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**"STORYBOARD CHECK OF SECOND-HAND SMOKE
CREATIVE CONCEPTS"**

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FINAL REPORT

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INTRODUCTION

Background

Over the last few years, a significant amount of research has been conducted to determine if smokers (particularly those who live with non-smokers and children) understand the impact of second-hand smoke in personal places (home and car).

The findings of these studies imply that smokers understand the effects of second-hand smoke but do not always take the appropriate steps to reduce the level of exposure of their non-smoking family members. Moreover, in many cases, they are misinformed about the effectiveness of the measures they are taking.

Further research conducted by Health Canada has suggested that smokers would support a campaign that would:

- give the facts about how second-hand smoke operates and the damage it does,
- show the ineffectiveness of currently used, but easy-to-relate-to mitigating behaviours and situations
- provide information to simply explain why and how such behaviours are ineffective, and
- present smokers in an empathetic way.

From this research, Health Canada has developed a new set of storyboards for the development of a new second-hand smoke television campaign designed to be aired in 2006.

Research Objectives

The purpose of the research was to do a storyboard check of the proposed creative to evaluate and determine if the concept:

- Were credible and relevant with the segmented audiences;
- Appealed and was sensitive to the cultural and emotional sensitivities of the target audience;
- Had memorable impact in the minds of the target audience;
- Had the ability to motivate the target audiences to action; and,
- Had the capability to mobilize public support behind government action with the designated target audiences on the creative concepts.

Methodology

The study used a qualitative research approach. A total of eight (8) focus groups were held in a total of four markets across Canada - Toronto, Calgary, Montreal and Halifax.

In each market, the groups were recruited as follows:

- one group of Smokers aged 20 – 55. All said they smoke in the car or the home frequently or sometimes. All had at least one child under the age of 18 living in the home
- one group of Non-smokers aged 20 – 55. All lived with someone who smokes in the car or the home frequently or sometimes. All had at least one child under the age of 18 living in the home.

In addition to the specifications outlined above, each group included the following:

- half male, half female
- good mix of occupations, socio-economic status

A total of 10 people were recruited for each session to ensure that at least eight participate in each. In total, then about 80 people participated in the research. Each session lasted 1-1/2 to 2 hours.

The groups in Halifax, Toronto and Calgary were conducted in English, while the groups in Montreal were conducted in French.

A copy of the Screeners used is included in the Appendix of this report.

Reporting Perspective

This report summarizes the themes that emerged across the eight groups. Where appropriate, the differences in responses between the smokers and non-smokers who participated, between markets or between language groups are noted.

Caution:

Please note that this research was qualitative in nature. Therefore, even though some tools were used in the groups as research aids, the results from these questions are not included in this report. As the research undertaken was qualitative in nature, the results of this report are not projectable to the general population. In this context, numeric data have little meaning.

EXECUTIVE SUMMARY

Introduction

A total of eight focus groups were held between February 28th and March 6th 2006. Two groups were held in each of Calgary, Halifax, Toronto and Montreal. One group in each market included smokers who smoke in the house, and who have children living in the house. The second group was non-smokers who live with a smoker who smokes in the house, and who have children in the house.

The objective was to qualitatively evaluate four storyboards and scripts with view to determining which one(s) have the greatest potential to communicate the message that smokers should not smoke in the house. A complete copy of the storyboards is included in the Appendix.

Summary of Findings

The '**Ghosts**' execution depicted smoke curls in the shape of Ghosts flowing back into the house after the smoker blew the smoke out the window. Participants interpreted the ad as suggesting that second-hand smoke is harmful to the people in the house as well as the household furnishings, and that the smoker should therefore smoke outside. The overall message was clear, yet was communicated in a way that was not considered offensive to smokers in the groups. In this respect, it did not alienate those smokers in the way some of the other executions did.

The key potential problem with this execution is the way the ghosts are depicted. If they are to be a truly effective visual symbol of the second-hand smoke, the ghosts need to be eerie and a little scary. If they are allowed to be funny or friendly, the message will be lost.

The execution called '**Absolutely**' showed people using devices such as a candle, a kitchen fan and an open window as a way of clearing the tobacco smoke from a room. This execution seemed to resonate with participants, as these measures are commonly used, and participants clearly believe they work to at least some degree. However, the belief that these measures do work is the key problem with the execution. Some participants rejected the contention that the measures are 'absolutely useless' because their own experience had been that they do work a little. The second problem with 'Absolutely' was that many participants missed the line '*Second-hand smoke can increase a child's risk of bronchitis, pneumonia and even cancer*', because they were focused on the visual. There was nothing else in the ad to reinforce the message that second-hand smoke is harmful to children.

'**Right Under Your Nose**' showed a series of scenes of family members, and in each scene an everyday object was shown with the name of one of the chemicals found in second-hand smoke. The key problem with this execution was that many participants did



not know what the chemicals do; they did not feel it was enough to name the chemicals if they were not going to give some indication of the specific harm that each does. Moreover, a number of the smokers in the groups suggested they would ignore the mention of the chemicals in this ad in the same way they ignore the warnings on their cigarette packages. The message did not seem to be a new one, and as such did not necessarily catch their attention. In addition to this, a few of the smokers in the groups were offended by this execution, as they felt it was pointing fingers at the dad in the scenario being depicted. He was perceived to be lazy and uncaring about his family, and the participants who took care not to smoke around their children tended to resent the implication that all smokers are like that.

Many participants misinterpreted the ad called 'Ashtray'. The ad called 'Ashtray' showed various hands moving on and off camera to alternatively putting a cigarette into an ashtray, and taking it out again. At one point, one of the hands is that of a child. Some participants understood the symbolism of the child's hand picking up the cigarette, and interpreted it as meaning that if the parent is smoking in the house, the child 'might as well be smoking too', as he/she is being exposed to all of the same harmful effects. For these participants, the overall message was not to smoke around children. However, others took the ad more literally, and believed it was saying that if parents smoke in the house, their small children will imitate their behaviour and start smoking as well. Those who took the ad literally tended to miss the message that second-hand smoke was harmful, and that smokers should go outside.

Relatively few in the groups said they would call the 800 number. A few said they would visit the website in the hopes of seeing some more information on the harmful effects of second-hand smoke as well as some strategies for dealing with it.



RECOMMENDATIONS

Based on the comments of the participants and the interpretations of the moderators, the following recommendations are made:

- 'Ghosts' has the most potential to effectively communicate the intended message
- In final execution, care should be taken to ensure the 'ghosts' do not look too friendly or 'cartoony'. They need to be scary enough to contribute to the message that second-hand smoke is something to be avoided.



RÉSUMÉ

Introduction

Huit groupes se sont tenus au total entre le 28 février et le 6 mars 2006. Deux groupes se sont tenus dans chaque ville, soit Calgary, Halifax, Toronto et Montréal. Dans chaque marché, un groupe comportait des fumeurs qui ont des enfants à la maison et qui fument aussi à la maison. Le second groupe était composé de non fumeurs qui vivent avec un fumeur qui fume à la maison et qui a aussi des enfants à la maison.

L'objectif était d'évaluer, du point de vue qualitatif, quatre scénarios de messages publicitaires, et ce afin de déterminer lequel ou lesquels ont le plus grand potentiel de véhiculer le message que les fumeurs ne devraient pas fumer dans la maison. Une copie complète des storyboards est incluse en Annexe.

Sommaire des résultats

La production appelée 'Petits bonshommes' présentait des bouffées de fumée sous formes de fantômes qui revenaient dans la maison en flottant après qu'un fumeur les ait expirées à l'extérieur de la maison. Les participants ont compris que cette publicité suggérait que la fumée secondaire est nocive pour les habitants de la maison et dommageable pour les accessoires et l'ameublement, et que les fumeurs devraient donc fumer à l'extérieur. Le message général était clair, mais tout de même exprimé de façon à ne pas choquer les fumeurs. Sous cet aspect, il est important de remarquer que cette production n'a pas offusqué les participants fumeurs comme certaines autres l'ont fait.

Le problème potentiel clé de cette production se trouve dans la façon dont les fantômes sont illustrés. Si on veut qu'ils symbolisent efficacement la fumée secondaire du point de vue visuel, les fantômes se doivent d'être sinistres et un peu effrayants. Si on permet qu'ils soient drôles ou amicaux, le message ne sera pas transmis.

La production intitulée 'C'est parfait' présentait des gens qui utilisent des trucs pour évacuer la fumée de cigarette d'une pièce, comme le fait d'allumer une chandelle ou d'expirer la fumée vers la ventilation de la cuisine ou une fenêtre ouverte. Cette production a semblé toucher les participants, puisque ces mesures sont utilisées couramment et que les participants croyaient clairement en leur efficacité, à différents degrés. La croyance selon laquelle ces mesures sont efficaces est le problème clé de cette production. Certains participants rejetaient l'affirmation selon laquelle ces mesures sont absolument inutiles, puisque leur propre expérience les porte à croire qu'elles fonctionnent dans une certaine mesure. Le deuxième problème soulevé au sujet de 'C'est parfait' vient du fait que les participants sont trop concentrés sur l'aspect visuel et qu'ils ignorent la phrase suivante : « La fumée secondaire peut augmenter les risques de bronchite, de pneumonie et même de cancer chez les enfants ». Cette affirmation était le seul point dans cette publicité qui insistait sur le fait que la fumée secondaire est nocive pour les enfants.

'à l'œil nu' présentait une série de scènes où figurent les membres d'une famille. Dans chaque scène, un objet de tous les jours était montré associé au nom d'un des produits chimiques qu'on trouve dans la fumée secondaire. Le problème clé de cette production est que de nombreux participants ne connaissaient pas l'effet de ces produits chimiques. Ils ne croyaient pas que c'était suffisant de nommer les produits chimiques sans indiquer les effets spécifiques de chacun. De plus, un certain nombre des participants fumeurs ont affirmé qu'ils ignoreraient la référence aux produits chimiques dans la publicité de la même façon qu'ils ignorent les avertissements qu'on retrouve sur les paquets de cigarettes. Le message ne donnait pas l'impression d'être nouveau, et n'a donc pas capté leur attention. Quelques participants fumeurs ont aussi été choqués par cette production car ils croyaient que le père y était pointé du doigt. On percevait un personnage paresseux et sans cœur qui ne se souciait pas de sa famille, et les participants fumeurs qui font l'effort de ne pas fumer près de leurs enfants semblaient irrités par la suggestion que tous les fumeurs agissent ainsi.

De nombreux participants ont mal compris la production intitulée 'Cendrier'. Celle-ci présentait diverses mains qui entraient et sortaient du champ de caméra pour déposer une cigarette dans un cendrier et la ressortir ensuite. À un certain moment, une des mains est celle d'un enfant. Quelques participants ont interprété la main d'enfant qui ramasse la cigarette comme une indication que si les parents fument dans la maison, les enfants pourraient bien commencer à fumer, puisqu'ils sont exposés à tous les mêmes produits chimiques de toute façon. Certains participants ont compris que le message de cette production était : « ne fumez pas près des enfants ». Par contre, d'autres croyaient que la publicité affirmait que si les parents fument, les enfants vont imiter leur comportement et fumer à leur tour. Ceux qui interprétaient le message de façon aussi littérale ne semblaient pas capter le message selon lequel la fumée secondaire est dommageable et que les fumeurs devraient fumer à l'extérieur.

Un nombre relativement restreint de participants ont affirmé qu'ils appelleraient le numéro sans frais. Quelques-uns ont dit qu'ils allaient visiter le site Web dans le but de mieux se renseigner sur les effets négatifs de la fumée secondaire et de se renseigner sur les façons proposées pour éviter les problèmes.



RECOMMANDATIONS

Selon les commentaires des participants et les interprétations des animateurs, les recommandations suivantes sont soumises :

- 'Petits bonshommes' a le meilleur potentiel de communiquer efficacement le message désiré.
- Dans une production finale, il sera important de s'assurer que les fantômes ne semblent pas trop amicaux et qu'ils ne ressemblent pas à des dessins animés pour enfants. Ils doivent être assez effrayants pour transmettre le message selon lequel la fumée secondaire est à éviter.

DETAILED FINDINGS



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REACTION TO "GHOSTS"

The Message Was That Second-Hand Smoke Lingers Everywhere

Participants believed at the 'Ghosts' execution delivered a clear message that second-hand smoke gets into everything in the house, including the carpets, draperies, furniture and the toys your child plays with. They felt that the main message was that the second-hand smoke effects one's whole environment. It was a clear, easy-to-understand message.

Participants also understood that underlying this was the message that smoking near a window does not work. It is not 100% effective in ensuring the smoke goes outside, and that the only truly effective measure is to smoke outside.

It should be noted that while 'Absolutely' also showed someone smoking by an open window, 'Ghosts' was considered more realistic. Participants believed that the ad did not seem to claim that none of the smoke went out the window, but rather simply that some of it came back into the room.

The Ghost Device Was Considered Effective

The ghost device was considered a clever way of depicting something that is harmful, yet not necessarily visible. The ghosts became a visible symbol of the tobacco smoke, and presented the message in a slightly different way than showing actual streams of smoke. The 'ghosts' clearly caught the attention of the viewer.

The ghosts have negative overtones. They are a warning, even scary, and as such tend to contribute significantly to the message that second-hand smoke is harmful. In this respect, a number of participants suggested that it would be important in final execution to ensure that the ghosts do not look friendly or humorous; the value in the ghosts is in their representation of something bad.

The Teddy Bear Suggested The Presence of A Child

The teddy bear was a clear symbol that there is a child in the house. Moreover, it tended to give participants (both smokers and non-smokers) food for thought, in that several in the groups acknowledged they had not really thought about the second-hand smoke lingering on objects that their children touch or cuddle or put in their mouths. When they visualized the 'ghosts' swirling around the teddy bear, it clearly had an impact.

Without words, the ghosts and the teddy bear together had the potential to convey a powerful message about the impact of second-hand smoke on children.

The Final Execution Will Be Key To This Concept

The key potential problem with this execution was that some people felt the ghosts were frivolous or 'cartoony'. Because they will presumably be animated in final execution, some inferred that the issue of second-hand smoke is not being taken seriously.

This concern would need to be addressed very carefully in execution, in that the ghosts cannot be depicted as corny or characters of fun. Participants said they would need to be shown as sinister beings that are infiltrating the house and everything in it.

There were a few other potential negatives in this commercial. A few participants said they did not believe that much smoke comes back into the house if one smokes by the window. In this respect, they felt the ad lacked credibility.

A few smokers in the groups suggested that since there are no actual children in the ad, it does not make them feel as guilty as some of the other executions. They were not sure if this was a good thing, however, adding that if they don't feel guilty, they are unlikely to change their behaviour.

The Perceived Target Audience Was Smokers

To a large extent, participants perceived the target to be adult smokers. A few thought the target might be children, simply because of the animation of the ghosts. They felt this would catch the attention of children.

Some participants suggested the ad was aimed at teens who try to hide their smoking by smoking near a window. A number of people commented that this is typical behaviour of teens who are trying to conceal the fact that they smoke in their room. A few also suggested that the female depicted in the storyboard looked young, and might possibly be a teen.



REACTION TO "ABSOLUTELY"

The Message Of 'Absolutely' Was That Smokers Are Fooling Themselves

The message of 'Absolutely' was that the 'tricks' smokers use to try to prevent the tobacco smoke from lingering in the house are not effective. Participants looked at the smokers in the ad blowing smoke up the kitchen fan, out the window, or into the candle flame, and recognized that the ad was saying these measures do not work. The message they played back was that 'you're only fooling yourself, so you should only smoke outside.

For some people, the idea that these behaviours are 'absolutely useless' resonated as new news. Participants clearly believed the measures do help, particularly the fans, and were surprised to hear Health Canada say they did not. This, then, became part of the message.

This Ad Was Very Relatable

In the groups, smokers and non-smokers alike found this ad very relatable. Virtually every participant who was a smoker said they had tried at least one of the 'tricks' shown. Similarly, almost every non-smoker in the groups said they had observed, and even encouraged a smoker to use the kitchen (or bathroom) fan, or to open a window. The measures depicted in the ad were ones that are commonly used, and generally believed to be at least somewhat effective.

Some liked the lighter approach used in this ad. They saw some humour in it, in that they recognized themselves. The ad was not as harsh in terms of driving guilt, which made it more palatable to some smokers in the groups.

The Ad Had Some Credibility Issues

The key problem with the execution was credibility. As noted, virtually everyone in the groups said they had used or observed the behaviours portrayed, and their experience was that it helped when the smoker blew smoke out the window or into a fan. They did not believe that it was 'absolutely useless' to do this. While they were willing to accept that it was not the best solution, many believed it was a good compromise solution. Their own experience led them to dismiss the overall message as lacking credibility.

The second problem was that a number of people in the groups missed the line about '*second-hand smoke can increase a child's risk of bronchitis, pneumonia and even cancer*'. Because the visual parts of the ad seemed focused on the smoker, and letting them know that some of their behaviour is ineffective, the participants did not hear the closing comment. The line did not fit with the rest of the ad, and there was nothing else to reinforce the specific message about the harmful effects of second-hand smoke on children.

Thirdly, some participants said they lost interest in this execution because it was not immediately evident what it was for. A few suggested the ad could be for air fresheners or any number of other household products, and that the execution overall might not be intriguing enough to hold their interest.

The Target Audience Was Perceived To Be Smokers Who Smoke in The House

Of the four executions, this was most clearly identified as being aimed at any smokers who smoke in the house. To some extent, this comment was qualified by saying it was aimed at smokers who smoke in the house, but who want to be considerate of the non-smokers in the house.

Some said it was aimed at teens, or other smokers who try to hide the fact that they smoke in the house because they recognized the measures as ones that can be taken by those who are trying to conceal their behaviour.



REACTION TO "RIGHT UNDER YOUR NOSE"

The Message Of 'Right Under Your Nose' Is That Second-Hand Smoke Affects The Whole Family

Participants believed that the key message of 'Right Under Your Nose' is that second-hand smoke lingers on everyday objects in the home and therefore affects the entire family. The ad suggested that the damage from the cigarette lingers, or even accumulates after the cigarette has been put out. This message was brought home most effectively by the toothbrush. Because this is such a personal object, a number of participants commented that it was almost disgusting to think of the tar and other chemicals lingering on something that would go in the mouth of a child.

Some got the message that second-hand smoke will harm you regardless of what other steps you might do to take care of yourself. This message was brought home by the woman doing yoga. Participants suggested that she is trying to do something good for herself and her body, yet the yoga exercise is being almost nullified by the fact that she is inhaling and possibly ingesting second-hand smoke.

A number of the smokers in the groups suggested the ad reminded them of why they should not smoke in the house. The ad clearly resonated with some, at least partially because it showed the children.

Naming The Chemicals Contributed To The Message

Putting the names of the chemicals on everyday objects such as a book, toothbrush and tee shirt tended to reinforce for the participants the idea that tobacco smoke is nasty.

Participants – both smokers and non-smokers – were reminded that there is more than nicotine in the smoke. A number of participants said that seeing the words 'hydrogen cyanide', 'tar', 'arsenic' and 'benzene' on the various objects reminded them of all the chemicals that are in cigarettes. The smokers in the groups were especially likely to recognize the words as they have seen them on their cigarette packages. The fact that they were written made the words (and therefore the chemicals) difficult to ignore for some.

However, Naming The Chemicals Allowed Some To Ignore The Message

Despite the comments noted above, participants did not know what hydrogen cyanide and the other chemicals were, or what they did. Without some explanation, participants believed that people will find it easy to ignore the ad in the same way smokers say they ignore the warnings on their cigarette packages. Indeed, a number of smokers in the groups said they make a point of covering up the warnings on their cigarette packages so they will not have to read it. They felt they would just as easily switch channels on TV if

they saw this ad come on; they might watch it once, but not twice. In some respects, they were suggesting the message about the chemical in tobacco is not new.

Some smokers in the groups were offended by this execution, as they felt it was pointing fingers at the dad in the scenario being depicted. He was perceived to be lazy and uncaring about his family. The smokers who take care not to smoke around their children tended to resent the implication that all smokers are like that.

Some felt the ad took too long to get to the point. They are not sure they would be drawn into the ad by the opening scenes of the storybook or the toothbrush.

A number said they felt the ad overall was too abstract, not direct enough. While they believed they got the message, they felt some of the other executions brought home the message more clearly.

The Target Audience Was Perceived To Be Parents Who Smoke In The House

This ad was identified by participants as one aimed at smokers who smoke in the house, and, more specifically, parents who smoke in the house.



REACTION TO "ASHTRAY"

'Ashtray' Offered Two Messages

Participants understood the meaning of the ad called 'Ashtray' in two different ways. Some participants understood the symbolism of the child's hand picking up the cigarette, and interpreted it as meaning that if the parent is smoking in the house, the child 'might as well be smoking too', as he/she is being exposed to all of the same harmful effects. For these participants, the overall message was not to smoke around children.

However, others took the ad literally, and believed it was saying that if parents smoke in the house, their small children will imitate their behaviour and start smoking as well. Some of these participants referred to the typical behaviour of small children to pick up everything and put it in their mouths, and suggested this was the danger being addressed.

Others of those who took the ad literally said that children learn by observing their parents, and that if mom and/or dad smokes, children will believe it must be okay. They suggested the imitation of smoking behaviour was the danger being addressed.

In either case, those who took the ad literally did not seem to get a message that second-hand smoke was harmful, and that smokers should go outside.

Many Of The Smokers In The Groups Found This Ad Offensive

Overall, this ad was offensive to some of the smokers in the groups because it implied that parents knowingly let their children smoke or knowingly expose their children to second-hand smoke. The ad clearly raised some guilt among the smokers in the groups. At best, they said the ad was accusing them of being irresponsible. At worst, they felt it was suggesting they were guilty of child abuse. While most acknowledged that they feel some guilt anyway, there was a feeling that this ad crossed an invisible line between raising some guilt, and being offensive. The latter perception led some to say they would ignore the ad entirely.

A number of participants rejected the idea of an ad showing a two year old picking up a cigarette. While realistically they know it happens, they did not feel it was appropriate for Health Canada to use a child in this way.

There were conflicting views about the tone of the ad. Some described it as boring because there is not enough action, there are no 'whole' people shown, and the message overall is too subtle. Others, however, felt it was too blunt, too direct. The latter group tended to be the ones who would ignore the ad.



The Target Audience Was Perceived To Be Parents Who Smoke

Overall, this ad was felt to be directed at parents who smoke. Virtually no one say it as being aimed to a broader audience of anyone who smokes in the house.



SUMMARY COMMENTS

Overall, it should be noted that most of the participants said they did not get any new information from any of the four ads evaluated. Smokers in the groups said they know they should not smoke in the house, and many believe they are already considerate of the non-smokers in the house. Many, for example, said they do not smoke in the house around the children, or if the children are even at home. Similarly, the non-smokers in the groups said they know they should not allow people to smoke in their homes, but acknowledge it is difficult when the smoker is a family member.

Smokers in particular were not sure the message to smoke outside was enough. Qualitatively, it appeared that most of the smokers in the groups wanted to quit, and many were looking for help in doing so. While they knew they should not smoke in the house, and understood it is an issue, they didn't always believe it is enough of a problem to warrant an entire campaign. The participants who smoked would rather see Health Canada focus its efforts on getting smokers some real help in quitting. In some respects, they felt the ultimate objective of these ads was to get them to quit smoking entirely, and not just to get them to quit smoking in the house.

Moreover, in virtually every group at least one person made the comment that it is harder to overcome an addiction to smoking than it is to overcome a cocaine addiction. Similarly, a frequently heard comment was that the government offers assistance to drug addicts trying to quit the so-called 'hard drugs', but that no one offers similar help to tobacco smokers. Many of the smokers in the groups were clearly looking for some kind of assistance in quitting.



REACTION TO THE CONTACT INFORMATION

Expectations Around The Contact Information Were Low

Most of the participants noticed the 800 number and the web address in the ads, if not immediately, then certainly by the end of the sessions.

Relatively few said they would phone the number, as they expected to hear a recorded message, or an extensive menu that they would have no patience to sit through. That is, virtually no one in the groups thought they would actually speak to someone if they called.

When asked what they felt they might hear if they did call, most of the smokers in the groups said they thought they would hear tips on how to quit smoking, or possibly some general advice to talk to their doctor. This perception seemed to stem from the fact that most of the smokers in the groups believed that the ultimate goal of the ads they had evaluated was to get them to quit smoking altogether. That is, while they understood that the immediate message of the ads was to stop smoking in the house, they suspected that Health Canada's ultimate goal was to encourage people to stop smoking entirely. Thus, they tended to believe that if they phoned the 800 number, they would hear messages about quitting.

Most participants seemed to feel they would see the same sorts of messages if they went to the website. However, several smokers and non-smokers in the groups said they might go the website in hopes of seeing more information about the harmful effects of second-hand smoke and some strategies for helping them deal with it.

Qualitatively, it appeared that participants would be more likely to visit the website than call the 800 number, particularly if they did not have a specific question.

There was also some specific mention or questioning around the content of the brochure that was offered, as some participants wondered what it was about and what value it might offer. A few participants suggested that they were going to call 'just to see what it was'. Generally, it was suggested and supported that there was a need to be more specific about the brochure and what it was, despite the descriptor stating "for tips on how to make your home smoke-free."



AWARENESS OF SECOND-HAND SMOKE ADS

Participants Played Back Some Ads

During the course of the discussion, the participants were asked if they recalled seeing or hearing any other advertising dealing with the issue of second-hand smoke. There was some mention of some ads, including:

- the waitress who contracted lung cancer despite never having smoked (possibly the ads featuring Heather Crowe)
- the ad showing smoke swirling under the door to a child's room
- the ad showing a mother smoking in the kitchen and the smoke forming rings and then a target that settled over the children playing in the living room

There was also some recall of ads which encourage quitting. For example, in almost every group someone mentioned the current Nicorette commercial in which a beautiful woman 'morphs' into a caricature of a devil because the guy she is with is trying to quit smoking and is using Nicorette. Commercials of this type – which acknowledge that quitting is difficult and that the craving continues to exist – seemed to resonate with the smokers in the groups.

APPENDIX



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PROJECT #20203755
February 16, 2006

MILLWARD BROWN

SCREENER

Good morning/ afternoon/ evening. This is _____ from Millward Brown, an independent research firm. We are conducting a study on behalf of Health Canada with people in the area. We are not selling anything, rather we are simply interested in your attitudes and opinions. May I have a few moments of your time?

1. We are interested in people's occupations. Do you, or does anyone living in your household work for any of the following?

	<u>Yes</u>	<u>No</u>
Advertising agency	☐	☐
Newspaper	☐	☐
Radio or television station	☐	☐
Market or opinion research company	☐	☐
Tobacco industry	☐	☐

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

2. For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Are there any children or teens under the age of 18 living in your household?

Yes ☐
No ☐ **THANK AND TERMINATE**

3. **RECORD GENDER:**

Male ☐
Female ☐

CHECK QUOTAS

4. In which of the following age categories do you fall?

Under 20 ☐ **THANK & TERMINATE**
20 - 39 ☐
40 to 54 ☐
55 - 70 ☐ **THANK & TERMINATE**
Over 70 ☐ **THANK & TERMINATE**

5. Do you currently smoke cigarettes?

- Yes ☐ ASK Q.6a)
 No ☐ SKIP TO Q.7
 DK / REFUSE ☐ THANK AND TERMINATE

6a) IF 'SMOKES CIGARETTES' IN Q.5, ASK... Would you say you smoke in your home...

- Frequently ☐
 Sometimes ☐
 Once in a while ☐
 Never ☐

6b) IF 'SMOKES CIGARETTES' IN Q.5, ASK... And would you say you smoke in your car...

- Frequently ☐
 Sometimes ☐
 Once in a while ☐
 Never ☐

**TO QUALIFY FOR 'SMOKER' GROUP,
 MUST SMOKE IN THE HOME (Q.6a) OR THE CAR (Q.6b) 'Frequently' or 'Sometimes'**

7. IF DOES NOT SMOKE IN Q.5... Does any other adult (aged 19 or older) in your household smoke cigarettes?

- Yes ☐ ASK Q.8a)
 No ☐ THANK AND TERMINATE
 DK / REFUSE ☐ THANK AND TERMINATE

8a) IF 'SOME OTHER ADULT SMOKES CIGARETTES' IN Q.7, ASK... Would you say that person smokes in your home...

- Frequently ☐
 Sometimes ☐
 Once in a while ☐
 Never ☐

- 8b) IF 'SOME OTHER ADULT SMOKES CIGARETTES' IN Q.7, ASK... And would you say he or she smoke in the car...

Frequently	☐
Sometimes	☐
Once in a while	☐
Never	☐

**TO QUALIFY FOR 'NON-SMOKER' GROUP,
MUST SAY THE SMOKER IN THE HOUSEHOLD SMOKES IN THE HOME (Q.8a)
'Frequently' or 'Sometimes'**

9. What is the highest level of formal education you have completed? [DO NOT READ]

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

**GOOD MIX.
MUST HAVE AT LEAST TWO IN GROUP WITH
HIGH SCHOOL OR LESS**

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

Blue Collar	☐
White Collar	☐
Pink collar (clerical)	☐
Grey collar (technical)	☐
Not currently employed	☐

GOOD MIX

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

Under \$40,000	☐
\$40,000 - \$74,999	☐
\$75,000 - \$99,999	☐
\$100,000 - \$149,999	☐
\$150,000 +	☐
(DO NOT READ) Refused / Don't know	☐

GOOD MIX.

12. **CALGARY ONLY:** Do you live inside the city limits of Calgary, or outside the city in a more rural area?

In the city ☐
 More rural area ☐

CHECK QUOTAS

13. Have you participated in a focus group or interview on any topic in the last six months?

Yes ☐ **THANK AND TERMINATE**
 No ☐

INVITATION TO RESEARCH:

As I said, we are conducting a study on behalf of Health Canada. The study will take the form of a group discussion between a group of people like yourself, and one of our moderators. The purpose of the discussion is to obtain some feedback from people on some of the attitudes with respect to smoking. The session will take about two hours.

Your participation in the research is voluntary, and your individual responses will be confidential. At the session, you will be asked only for your first name. Each session will be audio-taped. The tape is for use by the researcher only, and will not be given to Health Canada. There may be observers from Health Canada in attendance. Would you be interested in attending the discussion? You will be given a token of appreciation of \$_____ for your participation.

Yes ☐ No ☐ **THANK AND TERMINATE**

Please be aware that at the beginning of the research session, you will be asked to turn off your cell phone and/or pager. In the session, you may be asked to read and review some printed material. This means you will need your reading glasses, if you wear them. Are you comfortable with these conditions?

Yes ☐
 No ☐ **THANK AND TERMINATE**

RECRUITER

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

Questionnaire de dépistage

Bonjour/Bonsoir. Mon nom est _____ de LLM, une firme indépendante de recherche marketing. Nous menons une étude pour le compte de Santé Canada auprès des gens de votre quartier. Soyez assuré que nous ne vendons rien, nous sommes uniquement intéressés à vos attitudes et opinions. Puis-je prendre quelques minutes de votre temps?

1. Nous nous intéressons à l'occupation des gens. Est-ce que vous ou quelqu'un d'autre dans votre ménage ou famille immédiat, travaille pour ... (Lire la liste.)

Une agence de publicité	☐
Un journal	☐
Une station de radio ou de télévision	☐
Une firme de recherche marketing ou une firme de sondages	☐
L'industrie du tabac	☐

Si "oui" à l'un ou l'autre ci-dessus, remercier et terminer

2. Pour les besoins du projet, nous devons nous assurer de parler avec des personnes dont la composition du ménage est spécifique. Avez-vous des enfants de moins de 18 ans qui vivent avec vous?

Oui	1
Non	2 Remercier et terminer

3. Enregistrer le sexe :
- | | | |
|---------|---------|---------------------|
| Homme 1 | Femme 2 | Vérifier les quotas |
|---------|---------|---------------------|

4. Dans laquelle des catégories d'âge suivantes vous situez-vous? (Lire la liste.)

Moins de 20 ans	☐ – Remercier et Terminer
20 – 39 ans	1
40 – 54 ans	2
55 – 70 ans	☐ – Remercier et Terminer
Plus de 70 ans	☐ – Remercier et Terminer

5. Actuellement, fumez-vous la cigarette?

Oui	1 Demander Q.6
Non	2 Passer à la Q.7
NSP/Refus	3 Remercier et terminer

6. (Si 'fume la cigarette' à la Q.5, demander) : Diriez-vous que vous fumez la cigarette chez vous à la maison...?

Souvent	1
À l'occasion	2
Parfois	3
Jamais	4

(Pour se qualifier pour le groupe « fumeur actuel », doit fumer à la maison (Q.6) 'Souvent' ou 'à l'occasion'.)

- 7 (Si ne fume pas à la Q.5, demander) : Est-ce qu'un autre adulte dans votre ménage (de 19 ans ou plus) fume la cigarette?

Oui	1 Demander Q.8
Non	2 Remercier et terminer
NSP/Refus	3 Remercier et terminer

8. (Si un autre adulte fume la cigarette à la Q.7, demander) : Diriez-vous cette personne fume la cigarette chez vous à la maison...?

Souvent	1
À l'occasion	2
Parfois	3
Jamais	4

(Pour se qualifier pour le groupe « non-fumeur », un autre adulte dans le ménage doit fumer la cigarette à la maison (Q.8) 'Souvent' ou 'à l'occasion'.)

9. Quel est le dernier niveau de scolarité que vous avez complété? (Ne pas lire.)

École primaire	1
École secondaire/Cégep commencé	2
École secondaire/Cégep terminé	3
Collège/Cégep technique commencé	4
Collège/Cégep technique terminé	5
Université commencée	6
Université ou études supérieures complétées	7
Autre	8

Bon mix de niveaux de scolarité

Doit avoir au moins 2 par groupe avec école secondaire ou moins et au moins 2 par groupe avec université commencée ou plus.

10. Lequel des énoncés suivants décrit le mieux votre type de travail?

Col bleu	1
Col blanc	2
Col rose (clérical)	3
Col gris (technique)	4
Ne travaille pas actuellement	5

11. Dans laquelle des tranches de revenus suivantes se situe le revenu annuel total de votre ménage avant impôts? Serait-ce ... (Lire la liste – Cochez-en 1.)

Moins de 40,000\$	1
40,000\$ - \$74,999\$	2
75,000\$ - 99,999\$	3
100,000\$ - 149,999\$	4
150,000\$ - ou plus	5
(Ne pas lire) Refus/NSP	6

Bon mix de niveaux de revenus

13. Avez-vous déjà participé à un groupe de discussion ou entrevue individuelle, pour lesquels vous avez reçu une rémunération, ici ou ailleurs?

Oui 1 – Demander Q.14

Non 2 – Passer à l'invitation

(La moitié du groupe doit ne jamais avoir participé à un groupe de discussion ou une entrevue individuelle.)

14. (Si 'oui' à la Q.13, demander) : Quand avez-vous assisté à une de ces sessions la dernière fois?

Au cours des 6 derniers mois
Il y a plus de 6 mois

[] – Remercier et Terminer
[] – Passer à la Q.14

15. (Si 'oui' à la Q.13, demander) : Combien de fois avez-vous participé à un groupe de discussion ou une entrevue individuelle au cours des 5 dernières années?

Mois de 5 fois
5 fois ou plus

[]

[] – Remercier et Terminer

Invitation :

Comme je disais, nous réalisons une étude pour le compte de Santé Canada. L'étude prendra la forme d'un groupe de discussion entre un groupe de gens comme vous et un de nos animateurs. Le but de la discussion est d'obtenir la rétroaction des gens sur certaines des attitudes qui concernent la fumée. La séance durera environ deux heures.

Votre participation à cette recherche est volontaire et les réponses individuelles seront confidentielles. Lors de la séance, nous ne vous demanderons que votre prénom. Chaque séance fera l'objet d'un enregistrement audio. Le ruban sera utilisé uniquement par le chercheur et ne sera pas remis à Santé Canada. Il se pourrait qu'il y ait des observateurs de Santé Canada. Êtes-vous intéressé à assister à la discussion? Vous recevrez une rétribution de 60\$ pour vous remercier de votre participation.

Oui 1

Non 2 – Remercier et Terminer

Avant de commencer, on vous demandera d'éteindre votre téléphone cellulaire ou téléavertisseur, si vous en avez sur vous.

Lors de la séance, on pourrait vous demander de lire du matériel imprimé. Cela veut dire que si vous avez besoin de lunettes pour lire, assurez-vous de les apporter. Êtes-vous à l'aise avec ces conditions?

Oui 1

Non 2 – Remercier et Terminer

[Enregistrer:]

NOM: _____

ADRESSE: _____

TÉL (rés.) _____ TÉL (bur.) _____

RÉCONFIRMÉ PAR: _____ DATE: _____

GROUPE: _____ DATE: _____

PROJECT #20203755
February 24, 2006

DISCUSSION GUIDE

1. Introduction Of Moderator & Project (5 minutes)

Before we begin, could I ask you to turn off any cell phones or pagers you might have with you.

My name is Allison Scolieri, and I work for an independent research firm called Millward Brown. This research project is being conducted for Health Canada. We are not asking you for any confidential information about you (including your full name), and your individual responses are never revealed to anyone. This session is being audiotaped, as I want to give you my full attention for the duration of the group. The tape gives me a record I can review so that I can write a detailed report for my client. There are observers behind the mirror from Health Canada; they are here to listen and learn. We want your open and honest opinions, and the reasons for your opinions.

Tonight I'm going to show you some potential advertising, and get your opinions on it. Please be honest in your opinions. In this kind of research there are no right or wrong answers, and everyone's opinion is valuable.

2. Introduction of Participants (5 minutes)

*Let's begin by having you introduce yourself by your first name and tell us a bit about yourself – are you married or single, do you have any children, (**in smoker group** - smoking behaviour (light/heavy smoker or how many cigarettes do they smoke in one day), what do you do for a living, what do you like to do in your spare time?*

3. Evaluation of First Storyboard In Rotation (20 minutes)

I'm going to show you some preliminary versions of some potential television commercials. At this point, they are simply ideas that have been roughly sketched out, and a voice-over has been recorded. You will need to use your imaginations a little to try to picture this as a finished commercial that will feature real actors. It will not be a cartoon.

(Show visual and play CD for first concept – do this TWICE)

HAND OUT QUESTIONNAIRE. *Before we talk about this ad, I want you to take a few minutes to fill out this short questionnaire on the ad you have just seen. COLLECT PAPERS BEFORE BEGINNING DISCUSSION.*

- 1ab - What is your initial reaction to this ad? Please rate it on a one to ten scale, where ten means you loved it, and one means you hated it.
- 2ab - What did you like about it? What didn't you like about it?
- 3 - What is the main message that it is trying to communicate?
- 4ab - Is the message easy to understand? If not, what is difficult?
- 5ab - Is the message credible? What makes it credible/ what makes it not credible?
- 6abc - Is there any new information in this commercial? Anything you did not already know? If yes, what is it?

- 7a 7b
- 7ab - What is the tone of the ad? How would you describe it?
- 8 - Are there specific words or phrases you recall that contribute to the message?
- 9ab - Are there specific pictures that contribute to the message? How do you feel about the visuals used in this ad?
- 10 - Who is this ad aimed at?
- 11ab - Do you feel that it is it aimed at you? Why do you say that?
- 12ab - Is this commercial relevant to you? Why do you say that?
- 13 - If this ad was on television, is it something you would notice?
- 14ab - Is this something that would prompt action on your part?
- 14b 5 - If 'Yes', ask... What actions would it prompt you to take?
- 14c 8 - If 'No', ask... What are some reasons for not taking action?
- 15 - Did the commercial give you any suggestions as to what you could do?
- 16 - Do you find the ad encouraging and motivational?
- 17ab - Would you discuss this ad with others? If so, what would you say about it?

5. Repeat questions in Section 3 for each of the other 3 storyboards in rotation. Have participants complete a questionnaire after seeing each ad.

AFTER ALL STORYBOARDS HAVE BEEN SHOWN, IF IT HAS NOT COME OUT ALREADY, ASK...

- 18abc - did you notice the 800# and/or web address? Would you call the number? Visit the website?

6. Comparison of the Storyboards

- 19 abcdef - I have shown you four different possible commercials. Rank these four ads in terms of their effectiveness at communicating something meaningful to you about second-hand smoke? Which one is the most effective? Second-most effective? Least effective? Why did you rank them that way?
- (If suggestions have not already come out in the discussion of each ad, ask...) If you were able to improve any of these ads, how would you do so?

7. Unaided Awareness of Previous Advertising – ASK ONLY if was not addressed in the individual discussions of the storyboards.

- 20 a → h - Before coming here tonight, have you seen any advertisements on television recently that deal with the issue of second-hand smoke? Could you describe these?
- Is there anything that you remember specifically about these ads? (Probe for words, phrases, actions, text)
- What are some of the messages in these ads?
- How does this one that I've just shown you compare with ones you have seen before? Is it any more or less effective in terms of communicating the message? Is it any more or less credible?

21 Any other comments?

Thanks for coming.

Rotations:

- 1 Ashtray
- 2 Right under
- 3 Ghost
- 4 Absolutely

	Halifax	Calgary	Montreal	Toronto
1 st group	1, 2, 3, 4	1, 3, 2, 4	3, 1, 4, 2	2, 4, 3, 1
2 nd group	4, 3, 2, 1	2, 1, 4, 3	4, 2, 1, 3	3, 4, 1, 2

STORYBOARD # _____

Please answer the following questions about the ad you have just seen.

1. What is your initial reaction to this ad? Rate it on the one-to-ten scale, such that a score of ten means you loved it and a score of one means you hated it.

HATED IT								LOVED IT	
1	2	3	4	5	6	7	8	9	10

2. What is the main message of this ad?

- 3a) How easy or difficult was the message to understand? Was it...

Very easy to understand	☐ SKIP TO Q.4a)
Somewhat easy to understand	☐ SKIP TO Q.4a)
Somewhat difficult to understand	☐
Very difficult to understand	☐

- 3b) IF 'Very/somewhat difficult to understand',... what made it difficult to understand?

- 4a) How credible was the message? Was it...

Very credible	☐ ANSWER Q.4b)
Somewhat credible	☐ ANSWER Q.4b)
Not very credible	☐ ANSWER Q.4c)
Not credible at all	☐ ANSWER Q.4c)

- 4b) What makes it very/somewhat credible?

- 4c) What makes it not very/not credible at all?

5. If this ad were on television, is it something you would notice?

Yes ☐

No ☐

6a) Is this ad something that would prompt action on your part?

Yes

☐ ANSWER Q.6b)

No

☐ ANSWER Q.6c)

6b) IF YES, What actions would it prompt you to take?

6c) IF NO, why not?

GUIDE D'ENTRETIEN

1. Présentation de l'animateur et du projet (5 minutes)

Avant de commencer, est-ce que je pourrais vous demander d'éteindre vos téléphones cellulaires et télé-avertisseurs si vous en avez sur vous?

Je m'appelle Pierre Legendre. Je travaille pour une entreprise de recherche indépendante qui se nomme Legendre Lubawin Marketing. Ce projet de recherche est réalisé pour le compte de Santé Canada. Nous ne vous demanderons aucune information confidentielle, pas même votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. La réunion fait l'objet d'un enregistrement audio, car je veux être en mesure de vous donner toute mon attention pendant l'entrevue. Le ruban me permet d'avoir un enregistrement que je peux revoir de façon à rédiger un rapport détaillé pour mon client. Il y a des observateurs de Santé Canada derrière le miroir. Ils sont ici pour écouter et apprendre de vous. Nous recherchons vos opinions franches et honnêtes et les raisons qui les motivent.

Ce soir, je vais vous montrer des publicités potentielles et recueillir vos impressions à propos de celles-ci. Veuillez être honnête lorsque vous donnez votre opinion. Dans ce genre de recherche, il n'y a pas de bonnes et de mauvaises réponses, et l'opinion de chacun est importante.

2. Présentation des participants (5 minutes)

Pour commencer la discussion, je vous demanderais de vous présenter en me donnant votre prénom et en parlant un peu de vous – êtes-vous marié ou célibataire, avez-vous des enfants, (*pour le groupe de fumeurs* – vos habitudes (petit/gros fumeur ou combien de cigarettes fument-ils par jour), que faites-vous dans la vie, que faites-vous dans vos temps libres?

3. Évaluation à tour de rôle du premier scénario-maquette (20 minutes)

Je vais vous montrer des versions préliminaires de publicités potentielles pour la télévision. À ce stade-ci, il ne s'agit que de simples idées décrites de façon sommaire et doublées d'une voix hors champ. Vous devrez faire appel à votre imagination afin d'imaginer les publicités finales avec de vrais acteurs. Il ne s'agira donc pas d'animations.

(Montrer les images et lancer le DC du premier concept – faire ceci À DEUX REPRISES)

DISTRIBUER LE QUESTIONNAIRE. Avant de discuter de cette annonce, je veux que vous preniez quelques minutes afin de remplir ce bref questionnaire portant sur l'annonce que vous venez tout juste de voir. RÉCUPÉRER LES QUESTIONNAIRES AVANT D'AMORCER LA DISCUSSION.

- Quelle est votre première réaction à cette annonce? Veuillez l'évaluer sur une échelle de un à dix dans laquelle dix signifie que vous avez apprécié et un que vous avez détesté.
- Qu'avez-vous aimé dans l'annonce? Qu'est-ce qui ne vous a pas plu?

- Quel est le principal message que l'on tente de véhiculer?
- Le message est-il facile à comprendre? *Si tel n'est pas le cas*, qu'est-ce qui est difficile à comprendre?
- Le message est-il crédible? Qu'est-ce qui le rend crédible/ qu'est-ce qui le rend non crédible?
- Cette annonce contient-elle des informations nouvelles? Des choses que vous ne saviez pas? Si tel est le cas, de quoi s'agit-il?
- Quel est le ton de l'annonce? Comment le décririez-vous?
- Y a-t-il des mots ou phrases spécifiques qui selon vous aident à faire passer le message?
- Y a-t-il des images spécifiques qui selon vous aident à faire passer le message? Quelle est votre impression par rapport aux images employées dans cette annonce?
- À qui cette annonce s'adresse-t-elle?
- Avez-vous l'impression qu'elle s'adresse à vous? Pourquoi dites-vous cela?
- Cette annonce vous semble-t-elle pertinente? Pourquoi dites-vous cela?
- Remarqueriez-vous cette annonce si elle était présentée à la télévision?
- Cette annonce vous inciterait-elle à agir?
 - o **Si 'Oui', demander...** Quels gestes poseriez-vous?
 - o **Si 'Non', demander...** Quelles sont les raisons qui vous incitent à ne pas agir?
- L'annonce vous a-t-elle donné des suggestions quant à ce que vous pourriez faire?
- Trouvez-vous que l'annonce est encourageante et motivante?
- Parleriez-vous de cette annonce à d'autres gens? Si tel est le cas, que diriez-vous à propos d'elle?

4. Répéter les questions de la section 3 à tour de rôle pour chacun des scénarios-maquettes. Faites remplir le questionnaire par tous les participants après chaque annonce.

UNE FOIS TOUS LES SCÉNARIOS-MAQUETTES PRÉSENTÉS, ET SI CELA N'A PAS ENCORE ÉTÉ SOULEVÉ, DEMANDEZ...

- avez-vous remarqué le #800 et/ou l'adresse Internet? Appelleriez-vous ce numéro? Visiteriez-vous le site Internet?

5. *Comparaison des scénarios-maquettes*

- Je vous ai présenté quatre annonces potentielles différentes. Classez ces quatre annonces en fonction de leur capacité à vous communiquer des données significatives quant à la fumée secondaire? Laquelle est la plus efficace? La deuxième la plus efficace? La moins efficace? Pourquoi les avez-vous classées de la sorte?
- *(Si des suggestions n'ont pas encore été formulées dans la discussion suivant chaque annonce, demandez...)* Si vous aviez la possibilité de le faire, que feriez-vous afin d'améliorer ces annonces?

6. Vérification spontanée de l'existence d'annonces similaires – DEMANDER SEULEMENT SI cela n'a pas été mentionné lors des discussions à propos de chacun des scénarios-maquettes.

- Avant de venir ici ce soir, avez-vous vu récemment des annonces à la télévision qui traitent du problème de la fumée secondaire? Pouvez-vous les décrire?

- Vous souvenez-vous de quelque chose de particulier à propos de ces annonces? (Cherchez pour des mots, phrases, actions, textes)
- Quels sont les messages véhiculés dans ces annonces?
- Comment le message que je vous ai présenté se compare-t-il à ceux que vous avez vus auparavant? Est-il plus ou moins efficace en ce qui concerne la façon de livrer le message? Est-il plus ou moins crédible?

Avez-vous d'autres commentaires?

Merci de votre présence.

Enchaînement:

- 5 Cendrier (Ashtray)
- 6 Droit dessous (Right under)
- 7 Fantôme (Ghost)
- 8 Absolument (Absolutely)

	Halifax	Calgary	Montréal	Toronto
1 ^{er} groupe	1, 2, 3, 4	1, 3, 2, 4	3, 1, 4, 2	2, 4, 3, 1
2 ^{ième} groupe	4, 3, 2, 1	2, 1, 4, 3	4, 2, 1, 3	3, 4, 1, 2

SCÉNARIO-MAQUETTE # _____

Veillez répondre aux questions suivantes à propos de l'annonce que vous venez tout juste de voir.

1. Quelle est votre première réaction à cette annonce? Évaluez-la selon une échelle de 1 à 10, dans laquelle 10 signifie que vous l'avez adoré et 1 que vous l'avez détesté.

DÉTESTÉ

ADORÉ

1

2

3

4

5

6

7

8

9

10

2. Quel est le principal message véhiculé par cette annonce?

- 3a) À quel point le message était-il difficile ou facile à comprendre? Était-il...

Très facile à comprendre

☐ PASSER À LA Q.4a)

Plutôt facile à comprendre

☐ PASSER À LA Q.4a)

Plutôt difficile à comprendre

☐

Très difficile à comprendre

☐

- 3b) SI 'Très/plutôt difficile à comprendre',... qu'est-ce qui fait en sorte qu'il en soit ainsi?

- 4a) À quel point le message est-il crédible? Était-il...

Très crédible

☐ RÉPONDRE À LA Q.4b)

Plutôt crédible

☐ RÉPONDRE À LA Q.4b)

Pas très crédible

☐ RÉPONDRE À LA Q.4c)

Pas du tout crédible

☐ RÉPONDRE À LA Q.4c)

- 4b) Qu'est-ce qui fait en sorte qu'il est très/plutôt crédible?

- 4c) Qu'est-ce qui fait en sorte qu'il n'est pas très/pas du tout crédible?

5. Remarqueriez-vous cette annonce si elle était présentée à la télévision?

Oui ☐Non ☐

6a) Cette annonce vous inciterait-elle à agir?

Oui ☐ RÉPONDRE À LA Q.6b)

Non ☐ RÉPONDRE À LA Q.6c)

6b) SI OUI, quels gestes poseriez-vous?

6c) SI NON, pourquoi?



Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

Client : HEALTH CANADA	Date : 23.02.06
Produit : secondhand smoke	Révision : Feb 24
Dossier : TOB 06 501	Administrateur publicitaire : S. Durette
Titre : 4 scripts	Rédacteur : Boulet / Couvignou / Winek
Description : testing narrations	Nom du fichier :

NARRATION : Absolutely

In this spot we open on a medium close shot of man lighting a candle at the dinner table. The lights are dimmed, the table is set for two. It is a very romantic scene. The announcer says: *For creating a romantic mood....absolutely.*

We then cut to a woman opening a large window on a bright, beautiful day. The air and sunlight stream in and the announcer says: *For letting in fresh air...absolutely.*

Next we see a man in front of a stove. There are vegetables frying in a wok. The man turns on the kitchen exhaust fan and the announcer says: *For getting rid of cooking odours...absolutely.*

Next, in a quick, punchy sequence of close ups, we clearly see the actor in each scene exhale cigarette smoke towards the candle, through the open window or up into the kitchen fan, respectively as the announcer delivers the punchline: *For eliminating dangerous second hand smoke... absolutely useless.*

Then each of these shots takes its place in a 3-way split screen and the annncr continues: *Second hand smoke can increase a child's risk of bronchitis, pneumonia and even cancer.*

We cut to the information supers and a shot of the Health Canada brochure and we hear:

Protect your children. Make your home smoke free.

For more information call us or visit our Web site.

A message from the government of Canada.

The annncr voice over once again :

NARRATION : Ghosts

In this spot we open on a woman about ready to smoke a cigarette near an open living room window. We feel she has positioned herself purposefully as close to the sill as possible. She holds up her cigarette and flicks on her lighter.

In the next shot we see her expelling a long stream of smoke in the direction of the open window.

Then, through the miracle of television, we start out on a microscopic journey into the stream of smoke itself. We see that the smoke is actually made up of small, mischievous ghost-like figures, most of which are hurtling head over heels out the window in the stream of smoke. However, other smoke ghosts, by grappling along and clinging to the window frame, escape this fate, and make their way back into the house.

In the next shot we see that hordes of smoke phantoms have wriggled their way along the window frame back into the house, where in individual shots not shown here...

... they ride up on currents of air...

... some end up hanging off the curtains...

... while others cavort on the sofa...

... and on the child's teddy bear.

About midway into the commercial the announcer voice over comes on and says:

*Despite all your best intentions, you can never completely eliminate secondhand smoke.
The only way to truly protect your family is to make your home smoke free.*

We cut to the information supers and a shot of the Health Canada brochure and we hear:

Call 1 800 O-CANADA or visit gosmokefree.ca for your free brochure.

A message from the government of Canada.

The annncr voice over once again:

NARRATION : Under your nose

The spot begins with a tight shot of a children's book. The title of the book reads: "hydrogen cyanide". Camera pulls out to reveal a 6-year old boy lying in bed, reading the book in his bedroom.

We then cut to a tight shot of a toothbrush in a bathroom. The logo on the toothbrush reads "tar". A teenage girl picks up the brush, puts toothpaste on it and begins brushing her teeth. The anncr says: *They're in places you never thought possible.*

Next is a shot of a 40-year old woman doing yoga. On her t-shirt is the word "arsenic". The anncr says: *And no open window, fan or air purifier will get rid of them.*

Cut to a tight shot of the TV remote control. Instead of a manufacturer's logo we see the word "benzene" and the anncr says: *The source of all these carcinogens?*

Camera pulls out and we see a man picks up the remote and switches channels. We watch as the man rather ominously takes a puff of his cigarette. He blows smoke rings into the air which form a target, as the announcer says: *Right under your nose.*

We cut to the information supers and a shot of the Health Canada brochure and we hear: *Protect your loved ones. Make your home smoke free.*

For tips on protecting your children, call 1 800 O-CANADA or visit gosmokefree.ca for your free brochure.

A message from the government of Canada.

And the anncr voice over once more without pause:

NARRATION : Ashtray

In this spot we open on an overhead shot of a regular ashtray, the kind you might find in any Canadian home. You would imagine the ashtray is on a coffee table, and that a typical family gathering is in progress.

A man's hand enters frame holding a cigarette. He taps off the ash on the side of the ashtray. His hand exits the frame.

A woman's hand follows. She crushes a cigarette out in the ashtray. Her hand exits the frame.

Another man's hand places a cigarette in the ashtray and leaves it there. The smoke wafts upwards.

The same hand re-enters the frame and picks up the cigarette, taps it on the side of the ashtray and exits the frame.

Next, the hand of a 2 year old girl enters the frame holding a cigarette. She taps it on the side and exits the frame. At this point the announcer says: *It doesn't matter if you open a window, light a candle or turn on an air purifier. If you smoke in the house, your kids are smoking too.*

Smoke rings form and float up to form a target.

We cut to the information supers and a shot of the Health Canada brochure and we hear:
Protect your children. Make your home smoke free.
For more information call 1 800 O-CANADA or visit gosmokefree.ca for your free brochure.

A message from the government of Canada

Now the annncr voice over once more:



Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

Client : SANTÉ CANADA	Date : 26.02.06
Produit : fumée secondaire	Révision : TQE 02.03.06
Dossier : TOB 06 501	Administrateur publicitaire : S. Durette
Titre : divers	Rédacteur : Boulet / Couvignou / Winek
Description : narration - gr de recherche	Nom du fichier :

NARRATION : c'est parfait

On ouvre sur un plan rapproché d'un homme qui allume une bougie posée sur une table à manger. La lumière ambiante est tamisée, la table est mise pour deux. Bref, le romantisme est au rendez-vous. L'annonceur dit alors : *Pour ajouter une touche de romantisme... c'est parfait.*

On coupe à une femme en train d'ouvrir une immense fenêtre par une belle journée ensoleillée. Des rayons de soleil et de l'air frais pénètrent à l'intérieur pendant que l'annonceur dit : *Pour aérer une pièce... c'est parfait.*

On coupe ensuite à un homme devant sa cuisinière. Il fait sauter des légumes dans un wok, puis éteint la hotte. L'annonceur dit : *Pour évacuer les odeurs de cuisson... c'est parfait.*

On enchaîne ensuite avec une série de plans rapides dans lesquels on voit chacune des trois personnes ci-dessus expirer la fumée de sa cigarette. La première en direction de la bougie, la deuxième, par la fenêtre et, la troisième, à l'intérieur de la hotte. L'annonceur dit alors : *Pour éliminer les dangers de la fumée secondaire... c'est parfaitement inefficace.*

Les trois scènes viennent alors s'insérer à l'intérieur d'un écran divisé en trois. Et l'annonceur poursuit : *La fumée secondaire peut accroître les risques de bronchite, de pneumonie et même de cancer chez les jeunes.*

On coupe enfin à l'information en supers et à un plan de la brochure de Santé Canada et l'annonceur conclut : *Protégez vos enfants. Faites de votre maison un endroit sans fumée. Pour plus d'information, appelez-nous ou visitez notre site Internet. Un message du gouvernement du Canada.*

Revoici maintenant le texte de l'annonceur sans aucune pause :

NARRATION : petits bonshommes

Ce message ouvre sur une femme qui s'apprête à fumer devant la fenêtre ouverte de son salon. Elle s'approche le plus possible de l'ouverture. Dans une main, elle tient une cigarette et, dans l'autre, un briquet qu'elle allume aussitôt.

Dans le prochain plan, on la voit qui expire une longue bouffée de fumée à l'extérieur de la fenêtre.

Grâce à la magie de la télé, la caméra nous fait voyager à travers de microscopiques volutes de fumée. On constate alors que la fumée est en fait composée d'espiègles petits bonshommes. Tandis que certains sont emportés à l'extérieur de la fenêtre, d'autres, par des acrobaties de toutes sortes, parviennent à s'accrocher au cadre de la fenêtre.

Ces derniers se mettent alors à circuler librement à l'intérieur de la maison. Dans des plans non présentés ici, on les verrait, par exemple...

... tourbillonner dans des courants d'air...

... s'accrocher aux rideaux et s'y balancer gaiement...

... s'envoler et se répandre en virevoltant sur le canapé...

... et se poser finalement sur l'ourson en peluche d'un enfant.

Au milieu du message, un annonceur dirait :

Malheureusement, même les meilleures intentions ne parviennent pas à éliminer complètement la fumée secondaire. La seule façon de protéger vos proches, c'est de fumer dehors. Faites de votre maison un endroit sans fumée.

On coupe enfin à l'information en supers et à un plan de la brochure de Santé Canada et l'annonceur conclut : *Obtenez gratuitement votre brochure-conseils au 1 800 O-Canada ou sur VivezSansFumee.ca. Un message du gouvernement du Canada.*

Revoici maintenant le texte de l'annonceur sans aucune pause :

NARRATION : à l'œil nu

Le message commence sur un plan serré d'un livre pour enfant intitulé *L'ABC de l'acide cyanhydrique*. La caméra recule et nous révèle alors un garçon de 6 ans en train de le lire étendu sur son lit.

On passe ensuite à un plan serré d'une brosse à dents dans une salle de bains. Le logo sur la brosse à dents indique **goudron**. Une adolescente prend la brosse, y applique du dentifrice et commence à se brosser les dents. Un annonceur dit alors : *Elles sont invisibles à l'œil nu.*

On coupe à un plan moyen d'une femme d'environ 40 ans qui fait du yoga. On peut lire sur son t-shirt le mot **arsenic**. Et l'annonceur dit : *Aucune fenêtre ni ventilo ni purificateur d'air ne peuvent en venir à bout.*

On coupe à un plan serré d'une télécommande. Le mot **benzène** apparaît à la place du logo.

La caméra recule et nous dévoile un homme qui s'empare de la télécommande pour changer de poste. On passe à un plan serré de l'homme. Il prend une bonne bouffée de sa cigarette, puis en expire la fumée en faisant des ronds qui se mettent alors à former une cible. Et l'annonceur dit : *Les substances cancérigènes... elles s'incrustent chez-vous.*

On coupe enfin à l'information en supers et à un plan de la brochure de Santé Canada et l'annonceur conclut : *Protégez vos proches. Faites de votre maison un endroit sans fumée.*

Apprenez comment mieux protéger vos enfants : obtenez gratuitement une brochure-conseils au 1 800 O-Canada ou sur VivezSansFumee.ca. Un message du gouvernement du Canada.

Revoici maintenant le texte de l'annonceur sans aucune pause :

NARRATION : cendrier

Dans ce message, on ouvre sur un plan en plongée d'un cendrier posé sur une table à café. Aux sons qu'on entend, on réalise qu'il s'agit d'une réunion de famille des plus typiques.

Tout à coup, une main d'homme s'approche du cendrier, y tapote sa cigarette pour en faire tomber la cendre, puis sort du cadre.

Une main de femme vient alors écraser sa cigarette et repart aussitôt.

Une autre main d'homme entre dans le cadre pour déposer sa cigarette et disparaît. La fumée monte en volutes.

La même main rentre dans le cadre, reprend la cigarette, la tapote pour en faire tomber la cendre, et ressort.

C'est alors que la main d'une petite de deux ans s'avance dans le cadre. Elle tient une cigarette, la tapote puis sort du cadre à son tour. Un annonceur dit alors : *Ouvrir une fenêtre, allumer un ventilo ou une bougie ne sert à rien. Si vous fumez à l'intérieur, vos enfants fument aussi.*

Des cercles de fumée s'élèvent pour former une cible.

On coupe enfin à l'information en supers et à un plan de la brochure de Santé Canada et l'annonceur conclut :

Protégez-les. Faites de votre maison un endroit sans fumée. Communiquez avec nous au 1 800 O-Canada ou sur VivezSansFumee.ca pour obtenir gratuitement votre brochure-conseils. Un message du gouvernement du Canada.

Revoici maintenant le texte de l'annonceur sans aucune pause :



Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

Client : HEALTH CANADA	Date : 23.01.06
Produit : secondhand smoke	Révision : #2 Feb 23
Dossier : TOB 05 505	Administrateur publicitaire : S. Durette
Titre : « Absolutely »	Rédacteur : Boulet / Couvignou / Winek
Description : 30 sec TV	Nom du fichier :

VIDEO	AUDIO
Open on a medium close shot of man lighting a <u>candle</u> at a romantic table in his house one evening.	MUSIC: positive, cheerful
Cut to a woman opening a <u>window</u> on a bright, beautiful day.	AVO: For creating a romantic mood....absolutely.
Cut to a man turning on the <u>kitchen exhaust fan</u> . There is a wok of vegetables frying on the stove.	For letting in fresh air...absolutely.
Next, in a quick, punchy sequence of close ups, we clearly see the actor in each scene exhale cigarette smoke towards the candle, through the open window or up into the kitchen fan.	For getting rid of cooking odours...absolutely.
Then each of these shots takes its place in a 3-way split screen.	For eliminating dangerous second hand smoke... absolutely useless.
Cut to a shot of the Health Canada brochure SUPER : Make your home smoke-free.	Second hand smoke can increase a child's risk of bronchitis, pneumonia and even cancer.
SUPER : 1 800 O-Canada (1 800 622-6232) SUPER : www.GoSmokefree.ca SUPER : Canada wordmark	Protect your children. Make your home smoke free.
	AVO : For more information call us or visit our Web site.
	ANNCR : A message from the government of Canada.



Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

Client : SANTÉ CANADA	Date : 23.01.06
Produit : fumée secondaire	Révision #3 : 28.02.06
Dossier : TOB 06 501	Administrateur publicitaire : S. Durette
Titre : « c'est parfait »	Rédacteur : Boulet / Couvignou / Winek
Description : télé 30 sec	Nom du fichier :

VIDEO	AUDIO
ON OUVRE SUR UN PLAN RAPPROCHÉ D'UN HOMME QUI ALLUME UNE BOUGIE LORS D'UN SOUPER ROMANTIQUE.	MUSIQUE : positive, joyeuse
ON COUPE À UNE FEMME EN TRAIN D'OUVRIRE UNE FENÊTRE PAR UNE BELLE JOURNÉE ENSOLEILLÉE.	VHC : Pour ajouter une touche de romantisme... c'est parfait.
ON COUPE À UN HOMME QUI ALLUME LA HOTTE D'UNE CUISINIÈRE SUR LAQUELLE REPOSE UN WOK DE LÉGUMES SAUTÉS.	Pour aérer une pièce... c'est parfait.
ON ENCHAÎNE ENSUITE AVEC UNE SÉRIE DE PLANS RAPIDES DANS LESQUELS ON VOIT CHACUNE DES TROIS PERSONNES CI-DESSUS EXPIRER LA FUMÉE DE SA CIGARETTE. LA PREMIÈRE EN DIRECTION DE LA BOUGIE, LA DEUXIÈME, PAR LA FENÊTRE ET, LA TROISIÈME, À L'INTÉRIEUR DE LA HOTTE.	Pour évacuer les odeurs de cuisson... c'est parfait.
LES TROIS SCÈNES VIENNENT ALORS S'INSÉRER À L'INTÉRIEUR D'UN ÉCRAN DIVISÉ EN TROIS.	Pour éliminer les dangers de la fumée secondaire... c'est parfaitement inefficace.
Coupe à la brochure de Santé Canada SUPER : Faites de votre maison un endroit sans fumée.	La fumée secondaire peut accroître les risques de bronchite, de pneumonie et même de cancer chez les jeunes.
SUPER : 1 800 O-Canada (1 800 622-6232)	VHC : Protégez vos enfants. Faites de votre maison un endroit sans fumée.
SUPER : VivezSansFumee.ca	ANN. : Pour plus d'information, appelez-vous ou visitez notre site Internet.
SUPER : Mot-symbole du Canada	ANN. : Un message du gouvernement du Canada.



Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

Client : HEALTH CANADA	Date : 23.01.06
Produit : seconhand smoke	Révision :#2 Feb 24
Dossier : TOB 05 505	Administrateur publicitaire : S. Durette
Titre : « Smoke ghosts »	Rédacteur : Boulet / Couvignou / Winek
Description : 30 sec TV	Nom du fichier :

VIDÉO	AUDIO
1. Open on a woman about ready to smoke near an open living room window. She holds a cigarette and flicks on her lighter.	MUSIC: tbd SFX : ambient sounds, lighter
2. Cut to the woman expelling a stream of smoke out the window.	
3. Camera embarks on a journey into the stream of smoke. We see the smoke is made up of small ghost-like figures, many of which are hurtling head over heels out the window. We also see other smoke ghosts who, through various gymnastic efforts, succeed in hanging on to the window frame.	
4. Cut to the woman closing the window after finishing her cigarette. Cut back to the smoke world: many of the smoke ghosts have wriggled their way through the window frame back into the house...	SFX : window AVO : Despite all your best intentions...
5. ...where they ride up on currents of air...	AVO : ... you can never completely eliminate secondhand smoke.
6. ... some end up hanging merrily off the curtains...	
7. ... while others excitedly cavort on the sofa...	AVO : The only way to truly protect your family...
8. ... and on the child's teddy bear.	AVO : ... is to make your home smoke-free.

Cut to a shot of the Health Canada brochure

SUPERS

SUPER : Make your home smoke-free.

SUPER : 1 800 O-Canada (1 800 622-6232)

SUPER : www.GoSmokefree.ca

SUPER : Canada wordmark

AVO : Call 1 800 O-CANADA or visit
gosmokefree.ca for your free brochure

ANNCR : A message from the government of
Canada.



Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

Client : SANTÉ CANADA - TABAC

Date : 23.01.06

Produit : fumée secondaire

Révision #2 : 28.02.06

Dossier : TOB 06 501

Administrateur publicitaire : S. Durette

Titre : bonshommes

Rédacteur : Boulet / Couvignou / Winek

Description : télé 30 s

Nom du fichier :

VIDÉO	AUDIO
1. ON OUVRE SUR UNE FEMME QUI S'APPRÊTE À FUMER DEVANT LA FENÊTRE OUVERTE DE SON SALON. DANS UNE MAIN, ELLE TIENT UNE CIGARETTE ET, DANS L'AUTRE, UN BRIQUET QU'ELLE ALLUME AUSSITÔT.	MUSIQUE : À déterminer EFS : Bruits ambiants, briquet
2. ON COUPE À LA FEMME QUI EXPIRE UNE BOUFFÉE DE FUMÉE À L'EXTÉRIEUR.	
3. LA CAMÉRA ENTRE À L'INTÉRIEUR DE LA FUMÉE. DES VOLUTES COMMENCENT ALORS À S'ANIMER ET À SE TRANSFORMER EN PETITS BONHOMMES. TANDIS QUE CERTAINS S'ÉCHAPPENT À L'EXTÉRIEUR, D'AUTRES, PAR DES ACROBATIES DE TOUTES SORTES, PARVIENNENT À S'ACCROCHER AU CADRE DE LA FENÊTRE.	
4. ON COUPE À LA FEMME QUI FERME LA FENÊTRE, UNE FOIS SA CIGARETTE TERMINÉE, PUIS ON RETOURNE AUX PETITS BONHOMMES DE FUMÉE QUI SE METTENT ALORS À CIRCULER LIBREMENT À L'INTÉRIEUR DE LA MAISON.	EFS : Fenêtre VHC : Malheureusement, même les meilleures intentions...
5. CERTAINS TOURBILLONNENT DANS LES COURANTS D'AIR.	VHC : ... ne parviennent pas à éliminer complètement la fumée secondaire.
6. D'AUTRES S'ACCROCHENT AUX RIDEAUX ET S'Y BALANÇENT GAIEMENT...	
7. ... TANDIS QUE D'AUTRES, ENCORE, TOUT EXCITÉS, S'ENVOLENT À LA DÉCOUVERTE DE LA PIÈCE ET VONT SE RÉPANDRE EN VIREVOLTANT SUR LE CANAPÉ...	VHC : La seule façon de protéger vos proches...
8. ... ET SUR LE NOUNOURS DU PETIT DE NOTRE FEMME.	VHC : ... c'est de fumer dehors. VHC : Faites de votre maison en <u>endroit</u> sans fumée.
COUPE AU VISUEL DE LA BROCHURE DE SANTÉ CANADA. LES SUPERS SUIVANTS APPARAISSENT :	
SUPER : Faites de votre maison un <u>endroit</u> sans fumée.	VHC : Obtenez gratuitement votre brochure-conseils au 1 800 O-Canada ou sur VivezSansFumee.ca.
SUPER : 1 800 O-Canada (1 800 622-6232)	
SUPER : <u>VivezSansFumee.ca</u>	ANCR : Un message du gouvernement du Canada.
SUPER : Mot-symbole du Canada	



Creative and Production

Client: HEALTH CANADA - TCP	Date: November 10, 2005
Product: SHS-Home	Revision #3: Feb 24
Docket: TOB 06 501	Account Supervisor : S. Durette
Title: RIGHT UNDER YOUR NOSE	Copywriter: T.Paquet
Description: TV 30 sec.	File Name:

VIDEO	AUDIO
OPEN ON TIGHT SHOT OF A CHILDREN'S BOOK. THE TITLE OF THE BOOK READS: HYDROGEN CYANIDE . CAMERA PULLS OUT TO REVEAL A 6 YEAR OLD BOY LYING IN BED, READING THE BOOK IN HIS BEDROOM.	MUSIC: TBD
CUT TO A TIGHT SHOT OF A TOOTHBRUSH IN A BATHROOM. THE LOGO ON THE TOOTHBRUSH READS TAR . A TEENAGE GIRL PICKS UP THE BRUSH, PUTS TOOTHPASTE ON IT AND BEGINS BRUSHING.	VO: They're in places you never thought possible.
CUT TO A SHOT OF A 40 YEAR OLD WOMAN DOING YOGA. ON HER T-SHIRT IS THE WORD ARSENIC .	VO: And no open window, fan or air purifier will get rid of them.
CUT TO A TIGHT SHOT OF THE REMOTE CONTROL. THE LOGO ON THE REMOTE READS BENZENE . CAMERA PULLS OUT AS A MAN PICKS UP THE REMOTE AND SWITCHES CHANNELS. TIGHT SHOT OF THE MAN AS HE TAKES A PUFF OF HIS CIGARETTE. HE BLOWS SMOKE RINGS INTO THE AIR WHICH FORM A TARGET.	MUSIC: OMINOUS The source of all these carcinogens?
SUPER: PROTECT YOUR LOVED ONES. MAKE YOUR HOME SMOKE-FREE.	Right under your nose.
1 800 O-Canada (1 800 622-6232) www.GoSmokefree.ca	ANNC'R V.O.: Protect your loved ones. Make your home smoke-free.
VISUAL OF BROCHURE	ANNC'R V.O.: For tips on protecting your children call 1 800 O-CANADA or visit gosmokefree.ca for your free brochure.
Canada WORDMARK	ANNC'R V.O.: A message from the government of Canada.



Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

Client : SANTÉ CANADA

Date : 11 novembre

Produit : Fumée secondaire

Révision #2 : 02.03.06

Dossier : TOB 05 505

Administrateur publicitaire : S. Durette / T. Lecordier

Titre : à l'œil nu

Rédacteur : Yv / T. Paquet / M.-C. Boulet / Couvignou

Description : TV 30 s

Nom du fichier :

VIDÉO	AUDIO
ON OUVRE SUR UN PLAN SERRÉ D'UN LIVRE POUR ENFANT INTITULÉ <i>L'ABC DE L'ACIDE CYANHYDRIQUE</i> . LA CAMÉRA RECULE ET NOUS RÉVÈLE ALORS UN GARÇON DE 6 ANS EN TRAIN DE LE LIRE ÉTENDU SUR SON LIT.	MUSIQUE : À confirmer
ON COUPE À UN PLAN SERRÉ D'UNE BROSSE À DENTS DANS UNE SALLE DE BAINS. LE LOGO SUR LA BROSSE À DENTS INDIQUE GOUDRON . UNE ADOLESCENTE PREND LA BROSSE, Y APPLIQUE DU DENTIFRICE ET COMMENCE À SE BROSSER LES DENTS.	VHC : Elles sont invisibles à l'œil nu.
ON COUPE À UN PLAN MOYEN D'UNE FEMME D'ENVIRON 40 ANS QUI FAIT DU YOGA. ON PEUT LIRE SUR SON T-SHIRT LE MOT ARSENIC .	VHC : Aucune fenêtre ni ventilo ni purificateur d'air ne peuvent en venir à bout.
ON COUPE À UN PLAN SERRÉ D'UNE TÉLÉCOMMANDE. LE MOT BENZÈNE APPARAÎT À LA PLACE DU LOGO.	MUSIQUE : Sinistre
LA CAMÉRA RECULE ET NOUS DÉVOILE UN HOMME QUI S'EMPARE DE LA TÉLÉCOMMANDE POUR CHANGER DE POSTE. ON PASSE À UN PLAN SERRÉ DE L'HOMME EN TRAIN D'EXPIRER DES RONDS DE FUMÉE DE CIGARETTE DANS L'AIR. LES RONDS SE METTENT ALORS À FORMER UNE CIBLE.	VHC : Les substances cancérogènes...
ET LES SUPERS SUIVANTS APPARAÎSSENT : SUPER : Protégez vos proches. SUPER : Faites de votre maison un endroit sans fumée. SUPER : 1 800 O-Canada (1 800 622-6232) SUPER : VivezSansFumee.ca	VHC : ... elles s'incrusteront chez-vous.
VISUEL DE LA BROCHURE DE SANTÉ CANADA. SUPER : Mot-symbole du Canada	VHC : Protégez vos proches. Faites de votre maison un endroit sans fumée. VHC : Apprenez comment mieux protéger vos enfants : obtenez gratuitement une brochure-conseils au 1 800 O-Canada ou sur VivezSansFumee.ca.
	VHC : Un message du gouvernement du Canada.



Creative and Production

Client: HEALTH CANADA - TCP

Date: November 10, 2005

Product: SHS-Home

Revision 3: Feb 24

Docket: TOB 06 501

Account Supervisor : S. Durette

Title: ASHTRAY

Copywriter: T. Paquet

Description: TV 30 sec.

File Name:

VIDEO	AUDIO
OPEN ON SEMI-CLOSE SHOT OF AN ASHTRAY.	MUSIC: TBD
A MAN'S HAND ENTERS FRAME HOLDING A CIGARETTE. HE TAPS IT ON THE SIDE OF THE ASHTRAY. HIS HAND EXITS THE FRAME.	
A WOMAN'S HAND FOLLOWS. SHE PUTS THE CIGARETTE OUT IN THE ASHTRAY. HER HAND EXITS THE FRAME.	
ANOTHER MAN'S HAND PLACES A CIGARETTE IN THE ASHTRAY AND LEAVES IT THERE. THE SMOKE FILTERS UP.	V.O.: It doesn't matter if you open a window, light a candle or turn on an air purifier...
THE SAME HAND RE-ENTERS THE FRAME AND GRABS THE CIGARETTE, TAPS IT ON THE SIDE OF THE ASHTRAY AND EXITS THE FRAME.	V.O.: ... if you smoke in the house...
FINALLY THE HAND OF A 2 YEAR OLD GIRL ENTERS THE FRAME HOLDING A CIGARETTE. SHE TAPS IT ON THE SIDE AND EXITS THE FRAME. SMOKE RINGS FORM AND FLOAT UP TO FORM A TARGET.	V.O.: ... your kids are smoking too.
BACKGROUND FADES TO BLACK. SMOKE RINGS STAY.	
SUPER: PROTECT YOUR CHILDREN. MAKE YOUR HOME SMOKE-FREE.	ANNC'R V.O.: Protect your children. Make your home-smoke-free.
1 800 O-Canada (1 800 622-6232) www.GoSmokefree.ca	ANNC'R V.O.: For more information call 1 800 O-CANADA or visit gosmokefree.ca for your free brochure.
VISUAL OF BROCHURE	
Canada WORDMARK	ANNC'R V.O.: A message from the government of Canada.



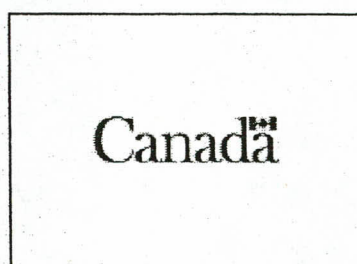
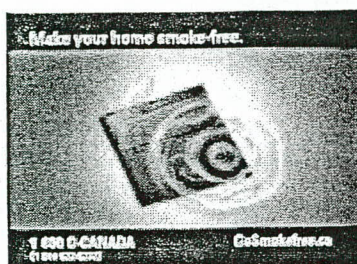
Création et fabrication

393, rue St-Jacques, bureau 920, Montréal (Québec) Canada H2Y 1N9

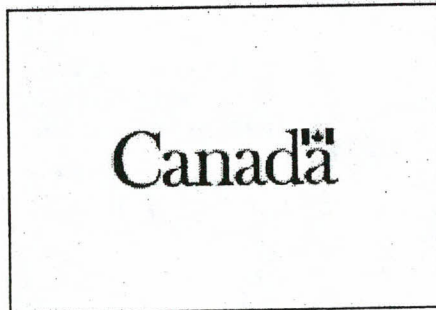
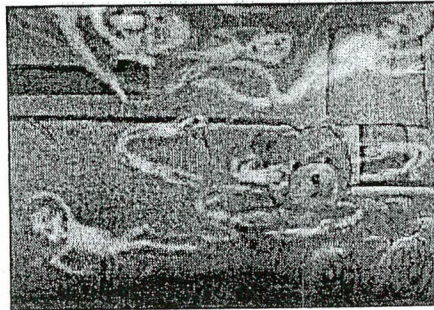
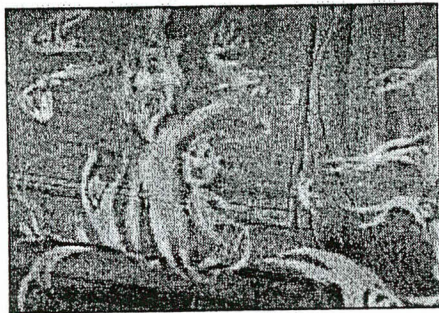
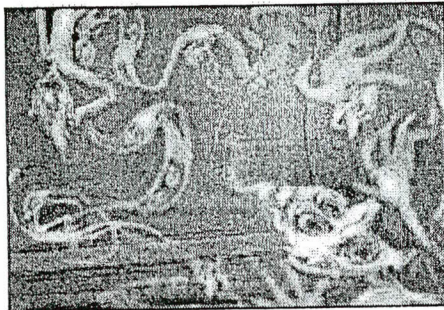
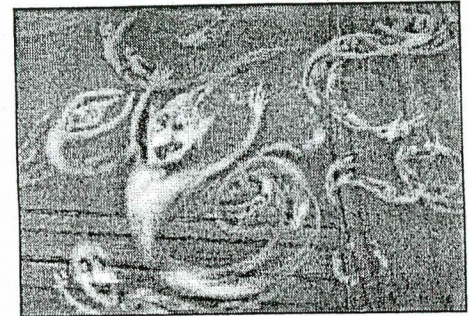
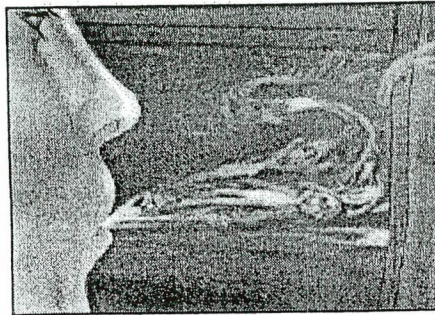
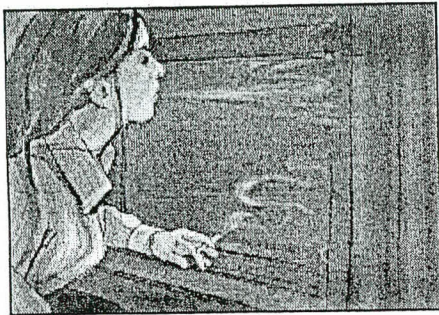
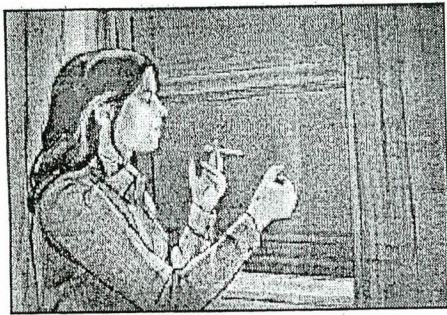
Client : SANTÉ CANADA	Date : 11 novembre 2005
Produit : fumée secondaire	Révision #3: 28.02.06
Dossier : TOB 05 505	Administrateur publicitaire : S. Durette / T. Lecordier
Titre : cendrier	Rédacteur : Yv / M.-C. Boulet
Description : télé 30 s	Nom du fichier :

VIDÉO	AUDIO
ON OUVRE SUR UN PLAN RAPPROCHÉ D'UN CENDRIER.	MUSIQUE : À confirmer
TOUT À COUP, UNE MAIN D'HOMME S'APPROCHE DU CENDRIER, Y TAPOTE SA CIGARETTE POUR EN FAIRE TOMBER LA CENDRE, PUIS SORT DU CADRE.	
UNE MAIN DE FEMME VIENT ALORS ÉCRASER SA CIGARETTE ET REPART AUSSITÔT.	
UNE AUTRE MAIN D'HOMME ENTRE DANS LE CADRE POUR DÉPOSER SA CIGARETTE ET DISPARAÎT. LA FUMÉE MONTE EN VOLUTES.	VHC : Ouvrir une fenêtre, allumer un ventilateur ou une bougie ne sert à rien.
LA MÊME MAIN RENTRE DANS LE CADRE, REPREND LA CIGARETTE, LA TAPOTE POUR EN FAIRE TOMBER LA CENDRE, ET RESSORT.	VHC : Si vous fumez à l'intérieur,
C'EST ALORS QUE LA MAIN D'UNE PETITE DE 2 ANS S'AVANCE DANS LE CADRE. ELLE TIENT UNE CIGARETTE, LA TAPOTE PUIS SORT DU CADRE À SON TOUR. DES CERCLES DE FUMÉE S'ÉLÈVENT POUR FORMER UNE CIBLE.	VHC : vos enfants fument aussi.
L'ARRIÈRE-PLAN DEVIENT NOIR. LES CERCLES DE FUMÉE RESTENT ET LES SUPERS SUIVANTS APPARAISSENT :	
SUPER : Protégez vos enfants.	
SUPER : Faites de votre maison un <u>endroit</u> sans fumée.	VHC : Protégez-les. Faites de votre maison un <u>endroit</u> sans fumée.
SUPER : 1 800 O-Canada (1 800 622-6232)	
SUPER : <u>VivezSansFumee.ca</u>	ANCR : Communiquez avec nous au 1 800 O-Canada ou sur VivezSansFumee.ca pour obtenir gratuitement votre brochure-conseils.
VISUEL DE LA BROCHURE DE SANTÉ CANADA.	
SUPER : Mot-symbole du Canada	ANCR : Un message du gouvernement du Canada.

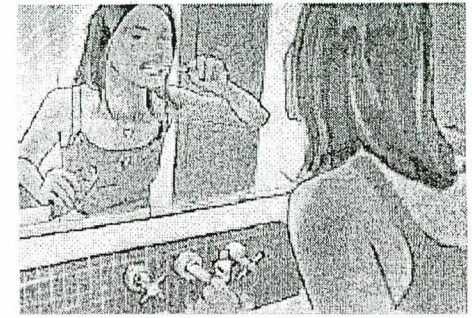
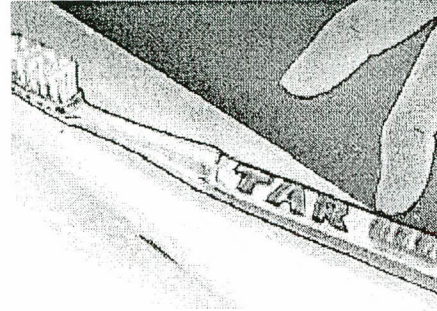
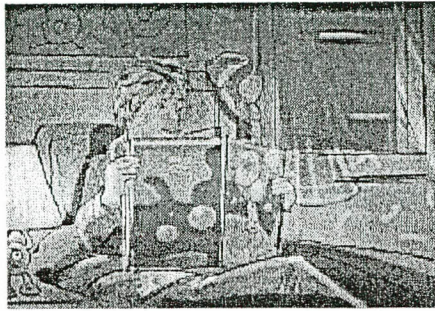
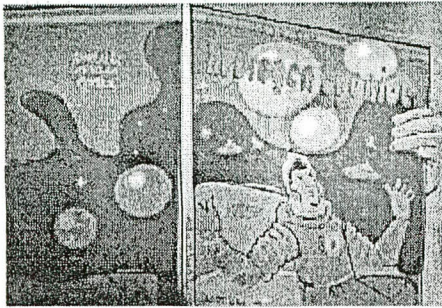
ABSOLUTELY



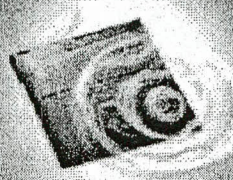
GHOST



RIGHT UNDER YOUR NOSE



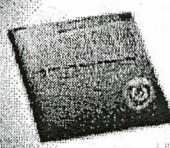
Make your home smoke-free.



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Make your home smoke-free.

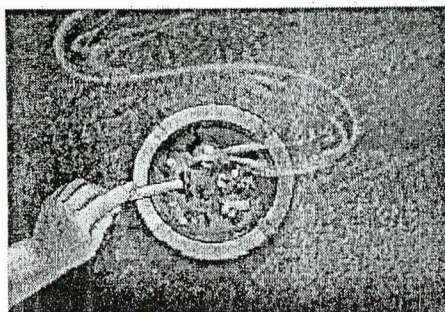
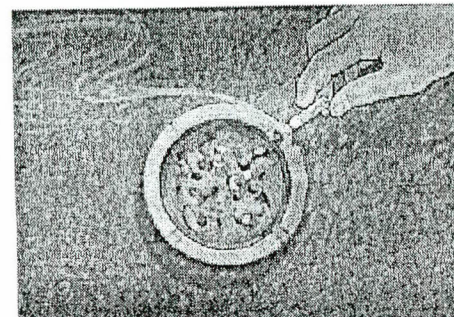
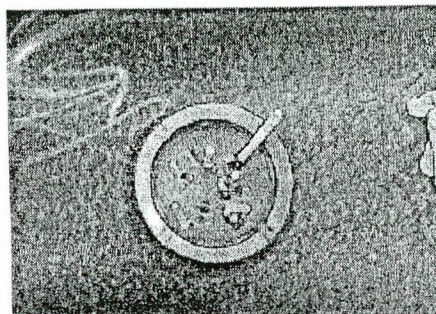
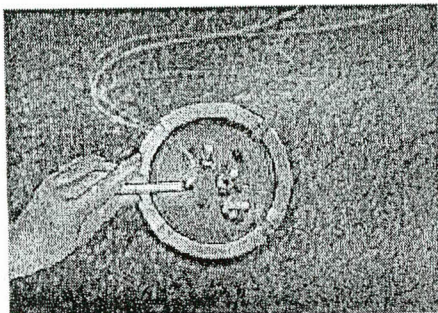
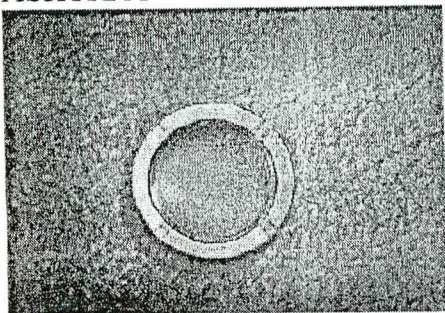


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