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**QUALITATIVE EVALUATION
OF 'HEATHER CROWE' COMMERCIALS
AND SECOND-HAND SMOKE STORIES**

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INTRODUCTION

Background

The Tobacco Control Program's mission is to reduce disease and death caused by the use of tobacco through the following goals and strategic directions for the next decade:

- *Prevention* - Preventing tobacco use among young people
- *Cessation* - Persuading and helping smokers to stop using tobacco products
- *Harm Reduction* - Protecting Canadians by eliminating exposure to second hand smoke

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The Tobacco Control Program has outlined five long-term objectives:

1. Reduce the number of people who smoke from 25% to 20%
2. Decrease the number of cigarettes sold by 30%
3. Increase retailer compliance with laws from 69% to 80%
4. Reduce the number of people involuntarily exposed to environmental tobacco smoke
5. Explore ways to mandate changes that will reduce hazards to health

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Health Canada's 2003-2004 Second-hand Smoke (SHS) Campaign falls under the fourth long-term objective of the Tobacco Control Program (reduce the number of people involuntarily exposed to environmental tobacco smoke). These ads raise the awareness of the dangers of SHS.

As part of the overall efforts to inform Canadians about the dangers of SHS, Health Canada will be undertaking a second round of ads featuring Heather Crowe. The first ad focuses on Heather acquiring lung cancer from working in an environment that was not smoke-free, while the second proposed ad focuses on encouraging Canadians to do something about SHS. The target audience consists of opinion leaders aged 35-55.

This ad campaign will potentially air between September-October, 2003 on various TV networks (incl. local market TV stations, CTV, CBC, Global, SAC, TVA), and possibly cinema.

The Second-hand Smoke Youth Internet contest was part of the Second-hand Smoke Youth campaign (November 2002 to February 2003). The contest ran from March 17-April 27, 2003. The winning SHS youth contest story may be developed into a television ad.

Several studies suggest that anti-tobacco advertising campaigns have had positive effects on the attitudes and behavior of various target groups. Health Canada's anti-smoking print and TV ads have been successful in influencing people to think about the harmful effects of smoking. Thus, it is essential to test the effectiveness of future ads developed for this initiative amongst the target audience before a decision is made about which concept(s) are most appropriate to meet Health Canada's objective(s).

Research Purpose

Health Canada would like to evaluate three concepts from the Youth Internet Contest and reveal the ad with the most potential to proceed to finished film as well as evaluate the City of Ottawa's 'Egg' ad on the topic of SHS with the target audience (youth aged 12 to 15 and 16 to 19). Also, a potential Heather Crowe II ad will be tested to evaluate its resonance among opinion leaders (aged 35 - 55).

Research Objectives

Three SHS Concepts from the Youth Internet Contest

Among others, the overall objective of the qualitative effort is to evaluate the impact of the visual concepts, taglines and text of the three SHS ads and reveal the concept with the most potential to encourage youth aged 12-19 to take action against SHS.

More specifically, this qualitative work is intended to aid in:

- Assessing the relevance, clarity, credibility, and call to action components associated with the various SHS Youth Contest concepts
- Determining the resonance of the proposed commercials with the target audiences
- Determining the effectiveness, fit, and appeal of the visual concept, taglines, and text of the ads to the target audiences
- Assessing the credibility of the ads with the defined audiences
- Understanding the appropriateness and clarity of the ads to the specific audience
- Assessing the empathy of the ads with the defined audiences
- Determining the reliability and relevance of the ads with the defined audiences
- Identifying the sensitivity of the ads to the needs of the defined audiences
- Determining the effectiveness of the ads in the minds of the defined audience
- Assessing the extent of the defined audience's knowledge of the acronym S.S.D.
- Determining the **most** effective concept out of the three ads that will persuade the defined audience to take action against second-hand smoke



City of Ottawa's 'Egg' Ad

The overall objective of the qualitative effort is to evaluate the impact of the ad.

In addition, the research will evaluate the following:

- Assess the relevance, clarity, credibility, and call to action components
- Determine the resonance of the finished ad with the target audiences
- Determine the effectiveness, fit, and appeal of the visual concept to the target audience
- Assess the credibility of the ad with the defined audiences
- Understand the appropriateness and clarity of the ad to the specific audience
- Determine the reliability and relevance of the ad with the defined audiences



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- Determine the effectiveness of the ad in the minds of the defined audience

Note: This ad was not shown in Montreal, as no French version was available.

Heather Crowe II Ad

The primary objective of the focus group sessions is to evaluate the overall impact of the visual concept, taglines and text.

Equally important is to assess the subsequent items:

- The relevance, clarity credibility, and call to action components associated with the Heather Crowe II ad
- The resonance of the proposed finished commercial with the target audience
- The effectiveness, fit, and appeal of the visual concept, taglines, and text in the minds of the target audience
- The credibility of the ad with the defined audience
- The appropriateness and clarity of the ad to the specific audience
- The degree of empathy of the ad
- The reliability and relevance of the ad with the defined audiences
- The sensitivity of the ads to the needs of the defined audiences
- The effectiveness of the ad in the minds of the target audience
- The extent of the defined audience's knowledge of the acronym S.S.D
- Identify ways to enhance the believability of the ad with the defined audiences

Methodology

A total of 8 focus groups were conducted between Sept. 4th and 5th; four in each of the following markets:

- Toronto
- Montreal

Each region had 2 youth groups: one youth group consisted of 12-15 year olds and another group of 16-19 year olds. Similarly, there were two groups of opinion leaders aged 35-55.

In Toronto, the groups were conducted in English. In Montreal, the groups were conducted in French. The duration of each youth focus group session was approximately two hours, while the sessions for the opinion leaders were approximately one hour in length.

Four groups were conducted in each market, one targeting each of the following groups:

- One group smokers, aged 12-15; 1:1 ratio of male and female

Note: *In Toronto this group was originally intended to be smokers aged 12-15 but due to recruiting difficulties, it was altered to friends of smokers.*

- One group of smokers, aged 16-19; 1:1 ratio of male and female
- Two groups of adult opinion leaders aged 35-55; 1:1 ratio of male and female

Note: *In Toronto, participants were shown the first Heather Crowe ad followed by the Heather Crowe II ad. A discussion primarily focusing on the latter ensued. In Montreal, participants were shown the Heather Crowe II ad and then a discussion ensued followed by the first Heather Crowe ad.*

Note About the Methodology

This research was qualitative in nature, and as such, the results provide an indication of participants' views about the issues explored and the material presented to them, but cannot be generalized to Canadians as a whole. Qualitative research does, however, produce a richness and depth of response not readily available through other methods of research. It is the insight and direction provided by qualitative research that makes it an appropriate tool for this project.



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EXECUTIVE SUMMARY

The following is a summary of the research findings in terms of the effectiveness of the three ad concepts ('Brittany', 'Stewart' and 'Bo') from the Second-hand Smoke Youth Internet Contest as well as an evaluation of the City of Ottawa's 'Egg' ad and the Heather Crowe II ad.

SHS Youth Internet Contest Concepts

'Bo' Concept

'Bo' was clearly preferred by both younger and older youth groups in Toronto and was perceived to be the most realistic concept of the three. Both youth groups can relate to the ad's setting and to Bo's plight (unable to participate in physical activities). Although this ad concept was most preferred by both youth groups, there is a sense that the older youth group felt more positive towards it because it told a complete story. Both youth groups feel the 'Bo' concept would impact smokers to be more conscientious of their surroundings when smoking. This concept has a dual message that was easily understood by the older youth group. For non-smokers, this message was "don't ever smoke" and "take charge of the situation," while for smokers the message was to be more conscientious of where and when you smoke.

'Stewart' Concept

'Stewart' was perceived to be the most emotional concept of the three. Stewart's story was believable and evoked empathy among both youth groups but there was some confusion around the storyline because they found it incomplete. Many of the younger participants (12-15) after seeing this ad believe that SHS is non ones fault demonstrating their lack of responsibility for the situation while 16-19 year olds felt the ad would not have any long-term effect in terms of motivating their target group to stop smoking around others.

'Brittany' Concept'

'Brittany' was the least preferred ad among both youth groups. The concept was deemed to be unrealistic because participants felt an older person in Brittany's shoes would project more of a confrontational situation compared to the 'cute' element Brittany brings to the ad. The majority of participants felt Brittany got her way because she was cute as opposed to the important SHS issue she was addressing. While some saw the ad as 'cute', it was disliked by most and would unlikely have an impact on non-smokers in terms of making them to take action.

'The Ottawa 'Egg' Ad

Opinions regarding the 'Egg' ad are mixed. The ad resonated well with the younger group primarily because they could associate with this stage in their lives. Conversely, the 16-19 year olds felt the ad was not engaging enough because they have already been 'sucked' in by the smoking habit and they feel the ad does not provide them with any alternatives for getting out of their present situation as smokers. Overall, both young and old participants found the chicken clucking in the background confusing, irritating and disturbing.

The Heather Crowe II Ad

After viewing the Heather Crowe II ad, the opinion leaders in both Toronto and Montreal understand Heather is unjustly dying and have empathy for Heather's plight, there is a sense that they felt more compassion for Heather in the first ad. Their perception is born from the fact that the first Heather ad was clear, direct and contained pauses which were poignant. Conversely, the opinion leaders found the Heather II ad unclear primarily because of all the information that was being provided in such a small time frame. In the second ad, Heather's coughing was viewed as contrived. The ad was viewed as her preaching rather than telling a very unfortunate story. In Montreal, it was felt that she comes across as too depressed and feeling sorry for herself, as opposed to being indignant, in telling non-smokers to fight for their rights. The sentence "*Je veux être la dernière...*" tends to be interpreted literally, and therefore wishful thinking, rather than an admonition to do something about SHS.

Opinion leaders on the whole were not sure if the message in the Heather II ad was about clean air, SHS, the tobacco industry, or about refusing to be a target. The ad was also perceived as being 'cluttered,' which added to an unclear delivery of the message. Despite these negative perceptions, opinion leaders did understand the ad was an attempt to evoke a call to action against SHS.

Both markets found the call to action unclear and confusing. Nonetheless, participants understood that Health Canada is *attempting* to create a call for action; however, they were unclear as to what they were supposed to do having seen the ad.

The tagline "Refuse to be a Target" was not well identified due to perceived clutter at the end of the ad. This was the case in both markets.

Torontonians felt non-smokers would not likely call the 1-800 number since they do not smoke, while those in Montreal found the addition of the number added to the clutter and confusion at the end of the ad. In Montreal, the phrase "*Pour apprendre à vivre dans un monde sans fumée*" is found somewhat awkward, probably because several interpret it as "*Apprenez à vivre dans un monde sans fumer*", which is pronounced the same way. Some non-smokers also questioned what there was to learn about living in a world without smoke.



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CONCLUSIONS

CONCLUSIONS

Based on the research findings, and the analysis, the following conclusions are made regarding the three ad concepts ('Brittany', 'Stewart' and 'Bo') from the Second-hand Smoke Youth Internet Contest, Ottawa's 'Egg' ad and the Heather Crowe II ad:

'Brittany' Concept

- The 'Brittany' concept did not work very effectively with either youth group and as such, would be the least likely of the three concepts to become an effective television ad.

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'Stewart' Concept

- The younger group would like to see more emotion within the ad and suggested placing a younger family member at Stewart's bedside.
- The older youth group indicated they would like more information on Stewart's condition (a natural progression of before, during and possibly after). They would also like the hospital scene emphasized more, for example adding special sound effects of the heart monitor or even a close-up of the heartbeat on the monitor.

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'Bo' Concept

The older youths would like to see the following:

- A list of other diseases related to SHS ie s.s.d. animation
- Reinforcement of the statement that SHS causes 'diseases'
- The placement of Bo among smokers (referring to the second frame in the storyboard). They would like to see Bo before she became an asthmatic and even later when the effects of SHS have taken a real toll on her condition (similar to the idea of Stewart lying in a hospital bed) for a more complete story.
- Include a statistic that sheds light on the number of people who have asthma as a result of SHS and maybe even include the number of asthmatics who's condition is further deteriorated by SHS.

The 'Egg' Ad

- Remove the background clucking of the chicken and increase the voice-over's volume for better audibility, thus better understanding of the message. This recommended by both groups.
- Use the ad as a preventative tool for both age groups and as a means of assistance for the older group.
(If used for 16-19 year olds they need to be reminded there is hope and help by providing them with alternatives to getting out of the habit/bottle.
- Included empirical stats to solidify the effect for 12-15 year olds
- Keep the experiment idea as it works well with the younger age group
- Ensure the finished film is of higher quality so that the ad is not perceived as being basic and will be more likely to grab their attention.

The Heather Crowe II Ad

- Remove some of the information at the end of the ad to reduce the clutter for example the S.S.D. acronym.
- Emphasize and clarify what is meant by "Refuse to be a target" (this may be partly achieved by reducing the amount of clutter).
- Insert a number of pauses that allow the viewer a moment to reflect as in the first Heather ad.
- Get Heather to tell her story in a more direct and clear manner so Heather is more convincing (show more of her anger) so viewers can feel her pain.
- Bring Heather's story to reality by including her family/friends. Viewers want a complete sense of what Heather and those around her are going through.
- Remove the statement about Heather's age that says she's dying at 57 (first ad) and still dying at 58.

PRELIMINARY INFORMATION

FOCUS ON PRELIMINARY INFORMATION

Issues Of SHS Seen On TV

Youth (12-19)

Both youth groups revealed they have seen issues of SHS on television in the past.

Examples of television ads seen by 12-15 year olds include:

- A party setting, guy and a girl. She turns down the guy because he smokes.
- A mother smoking, and trail of cigarette smoke going towards a sleeping baby
- A kid on TV who is talking about his father who passed away
- A kid talking about brother who says he didn't do anything but passed away
- A kid smoking while mom has emphysema
- Nicorette
- The Heather Crowe I ad (smoke fanning a target)
- The "Allume" campaign

Examples of television ads seen by 16-19 year olds include:

- Husband (smoker) talking about wife who never smoke but died from SHS
- A woman talking about smoking with a hole in her throat
- Heather, a waitress who is dying because of SHS but never smoked in her life
- Nicorette
- The "Allume" campaign
- Secondhand smoke reaching a young baby.

Opinion Leaders

This group also said they recalled seeing a number of issues regarding SHS on television in the past.

Examples of SHS ads seen on television:

- A person talking about an adult or child dying
- A baby in crib crying
- Specific ads that were referred to by participants included "Joy" and "Barb"

Messages In Television Ads

Youth (12-19)

Messages entrenched in the SHS television ads youth have seen:

- Don't smoke
- Smoking as well as SHS has harmful effects
- SHS does not discriminate and can hurt all people (young and old alike)
- It can affect you and others
- It's pointless to smoke / don't bother trying

Opinion Leaders

- Don't smoke around loved ones (watch out for their best interests)
- Emphasis on SHS
- Emphasis on teen smoking

Defining SHS**Youth (12-19)**

Youths on the whole define SHS as "smoke from a cigarette that is not filtered and let out into the air and people around it inhale that smoke." However, the older youth group (16-19 year olds) go a step further to add "even when you don't smoke there are consequences of smoking, that may even be worse than first-hand smoke."

Who Is Affected By SHS?**Youth (12-19)**

All youths understand everyone that is affected by SHS. There is a sense that this is clearer in the minds of the older youth group since they feel that it is the people that are closest to them that get more of the negative effect of SHS.

Is SHS A Problem Today?**Youth (12-19)**

On the whole youths are aware that SHS is a problem today. The younger group rationalized it by saying "why else would they ban smoking from specific areas, like restaurants, coffee shops and bars?" Although the older group feels that SHS is a prevalent problem today, they do not deem it to be a primary problem. They feel that SHS is not a primary problem because the situation can be avoided. By not smoking around the young or the elderly so they do not get ill for example.

In Montreal, both groups felt that the problem is somewhat overdone in the advertising because the combination of designated smoking areas and increased awareness of Secondhand smoke among smokers make it unlikely for non-smokers to be affected.

Secondhand smoke is very much associated with small, enclosed places, such as cars and small rooms – in which most avoid smoking these days.



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What Is Done To Deal With SHS?

Youth (12-19)

Youths (smokers and non-smokers) across both age groups are conscientious. Smokers generally try to stay away from non-smokers while smoking primarily because they do not want to feel guilty of precipitating any form of illness a person around them might have such as an asthma attack or allergic reaction to smoke. Today's smoking youths will consciously leave the vicinity of others to smoke alone by leaving the room or smoking outside or staying away from friends when smoking. Non-smokers are also conscientious and they will let their friends know that they should not smoke around them. Both youth groups (smokers and non-smokers) understand just as there are designated smoking areas in place by the law, youths also have 'unspoken' designated areas and they too should be respected. For instance, the school smoking lounge or a certain smoking room in the house where if you are a non-smoker you have 'no business' venturing into those designated regions. In this case smokers respect the rights of non-smokers and vice versa.

S.S.D. (Second-Hand Smoke Diseases)

Youth (12-19)

When participants were asked if they have heard of the acronym *s.s.d.* most of the 12-15 year olds said no. However, once prompted by an explanation, the majority of the younger participants said they have heard of the *s.s.d.* acronym. The older participants aged 16-19 on the other hand recognized the acronym from bus ads.

Opinion Leaders (20-54)

The opinion leaders for the most part were unaware of the *s.s.d.* acronym. Many felt that with increased exposure to the *s.s.d.* acronym awareness will also increase, as did the A.I.D.S. and S.A.R.S. acronyms. Very few participants thought the acronym should be S.H.S.D. instead of S.S.D.

DETAILED FINDINGS

FOCUS ON AD CONCEPT #1 – ‘BRITTANY’

Overall Reaction

Among both youth groups (young and old) ‘Brittany’ was the least preferred ad of the three ad concepts due to its lack of realism. There is a sense that this feeling is stronger among the older youth group, who said they “did not like the ad at all.”

‘Brittany’ is seen as ‘cute’ but the concept itself is deemed to be unrealistic. Participants did not feel this scenario would occur in real life. The majority of respondents felt a younger person such as Brittany could get away with asking a smoker to put out their cigarette but an older person would not get away with it regardless of whether or not he/she was cute. An older person in Brittany’s shoes would project more of a confrontational situation compared to the ‘cute’ element Brittany brings to the ad. The majority of participants felt Brittany got her way because she was cute as opposed to the important issue she was addressing (SHS).

Overall, the concept was also perceived to be ‘boring’ and exhibited the potential of wearing out quickly. The last line, “If a 5 year old could do something about SHS, then we should too” was motivating for the younger youth group. They felt that if a 5 year old could do something about SHS such as speaking out against it, then an older person should be able to do something as well (i.e. being more vocal about their concerns). However, the older youth group felt the closing line was altogether ‘cheesy’ and went on to describe ‘Brittany’ as irritating.

Both youth groups thought ‘Brittany’ would not be noticed if put on the air and they also felt in the grand scheme of things it wouldn’t make a difference in changing the attitudes/behaviours towards SHS. The older youths probed further as to the whereabouts of Brittany’s parents and questioned why her parents would send her as opposed to taking charge of the situation and approaching the smoking individual. The older youths strongly felt that parents in general have an important role to play- that is one of protection, whereas the concept in ‘Brittany’ missed this point.

In Montreal, the ‘Brittany’ concept was found to lack credibility because, by law, restaurants have both a smoking and a non-smoking section. If Brittany is in the smoking section, why did she go there? And in that case, she has no business complaining. If she is in the non-smoking section, it is indeed her privilege to ask the woman to put out her cigarette. However, people know better than to light up in the non-smoking section these days. The situation is not credible.

The message conveyed is that non-smokers should aggressively assert their rights. Some in the older group liked the commercial because they found Brittany ‘cute’ and because the idea of a young child being affected by secondhand smoke strikes a chord.

Note: Upon the request of the client, the discussion with the 16-19 year olds was discontinued rather quickly after revelation of their reaction to concept #1 – 'Brittany'.

Message

The message of the 'Brittany' concept is well understood by the younger group. They see 'Brittany' as having a number of messages intertwined into one.

They are the following:

- SHS affects everyone at any age
- Young kids have strong opinions too and should be respected
- Young and old alike could do something about issues that surround them such as SHS

The younger youth groups feel this is a fairly strong call to action; as the ad suggests if a 5 year old can do it so can you, and they believe the older you are the more you can do about the SHS issue.

Target

The younger youth group feels that Health Canada is trying to reach both smokers and non-smokers across all age groups with the 'Brittany' ad.

Call To Action

Overall, the 'Brittany' concept is perceived to have no impact on either smokers or non-smokers. However, the younger youths (12-15 year olds) feel the concept is somewhat encouraging but it is not enough to actually get them to do something about SHS. As for the older youths (16-19 years olds), the concept does not motivate them at all.

FOCUS ON AD CONCEPT #2 – ‘STEWART’

Overall Reaction

‘Stewart’ was perceived to be the most emotional concept of the three by both youth groups.

The effect of SHS is brought to life for both smokers and non-smokers by this concept. Stewart’s story was believable and evoked empathy among both youth groups. It was widely understood that Stewart was a victim of SHS. The emotional tone of the ad was described as one of sorrow. Stewart’s unfortunate story was effective and resonated well with both youth groups. The hospital scene was memorable for both groups and provides them with proof of the seriousness and potential consequences of SHS. The majority of the participants liked this concept overall.

The younger youth group understands Stewart is a victim of SHS and that he is dying as a result. On the other hand, the older youth group found ‘Stewart’ to be somewhat confusing/unclear because they found his story incomplete. They had difficulty making the connection between SHS and Stewart’s heart disease. These participants want to know more about Stewart’s situation for example, how long Stewart was exposed to SHS, how he was exposed and how he found out about the condition.

‘Stewart’ was chosen second overall by both youth groups due to the emotional, sympathetic and consequential elements portrayed in the concept.

In Montreal, ‘Stewart’ was the preferred concept in both groups, mainly because the hospital scene was found particularly impactful. It was described as ‘more serious’ than the other two situations. Indeed, these youths made it clear that they need to be ‘hit with a hammer’ to react.

However, several claimed that the statement that secondhand smoke had ‘aggravated’ a pre-existing condition takes away a lot of the impact. It allows an easy escape for those who would rather deny or even just minimize the problems associated with secondhand smoke. These individuals claim that the contribution of secondhand smoke to Stewart’s condition may have been only imagined.

From that standpoint, they claim that Stewart, whose fatal disease was caused by secondhand smoke, is more impactful.

Message

The younger youth group felt Health Canada is sending out a dual message with the 'Stewart' concept. For smokers, the message is to stop smoking and for non-smokers the message is to be aware of their rights to have clean air and to stay away from smoking environments. Interestingly, these younger participants feel that SHS is no one's fault, demonstrating some lack of responsibility for the situation. At the same time though, these 12-15 year olds understand that both smokers and non-smokers have rights that should be respected. For example, non-smokers have a right to a smoke-free environment while smokers have a right to smoke. In their eyes both rights should be respected and that non-smokers could '...just move away from the smokers.'

On the other hand, the older youths felt the message is meant to encourage smokers to stop smoking around others. These youths rationalize their response by putting themselves in the shoes of potential victims. The older youth groups also felt the message is intended to inform the public that SHS can cause diseases and that it could happen to anyone including those closest to you.

The message is described as 'sad', in the sense that it shows a 'victim' who is seriously ill, even though he is still young. However, it does not say what Stewart could or should have done. In this sense, unlike 'Brittany', he comes across as weak.

Target

The younger youth group feels that the message is intended for 'everyone,' encompassing both smokers and non. Older youths feel Health Canada is targeting both youth and adult smokers and informing them to stop smoking around others.

Call To Action

Among the younger group, the 'Stewart' concept reinforces the idea that SHS could harm those closest to you thus smokers say seeing the ad would make them leave the room or smoke outside. Moreover, the younger youth groups feel the ad would also make them think twice before they lit up.

Older participants think non-smokers will identify more with the concept and make them more aware of their right to a smoke-free environment. However, most smokers in the group contend that the ad would likely not have any long-term effect on them. Although, the ad evokes empathy for Stewart while his story unfolds, these feelings are said to likely be short lived and forgotten once their show is back on the air.

FOCUS ON AD CONCEPT #3 – ‘Bo’

Overall Reaction

Among both youth groups (young and old), ‘Bo’ was perceived to be the most realistic concept of the three.

The fact that asthma is prevalent among kids has shed light on the effects of SHS among today’s youth. Both youth groups can relate to the ad’s school setting and to Bo’s plight - that she is unable to participate in physical activities at school. Both youth groups liked the introduction of Bo at the beginning of the ad as opposed to the ones in ‘Brittany’ and ‘Stewart’.

The younger age group had a genuine appreciation for the way Bo ended her story; by pleading with her audience to believe her story, that SHS diseases are real and as a result of it her life has changed and so could theirs. These participants found the tone-evoked feelings of sadness. They also felt as though Bo had been deprived of her childhood as a result of SHS.

As for the older youths, ‘Bo’ makes them reconsider the effects of SHS on those around them. Although this ad concept was most preferred by both youth groups, the older youth group liked it even more because it told a complete story whereas they found ‘Stewart’ had too many unanswered questions. These participants understand that SHS may not directly cause asthma but that it certainly can exacerbate an asthma attack as well as other conditions.

In Montreal, ‘Bo’ was received almost as well as ‘Stewart’ by the younger group, but did not do well among the older group. Basically, it was felt that Bo’s story was similar to Stewart’s, just less dramatic and, therefore, less impactful.

While several could identify with Bo, mainly because they share her interest in athletics (some admitted their smoking might be interfering with their performance), the fact that she suffers from asthma took away a lot from the message that she was a victim of secondhand smoke. Some claimed she could not run anyway because of her asthma; others claimed that it was not clear how much the asthma, as opposed to secondhand smoke, was the cause of her predicament.

While Bo was found realistic and credible, it was found to lack ‘punch’. Bo herself was viewed as somewhat meek for having accepted to be subjected to secondhand smoke when she knew she had asthma.

Message

Both youth groups found Bo's message to reveal that the effects of SHS is "...not always your fault..." as stated by a participant. However, the younger youth group felt the message was also intended to relay that smokers are "...ruining other peoples lives." This young group further described smokers as 'self-centered' individuals.

Note: *The group of 12-15 year olds was primarily comprised of friends of smokers.*

This concept was felt by the older youths (smokers) to have a dual message. For non-smokers the message was "don't ever smoke" and "take charge of the situation and speak-up or you could be a victim." Whereas, for smokers the message was to be more conscientious of where and when you smoke. Some participants suggested that the term 'diseases' should be emphasized more and possibly placed at the end of the ad as a reminder of what could happen to those around them as a result of their smoking.

Target

Younger participants felt that 'Bo' is targeting youths. The older youth group felt Health Canada's message is for everyone across all age groups but that it is primarily intended for youth and non-smokers.

Call To Action

Both youth groups felt that the 'Bo' concept would impact smokers to be more conscientious of their surroundings when smoking. But this would only act as reinforcement since older youth perceive themselves as being diligent about where and who they decide to 'light up' around. At the same time, non-smokers also felt they would be more conscientious of ensuring that they limit their exposure to SHS.

FOCUS ON THE 'EGG' AD CONCEPT

Overall Reaction

Opinions regarding the 'Egg' ad are mixed. The ad resonated well with the younger group who mainly consisted of non-smokers. They liked the ad because as non-smokers, they can associate themselves being the egg before it is sucked into the bottle at this stage in their lives. They are forewarned of being sucked into a smoking habit. They liked the concept and thought it was a good idea. The 'egg' metaphor works well with this younger group. Conversely, the older youth groups felt the ad was not engaging enough because as smokers, they have already been sucked in by the smoking habit and the ad does not provide them with any alternatives of getting out of their present situation. Those participants commented, "...What help is it for people who are already sucked in?" This evoked somewhat confrontational feelings and led this group to reject the ad by stating it was primarily meant for non-smokers. This group also found the ad overall to be 'unprofessional' and 'basic' thus it did not grab their attention.

Although both youth groups found the 'Egg' ad easy to understand, the younger group was fascinated and thus more focused on the unusual science experiment (the egg easily slipping into the bottle) while the older group focused on the empirical data that was presented. This older youth group also demonstrated empathy for the ad. This could have been brought about by viewing themselves in the same predicament as the egg that is now stuck in the bottle.

Overall, participants found the chicken clucking in the background confusing, irritating and disturbing. As a result of the chicken in the background, participants had difficulty hearing what the voice over was trying to relay.

Message

All youth participants felt the ad relayed a preventative message that one should not start smoking, if you do you will get sucked in and you too could be trapped. Younger youths felt the secondary message to them was to try the egg experiment to see what a difficult predicament you could be in if you decide to start smoking. Both groups further acknowledged that once started "...it takes a lot of time and effort to stop smoking."

Target

Younger youths feel the 'Egg' ad is targeting both teenagers and young people alike. This stems from their perception that it would be futile to target adults who have been smoking since it would be much more difficult for them to stop. The older youths (consisting of smokers) think the 'Egg' ad is meant for those younger than them given that these individuals would be less likely to have started smoking and for those who have tried smoking but are worried about getting 'sucked' into the habit.

Call To Action

The 'Egg' ad works for the younger participants. This group consisting primarily of non-smokers say the message in the ad is clear and as a result of seeing the ad, they would not likely start smoking. Moreover, they would further relay the metaphor ("...it's easier to start than quit/ easily in but harder to get out.") to their friends who want to try smoking. As for the older group of smokers, they feel the 'Egg' ad does absolutely nothing for them since it denotes doom without any assistance on how to break out of the smoking habit.

FOCUS ON THE HEATHER CROWE II AD

In Toronto, participants were shown the first Heather Crowe ad followed by the Heather Crowe II ad. A discussion primarily focusing on the latter ensued. In Montreal, participants were shown the Heather Crowe II ad and then a discussion ensued followed by the first Heather Crowe ad.

Overall Reaction

The opinion leaders in both Toronto and Montreal understand that Heather is unjustly dying and have empathy for her plight, however, this group of individuals felt more compassion for Heather in the first ad. The first Heather ad was described as clear, direct and contained poignant pauses. These pauses allowed the viewer a moment to reflect on Heather's situation. Conversely, the opinion leaders found the Heather II ad unclear because they felt there was a lot of information being provided in such a small time frame. In addition, the opinion leaders felt that the Heather II ad was lacking the important "reflective" pauses that existed in the first ad. In the second ad, Heather's coughing was viewed as contrived. The ad was viewed as her preaching rather than telling a very unfortunate story. In Montreal, it was felt that she comes across as too depressed and feeling sorry for herself, as opposed to being indignant, in telling non-smokers to fight for their rights. The sentence "*Je veux être la dernière...*" tends to be interpreted literally, and therefore wishful thinking, rather than an admonition to do something about SHS.

Participants also found the end of the ad to be cluttered with writing, which renders it difficult for viewers to understand all the information being presented.

There is a sense that opinion leaders want more of a story in the Heather Crowe II ad. They want to be able to feel Heather's pain. They would like to see how her family/friends are coping with the situation. They went on to say they would like to see what she would be "robbed of" or "leaving behind".

Many of the opinion leaders had an issue with having a similar Heather ad as the first one. They liked the idea of running an ad campaign that told Heather's story and thought the campaign could be quite effective if shown the progression of Heather's condition and included obvious changes in her physical appearance. Some of the opinion leaders however, found fault in having a second Heather ad only a year after the first ("She's dying at 57 and still at 58") without any drastic changes in her condition. In Montreal, several thought she looked too old for a 58-year old woman, even if she is dying of cancer. Some, including health professionals, pointed out that she would be emaciated if she were that close to death.

The Heather II ad was viewed to be more 'political' and projected an eerie tone that was viewed as confrontational, almost challenging people to support the government to make a change of some sort.

In Montreal, some objected to the statement about the tobacco companies, not so much because they disagree that cigarettes kill, but mainly because they claim to have never heard the alleged tobacco companies' position. Some claim tobacco companies are not allowed to make any claims anyway and suspected the government of "fabricating" the tobacco companies' position.

It was further suggested that the ad run in theatres during the previews. The theatre was suggested as a media venue that would be more effective in captivating and holding the viewers attention. Having said that, participants realize that taking down a number while in the dark could pose a potential problem if this is Health Canada's intention.

Message

Opinion leaders on the whole were not sure if the message in the second Heather Crowe ad was about clean air, SHS, the tobacco industry, or about refusing to be a target. The perceived clutter in the ad also added to the perception of an unclear delivery of the message. However, participants do understand the ad is an attempt to evoke a call to action against SHS. In Montreal, the participants eventually recognized that "Refuse to be a target" was the key message. They would like it to be clearer, emphasized more, rather than diluted among other messages.

Call To Action

Both markets found the call to action to be confusing. Nonetheless, participants understood that Health Canada is *attempting* to create a call for action; however, they were unclear as to what they were supposed to do having seen the ad.

"Refuse To Be A Target"

The tagline "Refuse to be a Target" was not well identified due to perceived clutter at the end of the ad. This was the case in both markets. The phrase was easily missed and participants felt it should have been emphasized more. A few participants suggested Heather say it. These findings were consistent in both the Toronto and Montreal markets.

1-800 Number

Torontonians felt non-smokers would likely not call the 1-800 number since they are not the ones with the smoking problem, while those in Montreal found the addition of the number added to the clutter and confusion at the end of the ad. But they would use the number if they knew it would help someone else. Those in Montreal however, did not think of using the number.

In Montreal, the phrase "*Pour apprendre à vivre dans un monde sans fumée*" is found to be somewhat awkward, probably because several interpret it as "*Apprenez à vivre dans un monde sans fumer*", which is pronounced the same way. Some non-smokers also questioned what there was to learn about living in a world without smoke.



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APPENDIX

PROJECT #20101736
August 7, 2003 – FINAL

MILLWARD BROWN GOLDFARB

SCREENER – GROUPS A (12 to 15 year olds) AND B (16 to 19 year olds)

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? I need to speak to someone in the household who is over 18.

Once respondent is on the phone, reintroduce.

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	☐	☐
Web Design company	☐	☐

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

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

- Under \$25,000 ☐
 \$25,000 - \$39,999 ☐
 \$40,000 - \$49,999 ☐
 \$50,000 - \$74,999 ☐
 \$75,000 – or more ☐

Refused / Don't know

☐ **[DO NOT READ] THANK AND TERMINATE**

ENSURE GOOD MIX OF INCOME LEVELS

- 3a) For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you, or does anyone in your household have any children?

Yes

☐

No

☐ TERMINATE

- 3b) How old are the children in your household? [DO NOT READ, CHECK ONE]

11 and under

☐ TERMINATE

12 to 15

☐ GROUP A

16 to 19

☐ GROUP B

20 and over

☐ TERMINATE**CHECK QUOTAS**

- 4a) And is the _____ year old male or female?

Male

☐

Female

☐**CHECK QUOTAS**

- 4b) Are you the parent / guardian of him / her?

Yes

☐ ASK Q.5a

No

☐ ASK TO SPEAK TO PARENT – REINTRODUCE
YOURSELF AND BEGIN AT Q.5a**AGE 16 AND UNDER – ASK Q.5a)****OVER 16 – ASK Q.5b)**

- 5a) We will be doing a focus group among young teens in your area and we would like to invite your son / daughter. The purpose of the focus group is to get young people's opinions on issues related to smoking. The study is being done on behalf of Health Canada. The focus group will last two hours, and there will be an honorarium offered. Do we have your permission to speak with your son / daughter?

Yes

☐

No

☐ TERMINATE

5b) Could I please speak with him / her? [Use Q.5a) if you are asked WHY?]

Yes
No

☐

☐ **TERMINATE**

ONCE CHILD IS ON THE PHONE:

6) May I ask how old you are? _____

7) And what grade are you in? _____

8) Have you ever smoked cigarettes regularly or even occasionally?

Yes

☐

No

☐

THANK AND TERMINATE

DK / REFUSE

☐

THANK AND TERMINATE

9) Do you currently smoke cigarettes?

Yes

☐

SKIP TO Q.10

No

☐

THANK AND TERMINATE

DK / REFUSE

☐

THANK AND TERMINATE

10) How likely is it that you will try to quit smoking in the next 12 months? Is it...

Very likely

☐

Somewhat likely

☐

Not very likely

☐

Not likely at all

☐

11) Do you currently use the Internet at least once a week? Do not include times when you logged on just to check or send e-mail.

Yes

☐

No

☐

THANK AND TERMINATE



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FOR GROUPS A AND B READ THE FOLLOWING PARAGRAPH AND ENSURE THAT TEEN IS OUTGOING, ARTICULATE, AND NOT INTIMIDATED SPEAKING WITH ADULTS.

- 12) We are going to be doing some research in your area and are interested in your opinions. The research will be taking place in the afternoon, after school. There will be a group of about 10 teenagers like yourself, and someone asking you some questions. The discussion will last for two hours and we think you will find it fun. Would you be interested in participating?

Yes
No

☐

☐ **TERMINATE**

IF GROUP A AND B ASK TO SPEAK TO PARENT / GUARDIAN AGAIN AND READ THE FOLLOWING:

We would like to extend an invitation to your teenager, to attend an opinion research session on behalf of Health Canada. The session is scheduled for [DATE] at [LOCATION AND TIME] which will last 2 hours. The objective is to understand what teenagers think about smoking in general and they will be asked to evaluate some potential advertising. There will be absolutely no attempt to sell anything. We are interested only in their thoughts and opinions. We think it will be enjoyable and your child would receive \$50.

Can we confirm his or her attendance?

Yes

☐

No

☐ **TERMINATE**

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: DATE: TIME: _____



Millward Brown
Goldfarb

PROJECT #20101736

August 11, 2003 – FINAL

MILLWARD BROWN GOLDFARB**SCREENER – OPINION LEADERS**

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?

- 1a. 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	☐	☐
Market or opinion research company	☐	☐

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

- 1b. What is your occupation?

_____ (TERMINATE IF IN AN ADVERTISING OR MARKETING RELATED POSITION)

Focus on the following positions – we are looking for those who are likely to be opinion leaders:

CEO / Business Owner
 Public Servant
 Politician
 Health Professional (eg. Doctor, nurse, dentist, pharmacist, etc.)
 Educator (eg. Teacher, principal, college professor, etc.)
 Media (work for a newspaper, radio station, television station)

- 1c. We are interested in your level of involvement in current issues. In the last twelve months, have you:

	<u>Yes</u>	<u>No</u>
Made a speech to a public audience	☐	☐
Written an article for a publication	☐	☐
Served as an officer of a club or organization	☐	☐
Written a letter to the editor	☐	☐
Called a television or radio talk show	☐	☐
Done volunteer work	☐	☐

If 'No' to all of the above, Thank and Terminate.

- 2) In which of the following age categories do you fall? **[DO NOT READ, CHECK ONE]**

18 or under	☐ TERMINATE
19 to 24	☐ TERMINATE
25 to 34	☐ TERMINATE
35 to 44	☐
45 to 55	☐
56 and over	☐ TERMINATE

PARTICIPANTS IN EACH GROUP SHOULD BE BETWEEN THE AGES OF 35 AND 55.

- 3) Record Gender:

Male	☐
Female	☐

CHECK QUOTAS

- 4) Have you ever smoked cigarettes?

Yes	☐ ASK Q.5
No	☐ SKIP TO Q.7
DK / REFUSE	☐ THANK AND TERMINATE

- 5) Do you currently smoke cigarettes?

Yes	☐ QUALIFIES AS SMOKER - ASK Q.6
No	☐ SKIP TO Q.7
DK / REFUSE	☐ THANK AND TERMINATE

HALF IN EACH GROUP SHOULD BE SMOKERS.

- 6) How likely is it that you will try to quit smoking in the next 12 months? Is it...

Very likely	☐
Somewhat likely	☐
Not very likely	☐
Not likely at all	☐

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

Under \$25,000 ☐ TERMINATE
 \$25,000 - \$39,999 ☐ TERMINATE
 \$40,000 - \$54,999 ☐ TERMINATE
 \$55,000 - \$74,999 ☐
 \$75,000 – or more ☐
 Refused / Don't know ☐ [DO NOT READ] THANK AND TERMINATE

- 8) What is the highest level of formal education you have completed? [DO NOT READ]

Primary school ☐ TERMINATE
 Some high/ secondary school / CGEP ☐ TERMINATE
 Graduated high/ secondary school / CGEP ☐ TERMINATE
 Some community college technical college/ CEGEP ☐
 Graduated community college/ technical college/ CEGEP ☐
 Some undergraduate university ☐
 Graduated university or more ☐
 Other ☐ TERMINATE
 DK/Refused ☐ TERMINATE

ENSURE GOOD MIX OF THE QUALIFYING CATEGORIES.

We would like to extend an invitation to you; to attend a marketing research session scheduled for [DATE] at [LOCATION AND TIME] which will last 2 hours. The objective is to evaluate potential smoking advertisements. 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 \$200.

Can we confirm your attendance?

Yes ☐ No ☐ TERMINATE

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

DISCUSSION OUTLINE

1. *Introduction Of Moderators & Project (10 minutes)*

Thank you all for attending this evening. My name is Chris Budinszky, and I am a market research consultant at a company called Millward Brown Goldfarb. We are an independent research company, which has been retained by Health Canada in order to help them understand public reaction to some potential new advertisements they will be launching. My role here tonight is to act as an objective moderator to a discussion among you about these potential new commercials.

Before we begin, I would like to point out that I am audio taping the conversation tonight. That is because it is difficult for me to listen to your answers, moderate the discussion, form the next question and take notes at the same time. I listen to the tapes after the groups so that I can analyze your responses and write a report for the client. You may also notice behind me that there is a mirror. That mirror is a one-way mirror and there are observers from Health Canada sitting back there who are very keen on hearing what you have to say. This is our first night in a row of conducting these groups and they are there to see how your responses compare to the responses of others.

The discussions are anonymous and completely confidential, as far as I'm concerned. I will ask you for your first name only, so that I can address you by name, but I don't need anything more than that. The information included in the report will be presented in aggregate only; no one is ever identified by name.

Finally, it is important to note that I work for an independent research firm and do not have any personal involvement in the ads to be discussed. Today we are going to talk about the issue of smoke and second-hand smoke. I am going to expose you to some potential commercials that deal with smoke and second-hand smoke and get your reaction to them. 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.

Are there any questions before we begin?

2. *Introduction of Participants (5 minutes)*

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

3. *General Discussion On Smoking Information / Second-Hand Smoke (20 minutes)*

- Have you seen any advertisements on television recently that deal with the issue of smoking? Could you describe these?
- Is there anything that you remember specifically (either positive or negative) about these ads? (Probe for words, phrases, actions, text)
- What are some of the messages in these ads?
- What is second-hand smoke? What do you know about it? Who does it affect?
- Is this a problem? Is it important to you? Why? Why not? Are you concerned about second-hand smoke?
- Have you ever been exposed to second hand smoke? If so, where?
- How do you deal with second-hand smoke (**Listen for: Leave, complain, start smoking, etc.**)? Do you deal with it differently, depending on who is smoking (e.g. parents vs. friends vs. stranger)? Why?
- Have you heard the expression s.s.d? If so, what do you think of this expression?
- Have you heard the expression second-hand smoke diseases? If so, what do you think of this expression?
- Do you recall seeing a Health Canada commercial last fall, which featured youth on a couch? The youth girl was exposed to second-hand smoke by the young male's cigarette. The emphasis of the story was second hand smoke diseases.

Mis en forme : Retrait :
 Gauche : 1,27 cm, Avec puces
 + Niveau : 1 + Alignement :
 3,81 cm + Tabulation après :
 5,08 cm + Retrait : 5,08 cm,
 Tabulations : Pas à 5,08 cm

4. *SHS Youth Contest Testing (50 minutes)*

NOTE TO MODERATORS: *There are 3 stories to be tested.*

In March / April 2003, Health Canada ran a Second-Hand Smoke Internet contest on its website. Youths aged 12 to 19 were asked to send in stories about how they have been affected by Second-Hand Smoke. They were asked specifically to describe how they were exposed to Second-Hand Smoke, what they did about it or what they would have done differently as they became more aware of the dangers associated with Second-Hand Smoke.

Three of these stories were then selected and turned into draft commercial form. I am now going to show you these stories and get your opinions on them. Before I do though, please note that these commercial concepts are so new that they have not yet been put in finished film form. Instead, what you will see in these draft versions is a series of 'still' images. In the finished commercials these pictures would be regular moving images (like all commercials with real people). You will have to use your imaginations a little though to picture the commercial as a finished commercial.

As I said earlier, there are 3 of them. I'm going to show you each ad concept separately. I will start with the first frame and walk you through the entire concept of the commercial, explaining to you in detail what is happening within each still image. Once we are finished going through the entire commercial, we will discuss it in more detail.



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Concept 1

(SHOW FIRST COMMERCIAL ON STORYBOARD. WALK THROUGH EACH STILL, FRAME-BY-FRAME EXPLAINING IN DETAIL WHAT IS OCCURRING IN EACH FRAME)

- If you had to describe the commercial in a single word or phrase, what word or phrase would you use? Why?
- What was the main message of this story?
- Do you feel that the commercial is aimed at your age group?
- Are there any key words or phrases that contribute to this message?
- Is this message credible?
- What mood did the commercial create in you? What elements contributed to that mood?
- What are your feelings on the way the person in the story reacted to Second-Hand Smoke? Is this reaction credible / not credible?
- Do you think that this story would encourage you to take action against smoking / second-hand smoke? Why or why not?
- Do you think that this story would make a good television advertisement? What are your reasons for saying that?
- If this ad were run on television, do you think you would notice it? (If yes) What would you retain?
- (After first commercial is shown) What are some of the similarities or differences that exist between this commercial and the one(s) that you have just seen?

REPEAT FOR CONCEPTS 2 AND 3.

5. *Comparison of Concepts (10 Minutes)*

I HAVE SHOWN YOU THREE POSSIBLE COMMERCIALS DEALING WITH THE SAME ISSUE...

- Which of these ads is the most persuasive at getting you to take a stand against second hand smoke? What elements within that commercial are the most persuasive? Why?

END OF HEALTH CANADA ADS

6. *Evaluation Of City of Ottawa "Egg" Ad (40 Minutes)*

I am now going to show you a different commercial that has been created. This commercial also deals with the issue of second-hand smoke.

Before I show you the commercial, please note that this commercial was created using amateur video. The concept has not yet been put in finished film form. You will have to use your imaginations a little though to picture the commercial as a finished commercial.

SHOW COMMERCIAL TWICE BEFORE ASKING THE BATTERY OF QUESTIONS BELOW.

- What is your initial reaction to this commercial?
- What did you like about it? What didn't you like about it?
- What is the main message that it is trying to communicate?
- Is the message easy to understand? If not, what is difficult?
- Is the message credible? What makes it credible/ what makes it not credible?
- Are there specific words or phrases you recall that contribute to the message?
- How would you describe the tone of the script?
- Who is this script aimed at?
- Is it aimed at you?
§ What reasons do you have for saying that?
- Is this script/commercial relevant to you?
§ What reasons do you have for saying that?
- If this ad was on television, is it something you would notice? What would you retain?
- Would you discuss this script with others?
- Is this 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?
- **(Regardless of respondents' opinion of the script, ask)** If you were able to improve this script, what would you do?

Mis en forme : Retrait :
Gauche : 1,25 cm, Suspendu :
0,75 cm, Avec puces + Niveau
: 1 + Alignement : 1,27 cm +
Tabulation après : 2,54 cm +
Retrait : 2,54 cm,
Tabulations : Pas à 2,54 cm

Any other comments on any of the things we have talked about tonight?

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

GUIDE DE DISCUSSION

1. *Présentation des animateurs et du projet (5 minutes)*

Merci de vous être présentés ce soir. Mon nom est Pierre Legendre, je suis un conseiller en recherche qui possède sa propre compagnie. Notre compagnie est indépendante. Santé Canada a retenu ses services afin de les aider à comprendre la réaction du public face à une nouvelle publicité qu'ils envisagent de lancer. Mon rôle ce soir en est un d'intermédiaire objectif, tandis que vous discuterez entre vous de cette nouvelle publicité éventuelle.

Avant de commencer, j'aimerais souligner que je fais un enregistrement audio de notre conversation ce soir, parce qu'il est difficile pour moi d'écouter, d'animer la discussion, de formuler mes questions et de prendre des notes en même temps. Je réécoute les bandes après les groupes de façon à analyser vos réponses et à rédiger un rapport pour mon client. Vous noterez aussi qu'il y a derrière moi un miroir unidirectionnel. C'est pour permettre à des observateurs de Santé Canada d'écouter ce que vous direz car cela les intéresse au plus au point.

La discussion est anonyme et complètement confidentielle. Je ne vous demanderai que votre prénom, de façon à pouvoir vous nommer mais cela sera tout. L'information contenue dans le rapport intègre l'ensemble des commentaires. Personne n'est jamais identifié par son nom.

Finalement, je tiens à souligner, encore une fois, que notre firme est complètement indépendante et que je n'ai rien eu à faire personnellement avec l'annonce dont nous allons discuter. Aujourd'hui, nous allons parler de la question du tabagisme et de la fumée secondaire. J'aimerais vous montrer une annonce qui pourrait éventuellement être produite et qui traite de la fumée secondaire, et j'aimerais obtenir votre réaction à cette annonce. Soyez tout à fait francs dans vos opinions. Si vous aimez ce que je vais vous montrer, dites-le moi et dites-moi pourquoi ; si vous ne l'aimez pas dites-moi ce que vous n'aimez pas et pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses, et l'opinion de chacun compte. Avez-vous des questions avant que nous commençons.

2. *Présentation des participants (5 minutes)*

Avant d'entrer dans le vif du sujet, veuillez vous présenter en me donnant votre prénom et en me disant ce que vous aimez faire dans vos moments de loisirs.



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3. *Discussion générale sur la fumée/la fumée secondaire (20 minutes)*

- Est-ce que vous avez vu récemment des publicités à la télévision sur la question du tabagisme ? Pourriez-vous les décrire ?
- Est-ce qu'il y a quelque chose dont vous vous souvenez spécifiquement dans ces annonces, que ce soit positif ou négatif ? (Approfondir : mot, phrase, action, texte)
- Quels sont les messages de ces publicités ?
- Qu'est-ce que la fumée secondaire ? Qu'est-ce que vous en savez ? Qui affecte-elle ?
- Est-ce qu'il s'agit d'un problème ? Est-ce que c'est important pour vous ? Pourquoi/pourquoi pas ? Êtes-vous préoccupés de la fumée secondaire ?
- Avez-vous déjà été exposé à de la fumée secondaire ? Si oui, où ?
- De quelle façon composez-vous avec la fumée secondaire ? (**Recherchez des mots tels que : je quitte, je me plains, je commence à fumer, etc.**) Est-ce que vous agissez différemment selon la personne qui fume (parents ou amis par opposition à un étranger) ? Pourquoi ?
- Avez-vous déjà entendu l'expression MCFS ? Si oui, qu'est-ce que vous pensez de cette expression ?
- Est-ce que vous avez déjà entendu l'expression : Maladie causée par la fumée secondaire ? Si oui, qu'est-ce que vous pensez de cette expression ?
 - Est-ce que vous vous souvenez d'avoir vu, l'automne dernier, une annonce de Santé Canada qui mettait en vedette des jeunes sur un sofa ? La jeune fille était exposée à de la fumée secondaire émanant de la cigarette du jeune homme. Le scénario mettait l'emphase sur les maladies associées à la fumée secondaire.

4. *Test du concours fumée secondaire pour les jeunes (50 minutes)*

NOTE AUX ANIMATEURS: *Il y a trois scénarios à tester.*

En mars / avril 2003, Santé Canada a réalisé un concours sur son site Internet sur le sujet de la fumée secondaire. On demandait à des jeunes, âgés de 12 à 19 ans, d'envoyer des scénarios décrivant de quelle façon ils avaient pu être affectés par la fumée secondaire. On leur demandait spécifiquement de décrire de quelle façon ils avaient été exposés à la fumée secondaire, comment ils avaient réagi ou ce qu'ils auraient fait différemment s'ils avaient été plus conscients des dangers associés à la fumée secondaire.

On a, par la suite, sélectionné trois de ces scénarios et on en a fait des annonces qui ne sont pas sous forme finale. Je vais maintenant vous montrer ces scénarios et vous demander votre opinion. Au préalable toutefois, veuillez noter que ces concepts sont tout nouveaux et qu'ils n'ont pas encore été réalisés sous forme de films finaux. En fait, ce que vous verrez de ces versions préliminaires, c'est une série d'images. Dans les annonces finies, ces images s'enchaîneraient comme dans les commerciaux, avec des personnes réelles. Vous devrez donc utiliser votre imagination pour essayer d'imaginer ces annonces comme si elles étaient sous leur forme finale.

Comme j'ai dit au préalable, il y en a trois. Je vais vous montrer chaque concept d'annonces, un après l'autre. Je vais commencer par la première scène et vous expliquer le concept de l'annonce en vous décrivant en détail ce qui arrive dans chaque scène. Lorsque nous aurons fini de présenter l'annonce, nous en discuterons plus en détail.

Concept 1

(MONTREZ LA PREMIÈRE ANNONCE SUR MAQUETTE. DÉCRIRE CHAQUE SCÈNE EN EXPLIQUANT EN DÉTAIL CE QUI ARRIVE DANS CHACUNE DES SCÈNES.)

- Si vous aviez à décrire ce commercial en un mot ou une phrase, quel mot ou phrase utiliseriez-vous ? Pourquoi ?
- Quel était le message principal de cette annonce ?
- Est-ce que vous avez l'impression que cette annonce était destinée à votre groupe d'âge ?
- Est-ce qu'il y a des mots ou des phrases clés qui contribuent au message ?
- Est-ce que le message est crédible ?
- Qu'est-ce que vous ressentez face à cette annonce ? Quels éléments contribuent à ce que vous ressentez ?
- Qu'est-ce que vous pensez de la façon dont la personne dans le scénario réagit à la fumée secondaire ? Est-ce que cette réaction est crédible ou non ?
- Est-ce que vous pensez que ce scénario vous encouragerait à faire quelque chose contre la fumée/fumée secondaire ? Pourquoi ou pourquoi pas ?
- Est-ce que vous pensez que ce scénario ferait une bonne annonce à la télévision ? Pour quelles raisons dites-vous cela ?
- Si cette annonce passait à la télévision, est-ce que vous pensez que vous la remarqueriez ? (Si oui) Qu'est-ce que vous en retiendriez ?
- (Après que la première annonce ait été montrée) Quelle similitudes ou différences voyez-vous entre cette annonce et l' (les) autre(s) que vous venez de voir ?

RÉPÉTEZ POUR LES CONCEPTS 2 ET 3.

5. Comparaison des concepts (10 minutes)

JE VOUS AI MONTRÉ TROIS ANNONCES POSSIBLES TRAITANT DU MÊME SUJET...

- Laquelle de ces annonces serait la plus convaincante pour vous persuader de faire quelque chose contre la fumée secondaire ? Quels sont les éléments les plus convaincants dans cette annonce ? Pourquoi ?

FIN DES ANNONCES SANTÉ CANADA

6. Évaluation de l'annonce "Oeuf" de la ville d'Ottawa (40 Minutes)

Je vais maintenant vous montrer une annonce différente qui traite, elle aussi, du sujet de la fumée secondaire.

Avant de vous montrer l'annonce, veuillez noter qu'elle a été conçue en utilisant une vidéo amateur. L'annonce n'est pas sous forme de film fini. Vous devrez donc utiliser votre imagination pour vous la représenter comme si c'était une annonce finie.

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

- Quelle est votre réaction initiale à cette annonce ?
- Qu'est-ce que vous avez aimé dans cette annonce ? Qu'est-ce que vous n'avez pas aimé ?
- Quel était 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 était crédible ? Qu'est-ce qui fait qu'il était crédible ? Qu'est-ce qui fait qu'il n'était pas crédible ?
- Est-ce qu'il y a des mots ou des phrases spécifiques dont vous vous souvenez et qui contribuaient au message ?
- Comment décririez-vous le ton de cette annonce ?
- À qui est-ce que cette annonce est destinée ?
- Est-ce qu'elle vous est destinée ?
- Quelles sont les raisons qui vous font dire cela ?
- Est-ce que cette annonce était pertinente pour vous ?
- Quelles sont les raisons qui vous font dire cela ?
- Si cette annonce passait à la télévision, est-ce que vous la remarqueriez ?
- Est-ce que vous parleriez de cette annonce avec d'autres gens ?
- Est-ce que cette annonce changerait votre comportement de quelque façon que ce soit ?
- Si oui, demandez... Qu'est-ce qu'elle vous ferait faire ?
- Si non, demandez... Quelles seraient les raisons pour lesquelles vous ne feriez rien ?
- (Peu importe l'opinion que les participants ont de l'annonce, demander) Si vous pouviez améliorer cette annonce, qu'est-ce que vous feriez ?

Avez-vous d'autres commentaires sur l'un ou l'autre des sujets que nous avons abordés ce soir ?

Merci encore pour avoir pris le temps de venir ici aujourd'hui. Bonne fin de soirée.



Millward Brown
Goldfarb

PROJECT #201017376
August 28, 2003 – FINAL

DISCUSSION OUTLINE

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

Thank you all for attending this evening. My name is Chris Budinszky, and I am a market research consultant at a company called Millward Brown Goldfarb. We are an independent research company, which has been retained by Health Canada in order to help them understand public reaction to a potential new advertisement they may be launching. My role here tonight is to act as an objective moderator to a discussion among you about this potential new commercial.

Before we begin, I would like to point out that I am audio taping the conversation tonight. That is because it is difficult for me to listen to your answers, moderate the discussion, form the next question and take notes at the same time. I listen to the tapes after the groups so that I can analyze your responses and write a report for the client. You may also notice behind me that there is a mirror. That mirror is a one-way mirror and there are observers from Health Canada sitting back there who are very keen on hearing what you have to say.

The discussions are anonymous and completely confidential. I will ask you for your first name only, so that I can address you by name, but I don't need anything more than that. The information included in the report will be presented in aggregate only; no one is ever identified by name.

Finally, it is important to note that I work for an independent research firm and do not have any personal involvement in the ad to be discussed. Today we are going to talk about the issue of smoke and second-hand smoke. I am going to show you to a potential commercial that deals with smoke and second-hand smoke 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.

Are there any questions before we begin?

2. *Introduction of Participants (5 minutes)*

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

3. General Discussion On Smoking Information / Second-Hand Smoke (5 minutes)

Mis en forme : Retrait :
Gauche : 1,27 cm, Avec puces
+ Niveau : 1 + Alignement :
3,81 cm + Tabulation après :
5,08 cm + Retrait : 5,08 cm,
Tabulations : Pas à 5,08 cm

- 1AB. Have you seen any advertisements on television recently that deal with the issue of smoking? ^A Could you describe these? ^B
- 2AB. Is there anything that you remember specifically (either positive or ^a negative) about these ads? (Probe for words, phrases, actions, text) ^b
3. What are some of the messages in these ads?
- 4A → C. What is second-hand smoke? ^A What do you know about it? ^B Who does it affect? ^C
- 5A → 9. Is this a problem? Is it important to you? Why? Why not? ^A Are you concerned about second-hand smoke? Are the dangers real? ^B Are the dangers over-rated? ^C
6. Do you see second-hand smoke as a real health issue, or is it mainly a "bother" to non-smokers who just don't want to be exposed to the smell of tobacco smoke and don't want it on their clothes or in their houses, etc? ^A
- 7AB. Have you ever been exposed to second hand smoke? If so, where? ^B
- 8AB. How do you deal with second-hand smoke (**Listen for: Leave, complain, start smoking, etc.**)? Do you deal with it differently, depending on who is smoking (e.g. parents vs. friends vs. stranger)? Why? ^C
9. Do you know who Heather Crowe is? ^A Tell me what you know. ^b
- 10AB. Have you heard the expression s.s.d.? If so, what do you think of this expression? ^B
- 11AB. Have you heard the expression second-hand smoke diseases? ^A If so, what do you think of this expression? ^B

4. Evaluation Of Heather Crowe Ad (45 Minutes)

I am now going to show you a potential commercial that deals with the issue of second-hand smoke. I would like to emphasize that the commercial is still in an initial 'rough' stage. The final version will be much clearer in terms of the audio and visual.

SHOW COMMERCIAL TWICE BEFORE ASKING THE BATTERY OF QUESTIONS BELOW.

12. What is your initial reaction to this commercial?
- 13AB. What did you like about it? ^A What didn't you like about it? ^B
14. What is the main message that it is trying to communicate?
- 15AB. Is the message easy to understand? ^A If not, what is difficult? ^B
- 16AB. Is the message credible? ^A What makes it credible/ what makes it not credible? ^B
17. Are there specific words or phrases you recall that contribute to the message?
18. How would you describe the tone of the commercial?
19. Who is this commercial aimed at?
- 20AB. Is it aimed at you? ^A
- § What reasons do you have for saying that? ^B
- 21AB. Is this commercial relevant to you? ^A
- § What reasons do you have for saying that? ^B
22. If this commercial was on television, is it something you would notice?
23. Is this something that would prompt action on your part?
24. If 'Yes', ask... What actions would it prompt you to take?
25. If 'No', ask... What are some reasons for not taking action?



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- 25¹A→C What is your opinion of Heather Crowe? Can you relate to her story? What do you like / dislike about her? C
- 26 (Regardless of respondents' opinion of the commercial, ask) If you were able to improve this commercial, what would you do?
- 27- Would you discuss this ad with others?
- 28A→g (7) Did you notice the line "Some tobacco companies say second-hand smoke bothers people. Health Canada say's it kills"? A What do you think of this line? B
How does it make you feel about the tobacco industry? C Is second hand smoke their fault? D How does it make you feel about the government? Should it be included in the ads? Why? Why not? E
- 29A→C (3) Did you notice the s.s.d. acronym with the words 'second-hand smoke diseases' above it? What did you think about this acronym? B What does it say or suggest? C
- 30- Where should these commercials be aired in order to have the most impact (ie. cinemas, television, internet, other)?
- 31 - When should these commercials be aired in order to reach you? (17)

Call to Action Lines:

- 32A→d (4) Did you notice the "Refuse to be a target" line? What is your reaction to this line? B
What does it say or suggest? C Would it incite you to feel or do something? D (4)

SHOW THE GROUP THE HEATHER II AD ONCE MORE

- 33A→C (3)
- If the line "Refuse to be a Target." appeared on the screen along with Heather actually saying 'Refuse to be a Target' would this change the ad. A
 - If yes...why? B
 - If no...why? C

Mis en forme : Retrait :
Gauche : 1,23 cm, Avec puces
+ Niveau : 2 + Alignement :
2,54 cm + Tabulation après :
3,81 cm + Retrait : 3,81 cm,
Tabulations : Pas à 3,81 cm

Mis en forme : Retrait :
Gauche : 1,25 cm, Suspendu :
1,25 cm, Avec puces + Niveau
: 3 + Alignement : 3,81 cm +
Tabulation après : 4,44 cm +
Retrait : 4,44 cm,
Tabulations : Pas à 4,44 cm

Smoke Rings: (at the end of the commercial, there are some smoke rings, along with the line 'Refuse to be a target'.) INSTRUCTIONS

- 34A→C (3) Did you notice the smoke rings? If yes, what did you think of them? What, if anything did they do for the overall message of the commercial? C A B
- 35A→B If it was up to you, would you include them in the commercials, or not? Why? (5)

Mis en forme : Retrait :
Gauche : 1,23 cm, Avec puces
+ Niveau : 2 + Alignement :
2,54 cm + Tabulation après :
3,81 cm + Retrait : 3,81 cm,
Tabulations : Pas à 3,81 cm

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

- 36A→C (3) Did you notice this line? A What would you expect to receive when you called this line? B What would you like to receive if you called the number? C
- 37A→B If there was a voiceover that said 'To learn how to live smoke-free, call 1-800...' would it change the way you think about the 800 #? Would it make you any more or less likely to call the number? B A (5)

Mis en forme : Retrait :
Gauche : 1,23 cm, Avec puces
+ Niveau : 2 + Alignement :
2,54 cm + Tabulation après :
3,81 cm + Retrait : 3,81 cm,
Tabulations : Pas à 3,81 cm

5. Questions On The Website

- | 38AEC Would you visit a website to get help/information on Second-Hand Smoke? What^A would you expect to receive? What would you like to receive?^C
- | 39 - If you could give Health Canada some additional advice on this advertising, what would it be?

Mis en forme : Retrait :
Gauche : 1,27 cm, Avec puces
+ Niveau : 1 + Alignement :
3,81 cm + Tabulation après :
5,08 cm + Retrait : 5,08 cm,
Tabulations : Pas à 5,08 cm

- 40 - Have these ads told you anything about second-hand smoke that you didn't know before coming here today?

- 41 Any other comments on any of the things we have talked about tonight?

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

PROJET #201017376

02 septembre, 2003

GUIDE DE DISCUSSION

1. *Présentation des animateurs et du projet (5 minutes)*

Merci de vous être présentés ce soir. Mon nom est Pierre Legendre, je suis un conseiller en recherche qui possède sa propre compagnie. Notre compagnie est indépendante. Santé Canada a retenu ses services afin de les aider à comprendre la réaction du public face à une nouvelle publicité qu'ils envisagent de lancer. Mon rôle ce soir en est un d'intermédiaire objectif, tandis que vous discuterez entre vous de cette nouvelle publicité éventuelle.

Avant de commencer, j'aimerais souligner que je fais un enregistrement audio de notre conversation ce soir, parce qu'il est difficile pour moi d'écouter, d'animer la discussion, de formuler mes questions et de prendre des notes en même temps. Je réécoute les bandes après les groupes de façon à analyser vos réponses et à rédiger un rapport pour mon client. Vous noterez aussi qu'il y a derrière moi un miroir unidirectionnel. C'est pour permettre à des observateurs de Santé Canada d'écouter ce que vous direz car cela les intéresse au plus au point.

La discussion est anonyme et complètement confidentielle. Je ne vous demanderai que votre prénom, de façon à pouvoir vous nommer mais cela sera tout. L'information contenue dans le rapport intègre l'ensemble des commentaires. Personne n'est jamais identifié par son nom.

Finalement, je tiens à souligner, encore une fois, que notre firme est complètement indépendante et que je n'ai rien eu à faire personnellement avec l'annonce dont nous allons discuter. Aujourd'hui, nous allons parler de la question du tabagisme et de la fumée secondaire. J'aimerais vous montrer une annonce qui pourrait éventuellement être produite et qui traite de la fumée secondaire, et j'aimerais obtenir votre réaction à cette annonce. Soyez tout à fait francs dans vos opinions. Si vous aimez ce que je vais vous montrer, dites-le moi et dites-moi pourquoi ; si vous ne l'aimez pas dites-moi ce que vous n'aimez pas et pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses, et l'opinion de chacun compte. Avez-vous des questions avant que nous commencions.

2. *Présentation des participants (5 minutes)*

Avant d'entrer dans le vif du sujet, veuillez vous présenter en me donnant votre prénom et en me disant ce que vous aimez faire dans vos moments de loisirs.



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3. Discussion générale sur la fumée/la fumée secondaire (5 minutes)

- Est-ce que vous avez vu récemment des publicités à la télévision sur la question du tabagisme? Pourriez-vous les décrire?
- Est-ce qu'il y a quelque chose dont vous vous souvenez spécifiquement dans ces annonces, que ce soit positif ou négatif? (Approfondir : mot, phrase, action, texte)
- Quels sont les messages de ces publicités?
- Qu'est-ce que la fumée secondaire? Qu'est-ce que vous en savez? Qui affecte-elle?
- Est-ce qu'il s'agit d'un problème? Est-ce que c'est important pour vous? Pourquoi/pourquoi pas? Êtes-vous préoccupés de la fumée secondaire? Est-ce que les dangers sont réels? Est-ce que les dangers sont surestimés?
- Est-ce que vous considérez la fumée secondaire comme une véritable question de santé ou est-ce qu'il s'agit principalement d'une nuisance pour les non fumeurs qui ne veulent pas être exposés à l'odeur de la fumée et qui ne veulent pas qu'elle imprègne leurs vêtements ou leur maison, etc.?
- Avez-vous déjà été exposé à de la fumée secondaire? Si oui, où?
- De quelle façon composez-vous avec la fumée secondaire? (**Recherchez des mots tels que : je quitte, je me plains, je commence à fumer, etc.**) Est-ce que vous agissez différemment selon la personne qui fume (parents ou amis par opposition à un étranger)? Pourquoi?
- Est-ce que vous savez qui est Heather Crowe? Dites-moi ce que vous savez d'elle.
- Avez-vous déjà entendu l'expression MCFS? Si oui, qu'est-ce que vous pensez de cette expression?
- Est-ce que vous avez déjà entendu l'expression : Maladie causée par la fumée secondaire? Si oui, qu'est-ce que vous pensez de cette expression?

4. Évaluation de l'annonce Heather Crowe (45 minutes)

Je vais maintenant vous montrer une annonce sur le sujet de la fumée secondaire qui pourrait éventuellement être produite. Je tiens à souligner que cette annonce n'en est qu'à un stade de finition initiale brute. La version finale sera beaucoup plus nette en termes d'audio et de visuel.

Montrez l'annonce deux fois avant de poser la batterie de questions ci-dessous.

- Quelle est votre réaction initiale à cette annonce?
- Qu'est-ce que vous avez aimé dans cette annonce? Qu'est-ce que vous n'avez pas aimé?
- Quel était 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 était crédible? Qu'est-ce qui fait qu'il était crédible? Qu'est-ce qui fait qu'il n'était pas crédible?
- Est-ce qu'il y a des mots ou des phrases spécifiques dont vous vous souvenez et qui contribuaient au message?
- Comment décririez-vous le ton de cette annonce?
- À qui est-ce que cette annonce est destinée?

- Est-ce qu'elle vous est destinée ?
 - Quelles sont les raisons qui vous font dire cela ?
- Est-ce que cette annonce était pertinente pour vous ?
 - Quelles sont les raisons qui vous font dire cela ?
- Si cette annonce passait à la télévision, est-ce que vous la remarqueriez ?
- Est-ce que cette annonce changerait votre comportement de quelque façon que ce soit ?
- Si oui, demandez... Qu'est-ce qu'elle vous ferait faire ?
- Si non, demandez... Qu'elles seraient les raisons pour lesquelles vous ne feriez rien ?
- Quelle est votre opinion de Heather Crowe ? Pouvez-vous vous identifier à son cas ? Qu'est-ce que vous aimez/n'aimez pas d'elle ?
- (Peu importe l'opinion que les participants ont de l'annonce, demander) Si vous pouviez améliorer cette annonce, qu'est-ce que vous feriez ?
- Est-ce que vous parleriez de cette annonce avec d'autres gens ?
- Avez-vous remarqué la phrase « *Certaines compagnies de tabac disent que la fumée secondaire dérange les gens. Santé Canada dit qu'elle tue.* » ? Qu'est-ce que vous pensez de cette phrase ? Qu'est-ce qu'elle vous fait ressentir face à l'industrie du tabac ? Est-ce que la fumée secondaire est sa responsabilité ? Qu'est-ce qu'elle vous fait ressentir face au gouvernement ? Est-ce qu'elle devrait être intégrée dans les annonces ? Pourquoi/Pourquoi pas ?
- Qu'est-ce que vous pensez de l'acronyme MCFS sous les mots « Maladies causées par la fumée secondaire » ? Qu'est-ce que vous pensez de cet acronyme ? Qu'est-ce qu'il dit ou suggère ?
- Où est-ce que ces annonces devraient être diffusées pour avoir le plus grand impact possible (exemple : cinéma, télévision, Internet, autre) ?
- Quand est-ce qu'on devrait diffuser ces annonces pour vous rejoindre ?

Signature :

- Avez-vous remarqué la signature « Refusez d'être une cible » ? Quelle est votre réaction à cette phrase ? Qu'est-ce qu'elle dit ou suggère ? Est-ce qu'elle vous inciterait à penser ou à faire quelque chose ?

Montrez au groupe l'annonce Heather Crowe II une fois de plus

- Si la phrase « Refusez d'être une cible » apparaissait à l'écran en même temps que Heather dirait « Refusez d'être une cible », est-ce que cela changerait l'annonce ?
- Si oui... Pourquoi ?
- Si non... Pourquoi ?

Ronds de fumée : (à la fin de l'annonce, il y a quelques ronds de fumée qui accompagnaient la phrase « Refusez d'être une cible ».)

- Avez-vous remarqué ces ronds de fumée ? Si oui, qu'est-ce que vous en avez pensé ? Qu'est-ce qu'ils contribuent, le cas échéant, au message global de l'annonce ?
- Si c'était à vous de décider, est-ce que vous les incluriez dans les annonces ou non ? Pourquoi ?

Signature finale : (à la toute fin de l'annonce, il y avait un numéro 1-800-O-Canada)

- Est-ce que vous avez remarqué cette signature ? Qu'est-ce que vous vous attendriez de recevoir si vous appeliez ce numéro ? Qu'est-ce que vous aimeriez recevoir si vous appeliez ce numéro ?
- S'il y avait une voix hors champ qui disait : « Pour apprendre à vivre dans un monde sans fumée, appelez 1-800... », est-ce que cela changerait votre façon de voir par rapport au numéro 1-800 ? Est-ce que cela vous rendrait plus ou moins susceptible d'appeler ?

5. *Questions sur le site Internet*

- Est-ce que vous visiteriez un site Internet pour obtenir de l'information sur la fumée secondaire ? Qu'est-ce que vous vous attendriez de recevoir ? Qu'est-ce que vous aimeriez recevoir ?
- Si vous pouviez donner d'autres conseils à Santé Canada concernant cette publicité, quels seraient-ils ?
- Est-ce que cette annonce vous a dit quoi que ce soit sur la fumée secondaire que vous ne saviez pas avant de venir ici aujourd'hui ?

Avez-vous d'autres commentaires sur l'un ou l'autre des sujets que nous avons abordés ce soir ?

Merci encore pour avoir pris le temps de venir ici aujourd'hui. Bonne fin de soirée.