ca 1 800 O-CANADA (1 800 622-6232)	ANNCR (V/O) Thinking of quitting? For your step-by-step guide, visit our website or call us.
SUPER Canada Wordmark	ANNCR (V/O) A message from the Government of Canada



“Pas de problème”

VIDÉO	AUDIO
SUPER : MARTIN. TOUJOURS FUMEUR. 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 ESSAIE D'ALLUMER UNE CIGARETTE ET ABANDONNE L'IDÉE. MONTÉE DANS LE TON DES RÉPONSES QU'IL APPORTE 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 : www.VivezSansFumee.ca 1 800 O-CANADA (1 800 622-6232) SUPER : MOT-SYMBOLE DU CANADA	MARTIN: O.C. Je sais! C'est dur d'être un fumeur... D'abord, t'es planté-là dehors à -20... Pas de problème, j'aime l'hiver. Tu pues toujours un peu d'la gueule, par exemple... Pas de problème, j'adore la gomme. En plus, tout goûte pareil. Bien vive le sel... En fait, je commence à avoir mon voyage. Pis ça, c'est un problème. ANNONCEUR : V.O. Vous pensez arrêter ? Visitez notre site web ou appelez-nous pour obtenir une brochure détaillant toutes les étapes. 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. SUPER: BOB. HE SMOKES TOO. WE SEE BOB IN THE DISTANCE SITTING ON A CHAIR HOLDING AN UNLIT CIGARETTE IN ONE HAND AND AN ASHTRAY IN THE OTHER. TIGHT SHOT ON BOB'S FACE. SLOW ZOOM OUT. FLASH SHOT OF BOB SITTING ON THE TOILET. CUT BACK TO BOB ON CHAIR. SUPER: www.GoSmokefree.ca 1 800 O-CANADA (1 800 622-6232) SUPER Canada Wordmark	SFX: GENERAL AMBIENT BOB (O/C): Oh ya, I tried to quit. Lasted 2 hours. Then I got a phone call. I always have a cigarette when I'm 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? ANNCR (V/O) Thinking of quitting? For your step-by-step guide, visit our website or call us. ANNCR (V/O) A message from the Government of Canada

“Toilette”

VIDÉO	AUDIO
SUPER : MARTIN. TOUJOURS FUMEUR.	
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.
DÉPART EN PLAN TRÈS SERRÉ SUR SON VISAGE ET LENT ZOOM OUT.	Oui oui, j'ai déjà essayé d'arrêter... Puis, le téléphone a sonné.
	Là, j'ai réalisé que j'ai toujours une cigarette quand je parle au téléphone... quand je prends un café... quand je conduis...
	En fait, le seul moment où j'allume pas, c'est quand je dors ou à la toilette...
BRÈVE IMAGE DE MARTIN ASSIS SUR LE BOL DE LA TOILETTE SANS CIGARETTE.	Je peux quand même pas passer la journée sur le bol...
RETOUR À MARTIN ASSIS SUR LA CHAISE.	Oui ?? Noooooon.....!
SUPER : www.VivezSansFumee.ca 1 800 O-CANADA (1 800 622-6232)	ANNONCEUR : V.O. Vous pensez arrêter? Visitez notre site web ou appelez-nous pour obtenir une brochure détaillant toutes les étapes.
SUPER : MOT-SYMBOLE DU CANADA	ANNONCEUR V.H.C. : Un message du Gouvernement du Canada.

"Cough"

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
SUPER: BOB. HE SMOKES TOO.	
WE SEE BOB IN THE DISTANCE SITTING ON A CHAIR HOLDING AN ASHTRAY IN ONE HAND AND A CIGARETTE IN THE OTHER.	BOB (O/C): This is it... my last cigarette. (Coughs) Cause I'm gonna quit smoking.
BOB LOOKS AT THE CAMERA.	BOB (O/C): I mean I can't even laugh anymore without coughing.
BOB LETS OUT A SLIGHT CHUCKLE.	BOB (O/C): I hear a really funny joke and I'm doubled over in two... my sides are aching...
CUT TO BOB COUGHING.	
CUT BACK TO BOB ON CHAIR.	BOB (O/C): But not in a good way.
HE GETS SERIOUS ON US, LOOKS AT HIS CIGARETTE AND BUTTS IT OUT.	This time the jokes on you... I quit.
SUPER BELOW: www.GoSmokefree.ca 1 800 O-CANADA (1 800 622-6232)	ANNCR (V/O) You can too. Visit our website or call us.
SUPER Canada Wordmark	ANNCR (V/O) A message from the Government of Canada

"Toux"

VIDÉO	AUDIO
SUPER : MARTIN. TOUJOURS FUMEUR. ON OUVRE SUR UN FOND LIMBO BLANC. MARTIN, UN FUMEUR ORDINAIRE TIENT UN CENDRIER DANS LA MAIN. IL MONTRE UNE CIGARETTE ALLUMÉE. IL EST ANIMÉ ET NE MÂCHE PAS SES MOTS. PLAN LARGE DEN MARTIN PLIÉ EN DEUX, ON L'ENTEND RIRE. GROS PLAN SUR MARTIN. IL ÉCRASE LA CIGARETTE DANS LE CENDRIER. SUPER : www.VivezSansFumee.ca 1 800 O-CANADA (1 800 622-6232) SUPER : MOT-SYMBOLE DU CANADA	MARTIN: O.C. Regardez-la bien, c'est ma dernière... (PETITE TOUX ÉTOUFFÉE) J'arrête de fumer. Écoutez, je ne suis même plus capable de rire sans tousser... Quand j'entends un bon gag, je suis plié en deux, les côtes me font mal... En fait, je ris pas mal de travers. Ça fait que c'est fini, F-I- fi, N-I- ni ! ANNONCEUR : V.O. Vous pensez arrêter. Visitez notre site web ou appelez-nous. ANNONCEUR V.H.C. : Un message du Gouvernement du Canada.