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**Millward Brown
Goldfarb**

**QUALITATIVE EVALUATION
OF YOUTH INTERNET CONTEST
ADVERTISING CONCEPTS: "BO" AND
"FRIDAY NIGHT DISASTER"**

PREPARED FOR: HEALTH CANADA

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POR 03-73

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**PROJECT #20102099
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INTRODUCTION

Background on the Federal Tobacco Control Strategy (FTCS)

In April 2001, the Government of Canada launched the largest federal tobacco control programme in Canada's history. The Federal Tobacco Control Strategy totals almost \$540 million over five years, and features a combination of tobacco control efforts including a sustained mass media campaign, as well as protection, prevention, cessation and harm reduction initiatives. The Government has also set measurable goals for the next 10 years, including a reduction in the number of people who smoke from 25 to 20 percent of the population, and a 30 percent reduction in the number of cigarettes sold.

The powerful effects of the mass media on behaviour can be used to promote health. Several studies suggest that anti-tobacco advertising campaigns have had positive effects on the attitudes and behavioural intentions 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.

A number of the initiatives within the tobacco control strategy are directed at youth. Health Canada developed a campaign for youth in their environment. One aspect of the campaign was an internet contest for young Canadians aged 12 –19 during March and April 2003. Participants were asked to submit a personal story about their experience with second-hand smoke including how they dealt with the problem, what they would do if it happened again, and how they prevent that kind of situation in the future. The submitted stories were reviewed to ensure they met contest criteria, and a certain number of them were identified as possibly being useful in being considered for a potential youth television ad.

At this stage, two of the top five stories were tested to determine their resonance with youth. One is called 'Bo', and is called 'Friday Night Disaster'.

Research Objectives

Health Canada would like to test the resonance of the potential concepts of youth ads identified that were selected from the youth internet contest.

Among others, the overall objective of the research was to evaluate the impact of the visual concept, taglines and text. Specifically, the research was intended to:

- Assess the relevance, clarity, credibility, and call to action components etc., associated with the various creative materials
- Determine the resonance of the scripts with the target audiences
- Determine the effectiveness, fit, and appeal of the visual concept, taglines, and text of the ads to the target audiences (defined below)
- Assess the credibility of the creative concepts
- Understand the appropriateness and clarity of the creative concepts

- Assess the empathy of the creative concepts
- Determine the reliability and relevance of the creative concepts
- Identify the sensitivity of the creative concepts
- Determine the effectiveness of the creative concepts
- Enhance the believability of the creative concepts

Target Audiences

The target audiences for the youth internet contest creative concept testing are youth between the ages of 16-19, both smokers and non-smokers.

Method

A total of four focus groups were conducted, two in Toronto and two in Montreal. Segmentation will be as follows:

- Two groups in English in Toronto with teens aged 16 – 19 (held on December 8th, 2003)
- Two groups in French in Montreal with teens aged 16 – 19 (held on December 10th, 2003)

The group composition was half male and half female, and half smokers and half non-smokers.

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

EXECUTIVE SUMMARY

The following is a summary of the research findings in terms of the effectiveness of the two ad concepts ('Bo' and 'Friday Night Disaster') from the second-hand smoke youth internet contest.

The 'Bo' Concept Was Preferred By Participants

Of the two concepts tested, 'Bo' was generally preferred by participants in both Toronto groups and one of the Montreal groups. The concept was perceived to show the 'consequences' of being around smokers, which resonated with this age group. Most participants in Toronto felt sympathy towards 'Bo' and her situation. They felt sad at the fact that Bo could not participate in an activity that obviously meant something to her. The use of sports (track and field) in the concept was also effective for participants, as many participate in sports or other physical activities (ie. dancing) themselves.

Montreal participants, on the other hand, felt that Bo was too passive in dealing with the situation. They also questioned whether exposure to second-hand smoking actually caused her asthma, as the participants felt there was no link in the concept between second-hand smoke and her asthma. The group in Montreal that preferred the 'Bo' concept contained three asthmatics, who said they could relate to what Bo was going through.

Most participants felt that the main messages of the concept were that 'second-hand smoke can affect everyone, even non-smokers' and 'you can take a stand against smoking'. The first message was communicated by Bo having respiratory asthma, which was caused by her constant and consistent exposure to cigarette smoke. The second message was communicated to participants by the phrasing 'Bo didn't say no'. Participants felt that the concept communicated that they could remove themselves from this situation or ask their friends not to smoke around them.

The messages contained in the concept are perceived to be credible and believable. No participant questioned the fact that Bo contracted respiratory asthma from being around smokers. There is a sense that the concept is felt to be credible because it could happen to participants in real life.

Bo Should Speak At the End Of The Commercial

Most participants feel that Bo should provide the voiceover when the 'Second-hand Smoke Diseases' icon appears. They feel that this would be effective at highlighting the diseases and would prefer it over no voiceover at all. They also felt that she should provide the voiceover for 'Refuse to be a Target'.



The Overall Reaction To 'Friday Night Disaster' Is Negative

Most participants reacted negatively to the 'Friday Night Disaster' concept. Participants said that the scenario was 'far-fetched' and not realistic. Most felt that the resolution of the concept (the two non-smokers asking for the van to be pulled over and taking a cab) was 'way over the top' and a few wondered why the girls would waste their money on a cab.

Some participants had questions surrounding the actions of the two non-smoking girls. For instance, some wondered why the girls did not ask their friends to put out their cigarettes while in the car. A few wondered why they did not ask their friends to roll down the window when they were smoking. These options were viewed by participants as being more credible or realistic. A few participants also questioned the depth and strength of the friendship between the girls. For example, some wondered why the smokers would let their friends take a cab – a few wondered about the safety in the area they were getting out of the van in.

In addition, some Montreal participants felt that the concept had some 'gaps' in it, namely, that the two non-smoking girls should have known previously their friends were smokers. Also, Montreal participants wondered why the girls did not smoke in their room prior to going out. With that being said, the first Montreal group preferred 'Friday Night Disaster' to 'Bo', because they felt that the situation – hanging out with friends – was more realistic for them and reflected their reality.

Despite the negative comments to the concept overall, most participants felt that the primary message of 'Friday Night Disaster' was clear. The perceived primary message was 'taking a stand against second-hand smoke'. Although this message is felt by participants to be credible, with potential consequences if not followed through, the reaction of the non-smoking girls in the concept is not perceived to be a credible one, which diminishes this message overall.



CONCLUSIONS

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Based on the research findings, and the analysis, the following conclusions are made regarding the two ad concepts ('Bo' and 'Friday Night Disaster') from the second-hand smoke youth internet contest:

'Friday Night Disaster' Concept

- The 'Friday Night Disaster' concept was not very well-received by participants in both Toronto and Montreal and it should not be produced as a commercial.

'Bo' Concept

- The 'Bo' concept was preferred by participants in both Toronto groups and the second Montreal group.
- It could move forward to production in Toronto, however, there is a sense that the 'consequences' may not be strong enough.
 - The manner in which Bo's disease is depicted may be crucial in getting the target to notice the advertisement (ie. could there be a focus on Bo using her 'puffer'?)
- Montreal results suggest that neither concept would be effective at speaking to the target market.

DETAILED FINDINGS

FOCUS ON PRELIMINARY DISCUSSION

The moderator in each market led participants through a preliminary discussion on general smoking issues.

Reactions To Cigarette Smoke Are Generally Negative

Most participants used negative words to describe cigarette smoke when asked for their thoughts on it:

- Disgusting
- Gross
- Unhealthy
- Suffocating
- Diseases

The words above came from both smokers and non-smokers, although a few participants (generally smokers) used other words to describe cigarette smoking, such as 'soothing' and 'relaxing'.

Participants generally hold a mixed view as to whether or not they feel that smoking is a problem in society. Some non-smokers feel that it is not a problem because they do not smoke and are not around those who do smoke a lot. Some participants (both smokers and non-smokers) feel that smoking is a problem in society. The primary reason given for it being a problem in society in the participants' opinion is that the age people begin smoking is skewing younger.

For instance, a few participants said that they know of friends or friends of siblings who started smoking in junior high (or between the ages of 12 and 13). Along the same lines, a few participants have younger siblings around this age and they do not want to see their siblings start smoking.

The non-smoking participants are less likely to feel that smoking is a problem in society because they remove themselves from smoking situations.

Most Participants Recall Seeing Some Advertisements Relating To Smoking Or Second-Hand Smoke

Most participants recall seeing some television advertisements relating to smoking or second hand smoke recently. The specific ads recalled are as follows:

- One with a woman breathing out of a hole in her neck
- One with a ring of smoke forming a target and circling a baby
- One where a group of kids line-up outside an office and all fall down (representing the number who die of smoking-relating diseases each day)

- One with a lung badly damaged from years of smoking
- One with a girl sitting on the couch at a house party making eyes at a boy until she finds out he is smoking
- One with a waitress saying she had never smoked a day in her life but has lung cancer
- One with a woman saying that her husband died although he did not smoke (she did)

Unprompted, participants said that the most effective smoking commercials (or the ones they would be likely to notice and remember) are the ones that showed the 'consequences' of smoking, for example, the one with the woman breathing out of a hole in her neck and the one where a group of kids fall down outside an office building. This is an opinion that will be discussed more fully when comparing the two youth internet contest concepts.

The main messages participants took from the ads mentioned were 'do not smoke', 'second-hand smoke is just as bad as first-hand smoke', 'smoking is bad' and 'you do not have to smoke to be affected by it'.

Second-Hand Smoke Affects 'Everybody'

Most participants defined second-hand smoke as inhaling smoke from someone else's cigarette. A few participants said that they heard second-hand smoke is worse than first-hand smoking, in fact, one participant said that he took up smoking because "second-hand smoke is worse, so I might as well start smoking". These participants cannot say specifically where they heard this information; however, some think that it was from advertising they have been exposed to.

A few participants in Toronto felt very strongly about being exposed to second-hand smoke, and have taken action against those who have smoked around them. For instance, one female participant said that she used to take her father's cigarettes and break them in two when he smoked in the house. As a result, he now smokes outside. Another female participant said that she frequently puts out her friends' cigarettes. A few participants in Toronto also said that they make coughing noises when passing smokers on the street.

The general feeling among participants is that they will behave differently in terms of taking action against smoking depending on who is smoking. There is a sense that participants can be more forward around their friends and family members (as evidenced by the examples above) than they can around strangers.

Most participants, however, tend to remove themselves from situations where they are surrounded by second-hand smoke. For example, when at a house party filled with cigarette smoke, a few participants said that they often 'take breathers' outside for fresh air.

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Some participants said that they are exposed to second-hand smoke because of where they work, for example, at bars or clubs (these participants tended to be smokers). Although they feel being around second-hand smoke is 'gross', they do not have plans to change jobs. One smoker said that he cannot stand to be around second-hand smoke, that it was 'suffocating', so he avoids situations where others are smoking.

The smokers in the groups tend to be respectful of non-smokers and vice-versa. Despite some comments from a few non-smokers ("it's so disgusting", "people are killing themselves"), non-smokers respect that smoking is an addiction, with a few allowing their smoking friends to smoke in their car, as long as it is the back, with the window down.



FOCUS ON AD CONCEPT #2 – ‘FRIDAY NIGHT DISASTER’

The Overall Reaction To ‘Friday Night Disaster’ Is Negative

Most participants reacted negatively to the ‘Friday Night Disaster’ concept. Participants said that the scenario was ‘far-fetched’ and not realistic. Participants realized this was a ‘real-life’ story, however, they do not know of anyone who would react the way that the two girls did and they themselves would not react in this manner. Most felt that the resolution of the concept (the two non-smokers asking for the van to be pulled over and taking a cab) was ‘way over the top’ and a few wondered why the girls would waste their money on a cab.

Some participants had questions surrounding the actions of the two non-smoking girls. For instance, some wondered why the girls did not ask their friends to put out their cigarettes while in the car. A few wondered why they did not ask their friends to roll down the window when they were smoking. These options were viewed by participants as being more credible or realistic. A few participants also questioned the depth and strength of the friendship between the girls. For example, some wondered why the smokers would let their friends take a cab – a few wondered about the safety in the area they were getting out of the van in.

In addition, some Montreal participants felt that the concept had some ‘gaps’ in it, namely, that the two non-smoking girls should have known previously their friends were smokers. Also, Montreal participants wondered why the girls did not smoke in their room prior to going out. With that being said, the first Montreal group preferred ‘Friday Night Disaster’ to ‘Bo’, because they felt that the situation – hanging out with friends – was more realistic for them and reflected their reality.

Despite the negative comments to the concept overall, most participants felt that the primary message of ‘Friday Night Disaster’ was clear. The perceived primary message was ‘taking a stand against second-hand smoke’. Although this message is felt by participants to be credible, with potential consequences if not followed through, the reaction of the non-smoking girls in the concept is not perceived to be a credible one, which diminishes this message overall.

Most participants felt that this would not make a good television advertisement, although they do feel it is targeted at their age group. The appearance of the girls in the first frame suggests club-goers or party-goers, activities which participants can relate to.

Similar to the ‘Bo’ concept, the ‘Friday Night Disaster’ concept would not encourage participants who smoke to quit smoking, nor would it encourage non-smokers to take action to convince friends to quit. There is a sense that anti-smoking ads are beginning to ‘wear’ on some participants and that they have been inundated with the same messages about cigarette smoking over and over again.

APPENDIX



PROJECT #20102099

December 4, 2003

POR – 03 - 73

MILLWARD BROWN GOLDFARB**SCREENER – YOUTH GROUPS (16 – 19) - FINAL**

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 15 years old.

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 \$10,000 ☐
 \$10,000 - \$14,999 ☐
 \$15,000 - \$24,999 ☐
 \$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

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- 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

☐

16 to 19

☐ **POTENTIAL PARTICIPANT**

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****IF TEEN IS AGED 16– ASK Q.5a)****IF 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**

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

Yes

☐

No

☐ **TERMINATE**

ONCE TEEN IS ON THE PHONE:

6) May I ask how old you are? _____

7) Are you currently in high school, college or university, or are you working?

High school

☐

College/university

☐

Working

☐

Other

☐

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

Yes

☐ **QUALIFIES AS SMOKER**

No

☐ **QUALIFIES AS NON-SMOKER**

DK / REFUSE ☐ **THANK AND TERMINATE**

9) Do you currently smoke cigarettes?

Yes

☐ **QUALIFIES AS SMOKER**

No

☐ **QUALIFIES AS NON-SMOKER**

DK / REFUSE ☐ **THANK AND TERMINATE**

10) **IF 'YES' IN Q.9, ASK...**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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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 evening. 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 TEEN IS 16, 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: _____



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Questionnaire de dépistage – Jeunes (16 à 19 ans)

Recruter 10 par groupe.

Bonjour/bonsoir. Mon nom est ____ de LLM, une firme indépendante de recherche. Nous effectuons présentement une étude pour le compte de Santé Canada auprès des gens de votre quartier. Nous ne vendons rien. Nous sommes simplement intéressés à vos attitudes et à vos opinions. Toutes vos réponses resteront strictement confidentielles. Puis-je avoir quelques minutes de votre temps? Je dois parler à une personne dans votre foyer âgée de plus de 15 ans.

(Une fois le répondant est sur la ligne, se présenter de nouveau.)

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

Une agence de publicité	☐	
Un journal		☐
Une station de radio ou de télévision		☐
Une compagnie de recherche marketing ou d'études de marché	☐	
Une compagnie de conception de sites Internet	☐	

[Si "oui" à l'un ou l'autre ci-dessus, TERMINER]

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

Moins de \$10,000	1
\$10,000 - \$14,999	2
\$15,000 - \$24,999	3
\$25,000 - \$39,999	4
\$40,000 - \$49,999	5
\$50,000 - \$74,999	6
\$75,000 – ou plus	7
NSP / REFUS	☐ [Ne pas lire. Remerciez et Terminez.]

AVOIR UN BON MIX DE REVENUS

- 3a. Pour les fins de cette étude, il nous faut parler à des gens dans certains types de foyers. Est-ce que vous ou quelqu'un d'autre dans votre foyer avez/a d'enfants?

Oui ☐ Non ☐ **TERMINER**

- 3b. Quels sont les âges des jeunes dans votre foyer? **(NE PAS LIRE. Cocher une seule case.)**

Moins de 16 ans	☐ TERMINER
16 à 19 ans	☐ Participant potentiel
20 ans et plus	☐ TERMINER

VÉRIFIER LES QUOTAS

- 4a. Et est-ce que l'enfant qui a ____ ans est un garçon ou une fille?

Garçon ☐ **50%** Fille ☐ **50%**



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4b. Êtes-vous le parent / tuteur de cet enfant?

Oui
Non

- ☐ Poser la Q.5a
☐ Demander à parler au parent. Se présenter de nouveau et commencer par la Q.5a

Si l'enfant a 16 ans – Poser la Q.5a. Si plus que 16 ans – Poser la Q.5b

5a. Nous réalisons une discussion de groupe auprès des adolescents et nous aimerions inviter votre fils/fille. Le but de la discussion est de comprendre les attitudes des jeunes par rapport à la cigarette. L'étude se fait pour le compte de Santé Canada. Le groupe durera 2 heures et nous remettrons une compensation monétaire. Est-ce que j'ai votre permission de parler à votre fils/fille?

Oui ☐

Non ☐ **TERMINER**

5b. Puis-je lui parler? [Utiliser la Q.5a si on vous demande POURQUOI?]

Oui ☐

Non ☐ **TERMINER**

UNE FOIS L'ENFANT EST SUR LA LIGNE :

6. Quel âge as-tu? _____

7. Est-ce que tu es à l'école secondaire, au Cégep, à l'université, ou est-ce que tu travailles?

École secondaire	1
Cégep	2
Université	3
Travaille	4
Autre	5

8. Est-ce que tu a déjà fumé la cigarette, soit régulièrement ou à l'occasion ?

Oui	☐ → Se qualifie comme fumeur
Non	☐ → Se qualifie comme non fumeur
NSP/Refus	☐ → Remercier et Terminer

9. Est-ce que tu fumes la cigarette actuellement ?

Oui	☐ → Se qualifie comme fumeur
Non	☐ → Se qualifie comme non fumeur si 'non' aussi à la Q.8
NSP/Refus	☐ → Remercier et Terminer

QUOTA : 50% FUMEURS, 50% NON FUMEURS.

10. Si 'Oui' à la Q.9, demander : Quelle est la probabilité que tu vas essayer d'arrêter de fumer au cours des 12 prochains mois? Est-ce que c'est ... ?

Très probable	☐
Assez probable	☐
Pas très probable	☐



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Pas probable du tout ☐

11. Est-ce que tu utilises l'Internet au moins une fois par semaine? Ne pas inclure le temps passé pour les courriels.

Oui ☐

Non ☐ **TERMINER**

Lire la Q.12 et assurez-vous que l'enfant est ouvert, articulé, et n'est pas intimidé de parler avec des adultes.

12. Nous faisons une recherche dans ton quartier et nous sommes intéressés à ton opinion. La recherche aura lieu le soir. Il y aura un groupe d'environ 10 jeunes comme toi, et quelqu'un qui te posera des questions. La discussion durera environ deux heures et nous pensons que tu trouveras l'expérience agréable. Serais-tu intéressé à y participer?

Oui ☐

Non ☐ **TERMINER**

Si l'enfant a 16 ans, demander à parler au parent / tuteur de nouveau et lire ce qui suit.

J'aimerais inviter votre jeune à participer à une étude de marché pour le compte de Santé Canada. La session aura lieu chez le **mercredi, 10 décembre**, à 17h30 / 19h30.

L'étude aura lieu chez: Legendre Lubawin Marketing, 1172-A St-Mathieu (la porte en bas, au niveau de la rue), et elle durera 2 heures.

L'objectif de cette étude est de comprendre ce que pensent les jeunes sur le tabac en général et d'évaluer de la publicité éventuelle. Personne n'essayera pas de vendre quoi que ce soit. Nous ne sommes intéressés qu'à leurs idées et opinions. Nous pensons que l'expérience sera agréable et votre enfant recevra **50\$**. Est-ce que je peux confirmer sa présence?

Oui ☐

Non ☐ **TERMINER**

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

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

RÉCONFIRMÉ PAR: _____ DATE: _____



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Goldfarb

PROJECT # 20102099
PROJECT POR-03-73
December 3, 2003 – FINAL

DISCUSSION OUTLINE

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

Thank you all for attending this evening. My name is Ted Doering (English) / Isabelle Tanguay (French), 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 interested 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 way in which 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 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)

- 1 ^{abcd} (w) - What are your thoughts on cigarette smoking? Is smoking a problem in society? Does it affect you? ^{1a} Are you concerned about smoking? ^{1b} ^{1d}
- 2 ^{AB} - Have you seen any advertisements on television recently that deal with the issue of smoking or second-hand smoke? ^{2a} Could you describe these? ^{2b}
- 3 ^{ab} - Is there anything that you remember specifically (either positive or negative) about these ads? (Probe for words, phrases, actions, text) - ^{3a} ^{3b}
- 4 - What are some of the messages in these ads? ^{4a} ^{4b} ^{4c}
- 5 ^{abc} - What is second-hand smoke? ^{5a} What do you know about it? Who does it affect? ^{5b} ^{5c}
- 6 ^{a→fe} - Is this a problem? ^{6a} Is it important to you? ^{6b} Why? ^{6c} Why not? ^{6d} Are you concerned about second-hand smoke? ^{6e} ^{6f}
- 7 ^{ab} - Have you ever been exposed to second-hand smoke? If so, where? ^{7a} ^{7b}
- 8 ^{abc} - How do you deal with SHS (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? - ^{8a} ^{8b} ^{8c}
- 9 ^{ab} - Have you heard the expression second-hand smoke diseases? If so, what do you think of this expression? ^{9a} ^{9b}

4. SHS Youth Contest Testing (50 minutes)

NOTE TO MODERATORS: There are 2 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.

Two 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 2 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.



Millward Brown
Goldfarb

3b 6c-d 7b 8c

Concept 1 (Rotate Concept 1 and 2 for each group)

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

- 10 - ✓ What was the main message of this story?
- 11ab - (2) Do you feel that the commercial is aimed at you? If not, who is it aimed at? ^{11a} ^{11b}
- 12 - ✓ Are there any key words or phrases that contribute to this message?
- 13 - ✓ Is this message credible?
- 14ab - (2) What mood did the commercial create in you? What elements contributed to that mood? ^{14a} ^{14b}
- 15ab - (2) What are your feelings on the way the person in the story reacted to second-hand smoke? Is this reaction credible / not credible? -15a
- 16ab - (2) Do you think that this story would make a good television advertisement? What are your reasons for saying that? ^{16a} ^{16b}
- 17ab - (2) If this ad were run on television, do you think you would notice it? (If yes) What shows/stations would you expect to see this ad? ^{17a} ^{17b}
- 18ab - (2) Do you think that this story would encourage you to take action against smoking / second-hand smoke? Why or why not? -18a
- 19 - ✓ (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?
- 20abc - (3) Does this ad help you better understand the health risks associated with cigarette smoke? -20a
- 20b - Is it effective? Why? 20c
- 21ab - (2) For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke? ^{21a} ^{21b}
- 22 - For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking?

13 Questions

REPEAT FOR CONCEPTS 2. (Questions 10-22 are repeated for concept 2)

5. Comparison of Concepts (10 Minutes)

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

- 23abc - (3) Which of the two 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? ^{23a} ^{23b} ^{23c}

24 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.

7

20

18b 23c 20c

GUIDE DE DISCUSSION

1. *Présentation des animateurs et du projet (10 minutes)*

Merci de vous être présentés ce soir. Mon nom est Isabelle Tanguay, je suis une conseillère en recherche. Notre compagnie est indépendante. Santé Canada a retenu ses services afin de les aider à comprendre la réaction du public face de nouvelles publicités qu'ils envisagent de lancer. Mon rôle ce soir en est un d'intermédiaire objectif, tandis que vous discuterez entre vous de ces nouvelles publicités éventuelles.

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, pour permettre à des observateurs de Santé Canada qui sont intéressés à ce que vous avez à dire de vous écouter.

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 de nouvelles publicités qui pourraient éventuellement être produites et qui traitent de la fumée secondaire, et j'aimerais obtenir votre réaction à ces annonces. 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.

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

- Quelles sont vos pensées sur le fait de fumer la cigarette? Est-ce que le tabagisme est un problème dans notre société? Est-ce que ça vous affecte? Êtes-vous préoccupés par le tabagisme?
- Avez-vous vu récemment des publicités à la télévision qui traitent du tabagisme ou de la fumée secondaire? Pouvez-vous les décrire?
- Y a-t-il quelque chose dont vous vous souvenez plus spécifiquement (que ce soit positif ou négatif) à propos de ces publicités? (Approfondir : mots, phrases, actions, texte)
- Quels sont certains des 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 par 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 ?
- 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. *Test du concours fumée secondaire pour les jeunes (50 minutes)*

NOTE AUX ANIMATEURS: Il y a deux 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 deux 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 je l'ai dit au préalable, il y en a deux. 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 (Faire une rotation pour les concepts 1 et 2 pour chaque groupe)
 (MONTREZ LA PREMIÈRE ANNONCE SUR MAQUETTE. DÉCRIRE CHAQUE SCÈNE EN EXPLIQUANT EN DÉTAIL CE QUI ARRIVE DANS CHACUNE DES SCÈNES.)

- Quel était le message principal de cette histoire ?
- Est-ce que vous avez l'impression que cette annonce était destinée à votre groupe d'âge ? Si non, à qui d'adresse-t-elle ?
- Est-ce qu'il y a des mots ou des phrases clés qui contribuent au message ?
- Est-ce que le message est crédible ?
- Dans quelle humeur est-ce que ce message vous a mis ? Quels éléments ont contribué à cette humeur ?
- 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 ferait une bonne publicité 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) Sur quels émissions/postes vous attendriez-vous à voir cette publicité ?
- Est-ce que vous pensez que ce scénario vous encouragerait à faire quelque chose contre le tabagisme/la fumée secondaire ? Pourquoi ou pourquoi pas ?
- (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 ?
- Est-ce que cette publicité vous aide à mieux comprendre les risques pour la santé associés à la fumée de cigarette ? Est-elle efficace ? Pourquoi ?
- Pour ceux qui fument, est-ce que cela vous encourage à arrêter ? À réduire le nombre de cigarettes que vous fumez ?
- Pour ceux d'entre vous qui ne fumez pas, mais qui connaissez peut-être quelqu'un qui fume, est-ce cela vous encourage à essayer de convaincre cette personne d'arrêter de fumer ?

RÉPÉTEZ POUR LE CONCEPT 2.

5. *Comparaison des concepts (10 minutes)*

Je vous ai montré deux 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 ?

Avez-vous d'autres commentaires sur les choses que nous avons abordées ce soir ?

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