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Social Sources of Supply: Creative Concept
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Final Report

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EXECUTIVE SUMMARY

Six focus groups were conducted in three locations in Saskatchewan: Regina, Saskatoon and Prince Albert. All participants were between the age of 18 and 24. In Regina and Saskatoon the groups were divided between Smokers and Non-Smokers. In Prince Albert both groups were made up of Smokers. Focus groups are a qualitative research method, where participants are lead through a discussion by a moderator. Participants are encouraged to provide open-ended and detailed responses to questions that allow for probing of inner thoughts and feelings.

The primary objective of the sessions was to test eight creative concepts (posters) related to the social sources of supply issue. The eight ads each depicted different communication approaches regarding this issue. The specific goals of the research were to:

- Investigate whether the ads change behaviour of the target group who supply tobacco to minors by increasing knowledge and explaining why it is wrong to provide tobacco products to minors.
- Determine which creative executions engage the target group and increase their awareness of the legal consequences of supplying tobacco to minors
- Examine which executions create a consciousness about the issue that will help change patterns of behaviour over the long term.
- Observe which executions best inform casual or sympathetic suppliers of tobacco to minors of the short-term and long-term health implications of tobacco use on minors.

In addition to testing the communications material, the research groups also probed into participant's attitudes, awareness and experience with supplying tobacco products to minors.

Overall Effectiveness of the Ads

The ads tested with young adults (18-24) across three locations in Saskatchewan had mixed success when it came to understanding the goals of the communication campaign as outlined in the Background section of this document. With a few revisions, some of the executions should work to achieve these goals and ensure that the social, health and legal consequences of supplying tobacco products to minors are clear in the revised versions.

Most individuals who participated in the study are aware that it is illegal to provide cigarettes to minors, but very few of them know that the fine for such an action can be up to \$3,000. This, initially, is a significant piece of information and does get the attention of young adult participants in the groups. For this age group, in particular, this is a significant sum of money and not something to be taken lightly.

However, even with a fine of this magnitude, the reactions of participants suggest that it is doubtful it alone will serve as a serious deterrent to providing cigarettes to minors should they wish to do so. In these groups, participants typically provided tobacco products to known friends or younger family members, and this exchange occurred in private residences. As such, participants are very quick to rationalize that the chances of being caught in the act of providing a cigarette to a minor is very low if not impossible. The prevailing attitude from the discussion is that the only way an individual could get caught providing tobacco products to a minor would be in a 'sting' operation which they believe would be a very rare occurrence. Moreover, many

participants said they do not purchase tobacco for minors that they did not know (e.g. being approached by someone outside a convenience store). As such, their likelihood of being “stung” is very slim. The perception among young adult participants is that the enforcement of this fine is extraordinarily difficult. This perception appears to diminish its deterrent impact for participants. Participants indicated that only way the fine information would be a deterrent is if they heard or saw someone actually being fined. If they were aware of this happening either to anyone that they know, or seeing it in the media, participants indicated that the fine would become more of a significant deterrent.

A few of the ads seemed to be more effective in getting participants who smoke to consider their actions and the long-term health/social implications these may have on minors. This was particularly the case in groups with Smokers who were presented messages and visuals which juxtapose their present smoking with that of a minor’s situation. Upon viewing these ads, they thought of how they were affecting the health of the minor to whom they were providing tobacco products.

Again, however, raising awareness in this regard is not necessarily going to serve as an immediate deterrent to participants. The social sources of supply issue is presently not of great concern for young adults who participated in this study. In addition, when presented with communication messages which, in a sense, ‘guilt’ them into not providing cigarettes to minors they are apt to respond that “It’s not my responsibility if a minor smokes”. In fact there is a common view from participants that minors will obtain cigarettes regardless of whether participants provide cigarettes to minors or not. It is also worth noting that in most cases the minor in question is often a friend or family member of the participant, and they indicate that in this situation it is even more difficult for them to say no when being asked for tobacco products. It is interesting that participants indicated that it would be more difficult to say no to an acquaintance as opposed to a total stranger. This defies “common sense thinking” which basically says that , the closer the relationship of the person asking the participant for tobacco, the more likely the participant would be to say “no”, because the participant would want to protect close individuals and avoid providing harmful tobacco products to them.

Finally, as it relates to effectiveness of the advertising, group reactions indicate that it is important to make sure that the first glance impression of the ads is not a general “anti-smoking” message. While this was more prevalent in Regina, many participants when asked to indicate what the ads were talking about, suggested that the ads were about tobacco cessation and not social sources. Given the prevalence of anti-smoking ads, and the fact that social sources is not a “top of mind issue”, it may be worthwhile to ensure that extra care is taken to ensure that the first glance impression of the ads is indeed about social sources.

Specific Concept Reactions

Through the analysis of participant reactions, three ads can be singled out as having the most promise in terms of a communicating messages related to the social sources of supply issue.

Concept #2 It's No Favour (youth/female adult outside store against wall)

- This ad was viewed as doing the best job visually, of creating the social sources of supply scenario—“the cigarette exchange”.
- The primary message was the social sources of supply, particularly the legal consequences of such actions
- Participants could relate to the exchange scene being depicted.

- The tagline "Its No Favour" was not well received by participants and they suggested it should be replaced.
- This ad appealed equally well with Smokers and Non-Smokers.
- Participants agreed that the ad could be made more compelling and effective if the visual "zoomed in" or focused more on the cigarette pack being exchanged. Many had to do a second or third glance to see what was actually being exchanged.

Concept #6 Stop (stop light with message about \$3000 fine)

- Very clear and straightforward ad
- It was well understood and participants felt it clearly communicated the legal consequences of providing tobacco products to minors.
- Worked better with Smokers as opposed to Non-Smokers

Concept #5 Don't you wish someone had said no to you (wrinkle face girl)

- Participants found this a very visually, eye-catching ad.
- The character smoking made it clear to participants that it was a smoking-related ad.
- The tagline "Don't you wish someone had said NO to you" was well received in the groups and did make some participants consider the social consequences of providing cigarettes to minors.
- This ad left participants with multiple messages: social consequences, health consequences and legal consequences which raises concerns in terms of clarity of message.
- The ad appealed to Smokers more so than Non-Smokers.
- Upon first glance, participants believed this was a cessation message, as opposed to not supplying cigarettes to minors. Therefore, there may be confusion between the cessation and social sources of supply message when using this particular concept or one of the like.

In addition, the tagline from Concept #4 *You know how hard it is to quit (hooded male smoking)* was also well received in the groups—"You know how hard it is to quit. Why help someone start?". However, the visual of the ad, while eye-catching, did not do an effective job of communicating the intended message.

SOMMAIRE

Six groupes de discussion ont été organisés dans trois villes de la Saskatchewan : Regina, Saskatoon et Prince Albert. Tous les participants étaient âgés de 18 à 24 ans. À Regina et Saskatoon, les groupes étaient divisés entre fumeurs et non fumeurs. À Prince Albert, les deux groupes étaient composés de fumeurs. Les groupes de discussion, qui constituent une méthode de recherche qualitative, réunissent des participants qui prennent part à des discussions menées par un animateur. Les participants sont encouragés à donner des réponses ouvertes et détaillées qui permettent de sonder leurs sentiments et leurs pensées intimes.

Ces séances avaient pour principal objectif de mettre à l'essai huit concepts créatifs (affiches) liés à la question des sources sociales d'approvisionnement. Chacune de ces huit annonces décrivait une façon différente d'aborder cette question. Les objectifs spécifiques de cette recherche étaient les suivants :

- Vérifier si les annonces changent le comportement du groupe cible qui fournit du tabac aux mineurs en augmentant sa sensibilisation et en expliquant pourquoi c'est inadmissible de fournir des produits du tabac aux mineurs.
- Préciser quelles sont les réalisations créatives qui attirent le groupe cible et le sensibilisent davantage aux conséquences juridiques de fournir du tabac aux mineurs.
- Vérifier quelles sont les réalisations créatives qui favorisent une prise de conscience de la question qui aidera à changer les types de comportement à long terme.
- Observer les réalisations qui informent le mieux les fournisseurs, occasionnels ou bienveillants, de tabac aux mineurs des conséquences sur la santé, à court et à long terme, de l'usage du tabac par les mineurs.

En plus de mettre à l'essai des documents de communications, les groupes de recherche ont aussi questionné les participants sur leurs attitudes, leur sensibilisation et leur expérience relatives à l'approvisionnement de mineurs en produits de tabac.

Efficacité globale des annonces

Les annonces testées auprès de jeunes adultes (18-24) dans trois villes de la Saskatchewan ont obtenu un succès mitigé en ce qui concerne la compréhension des buts de la campagne de communication tels qu'on les retrouve dans la section Contexte du présent document. En y apportant quelques corrections, certaines de ces réalisations devraient atteindre ces buts et garantir que, dans les versions révisées, les conséquences sociales, sanitaires et juridiques reliées à la fourniture des produits du tabac aux mineurs sont clairement présentées.

La plupart des personnes qui ont participé à l'étude sont au courant qu'il est illégal de fournir des cigarettes aux mineurs, mais elles sont peu nombreuses à savoir que l'amende prévue pour un tel geste peut s'élever à 3 000 \$. Il s'agit, au départ, d'une information importante qui retient l'attention des jeunes adultes participant à ces groupes. Pour ce groupe d'âge en particulier, il s'agit d'une somme d'argent importante et ce n'est pas quelque chose qu'on doit prendre à la légère.

Toutefois, les réactions des participants laissent à penser qu'il est peu probable que cette amende, aussi importante soit-elle, pourra à elle seule les dissuader sérieusement de fournir

des cigarettes aux mineurs, s'ils veulent le faire. Les participants de ces groupes fournissent généralement des produits du tabac à des amis ou à des membres plus jeunes de la famille, et cet échange a lieu dans des résidences privées. Comme tel, les participants sont très prompts à justifier que les chances qu'ils soient surpris en train de fournir une cigarette à un mineur sont très minces, sinon nulles. Il ressort des discussions que les participants sont pour la plupart d'avis que la seule façon qu'une personne puisse être prise à fournir des produits de tabac à un mineur serait lors d'un achat par un agent d'infiltration, ce qui, croient-ils, ne pourrait survenir que très rarement. De plus, plusieurs participants ont déclaré qu'ils n'achetaient pas de tabac pour des mineurs qu'ils ne connaissent pas (p. ex., quelqu'un qui les aborderait à l'extérieur d'un dépanneur). À ce titre, la possibilité qu'ils se fassent prendre est très mince. Les jeunes adultes participants ont l'impression qu'il est très difficile de percevoir cette amende. Cette impression semble réduire l'impact dissuasif pour les participants. Ces derniers ont indiqué que l'amende pourrait avoir un effet dissuasif uniquement s'ils entendaient parler de quelqu'un à qui on a imposé une amende, ou s'ils étaient témoins d'une telle situation. S'ils apprenaient que c'est arrivé à quelqu'un qu'ils connaissent ou s'ils le voyaient dans les médias, les participants ont dit que l'amende deviendrait un moyen de dissuasion plus significatif.

Quelques-unes des annonces semblaient être plus efficaces pour amener les participants qui fument à réfléchir à leurs actions et aux implications sociales et sur la santé qu'elles peuvent avoir à long terme sur les mineurs. C'était particulièrement le cas dans les groupes de fumeurs auxquels on a présenté des messages écrits et visuels qui juxtaposaient leur situation actuelle de fumeur à celle d'un mineur. À la suite du visionnement de ces annonces, ils pensaient à la façon dont ils portaient atteinte à la santé du mineur à qui ils avaient fourni des produits du tabac.

Encore une fois, une sensibilisation accrue à cet égard n'aura toutefois pas nécessairement d'effet dissuasif immédiat chez les participants. Les sources sociales d'approvisionnement ne constituent pas, à l'heure actuelle, une préoccupation pour les jeunes adultes qui ont participé à la présente étude. De plus, lorsqu'on leur présente des messages qui font que, en un sens, ils se sentiraient coupables de fournir des cigarettes aux mineurs, ils peuvent répondre que « je ne suis pas responsable si un mineur fume ». En fait, les participants sont d'avis, dans l'ensemble, que les mineurs peuvent se procurer des cigarettes, peu importe qu'ils leur en fournissent ou non. Fait à remarquer, le mineur en question est dans la plupart des cas un ami ou un membre de la famille des participants, et ces derniers indiquent que dans ces situations, c'est encore plus difficile pour eux de dire non quand on leur demande des produits de tabac. Il est intéressant de noter que les participants ont indiqué qu'il serait plus difficile de dire non à une connaissance qu'à un parfait étranger. Ceci va à l'encontre du « gros bon sens » qui veut simplement que plus la personne qui demande du tabac au participant est proche de ce dernier, plus le participant dira « non » parce qu'il voudra protéger ses proches et éviter de leur fournir de dangereux produits du tabac.

Finalement, en ce qui a trait à l'efficacité de la publicité, les réactions des groupes donnent à entendre qu'il est important de s'assurer que les annonces ne véhiculent pas, à première vue, un message « anti-tabac ». Lorsqu'on leur a demandé quel était le sujet des annonces, plusieurs participants, surtout à Regina, ont laissé entendre qu'il était question d'arrêter de fumer et non de sources sociales. En raison de la prédominance des annonces anti-tabac et du fait que les sources sociales ne constituent pas généralement un « enjeu important », il faudrait être particulièrement vigilant pour être certain qu'à première vue, les annonces portent effectivement sur les sources sociales.

Réactions aux différents concepts

À l'analyse des réactions des participants, on peut isoler trois annonces qui sont les plus prometteuses en ce qui concerne la transmission d'un message lié à la question des sources sociales d'approvisionnement.

Concept N° 2 Vous ne leur rendez pas service (jeune/femme adulte appuyé sur un mur à l'extérieur d'un magasin)

- Cette annonce était perçue comme la plus efficace visuellement, en créant le scénario de sources sociales d'approvisionnement—« l'échange de cigarettes ».
- Le principal message était les sources sociales d'approvisionnement, particulièrement les conséquences juridiques de tels gestes.
- Les participants pouvaient se retrouver dans la scène de l'échange qui était représentée.
- Le titre d'appel « *Vous ne leur rendez pas service* » n'a pas été bien reçu par les participants qui ont suggéré qu'on le remplace.
- Cette annonce plaisait autant aux fumeurs qu'aux non fumeurs.
- Les participants s'entendaient pour dire que l'annonce pourrait être plus convaincante et plus efficace si les éléments visuels étaient agrandis ou étaient davantage concentrés sur le paquet de cigarettes qui est échangé. Plusieurs d'entre eux ont dû la regarder à deux ou trois reprises avant de voir ce qui était effectivement échangé.

Concept N° 6 Arrêt (feu rouge accompagné d'un message sur l'amende de 3000 \$)

- Annonce très claire et explicite.
- Elle a été bien comprise et les participants trouvaient qu'elle communiquait clairement les conséquences juridiques de fournir des produits du tabac aux mineurs.
- Elle était plus efficace auprès des fumeurs que des non fumeurs.

Concept N° 5 N'aurais-tu pas préféré que quelqu'un te dise non? (jeune fille au visage ridé)

- Les participants trouvaient que cette annonce était visuellement très accrocheuse.
- Le personnage qui fume démontre clairement, pour les participants, qu'il s'agit d'une annonce liée à l'usage du tabac.
- Le titre d'appel « *N'aurais-tu pas préféré que quelqu'un te dise NON?* » a été bien reçu dans les groupes et il a fait réfléchir certains participants aux conséquences sociales de fournir des cigarettes aux mineurs.
- Pour les participants, cette annonce contenait des messages multiples: conséquences sociales, conséquences pour la santé et conséquences juridiques, ce qui soulève une inquiétude quant à la clarté du message.
- L'annonce parlait davantage aux fumeurs qu'aux non fumeurs.
- À première vue, les participants croyaient qu'il s'agissait d'un message pour arrêter de fumer, plutôt que pour ne pas fournir de cigarettes aux mineurs. Par conséquent, en utilisant ce concept particulier, ou un autre similaire, il pourrait y avoir confusion entre le message pour arrêter de fumer et celui concernant les sources sociales d'approvisionnement.

De plus, le titre d'appel du Concept N° 4 *Vous savez à quel point c'est difficile d'arrêter (homme portant un capuchon en train de fumer)* a aussi été bien reçu dans les groupes—« Vous savez à quel point c'est difficile d'arrêter. Pourquoi aider quelqu'un à commencer? ». Toutefois, bien qu'il soit accrocheur, l'élément visuel de l'annonce ne communiquait pas efficacement le message voulu.

STUDY BACKGROUND & RESEARCH DESIGN

Background & Objectives

Controlling the access Canadian youth have to tobacco products is a very serious health issue – a 1990 study indicates that easy access to cigarettes is a predictor of uptake in smoking (Bauman et al, 1990; US Dept. of Health and Human Services, 1994). While various initiatives have been aimed at the retail level, recent studies indicate that Canadian youth can still obtain cigarettes from “social sources”. For example, a large Minnesota-based study showed that 53% of smoking students depended solely on social sources of tobacco. A BC study (Rippin, 2000) showed that 84% of students who smoke in Grades 8-10 obtained their cigarettes from sources other than direct purchases from commercial stores.

As a result of these alarming statistics, Health Canada's Tobacco Control Program approved the “Third Party Sales/Social Sources of Supply” Regional Strategy. This is a two-year public awareness campaign pilot test in Manitoba and Saskatchewan, with support being expressed by other provincial/territorial, national and regional tobacco control stakeholders.

A print campaign has been developed, and will target 18-24 year olds and could be located in stores selling tobacco products, cigarette vendor locations and college/university campus public areas. The messaging could also appear in other areas such as bars, restaurants and bus shelters. The specific goals of the campaign are to:

- Change behaviour of the target group who supply tobacco to minors by increasing knowledge and explaining why it is wrong to buy tobacco products for minors.
- Engage the target group and increase their awareness of the legal consequences while creating a consciousness about the issue that will help change patterns of behaviour over the long term.
- Inform casual or sympathetic suppliers of tobacco to minors of the potential legal consequences and the short-term and long-term health implications of tobacco use on minors.

A qualitative research methodology was employed, with the primary goal being to evaluate the creative material and its potential impact on the target audience. Specific areas of the research focused on:

- Credibility, believability, appropriateness and relevance of the creative and messaging with the target audience
- Appeal of the concept to the target audience
- Clarity, conciseness and understandability of the message
- Cultural sensitivity of the advertising
- Whether the advertising will be memorable
- Ability and effectiveness of the ads to impact and motivate the target market to take action
- Ability of the communications to mobilize public support behind the “Social Sources of Supply” initiative

There were some secondary objectives in the research as well. These included:

- Exploring more fully the attitudes of 18-24 year olds towards youth smoking, providing underage youth with cigarettes and what deters them from providing tobacco products to minors.
- Exploring what smokers 18-24 are willing to do to prevent minors from smoking.

Methodology

NRG Research Group Inc. was contracted by Health Canada through the Qualitative Standing Offer list to provide the research service necessary to address the study objectives.

A series of 6 focus groups were conducted in three locations across Saskatchewan: Regina, Saskatoon and Prince Albert.

Location	Smoker	Non-Smoker
Regina	X	X
Saskatoon	X	X
Prince Albert	XX	

Health Canada provided the proposed creative concepts to be tested. Eight ads tested with participants. These were:

- Ad #1 Share your wisdom (young male against wall)
- Ad #2 It's no favour (youth/female adult outside store against wall)
- Ad #3 It's no favour (young girl crouching against wall)
- Ad #4 You know how hard it is to quit (hooded male smoking)
- Ad #5 Don't you wish someone had said no to you (wrinkle face girl)
- Ad #6 Stop (stop light with message about \$3000 fine)
- Ad #7 Stop push the habit Jack (donkey providing cigarettes to three youth)
- Ad #8 It's no favour (donkey outside store)

The order the ads were shown to participants was changed in each of the groups to eliminate any order bias that may have occurred otherwise.

The process for testing the creative was participants were shown the ad and asked to independently record their reactions to it by completing a short questionnaire (see appendices). After completing the questionnaire, the ad was discussed as a group. This process was then repeated for the next ad.

The recruitment of participants for these sessions was done from NRG's field centre located in Winnipeg. Participants were recruited at random from the general population surrounding the location of the groups. One of the Saskatoon sessions (smokers) was recruited from the rural area surrounding the city of Saskatoon proper. When recruiting for the groups, several specific criteria were tracked for qualifying purposes. These were:

- Age – must have been 18 and 24 years of age
- Smoker or Non-Smoker (amount smoked)
- Attitudes toward smoking (virulent anti-smokers were excluded)

- Past focus group attendance
- Employment conflicts

A mix of gender and age (within the 18-24 bracket) were included in each group. In addition, participants of aboriginal descent were included randomly in several of the groups. It is important to note that in this regard, one group in Prince Albert was made up entirely of participants of aboriginal origin.

Ten participants were recruited for each group with an average of 7 to 9 attending each session. In total 47 individuals participated in the 6 focus group sessions. Andrew Enns moderated the groups in Saskatoon and Prince Albert. Brian Bauman moderated the sessions in Regina. The groups were conducted the evenings of August 9th (Regina and Saskatoon) and 10th (Prince Albert).

Context of Qualitative Research

The primary benefit of focus group discussions is that they allow for in-depth probing with qualifying participants on behaviour, habits, usage patterns, perceptions and attitudes related to the subject matter. The group discussion allows for flexibility in exploring other areas that may be pertinent to the investigation.

The focus group technique is used in marketing research as a means of gaining insight and direction, rather than collecting quantitatively precise data or absolute measures. Although numbers are sometimes presented as illustrative of the opinions of the participants in this study, these are offered for insight and should not be considered statistically reliable.

SUMMARY OF FINDINGS – BROAD THEMES

Over the course of testing the eight creative concepts, several broad themes emerged that are applicable and are important considerations when developing a communications strategy with respect to the provision of tobacco products to minors. These are discussed below.

The Social Sources of Supply is Not a Top-of-Mind Concern of Young Adults

It became apparent in the groups that the social sources of supply of cigarettes to minors is not a top-of-mind issue for participants. Almost all individuals in the sessions understood that it was illegal for adults to provide tobacco products to minors; however, most people did not give the impression during the discussion that this was a particularly serious problem.

Providing cigarettes to minors is not seen as a “social wrong” to these individuals and the advertising concepts failed to create that sense in their mind. At best, the ads work to reinforce or bring into awareness an issue that does not really exist in the minds of participants.

Participants often indicated that they feel as if they are doing a favour for the minor who is smoking, and feel that minors will get cigarettes anyhow, so participants might as well make it easier for the youth. It is important to note that in almost all groups, these individuals will provide tobacco only to people they know. They typically will not buy cigarettes for individuals they do not know, or individuals who approach them outside of a convenience store for example. In Prince Albert there were a few exceptions to this where some participants indicated that occasionally they may provide a cigarette to a stranger (minor) if approached. These participants said they would do so in part because they could relate to how they approached strangers for a cigarette when they were underage.

Another factor contributing to the low level of concern about this issue was that in many cases participants themselves were introduced to cigarettes at an early age by a parent or other family member. Across all four groups of Smokers, participants indicated that they were often introduced to their own smoking habit by their parents or older relatives. At the very least the smoking habit was not discouraged and in fact, the parent or family member eventually became a source for cigarettes for the minor.

Another manner in which participants were exposed to tobacco products was being asked to run errands for an older relative—errands, which included the purchase of cigarettes from the corner store. In Regina, one participant explained that, a grandparent would send a participant (at age 10) to a store with a note giving the participant permission to buy cigarettes. As such, youth purchasing cigarettes and distributing them to smokers is ingrained in this population at an early age.

Ultimately participants’ generally low level of concern about this issue allows the rationalization that providing tobacco products to minors is not a particularly bad thing—particularly if you know the person involved. The refrain is often, “Someone who wants a smoke is going to get it somewhere. Why not help them out.” This is especially the view when it is a friend or younger family member seeking the cigarette.

The Credibility of the Fine and Accompanying Legal Consequences

The \$3000 fine presents an interesting communications challenge. On the surface, participants responded most positively to this aspect of the creative. The amount of the fine, particularly when paired with this being possible for a 'first offence' was definitely attention getting. For this age group, \$3000 represented a significant financial amount and not one to be taken lightly.

Individuals expressed surprise at the amount. As noted earlier, almost all study participants knew it was illegal for an adult to provide cigarettes to a minor, but very few were aware of the legal penalties involved for such an infraction.

However, any probing on the fine and the legal consequences associated with adults providing cigarettes to minors quickly revealed a significant credibility gap in this area.

This gap initially appears during the discussion regarding the situation which they could envision getting caught providing tobacco products to minors. There was a general consensus among individuals that being caught in the act of providing cigarettes to a minor was a highly unlikely event. Some people raised the spectre of a 'sting' operation with an 'undercover minor' as being one way the authorities could catch people. However, as noted earlier, most participants professed to only buying and providing tobacco products to people they knew. This eliminated the chance of being caught in a 'sting' operation. Participants also noted that they would often provide the cigarettes in a private place, such as in a car or at home—not in front of the store. Again, for participants, this made it appear very unlikely that they would ever be caught supplying cigarettes to minors.

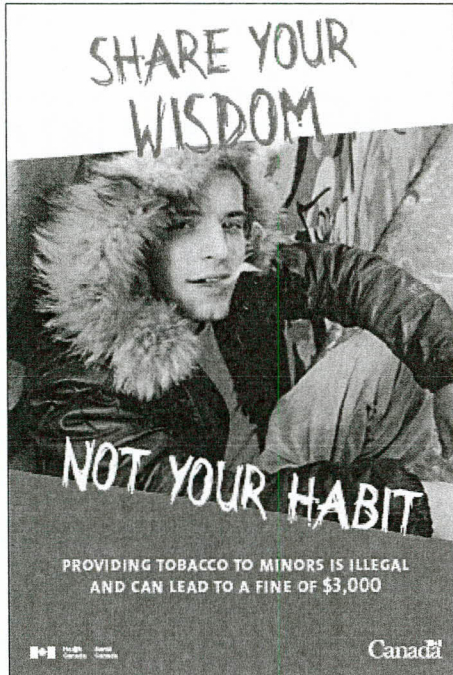
In short, participants in all groups (Smokers and Non-Smokers) were able to convincingly downplay the legal consequences even though they initially reacted strongly toward them at first viewing.

Adding to this scepticism regarding the legal consequences was the fact that only one or two people across the six groups thought they had heard of someone being charged for providing tobacco products to a minor. A few people had heard of store owners being charged, but no one was certain a private citizen had been charged and fined as a result of this issue. This view tended to solidify the scepticism discussed above.

When participants were asked what kind of messaging could communicate the seriousness of the legal consequences around this issue most people suggested showing adults being arrested.

SUMMARY OF FINDINGS – CREATIVE CONCEPTS

Ad #1 – Share Your Wisdom



General Impression

The first impression from participants to this ad was lukewarm. It was not immediately apparent from the overall visual effect of the ad that the main message related to the provision of cigarettes to minors. It was not clear from the visual if this was a smoking related ad or something more to do with drug awareness or homelessness. In fact, confusing the ad's message with another type of social message (e.g. general smoking cessation, anti-drug) was quite common among many of the ads. This is an issue because it made it more difficult for participants to eventually realize the main message of the ads, especially when they only "glance" at the ad, as opposed to being fully engaged in it.

The tagline "Share Your Wisdom Not Your Habit" elicited some mixed commentary as well in terms of appropriateness in relation to the main message.

The clearest aspect of this ad was the informational line at the bottom outlining the legal consequences of providing tobacco to minors.

This ad related better with Smokers compared to Non-Smokers.

Positive Comments

Several participants quite liked the tagline "Share Your Wisdom Not Your Habit". They found it to tie in nicely with the main message of adults not providing tobacco to minors. These individuals tended to be Smokers and therefore the reference to "Habit" related well in terms of the ad's intent. Other positive comments associated with the tagline were that it struck a few people as being a positive reinforcement message as opposed to always the negative approach that these individuals so often related to anti-smoking ads. The "Share Your Wisdom" struck these individuals as encouraging a positive action.

The general lay-out and colour scheme of the ad also generated some positive commentary. The red and white colour combination was noted as standing out well for individuals and that it would likely be fairly eye-catching.

Negative Comments

As noted earlier, the image of the young male in the ad generated a significant amount of negative commentary. Generally, these comments centred on the fact that it did not seem to fit with the message of the ad.

- *Looks more like a drug ad than for cigarettes.*
- *It makes smoking look cool. He's a cool guy.*
- *Homelessness, dirty and unshaven.*
- *If someone were to walk by, and not read the ad they would think it was about drugs, because all you see is some guy sitting there with a cloud of smoke looking homeless.*
- *It reminds me of don't smoke crack not cigarettes. He looks like a junkie.*

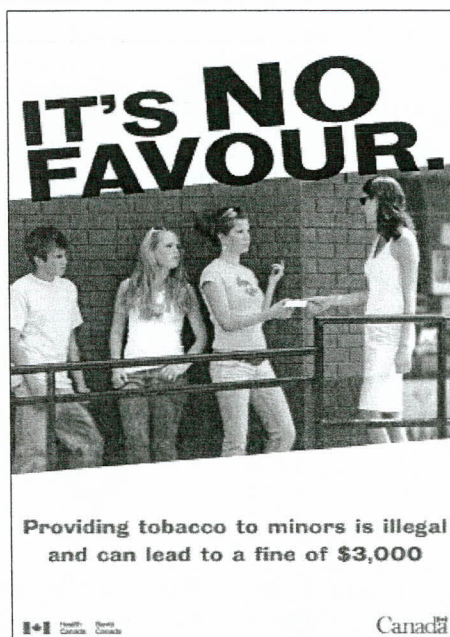
As these comments suggest, the visual did not match the intended message for a good number of participants. Participants were either attracted to the “rebellious” nature of the male and wanted to be like him, or they were repelled by his unkempt appearance.

Another image related concern expressed by a large number of participants was that this individual hardly looked ‘wise’ so therefore the “Share Your Wisdom” message did not really make sense.

There was also a great deal of confusion whether the individual pictured in the ad was a minor or not. Some individuals felt that he was the minor and the outcome of an adult providing tobacco to a minor—on the streets, unshaven with a bad habit. Other individuals saw the character in the ad as the ‘cool’ adult who was likely to give cigarettes to minors. Either way the confusion in terms of the age of the individual tended to confuse people and ultimately the intended message of the poster. Several participants in Saskatoon noted that if the character was more clearly a minor, the ad would make more sense to them.

A number of people commented in both Regina and Saskatoon sessions that there was no cigarette shown in the image. There was smoke, but as mentioned earlier, for many people that could just easily be drug related smoke from ‘crack’ for example. It was suggested that a cigarette in the visual would have helped the viewer understand the intended message.

Ad #2 – It's No Favour (Youth/female adult outside store against wall)



General Impression

This was one of the better ads tested. According to many participants the visual was effective in demonstrating the act of an adult providing a tobacco product to a minor. In other words, the confusion about the main message found in other ads did not appear as strongly here. The characters were suitably aged in terms of clearly seeing the minors and the adult.

The red font on the white background was noted by some respondents as being a good combination that stood out for them.

The tagline “It’s No Favour” generally did not fare very well in the sessions. The consensus in most groups was that it did not fit with the intended message of adults not providing cigarettes to minors. Some individuals felt that it was contradictory to the intended message—that it was a favour to provide tobacco to minors. Other participants simply had trouble relating. There was one group

in Prince Albert that reacted more positively to this tagline. This group related the line to always being asked by teens—"Hey can you do me a favour and buy me a pack of cigarettes?"

Positive Comments

Most participants across all three locations reacted positively to the image shown in this poster. For some it reminded them of being outside or beside a school while for other individuals the image appeared to resemble the side of a convenience store. Either scenario was noted by participants as being an appropriate setting for the intended message, although several people did mention that it may be even more effective if the picture clearly identified the location as a school or store.

The characters in the ad also appeared to connect relatively well for many participants.

- *I like the picture, the kids are young. They look like normal kids.*
- *The picture is pretty life-like.*
- *To me it says young people being provided with smokes. This is what it actually looks like. You can relate to it, I could when I was in a school yard.*

As noted earlier, this poster did very well in terms of providing an accurate first impression with respect to the intended message. Many people noted verbally or wrote down in the group that their first impression of the ad was related to adults providing minors/teens with cigarettes.

Between the effective visual and the bottom by line text describing the legal consequences of providing tobacco products to minors, the message of this ad was clearly understood.

Negative Comments

The main concern expressed about this poster related to the main tag line—"It's No Favour". This was at best confusing for many participants and at worst contradictory for several individuals. In Saskatoon and Regina participants did not agree with the slogan. In their view, providing cigarettes to minors was doing them a favour. In Saskatoon, the consensus in the group was it was not a strong line in terms of getting a person's attention in relation to this issue. Several individuals suggested "It's Not Worth the Favour" as an alternative. This wording in their view would connect better with the \$3000 fine.

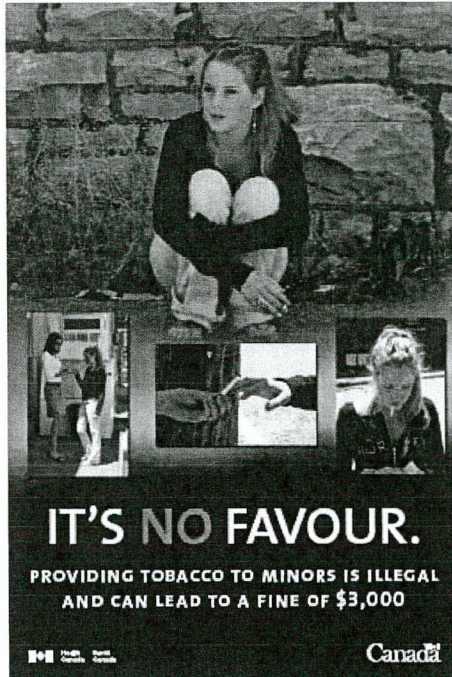
In Prince Albert, this tagline received a slightly better response, particularly in the group that was made up of aboriginal participants. These individuals quickly related this tagline to the often heard request of minors "Hey can you do me a favour and buy me a pack of cigarettes?". This said, this group and the other Prince Albert group still had concerns about the effectiveness of this tagline compared to some of the other slogans tested.

A few individuals in Regina expressed some concern that the 'items' being exchanged were not very clear to the viewer. These individuals felt that readers of the ad would likely assume that they were cigarettes being exchanged after reading the text of the poster, but it still would be beneficial to make the cigarettes stand-out more.

A few participants in Saskatoon noted that the overall look and feel of the ad was not good. These individuals said the poster had too much white space on it and the lay-out and fonts seemed somewhat low-budget and amateurish in comparison to some of the other creative tested. This point was directly raised only in Saskatoon, however, it is noteworthy that a large

number of respondents in the other locations indicated on their written questionnaire that they would not remember this ad.

Ad #3 – It's No Favour (Young girl crouching against wall)



General Impression

This ad was not well received in Prince Albert and Saskatoon and only moderately well received in Regina. The primary problem with this ad was the picture of the young girl crouching. For a large number of participants this visual conjured up images of teen runaway, teen help line or rape crisis messages. The main message was not immediately perceived as a social sources message.

The smaller photos below the larger image were noted by many individuals, particularly in Regina to be effective in “telling the story” of the cigarette exchange, but these were not immediately noticed upon first glance.

A common response across all groups was that there seemed to be too much being displayed visually to take-in at a glance. Several people noted that if this was a Point of Sale ad in a corner store they would not take the time to examine it to the degree necessary to appreciate the message being presented in the photos.

Positive Comments

The visuals, when participants took the time to examine them, did elicit some positive commentary in terms of portraying the message of adults providing tobacco to minors. The main character in the poster—the young girl—looked suitably young enough to be the minor and the adult providing the cigarette was clearly seen as the adult.

A small number of people interpreted the combination of photos to show the consequences of the adult providing the cigarette to the young girl smoking all alone. These individuals—several in Saskatoon and Regina—indicated that they could relate this somewhat to a personal experience of finding an out of the way place to have a cigarette when they were minors.

- *I felt that was like me in high school.*
- *When you mention hiding, that's how it is, you hide from people to smoke underage.*
- *Hiding your habit, you see her going through the whole process*

The ad lay-out and font size and colour usage were noted by several people across most of the sessions as being relatively effective and eye-catching. The use of some red in the tag line as well as the white text on black made the key legal message stand-out well.

Negative comments

The primary visual of the young girl crouching in the alley distracted a large number from the primary message of the poster. Many people in the sessions said the look and feel of the ad

reminded them of a Teen Runaway or rape crisis poster. A few people thought this would be the kind of poster one would see in a guidance counsellor's office regarding a Help Line of some sort. Only upon viewing the remaining photos and reading the accompanying text did the message become clearer.

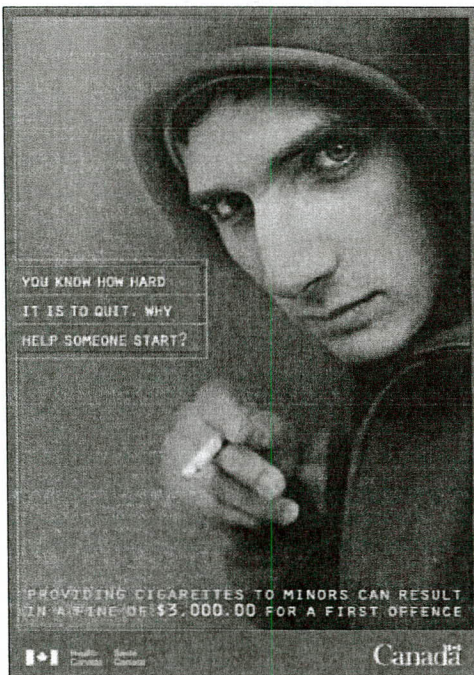
Some individuals suggested eliminating the main picture and blowing up one of the smaller black and white photos which clearly depicted a cigarette exchange.

One consequence of the visuals providing an unintended message as noted above was that several males in the group noted that the visual was somewhat gender specific in their mind. These individuals said that at first glance they assumed it was a poster about a "woman's issue of some sort". This was the only creative tested that generated this reaction in any significant way.

Another concern expressed about this creative was that it was too vague in relation to some of the other ads tested. This ad did not do a very good job visually showing the cigarette exchange scenario nor did it effectively show the consequences—legal or health—of providing tobacco products to minors. Participants in Price Albert were particularly of this view.

A final concern expressed by some individuals was that the ad in general had a very "dark" and sombre feel to it. These participants noted that depending where the ad was placed it may not be very noticeable.

Ad #4 – You know how hard it is to quit (hooded male smoking)



General Impression

Even though, in the final analysis, this is not one of the most effective ads, initial reactions to this ad were more positive than many of the other posters tested. The image of the young male was noted as being very eye-catching by individuals, although several participants found the image to be disturbing and potentially one that they would not want to spend much time looking at.

The tagline "You know how hard it is to quit. Why help someone start?" also received a fairly positive response from individuals. Participants, particularly Smokers appeared to relate quite well to the line.

A significant drawback to this creative was that, for many individuals this generated a mix of reactions in terms of what the primary message was. Some people initially thought this ad was for a drug awareness campaign, while other people viewed it as an anti-smoking ad. This

indicates that even if an ad was viewed positively on many other attributes, participants still expressed a desire to have a better and clearer understanding of the main message.

Overall, this ad was singled out in several of the sessions as one of the top two or three ads tested. However, in light of the comments immediately above, some caution should be taken regarding the effectiveness of this ad communicating the intended message.

Positive Comments

The positive reactions to this ad were focussed primarily in the sessions conducted in Saskatoon and Prince Albert. These individuals tended to respond well to three aspects of this poster: the visual, the tagline and the reference to a "\$3,000 fine for a first offence".

Individuals noted that the image immediately caught their attention. Some specific comments mentioned in the sessions included:

- *He looks stressed*
- *He wishes he never started*
- *Scary*
- *It looks like winter and he's having a smoke and not happy about it*
- *He's addicted to smoking*

Participants felt this type of image would work well for young adults. It could be displayed in a bar (washroom area) or perhaps at bus shelters. A few people felt that it was the type of image that a person would look at for awhile—"kind of draws your attention".

The aspect of this ad that appeared to effectively relate the message to the creative approach was the tagline. In the Saskatoon and Prince Albert groups there was a general agreement that there was some truth to the message "You know how hard it is to quit. Why help someone start?". Smokers, even those in Regina, felt this message could have some effect on an adult in terms of making them think about the consequences of providing cigarettes to a minor. A majority of participants who smoked indicated they had tried to quit smoking at some point in time and appreciated that it is, indeed, a difficult task—"Well it's true; it's harder to quit than start smoking".

Non-smokers too, felt this tagline was effective. Participants in Saskatoon likened it to "*laying on the guilt trip*".

The final aspect of the creative that raised several positive comments was the inclusion of the words "First Offence" to the legal consequences by-line at the bottom of the poster. This provided some additional context for individuals, and in the case of the Saskatoon groups, addressed earlier concerns expressed while discussing different ads about how and when the \$3000 would apply. One participant in Saskatoon noted, "*I'd see \$3000 for a first offence. Holy crap!*".

Negative Comments

There were two categories of negative comments raised about this ad: out right criticisms and more subtle misinterpretations of the ads intended message.

Some of the criticisms levelled at this creative (arising mainly out of the Regina sessions) was the visual seemed to relate more to death and drug overdoses which had nothing to do with the main message of the ad. Several people in the Regina sessions noted that visually the ad did not tie in at all to the theme of not providing tobacco products to minors.

- *If the poster is about not selling to minors, put minors in the picture.*

- *Without reading anything, the guy looks like he's going to die, it looks glum.*
- *If it wasn't for the text I just really wouldn't give it a second glance...what am I looking at? This guy that's all blue?*

The first comment noted in the italics above highlights a second concern expressed about the visual. This related to some confusion among participants as to whether the male figure was supposed to be the minor or the young adult. In all groups there was some disagreement as to the age of the character.

The other area of concern with respect to this ad was the degree that individuals misinterpreted the intended message—both initially at first glance or even after viewing and reading the text for several minutes. The most frequent response in this regard was that the ad was about alcohol or drug addictions.

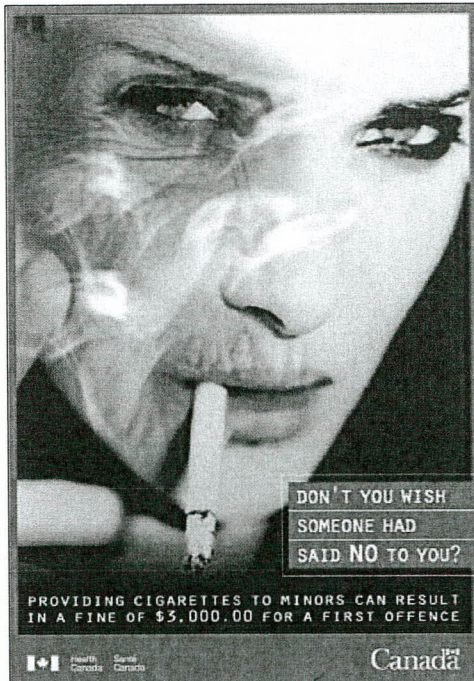
- *Drugs. He's really into what he is doing.*
- *I thought he was drunk, that it was about alcohol.*
- *He looks like a drug addict.*
- *It could almost be an ad for crack.*
- *Can't tell what the guy is holding, a joint or a cigarette.*
- *Maybe the Sopranos. Drugs*

Some participants, notably in Regina, found the visual to be a serious problem with the overall creative approach because it confused the message. Participants in the other sessions were less critical of the ad for this, as they still believed the visual viewed while reading the accompanying text made it, overall, a strong poster. Nonetheless, the confusing visual is an issue to be considered.

Other more subtle misinterpretations as a result of the ad's creative approach relate to comments made that the ad was an "anti-smoking ad".

- *Tell children not to smoke when they are at a young age.*
- *Looks like a smoking ad. Smoking is bad for you.*
- *That teen smoking is a bad decision.*
- *It's to get people to stop smoking.*
- *In a sense it's about quitting smoking.*

The comments above, while not necessarily bad observations, are indications that some participants were not fully seeing the primary focus of the ad, that is, the message to adults not to provide minors cigarettes.

Ad #5 – Don't you wish someone had said no to you (wrinkle face girl)General Impressions

In many respects the reactions to this ad were very similar to those outlined above for poster #4. Many participants commented on the similar styles, yet this ad was viewed overall as one of the top ads shown. The primary reason was the striking image that was clearly communicating a message related to smoking. There was no confusion with respect to whether it was drug abuse or a homelessness ad.

The smoking image was viewed as very eye-catching and fit well with the tagline "Don't you wish someone had said NO to you". This tagline, like the tagline in the previous ad was well received, particularly by Smokers.

The primary concern with this poster was the fact many participants interpreted a more general anti-smoking message from it as opposed to the more specific message of adults not providing cigarettes to minors.

While this ad still presents confusion about the main message, the image is so stunning that participants were more willing to engage in the ad, and make an attempt to understand it. When they took the time to read the tagline the main message of the ad became clearer.

Positive Comments

There was very little confusion with respect to what the visual of the woman smoking intended to portray. Apart from a few references to initial impressions that the ad was somehow cosmetic product related, most participants in the groups associated the visual with smoking.

The image itself elicited numerous positive comments in terms of being quite powerful and being effective in communicating the effects of smoking on one's appearance.

- *How smoking takes away her beauty.*
- *No one wants to look old when they're young.*
- *I like it. It caught my eye. She looks horrible...It makes me not want to smoke.*
- *Nice face and a wrinkly face. The pictures on the cigarette packs seem unrealistic. This picture actually looks real, you see people that look like that.*
- *The skin and the smoke really go together.*

The tagline was also well received by many participants. Similarly, to the reactions to the tagline for Ad #4, the line "Don't you wish someone had said NO to you" seemed to be a very credible statement.

- *I've heard people say they wish they had never started all the time, so the tagline sticks with me.*

In addition, as noted in the previous ad (#4), the inclusion of the reference to a "first offence" was welcomed by participants.

Negative Comments

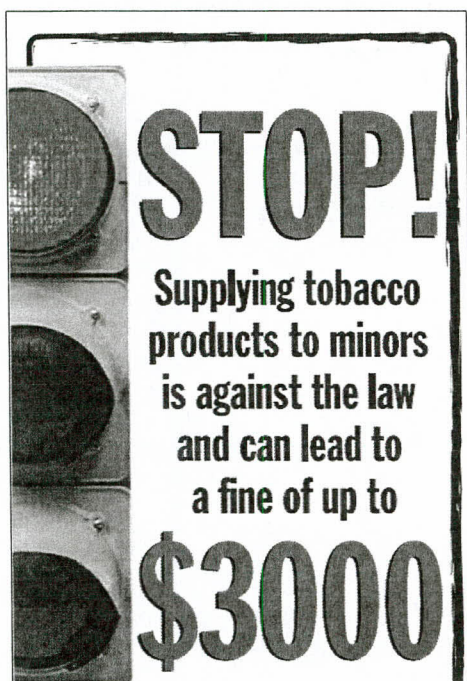
Some participants raised concerns that the visual was not immediately clear to them in terms of the intended message it was trying to convey. There were a few participants that indicated in the sessions that at first glance they thought this poster might be for a cosmetic product or company. A couple of other individuals thought the ad might be for cancer or some other smoking related illness.

The bigger concern with this concept that came through participant responses was the misinterpretation of the ads intended main message. Many individuals across all groups said they thought this ad did a better job communicating a message of quitting smoking as opposed to not providing cigarettes to minors. Some comments to this effect included:

- *It would make me think about quitting maybe.*
- *Women think it's sexy to smoke, down the line this ads saying it's not sexy.*
- *The ads saying "don't smoke".*
- *Smoking is a health hazard*
- *Don't smoke. Not to smoke when you're young.*
- *She looks horrible...makes you do not want to smoke.*

The comments above were in most cases made by individuals who liked the ad, but as shown, perhaps for not exactly the intended reasons. It is important to note that there were individuals, particularly in the Regina groups, who recognized the dual message in the creative concept and indicated that this was a problem.—*"the visual image and even tagline doesn't connect with the by-line of the legal consequences of providing cigarettes to minors. Two messages; moral and legal."*

Ad #6 – Stop



General Impression

This ad was the clearest of all the ads tested in terms of immediate comprehension of the social supply message. Individuals liked the simplicity of the ad and the message. Compared to several posters, notably Sick Looking Male and Smoking Woman this concept was very clear to most participants and appreciated for communicating one message.

Participants in several of the groups across all three locations mentioned that the signal light depicted down the left-hand side of the ad was momentarily misleading as they immediately thought of a traffic related offence of some sort.

Another major concern about this concept is that it focused entirely on the legal consequences of providing tobacco

products to minors. While this message came through very clear it is also a message that has significant credibility challenges (See General Themes section). The reaction to discussion about this ad inevitably brought some of these credibility issues out in the sessions.

Positive Comments

Participants saw this concept as a simple direct ad. The 'STOP' and the '\$3,000' were suitably bolded that they would definitely catch the eye of a viewer. Several people noted that at first glance they would see the Word 'STOP' and '\$3,000' and pause to see what this was all about—" \$3,000! For what? Maybe it's a contest". Participants liked the fact the first and last words of the ad were bolded which forced the viewer to read the message in between.

Many individuals felt this ad would be a suitable Point of Sale ad in a convenience store. The concept had the feel of some other posters they had seen in similar locations.

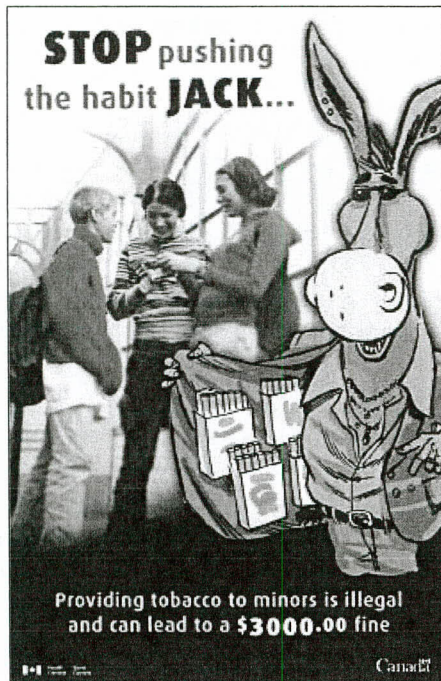
Negative Comments

For what was seen as a very straightforward poster there were still a number of concerns expressed by participants. As noted earlier, the signal light visual initially caused a number of people to think of a traffic violation poster as opposed to a tobacco related issue. These individuals all quickly realized after reading the text what the ad was about, but still felt a tobacco related visual, such as a cigarette or someone smoking might be better. A few participants thought that people who did not drive might not even look at the ad as they may feel it does not apply to them.

Several Non-Smokers in the Regina and Saskatoon sessions felt the wording of the concept somewhat accusatory and judgmental. The "STOP" message was interpreted by a few individuals as assuming they were already providing cigarettes to minors and should stop this practice.

A few people in the Saskatoon and Prince Albert groups commented that the language used to describe the legal consequences for supplying tobacco to minors could be stronger. These people noted that in other posters, notably the Sick Looking Male and Woman Smoking the consequence message was more direct. In particular the phrase "can lead up to..." was not liked.

A final concern raised about this concept was that it was too plain. Some individuals noted that even though other ads they had viewed (4, 5 and 3) were too busy in their opinion, this ad was too "bare bones" and would not do a good job in attracting attention to this issue.

Ad #7 – Don't Push the Habit Jack (Donkey providing cigarettes to three youth)General Impressions

In most groups this ad was not very well received. It was seen as “hokey” and “immature” by many participants. The cartoon Donkey depicted in front of the photo of the Teens gathered in a group was an ineffective creative approach for the majority of study participants.

Several people in the Saskatoon and Regina Smoker groups took offence to the reference to “Jack” in the tagline.

One group in Prince Albert (the all Aboriginal group) was the only session to identify this poster as one of their top three ads. For a number of these individuals the ad was seen as being somewhat humorous. They felt the ad might work well with high school students because of this.

It is perhaps worth noting that a few individuals across all three locations commented that the cartoon Donkey reminded them of the Joe Camel figure.

Positive Comments

There was little in the way of positive commentary about this ad. Apart from the one session in Prince Albert, most groups did not care for this particular concept. The Prince Albert session made up of Aboriginal Smokers thought this ad was quite funny. They particularly noted how the Donkey was dressed up. It reminded them of a pimp—“A pimp donkey.”

In addition, for this group the ad as a whole—Donkey, photo of teens and tagline—seemed to work together. The kids depicted in the photo looked like young teens trying smoking for the first time. In this group, the Donkey was clearly the adult ‘pushing’ cigarettes on teen high school students.

The only positive commentary to come out of the sessions was that this use of the cartoon Donkey in front of a photo was better than the poster that was entirely a cartoon.

It should be noted that most people in the sessions interpreted the message “Don’t be a jackass...” from the creative. Most people thought this was a good message, but the delivery approach—the cartoon Donkey—was a poor way to execute it.

Negative Comments

The immediate response from participants was generally the cartoon Donkey looked silly and that it might get a laugh if seen in a store, but that would be it. It would not be worthy of a second glance.

- *I don't think the carton says anything serious, nothing about it makes me want to take it seriously.*
- *This is what you would see in a high school hallway and make fun of.*

- *No one would take this seriously. They would all laugh at it.*

Many individuals commented that if this ad is targeted at adults who provide cigarettes to minors then the cartoon should not be used—*“Adults will not relate to a cartoon”*.

The tagline “Stop Pushing the Habit Jack” was confusing or too far-fetched for a number of people in the sessions. A primary response to this tagline and the accompanying cartoon depiction of the Donkey was no one “pushes” smokes in high school. Individuals noted that you have people pushing drugs, but not cigarettes. In addition, from most of the participants’ recollections no one in high school ever had “*packs and packs of cigarettes*”. These individuals felt that in fact the opposite was true and when someone had cigarettes in high school they usually kept a low profile so everybody would not ask them for a smoke.

In Regina several people commented that the Teens in the photo gathered around for a smoke appeared to be inside a public building. This was correctly noted as being against the law in Saskatchewan.

In the Regina Smoker session, several people commented that the ‘Teen Smokers’ depicted in the photo did not appear to look like Smokers—*“They look too happy and just don’t look like smokers.”*

Ad #8 – It’s No Favour (Donkey outside store)



General Impression

Generally the entire cartoon creative approach utilized in this ad did not go over well with participants. Most felt it trivialized a serious issue and more importantly, the cartoon poster would not get the attention of adults.

There were also a number of situational concerns expressed about the ad which are discussed in detail below.

One group, the Non-Smokers in Saskatoon were the only individuals to respond relatively well to this poster. They felt it was a humorous way to get the message across. The use of the Donkey communicated the message “*Don’t be an ass by selling cigarettes to minors.*” Most of the participants in this session felt that the message did come through effectively and that this poster would get the attention of young adults, especially males, “*as they all like their cartoons.*”

As noted with the previous ad, the cartoon Donkey image elicited several references to Joe Camel similarities.

Positive Comments

As noted above, most of the positive commentary associated with this ad came from the Non-Smoker group in Saskatoon. Primarily, these individuals felt the ad accurately depicted the entire scenario. The ‘corner store’ was clearly marked and the Donkey had a sufficiently

“devious grin on his face” to leave the viewer with the impression that something wrong was going on. In addition, several people in this group commented that the Teens in the poster looked very naïve, which they thought was appropriate.

Most individuals across the three locations associated the Donkey character with *“Don’t be a jackass and sell cigarettes to minors”* idea which was generally a positive message. The cartoon Donkey approach, however, did not work.

Negative Comments

In almost all the sessions the cartoon style approach was not well received. It was seen as too childish or comical for this type of issue. Most people preferred the cartoon Donkey depicted in combination with an actual photo of teens, albeit marginally, compared to the all-cartoon style.

Many people felt the cartoon might get their attention simply to have a look and a laugh, but this poster would be unlikely to hold their attention long enough to determine what the main message was.

- *I don’t take it seriously. It’s a Donkey buying smokes for kids.*
- *It’s unreal. Doesn’t appeal to adults at all.*
- *It’s ridiculous.*

There were several comments from participants across the three locations that some of the situations and characters depicted in the ad were not credible. The kids in the poster were the focus of a number of points. They did not look like smokers at all—*“They look like church kids. What do they know about smoking.”* In addition, there were several people who raised questions as to whether the girl depicted was really the young boy’s mother. Several individuals noted the female looked like she had grey hair and was wearing an *“old person’s”* cardigan sweater.

Another situational concern raised by a few participants in Saskatoon and Regina was that it would be highly unlikely that the exchange of cigarettes would occur right out front of the store. These individuals felt that if someone was buying cigarettes for a minor this person will know this is illegal and he will not provide them to the minor right in front of the store clerk as shown in the poster.

Finally, one participant in Saskatoon noted that when buying cigarettes for minors, the minor has to pay the adult first before the adult enters the store. This ad depicted the minor paying for the cigarettes after the adult has purchased. Other participants in the group agreed with the individual’s assessment.

Related to this point are a few comments made in all three locations that the item being exchanged and paid for is not clearly identifiable as cigarettes. These individuals acknowledged that once one read the text it was easy to assume that the item being exchanged was a pack of cigarettes, but this could be made clearer.

As noted with other ads, the tagline *“It’s No Favour”* was met with lukewarm response at best. It was seen as too vague and not relating well to the particular images or text below.

Specific Creative Points

Below is a listing of some specific points related to the creative material:

- Attempting to use emotional persuasion or appealing to feelings (and to a lesser extent rational thought) is going to be challenging. Participants generally refuse to admit that social supply is an issue, and if it is, they do not view it as their problem. In fact, contrary to conventional wisdom, participants are more willing to supply harmful tobacco products to minors that they know and care for (e.g. family members) than they are to complete strangers. It is therefore difficult to communicate with logical or even emotional appeals, as was revealed in the groups. Specifically, participants were asked in general what types of ads would be effective to get them to stop supplying tobacco to minors. There was a sense in the groups that they would want to see ads that showed individuals who gave tobacco to minors in handcuffs being lead away by police. When asked to explain why, they indicated that this type of image would “jolt” them into realizing how serious the issue is for them. The sense from the groups is that “shocking” participants into the seriousness and reality of what they are doing is an effective way of communicating, and may be more effective than emotional or rational appeals.
- Ensure that a first glance view of the ad does not make people think it is an anti-smoking message. Participants are very familiar with seeing this type of messaging, whereas social supply messaging is very new. As such, there may be confusion between the two types of ads unless an effort is made to distinguish between the two.
- Make the exchange of the cigarettes clear to the viewer. A few of the creative depictions did not make it expressly clear what was being exchanged. Many participants commented that this needs to be done. Show the pack of cigarettes or the cigarette being passed between an adult and a minor.
- Ensure that the characters in the visuals can be clearly identified in terms of the roles they are playing. The minors should be clearly identified as such as, should the adults. In several ads the minors either looked too old or the adults too young.
- ‘Providing’ generally was the preferred language as opposed to ‘supplying’. Providing seemed a more natural way of conversing.
- The term ‘cigarettes’ is more conversational, but ‘tobacco products’ is more inclusive and captures the broad range of possible products a minor may desire—mini cigars and chewing tobacco to name a few.
- A number of the creative concepts tested were clearly looking at this issue from a Smokers perspective. These ads attempted to use moral suasion in the form of encouraging already addicted smokers to spare minors the pain of the smoking habit. However, in using this format, non-smoking participants could not identify with the ad and therefore, they had limited appeal.

APPENDICES

Recruitment Instrument

Hello, my name is _____. I'm calling from NRG Research Group, a national marketing research firm. We're organizing a small research discussion group made up of people from your area to explore some health related issues. We are offering a \$60 to anyone who attends the meeting. This project is being sponsored by Health Canada. Participation is voluntary and comments made during the discussion will remain confidential. [IF NECESSARY- The purpose of the session is to review some communication materials]

For this study we are looking to speak with individuals 18 to 24 years of age? Would you or anyone in your household be of that age and interested in taking part in this research study?

IF YES AND CORRECT PERSON ON PHONE REPEAT INTRO AND ASK:

What is your age? _____[Record exact MUST BE 18-24]

No attempt will be made to sell you anything – we are simply interested in hearing your opinions. The format is a “round table” discussion lead by a research professional. An audio and video tape of the group session will be produced for research purposes only. The tapes will be used only by the researcher to assist in preparing a report. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

Yes 1 CONTINUE

No 2 THANK & DISCONTINUE- Ask to speak with someone else in the HH

Would you be available to attend a discussion group on Tuesday August 9 @ 5:30pm/7:30pm in Regina? It will last 1^{1/2} to two hours and you will receive \$60 to thank you for your participation and to cover any travel costs.

Yes 1 CONTINUE

No 2 THANK & TERMINATE- Ask to speak with someone else in HH

1. At the present time do you smoke cigarettes daily, occasionally, or not at all?

Daily 1

Occasionally 2

Not at all 3

[RECRUIT FOR GROUP 2 NON-SMOKERS SKIP TO Q4]

IF NON-SMOKERS FILLED, AND RESPONDENT DOES NOT SMOKE, ASK FOR A SMOKER IN THE HOUSEHOLD BETWEEN 18-24

2. **[IF SMOKE DAILY]** And, how many cigarettes do you smoke each day?

_____ [Individual cigarettes/Packs – **Circle one**]

3. **[IF SMOKE OCCASIONALLY]** And, how many cigarettes do you smoke in a typical week?

_____ [Individual cigarettes/Packs – **Circle one**]

*****RECRUIT AT LEAST 7 PARTICIPANTS WHO SMOKE DAILY FOR GROUP 1**

Smokers skip to Q6

4. [IF NON-SMOKER] Do you have any close friends or family members who smoke?

Yes

No **TERMINATE**

5. [IF NON-SMOKER] Which of the following statements is closest to your own personal point of view?

- a. Smoking is such a dangerous risk to health that the sale of cigarettes and smoking in general should be made totally illegal. **[THANK AND TERMINATE]**
- b. Adults have the right to choose to smoke or not as long as they smoke in designated areas and they respect the rights of non-smokers.

ASK ALL

6. Please tell me whether you agree strongly, agree somewhat, neither agree/disagree, disagree somewhat or disagree strongly with the following two statements... **[Rotate]**

	Agree Strongly	Agree Somewhat	Neither Agree/Disagree	Disagree Somewhat	Disagree Strongly
Casually giving cigarettes to young people is OK, as long as they smoke anyhow	☐	☐	☐	☐	☐
Youth smoking is a serious social concern	☐	☐	☐	☐	☐

7a. Record gender (**recruit mix**)

- ☐ Male
- ☐ Female

7b. Are you or any members of your household, employed in or retired from... (**Read List**)

	Yes	No
a. Market research	1	2
b. Advertising, marketing, public relations	1	2
c. Media (e.g., print/radio/TV)	1	2
d. Health related organization such as a hospital, pharmacy, etc.	1	2
e. Government (at the political level e.g. assistant to a MP, or member of the cabinet, political consultant, or anyone who is part of the political decision making process. People who work as civil servants in departments other than Health Canada are eligible.	1	2

IF YES TO ANY, THANK & TERMINATE

7c. For this project we are looking for a mix of people. What would you say is your ethnic or cultural background? **(DO NOT READ LIST)** [Aim for a min of 2-3 per group]

- ☐ Aboriginal/ Native Canadian/Métis
- ☐ Other

8. Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes	1	CONTINUE AT 8a
No	2	GO TO Q9

8a) When was the last time you attended a group? _____

8b) What was the subject? _____

(THANK & TERMINATE IF IN THE PAST 12 MONTHS; IF NOT, CONTINUE)

(THANK & TERMINATE IF SUBJECT MATTER WAS IN CONFLICT: Health/Tobacco related)

9. As I mentioned earlier you are being invited to a group discussion with approximately 10 other people. How comfortable are you in participating and speaking out in group discussions of this size?

- | | | |
|--------------------------|------------------------|-----------------------|
| ☐ | Very comfortable | |
| ☐ | Somewhat comfortable | |
| ☐ | Not very comfortable | [THANK AND TERMINATE] |
| ☐ | Not at all comfortable | [THANK AND TERMINATE] |
| ☐ | Don't know | [THANK AND TERMINATE] |

10. Sometimes participants are also asked to write out their answers to a questionnaire, read, or watch an ad or brochure during the discussion. Is there any reason why you could not participate?

Yes	1	THANK & TERMINATE
No	2	CONTINUE

(PARTICIPANT MUST BE ARTICULATE AND RESPONSIVE)

Moderator's Guide

06-241 Health Canada Communications Test

Schedule

- Interview guidelines
- Introduction & Warm-Up (5 minutes)
- Youth Smoking (20 Minutes)
- Ad Testing (70 Minutes)
- Best Elements From Ads (20 Minutes)
- Wrap-Up Question (5 Minutes)

Interview Guidelines

- Use this document as a guide, it is meant to be a semi-structured discussion with focus group participants
- Ask additional questions for clarification
- It is not necessary to answer the questions in order
- Keep discussion informal and conversational
- Summarize notes, comments and conclusions at the end of the discussion
- Avoid discussion of a general nature. Participants should be talking about themselves, their behaviours and attitudes. They should not be expressing opinions about the general population or others.

Introduction & Warm-Up (5 min)

- Introduce the moderator.
- Introduce assignment and role of the focus group:
 - Talking with Canadians about smoking. The topic will become more specific as the groups goes on. **[If non-smoker groups, state "Even though you don't smoke, the topic has relevance for you as well, and it will become clearer as we go on."]**
 - Only talking with six groups of people in Saskatchewan, thus your observations and opinions are important.
 - No right or wrong answers.
 - Want to get individual thoughts and opinions—we're not looking for a consensus
 - Assure participants we are not selling anything; this meeting is strictly for research purposes.
 - Health Canada is the sponsor of the research.
 - Audio recording and presence of observers.
 - Encourage individual group members to participate.
 - Colleagues behind the mirror who are observing.
 - The moderator not an expert.
 - Confirm that individual responses will be kept confidential. The purpose is not to report on individuals, but instead to get a better understanding of the needs across different types of Canadians.

Introduction
+
warm-up

What I'd like you to do is go around the room and introduce yourself by your first name only, and tell me what your hopes are for the remainder of the summer. That is, what, if anything, are you going to do over the next three weeks to ensure that you have a great summer?

Ad Testing (90 minutes)

ROTATION:

Regina #1 –	1, 3, 5, 7, 8, 6, 4, 2
Regina #2 –	4, 2, 1, 3, 6, 8, 5, 7
Saskatoon #1 -	8, 1, 7, 2, 6, 5, 4, 3
Saskatoon #2 -	2, 8, 5, 3, 1, 7, 6, 4
Prince Albert #1 -	5, 6, 4, 8, 3, 1, 2, 7
Prince Albert #2 -	7, 5, 1, 4, 6, 2, 3, 8

As I mentioned, focus groups are great way to get your opinions towards some visual material. We're going to spend the first portion of the group looking at a number of visuals and then discussing them. We'll then spend the last part of the group in a more general discussion.

*We're going to look at each visual **one at a time!** You can see the visuals behind me here, and in front of you in the stack of papers that you have. **Do not look ahead.** Look at each visual for about 5-10 seconds, or as you normally would if you saw it. Then, there are some questions in front of you about the visual. Answer those questions, and take about 30 – 45 seconds to do the answers. After that we'll discuss the visuals in more detail.*

Instructions
for
material
testing

- 1^{ab} • What is your first impression – what do you think it's about when you first see it. **[Have participants refer to Questions 1 and 2 on their sheets]**
- 2^{abc} • What is the main message in the visual? What do you understand the message to be? Where do you get that from? **[Have participants refer to Q3 on their sheets]**
- 3^{ab} • Can anything be done to make the message clearer or improve the message? What would make it more understandable? – 3^b
- 4^{abcd} • Do you need more information? Does it raise any questions for you? (e.g. How could this be enforced? Is it a criminal charge?) 4^d
- 5 • What do you think about the tagline in the visual?
- 6 • What do you think of the wording, or explanation in the visual?
- 7 • Is it memorable for you in any way? **(Q4 – I would remember this poster)**
- Instruction { • We're going to have a general discussion, and many of the discussion points will involve your answers to Q4, so just look at your sheet and feel free to share your responses as the relevant topics come-up.
- 8^{ab} • How well does this “resonate” with you? I mean, how well does this “speak to you” or does it do a good job in “relating to you” or making you feel anything?
- 9^{ab} • Would you notice this as an ad in a store or as a poster – would you understand the message? **(Q4 – I would notice this poster)**
- 10^{abcd} • How relevant is the message to you? **(Q The message is relevant/important to me)** To people that you know? To youth and society? Is this a message that is worthwhile spreading?
- 11^{abcd} • Do you believe this message? Do you think you could actually get in trouble for giving tobacco to minors? Does it make you think you are more likely to get into trouble for doing this? What in the visual gives you this impression?
- 12^{a-g} • Tell me about the look and feel...
- 12^a • What grabs your attention, if anything?
- 12^b • What words would you use to describe the visuals? **(Q4 – text readability)**
- 12^c • Is this attractive or appealing to you in any way?
- 12^d • Is there anything confusing in this to you?
- 12^e • Tell me about the scene depicted – describe what is going on?
- 12^f • Would you find yourself in a scene like this? Is it realistic?
- 12^g • Is there anything in the image that would turn you off? Is there anything in this that makes it lose credibility to you?
- 13 • Is there anything that you would change to this visual?
- 14^{ab} • How effective is it in getting you to think about the topic, or consider changing your behaviour? Would it deter you from buying or providing cigarettes to youth? **(Q – This poster would deter me from buying tobacco for minors)**

Youth Smoking (20 Minutes)

- 15 ○ **[FOR SMOKERS ONLY...]** I want to go around the table once more... tell me quickly about the first cigarette you had. I'm interested in is where it was, what were the circumstances, how old you were and where you got the cigarette from.
- 16a → e ○ We're going to spend some time talking about youth who smoke. Tell me some of your thoughts about youth smoking. By youth, I mean a minor who is not old enough, according to the law to purchase cigarettes. **[Probe – Is it a serious concern? Is it just a “phase” youth go through? If anyone in here started smoking underage, how do you feel about others starting the habit underage? Is it just something that will happen no matter what (i.e. can't be enforced), so people should just let it happen.]** 16b 16c 16d 16e
- 17 ○ Where do you think youth not old enough to buy cigarettes get them from?
- 18a → g ○ **[For NON-SMOKERS, add... While I know you don't smoke]** Have you ever been in the situation where a minor has asked you to supply them with cigarettes? **[Follow-up with “Did the minor ask you to buy cigarettes, or give them cigarettes you may have access to?”]** **[Be sensitive to group – if people are hesitant, say “I don't need to know whether or not you actually gave the cigarettes or not, but I'm curious how many of you find yourself in that situation.”]** Can you tell me what it was like to be asked by a minor? What did you feel? 18a 18b 18c 18d 18e
- **[IF ABOVE CLOSES-OFF THE GROUP, ATTEMPT QUESTIONS WITH THIS... IF ABOVE WORKS, DO NOT USE THESE QUESTIONS]** Why do you think people in general would supply cigarettes to minors? What do you think people who supply cigarettes to youth are thinking about? I don't necessarily want to talk about you personally – I'm looking more for reasons why you think people would do this. 18e 18f 18g
- 19a → f ○ **[FOR NON-SMOKERS, ADD... While I know that you don't smoke, you mentioned that you are around someone who does smoke]** Have you ever refused to supply a youth cigarettes? What's it like to say “no”? What were the circumstances? **OR...** If you haven't had to say no, what would be like to say no? 19a 19b 19c 19d 19e 19f
- What would make it easier for you to say “No”? 19e
- What would deter you, or smokers, from supplying cigarettes to minors? 19f
- 20abc ○ Beyond not supplying cigarettes, have you ever discouraged minors from smoking in any way? Have you ever asked an adult not to supply cigarettes to youth? What would you be willing to do, if anything, to get youth from stopping to smoke? 20a 20b 20c
- 21ab ○ What do you think some of the issues or consequences are in supplying youth with cigarettes and tobacco? **[Probe social, health and legal]** 21a 21b 22a 22b
- 22a → g • Does anyone know about legality of supplying cigarettes to minors? Are you aware that it is illegal to supply cigarettes to minors? How do you think you became aware of this? Have you seen any signs? Has it been promoted? Should it be promoted? 22c 22d 22e 22f 22g 22h

Last questions (5 Minutes)

[Moderator's and observer's discretion – choose one to ask to close the group]

- 23abcd. • 23a Where would you expect to find these ads?
- 23b What, if anything, has the discussion made you think about? Will you remember anything in particular from this discussion?
- 23c Is there anything that you saw and heard in here that would cause you to take action in the following situations:
- Being asked to give tobacco to minors
 - Seeing or hearing of someone doing this
 - Questioning minors about where they got tobacco from.
- 23d Is this a worthwhile message to communicate? Do you think this is an issue that is worth putting money, effort and resources behind? Did you feel this way before you came in? What, if anything, that you heard tonight makes this message worthwhile communicating?

In-Group Questionnaire

Ad _____

Name _____

1. When you first glanced at the ad what did you think it initially was about?

2. What was your first impression of the ad? Was it... **[Circle one]**

Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative

Why did you answer the way you did above?

3a. What's the ad saying? What's the main message?

3b. How well does the ad communicate the main message?

I like the way the ad communicates	I neither like/dislike the way the ad communicates	I dislike the way the ad communicates

3c. Is there anything that is confusing or unclear? If so, write it in...

4. Answer Yes/No or Don't Know

	YES	NO	DON'T KNOW
I can read the text easily			
I would notice this poster			
I would remember this poster			
The message is relevant/important to me			
The poster would deter me from buying tobacco for minors			