

FINAL
REPORT

106 11 01
B2

Qualitative Exploration of Warnings on
Tobacco Product Advertisements

Prepared for:
Health Canada

POR -06-12
H1011-06-0008

November, 2006

pn 5947



ENVIRONICS
RESEARCH GROUP

33 Bloor St East
Suite 1020
Toronto, ON M4W 3H1

TABLE OF CONTENTS

INTRODUCTION AND SUMMARY OF FINDINGS.....	1
INTRODUCTION ET RÉSUMÉ DES RÉSULTATS	5
OVERALL ASSESSMENTS AND PARTICIPANT SUGGESTIONS	10
ENGLISH MESSAGES	23
Spontaneous Recall of Messages: Written Exercise.....	23
Assessments of Warning Messages: Written Exercise.....	27
Responses to Specific Warning Messages	32
FRENCH MESSAGES	65
Spontaneous Recall of Messages: Written Exercise.....	65
Assessments of Warning Messages: Written Exercises	68
Responses to Specific Warning Messages	73

APPENDICES

Dates, Locations, and Segments

Discussion Agendas and Written Exercises (English and French)

Creatives Tested (English and French)

INTRODUCTION AND SUMMARY OF FINDINGS

Health Canada is proposing that every tobacco advertisement be required to display a warning message occupying no less than 25 percent of the surface area of the ad. This project was commissioned by Health Canada to test responses to 40 potential warning messages (20 English messages and 20 French messages) for this purpose.

Following from the research objectives, the focus group research was designed to explore responses to proposed warning messages intended to be placed on tobacco related-advertising. Focus groups allow a unique assessment of such messages since they can be shown to participants.

The topics examined include:

- Top-of-mind recall and assessment of the messages on various dimensions
- Responses to each message
- Identification of the sponsor of the messages
- Overall response to the concept and its implementation, including suggestions for improvement

Twenty-four (24) focus group sessions were conducted between July 4 to 18, 2006 in three locations: Vancouver (6 sessions), Toronto (6 sessions) and Montreal (12 sessions). The Montreal sessions were held in French; the others in English.

In both Vancouver and Toronto, two sessions were conducted in English with smokers between the ages of 18 and 24, two were conducted with smokers over the age of 24 and two were conducted with non-smokers between the ages of 18 and 24, for a total of six sessions in each city. The 20 warning messages were divided into two sets of ten messages and each set of ten messages was evaluated by the three segments in each city.

A parallel process was undertaken in Montreal where 12 sessions were conducted in French to evaluate the 20 French warning messages. Again, the 20 French messages were divided into two sets. In Montreal, four sessions were conducted with smokers between the ages of 18 and 24, four were conducted with smokers over the age of 24 and four were conducted with non-smokers between the ages of 18 and 24. Two sessions of each segment were exposed to each message set.

It is important to note that the English and French messages are unique to each language, and not direct translations. The same number of sessions (12) were held to test the English and French messages.

The dates, locations, and segments are presented in the appendix.

Ten participants per group were recruited for the study. In total, 186 participants took part in the focus group sessions. Each group lasted approximately two hours.

The focus group project included written exercises (recall and assessment) as well as a group discussion of each warning message. Written assessments were based on a five category scale (two thumbs down to two thumbs up). The discussion agenda and written exercises are appended to this report.

Dr. Donna Dasko, Senior Vice President, Environics, directed the project. All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA) (previously the Professional Market Research Society and the Canadian Association of Market Research Organizations).

Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

The key findings of the research on the messages are divided into four main categories, corresponding to the objectives of the project – recall, content, format and attribution

RECALL:

- In the first written exercise measuring recall, all participants in all groups made at least some mention of the warning messages at the top of the tobacco ads, either the actual phrases or the general meaning of one or more messages.
- The messages that were most likely to be recalled covered a number of the themes tested, including health risks, cessation, and financial considerations. Messages with high recall tended to be eye-catching, shocking, humorous, “catchy”, or novel.

- English messages with the highest recall were 'Warning: this ad is for cancer' (W3), 'Smoking turns your cash into ash' (F4), 'Inhale. Exhale. Cough. Wheeze' (H1), 'Smoking can burn a hole in your pocket' (F3), and 'Buy now. Pay later (with your health)' (F1). The French messages with the highest recall were: 'Je fume, Tu fumes ... Nous fûmes!' (H2), 'C'est quoi ton parfum? Eau de cendrier' (Q1), 'Le tabac contrôle ... votre budget' (F4), 'Mourir à petit feu' (Q5), and 'Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer' (H1).

CONTENT:

- In the written exercises rating the messages on various dimensions, 15 of the 20 English and French messages were rated highly as being clear to and easy to understand; eight English and seven French were rated highly on believability. Scores on motivational impact (motivating them to quit or reduce tobacco use, or deterring them from starting) and memorability ranged from medium-high to medium-low, except for the French Q5, which ranked highly on memorability.
- The messages with high recall levels, from the first written exercise measuring recall, also tended to be rated highly, with high numbers of "top three" mentions.
- In the discussion, the highest-ranked English messages tended to be described as straightforward, clear, believable, simple, catchy, visual, or realistic. The highest-ranked French messages were described similarly, but also as humorous.
- Both health-themed messages and cost-related messages ranked highly. In the English groups, cost-oriented messages had a particular impact on lower income smokers. In the French groups, both health-themed and cost-themed messages seemed to have an impact, although the latter may be more difficult to communicate. Mention of "costs" had more impact than "investments", particularly with younger smokers.
- Participants in the French sessions were enthusiastic about messages that were short, personal, had a "play on words", offered solutions, or described the consequences of smoking.
- Younger smokers in the English sessions felt that the messages that made them think of the immediate impacts of smoking, either in terms of costing money or in terms of having

immediate health consequences or stigmas, were more effective than messages that spoke of shortening life span many years in the future.

- The tone of the messages may be more important than the theme. Participants did not appreciate “finger-waving”, “lecturing”, condescending, or judgemental messages. Many found a touch of humour to be effective and memorable. Shorter messages seemed more effective than longer wordings.

FORMAT:

- Initially, participants in the English sessions had some difficulty comprehending that the goal of the tested messages was to accompany the pro-tobacco message in the ad itself and were sometimes confused about the fact that the warnings seemed at odds with the ads.
- Most participants were satisfied with the font size and the use of capitalized white letters on a black background at the top of the page. Participants in the French sessions found that the white-on-black format of the warnings was more noticeable with a black and white tobacco ad than with a colourful ad.
- Most felt the size of the messages in relation to the size of the ad was appropriate, but a number thought the messages were not large enough.

ATTRIBUTION:

- Virtually all participants were able to identify Health Canada as the sponsor of the warning message and many were able to recall the www.gosmokefree.ca website.

INTRODUCTION ET RÉSUMÉ DES RÉSULTATS

Santé Canada propose que toute publicité sur le tabac soit obligatoirement accompagnée d'une mise en garde n'occupant pas moins que 25 % de la surface de l'annonce. Ce projet a été réalisé pour le compte de Santé Canada, afin d'observer les réponses à 40 mises en garde possibles (20 messages en anglais et 20 messages en français) conçues à cette fin.

En se basant sur les objectifs de recherche, la recherche en séance de groupe de discussion a été conçue afin d'explorer les réponses aux mises en gardes qui ont été élaborées afin d'accompagner la publicité sur le tabac. Les groupes de discussion offrent la possibilité unique d'évaluer de tels messages puisque ceux-ci peuvent être montrés aux participants.

Les sujets étudiés comprennent :

- Le rappel et l'évaluation spontanée des messages en fonction de diverses dimensions
- Les réponses à chaque message
- L'identification du commanditaire des messages
- La réponse générale au concept et à sa mise en œuvre, y compris des suggestions d'amélioration

Vingt-quatre (24) séances de discussion de groupe ont été réalisées entre les 4 et 18 juillet 2006, à trois endroits différents : Vancouver (6 séances), Toronto (6 séances) et Montréal (12 séances). Les séances de Montréal se sont déroulées en français; les autres en anglais.

À Vancouver et Toronto, deux séances se sont déroulées en anglais avec des fumeurs âgés de 18 à 24 ans, deux avec des fumeurs âgés de plus de 24 ans et deux avec des non-fumeurs âgés de 18 à 24 ans, pour un total de six séances dans chaque ville. Les 20 mises en garde ont été divisées en deux groupes de dix messages et chaque groupe de dix messages a été évalué par les trois segments dans chaque ville.

Une démarche parallèle a été entreprise à Montréal où 12 séances ont été réalisées en français afin d'évaluer les 20 mises en garde en français. Une fois de plus, les 20 messages en français ont été divisés en deux groupes. À Montréal, quatre séances se sont déroulées avec des fumeurs âgés de 18 à 24 ans, quatre avec des fumeurs âgés de plus de 24 ans et quatre avec des non-fumeurs âgés de 18 à 24 ans. Pour chaque segment, deux séances ont été exposées à chaque groupe de messages.

Il est important de noter que les messages en anglais et en français sont uniques à chaque langue; ce ne sont pas des traductions littérales. Le même nombre de séances (12) ont été réalisées pour évaluer les mises en garde en anglais et en français.

Les dates, les endroits et les segments sont précisés en annexe.

Dix participants par groupe ont été recrutés aux fins de l'étude. En tout, 186 participants ont pris part aux séances de discussion de groupe. Chaque séance a duré environ deux heures.

Le projet de séances de discussion de groupe comprenait des exercices écrits (rappel et évaluation), de même qu'une discussion de groupe pour chaque mise en garde. Les évaluations par écrit étaient fondées sur une échelle à cinq catégories (variant de deux pouces tournés vers le bas à deux pouces tournés vers le haut). Le programme de la discussion et les exercices écrits sont annexés à ce rapport.

Donna Dasko, vice-présidente principale, Environics, a dirigé le projet. Tous les travaux de recherche qualitative sont réalisés conformément aux normes professionnelles établies par l'Association de la recherche et de l'intelligence marketing (ARIM) (autrefois appelée l'Association professionnelle de la recherche en marketing et la Canadian Association of Market Research Organizations).

La recherche qualitative permet de mieux comprendre la gamme des opinions présentes au sein d'une population donnée, plutôt que le poids de chacune des opinions présentes, ce qui serait l'objet d'une étude quantitative. Les résultats de ce type de recherche doivent être vus comme étant indicatifs plutôt que pouvant être projetés à l'ensemble de la population d'intérêt.

Les résultats clés de la recherche sur les mises en garde sont divisés en quatre grandes catégories qui correspondent aux objectifs du projet, soit le rappel, le contenu, le format et l'attribution.

RAPPEL :

- Lors du premier exercice écrit mesurant le rappel, tous les participants de tous les groupes ont au moins quelque peu mentionné les mises en garde situées dans la partie supérieure des messages publicitaires sur le tabac, soit les énoncés proprement dits ou la signification générale d'un ou de plusieurs mises en garde.

- Les mises en garde affichant la plus forte probabilité de rappel couvraient bon nombre des thèmes étudiés, y compris les risques pour la santé, le renoncement au tabagisme et les considérations d'ordre financier. Les messages présentant un taux de rappel élevé avaient tendance à être accrocheurs, choquants, humoristiques, faciles à retenir ou nouveaux.
- Les messages en anglais affichant les taux de rappel les plus élevés ont été « *Warning: this ad is for cancer* » (W3), « *Smoking turns your cash into ash* » (F4), « *Inhale. Exhale. Cough. Wheeze* » (H1), « *Smoking can burn a hole in your pocket* » (F3) et « *Buy now. Pay later (with your health)* » (F1). Les messages en français affichant les taux de rappel les plus élevés ont été : « Je fume, Tu fumes ... Nous fûmes! » (H2), « C'est quoi ton parfum? Eau de cendrier » (Q1), « Le tabac contrôle ... votre budget » (F4), « Mourir à petit feu » (Q5) et « Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer » (H1).

CONTENU :

- Lors des exercices écrits cotant les messages en fonction de diverses dimensions, 15 sur 20 des messages en anglais et en français ont reçu des cotes élevées pour ce qui est d'être clairs et faciles à comprendre, huit messages en anglais et sept en français ont reçu des cotes élevées en termes de crédibilité. Les cotes en termes d'impact motivationnel (les motiver à renoncer au tabagisme ou à moins fumer ou, encore, les dissuader de commencer à fumer) et de mémorabilité ont varié de moyennement élevées à moyennement faibles, sauf pour Q5 en français qui a reçu une cote élevée en termes de mémorabilité.
- Les messages qui avaient obtenu des niveaux de rappel élevés lors du premier exercice écrit mesurant le rappel, ont eu également plus tendance à recevoir des cotes élevées; se retrouvant en grand nombre dans les « trois premières » mentions.
- Pendant la discussion, les messages en anglais les mieux cotés ont eu tendance à être décrits comme étant directs, clairs, vraisemblables, simples, faciles à retenir ou réalistes. Les messages en français les mieux cotés ont été décrits de façon semblable, mais aussi comme étant humoristiques.
- Les messages portant sur le thème de la santé et se rapportant aux coûts ont tous deux reçu des cotes élevées. Dans les groupes de langue anglaise, les messages axés sur les coûts ont eu un impact particulier chez les fumeurs à revenu plus faible. Dans les groupes de langue française, les messages dont les thèmes se rapportaient à la santé et aux coûts ont semblé

produire un effet, même si ce dernier est plus difficile à communiquer. La mention des « coûts » a plus d'impact que celle des « investissements », en particulier chez les fumeurs plus jeunes.

- Les participants des séances de langue française ont manifesté de l'enthousiasme pour les messages qui étaient courts, personnalisés, présentaient un « jeu de mot », offraient une solution ou décrivaient les conséquences du tabagisme.
- Les jeunes fumeurs des séances de langue anglaise ont été d'avis que les messages qui les faisaient réfléchir à l'incidence immédiate du tabagisme, soit en termes de l'argent qu'il en coûte ou des conséquences immédiates du tabagisme sur la santé ou du stigmate dont cela est porteur, étaient plus efficaces que les messages évoquant un avenir beaucoup plus lointain, soit une durée de vie plus courte.
- Le ton des messages est peut-être plus important que le thème. Les participants n'ont pas apprécié les messages qui « pointent du doigt », « font la morale », sont condescendants ou portent un jugement. Un grand nombre de participants ont jugé qu'une pointe d'humour peut être efficace et mémorable. Les messages plus courts semblent être plus efficaces que les formulations plus longues.

FORMAT :

- Initialement, les participants des séances de langue anglaise ont éprouvé une certaine difficulté à comprendre que le but des messages étudiés consistait à accompagner le message pro-tabac de la publicité proprement dite et ils éprouvaient parfois de la confusion devant le fait que les mises en garde étaient en conflit avec les publicités.
- La plupart des participants ont été satisfaits de la taille des caractères et de l'utilisation de lettres majuscules blanches sur un fond noir situé dans la partie supérieure de la page. Les participants des séances de langue française ont jugé qu'on remarquait davantage le format blanc-sur-noir des mises en garde s'il était juxtaposé à une publicité sur le tabac en noir et blanc plutôt qu'à une publicité en couleur.
- La plupart ont été d'avis que la taille des messages était appropriée par rapport à la taille de la publicité, mais un certain nombre jugeaient que les messages n'occupaient pas assez de place.

ATTRIBUTION :

- Pratiquement tous les participants ont été capables d'identifier Santé Canada en tant que commanditaire de la mise en garde et un grand nombre d'entre eux se sont rappelé le site Web www.gosmokefree.ca (www.vivezsansfume.ca).

OVERALL ASSESSMENTS AND PARTICIPANT SUGGESTIONS

GENERAL AUDIENCE AND EFFECTIVENESS

Initially, participants had some difficulty comprehending that the goal of the tested messages was to accompany the pro-tobacco message in the ad itself and were sometimes confused about the fact that the warnings seemed at odds with the ads. At times there appeared to be a sense of cognitive dissonance for some participants, who expressed problems with the concept of a health-related message in combination with a pro-tobacco message. The mock-up of a tobacco shop ad was particularly confusing since participants often thought it was an ad for a real estate company, a funeral parlour, or other business and did not associate it with tobacco until after scrutinizing it more closely.

Some of the ads had headings of wanting people to quit, but had a box in the corner telling you how good the cigarettes are. (Toronto, non-smoker, 18-24)

It's saying it's bad up here, but then it's saying it's good. (Toronto, smoker, 18-24)

As the study progressed, participants felt that the goal – placing warning messages on tobacco advertising **to inform about the effects of tobacco**– was appropriate and would likely have a positive effect.

No individual one makes me want to quit, but seeing all of them over and over again would probably have an affect. (Toronto, smoker, 18-24)

I'm glad it will be there, it's being responsible. Having the government, Health Canada, there, makes me feel like someone cares. (Vancouver, non-smoker, 18-24)

As can be seen from the individual analysis of responses to each of the messages, not all were seen to be equally effective, although most participants could think of at least one target audience that would likely respond to almost all of the messages. In general, participants perceived various messages as being "geared toward" very different groups: some toward long-term smokers, some toward young smokers, some toward non-smokers or beginning smokers, some toward women or youth in general, some toward people with lower incomes, some toward people who were thinking of or trying to quit, and so on.

A number of messages, notably those that made reference to quitting smoking, made little or no impact on non-smokers since they do not smoke in the first place.

Very few actually affect me as a non-smoker – I'm not considering smoking in the next while. They don't reinforce me, I don't look at them and say, 'right, wow, I really shouldn't smoke.' I don't think it makes much of a difference either way, although some of them might work as a deterrent for non-smokers. (Toronto, non-smoker, 18-24)

Some participants felt that the effectiveness of this initiative might be limited by "warning burnout." They felt that warning messages in general are becoming so common that most smokers simply "tune them out" completely. A few participants said that they would probably ignore these messages if they saw them "because the format tells me it's a warning and I don't want to read it." Others noted that many smokers "got used to messages on cigarette packs, they'll probably get used to these, too."

IMPACT: MESSAGE VS. IMAGE

Participants offered mixed responses on the question of whether, when looking at the test stimuli, their attention was first drawn to the Heath Canada warning message or to the ad itself. Some participants indicated that, being strongly visually oriented, they did look first at the images in the ad, while others said that they were more text-oriented, and looked at the warning message and/or the ad text first. Some felt that their attention was drawn by both.

Some felt that which component they looked at first was influenced by the design of the ad. Some said that the contrast in colour between the black and white messages and the highly-coloured ad (Montebello cigarette ad) does draw them first to the text, while others, referring to the same stimuli, said that the colours drew them first to the picture, and then they saw the text. A larger group felt that they looked at the text first when presented with the "drab" ad for a tobacconist's shop, although a few said that they spent more time looking at the image and the ad copy on this ad, trying to determine what kind of establishment it was.

In general, many felt that answers to this question would always vary, depending on the perceptual preferences of the reader and the design of the ad, but thought that, overall, a strongly visual ad would draw more people to that first, while a less striking graphic might mean that more people will

look at the message first. In the end, however, most agreed that regardless of which component they saw first, they did generally look at both.

Even if your eyes go straight to the ad, you're still not going to miss the warning.
(Vancouver, smoker, 25+)

This discussion also led some participants to suggest that, rather than strictly text-based messages, Health Canada should consider incorporating graphic elements into the warning messages – especially “disgusting” images. Some felt that the visually powerful warnings currently in use on cigarette packages should be used on tobacco advertising.

THEME

In looking at the messages that received positive assessments, both financially-themed and health-themed messages were among them. For a number of participants, the main issue in attracting their attention appeared not to be the theme, but rather the tone of the message. However, other participants did comment on which of the two general themes they felt were more powerful or effective.

Some participants felt that health-focused arguments were stronger or “deeper” than financial-based ones. For some, financial concerns were seen as situational and subject to change, unlike health concerns, which would be of concern as long as an individual continued to smoke no matter what other changes might take place.

If you were to quit or cut down for financial reasons, I think that's the wrong reason in the first place. If you ever make more money, you can go back into it if you're getting out of it for the wrong reason... the health aspect is more important. (Vancouver, smoker, 18-24)

Others questioned whether financial cost is a strong deterrent factor: “people who are serious smokers – would they really care about the cost?” In a number of sessions, participants referred to the economic concept of inelasticity of demand to describe cigarettes and other tobacco products. They suggested that because tobacco is addictive, many smokers would continue to pay regardless of price; financial messages might remind smokers of the amount of money they pay to maintain their habit, but would not necessarily be effective in changing their behaviour. Some felt that this would be particularly true for more affluent smokers.

Financial-themed messages sometimes led to discussions of how expensive cigarettes are in Canada as opposed to other countries, and how much of the cost of cigarettes is actually federal taxes. In some cases, particularly among smokers, these message made them think about the economics of smoking, but it also made them think about how much of the cost of cigarettes is actually taxes which leads to anger, or thinking about how to find cheaper ways to smoke.

It's insulting, it's all that tax money that burns a hole in your pocket. (Toronto, smoker, 25+)

It makes me pissed off at the taxes they put on it. (Vancouver, smoker, 18-24)

It doesn't make me want to quit, it just makes me think of ways to get smokes cheaper.
(Vancouver, smoker, 18-24)

Despite various arguments against the effectiveness of financial-themed messages, it was clear that the warnings that made reference to the monetary cost of smoking had a definite impact on a certain sub-set of participants. In discussing various financially-oriented messages, it was clear that for some participants, the financial issues had a greater sense of immediacy or were more real to them than were issues of health.

It caught my attention – the money aspect – it's money, money, money. (Toronto, smoker, 25+)

I think a little more about money when I think of quitting than I do about my health.
(Vancouver, smoker, 18-24)

The financial thing – it hurts! (Vancouver, smoker, 18-24)

Money is something immediate, it's vivid. (Vancouver, non-smoker, 18-25)

Some smokers, particularly those who described themselves as having to budget closely, talked about having to make choices between cigarettes and other purchases.

Sometimes I do have to decide, do I buy a pack or cigarettes or do I buy milk? (Vancouver, smoker, 25+)

I'm looking at the premium brands and the discount brands and thinking 'do I have enough money for tonight? – do I take a cab or take the bus and buy a pack of smokes?' And I think about whether I should buy the smokes or not. If I saw that [F5] there, it would be 'yeah, why am I buying cigarettes?' (Toronto, smoker, 18-24)

Light smokers and those who only smoked the odd cigarette found this to be far less relevant since they did not buy enough cigarettes for cost to be an issue. As well, a number of smokers, particularly in Vancouver, were quite affluent and said that money was not that much of an issue for them. Finally, for non-smokers, the monetary issue was seen as a relatively weak argument for not starting to smoke.

As with the financial-themed messages, participants held mixed opinions on the effectiveness of health-themed warnings. Some argued that health is not a good argument for convincing smokers to quit – although it may be effective in deterring non-smokers.

If health were an issue, they probably would not have started in the first place, if they cared about it, and once they're addicted, they're probably going to care even less. (Toronto, non-smoker, 18-24)

Some thought that health messages should focus on the more serious consequences – cancer rather than wheezing: "say they'll kill you, not that they interfere with breathing."

'Shorten your lifespan' sounds a lot more threatening than 'it will make you look old.'
(Toronto, non-smoker, 18-24)

Others felt that references to cancer or to long-term consequences, including premature death, are "too far away" – these participants felt that health references to specific immediate health effects are more effective.

A few believed that, rather than focusing on cancer, which may be "scary" but is slow-acting and is increasingly treatable, health-oriented messages should focus more on heart attacks, which "kill faster than cancer does." It was also recommended that more emphasis be placed on other diseases of the cardiovascular system, as more immediate health risks, such as high blood pressure.

Another suggested approach to health-based warnings was to focus on what it is like to live with chronic disease, chronic pain, ongoing disability, time spent in hospitals; it was felt that reminding

people of the drastically decreased quality of life that is often associated with tobacco-related diseases would make more of an impact than references to shortening of life. An associated idea involved looking into the future to show "how you will live if you smoke vs. how you will live if you don't."

Younger smokers felt that messages that made them think of immediate impacts of smoking either in terms of costing money or in terms of having immediate health consequences or stigmas were more effective than messages that spoke of shortening life span many years in the future.

Health issues are delayed issues and as a non-smoker, I don't really see any of the health problems, but money is immediate and measurable and I can understand it. (Vancouver, non-smoker, 18-24)

STYLE AND TONE

As noted earlier, a number of participants felt that the theme of the messages was less important in terms of effectiveness than the style and tone of the message.

Human beings like it better if it's presented as something that they are allowed to think about rather than being told. On the other hand, ones like "this ad is for cancer," it's still not telling you what you should do, it's just giving you a fact. (Vancouver, smoker, 25+)

One issue of tone that was raised in most sessions dealt with the use of humour, wit, rhyme and wordplay in a number of the messages tested. Opinions were mixed as to what was more effective, a lighter tone, or a serious and straightforward tone. For some, the key was to select carefully which themes would be treated lightly or with wit, and which should be handled plainly and seriously. Several participants noted that with health-based messages, "you have to be very careful – almost everyone has someone who's been sick or died from cancer."

In general, many smokers, particularly older smokers, found the humorous or witty messages to be more memorable; using humour was definitely seen by many as being more effective than "telling people what to do" or "pushing or scaring people."

If you want to get me to quit, you'll be more successful if you give it to me as a joke
(Toronto, smoker, 25+)

If it's serious, I'll ignore it – it feels like someone's cramming the message down your throat.
(Toronto, smoker, 25+)

If you inject some humour into the ad, it relieves the feeling of being attacked. (Toronto, smoker, 25+)

If you had a cartoon character stomping on a cigarette, a fun type of thing, humour carries a lot of weight. (Toronto, smoker, 25+)

However, others found the use of humour and wordplay inappropriate at best, and insulting at worst.

Don't use all these catchy phrases, cute meanings, just come out and say 'it's going to kill you.' (Toronto, smoker, 18-24)

Certainly, in addition to showing appreciation (and demonstrating strong spontaneous recall) for messages that did make use of humour or wordplay, participants across the board also reacted favourably to messages that stated facts about the health risks of tobacco use in a tone that was not at all "finger-waving", condescending, or "preachy". Warnings such as H1 were often well received because they were seen as a blunt reminder of how tobacco use can have an impact on health in the short term as well as the long term.

A number of participants said that they wanted warning messages such as these to be more neutral, or informative in tone, rather than judgmental: "talk about the product, not the smoker."

They should just use facts: so many people die per year, smoking causes this, this and this.
(Toronto, smoker, 18-24)

On the other hand, the challenge in creating purely informational messages is how to present unadorned, non-judgemental messages that are neutral in tone, and convey information or reminders that will not at the same time risk "warning burnout" or be perceived as "insultingly obvious."

They're all very basic, say things that everyone knows – you feel smarter than the ad so you ignore it. (Toronto, smoker, 18-24)

Repetitive, I've seen most of these before. (Toronto, smoker, 18-24)

A significant minority of participants appreciated the messages that made them think and seemed to be posing a question (i.e., F6 and Q1) that they might then ask themselves. This was thought more effective than messages that were seen to be more "hectoring" or "nagging."

When they tell me something, it's usually something I already know. When they ask me, it's something I can sit and think about. (Vancouver, smoker, 25+)

I like the ones that make you think, not the ones that tell you the obvious – they make you analyse your thought process. (Vancouver, smoker, 18-24)

It asks a question, so it's something you turn over in your head, rather than something someone is just telling you. (Vancouver, smoker, 25+)

It lets you think about it, rather than just telling you. (Vancouver, smoker, 25+)

CHOICE OF LANGUAGE

Participants in general agreed that short, simple and concise messages were more effective than longer ones that attempted to deliver a more complex message. In all groups, participants spoke positively of messages that they considered to be succinct, straightforward and direct, saying that effective messages need to be "short and sweet, to the point"

A number of participants commented positively on the use of "powerful words" in the messages, such as "accelerate," "toxic" and "trap."

Opinion was divided on the efficacy of having the word "Warning" highlighted in the message. Some said that there were so many warnings about so many things that they ceased to pay attention, or that in the context of a warning message, the use of the actual word was "redundant." Others felt that the use of words such as "warning" overstated the message, or were "too pushy." In French, the "warning" messages were least successful, with criticism of the phrase "avis aux usagers".

On the other hand, some participants in the English groups felt that the use of the word "warning" did attract their attention and enhanced the effectiveness of the message. In fact, a few found the impact so strong that they suggested that the words "warning" or "caution" should be used in all of the messages.

An overwhelming number of participants in the French sessions liked the use of "tu" in a message, as this made it more direct and almost personalized. The use of older sayings, or messages that have been used in the past, did not get their attention.

FORMAT AND DESIGN ISSUES

Most participants were satisfied with the font size and the use of capitalized white letters on a black background. Many noted that the high contrast and relative novelty of white on black text made the messages "stand out" more. Some noted that the black and white combination feels more "serious," even "funereal."

Several participants noted that the plain font, the size and the contrast made the messages easy to read: "it stands out because it's so simple." Others, however, felt that the font was "dull." One participant suggested that the messages use a specially designed font in which the letters were formed out of bones.

I can read it without glasses, which is great. (Toronto, smoker, 25+)

Font: keep it neutral and sharp. (Vancouver, smoker, 18-24)

Young people might be more interested in fancy, modern "techie" fonts. (Vancouver, smoker, 25+)

Some felt that the visual presentation of the messages was not eye-catching enough, and suggested the use of colour or some other means to accentuate the message. Many suggested that red should be added to the current black and white colour scheme, as red is associated with warning, danger, alerts, and with "stop." One participant who identified himself as having a background in visual design said that "the eye isn't drawn to black, it slides away from it" and suggested changing to black on white text inside a prominent black border.

Most agreed that the positioning of the messages above the ad was effective, although a few suggested that the messages be "pasted across" the ads, like "police tape at a crime scene."

When there's writing at the top of something, you tend to think it's important. (Toronto, smoker, 18-24)

A big black box at the top of the page, you can't miss it. (Toronto, non-smoker, 18-24)

Opinion on the size of the messages in relation to the size of the ads was varied. Most felt that the relative proportions were appropriate, but a number indicated that the messages were not large enough and could take up more space at the top. A very few in the English groups – primarily those who expressed discontent with government policies on the reduction of tobacco use in general – said the messages should be smaller.

The cigarette ads were far too prominent.... What I mainly saw was a big pack of cigarettes. (Toronto, non-smoker, 18-24)

Should be larger – the most important thing should be the largest I think. (Toronto, smoker, 18-24)

A few felt that the overall layout, which included “white space” between the message and the ad, created too much “visual distance” between the message and the ad.

The space between the ad and the message might make you think it's not connected, but two different things. (Toronto, smoker, 18-24)

A number felt that the overall design concept – an ad with a warning message covering the top quarter – made them think of what a pack of cigarettes actually looks like with its health warning message.

CONTEXT AND PLACEMENT ISSUES

Participants in a number of groups noted that Health Canada needs to think about how the messages will look when placed with various kinds of tobacco ads, and suggested developing different formats, to suit different kinds of ads.

Once it became clear to the participants that the messages being tested were intended to be placed on a wide range of potential ads for tobacco products, the idea of context was raised in a variety of ways. Some noted that, at a purely visual level, the messages in their current format will "show up" better on some ads rather than others. Some recommended the use of coloured messages on drab or black and white ads, and stark black and white messages on highly coloured ads.

A number of participants noted that some of the messages are not clear and understandable in the absence of an appropriate context. Messages which do not actually contain words that directly refer to tobacco, cigarettes or smoking, such as F5, Q5, W1 and others, might lose some of their impact and force if the viewer cannot immediately identify the ad as a tobacco product ad.

This was a concern in the current research, as a number of participants did not identify the tobacconist's shop ad immediately, and lacking a clear context, did not make a clear connection between the product being promoted in the ad and the meaning of the warning message.

In order to ensure the necessary context, some participants suggested the inclusion of the words tobacco, cigarette, or smoking in all messages, so that the messages provide the full context in themselves, since Health Canada cannot ensure that the ads used by tobacco companies will be designed in such a way as to provide an appropriate context.

ATTRIBUTION

Virtually all participants in all groups, regardless of smoking status or age, were easily able to identify Health Canada as the sponsor of the warning messages. At least half in each session appeared to recall that there was a website URL on the messages as well; most who recalled a website address identified it as gosmokefree.ca or smokefree.ca.

Participant Suggestions

Suggestions for other message topics that participants would like to see tended to fall into four broad areas: informative messages, "scary" messages, messages based on issues of attractiveness, especially related to the odour of cigarettes, and messages dealing with the consequences of social stigma attached to smoking.

INFORMATIVE MESSAGES

Participants felt that the key to good informative messages is that they be neutral and concise statements of fact, without any sense of judgement, nagging or “pushing” the reader toward taking specific action. The idea was simply to give smokers or potential smokers “something to think about.” Also important to some was that the messages contain information that was new, rather than a repetition of information contained in “all the other messages we’ve ever seen.”

- Tobacco is more addictive than heroin or crack
- Tobacco causes heart attacks
- Thinking about quitting? – find out more at gosmokefree.ca
- Effect of smoking on families and children and unborn children
- Connection to sports activities and effect of smoking on this
- Action-oriented words like “tuer”, “Respect-toi”, “Aye le cave, arrête donc de fumer”.

“SCARY” MESSAGES

Some smokers commented that they themselves are only motivated to do something about smoking when they are scared, and felt that stark, threatening messages would be effective for at least some smokers – but again, they stressed that the messages simply “tell it like it is” and leave it to the reader to draw the conclusion that it might be advisable to reduce or quit smoking.

- Tobacco kills
- Death
- Smoking will kill you
- Reference to advertising featuring “that lady who passed away” as a strong reminder that cigarette smoke kills
- Suggestion to use statistics, making reference to a current warning message seen on cigarette packages stating that smoking kills “more people than a small town.”
- Fear of death of a loved one
- Using “drunk driving” messages as a model

ODOUR AND ATTRACTIVENESS

Some participants suggested presenting messages that made reference to the offensive smell of cigarette smoke and how it makes users “smelly” and unattractive to others. A few also suggested

messages that make specific points about what smoking does to damage skin, breath, teeth and hair; these participants felt that these kinds of messages would be more effective with younger people than general references to aging. The general consensus was that "anything that makes a person feel ugly or stinky" would be effective.

- Tobacco makes you stink
- Cigarettes stink
- A scratch and sniff strip that smells like an ashtray.
- Smokers smell like ashtrays
- Would you kiss an ashtray?

SOCIAL STIGMA AND INCONVENIENCE

A small number of participants also recommended messages that make reference to the growing social stigma around smoking. These participants felt that social approbation is a stronger motivator than finances or health for some; in fact, some smokers who suggested this approach mentioned having feelings of shame at being a smoker.

Three general aspects were mentioned:

- "Lifestyle" issues – getting dirty looks, being socially shunned, being looked down upon for being a smoker
- Hassle – having to rush outside on your break to smoke, having greater difficulty finding places to smoke, having to leave conversations to go outside and smoke
- Fighting the image of "coolness" – "smoking is stupid" rather than "smoking is glamorous"

ENGLISH MESSAGES

The following 20 English messages were tested in focus groups conducted in Toronto and in Vancouver. In each group, 10 messages were presented to the participants, either those in Group A or those in Group B. The groupings were determined by Health Canada with the goal of including messages with different themes in each group.

#	Cigarettes Group A	#	Cigarettes Group B
Q1	Will this be your last pack? Choose while you still have the choice.	Q2	Life is too short as is. Why smoke?
F1	Buy now. Pay later (with your health)	F2	Cigarettes... Getting drop dead expensive
F3	Smoking can burn a hole in your pocket.	F4	Smoking turns your cash into ash
F5	Got money to burn?	Q3	Don't think of them as cravings, think of them as traps
H1	Inhale. Exhale. Cough. Wheeze.	H2	Don't let your health go up in smoke
W1	<u>Warning:</u> Interferes with breathing	W2	<u>Warning:</u> Accelerates Aging
#	General Group A	#	General Group B
Q4	Quit for the health of it	Q5	Get addicted to life. Quit today!
Q6	Tobacco... You can live without it	Q7	There's an alternative to quitting, but you probably won't like it.
W3	<u>Warning:</u> This ad is for cancer	W4	<u>Warning:</u> This ad is for a toxic product
F6	Is tobacco use worth the cost?	W5	<u>Warning:</u> Tobacco use will shorten your lifespan

Spontaneous Recall of Messages: Written Exercise

In each group, before any discussion of warning messages occurred, participants were shown 10 graphics. Each graphic was on a story board and contained a test message at the top of the board and a mock-up of a tobacco ad. Two tobacco ads were used – one for a cigarette brand, the other for a tobacconist. The graphics were then removed and participants were asked to write down what they remembered in the first written exercise. (Please see appendix for the Discussion Agenda)

All participants in all groups made at least some mention of the warning messages at the top of the ads shown to them. Almost all participants, regardless of age, smoking status or location, recorded

specific recall of either actual phrases or the general meaning of at least one message, and often more than one. There was no indication that age or smoking status played any role in the degree or depth of recall; in all groups, this ranged from very general re-statements of the perceived meaning of the message to exact, word-for-word recall. Examples of the mentions include:

- Smoking can burn a hole in your pocket
- Cough, choke, wheeze.
- Cash turns into ash.
- Pay later with your health.
- Smoking burns a hole in your pocket.
- Smoking causes cancer.

Additionally, a smaller number, more so in Toronto than in Vancouver, made general comments about the presence and effect of warning messages at the top of the ads.

The black boxes above the photos very familiar, the words in those black boxes not affecting me at all – too familiar. (Toronto, smoker, 18-24)

All the messages are directed towards smokers. They outline the main reasons why one should quit smoking. (Toronto, smoker, 18-24)

Each had a picture with a message above it. The messages seemed very recycled except for one, “getting drop dead expensive.” (Toronto, non-smoker, 18-24)

Warnings about the monetary cost of being a smoker and about the effect of tobacco on smokers’ health, and quitting. (Vancouver, smoker, 18-24)

Black and white warnings good contrast with cigarette ads themselves. (Vancouver, smoker, 25+)

A few, particularly in Vancouver, mentioned Health Canada sponsorship or the gosmokefree.ca website as part of their spontaneous recollection of the messages and ads.

Ads from SmokeFreeCanada.ca – Health Canada. Warnings of the Hazards of Smoking – Health & Financial. (Vancouver, smoker, 25+)

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

Health Canada warnings reminding smokers of the health risks of smoking. (Vancouver, non-smoker, 18-25)

Some participants also offered their opinions of the policy of requiring warning messages on cigarette packages and other elements of Health Canada's tobacco control programs as part of their spontaneous response to the stimuli.

Health Canada is trying to reduce the amount of people smoking, but at the same time still permit the sale of these products. (Toronto, smoker, 25+)

The tobacco companies are very restricted by the government. Send very negative messages and scare tactics to the public. (Toronto, smoker, 25+)

In most groups, about half of the participants – again, regardless of age, smoking status or location – also recorded specific recall of some aspect of the test ads; a number of participants, in describing the “Montebello” ad, referred to the warning message on the cigarette package in the ad, and specifically to the visual impact of the image.

Visuals – rotting teeth, tobacco store with opulent glamorous fonts beside (Toronto, smoker, 25+)

The ads with the cigarette pack and the teeth were the most eye catching. (Toronto, smoker, 18-24)

The yellow smokey package. The elegance in the pictures with regards to high class society. The teeth in the mouth as a warning on the cigarette pack. The two cigarettes (one on top of each other) asking myself why the advertisers decided to do that. (Toronto, non-smoker, 18-24)

Ads for a fictitious brand/company. Some with cigarette packs, others with “feel good” retail area. Cigarette packs had “teeth” warning. Ugly yellow cigarette packs. (Vancouver, smoker, 25+)

Although all 20 of the warnings were spontaneously recalled by at least some of the participants, it was clear that certain messages attained a very high level of recall while others were much less likely to be recalled in this context.

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

Overall, the messages that received the most specific recalls were W3 (Warning: This ad is for cancer), F4 (Smoking turns your cash into ash), H1 (Inhale. Exhale. Cough. Wheeze.), F3 (Smoking can burn a hole in your pocket) and F1 (Buy now. Pay later with your health.). The messages recalled most often by smokers were W3, F4, H1 and F3 (Smoking can burn a hole in your pocket.); non-smokers reported greatest recall of W3, H1, F4 and W2 (Warning: Accelerates Aging.).

It is notable that the messages that were most likely to be recalled covered a variety of themes dealing with health risks as well as financial considerations. For the most part, the factors that led to messages being recalled had less to do with the subject matter and were more likely to be eye-catching, shock value, humour, "catchiness" or novelty.

Assessments of Warning Messages: Written Exercise

Following the initial spontaneous recall exercise, participants were given a folder containing 10 of the messages (either messages in Group A or in Group B that they had previously viewed) and asked to complete a series of questions about each message, and then to identify which messages the participant would consider as his or her "top three." The order in which the messages were presented was rotated so as to minimize effects due to positioning. Following the written exercise, each of the 10 messages shown was discussed individually.

Written assessments were based on a five-category scale (two thumbs down to two thumbs up). In analyzing this data, scores of 1 to 5 were assigned to the "thumbs", with 1 assigned to two thumbs down progressing to 5 assigned to two thumbs up. Categories based on this are: 1.00 to 1.99 = L (Low), 2.00 to 2.99 = ML (Medium Low), 3.00 to 3.99 = MH (Medium High), 4.00 to 4.99 = H (High).

CLARITY AND EASE OF UNDERSTANDING

Most of the messages were rated quite highly overall by participants, in terms of being clear and easy to understand; 15 out of 20 messages were rated High. The messages that received the highest overall ratings on this dimension were:

F4	Smoking turns your cash into ash	H
F2	Cigarettes... Getting drop dead expensive	H
W5	Warning: tobacco will shorten your lifespan	H
H2	Don't let your health go up in smoke	H
Q2	Life is too short as is. Why smoke?	H

QUALITATIVE EXPLORATION OF MESSAGES ON
TOBACCO PRODUCT ADVERTISEMENTS

The messages that received the lowest overall ratings in terms of clarity and ease of understanding were:

Q7	There's an alternative to quitting, but you probably won't like it	MH
F2	Is tobacco use worth the cost?	MH
Q5	Get addicted to life. Quit today.	MH
Q4	Quit for the health of it.	MH
Q1	Will this be your last pack? Choose while you still have the choice.	MH

BELIEVABILITY

Overall, the messages were not rated as highly on believability as on clarity, but almost half (8 out of 20 messages) did receive High ratings. The messages that received the highest overall assessments on this dimension were:

F4	Smoking turns your cash into ash	H
F2	Cigarettes... getting drop dead expensive	H
W5	Warning: tobacco use will shorten your lifespan	H
F1	Buy now. Pay later (with your health).	H
W4	Warning: this ad is for a toxic product.	H

The messages that received the lowest overall ratings in terms of believability were:

Q5	Get addicted to life. Quit today	MH
Q7	There's an alternative to quitting, but you probably won't like it	MH
F6	Is tobacco use worth the cost?	MH
Q1	Will this be your last pack? Choose while you still have the chance.	MH
Q4	Quit for the health of it.	MH

MOTIVATIONAL IMPACT

Smokers rated the messages in terms of their impact in motivating them to quit or reduce their tobacco use; non-smokers rated the messages in terms of their impact in deterring them from starting smoking. None of the messages received High ratings for their motivational impact. The messages that received the highest overall ratings on this dimension were:

W5	Warning: Tobacco use will shorten your lifespan	MH
F2	Cigarettes... Getting drop dead expensive	MH
H2	Don't let your health go up in smoke.	MH
W3	Warning: This ad is for cancer	MH
F4	Smoking turns your cash into ash	MH

The messages that received the lowest overall ratings for motivational impact were:

Q4	Quit for the health of it	ML
Q6	Tobacco... you can live without it	ML
Q5	Get addicted to life. Quit today	ML
F6	Is tobacco use worth the cost?	ML
Q7	There's an alternative to quitting, but you probably won't like it.	ML

MEMORABILITY

Participants rated the messages in terms of whether they would remember it¹. None of the messages received overall ratings of High. The messages that were given the highest overall ratings on this dimension were:

F4	Smoking turns your cash into ash	MH
W3	Warning: this ad is for cancer	MH
F2	Cigarettes... getting drop dead expensive	MH
W2	Warning: accelerates aging	MH
F1	Buy now. Pay later (with your health)	MH

It is interesting to note that there is some correlation between the messages rated as most memorable, and the messages that received the highest number of specific mentions in the spontaneous recall exercise. Three of the most highly rated messages (F4, F1 and W3) were among the five most frequently recalled messages, and the remaining two (F2 and W2) were among the top 10.

The messages that received the lowest overall ratings in terms of memorability were:

F6	Is tobacco use worth the cost	ML
Q6	Tobacco... you can live without it	ML
Q7	There's an alternative to quitting, but you probably won't like it	ML
Q4	Quit for the health of it	ML
Q5	Get addicted to life. Quit today.	ML

Again, looking at the spontaneous recall exercise, three of the messages with the lowest overall memorability ratings were among the five least frequently recalled messages (F6, Q6 and Q4) and the remaining two messages were among the bottom 10.

¹ This exercise was a separate task to the top-of-mind recall component, which was conducted at the start of every group. This exercise refers to the self-reported individual response to 'you would remember this message'. The moderator's guide, outlining all elements of the focus group work, is found at the end of this report.

OVERALL RANKING

At the end of the individual assessment exercise, participants were also asked to indicate which messages were their top three overall. The messages that were most frequently identified as being one of a participant's "top three" messages were:

		Number of Top 3 mentions
F1	Buy now. Pay later (with your health)	32
W3	Warning: this ad is for cancer	28
H1	Inhale. Exhale. Cough. Wheeze.	25
F4	Smoking turns your cash into ash	25
F2	Cigarettes... getting drop dead expensive	21

Again, it is interesting to note that four of the top ranked messages (F1, W3, H1, and F4) were among the five messages that were most frequently recalled during the spontaneous recall written exercise, and the fifth was among the top 10. Only one message (H1) was not mentioned as one of the highest top five picks in the previous ratings of believability, understandability, motivational impact and memorability.

The messages that were least frequently identified as being one of a participant's "top three" messages were:

		Number of Top 3 mentions
Q5	Get addicted to life. Quit today.	7
F6	Is tobacco use worth the cost?	8
Q6	Tobacco... you can live without it	8
Q4	Quit for the health of it	11
Q3	Don't think of them as cravings, think of them as traps	11

Responses to Specific Warning Messages

The following sections summarize the responses to the written exercises for each message, and the subsequent discussions of each message. The charts provided for each message show the average rating in each group for that message on the four dimensions of clarity and ease of understanding, believability, motivational impact and memorability, as well as the overall average on each dimension across all groups. The charts also show the number of "top three" mentions in each group for each message, and the total of "top three" mentions in all the groups. Where recall is mentioned, we refer to the results of the first written exercise on spontaneous recall.

Q1: WILL THIS BE YOUR LAST PACK? CHOOSE WHILE YOU STILL HAVE THE CHOICE.

Message: Q1	Will this be your last pack? Choose while you still have the choice.						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	MH	H	H	H	MH	MH
Believable	MH	MH	MH	MH	MH	MH	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	ML	ML	MH	MH	ML	ML	ML
You would remember this message	MH	MH	MH	MH	ML	ML	MH
Number of top 3 mentions	4	1	5	4	1	3	18

This message ranked fairly high on recall but opinions about it were rather mixed. Some participants felt it was believable and relevant, some felt it was believable but too common and familiar to have much of an impact, while others thought it was melodramatic and not particularly believable.

For a number of participants, the most effective aspect of this message was that it acknowledged that smokers had a choice – it gave agency to the smoker, rather than simply telling smokers to quit. This response was particularly strong among smokers and former smokers, but was also mentioned by some participants who had never smoked.

It gives the message that you have a choice – do it now. (Toronto, smoker, 18-24)

Choice is an important idea – it's a challenge – can you quit? (Toronto, non-smoker, 18-24)

It's up to you to decide if you want to die from cigarettes. (Vancouver, smoker, 18-24)

Some found it vague or too "wordy," and thought it might be difficult to understand. Indeed, the message did seem to be interpreted in several different ways – some felt it referred to quitting before one became addicted, others felt it was urging people to choose to quit before reaching a point where quitting wouldn't make a difference because they would soon be dead. A few thought that the reference to quitting "while you still have a choice" referred to possible future government actions that might make smoking completely illegal.

Quit before it really is your last pack and you die. (Toronto, smoker, 18-24)

Quit before you're too addicted to quit. (Toronto, smoker, 18-24)

Quit now, before you get diagnosed with something and you have to quit. (Vancouver, smoker, 25+)

A few felt that it was not a strong enough message, as it was asking smokers to think about quitting after they have finished their current pack, instead of right away.

Why should you buy this pack – why wasn't the last pack you bought your last? It should say you have the choice not to buy this pack at all. (Toronto, non-smoker, 18-24)

Some felt that it was not necessary to ask the question concerning the last pack – that talking about choice was sufficient. Others felt that asking the question made them think about their choices in buying cigarettes.

Participants had varied ideas about the kind of person that this message might be aimed at. Most agreed that it did not apply to non-smokers, although a few felt that it was a warning to non-smokers considering smoking, or to beginning smokers, that once they became addicted, there would be no more choice in the matter. At the same time, some heavy smokers said it was not directed to them – they are too addicted to quit cold turkey, they would have to cut down first before attempting to quit, so they are not going to be thinking about whether this pack is their last pack. Many agreed that it might be most effective for smokers already thinking about quitting, as the reminder that it is their choice to smoke or not could be supportive and empowering without

seeming to be telling them what to do, and that it could be effective in encouraging procrastinators to finally make the decision to quit.

It tells me 'you can't keep going on like this, you really have to think about quitting.'
(Vancouver, smoker, 25+)

F1: BUY NOW. PAY LATER (WITH YOUR HEALTH).

Message: F1	Buy now. Pay later (with your health).						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	MH	H	H	H	H	H
Believable	H	MH	H	H	H	H	H
Smokers: quit/reduce smoking	ML	MH	MH	MH	MH	MH	MH
Non-smokers: deterrence							
You would remember this message	MH	MH	H	MH	MH	MH	MH
Number of top 3 mentions	7	6	8	4	4	3	32

This message ranked fairly highly on recall and was very highly regarded overall as one of the best messages in the study.

Most participants found this message straightforward, to-the-point, and simple, even blunt. To many, this also implied that it was a strong message. Most also felt that it was clear and easy to understand. Many also felt that it was believable, that health was indeed one of the costs of smoking. Some felt it would be most effective as a warning to new smokers or to smokers who do not smoke much.

The meaning of the message resonated strongly with many participants. Some said that it made them think about both the financial and the health costs of smoking.

A waste of money – paying twice with money and with health. (Toronto, smoker, 18-24)

Buying or doing things because of influence in the moment, and later you pay with your health – it applies to smokes, to food that you eat that's junk food. It's really effective. (Toronto, non-smoker, 18-24)

You pay with health, energy, everything. Money. (Vancouver, smoker, 18-24)

Eventually, it will catch up to you. (Vancouver, smoker, 25+)

A few felt that the message did not make sense because you do "have to pay now, and cigarettes are expensive." Some did not find the message particularly effective, particularly for younger smokers, arguing that "young people don't worry about 'later.' While the message caused many to think about health effects, others said that "they'll probably have lots of things go wrong with them when they're older, so it doesn't matter." Still others felt that since "everyone knows" about the health effects of smoking, the message was not providing any new information and hence would not have an impact on smokers.

Buy now, pay later, sounds good to me. (Toronto, smoker, 18-24)

They're going to think, 'Later' is a long time from now, I'll worry about it then. (Toronto, non-smoker, 18-24)

I know it's not good for me and I know I'm going to pay later. (Vancouver, smoker, 18-24)

Several people noted that the message made them think of delayed payment ads for furniture, computers, and other items, or lay-away plans.

Some participants thought that, while the message was fairly short and strong, it could be made more effective if it were shorter still, and somehow "snappier." Some felt that placing the explanation about paying with one's health in parentheses seemed to make the message weaker.

Saying 'with your health' just states the obvious. The message stands alone on a cigarette pack or ad, just as 'buy now, pay later.' (Vancouver, smoker, 18-24)

Take out the brackets – anything in brackets, you're going to think you can skip. (Vancouver, non-smoker, 18-24)

Suggested re-wordings of the message included:

- Buy now, you'll pay later.
- Buy now. Pay with your health later.
- Buy now. You'll pay for it later.

F3: SMOKING CAN BURN A HOLE IN YOUR POCKET.

Message: F3	Smoking can burn a hole in your pocket.						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	H	H	H	MH	MH	H
Believable	H	MH	MH	H	MH	MH	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	MH	ML	L	ML	ML	MH	ML
You would remember this message	MH	MH	ML	MH	ML	MH	ML
Number of top 3 mentions	6	5	3	0	1	1	16

This message ranked highly on recall and toward the middle on the "top three" mentions.

Some participants enjoyed the sense of playing on words and the humour of this message, but a few felt that humour in a serious situation detracted from the message: "I don't think that humour works in this context." A few were concerned that non-native speakers of English might not recognize the basis of the message ("money burning a hole in your pocket") and that this might render the message less effective for them. A few also felt that the message was not effective for younger people: "it's something your parents say."

Some participants saw a reference to health as well as financial issues, while for others, it is simply a financial message. While it made some people think about the financial cost of smoking, it did not necessarily make them go on to consider quitting, or even cutting back on their smoking.

'Burn a hole' – in your pocket, but also in your lungs. (Toronto, smoker, 18-24)

It's ridiculous how much money I spend on cigarettes. (Toronto, smoker, 25+)

I know it's true, I spend \$4,000 a year on cigarettes. (Vancouver, smoker, 25+)

That's one of the things that makes me upset about smoking, how much money I spend. It doesn't make me want to quit, but it reminded me of how much money I spend on cigarettes and how I could spend it on something else. (Vancouver, smoker, 18-24)

Most felt that this message did not apply to non-smokers. Some felt that the ad would only be effective for smokers who either smoke heavily and therefore are paying very large amounts of money on their tobacco consumption, or who are less affluent and on tight budgets. Some also felt that younger people might be more susceptible to financial messages such as this one. Others suggested that the nature of an addictive product is that people will continue to buy it no matter what the financial cost.

This ad does nothing if you can afford to buy cigarettes. (Toronto, smoker, 18-24)

Some people will smoke no matter what it costs – they will find a way. (Toronto, smoker, 25+)

I know it is the truth, it is costly – and I am addicted. (Vancouver, smoker, 25+)

F5: GOT MONEY TO BURN?

Message: F5	Got money to burn?						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	MH	H	H	H	H	H
Believable	H	MH	H	H	H	MH	H
Smokers: quit/reduce smoking	MH	ML	ML	MH	MH	MH	MH
Non-smokers: deterrence							
You would remember this message	MH	MH	ML	MH	H	MH	MH
Number of top 3 mentions	4	2	0	3	5	3	17

This message ranked around the middle of the group in terms of recall and "top three" mentions.

Some participants thought that this message was simple, to-the-point, straightforward and easy to understand; a few were reminded of an anti-smoking ad they had seen in the past featuring someone smoking an actual rolled-up bill.

A few enjoyed what they felt was the funny, almost tongue-in-cheek tone of the message and the play on words.

I feel it's poking fun at people; it's more amusing to read. (Vancouver, smoker, 18-24)

Other participants appreciated that the message was phrased as a question rather than a statement. These participants felt that this made the message stronger, as it was raising questions for the reader to consider and answer in terms of his or her own life and choices.

It's asking you to ask yourself, it's not telling you anything. (Toronto, non-smoker, 18-24)

Some felt that it would not be widely effective, because only some people – smokers with “money issues” – are worried about money and smoking. Others felt that it was too general, in that almost everyone wants to have more money for luxuries, hobbies, or other things that go beyond the necessities of life, and so the message could apply to anything. Others felt that it needed to be connected directly to cigarettes in some way, as the wording did not clearly refer to smoking or tobacco use.

It depends on how much money you've got, on your disposable income. (Toronto, smoker, 25+)

If you have money to burn, you can waste money on a lot of things. Some people have hobbies, some people go out and party a lot, it's the same with a lot of things. (Vancouver, smoker, 18-24)

I've got money to burn for whatever, please, anything I desire, it could apply so generally to anything, not just cigarettes. (Toronto, non-smoker, 18-24)

Some pointed out that smoking is an addiction and that an addict will find money for their habit no matter what the price.

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

I don't have money to burn, but it's a habit, and I'll find the money to smoke. (Toronto, smoker, 25+)

If anyone really has an addiction and they're running out of money, they'll cut down wherever they have to, to pay for it. (Vancouver, non-smoker, 18-24)

No, but I will anyways. (Vancouver, smoker, 25+)

H1: INHALE. EXHALE. COUGH. WHEEZE.

Message: H1	Inhale. Exhale. Cough. Wheeze.						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	H	MH	H	MH	H	H
Believable	H	H	MH	H	H	H	H
Smokers: quit/reduce smoking	MH	MH	ML	MH	MH	H	MH
Non-smokers: deterrence							
You would remember this message	MH	H	ML	MH	MH	H	MH
Number of top 3 mentions	4	5	3	3	4	6	25

This message ranked very highly in terms of recall and as being one of the best messages.

Many found this an effective and highly visual message that "speaks for itself" – it evoked clear images in their minds of smokers with shortness of breath, but in a way "isn't an attack on anybody." Some thought there was "something comical about it," and that it was both catchy and cute, without losing its impact as a health warning message.

Several participants noted that it seemed to fall into two parts – first, the "Inhale. Exhale," which is something everyone does, and which can be associated with health, exercise, life, followed by the "Cough. Wheeze," which implies smoking, ill-health and physical limitations.

Some thought it makes a strong statement about health effects, and makes them think about the effects they themselves experience; for these participants, the message is simple, personal, believable,

and something every smoker (and many non-smokers who have either smoked in the past or who know smokers) can relate to. The message appeared to ring particularly true with sports-oriented participants. Others said it doesn't mean anything to them because they don't have smoker's cough, or because they don't smoke heavily enough for it to affect their breathing (although other smokers sometimes countered this by saying to the speaker "not yet, anyway").

Makes you remember all the times you feel like crap. (Toronto, smoker, 18-24)

You can't run as fast, you can't go for as long. (Vancouver, non-smoker, 18-24)

It's true, you go out at night, you're smoking, the next day, you're coughing. (Vancouver, smoker, 25+)

Most participants definitely associated the message with the health effects of smoking on the respiratory system – specific conditions or images associated with this included asthma, lung disease, shortness of breath, the "rasping" of someone with pulmonary edema, and "lung machines" or assisted breathing devices. Some connected the message with the effects of second-hand smoke as well. Some felt that it is not necessarily directly connected to cigarettes and smoking, but rather could refer to colds, non-smoking related illnesses, poison or pollution.

Makes me think of a smog warning. (Toronto, smoker, 25+)

A few, primarily women, raised the issue of attractiveness or sexiness in relation to this message – they felt that the message made the point that smoking makes one less attractive, less sexy, because one is less fit, out of breath, coughing.

It's not a very attractive image – you know darn well that people know it's a smoker's cough. (Vancouver, smoker, 25+)

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

W1: WARNING: INTERFERES WITH BREATHING

Message: W1	Warning: Interferes with breathing						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	H	H	H	MH	MH	H
Believable	MH	MH	H	H	MH	H	MH
Smokers: quit/reduce smoking	MH	MH	ML	ML	ML	MH	ML
Non-smokers: deterrence							
You would remember this message	ML	MH	MH	MH	ML	ML	MH
Number of top 3 mentions	7	2	2	2	1	1	15

Participants had a mixed response to this message; it ranked near the middle both in terms of recall and in the number of "top three" mentions.

Some felt that it was easy to understand, believable, blunt, to-the-point and strong. Others felt that it was not worded strongly enough, and made no sense on its own without a visual image such as a package of cigarettes to provide proper context. In particular, there were significant differences in terms of the effect of the word "warning" in the message.

Use of 'warning' gets your attention, but what follows is too weak, so it backfires. (Toronto, non-smoker, 18-24)

Saying 'warning' catches your attention, makes it seem official. (Toronto, smoker, 18-24)

It doesn't sound serious enough to warrant use of word 'warning.' (Vancouver, non-smoker, 18-24)

For some, the reference to the health effects of smoking on the respiratory system seemed clear and relevant to them personally; they could identify this as something they themselves experienced. Some made a clear connection between breathing and living. Some also connected the message to the effects of second-hand smoke on the people around them.

Breathing is life, it interferes with life. (Toronto, smoker, 18-24)

Smoking does interfere with my breathing. (Vancouver, smoker, 18-24)

Makes you think about having trouble breathing, and also about how the air isn't fresh when you're smoking. (Toronto, smoker, 18-24)

It's true. Climbing a flight of stairs, you're out of breath. (Vancouver, smoker, 25+)

It refers to people around us, it interferes with their breathing too. (Toronto, smoker, 18-24)

A few thought that the message was "redundant," in that it was telling people something that they already knew. Further, some made the point that knowing about the effects of smoking does not necessarily make them want to quit, or make it easier for them to quit.

Smoking interferes with breathing. Well, duh. (Toronto, smoker, 25+)

It's insulting – it doesn't take a genius to figure out that smoking interferes with breathing. (Vancouver, smoker, 18-24)

I know what is bad for me, and I still smoke. (Vancouver, smoker, 25+)

This would just bother me if I saw it because I know it already. (Vancouver, smoker, 25+)

A few felt that the message was not powerful because so many things other than cigarettes also interfere with breathing – singling cigarettes out in this fashion did not seem relevant to them.

Pollution interferes with breathing, car exhaust interferes with breathing, lots of things interfere with breathing. (Toronto, smoker, 25+)

Q4: QUIT FOR THE HEALTH OF IT

Message: Q4	Quit for the health of it.						
Group	Smokers				Non-smokers		Overall
	1	6	7	12	3	9	
Clear and easy to understand	MH	MH	H	H	H	MH	MH
Believable	MH	MH	H	MH	MH	MH	MH
Smokers: quit/reduce smoking	ML	ML	ML	ML	MH	ML	ML
Non-smokers: deterrence							
You would remember this message	ML	ML	ML	MH	MH	ML	ML
Number of top 3 mentions	4	0	1	3	3	0	11

This message ranked relatively poorly on spontaneous recall and, while opinions were varied, it was not well received overall.

Some felt that it was catchy and “grabbed their attention” while others found it plain and “kind of dorky.” Most noticed and commented on the play on words and identified the original phrase variously as “for the hell of it,” “for the fun of it,” or “for the heck of it.” While most appreciated the pun and found it amusing, or at least “cute,” others felt it was “trying to be funny, but it’s not,” and a few felt it was “a bit too cheerful” considering the context. Some worried that the pun might not mean anything to non-native speakers or that what they described as “non-standard grammar” might obscure the meaning. A few indicated that they found the message unclear: “for the health of what?”

Some thought the message was effective because it was positive: “it makes you think you can quit and feel healthy.” Others felt it sounded caring.

I like it because it’s more positive than negative; affirmations are more influential. (Toronto, smoker, 25+)

Sounds maternal, like something your parents or someone who cares about you would say. (Toronto, non-smoker, 18-24)

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

Others thought that the message was not a powerful one – they felt the message was too general to be effective, that a simple reference to health was not as strong as specific mentions of “scary” health effects.

There’s no substance in it. (Vancouver, smoker, 25+)

Some liked the tone of the message, saying that the word “quit” is short, blunt, and catches their attention, and that the use of an exclamation point makes the message seem “more than advice, it’s urgent, strong, direct.” Others, notably those in the 18 to 24 age group, disliked the tone, feeling that it sounded like someone was yelling at them and telling them what to do.

I don’t like the exclamation point – at first I felt it was yelling at me. (Vancouver, smoker, 18-24)

It’s telling you what to do – I might say ‘screw you, I’ll do what I want to.’ (Toronto, non-smoker, 18-24)

It’s one thing to give us information and reminders, but it’s another thing altogether to just tell us to quit. (Vancouver, smoker, 18-24)

I will quit for my own reasons, not ‘for the health of it.’ (Vancouver, smoker, 25+)

Q6: TOBACCO... YOU CAN LIVE WITHOUT IT

Message: Q6	Tobacco... You can live without it						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	MH	H	H	H	MH	H
Believable	MH	MH	MH	MH	MH	H	MH
Smokers: quit/reduce smoking	ML	ML	ML	ML	MH	ML	ML
Non-smokers: deterrence							
You would remember this message	ML	MH	ML	ML	MH	ML	ML
Number of top 3 mentions	1	3	2	0	2	0	8

This message was not well received, and spontaneous recall was low; most participants found this message relatively weak and not particularly memorable.

In general, they felt that it was stating the obvious, rather than giving them any new, interesting or useful information about smoking.

It doesn't say you'll have problems, just that you can live without it. (Toronto, smoker, 18-24)

'Can' makes it sound like an option. (Toronto, smoker, 18-24)

It says that you have a choice, but doesn't say anything else. (Vancouver, non-smoker, 18-24)

It doesn't really challenge anyone. (Toronto, non-smoker, 18-24)

Yeah, I know we can, but what are you trying to say? (Vancouver, smoker, 25+)

For some participants, particularly younger ones, the initial response to this message was one of "yeah, and so what?" Many commented that there are a lot of things they could live without if they wanted to, or had to, and that this message did not seem to be particularly inspiring or motivating for that reason.

There's lots of things you can live without. (Toronto, smoker, 18-24)

Yeah, I could live without it if I had someone force me to quit, but I enjoy it. (Vancouver, smoker, 18-24)

You can find a way to live without almost anything. (Vancouver, non-smoker, 18-24)

I know I can live without it, but I choose to live with it. (Vancouver, smoker, 25+)

Some, however, felt that it would be a supportive and reassuring message for those trying to quit, reminding them that they can quit, that they don't need cigarettes even though they may feel as though they do. Some participants said that they felt empowered by the reminder that they had a

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

choice as to whether they smoke or not, but a few felt that this aspect of the message minimized the real power that addiction holds over people who smoke.

It tells me, this is true, I can live without it. (Toronto, smoker, 25+)

It has the point of hope – I can live without it. (Toronto, non-smoker, 18-24)

Conveys a sense of choice, whether it's real or not – it's empowering in that way. (Toronto, non-smoker, 18-24)

It made me want to see if I could live without it. (Vancouver, smoker, 18-24)

A very few saw a deeper health warning in the message – that you can live without it, but you may die with it – but indicated that they felt this message, while powerful, was too subtle to be effective.

The hidden message – you can live without it, you can die with it – is strong but hard to see. You have to think about it too much. (Toronto, smoker, 18-24)

W3: WARNING: THIS AD IS FOR CANCER

Message: W3	Warning: This ad is for cancer						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	ML	H	H	H	H	H
Believable	H	ML	MH	H	H	H	MH
Smokers: quit/reduce smoking	MH	ML	ML	H	H	MH	MH
Non-smokers: deterrence							
You would remember this message	MH	MH	MH	H	H	H	MH
Number of top 3 mentions	7	3	3	4	5	6	28

This message was extremely well received by focus group participants and also enjoyed very high recall.

The use of the word cancer sent a powerful message to participants: "cancer catches your attention." Most agreed that there is a strong association, both in terms of medical fact and in terms of people's thinking, between cigarettes and cancer. Most participants agreed that this message is strong, believable, and a powerful health message that makes them think. It was seen as simply giving the reader the facts, rather than as moralizing or "preachy." The combination of the words "warning" and "cancer," the shortness of the message and its simplicity were all mentioned as elements leading to this perception. It was generally seen as being straight to the point: "it puts it in your face."

It's a scary one – the others are just too polite. (Vancouver, smoker, 25+)

You look at it as a package of cancer, a package of death. (Toronto, smoker, 18-24)

When you say 'this ad is for cancer,' you're getting across a very clear message that your chances of getting cancer are much higher if you continue to smoke. (Toronto, non-smoker, 18-24)

It relates to a specific disease we all know about. (Toronto, non-smoker, 18-24)

This is a shock to your system. (Vancouver, smoker, 25+)

Some smokers, however, resisted the association between tobacco products and cancer, saying that they already know this and ignore such warnings, or that cancer has many causes other than smoking.

I know that smoking could potentially give me cancer, and I ignore messages like this, (Toronto, smoker, 25+)

Anyone could get cancer whether they smoke or not. (Toronto, smoker, 25+)

Everything causes cancer these days. (Vancouver, smoker, 18-24)

A few cautioned that references to cancer can be very painful for those who are living with cancer or who may have family or friends who have died from cancer, and a few felt it was "a bit pushy".

Although most felt the message was clear and understandable, a few felt that it needed an appropriate graphic in order to be clearly understood. If the ad it is paired with is not obviously an

QUALITATIVE EXPLORATION OF RESPONSES ON
TOBACCO PRODUCT ADVERTISEMENTS

ad for tobacco products, then the message can be undercut or misunderstood. (It was not clear to many participants that one ad was a tobacco shop).

I see nothing that pertains to cigarettes or smoking. (Toronto, smoker, 25+)

Some recognized that the message undermines not only the advertising, but also the advertiser, that it is "attacking the tobacco company" by saying not just that the product causes cancer, but that the ad, as developed and presented by the tobacco company, is promoting carcinogenic products – in short, that the tobacco producers are "for" cancer. A few commented that it counteracts the "glamorous" image that cigarette manufacturers try to portray.

Don't be fooled by the pretty pictures, it's really selling cancer. (Vancouver, smoker, 25+)

F6: IS TOBACCO USE WORTH THE COST?

Message: F6	Is tobacco use worth the cost?						
	Smokers				Non-smokers		Overall
Group	1	6	7	12	3	9	
Clear and easy to understand	H	ML	H	MH	MH	MH	MH
Believable	H	ML	MH	MH	MH	MH	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	ML	ML	ML	ML	ML	MH	ML
You would remember this message	ML	ML	ML	ML	ML	ML	ML
Number of top 3 mentions	5	0	0	1	1	1	8

Most participants did not find this message particularly strong or memorable; spontaneous recall was low, and few considered it to be one of their "top three" choices.

A number commented favourably on the fact that it was formulated as a question: "It does make you think, make you wonder." These participants felt that questions prompt you to come up with answers, but don't tell you what to do. For some, however, the meaning seemed somewhat unclear or was too vague, and a few wondered whether people would stop to process the question and really think about their answer.

Some participants read the "cost" as a financial one, some as a health one, and many eventually decided that the meaning could refer to either or both. A very few also connected this message to the overall cost to Canadians through the health system.

What is the cost? Money or health? (Toronto, smoker, 18-24)

It could cost you your health, or cost you your money, you can read it both ways. (Toronto, non-smoker, 18-24)

A few criticized the message as asking a question that was essentially meaningless, in that the answer was self-evident: if you are smoking, it must be worth the cost to you.

Obviously, it is worth the cost because so many people smoke. (Toronto, smoker, 18-24)

It's worth the cost if you enjoy it enough. (Vancouver, smoker, 18-24)

If you enjoy something, you're willing to pay for it. (Toronto, smoker, 25+)

A few cautioned that asking the question might encourage people to read the associated ad carefully to see if the product advertised is worth it.

'Is it worth the cost?' – and then you read on to see if it is or not. (Vancouver, non-smoker, 18-24)

Some participants suggested changes to the wording of the message that they felt would make it stronger. Several found the term "tobacco use" unnecessarily formal, and potentially alienating.

Saying "tobacco use" is medical, scientific – maybe it should say "cigarettes," most people are thinking about buying cigarettes, not about paying for tobacco use. (Toronto, smoker, 25+)

One person suggested that it might be better to say: "Tobacco use: is it worth it?"; this participant felt that making the message more general might make people think of additional reasons for not smoking beyond health or financial ones, such as the odour, the social stigma and the inconvenience of having to find places where smoking is permitted.

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

Q2: LIFE IS TOO SHORT AS IS. WHY SMOKE?

Message: Q2	Life is too short as is. Why smoke?						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	MH	MH	MH	H	MH	MH	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	ML	MH	ML	H	MH	MH	MH
You would remember this message	MH	MH	MH	H	MH	MH	MH
Number of top 3 mentions	5	2	3	4	2	1	17

This message ranked near the middle on recall, and was moderately well received.

Some participants felt that it was catchy, clear, and powerful. A number of participants commented positively on the question format, saying that it made them think "why do I smoke?" without telling them what they should be doing.

Puts a question in your mind and makes you doubt yourself. (Vancouver, smoker, 18-24)

Many felt that the message conveyed a definite health warning, that smoking is deadly, and that they would live longer if they did not smoke. Some felt that it would be most effective among young non-smokers, warning them to avoid a bad habit, while others felt that it was very appropriate to all smokers, regardless of how much (or little) they smoked.

Some felt that the message was ambiguous, weak, or vague, or could provoke people to respond in a pro-smoking manner. They noted that the risk in asking "why smoke" in the context presented, that of the fleetingness of life, could just as easily generate the answer "why not smoke?" Some also noted that the question could be applied to virtually any activity.

If life's short, I'll smoke and enjoy it. (Toronto, smoker, 18-24)

Why smoke? – because I enjoy it. (Vancouver, smoker, 25+)

It didn't do anything for me, I know why I smoke. (Toronto, smoker, 25+)

There's so many things you could mention instead of smoking – anything that might be harmful, anything that wastes time, anything you do – 'life's short – why eat cheese?'
(Toronto, smoker, 25+)

It's like 'life is too short, why drive on the highway'? (Toronto, smoker, 18-24)

Some felt that the message was awkward, and that there was no clear and logical connection between the two phrases, suggesting instead: "life is too short, so why smoke?" Several felt that the appropriate phrase should be: "life is too short as it is."

F2: CIGARETTES... GETTING DROP DEAD EXPENSIVE

Message: F2	Cigarettes... Getting drop dead expensive						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	H	H	MH	H	H	H	H
Smokers: quit/reduce smoking Non-smokers: deterrence	MH	MH	ML	MH	H	H	MH
You would remember this message	H	MH	MH	MH	H	H	MH
Number of top 3 mentions	6	3	4	1	4	3	21

This message ranked near the middle in terms of spontaneous recall, and was quite well received by participants.

Many found this message to be believable, powerful, and to-the-point. The financial argument was very strong for most – they agreed that cigarettes are expensive – in fact, some said that there was no need to say cigarettes were "getting" expensive, because they already were far too expensive.

It appeals to short-term materialistic concerns – something people are actually thinking about while they're standing there. (Toronto, non-smoker, 18-25)

Smoking is too expensive – it makes you think about the cost. (Toronto, smoker, 25+)

Reaction was mixed to the use of the term “drop dead expensive.” Some did not make the leap to thinking about how expensive cigarettes are in terms of life and health. Others saw the connection, but thought it was “cheesy humour,” or felt that it did not really make sense.

I don’t like the way it plays on the “death” factor when it’s just a financial argument – it doesn’t fit together. (Toronto, smoker, 25+)

The price isn’t going to kill you, the cigarettes will. (Vancouver, smoker, 18-24)

However, some saw very clearly that the message could be seen in terms of health as well as financial costs, and thought that “in your face” aspect of this message was a part of what made it powerful to them.

You’re paying for your own death. (Toronto, non-smoker, 18-24)

You’re paying quite a lot of money to kill yourself. (Toronto, smoker, 18-24)

You’re paying all this money and you’re going to drop dead. (Vancouver, smoker, 25+)

It takes your money and your life. (Vancouver, smoker, 25+)

F4: SMOKING TURNS YOUR CASH INTO ASH

Message: F4	Smoking turns your cash into ash						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	H	H	H	H	H	H	H
Smokers: quit/reduce smoking	MH	MH	ML	MH	H	MH	MH
Non-smokers: deterrence							
You would remember this message	H	MH	MH	H	MH	H	MH
Number of top 3 mentions	4	5	3	5	5	3	25

This message was very highly regarded by participants, and ranked near the top in terms of spontaneous recall.

Many participants liked this message; they found it simple, catchy and true. Some even felt that it "sticks in your head even if you think it's cheesy." Some appreciated the rhyming nature of the message, and felt that this made it more likely to catch and hold one's attention. A few thought it was "too playful to take seriously" or too "cutesy" or "goofy."

Most agreed that it was highly realistic and believable: "your cash ends up in the ashtray." They felt that they could relate to the message. Many also found it to be highly visual – some participants felt they could see it happening.

I'll think about this ad every time I empty the ashtray. (Toronto, smoker, 25+)

It reminds me of a time when I was smoking a lot and all my money went to cigarettes. (Toronto, smoker, 18-24)

A few, however, did not relate to the financial message.

As addictions go, cigarettes are actually cheap compared to something like gambling or drugs. (Toronto, smoker, 25+)

While most saw this initially as strictly a financial message, several saw a "darker" message in the use of the word "ash."

Ash from your being dead as well as ash from your cigarettes. (Toronto, non-smoker, 18-24)

It's subliminal – ashes equals dead people, plus it takes all your money. (Vancouver, smoker, 25+)

Ash equals cremation. (Vancouver, smoker, 18-24)

Q3: DON'T THINK OF THEM AS CRAVINGS, THINK OF THEM AS TRAPS

Message: Q3	Don't think of them as cravings, think of them as traps						
Group	Smokers				Non-smokers		Overall
	2	5	8	11	4	10	
Clear and easy to understand	H	MH	MH	H	MH	H	H
Believable	MH	MH	MH	H	MH	H	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	ML	ML	L	H	MH	MH	ML
You would remember this message	MH	ML	ML	H	MH	MH	MH
Number of top 3 mentions	2	0	0	4	3	2	11

This message elicited very little spontaneous recall, and was not well-received by participants.

Many participants felt that this message was too long and “wordy,” and thought that it would take too much time to read and understand. They also felt that the meaning of this message was less clear than others, and had no emotional impact. Some found that it did not make sense to them – they asked: “what are ‘them’ – the cigarettes, smoking, the cravings?”

A few smokers disagreed with the message. However, some participants saw it as a powerful message about addiction, and some, both smokers and non-smokers who had smoked in the past, said that in their experience, cravings are indeed traps.

Equals addiction to slavery, which is a good thing. (Toronto, non-smoker, 18-24)

Cigarettes trap you into wasting money and take away your health. (Toronto, smoker, 18-25)

A number of participants felt that the message would be most meaningful for someone in the process of quitting or who has just quit, that it would help them fight the cravings.

Every time you have a craving, you'd think about it being a trap and hold off for a while.
(Vancouver, smoker, 18-24)

Good for someone in the middle of quitting because it encourages them not to give into their craving. (Toronto, smoker, 18-24)

H2: DON'T LET YOUR HEALTH GO UP IN SMOKE

Message: H2	Don't let your health go up in smoke						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	MH	MH	H	MH	H	H	MH
Smokers: quit/reduce smoking	MH	ML	MH	MH	H	H	MH
Non-smokers: deterrence							
You would remember this message	MH	ML	MH	MH	MH	H	MH
Number of top 3 mentions	3	3	4	3	3	4	20

Although this message ranked poorly in terms of recall, it was generally well-received by participants.

Most participants agreed that this message was clear, easy to understand, and believable, but there was disagreement as to its power and impact. Some felt that it was a strong message about an important topic – health. Some observed that the message was very visual and symbolic, with strong imagery.

Very visual – you can imagine the smoke going up, kind of makes you think about what the smoke does inside of you. (Toronto, smoker, 18-24)

You smoke, your health is going with it. (Vancouver, smoker, 25+)

I can see my health going up in smoke. (Vancouver, smoker, 18-24)

Others thought it was “kind of bland” and rather vague – they said that they would prefer messages that referred to specific health effects rather than health overall.

Many participants agreed that smoking does negatively affect smokers' health and that most smokers have felt the physical effects of this, such as bronchitis, shortness of breath. However, they also pointed out that knowing about the health effects, even seeing them in themselves and others, does not necessarily translate into the desire or the ability to quit smoking.

I've seen people die of lung cancer and I'm still smoking. (Toronto, smoker, 25+)

A few argued that there are ways of being healthy and still smoking, such as exercising and watching their diet.

W2: WARNING: ACCELERATES AGING

Message: W2	Warning: Accelerates Aging						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	MH	MH	H	H	H	H	H
Smokers: quit/reduce smoking	ML	ML	ML	MH	MH	H	MH
Non-smokers: deterrence							
You would remember this message	MH	ML	H	MH	ML	H	MH
Number of top 3 mentions	5	3	3	1	1	5	18

This message ranked toward the middle on both recall and on "top three" mentions.

This is the only message that makes a specific reference to the aesthetics of smoking (or lack thereof); most participants did speak of it more in terms of appearance or vanity than in terms of health, although one participant did note that it could be ambiguous: "are you going to die faster or look older?"

Some felt that this was a pointed and bold statement, others thought it had little impact on them, for a variety of reasons.

I just say 'so does getting up in the morning.' (Toronto, smoker, 25+)

It wouldn't deter me because I'm old already. (Vancouver, smoker, 25+)

It's true, we all know it, but it's not going to make me quit. (Vancouver, smoker, 18-24)

When I'm smoking, I'm just enjoying it, I'm not thinking about the long-term consequences. (Vancouver, smoker, 18-24)

While most participants did not find this message to be a particularly strong or meaningful one for them, some – mostly women who were relatively heavy smokers – did express about what smoking might do to their skin and appearance in general.

I'm still young so it's speaking to me, I can do something about it. (Toronto, smoker, 25+)

Certainly, many participants felt that the message was targeted toward women – some said that it “plays on stereotypes about women and aging.” Several participants did refer in particular to “wrinkly old women,” but others commented that older men who smoke also show signs of aging in their skin. Most agreed that the message probably would not be particularly relevant to younger people, because the thought of aging doesn't mean as much to the young.

More women relate to the idea of losing their appearance. (Toronto, smoker, 18-24)

I've seen people around, the ones who smoke look older than the ones who don't. (Vancouver, smoker, 18-24)

Some participants noted that some people do not necessarily see aging in a negative light. Some expressed concern about younger people who might be encouraged to take up smoking because it would make them look and seem older. Others – notably young non-smokers – simply felt that aging isn't necessarily a bad, scary thing to be used as a negative anti-smoking message.

People don't necessarily age in an ugly way. (Vancouver, non-smoker, 18-24)

I don't necessarily associate aging with something negative. (Vancouver, non-smoker, 18-24)

Some participants said that they liked the sense of force and speed behind “acceleration,” but others felt that a shorter word such as “causes” would be easier to understand.

QUALITATIVE EXPLORATION OF REACTIONS ON
TOBACCO PRODUCT ADVERTISEMENTS

Some noted that, since the message does not specifically mention smoking or tobacco, all of the context would have to be provided by the ad that the message appeared with, and that this might result in some difficulties in interpreting the message.

Q5: GET ADDICTED TO LIFE. QUIT TODAY!

Message: Q5	Get addicted to life. Quit today!						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	MH	H	H	MH	H	MH
Believable	MH	ML	MH	ML	ML	MH	MH
Smokers: quit/reduce smoking	ML	ML	ML	ML	ML	MH	ML
Non-smokers: deterrence							
You would remember this message	ML	ML	ML	MH	MH	MH	ML
Number of top 3 mentions	1	1	3	0	2	0	7

This message rated poorly in terms of “top three” mentions, and although it fared somewhat better in terms of recall, many participants in all groups had a negative reaction to the tone of this message. Some of the words and phrases they used to try to describe their response included:

- Sounds like a physical fitness program
- Disneyland, romper room
- Cheesy, corny
- Old fashioned
- For people who have way too much spirit
- Awkward, laughable
- Too “peppy” – almost a bit insulting.
- “Rah, rah” like you’re at camp or in a church group.
- Too cheerleader pom-pom

A few participants did comment that seeing a positive message was a change from all the negative messaging and advertising that they usually see. Some felt that the positive message made them think

about feeling better, or about all the things they could be doing rather than smoking – sports, hobbies, “healthy things.”

Get addicted to life, feel better. (Vancouver, smoker, 25+)

A few felt that the message was unclear, and could be interpreted as applying to any bad habit. They felt that context was lacking, and that any ad the message was paired with would have to be one that shows cigarettes or smoking clearly.

Many participants, primarily smokers, felt angered or insulted by the message – they interpreted it as saying that as smokers, they could not possibly have a good quality of life, or enjoy themselves. Others felt that they did not want to or need to quit in order to enjoy life, because smoking was part of enjoying life.

You could already be addicted to life, doing something good in life, how are they to know?
(Toronto, smoker, 18-24)

I don't see smoking and “addicted to life” as mutually exclusive. (Toronto, smoker, 18-24)

This insults me, suggests that as a smoker I don't have a life or don't appreciate my life, haven't made anything of my life. (Toronto, smoker, 25+)

If you smoke or don't smoke, it doesn't necessarily affect your quality of life – smokers can be addicted to life. (Vancouver, smoker, 25+)

It's saying if you smoke, you don't have a life. (Vancouver, smoker, 25+)

Smoking is a part of my life and I enjoy it. (Vancouver, smoker, 18-24)

Some reacted negatively to any suggestion of addiction as a positive thing, even an addiction to life. The idea of “switching addictions” bothered some.

Addiction is a negative thing – why get addicted to life? (Toronto, smoker, 25+)

Addiction to anything isn't good. (Vancouver, non-smoker, 18-24)

Why not say, 'get addicted to beer'? (Vancouver, smoker, 18-24)

Q7: THERE'S AN ALTERNATIVE TO QUITTING, BUT YOU PROBABLY WON'T LIKE IT.

Message: Q7	There's an alternative to quitting, but you probably won't like it.						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	MH	MH	MH	ML	MH	MH
Believable	MH	MH	MH	MH	ML	MH	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	ML	ML	ML	ML	ML	MH	ML
You would remember this message	MH	ML	ML	ML	ML	ML	ML
Number of top 3 mentions	5	3	0	3	0	2	13

This message ranked relatively poorly in terms of "top three" mentions and on spontaneous recall. For the most part, this message was difficult to understand. In all groups, comments were made about its ambiguity, difficulty or obscurity. In all groups, there also was comment about the length of time required to read it.

Indeed, from their comments, it was clear that some participants were not able to decipher the full meaning. Some felt that the message required a corresponding image – such as someone on a heart-lung machine – in order to make the meaning clear.

It's telling people who like smoking that they won't like the process of quitting – reverse psychology. (Toronto, smoker, 18-24)

There's always a way to quit but it's hard to get started. (Vancouver, non-smoker, 18-24)

The alternative to quitting is keeping on smoking, and why shouldn't a smoker like that? (Vancouver, non-smoker, 18-24)

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISING

For the small number who did understand the full implications of the message, it was a powerful if ominous one that made them think. These participants felt "it's effective once it clicks" but were concerned that it might not be clear enough to click with most people.

W4: WARNING: THIS AD IS FOR A TOXIC PRODUCT

Message: W4	Warning: This ad is for a toxic product						
Group	Smokers				Non-smokers		Overall
	2	5	8	11	4	10	
Clear and easy to understand	H	ML	H	H	H	H	H
Believable	MH	MH	H	H	H	H	H
Smokers: quit/reduce smoking	MH	ML	ML	ML	MH	MH	ML
Non-smokers: deterrence							
You would remember this message	MH	ML	MH	MH	ML	MH	MH
Number of top 3 mentions	5	2	6	0	1	2	16

This message was moderately well received by participants, and ranked toward the middle in terms of spontaneous recall.

Some participants found this message to be straight to the point, believable, and clear and easy to understand.

For some, the word "toxic" made them think about very specific images and aspect of tobacco use and smoking.

It's true, cigarettes have a lot of chemicals. (Toronto, smoker, 18-24)

Makes you think about putting something toxic in your body. (Vancouver, smoker, 25+)

Makes you think about the effects of smoking on those around you. (Toronto, smoker, 25+)

It stands out. Obviously you don't want to smoke something toxic, that alone is enough to scare you off. (Toronto, smoker, 18-24)

Reactions varied to the use of the word "toxic." Some felt it was a very powerful word and image that had considerable meaning for them; several said that it "stands out." Others thought it was overused and "obvious," and felt that the message was simply telling them something that "everybody knows."

Most people know it's toxic. (Toronto, smoker, 18-24)

Everyone knows it's toxic, that's nothing new – doesn't really make you think about it. (Toronto, smoker, 18-24)

Why are you telling me this? I know this already. (Vancouver, smoker, 18-24)

You see 'toxic' everywhere. (Vancouver, smokers, 18-24)

Others did not appear to connect the message with tobacco products specifically. A few pointed out that understanding the message depends on the ad providing sufficient context.

It doesn't tell you what it's referring to – could be for any toxic product. (Toronto, smoker, 25+)

It's too vague, it could be any toxic product. (Vancouver, non-smoker, 18-24)

I want more specifics – lots of things are toxic, what does it mean, what will it do to you? (Toronto, smoker, 18-24)

A few recognized that the message was also making a statement about tobacco corporations – that it drew attention to the fact that tobacco companies are in the business of selling toxic products.

It draws attention to what the advertisers are trying to do, manipulate you. (Vancouver, non-smoker, 18-24)

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

W5: **WARNING:** TOBACCO USE WILL SHORTEN YOUR LIFESPAN

Message: W5	Warning: Tobacco use will shorten your lifespan						
	Smokers				Non-smokers		Overall
Group	2	5	8	11	4	10	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	MH	MH	H	H	H	H	H
Smokers: quit/reduce smoking	MH	MH	MH	MH	MH	H	MH
Non-smokers: deterrence							
You would remember this message	MH	ML	MH	MH	MH	MH	MH
Number of top 3 mentions	6	2	4	3	3	2	20

This message did not elicit much spontaneous recall, but was fairly well regarded by participants.

Some participants saw this as a strong and definitive statement. They agreed that it is a valid and legitimate statement, and found it to be "threatening without being condescending or too obvious." It made some participants think of family or friends who are sick or have died from tobacco-related diseases, and this brings home to them the seriousness of smoking.

Nobody wants to die, and this is saying if you do smoke, you will die. (Vancouver, non-smoker, 18-24)

It makes you think about what you're doing to yourself. (Toronto, smoker, 25+)

It makes you think, cigarettes are not healthy for you. (Toronto, smoker, 18-24)

You can't think about shortening your lifespan without thinking about dying. (Toronto, non-smoker, 18-24)

However, some people, primarily smokers, felt the message is not believable; several spoke about smokers they knew who are older and in good health, or non-smokers who died young from cancer or respiratory disease. Some argued that longevity is influenced by a wide variety of factors from genetics to job choice, and that smoking is only a small part of the overall determination of lifespan.

Lots of people smoke all their lives and live to be old. (Toronto, smoker, 18-24)

Many participants thought that this message would be more relevant to older people, particularly those who might already be thinking of quitting smoking.

Hits home because you want to have time to spend with your children. (Vancouver, smoker, 25+)

I don't think it means all that much to us younger people. (Toronto, smoker, 18-24)

A number of smokers responded fatalistically to this message; others simply said that this is information they already know, and it has not caused them to stop smoking up to this point.

When it's your time to go, it's your time to go, so why not smoke? (Toronto, smoker, 18-24)

I already know it's going to shorten my lifespan. (Vancouver, smoker, 25+)

Just because it's true doesn't mean it's effective. (Vancouver, smoker, 18-24)

One participant (a young Vancouver smoker) suggested that the message would be more effective if it were sarcastic: "go ahead and smoke, you'll just die sooner." Others felt that the use of the word "warning" sounded "so bold for something everyone already knows."

As an improvement to the message, there was some comment to the effect that the word "smoking" would be better than "tobacco use."

FRENCH MESSAGES

The following 20 French messages were tested in focus groups conducted in Montreal. In each group, 10 messages were presented to the participants, from those in either Group A or from those in Group B. The groupings were determined by Health Canada with the goal of including messages with different themes in each group.

#	Cigarettes Group A	#	Cigarettes Group B
W1	<u>Avis aux usagers</u> : La cigarette représente un très mauvais placement	W2	N'enfumez plus Ne fumez pas
Q1	C'est quoi ton parfum? Eau de cendrier...	Q2	Écrase : Ça ne vaut pas la peine
Q3	Elle ne soulagent pas votre rage de fumer, elles vous piègent	Q4	Vous avez fait du chemin depuis que vous avez cessé de fumer, ne rebroussez pas chemin
F1	La cigarette : Un placement à rendement fatal	F2	Économiser des milliers de dollars, ça t'intéresse : arrête de fumer
H1	Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer	H2	Je fume, Tu fumes... Nous fûmes!
F5	Fumer fait du mal et coûte cher	Q5	Mourir à petit feu
#	General Group A	#	General Group B
F3	Le tabac hypothèque ta santé	F4	Le tabac contrôle... votre budget
H3	Tu empoisonnes ta vie	H6	Éviter le pire : ne consommez pas de tabac
H4	Cette publicité est pour le cancer	H7	Évitez à tout prix le tabac
H5	Le tabac est un poison. Son antidote : Arrêter sa consommation	W3	<u>Avis aux usagers</u> : Le tabac a des effets secondaires mortels

Spontaneous Recall of Messages: Written Exercise

In each group, before any discussion of warning messages occurred, participants were shown 10 graphics; each graphic contained a test message and a mock-up of a tobacco ad – one for a cigarette brand, the other for a tobaccoist. The graphics were then removed and participants were asked to write down what they remembered in the first written exercise.

All participants in all groups made at least some mention of the warning messages at the top of the ads shown to them. Almost all participants, regardless of age or smoking status, recorded specific recall of either actual phrases or the general meaning of at least one message, and often more than one. There was no indication that age or smoking status played any role in the degree or depth of recall; in all groups, this ranged from very general re-statements of the perceived meaning of the message to exact, word-for-word recall. Some examples include:

- C'est quoi ton parfum, eau de cendrier
- Je fume, tu fumes, nous fûmes
- Ne brûlez pas votre budget
- Mourir à petit feu
- Si tes poumons le parlent le matin, c'est qu'il est temps d'arrêter de fumer

Some participants made some general comments about the cost and health effects of cigarettes:

Qu'on dépense trop d'argent dans la cigarette (Female 18-24, smoker)

We spend too much money on cigarettes. (Female 18-24, smoker)

Qu'ils parlent du fait que la cigarette peut tuer. Ils parlent aussi du fait que fumer la cigarette coûte assez cher. De plus, ils disent que les gens qui ne fument pas n'ont pas à subir les effets du tabac. (Female 18-24, non-smoker)

They talk about the fact that cigarettes can kill. They also talk about the fact that smoking is fairly expensive. Additionally, they talk about non-smokers – they don't have to put up with the effects of tobacco. (Female 18-24, non-smoker)

L'emphasis mise sur le coût des cigarettes et de l'effet que celles-ci ont sur la santé.

(Female, 18-24)

There is an emphasis on the cost side of cigarettes, and its health effects. (Female 18-24, smoker)

La cigarette/tabac coûte cher, nuie a l'entourage (fumée secondaire). Elle mène également à des problèmes de santé. De plus, elle est une substance très « addictive ». La fumée secondaire peut tuer lorsque les individus sont exposés à long terme. (Male 18-24, non-smoker)

Cigarettes and tobacco are expensive, and [secondhand smoke] bothers our entourage. Equally, it creates health problems and it is a very addictive substance. Secondhand smoke can kill, if [you are] exposed to it for long term. (Male 18-24, non-smoker)

L'insistance sur l'argent, sur l'économie d'argent. (Male 25+, smoker)
There is an insistence on money... on saving money. (Male 25+, smoker)

Le tabac n'est pas une bonne investissement. Le tabac crée le cancer, le tabac crée une dépendance qui faut se défaire. (Male 18-24, smoker)
Tobacco is not a good investment. Tobacco creates cancer, and tobacco creates a dependence that has to be undone. (Male 18-24, non-smoker)

Que la cigarette cause le cancer, qu'elle nuit la santé, qu'elle représente un mauvais placement. (Male 18-24, non-smoker)
Cigarettes cause cancer. They are harmful to the health, and represent a bad investment. (Male 18-24, non-smoker)

Que cela nuit à la santé, mauvais investissement. (Female 55+, smoker)
It is harmful to your health and is a bad investment. (Female 55+, smoker)

It is interesting to note that the five messages that had the highest level of recall were the same among both smokers and non-smokers. They are : H2 (Je fume, Tu fumes... Nous fûmes!); Q1 (C'est quoi ton parfum? Eau de cendrier...); F4 (Le tabac contrôle... votre budget); Q5 (Mourir à petit feu); and H1 (Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer).

Messages that are most likely to be recalled cover both the health and financial risks associated to smoking. They use play on words and have a humorous side that greatly influences their recall.

Assessments of Warning Messages: Written Exercise

Following the initial spontaneous recall exercise, participants were given a folder containing 10 of the messages (either messages in Group A or in Group B) and asked to complete a series of questions about each message, and then to identify which messages the participant would consider as his or her "top three." The order in which the messages were presented was rotated so as to minimize any effects due to positioning. Following the written exercise, each of the 10 messages shown was discussed individually.

Written assessments were based on a five-category scale (two thumbs down to two thumbs up). In analyzing this data, scores of 1 to 5 were assigned to the "thumbs", with 1 assigned to two thumbs down progressing to 5 assigned to two thumbs up. Categories based on this are: 1.00 to 1.99 = L (Low), 2.00 to 2.99 = ML (Medium Low), 3.00 to 3.99 = MH (Medium High), 4.00 to 4.99 = H (High).

CLARITY AND EASE OF UNDERSTANDING

Most of the messages were rated quite highly overall by participants, in terms of being clear and easy to understand; 15 out of 20 messages were rated High. The messages that received the highest overall ratings on this dimension were:

Q5	Mourir à petit feu	H
W3	Avis aux usagers : Le tabac a des effets secondaires mortels	H
F2	Economiser des milliers de dollars, ça t'intéresse : arrête de fumer	H
F5	Fumer fait du mal et coûte cher	H
F4	Le tabac contrôle... votre budget	H

QUALITATIVE EXPLORATION OF RATINGS ON
TOBACCO PACKET ADVERTISEMENTS

The messages that received the lowest overall ratings in terms of clarity and ease of understanding were:

H4	Cette publicité est pour le cancer	MH
F1	La cigarette : Un placement a rendement fatal	MH
W2	N'enfumez plus Ne fumez pas	MH
Q3	Elle ne soulagent pas votre rage de fumer, elles vous piègent	MH
W1	Avis aux usagers: La cigarette représente un très mauvais placement	MH

BELIEVABILITY

Overall, the messages were not rated as highly on believability as on clarity, but about one-third (7 out of 20 messages) did receive High ratings. The messages that received the highest overall assessments on this dimension were:

Q5	Mourir à petit feu	H
F2	Economiser des milliers de dollars, ça t'intéresse : arrête de fumer	H
W3	Avis aux usagers : Le tabac a des effets secondaires mortels	H
H2	Je fume, Tu fumes...Nous fûmes!	H
H5	Le tabac est un poison, Son antidote : Arrêter sa consommation	H

The messages that received the lowest overall ratings in terms of believability were:

H4	Cette publicité est pour le cancer	MH
H7	Evitez à tout prix le tabac	MH
Q3	Elle ne soulagent pas votre rage de fumer, elles vous piègent	MH
H6	Eviter le pire : ne consommez pas de tabac	MH
F1	La cigarette : Un placement a rendement fatal	MH

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

MOTIVATIONAL IMPACT

Smokers rated the messages in terms of their impact in motivating them to quit or reduce their tobacco use; non-smokers rated the messages in terms of their impact in deterring them from starting smoking. None of the messages received High ratings for their motivational impact. The messages that received the highest overall ratings on this dimension were:

Q5	Mourir à petit feu	MH
H1	Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer	MH
F2	Economiser des milliers de dollars, ça t'intéresse : arrête de fumer	MH
H2	Je fume, Tu fumes... Nous fûmes!	MH
H3	Tu empoisonnes ta vie	MH

The messages that received the lowest overall ratings for motivational impact were:

H7	Evitez à tout prix le tabac	ML
H4	Cette publicité est pour le cancer	ML
W2	N'enfumez plus Ne fumez pas	ML
W1	Avis aux usagers: La cigarette représente un très mauvais placement	ML
F1	La cigarette : Un placement a rendement fatal	ML
H6	Eviter le pire : ne consommez pas de tabac	ML

MEMORABILITY

Participants rated the messages in terms of whether they would remember it. Only one of the messages received an overall rating of High. The messages that were given the highest overall ratings on this dimension were:

Q5	Mourir à petit feu	H
H2	Je fume, Tu fumes...Nous fûmes!	MH
H1	Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer	MH
Q1	C'est quoi ton parfum? Eau de cendrier...	MH
F2	Economiser des milliers de dollars, ça t'intéresse : arrête de fumer	MH

It is interesting to note that there is some correlation between the messages rated as most memorable, and the messages that received the highest number of specific mentions in the spontaneous recall exercise. Four of the most highly rated messages (Q5, H2, H1 and Q1) were among the five most frequently recalled messages, and the remaining message (F2) was among the top 10.

The messages that received the lowest overall ratings in terms of memorability were:

H7	Evitez à tout prix le tabac	ML
Q3	Elle ne soulagent pas votre rage de fumer, elles vous piègent	ML
H4	Cette publicité est pour le cancer	ML
W2	N'enfumez plus Ne fumez pas	ML
F1	La cigarette : Un placement a rendement fatal	ML

Again, looking at the spontaneous recall exercise, three of the messages with the lowest overall ratings were among the five least frequently recalled messages (H7 Q3 and F1).

OVERALL RANKING

Participants were also asked to indicate which messages were their top three overall. The messages that were most frequently identified as being one of a participant's "top three" messages were:

H1	Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer	26
Q5	Mourir à petit feu	25
H2	Je fume, Tu fumes...Nous fûmes!	23
Q1	C'est quoi ton parfum? Eau de cendrier...	22
H5	Le tabac est un poison, Son antidote : Arrêter sa consommation	21

Again, it is interesting to note that four of the top ranked messages (H1, Q5, Q1, and H2) were among the five messages that were most frequently recalled during the spontaneous recall written exercise. The fifth top ranked message, H5, however, was one of the least frequently recalled messages.

The messages that were least frequently identified as being one of a participant's "top three" messages were:

H7	Evitez à tout prix le tabac	2
W1	Avis aux usagers: La cigarette représente un très mauvais placement	2
F3	Le tabac hypothèque ta santé	4
H6	Eviter le pire : ne consommez pas de tabac	6
Q2	Ecrase : Ca ne vaut pas la peine	7
Q4	Vous avez fait du chemin depuis que vous avez cesse de fumer, ne rebroussez-pas chemin	7
F1	La cigarette : Un placement a rendement fatal	7

Responses to Specific Warning Messages

The following sections summarize both the responses to the written exercises for each message, and the subsequent discussions of each message. The charts provided for each message show the average rating in each group for that message on the four dimensions of clarity and ease of understanding, believability, motivational impact and memorability, as well as the overall average on each dimension across all groups. The charts also show the number of "top three" mentions in each group for each message, and the total of "top three" mentions in all the groups. Where recall is mentioned, we refer to the results of the first written exercise on spontaneous recall.

W1: AVIS AUX USAGERS: LA CIGARETTE REPRESENTE UN TRES MAUVAIS PLACEMENT

Message: W1	Avis aux usagers: La cigarette représente un très mauvais placement						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	MH	H	MH	H	H	H	MH
Believable	MH	MH	MH	H	MH	H	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	ML	MH	ML	MH	ML	ML	ML
You would remember message	L	MH	MH	MH	ML	MH	ML
Top 3 (totals)	0	0	0	2	0	0	2

Most participants did not like the phrasing of "avis aux usagers." While the message was clear, respondents could not find a relationship between these words and quitting smoking, as the above numbers show. They didn't feel this message represented a smoking problem.

La personne qui a fait ce message ne fume sûrement pas, ça ne représente pas le problème de la cigarette. (18-24, smoker)

The person that wrote this message is definitely not a smoker. It does not represent the problem of smoking. (18-24, smoker)

A number of the respondents saw no relationship between smoking and investments, nor did they see a connection to Health Canada, because many things could turn out to be a bad investment.

Je place mon argent sur ma santé, je place mon argent où je veux. (18-24, smoker)

I invest my money on my health. I invest my money where I want. (18-24, smoker)

On dirait que c'est la compagnie de tabac qui l'a écrit. Je ne fais pas le lien avec Santé Canada. (18-24, non-smoker)

Sounds like it was written by a tobacco company. I do not see the link with Health Canada. (18-24, non-smoker)

This message was not memorable for most of the participants. It was felt to have little impact and would not get their attention, and did not rank highly on recall. Also, younger participants are not thinking about investments at this point in their lives, so they did not connect with it either:

Plein de choses peuvent être un mauvais placement... Avis aux usagers, pas bon. Je ne m'en rappellerais pas. (18-24, non-smoker)

Lots of things can be a bad investment... Warning to users, not good. I would not remember it. (18-24, non-smoker)

Ca frappe pas, c'est doux comme message. (18-24, smoker)

It isn't striking enough. The message is too gentle. (18-24, smoker)

Je ne me sens pas ciblé par ce type de message, je n'ai pas de budget restreint. (25+, smoker)

I don't feel like the target for this type of message. I don't have any budget constraints. (25+, smoker)

Ca n'a pas rapport, ce n'est pas un très mauvais placement. Avis aux usagers, je ne suis pas un usager, la cigarette est à moi. (25+, smoker)

It has no connection. It isn't really a bad investment. It's a warning to users, and I am not a user. The cigarette is mine. (25+, smoker)

Participant Suggestion: I would get rid of 'avis aux usagers.' (25+, smoker)

Q1: C'EST QUOI TON PARFUM? EAU DE CENDRIER.....

Message: Q1	C'est quoi ton parfum? Eau de cendrier...						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	H	H	MH	H	H	H	H
Believable	MH	H	ML	MH	H	MH	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	MH	MH	ML	ML	MH	ML	MH
You would remember message	MH	H	MH	MH	H	H	MH
Top 3 (totals)	5	4	4	4	5	0	22

All participant groups found this message to be funny, or a little bit sarcastic, although the older participants typically rated it lower for motivating them to quit. Some 25-year-old-and-older participants also felt it was ridiculing them, or making fun of their smoking habit.

Ca passe bien, mémorable, humour ça m'incite un peu à arrêter. (18-24, smoker)

It goes over well. It's memorable, humorous, and it would motivate me a little to quit.
(18-24, smoker)

Celui qui marque; le plus drôle. (18-24, smoker)

Funny is what you notice the most. (18-24, smoker)

J'ai trouvé ça drôle, ce n'est pas un danger grave mais, ça dérangerait les filles, c'est désagréable quelqu'un qui sent la cigarette, c'est mémorable. (18-24, non-smoker)

I found it funny. It isn't a serious danger, but it would bother the girls. It is unpleasant.

Someone that smells like a cigarette, it's memorable. (18-24, smoker)

While this message is definitely clear and easy to understand, these participants usually solve the "eau de cendrier" problem by using gum, candy, or mouthwash.

Crédible, clair, facile à comprendre, ça peut motiver d'arrêter de fumer. (18-24, smoker)

Credible, clear, easy to understand, it could motivate to quit. (18-24, smoker)

Ca me fait réfléchir parce que je me dis que mon haleine est importante et je travaille avec le public, je ne veux pas que les gens sentent mon haleine. (25+, smoker)

It makes me think because I tell myself my breath is important and I work with the public. I don't want people to smell my breath. (25+, smoker)

C'est venu me chercher parce que je déteste l'odeur de la cigarette. (18-24, non-smoker)

It got to me because I detest the smell of cigarettes. (18-24, non-smoker)

This message is definitely memorable, with many of the participants recalling the exact phrasing, as seen in the results of the first exercise. In spite of some criticism, it was well received:

Côté humoristique c'est mignon mais, c'est pas ça qui va me faire arrêter. (25+, smoker)

The humorous side is cute, but it isn't that that will get me to quit. (25+, smoker)

Tu as mauvaise haleine, veux-tu une gomme? {eau de cendrier} je l'ai déjà entendu se faire dire ça, c'est comme manger une claque sur la gueule. (25+, smoker)

You have bad breath, do you want a gum? 'Eau de cendrier,' I have heard it being said before. It's like getting a slap in the face. (25+, smoker)

C'est drôle, c'est mémorable mais, c'est un sujet assez sérieux pour qu'on n'en fasse pas des blagues. Ce n'est pas très persuasif. (18-24, non-smoker)

It's funny and it's memorable, but this is a serious subject that should not be joked about. It is not very persuasive. (18-24, non-smoker)

La cigarette ça pue. Ça a du punch pour moi, c'est motivant, ça me rappelle qu'il y a une odeur. (25+, smoker)

Cigarettes stink. It has punch, it is motivating, and it reminds me that there is an odor. (25+, smoker)

Q3: ELLES NE SOULAGENT PAS VOTRE RAGE DE FUMER, ELLES VOUS PIEGENT.

Message: Q3	Elles ne soulagent pas votre rage de fumer, elles vous piègent						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	MH	MH	MH	H	MH	H	MH
Believable	MH	MH	ML	H	MH	H	MH
Smokers: quit/reduce smoking	MH	ML	L	MH	MH	MH	ML
Non-smokers: deterrence							
You would remember message	ML	ML	ML	H	ML	MH	ML
Top 3 (totals)	0	0	0	4	2	2	8

While the overall ratings indicate that this message was clear, it became apparent during the discussion portion of these groups that it was not as clear, and was in fact one of the least understood messages. The word "piègent," and how it fit in with the rest of message, was especially misunderstood. In addition recall was poor; only six respondents had any specific recall of this message.

Je ne vois pas le lien entre soulager une rage de fumer et être piéger. (18-24, smoker)
I do not see the link between calming an urge to smoke and being trapped. (18-24, smoker)

Both the smokers and the non-smokers agreed to disagree with the "it didn't soothe", message, saying this was false:

Elles ne soulagent pas votre rage de fumer, ben oui, elles soulagent. (25+, smoker)
It doesn't calm your urge to smoke? Of course it's calming! (25+, smoker)

Those in the 25+ groups were fairly split over this message during their discussions. Some felt it rang true and thought it was an intelligent message, while others felt it was insulting and questioned its veracity:

Je la trouve très bonne parce que c'est vrai qu'on a une rage, que ça nous piège, on ne veut rien voir. (25+, smoker)

I find it really good because it's true that we have an urge and that it's a trap. We just don't want to see it. (25+, smoker)

Ca ne me dit rien. Piège quoi? A une dépendance? Piège monétaire? Elle ne soulage pas ma rage, elle me fait du bien. (18-24, smoker)

It means nothing to me. 'Piege' what? A dependence? A monetary trap? It doesn't calm my rage, it does me good. (18-24, smoker)

Overall, non-smokers were more likely to find this message to be true and credible:

Je l'aime beaucoup, la plupart des gens ne veulent pas se faire avoir. (18-24, non-smoker)

I like it a lot. Most people don't want to be conned. (18-24, non-smoker)

F1: LA CIGARETTE: UN PLACEMENT A RENDEMENT FATAL

Message: F1	La cigarette : Un placement a rendement fatal						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	MH	H	MH	MH	MH	MH	MH
Believable	MH	H	ML	MH	MH	MH	MH
Smokers: quit/reduce smoking Non-smokers: deterrence	MH	MH	ML	ML	MH	ML	ML
You would remember message	ML	ML	MH	MH	MH	ML	ML
Top 3 (totals)	1	1	2	0	2	1	7

This message did not have much of an effect on the participants in the 18-24 groups, other than its use of the word "fatal." These younger participants seemed confused by this message, and did not see its point, because most of them felt they were not at that stage of their life where they are thinking about long-term investments.

Overall this message had the lowest recall of all 20 messages tested, and was only given one mention by a non-smoker.

On dirait que c'est quelqu'un qui travaille dans les finances qui a fait ces publicités.

(18-24, smoker)

It seems like someone who works in finances that wrote this ad. (18-24, smoker)

Un jeune qui fume 1 paquet par 3 jours ne sera pas sensible à ce message. (18-24, smoker)

A youngster that smokes 1 package every 3 days will not be sensitive to this message.

(18-24, smoker)

Placement, c'est comme un jeu, jouer à la bourse, ça ne m'accroche pas (18-24, non-smoker)

Investment, it's like a game, playing the stock market, it doesn't catch me.

(18-24, non-smoker)

Sur le coup, je n'ai pas réagi, il faut relire pour comprendre. (18-24, non-smoker)

At first glance I did not react, I'd have to re-read it to understand. (18-24, non-smoker)

Participants could not understand the link between investments and something fatal. This was noted in every group:

Pas d'intérêt à celle-la, trop vague, pas assez directe, plus ou moins mémorable, pas clair (on parle d'argent et on parle de mort). (18-24, smoker)

I'm not interested in this one. It's too vague, not direct enough, more or less memorable, but not clear (because it's talking about money and talking about death). (18-24, smoker)

Complètement froide à ça. Ni pour, ni contre. Indifférence. Elle ne vient pas me chercher. Je n'ai pas fait un placement dans la cigarette. (25+, smoker)

I'm completely cold to this. I'm not for or against it, just indifferent. It doesn't come and get me. I didn't make an investment in cigarettes! (25+, smoker)

Le mot fatal est très fort mais, ça ne veut pas dire grande chose. (25+, smoker)

The word fatal is very strong, but it doesn't mean much. (25+, smoker)

Participants did not find the financial aspect of this message to be motivational.

C'est pas une annonce qui va me faire arrêter. (18-24, smoker)

This is not an ad that will get me to quit. (18-24, smoker)

C'est crédible, mais ne m'incite pas à arrêter. (18-24, smoker)

It's credible but won't incite me to quit. (18-24, smoker)

Ca ne m'empêchera pas de fumer, avoir un message comme ça, oui c'est crédible.

(25+, smoker)

Having an ad like this would not stop me from smoking, but yes, it is credible.

(25+, smoker)

H1: SI TES POUMONS TE PARLENT LE MATIN, C'EST QU'IL EST GRAND TEMPS D'ARRÊTER DE FUMER.

Message: H1	Si tes poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	H	H	MH	H	H	H	H
Believable	H	MH	MH	H	H	H	H
Smokers: quit/reduce smoking	H	ML	MH	H	H	MH	MH
Non-smokers: deterrence							
You would remember message	MH	MH	MH	MH	H	H	MH
Top 3 (totals)	4	3	4	7	5	3	26

This message made the top three with about half of the participants in each of the groups. It was seen as both funny and serious at the same time. They could imagine cartoon-style lungs talking, which made them laugh, but at the same time, the underlying message is so serious that it made them stop and think. The messages also ranked in the top five in terms of recall.

Touche d'humour, tu as l'image, peut te rappeler quelque chose que t'as déjà vu, si t'es fumeur, ça peut te faire réaliser. (18-24, non-smoker)

It has a humoristic side. You have the image, which could remind you of something you have already seen. If you are a smoker, it could make you think. (18-24, non-smoker)

C'est drôle, c'est sérieux, ça endommage les poumons, c'est grave, c'est mémorable.
(18-24, smoker)

It's funny, it's serious, it damages the lungs, it's grave, it's memorable. (18-24, smoker)

Those who currently experience the problem presented in this message said it made them think twice about smoking. Those who didn't said they would consider quitting, if they did start coughing.

Moi, je l'ai mis dans mon Top 3, ça fait longtemps que je fume et ça arrive que le matin, je me sens congestionné et que je crache, je trouve que c'est frappant et ça donne le goût d'arrêter de fumer. (25+, smoker)

I put it in my Top 3. I have been smoking a long time and it does happen in the morning. I feel congested and I spit up. I find it striking and it makes me want to quit smoking. (25+, smoker)

En toussant le matin, ça vient me chercher, ça me fait réfléchir. (18-24, smoker)
Coughing in the morning... that gets me. It makes me think. (18-24, smoker)

Parmi toutes les publicités, c'est celle qui fait le plus penser à arrêter. (18-24, smoker)
Among all the ads, it is the one that makes me think the most about quitting. (18-24, smoker)

Participants were able to visualize this situation, and were therefore able to relate to it. This in turn made this message more credible, and got their attention. The message also seemed clearer to them, compared to a play on words about finances and investments.

C'est bien dit, le plus proche de ma réalité, plus qu'une question de placement. (18-24, smoker)

Well said. It's closer to my reality, and not a question of investments. (18-24, smoker)

C'est vrai que quand tu tousses le matin, peut-être qu'il est trop tard, je ne veux pas en arriver là mais, c'est vrai. (25+, smoker)

It's true. When you cough in the morning, maybe it is too late. I don't want to get to that point. It's true. (25+, smoker)

C'est là que j'ai pensé arrêter, quand j'ai commencé à tousser le matin, j'ai modéré. (25+, smoker)

That was when I thought about quitting... when I started coughing in the morning I cut down. (25+, smoker)

Participants felt the message was clear and easy to understand. They felt it resonated with common experiences in their life.

Ca me fait réaliser que je tousse beaucoup le matin. (25+, smoker)

It makes me realize I cough a lot in the morning. (25+, smoker)

C'est bien dit, le plus proche de ma réalité, plus qu'une question de placement.

(18-24, smoker)

It is well said, closest to my reality, and more than a question of investment. (18-24, smoker)

F5 : FUMER FAIT DU MAL ET COÛTE CHER

Message: F5	Fumer fait du mal et coûte cher						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	H	H	MH	H	H	H	H
Believable	MH	H	MH	H	MH	MH	MH
Smokers: quit/reduce smoking	MH	MH	ML	MH	MH	MH	MH
Non-smokers: deterrence							
You would remember message	ML	MH	MH	MH	ML	H	MH
Top 3 (totals)	1	3	2	3	0	0	9

This message was often seen as infantile. Many participants indicated they already know smoking isn't good for them, and are well aware that it is expensive.

Participants indicated the message was unlikely to motivate them to quit smoking. However, at the same time, all participant types found it to be credible.

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

Many participants did like the short length of this message. And while it was rated the highest for being clear and easy to understand, only two smokers made a mention of it in the first recall exercise.

Facile à comprendre, crédible, message direct. Même si on a pas l'argent, on va la trouver. M'incite pas à arrêter. (18-24, smoker)

It's easy to understand and credible, and the message is direct. Even if we don't have the money, we will find it. It won't encourage me to quit. (18-24, smoker)

Trop clair, trop évident, ça ne fait pas réfléchir d'aucune manière. (25+, smoker)

It's too clear, too obvious, and doesn't make you think at any level. (25+, smoker)

Bon pour le primaire, trop général. (18-24, non-smoker)

It's good for elementary [school], and too general. (18-24, non-smoker)

F3 : LE TABAC HYPOTHÈQUE TA SANTÉ

Message: F3	Le tabac hypothèque ta santé						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	MH	H	H	H	H	H	H
Believable	MH	MH	MH	MH	H	MH	MH
Smokers: quit/reduce smoking	ML	MH	MH	MH	MH	MH	MH
Non-smokers: deterrence							
You would remember message	ML	ML	MH	MH	MH	MH	MH
Top 3 (totals)	1	0	1	1	1	0	4

Although the message scored fairly highly on clarity and understanding in the written exercises, the discussion revealed an ambiguity and vagueness among younger participants. As well, younger participants generally did not find it to be effective because mortgages are far in the future and were not part of their lives at the moment. As well, memorability was low among this age segment.

Pas rapport. J'endette pas ma santé. Jeux de mots encore, rendement, placement, dette. Le p'tit gars de 12 ans qui commence à fumer va voir ça pis va dire 'de quoi qui parlent?' (18-24, smoker)

It makes no sense. I am indebting my health? It's a play on words again: yield, investment, and debt. The little 12-year-old boy that starts to smoke and sees this is going to ask 'What are they talking about?.' (18-24, smoker)

On voit trop à long terme avec le mot hypothèque. (18-24, smoker)
It's looking long term with the word mortgage. (18-24, smoker)

Les messages les plus clairs sont ceux qui parlent du présent et non du long terme. (18-24, smoker)

The messages that are the clearest are those that talk about the present, and not about the long term. (18-24, smoker)

Older participants said this message was easy to read because it was short and simple and was easy to understand. Of all the financial-themed messages, this one seemed to work the best for these older participants, who also had higher recall of the messages than younger participants. The play on words was better understood by this segment and it was more effective because it made a link to other problems they had such as health issues.

C'est plus fort que les deux autres d'avant. Moi, c'est la santé qui me touche plus que l'argent. (25+, smoker)

It's stronger than the other two. For me, health will touch me more than money. (25+, smoker)

This message left a number of respondents fairly indifferent for various reasons. For some it was seen as looking too much toward the long term; for others it or was viewed as boring, lacking punch, and not shocking enough, which in certain cases affected their understanding of the message's goal.

Ce message ne me dit pas grande chose, je le comprends mais ça ne me fait rien (18-24, smoker)

This message doesn't tell me much. I understand it, but it doesn't do anything for me. (18-24, smoker)

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

Message banal, ça n'a pas assez de punch. (25+, smoker)

It's a commonplace message. It doesn't have enough punch. (25+, smoker)

Trop facile, ne me touche pas, vrai, compréhensible, ne me motive pas parce qu'elle est trop évidente. (25+, smoker)

It's too easy. It doesn't affect me. It's true, understandable, but does not motivate me because it is too obvious. (25+, smoker)

Pas une publicité qui m'attire, pas assez choquante. (18-24, non-smoker)

It's not an ad that attracts me. It's not shocking enough. (18-24, non-smoker)

Ca ne me touche pas beaucoup. Pour moi, ce n'est pas très clair, hypothèque me dérange. (18-24, non-smoker)

It doesn't affect me much. For me, it is not very clear. The mortgage thing bugs me. (18-24, non-smoker)

H3 TU EMPOISONNES TA VIE

Message: H3	Tu empoisonnes ta vie						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	H	H	MH	H	MH	H	H
Smokers: quit/reduce smoking Non-smokers: deterrence	MH	MH	ML	ML	MH	H	MH
You would remember message	ML	H	MH	MH	MH	H	MH
Top 3 (totals)	2	2	2	3	2	2	13

Only one non-smoker and five smokers had specific recall of this ad in the recall exercise.

All participants agreed that this message is short, clear, and easy to read. The younger smokers especially liked the "tu," in combination with "empoisonnes." This gave the message some added impact and made it seem more direct and therefore more effective.

Il y a 'tu' dans la phrase, ça s'adresse directement a moi. (18-24, smoker)

There is 'tu' in the sentence, so it addresses me directly. (18-24, smoker)

Le 'tu' dans la phrase, je me sens visé. (18-24, smoker)

The 'tu' in the sentence... it makes me feel like it's aimed at me. (18-24, smoker)

While older smokers understood the message, they seemed more skeptical of it and therefore its effectiveness was somewhat diminished. The older smokers did not necessarily see themselves "poisoning" their lives. They said it was a message they have heard before, and a few even found it to be preachy:

Fumer en société ça a une certaine classe, si tu le fais comme il faut, empoisonnes ta vie...

Non! (25+, smoker)

Smoking in society has a certain class to it, if you do it properly. Is it poisoning my life? No! (25+, smoker)

Je ne veux pas personne qui va venir me chicaner mais, venir me faire réfléchir.

(25+, smoker)

I don't want anyone coming to lecture me, but come and make me think. (25+, smoker)

Non-smokers were divided on this message. Some felt that there are many "poisonous" things in life, and that this message wouldn't necessarily relate to just cigarettes, while others thought it was both credible and memorable.

Il y a tellement de choses qui empoisonnent ta vie, c'est trop global, le mot empoisonner.

(18-24 non-smoker)

There are so many things that poison your life. It's too global, the word poison.

(18-24 non-smoker)

C'est clair, c'est toi, c'est de ta faute, c'est mémorable. (18-24, non-smoker)

It's clear. It's you, it's your fault. It's memorable. (18-24, non-smoker)

Participant suggestion: "Put 'Aye! Tu t'empoisonnes.'" (18-24, smoker)

H4 : CETTE PUBLICITÉ EST POUR LE CANCER

Message: H4	Cette publicité est pour le cancer						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	MH	MH	ML	MH	MH	MH	MH
Believable	ML	MH	ML	ML	MH	MH	MH
Smokers: quit/reduce smoking	ML	MH	L	ML	MH	ML	ML
Non-smokers: deterrence							
You would remember message	ML	MH	ML	ML	MH	ML	ML
Top 3 (totals)	0	1	1	1	4	1	8

In contrast to the similar message in English, the French version was not highly rated, and recall was low. The smokers in these groups did not like this message. They felt overwhelmingly that just because they smoke, it doesn't automatically mean they will get cancer. This message was not strong enough to motivate them to quit.

C'est pas parce que tu fumes que tu vas avoir le cancer, ça l'aide pas mais tu peux avoir le cancer sans fumer. (18-24, smoker)

It's not because you smoke that you will get cancer. It doesn't help, but you can get cancer without smoking. (18-24, smoker)

Ne me touche pas, ce n'est pas mauvais mais, quel cancer? Il y a tellement de monde qui ont le cancer, il y a des gens qui n'ont jamais fumé qui ont le cancer du poumon, il y a des gens qui fument qui n'ont jamais le cancer. (25+, smoker)

It doesn't affect me. It's not bad, but which cancer? There are so many people who have cancer that never smoked. They have lung cancer. There are people who smoke that have never had cancer. (25+, smoker)

Both the smokers and the non-smokers felt this message wasn't specific enough in its use of the word cancer. They raised questions about the kind of cancer implied by the message. This provided them with a strong reason for not rating it higher for being clear and easy to understand.

This was also a stronger message for the non-smokers because it suggested a consequence to smoking:

C'est clair, c'est simple, c'est {punché}, le mot cancer fait que c'est {punché}. Je pense que ça m'empêcherait de commencer à fumer. (18-24, non-smoker)

It's clear, it's simple, and it's got punch. The word cancer is the reason it has punch. This would deter me from starting to smoke. (18-24, non-smoker)

Il y a une conséquence, le cancer, tappe à l'oeil, ça fait réfléchir. (18-24, non-smoker)

There is a consequence – cancer – it's eye catching and makes you think. (18-24 non-smoker)

H5 : LE TABAC EST UN POISON, SON ANTIDOTE : ARRETER SA CONSOMMATION

Message: H5	Le tabac est un poison, Son antidote : Arrêter sa consommation						
	Smokers				Non-smokers		Overall
Group	13	15	17	19	21	23	
Clear and easy to understand	H	H	MH	H	H	H	H
Believable	H	MH	MH	H	H	H	H
Smokers: quit/reduce smoking	MH	ML	MH	MH	MH	H	MH
Non-smokers: deterrence							
You would remember message	ML	ML	MH	MH	MH	H	MH
Top 3 (totals)	4	1	5	5	3	3	21

This message's strengths are that it is understandable, clear, and credible. It also offers something that some other messages don't, which is a solution:

Antidote. Mode d'emploi intéressant. (18-24, smoker)

Antidote. That's an interesting use. (18-24, smoker)

Antidote, il n'y a pas d'autre choses, faut vraiment arrêter. (25+, smoker)

Antidote, there isn't anything else. You have to quit. (25+, smoker)

Tout le monde sait que c'est poison mais, ils te rappellent la solution, ce n'est pas imposé.

(25+, smoker)

Everybody knows it is a poison, but it reminds you of the solution. It is not imposed on you.

(25+, smoker)

Many participants indicated that they normally visualize a skull and crossbones when they see the word poison. But this doesn't necessarily make it a strong motivator to quit smoking, because a lot of products are considered poisonous. However, it was seen as a motivator that would keep non-smokers from starting to smoke:

C'est un poison, son antidote, c'est d'arrêter, pas motivant. (25+, smoker)

It's a poison, it's antidote is to stop. That's not motivating. (25+, smoker)

Ca t'avertit, ce n'est pas comme t'est obligé, ça t'avertit seulement, c'est comme dans tous les produits, si tu as une tête de mort, tu sais que c'est poison. (25+, smoker)

It warns you. It is not like it's an obligation, it's just a warning. It's like all the products that have the skull and crossbones. You know it's a poison. (25+, smoker)

This message was also found to be a little long, thus making it a little less memorable. This effect can be seen in the results of the first exercise, where only three respondents mentioned specific recall.

Participant suggestion: "Leave it as 'le tabac est un poison.'" (18-24, smoker)

W2: N'ENFUMEZ PLUS NE FUMEZ PAS

Message: W2	N'enfumez plus Ne fumez pas						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	MH	MH	MH	MH	MH
Believable	MH	MH	MH	MH	MH	MH	MH
Smokers: quit/reduce smoking	MH	ML	ML	ML	MH	MH	ML
Non-smokers: deterrence							
You would remember message	MH	ML	ML	ML	MH	MH	ML
Top 3 (totals)	1	2	2	0	1	2	8

This message had moderately low recall and did not rank highly in terms of "top three" mentions.

Although the results of the written exercise suggested that it was clear and easy to understand, many were not as clear in the discussion of the message. In fact, the main issue affecting its credibility and effectiveness was the lack of understanding and clarity of the play on words. Also, among those who did understand the message there was some resistance to it because of the message of second hand smoke and the observation that smoking is already so limited in public places.

The non-smokers appreciated this message because they felt strongly about second hand smoke, although several also felt that it would not influence smokers to quit:

Pas le bon timing pour mettre ça sur un paquet car on ne peut plus fumer nulle part de toute façon. (18-24, smoker)

It's not the right time to put this on a package because we can't smoke anywhere anyway. (18-24, smoker)

For many, the play on words confused them, and they had to read the message twice, thus making it not very memorable. A few of the older smokers equated it with getting an order:

Je n'aime pas la liaison me mélange, ça ne m'accroche pas, il faut que je lise 2 fois. (18-24, non-smoker)

I don't like the connection. It confuses. It doesn't click. I have to read it twice. (18-24 non-smoker)

Ca se dit mal, un à la suite de l'autre. (18-24, non-smoker)

It doesn't say it well, one after the other. (18-24, non-smoker)

Clair et plus ou moins facile à comprendre, plus ou moins crédible, ne m'arrêterait pas de fumer, mémorable, non à cause du mot enfumez, on dirait que c'est trop compliqué pour le message. (25+, smoker)

It's clear and more or less easy to understand. It's more or less credible, but wouldn't stop me from smoking. Memorable? No, because of the word 'enfumez.' It's too complicated for the message. (25+, smoker)

Q2 : ÉCRASE : ÇA NE VAUT PAS LA PEINE

Message: Q2	Ecrase : Ca ne vaut pas la peine						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	MH	H	H	MH	H	H	H
Believable	MH	H	MH	MH	MH	H	MH
Smokers: quit/reduce smoking	ML	ML	MH	ML	MH	MH	ML
Non-smokers: deterrence							
You would remember message	ML	MH	MH	MH	MH	MH	MH
Top 3 (totals)	1	1	1	2	1	1	7

Although, this message was short and fairly simple, it did not have a strong impact on participants. They felt it did not make them think about quitting because it did not speak of the ill effects normally associated with smoking. Participants did rank highly on recall.

A few of the smokers in the 25+ group thought this message might be directed towards teens, while one of the younger smokers got the impression this message was trying too hard to be cool.

Again, some of the older smokers, and even a non-smoker, felt this message was an order of sorts, and declared that such a strategy would not work.

While this message may be very clear, it is not memorable for the stated reasons:

Pas un message qui fait réfléchir, un peu facile comme message, m'incite pas à arrêter, ça m'accroche pas car il n'y a pas d'effets directs rattachés, il faut que ça s'attaque à quelque chose. Il faudrait qu'il y ait un effet sur la santé. (18-24, smoker)

It isn't a message that makes you think. The message is a little easy and doesn't incite you to quit. It doesn't hook me because there are no direct effects attached. It has to attack something. There has to be an effect on health. (18-24, smoker)

Manque de punch ne vient pas me chercher et mes intérêts. (18-24, smoker)

It lacks punch and doesn't come and get me or my interests. (18-24, smoker)

Ca résume ce que la cigarette peut faire, quand tu réfléchis, la cigarette, ça ne vaut pas la peine, en même temps ça ne dit rien. (25+, smoker)

It summarizes what cigarettes can do. When you think about it, cigarettes aren't worth it, but at the same time it doesn't say anything. (25+, smoker)

Participant suggestion: "I would replace 'Ecrase' with 'Réfléchir.'" (18-24, non-smoker)

Q4 : VOUS AVEZ FAIT DU CHEMIN DEPUIS QUE VOUS AVEZ CESSÉ DE FUMER, NE REBROSSEZ-PAS CHEMIN.

Message: Q4	Vous avez fait du chemin depuis que vous avez cessé de fumer, ne rebroussez-pas chemin						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	MH	H	H	H	MH	H
Believable	H	MH	H	MH	MH	MH	MH
Smokers: quit/reduce smoking	MH	ML	MH	MH	ML	MH	ML
Non-smokers: deterrence							
You would remember message	MH	ML	MH	MH	ML	MH	MH
Top 3 (totals)	1	1	3	2	0	0	7

Most focus group participants thought that this message was not directed at them, and suggested it was aimed more toward those who had quit smoking. As such, they felt it did not concern them. Recall was not high.

However, they did think it provided quitters with some positive encouragement, and stated it would motivate them not to start up smoking again, should they find themselves trying to quit.

The fact that this message doesn't address them directly, and that it is rather long too, makes it less likely to be very memorable.

Je l'ai beaucoup aimé, l'idée de persévérance, s'adresse plus à des gens qui on arrêté, message plus original. (25+, smoker)

I really liked it, the idea of perseverance. It speaks more to people who have quit, but the message is not original. (25+, smoker)

C'est bon car c'est comme un petit soutien pour ceux qui on arrêté de fumer.
(18-24, smoker)

It's good because it's like a little support for those that have quit smoking. (18-24, smoker)

Je ne me sens pas concerné, c'est plus aux gens qui ont arrêté de fumer. (25+, smoker)

I don't feel concerned by it. It's more for people who have quit smoking. (25+, smoker)

Participant suggestion:

I want to add to it : 'prendre du recul pour mieux repartir' (take a step backwards to re-start better). (18-24, smoker)

F2 : ÉCONOMISER DES MILLIERS DE DOLLARS, ÇA T'INTÉRESSE : ARRÊTE DE FUMER

Message: F2	Economiser des milliers de dollars, ça t'intéresse : arrête de fumer						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	H	H	H	H	MH	H	H
Smokers: quit/reduce smoking	MH	MH	H	MH	H	MH	MH
Non-smokers: deterrence							
You would remember message	MH	H	H	MH	MH	MH	MH
Top 3 (totals)	2	5	5	3	2	0	17

Even though this message was thought to be a little too long, it was one of the most effective at being understood by all participants. It provided a concrete reason for quitting, or not starting up, particularly with its use of words such as "saving thousands of dollars." It also had the second highest number in specific recall in the financial category.

Top 3. Intéressant, ça va chercher une solution, ne me touche pas tellement mais c'est une source de motivation, peut-être incitatif. (25+, smoker)

Top 3. Interesting. It goes after a solution. It doesn't affect me a lot, but it is a source of motivation, maybe encouragement. (25+, smoker)

Je l'ai aimé pourrait être une des raisons pourquoi j'arrêtera. Message trop long, fait un peu trop {si la vie vous intéresse} mais j'aime l'idée d'économiser de l'argent. (25+, smoker)

I liked it and it could be one of the reasons why I would quit. The message is too long. It's a bit too much (if life interests you), but I liked the idea of saving money. (25+, smoker)

C'est mon préféré mais serait peut-être mieux si t'enlève (ça t'intéresse) c'est moins long. (18-24, smoker)

It is my preferred one, but it might be better if you took out (ça t'intéresse) because it's shorter. (18-24, smoker)

The meaning of the message was deemed be credible because it was clearly stated, and rang true for those who smoked because felt they would save money.

Ca parle de budget, bon message, tous les mots sont clairs, bien penser, wow bien sur que ça m'intéresse d'économiser, vient me chercher même s'il est long. (18-24, smoker)

It talks about budget. It's a good message. All the words are clear, it's well thought out – wow – of course I'm interested in saving money. It gets me even if it is too long. (18-24, smoker)

J'aime l'argent, je n'ai pas d'argent à mettre là-dedans, ceux qui aiment l'argent devraient être incité à arrêter de fumer. (18-24, non-smoker)

I like money. I do not have any money to put into this. Those that like money should be encouraged to quit smoking. (18-24, non-smoker)

Smokers related better to this message than the non-smoking participants who seldom placed it in their top three given it does not affect them:

Je l'ai aimé à cause des milliers de dollars pis économiser est le premier mot. Les mots employés fait que c'est bon. Facile à comprendre. Amener de cette façon, ça me motive plus à arrêter de fumer. (18-24, smoker)

I like it because 'thousands of dollars-plus saved' are the first words. The words that are used make it good. It's easy to understand. Brought together this way, it makes me want to quit smoking. (18-24, smoker)

Ca vient me chercher, la question du budget, message clair, il me reste en tête et m'incite à arrêter de fumer. (25+, smoker)

It gets to me... the question of budget. The message is clear. It stays in my head and incites me to quit smoking. (25+, smoker)

Quand j'ai arrêté, c'était ça le but, je vais me récompenser! Pour moi, ça accroche, c'est long mais, bon message. (25+, smoker)

When I quit, that was the goal. I was going to reward myself. It hooks me. It's long, but it's a good message. (25+, smoker)

Participant suggestions:

It might be better said as 'économisez des milliers, arrêtez de fumer.' (18-24, smoker)

Gagner des milliers de dollars ça t'intéresse? (Does making thousands of dollars interest you?) (18-24, smoker)

H2 : JE FUME, TU FUMES....NOUS FÛMES!

Message: H2	Je fume, Tu fumes...Nous fûmes!						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	H	MH	MH	H	H
Believable	H	H	H	MH	MH	H	H
Smokers: quit/reduce smoking	MH	MH	MH	ML	MH	H	MH
Non-smokers: deterrence							
You would remember message	MH	H	MH	ML	H	H	MH
Top 3 (totals)	3	3	5	3	4	5	23

This message had the highest specific recall of all the messages, and had the third most mentions in the top three. Half of participants selected this message as one of their top three. It also left a particularly strong impression with the 18-24 year olds:

Mémorable, crédible, facile, j'aime les 3 'fume' le temps des verbes, simple et court. Ça m'accroche. (18-24, smoker)

It's memorable, credible, and easy. I like the three 'fumes' and the verb tense. It's simple... short and simple. It hooks me. (18-24, smoker)

While quite a few participants clearly did not understand this message when they first read it, many warmed up to it and changed their opinions for the better, after another participant in the group explained why they liked it:

Bon, je ne l'ai pas compris tout de suite, pas si clair que ça. Une fois que je l'ai compris, bon et mémorable. (18-24, non-smoker)

Okay, I didn't understand right away... it's not that clear. But once I did understand it, it's good and memorable! (18-24, non-smoker)

Though many participants really liked the play on words in this message, they expressed some concern that not everybody is going to understand it, or recognize the changes in verb tense that it plays upon:

Ce que j'aime est qu'il y a l'objet et la conséquence en 6 mots. En plus, le jeu de mot m'a fait sourire. Je me demande par contre si tout le monde va le comprendre, si tout le monde connaît leur passé simple par cœur. (18-24, smoker)

That's what I like... there is an objective and a consequence in six words. In addition, the word makes me smile. I wonder though, if everyone is going to understand it... if everyone knows their verb tenses by heart. (18-24, smoker)

Meanwhile, the non-smokers felt this message might make smokers more aware of the consequences their smoking has on them:

Le 'nous fûmes' fait allusion aux conséquences que ça peut avoir sur les non-fumeurs aussi. Clair, bon jeu de mots, crédible! (18-24, non-smoker)

The 'nous fûmes' alludes to the consequences there can be for non-smokers. It's clear, has good word play, and is credible! (18-24, non-smoker)

Q5. MOURIR À PETIT FEU

Message: Q5	Mourir a petit feu						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	H	H	H	H	H	H	H
Smokers: quit/reduce smoking Non-smokers: deterrence	MH	MH	H	MH	H	H	MH
You would remember message	H	H	H	H	H	H	H
Top 3 (totals)	2	2	6	5	7	3	25

This message received the highest ratings out of all of the 20 messages, on all four of the aspects that were evaluated. It was picked second overall in top three mentions, and had a fairly strong recall with both smokers and non-smokers in the first exercise.

Je la trouve belle, on finit tous par mourir un jour mais, c'est ta santé.... (18-24, non-smoker)
I think it is really good. We all end up dying one day, but it's your health....
(18-24, non-smoker)

Je trouvais ça drôle, belle métaphore, c'est vrai, crédible. Ça m'aiderait à réfléchir. Bon message pour ceux qui fument déjà. (25+, smoker)
I found it funny. It's a good metaphor. It's true and credible. It's going to help me reflect.
It's a good message for those currently smoking. (25+, smoker)

The play on words in this message proved to be effective, as it made these participants think about the link between smoking and its potentially fatal consequences:

J'aime le jeu de mots, tu meurs pas toute suite, c'est peu à peu mais si t'arrête la tu changes ton futur. Je trouve ça motivant, très clair, très crédible. (18-24, smoker)
I like the word play... you don't die right away, but it's little by little. But if you quit, you will change your future. I find it motivating, clear, and very credible. (18-24, smoker)

C'est celui qui m'a touché le plus, message qui va m'inciter à arrêter de fumer, le lien est très, très fort avec la cigarette, ça fait penser à tous les côtés, la santé, tout ce que peut t'arriver, quand tu fumes. (25+, smoker)

This is the one that touched me the most. It's a message that will incite me to quit smoking. The connection is very, very strong. You think about it from all the angles... your health and everything that can happen to you when you smoke. (25+, smoker)

There were also a few participants in both age categories who mentioned that this was an older expression, and consequently lacked some originality. There were also a few participants who said that this message might not be effective with younger smokers, as they aren't thinking about dying:

C'est vieux comme expression, ça allume pas personne. Facile à se souvenir par contre. Touche pas les jeunes. (18-24, smoker)

It's an old expression and it's not going to turn anybody on. However, it is easy to remember, but it won't touch the young. (18-24, smoker)

Ca ne me dit rien, je vais mourir un jour ou l'autre. (25+, smoker)

It doesn't mean anything to me. I am going to die one day or another. (25+, smoker)

F4. LE TABAC CONTRÔLE....VOTRE BUDGET

Message: F4	Le tabac contrôle... votre budget						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	H	MH	H	H	H
Believable	H	H	H	MH	H	MH	MH
Smokers: quit/reduce smoking	ML	MH	H	ML	MH	MH	MH
Non-smokers: deterrence							
You would remember message	MH	MH	H	MH	MH	MH	MH
Top 3 (totals)	3	3	3	3	5	3	20

This "financial" message received the highest rating of others using this theme, as well as the highest recall for this type of message, as seen in the results for exercise one:

J'ai adoré celui-là. La véracité, le jeu de mot, avoir vu ce message sur un paquet il y a 4-5ans, je n'aurais peut-être pas commencé pour de bon. Mémorable et m'incite à arrêter.

(18-24, smoker)

I love this one. The truthfulness... the play on words... if I had seen this message on a pack four or five years ago, I might not have started up. It's memorable and it incites me to quit.

(18-24, smoker)

Aussitôt qu'on me parle d'argent, ça vient me chercher. J'ai réalisé dernièrement combien d'argent je dépensais sur les cigarettes car je viens de m'acheter une voiture car je calculais mes dépenses. (18-24, smoker)

As soon as you talk to me about money it gets me. I realized recently how much money I spent on cigarettes because I just bought a car and was calculating my expenses.

(18-24, smoker)

The effect this message had on the younger smokers depended on what their current financial status was, and whether they were working and had more disposable income, or whether they were a student on a tighter budget.

Meanwhile, the older, heavy smokers suggested their habit controlled their budget, while others mentioned they bought less expensive cigarettes, and thus did not experience any budgetary constraints:

Bon, court, facile à comprendre. Des fois, oui, les cigarettes contrôlent mon budget, quand j'avais pas assez d'argent je mettais mes cigarettes sur ma carte de crédit pis des fois j'ai choisi des cigarettes au lieu de la bouffe. (18-24, smoker)

It's good, short, and easy to understand. Yes, sometimes cigarettes can control your budget. When I didn't have enough money I would put my cigarettes on my credit card, and I sometimes chose cigarettes over food. (18-24, smoker)

Facile, je travaille donc ça ne contrôle pas mon budget. Pas mémorable mais clair. (18-24, smoker)

Easy. I work, so it doesn't control my budget. It's not memorable but it is clear. (18-24 smoker)

Au niveau du message, c'est assez clair et c'est important. Au niveau du budget, ça coûte 500\$ à 600\$ par mois, si tu es 2 qui fument, ça fait réfléchir. (25+, smoker)

The message is clear and it is important. At the budget level, when you are spending \$500 to \$600 a month, and there are two smokers [in your home], it makes you think. (25+, smoker)

Ca ne contrôle pas mon budget, si je les payais le plein prix, je penserais à arrêter de fumer. (25+, smoker)

It doesn't control my budget. If I was paying full price, I would think about quitting smoking. (25+, smoker)

The word "control" was another one of this message's strengths, because as one 18-24 non-smoking participant indicated, "nobody likes to be controlled." It also had a strong impact with both smokers and non-smokers in the 18-24 age category.

Younger respondents liked the length of the message, and as seen in the above grid, it was definitely clear and understandable. It was, for the most part, thought to be a credible message.

Facile à comprendre, le mot contrôle est bien, plus d'effet que le premier message. (18-24, smoker)

It's easy to understand. The word control is good, and is more effective than the first ad. (18-24, smoker)

Budget, c'est plutôt personnel, ce qui est personnel, ça accroche. Contrôle, on n'aime pas se faire contrôler, le plus accrocheur, le plus impact. (18-24, non-smoker)

Budgets are rather personal, and what is personal is catchy. Control... we do not like to be controlled. It's the catchiest and has the most impact. (18-24, non-smoker)

J'ai pas beaucoup de sous, donc oui, fumer contrôle mon budget, m'incite un peu à arrêter. (18-24, smoker)

I don't have a lot of money, therefore, yes, smoking controls my budget. It encourages me a bit to quit. (18-24, smoker)

H6 : ÉVITER LE PIRE : NE CONSOMMEZ PAS DE TABAC

Message: H6	Eviter le pire : ne consommez pas de tabac						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	MH	H	H	H	H
Believable	ML	MH	MH	MH	MH	H	MH
Smokers: quit/reduce smoking	ML	L	ML	ML	H	MH	ML
Non-smokers: deterrence							
You would remember message	ML	ML	MH	MH	MH	H	MH
Top 3 (totals)	0	1	2	0	1	2	6

Participants in all the groups felt this message came across as an order, and suggested there are worse things in life than smoking:

Le pire, c'est différent pour tout le monde. Encore ils me donnent un ordre.

(18-24, smoker)

The worst is different for everybody. Again, it is giving me an order. (18-24, smoker)

On donne un ordre mais, ne dit pas pourquoi? (18-24, non-smoker)

It gives me order, but doesn't tell me why? (18-24, non-smoker)

Eviter le pire, il y a des choses pire que la cigarette, c'est trop vaste, je ne l'aime pas, pas clair.

(18-24, non-smoker)

Avoid the worst? There are worse things than cigarettes. It's too vast and I don't like it. It's not clear. (18-24, non-smoker)

Many participants also suggested that this message was too long and boring, and did not offer them a solution or consequence that would get their attention. Very few recalled it in the recall exercise.

However, it would most likely influence a non-smoker not to start smoking, than it would be to get a smoker to quit as shown in the exercise results:

Il y a pire que de fumer, facile à comprendre, crédible d'une certaine manière, pas convainquant, pas plus original. (25+, smoker)

There is worse than smoking. It's easy to understand and credible in a certain way, but not convincing, and not very original. (25+, smoker)

Banal, trop ordinaire, crédible, pas de punch. (18-24, smoker)

It's commonplace and too ordinary. It's credible but has no punch. (18-24, smoker)

Rien de spécial, m'incite pas à arrêter. (18-24, smoker)

It's nothing special. It doesn't incite me to quit. (18-24, smoker)

H7 : ÉVITEZ A TOUT PRIX LE TABAC

Message: H7	Evitez a tout prix le tabac						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	MH	H	H	H	H
Believable	MH	MH	MH	H	ML	MH	MH
Smokers: quit/reduce smoking	L	L	ML	ML	ML	ML	ML
Non-smokers: deterrence							
You would remember message	ML	ML	ML	MH	ML	MH	ML
Top 3 (totals)	0	0	1	1	0	0	2

Of all the 20 messages, this one is the least likely to motivate someone to quit, or keep them from smoking. No one in the 18-24 year old groups placed it in their top three, and it was rated among the least memorable of all the messages in the study.

This message came across to many as an order, which they did not appreciate.

Participants also found it dull, stating that nothing grabbed their attention: they felt they've heard this before, and several mentioned there was no reason given in the message why tobacco should be avoided. Very few recalled it.

QUALITATIVE EXPLORATION OF WARNINGS ON
TOBACCO PRODUCT ADVERTISEMENTS

Je trouve ça mauvais, encore me donne des ordres avec pas de conséquences.

(18-24, smoker)

I find this bad. Again, it is giving me orders without consequences. (18-24, smoker)

Pas fait grand chose, facile, clair mais j'accroche pas. (18-24, smoker)

It doesn't do much. It's easy and clear, but doesn't hook you. (18-24, smoker)

Pas d'effet pour moi. Pas bonne chose à dire à quelqu'un d'éviter quelque chose. M'incite pas à arrêter. (18-24, smoker)

It has no effect for me. It's not a good thing to say to someone avoid something. It doesn't incite me to quit. (18-24, smoker)

Le message ne dit rien. (25+, smoker)

The message says nothing. (25+, smoker)

While this message was rated fairly highly on comprehension, participants seemed to be confused in the discussion portion of the groups:

Je ne comprends pas le message. Pourquoi ils veulent qu'on l'évite? Je ne vois pas la justification derrière ce qu'ils disent. (18-24, non-smoker)

I did not understand the message. Why do they want us to avoid tobacco? I don't see the justification behind what they are saying? (18-24, non-smoker)

W3 AVIS AUX USAGERS : LE TABAC A DES EFFETS SECONDAIRES MORTELS

Message: W3	Avis aux usagers: Le tabac a des effets secondaires mortels						
	Smokers				Non-smokers		Overall
Group	14	16	18	20	22	24	
Clear and easy to understand	H	H	H	H	H	H	H
Believable	H	H	H	MH	MH	H	H
Smokers: quit/reduce smoking	MH	ML	MH	ML	MH	H	MH
Non-smokers: deterrence							
You would remember message	ML	MH	MH	MH	MH	H	MH
Top 3 (totals)	2	0	2	2	3	2	11

This message did much better than the other "warning" messages, with the highest number of top three mentions. Overall recall however, was not high.

The all around strength of this message is that it spoke of tobacco's deadly side effects and it had high or fairly high credibility among all participant groups because it was believed to be factually true. However, participants also felt this message was too long, and that they've heard it all before. Its impact was mixed: younger smokers felt it had an impact on them, older smokers felt it was too rational and needed to be more emotional, and non-smokers thought it might deter them from smoking but would not deter smokers.

Clair, facile, effets secondaires mortels m'a touché, m'incite pas à arrêter car je le sais déjà que les effets son mortels. Pas assez précis comme message, manque d'impact, trop vague.
(18-24, smoker)

It's clear and easy, and the deadly side effects touched me. It doesn't incite me to quit because I already know that the side effects are deadly. The message is not precise enough... it's missing impact... it's too vague. (18-24, smoker)

Ca me rentre dans le crâne, si t'attends d'avoir des effets secondaires, il sera trop tard.
(18-24 smoker)

It gets into my skull. If you wait to have side effects it will be too late. (18-24, smoker)

Fumer c'est « hot » mais quand on voit le mot 'mort', ça me fait effet surtout de voir effets secondaires mortels (18-24 smoker)

Smoking is "cool," but when you see the word "dead," it has an effect, especially when you see the deadly side effects. (18-24, smoker)

Ca accroche surtout par rapport aux effets secondaires, comme par rapport aux enfants.
(25+, smoker)

It catches my attention, especially because of the side effects, like with our children.
(25+, smoker)

Bon message, c'est clair, effets secondaires mortels, ça a un impact. (18-24, non-smoker)

Good message. It's clear, there are deadly side effects, and that has an impact.
(18-24, non-smoker)

QUALITATIVE EXPLORATION OF REACTIONS ON
TOBACCO PRODUCT ADVERTISEMENTS

Je pense au cancer comme effet secondaire, clair, crédible, mémorable. (18-24, non-smoker)
I think of cancer as a side effect. It's clear, credible, and memorable. (18-24, non-smoker)

Mortels, c'est un mot frappant, crédible, c'est évident et c'est prouvé que les effets
secondaires sont mortels. (18-24, non-smoker)

Deadly... that is a catchy word. It's credible, it is obvious, and it is proven that the side
effects are deadly. (18-24, non-smoker)

APPENDICES

Dates Locations and Segments

Date	Location	Group Composition by Smoking Status, Age Group (Years), Gender and Message Set	
		Time: 5:00 pm	Time: 7:00 pm
July 4	Toronto	Smokers, 18-24 1 Group A message set, English 5 men, 5 women	Smokers, 25+ 2 Group B message set, English 4 men, 4 women
July 5	Toronto	Non-smokers, 18-24 3 Group A message set, English 4 men, 5 women	Non-smokers, 18-24 4 Group B message set, English 4 men, 4 women
July 5	Montreal	Smokers, 18-24 13 Group A message set, French 3 men, 3 women	Smokers, 18-24 14 Group B message set, French 2 men, 3 women
July 6	Toronto	Smokers, 18-24 5 Group B message set, English 6 men, 3 women	Smokers, 25+ 6 Group A message set, English 5 men, 4 women
July 6	Montreal	Smokers, 18-24 15 Group A message set, French 3 men, 2 women	Smokers, 18-24 16 Group B message set, French 3 men, 3 women
July 10	Vancouver	Smokers, 18-24 7 Group A message set, English 4 men, 5 women	Smokers, 25+ 8 Group B message set, English 5 men, 5 women
July 11	Vancouver	Non-smokers, 18-24 9 Group A message set, English 3 men, 5 women	Non-smokers, 18-24 10 Group B message set, English 4 men, 4 women
July 12	Vancouver	Smokers, 18-24 11 Group B message set, English 4 men, 4 women	Smokers, 25+ 12 Group A message set, English 5 men, 3 women
July 12	Montreal	Smokers, 25+ 17 Group A message set, French 3 men, 4 women	Smokers, 25+ 18 Group B message set, French 5 men, 5 women
July 13	Montreal	Smokers, 25+ 19 Group A message set, French 4 men, 6 women	Smokers, 25+ 20 Group B message set, French 4 men, 3 women
July 17	Montreal	Non-smokers, 18-24 21 Group A message set, French 4 men, 4 women	Non-smokers, 18-24 22 Group B message set, French 5 men, 3 women
July 18	Montreal	Non-smokers, 18-24 23 Group A message set, French 2 men, 2 women	Non-smokers, 18-24 24 Group B message set, French 2 men, 4 women



July 6, 2006

**HEALTH CANADA
DISCUSSION AGENDA
PN 5947 – Tobacco Ad Messages
Draft 6 - Final**

1.0 INTRODUCTION (5 MINUTES)

- Introduction to focus group procedures.
- Moderator's name and role
- We want your opinion – this is a discussion group.
- Feel free to agree or disagree and express your views freely/no right/wrong answer
- Session is being audio-taped and observed.
- Your individual comments will not be linked to you / names will not appear
- The session will be approximately 2 hours or slightly less
- The receptionist will pay you your cash gift at the end of the session.
- Let's go around the table so that each one of you can tell me your first name and something about yourself.

2.0 NOTICEABILITY DISCUSSION – FIRST WRITTEN EXERCISE

Before I explain the main purpose of the focus groups, we are first going to look at some advertising messages. Here they are.

BOARDS LINED UP ON A LEDGE FACING THE WALL / TURN THEM OVER AS A GROUP / WAIT 2-3 MINUTES / TURN FACE DOWN IN SAME ORDER.

We are going to complete an exercise.

HAND AROUND FIRST WRITTEN EXERCISE

1

What do you recall from these advertising messages? Write down everything you remember on this page.

3.0 SMOKERS HISTORY

Today we will be focusing on the messages you just saw briefly and getting your opinions about them. But first let's talk about smoking for a moment. You are all (smokers/non-smokers).

Smoker's sessions:

Let's go around the table so you can tell us about your smoking background.

- What age did you start smoking?
- How much do you smoke?
- Have you ever tried to quit?

Non-smokers sessions:

Let's go around the table so you can tell me if you have ever tried smoking.

- Do you think you might smoke?
- Do your friends or family smoke?

4.0 TESTING THE MESSAGES

I would now like to get your views about the messages you saw earlier. Here is the set of messages for you to look at and the rating sheets to work on. We will go through all the messages first on paper and then discuss. We are focusing on the text messages at the top of the ad and not the ad itself.

HAND OUT MESSAGES AND SECOND WRITTEN EXERCISE

Please consider each message in terms the following:

1. This message is clear and easy to understand
2. This message is believable
3. Smokers: This message may motivate you to quit or reduce your tobacco use
4. Non-smokers: This message may deter you from starting to use tobacco
5. You would remember this message

Now please go through them...

PARTICIPANTS COMPLETE ALL EVALUATIONS WITHOUT DISCUSSION

Now pick three of the 10 that you think are the best and mark these on the last page.

Group Discussion

Let's go through what you think of each one:

9a→c
(30)
Number 1/11 – what do you think of it? Is it in your top three? Why or why not?
Number 2 to 10/12 to 20 – repeat.

10a→d
10.1→10.10 (40)
Prompt for: was the message easy to understand, was it believable, (Smokers) Did it make you think about quitting? (Non-Smokers) Did it help deter you from smoking?

11
What is your overall impression of these messages?

12
What aspects of the messages attracted your attention?

13a→d
What stands out on the page...the message or the ad or both? Do the messages draw you away from the tobacco ad? Do some do this more than others? Which ones?

14
Are these messages meant for you or for someone else?

15a→e
What about the format of the messages? The black and white colours? The lettering (font size, capital letters)? The size of the message on the ad? Are they effective?

16
Do you have any other ideas for messages that you think would be effective, believable, and noticeable?

TAKE BACK MESSAGES AND EXERCISES

17 ab
Do you remember who sponsored the messages? Do you remember anything else?

5.0 CLOSING COMMENTS

Health Canada would like to thank you for your participation in this research study.

Smokers- FIRST WRITTEN EXERCISE

PLEASE CIRCLE YOUR RESPONSES TO EACH OF THE FOLLOWING:

Your gender?

Male

Female

Your age category?

18-24

25-34

35-44

45-54

55 and over

What did you recall from these messages? Please write down everything you remember.

Second Written Exercise

Rating the Messages

Please rate this message on each of the following items, using the thumbs up, thumbs down scale.

#	CIRCLE ONE				
This message is clear and easy to understand					
This message is believable					
This message may motivate you to quit or reduce your tobacco use					
You would remember this message					

#	CIRCLE ONE				
This message is clear and easy to understand					
This message is believable					
This message may motivate you to quit or reduce your tobacco use					
You would remember this message					

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

#	CIRCLE ONE				
This message is clear and easy to understand					
This message is believable					
This message may motivate you to quit or reduce your tobacco use					
You would remember this message					

#	CIRCLE ONE				
This message is clear and easy to understand					
This message is believable					
This message may motivate you to quit or reduce your tobacco use					
You would remember this message					

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

Top 3?

Top 3?

Q1	Will this be your last pack? Choose while you still have the choice.	
F1	Buy now. Pay later (with your health)	
F3	Smoking can burn a hole in your pocket.	
F5	Got money to burn?	
H1	Inhale. Exhale. Cough. Wheeze.	
W1	<u>Warning</u> : Interferes with breathing	
Q4	Quit for the health of it	
Q6	Tobacco... You can live without it	
W3	<u>Warning</u> : This ad is for cancer	
F6	Is tobacco use worth the cost?	

Top 3?

		Top 3?
Q2	Life is too short as is. Why smoke?	
F2	Cigarettes... Getting drop dead expensive	
F4	Smoking turns your cash into ash	
Q3	Don't think of them as cravings, think of them as traps	
H2	Don't let your health go up in smoke	
W2	<u>Warning</u> : Accelerates Aging	
Q5	Get addicted to life. Quit today!	
Q7	There's an alternative to quitting, but you probably won't like it.	
W4	<u>Warning</u> : This ad is for a toxic product	
W5	<u>Warning</u> : Tobacco use will shorten your lifespan	

Non-smokers - FIRST WRITTEN EXERCISE

PLEASE CIRCLE YOUR RESPONSES TO EACH OF THE FOLLOWING:

Your gender?

Male

Female

Your age category?

18-24

25-34

35-44

45-54

55 and over

What did you recall from these messages? Please write down everything you remember.

Second Written Exercise

Rating the Messages

Please rate this message on each of the following items, using the thumbs up, thumbs down scale.

#	CIRCLE ONE
This message is clear and easy to understand	    
This message is believable	    
This message may deter you from starting to use tobacco	    
You would remember this message	    

#	CIRCLE ONE
This message is clear and easy to understand	    
This message is believable	    
This message may deter you from starting to use tobacco	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	
This message is believable	
This message may deter you from starting to use tobacco	
You would remember this message	

CIRCLE ONE

#	
This message is clear and easy to understand	
This message is believable	
This message may deter you from starting to use tobacco	
You would remember this message	

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may deter you from starting to use tobacco	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may deter you from starting to use tobacco	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may deter you from starting to use tobacco	    
You would remember this message	    

CIRCLE ONE

#	
This message is clear and easy to understand	    
This message is believable	    
This message may deter you from starting to use tobacco	    
You would remember this message	    

#	CIRCLE ONE				
This message is clear and easy to understand					
This message is believable					
This message may deter you from starting to use tobacco					
You would remember this message					

#	CIRCLE ONE				
This message is clear and easy to understand					
This message is believable					
This message may deter you from starting to use tobacco					
You would remember this message					

Top 3?

Top 3?

Q1	Will this be your last pack? Choose while you still have the choice.	
F1	Buy now. Pay later (with your health)	
F3	Smoking can burn a hole in your pocket.	
F5	Got money to burn?	
H1	Inhale. Exhale. Cough. Wheeze.	
W1	<u>Warning</u> : Interferes with breathing	
Q4	Quit for the health of it	
Q6	Tobacco... You can live without it	
W3	<u>Warning</u> : This ad is for cancer	
F6	Is tobacco use worth the cost?	

Top 3?

		Top 3?
Q2	Life is too short as is. Why smoke?	
F2	Cigarettes... Getting drop dead expensive	
F4	Smoking turns your cash into ash	
Q3	Don't think of them as cravings, think of them as traps	
H2	Don't let your health go up in smoke	
W2	Warning: Accelerates Aging	
Q5	Get addicted to life. Quit today!	
Q7	There's an alternative to quitting, but you probably won't like it.	
W4	Warning: This ad is for a toxic product	
W5	Warning: Tobacco use will shorten your lifespan	



Le 05 juillet 2006

**SANTÉ CANADA
GUIDE DE DISCUSSION
PN 5947 –Mises en garde dans la publicité sur le tabac
Ébauche 6- Final**

1.0 INTRODUCTION (5 MINUTES)

- Introduction au fonctionnement d'un groupe de discussion.
- Nom et rôle de l'animatrice
- Nous voulons entendre votre opinion – c'est un groupe de discussion.
- Sentez-vous bien libres d'être d'accord ou non et de partager vos opinions sans restriction, il n'y a pas de bonne ni de mauvaise réponse.
- La séance est observée et enregistrée (audio).
- Aucun nom n'apparaîtra dans le rapport – vos commentaires ne seront donc pas associés à votre nom.
- La séance durera environ 2 heures ou légèrement moins.
- La réceptionniste vous remettra votre cadeau sous forme d'argent comptant à la fin de la séance.
- Faisons un tour de table pour que tout le monde puisse donner son prénom et se présenter rapidement.

**2.0 DISCUSSION SUR LA PERCEPTIBILITÉ – PREMIER EXERCICE
ÉCRIT**

Avant que je vous explique le but de ces groupes de discussion, nous allons premièrement regarder des messages publicitaires. Les voici.

PLANCHES APPUYÉES FACE À UN MUR / LES TOURNER ENSEMBLE /
ATTENDRE 2-3 MINUTES / LES REPLACER FACE CACHÉE DANS LE MÊME
ORDRE.

Nous allons maintenant compléter un exercice.

REMETTRE LE PREMIER EXERCICE ÉCRIT

De quoi vous souvenez-vous au sujet de ces messages publicitaires? Écrivez tout ce dont vous vous souvenez.

3.0 HISTORIQUE DE FUMEUR

Nous allons nous concentrer aujourd'hui sur les messages que vous avez vus brièvement et sur vos opinions à leur sujet. Mais pour l'instant, parlons du fait de fumer. Vous êtes tous des (fumeurs/non-fumeurs).

Séance avec fumeurs :

Faisons un tour de table pour entendre votre historique de fumeur de chacun d'entre vous.

- À quel âge avez-vous commencé à fumer?
- Combien de cigarettes fumez-vous?
- Avez-vous déjà essayé d'arrêter?

Séance avec non-fumeurs :

Faisons un tour de table. J'aimerais que vous me disiez si vous avez déjà essayé de fumer.

- Pensez-vous que vous pourriez fumer?
- Est-ce que vos amis ou des membres de votre famille fument?

4.0 TESTER LES MESSAGES

J'aimerais maintenant obtenir votre opinion sur les messages que vous avez vus plus tôt. Voici l'ensemble de messages que vous pouvez consulter et des feuilles d'évaluation. Nous allons traiter chacun des messages sur papier et en discuter ensuite. Je vous demanderais de vous concentrer sur le message textuel en haut de la publicité, et non sur la publicité elle-même.

REMETTRE LES PUBLICITÉS ET LE DEUXIÈME EXERCICE

Veuillez évaluer les messages selon les aspects suivants :

1. Ce message est clair et facile à comprendre
2. Ce message est crédible
3. Fumeurs : Ce message pourrait vous motiver à arrêter de fumer ou réduire votre consommation
4. Non-fumeurs : Ce message pourrait vous empêcher de commencer à fumer
5. Ce message vous semble mémorable

Regardons maintenant les messages.

LES PARTICIPANTS COMPLÈTENT LES ÉVALUATIONS SANS EN DISCUTER.

Choisissez maintenant 3 messages que vous considérez les meilleurs parmi les 10.

Discussion en groupe

Je veux maintenant savoir ce que vous pensez de chacun des messages :

Numéro 1/11 – qu'est-ce que vous en pensez? Est-ce que celui-là fait partie de votre top 3? Pourquoi/pourquoi pas?

Numéros 2 à 10/12 à 20 – répéter.

Explorer : est-ce que le message était facile à comprendre, est-ce qu'il était crédible ? (fumeurs), est-ce qu'il vous a fait penser d'arrêter de fumer? (non-fumeurs) est-ce qu'il vous a aidé à empêcher de fumer?

Quelle est votre impression générale au sujet du message?

Quels sont les aspects du message qui ont attiré votre attention?

Qu'est-ce que attirent votre attention le plus ... le message ou la publicité ou les deux? Est-ce qu'ils sont perceptibles (attirent votre attention) quand ils sont à côté de la publicité sur le tabac? De quelle façon? Est-ce que les messages vous déconcentrent ou attirent votre attention relativement à la publicité sur le tabac? Est-ce que certains messages le font plus que d'autres? Lesquels?

Est-ce que ces messages sont faits pour vous ou pour d'autres personnes?

Que dire du format des messages? Le noir et blanc? Les lettres (taille des caractères, lettres majuscules)? La taille du message sur la publicité? Est-ce qu'ils sont efficaces?

Pouvez-vous me suggérer d'autres messages qui seraient efficaces, crédibles et qui attireraient l'attention?

REPRENDRE LES MESSAGES ET LES EXERCICES

Souvenez-vous qui a commandé les messages ? Souvenez-vous d'autre chose ?

5.0 COMMENTAIRES DE CLÔTURE

Santé Canada aimerait vous remercier d'avoir participé à cette étude.

Fumeurs - PREMIER EXERCICE ÉCRIT

VEUILLEZ ENCERCLER VOS RÉPONSES À CHACUNE DES QUESTIONS SUIVANTES :

Votre sexe? Masculin Féminin

Votre catégorie d'âge? 18-24 25-34 35-44 45-54 55 et plus

De quoi vous souvenez-vous au sujet de ces messages publicitaires? Écrivez tout ce dont vous vous souvenez.

Deuxième exercice écrit

Évaluer les messages

Veillez évaluer ce message à propos des éléments suivants, en utilisant l'échelle pouces vers le haut/vers le bas.

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à arrêter de fumer ou à réduire votre consommation	    
Ce message semble mémorable	    

Top 3?

Top 3?

W1	Avis aux usagers : La cigarette représente un très mauvais placement	
Q1	C'est quoi ton parfum? Eau de cendrier...	
Q3	Elle ne soulagent pas votre rage de fumer, elles vous piègent	
F1	La cigarette : Un placement à rendement fatal	
H1	Si tu poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer	
F5	Fumer fait du mal et coûte cher	
F3	Le tabac hypothèque ta santé	
H3	Tu empoisonnes ta vie	
H4	Cette publicité est pour le cancer	
H5	Le tabac est un poison. Son antidote : Arrêter sa consommation	

Top 3?

Top 3?

W2	N'enfumez plus Ne fumez pas	
Q2	Écrase : Ça ne vaut pas la peine	
Q4	Vous avez fait du chemin depuis que vous avez cessé de fumer, ne rebroussez pas chemin	
F2	Économiser des milliers de dollars, ça t'intéresse : arrête de fumer	
H2	Je fume, Tu fumes... Nous fûmes!	
Q5	Mourir à petit feu	
F4	Le tabac contrôle... votre budget	
H6	Éviter le pire : ne consommez pas de tabac	
H7	Évitez à tout prix le tabac	
W3	<u>Avis aux usagers</u> : Le tabac a des effets secondaires mortels	

Non fumeurs -PREMIER EXERCICE ÉCRIT

VEUILLEZ ENCERCLER VOS RÉPONSES À CHACUNE DES QUESTIONS SUIVANTES :

Votre sexe? Masculin Féminin

Votre catégorie d'âge? 18-24 25-34 35-44 45-54 55 et plus

De quoi vous souvenez-vous au sujet de ces messages publicitaires? Écrivez tout ce dont vous vous souvenez.

Deuxième exercice écrit

Évaluer les messages

Veuillez évaluer ce message à propos des éléments suivants, en utilisant l'échelle pouces vers le haut/vers le bas.

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

ENCERCLER UN CHOIX

#	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous empêcher de commencer à fumer	    
Ce message semble mémorable	    

Top 3?

Top 3?

W1	Avis aux usagers : La cigarette représente un très mauvais placement	
Q1	C'est quoi ton parfum? Eau de cendrier...	
Q3	Elle ne soulagent pas votre rage de fumer, elles vous piègent	
F1	La cigarette : Un placement à rendement fatal	
H1	Si tu poumons te parlent le matin, c'est qu'il est grand temps d'arrêter de fumer	
F5	Fumer fait du mal et coûte cher	
F3	Le tabac hypothèque ta santé	
H3	Tu empoisonnes ta vie	
H4	Cette publicité est pour le cancer	
H5	Le tabac est un poison. Son antidote : Arrêter sa consommation	

Top 3?

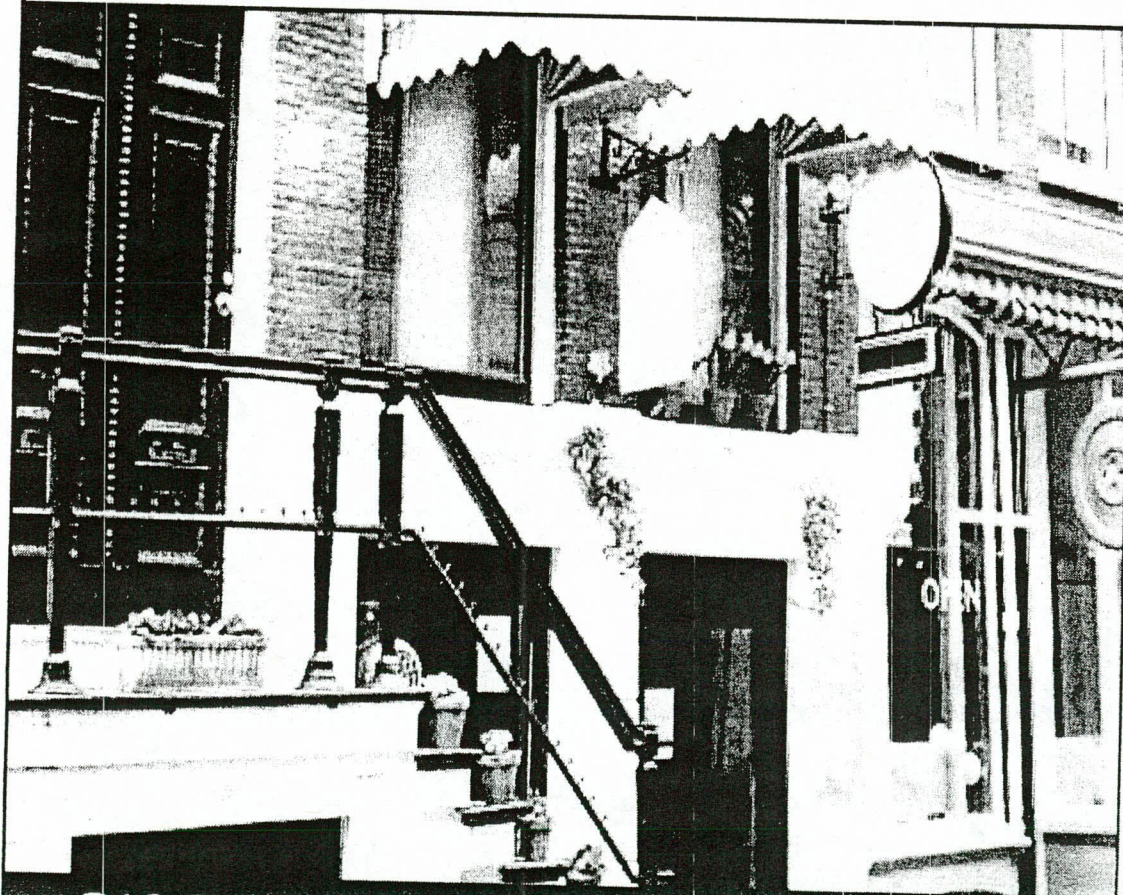
Top 3?

W2	N'enfumez plus Ne fumez pas	
Q2	Écrase : Ça ne vaut pas la peine	
Q4	Vous avez fait du chemin depuis que vous avez cessé de fumer, ne rebroussez pas chemin	
F2	Économiser des milliers de dollars, ça t'intéresse : arrête de fumer	
H2	Je fume, Tu fumes... Nous fûmes!	
Q5	Mourir à petit feu	
F4	Le tabac contrôle... votre budget	
H6	Éviter le pire : ne consommez pas de tabac	
H7	Évitez à tout prix le tabac	
W3	Avis aux usagers : Le tabac a des effets secondaires mortels	

GET ADDICTED TO LIFE.
QUIT TODAY!

www.gosmokefree.ca

Health Canada



H.R. Kerr
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of


Montebello
ULTRAS

H.R. Kerr Tobacconist

555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

IS TOBACCO USE WORTH THE COST?

www.gosmokefree.ca

Health Canada



 *H.R. Kerr*
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of


Montebello
ULTRAS

H.R. Kerr Tobacconist 555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

QUIT FOR THE HEALTH OF IT!

www.gosmokefree.ca

Health Canada



H.R. Kerr
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of


Montebello
ULTRAS

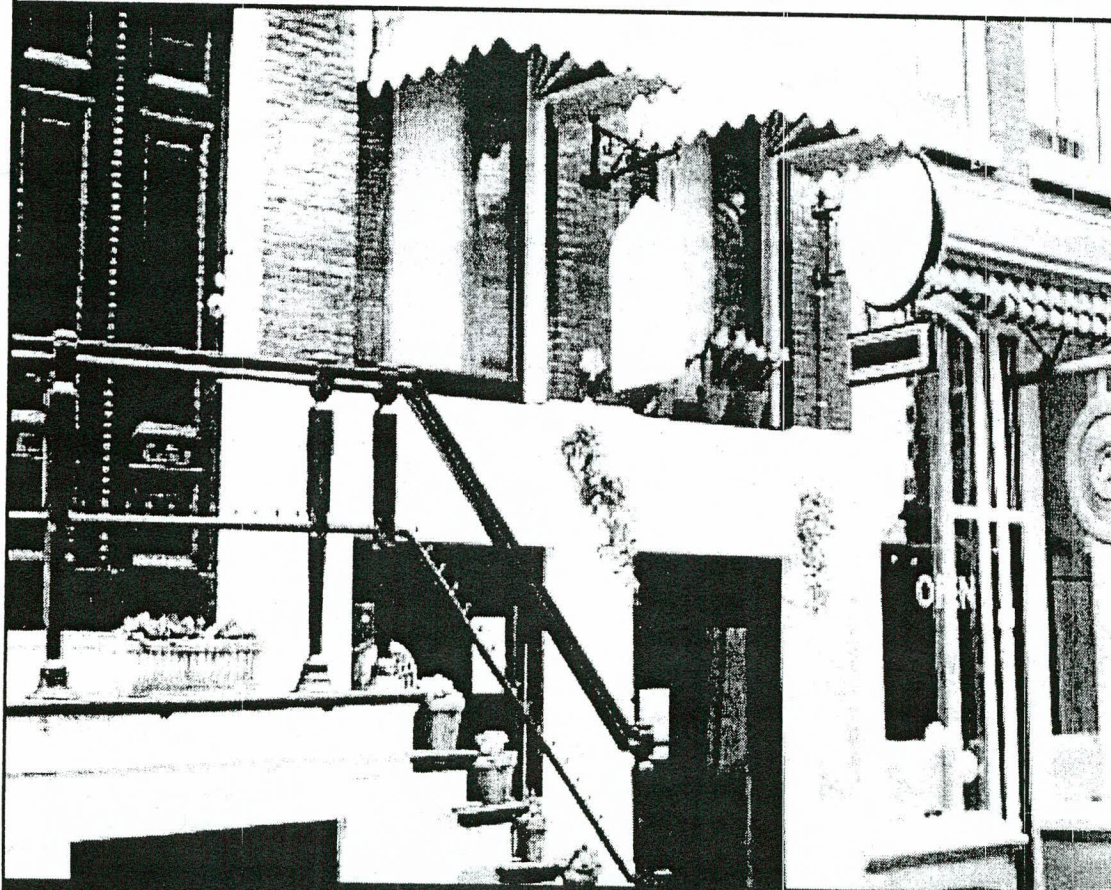
H.R. Kerr Tobacconist

555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

**WARNING: TOBACCO USE WILL
SHORTEN YOUR LIFESPAN**

www.gosmokefree.ca

Health Canada



 *H.R. Kerr*
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of

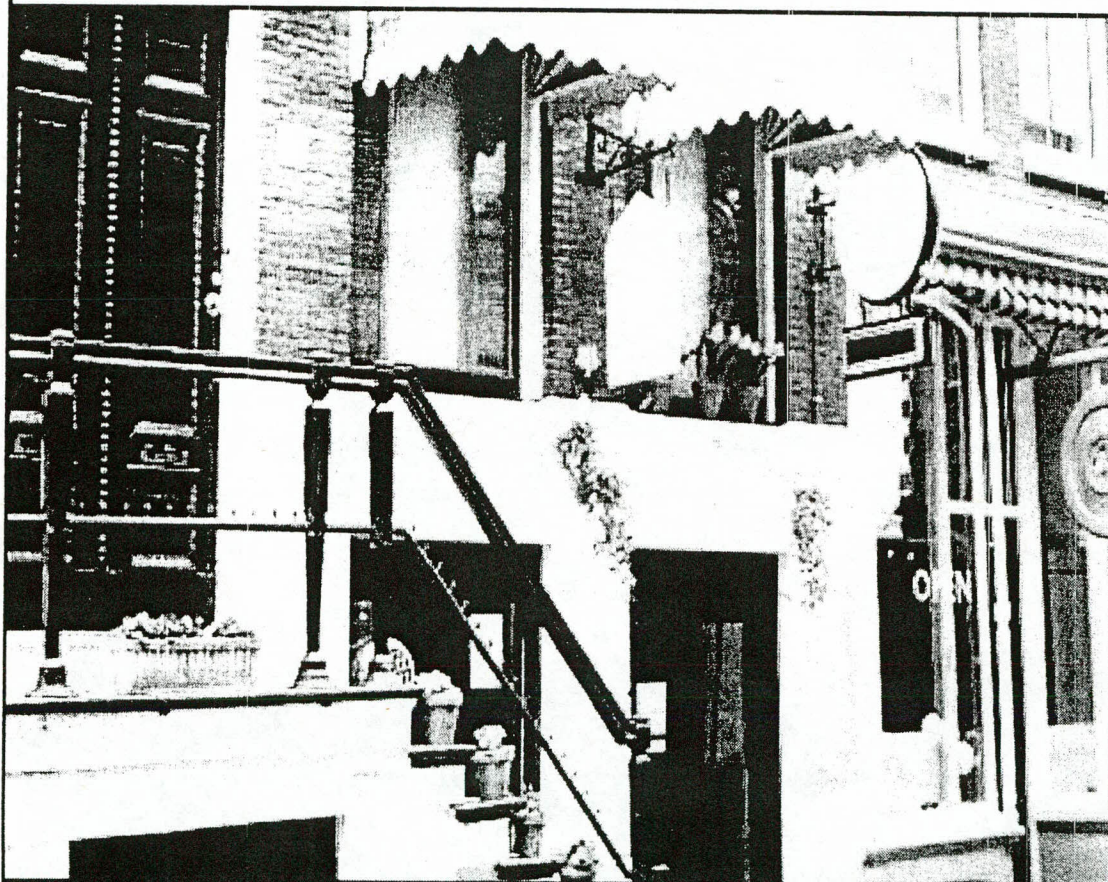
 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

WARNING: THIS AD IS FOR CANCER

www.gosmokefree.ca

Health Canada



H.R. Kerr
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of

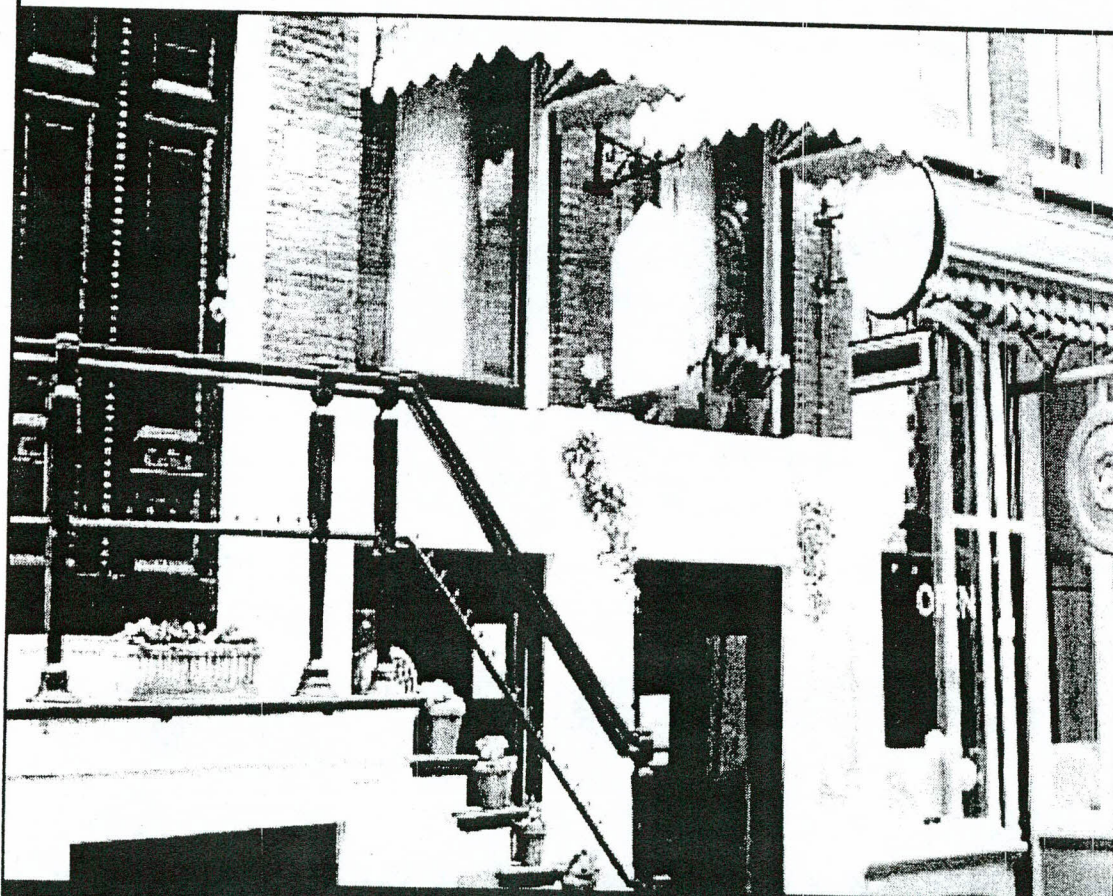

Montebello
ULTRAS

H.R. Kerr Tobacconist 555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

WARNING: THIS AD IS FOR A TOXIC PRODUCT

www.gosmokefree.ca

Health Canada



 *H.R. Kerr*
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of

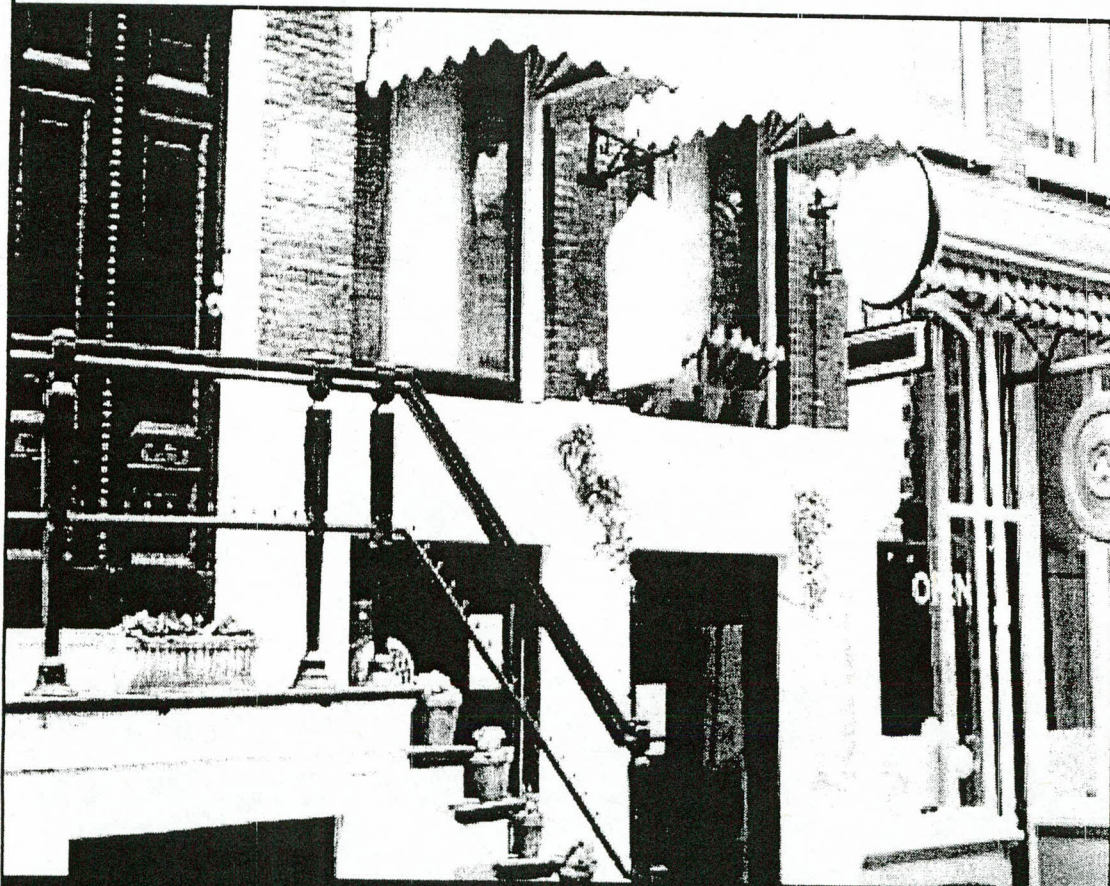
 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

TOBACCO... YOU CAN LIVE WITHOUT IT

www.gosmokefree.ca

Health Canada



H.R. Kerr
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of

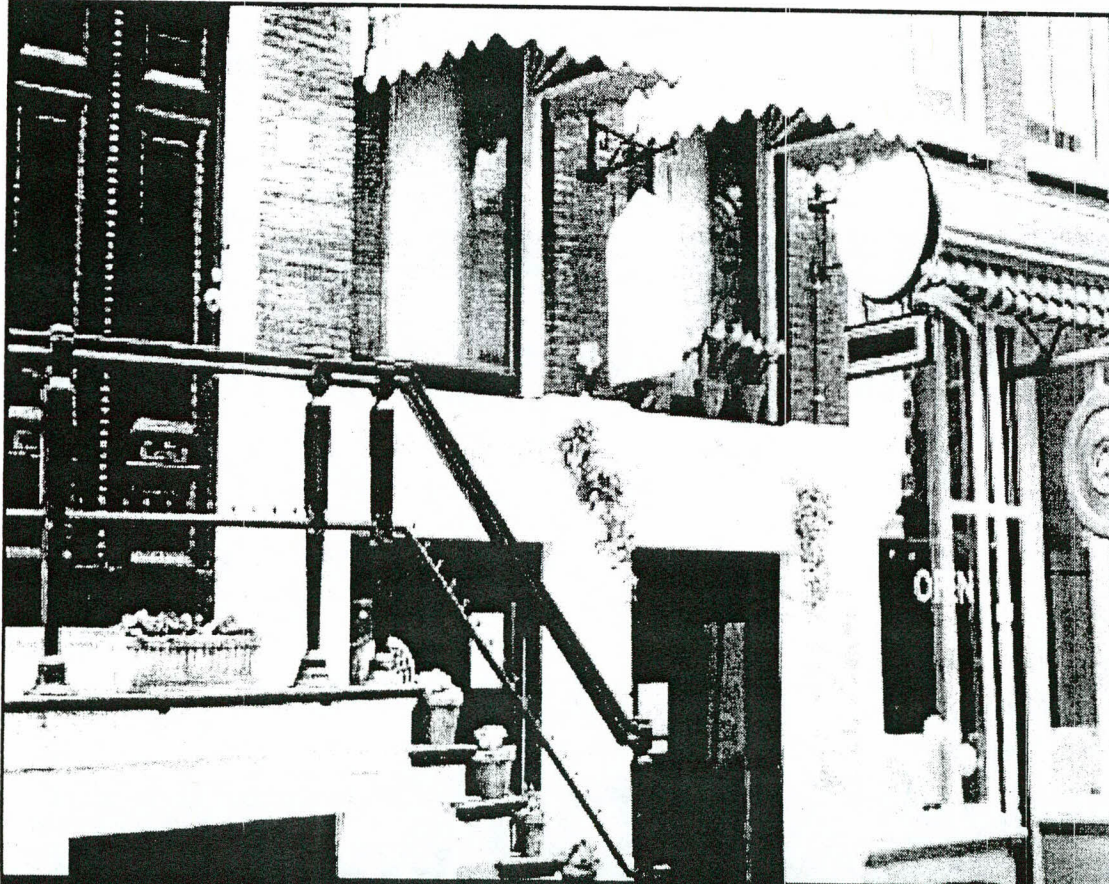

Montebello
ULTRAS

H.R. Kerr Tobacconist 555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

THERE'S AN ALTERNATIVE TO QUITTING,
BUT YOU PROBABLY WON'T LIKE IT.

www.gosmokefree.ca

Health Canada



 *H.R. Kerr*
TOBACCONIST

In the time-honoured
traditions of elegance.

Providing the finest in
old-world tobaccos.

Respecting exclusive tastes
for more than 80 years.

Retailer of

 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555 BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

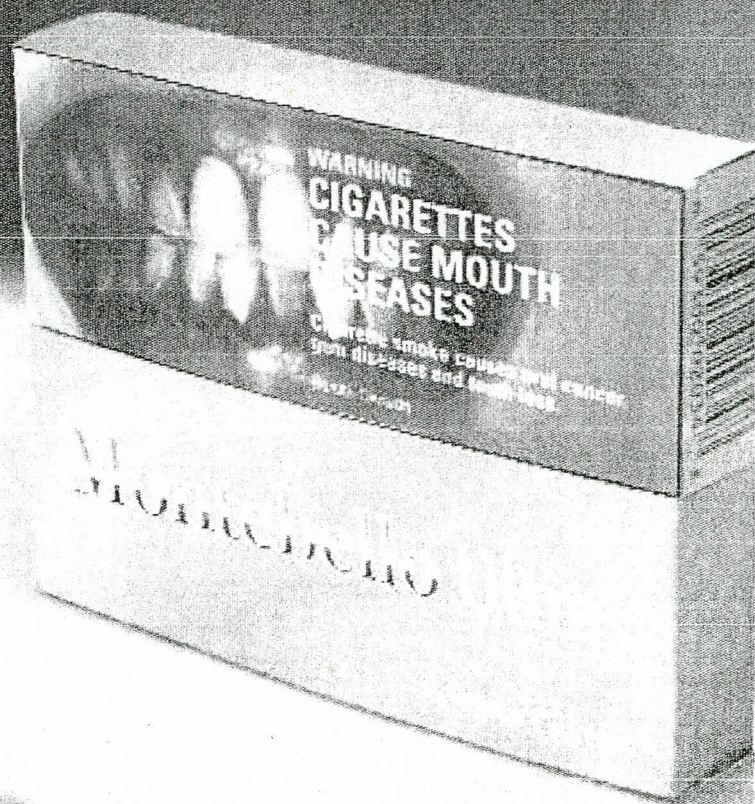
**WILL THIS BE YOUR LAST PACK?
CHOOSE WHILE YOU STILL
HAVE THE CHOICE.**

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



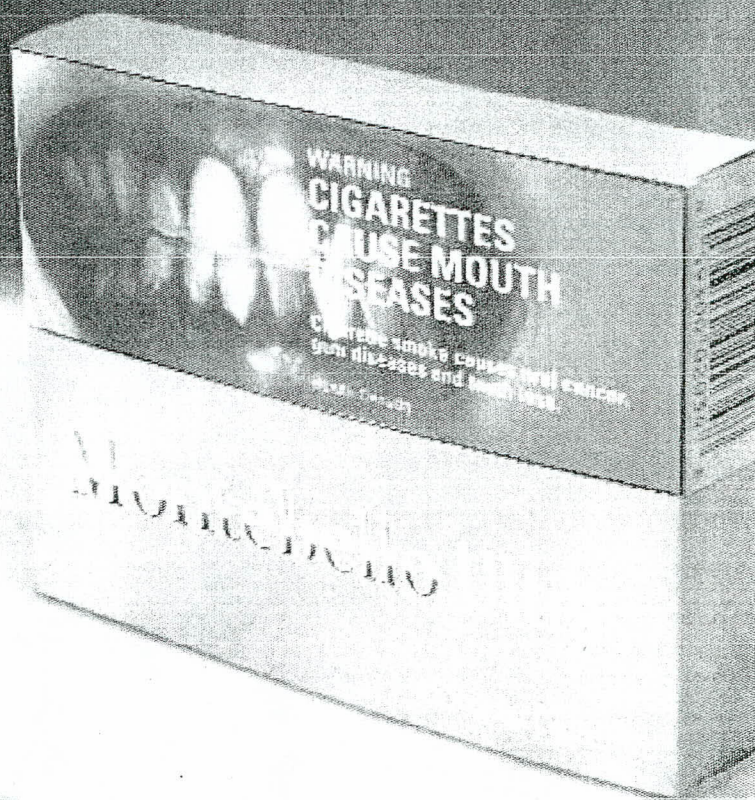
**DON'T THINK OF THEM AS CRAVINGS,
THINK OF THEM AS TRAPS**

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



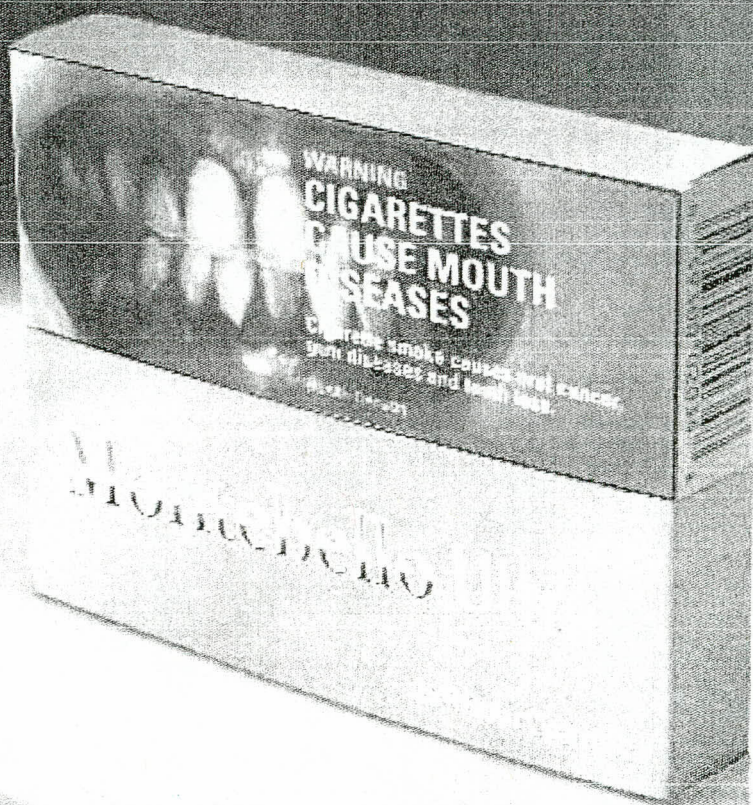
SMOKING CAN BURN A HOLE IN YOUR POCKET

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



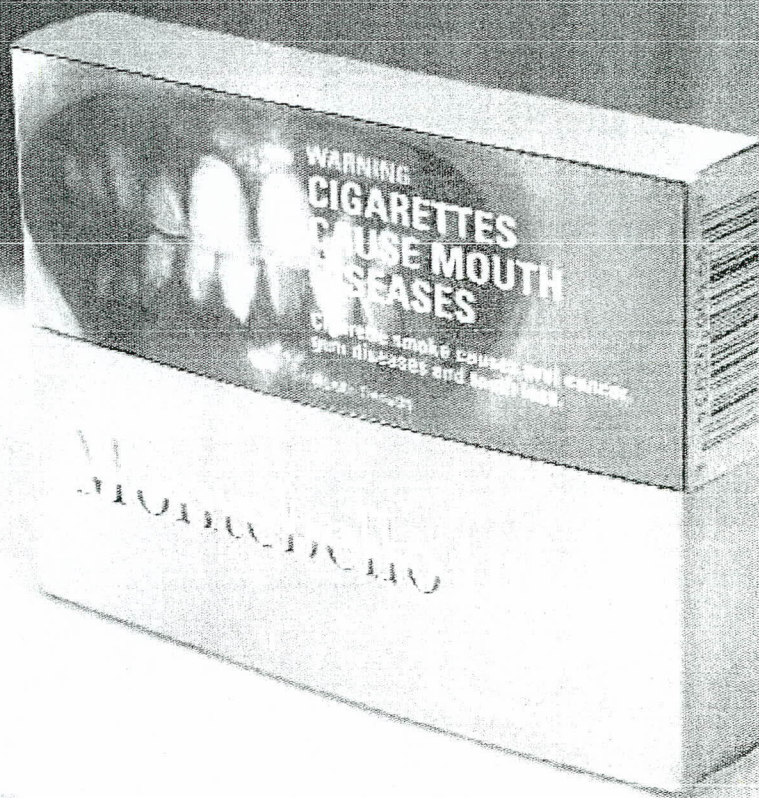
INHALE. EXHALE. COUGH. WHEEZE.

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



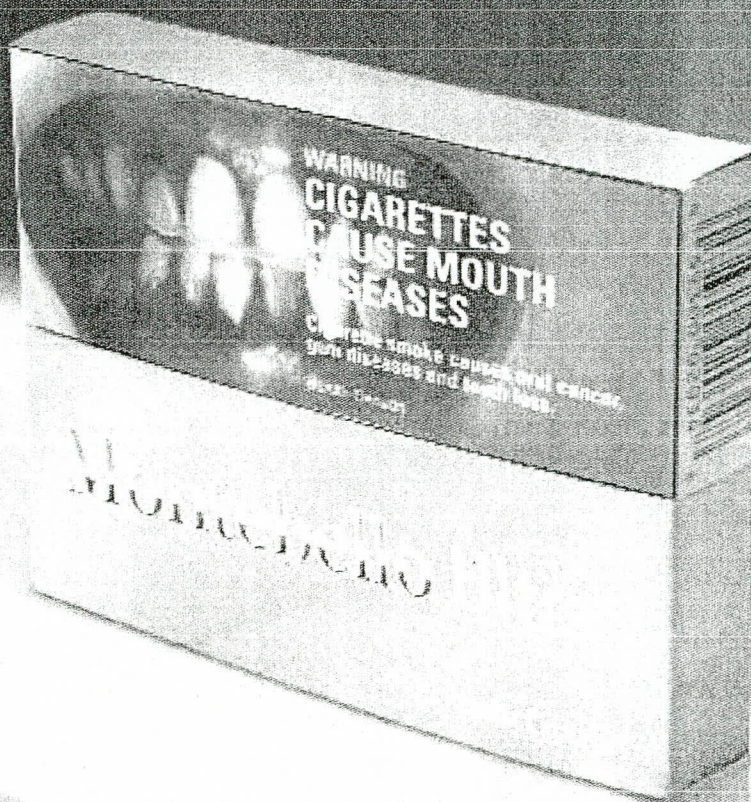
**LIFE IS TOO SHORT AS IS.
WHY SMOKE?**

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



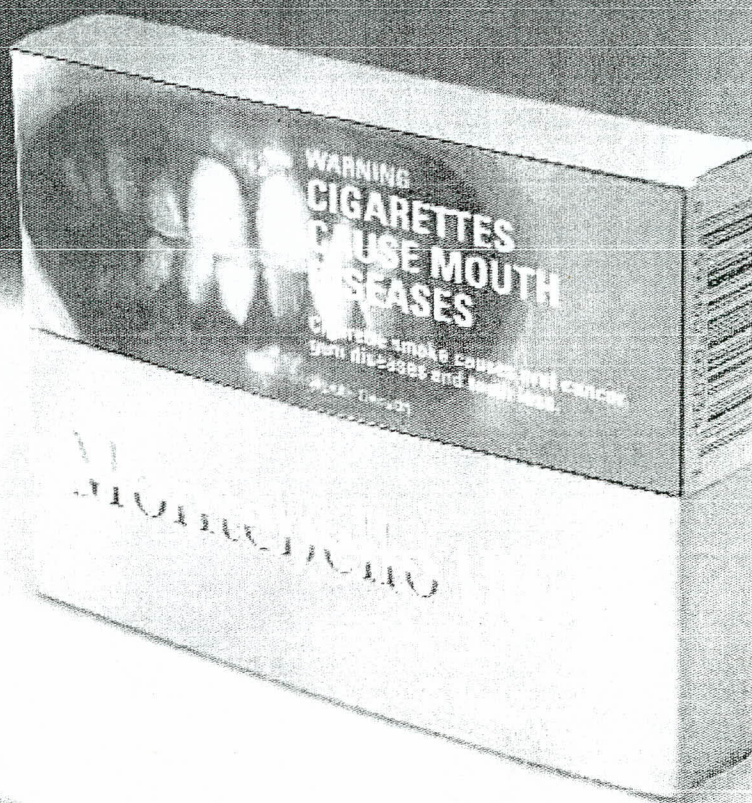
WARNING: INTERFERES WITH BREATHING

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



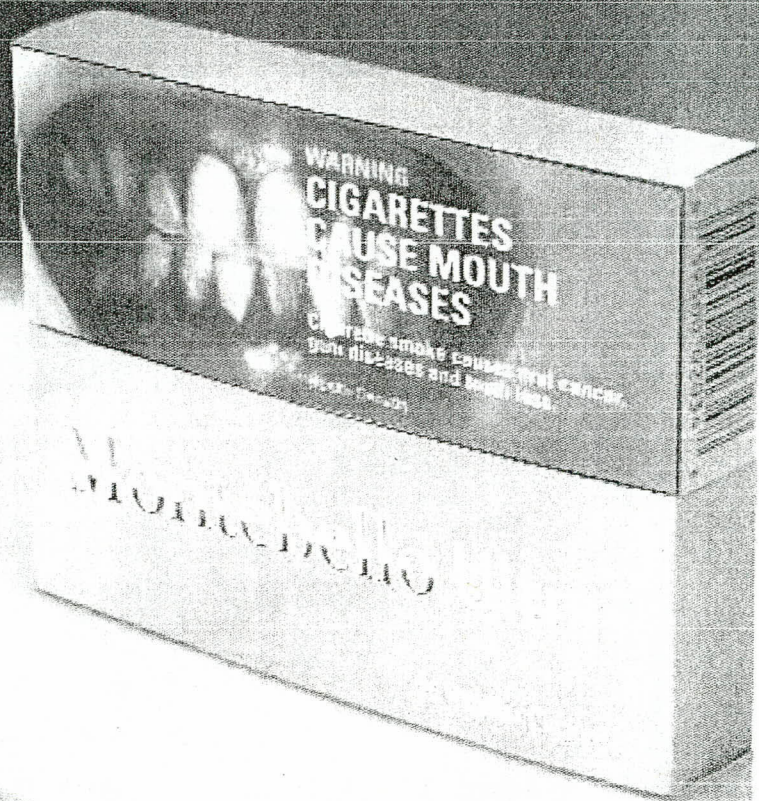
WARNING: ACCELERATES AGING

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



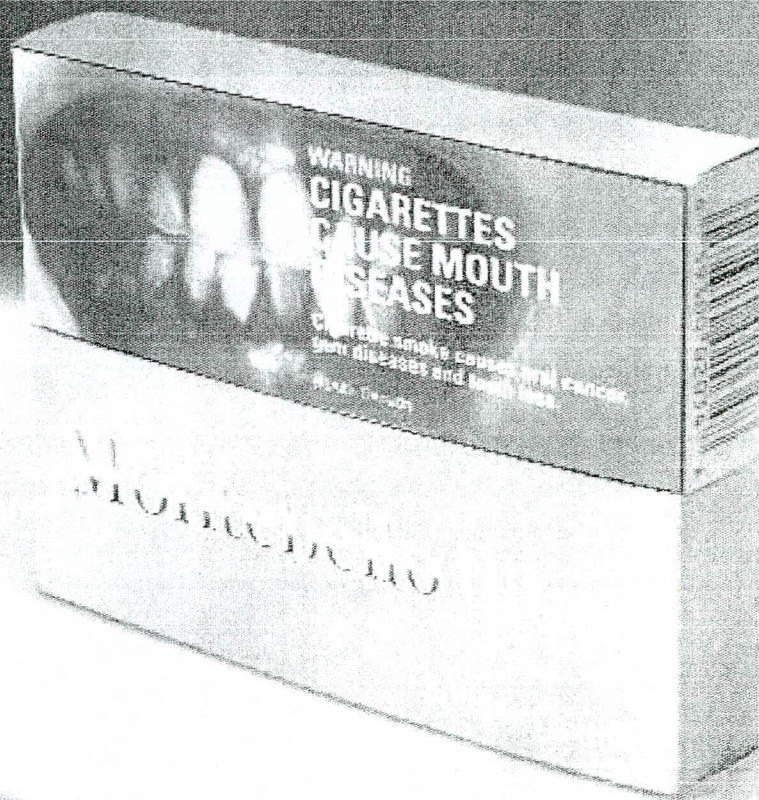
**BUY NOW. PAY LATER
(WITH YOUR HEALTH)**

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



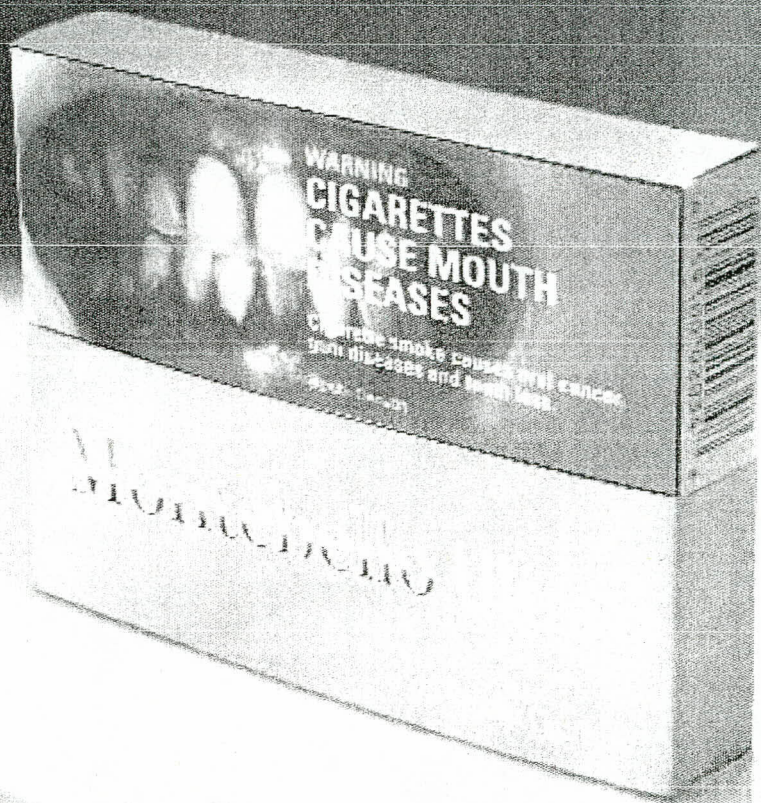
CIGARETTES... GETTING DROP DEAD EXPENSIVE

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



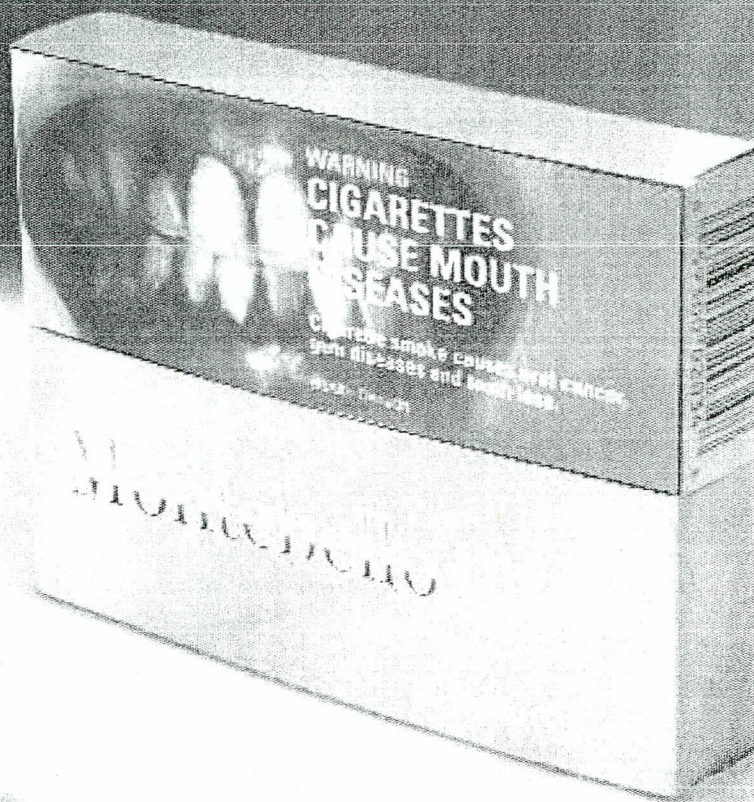
DON'T LET YOUR HEALTH GO UP IN SMOKE

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



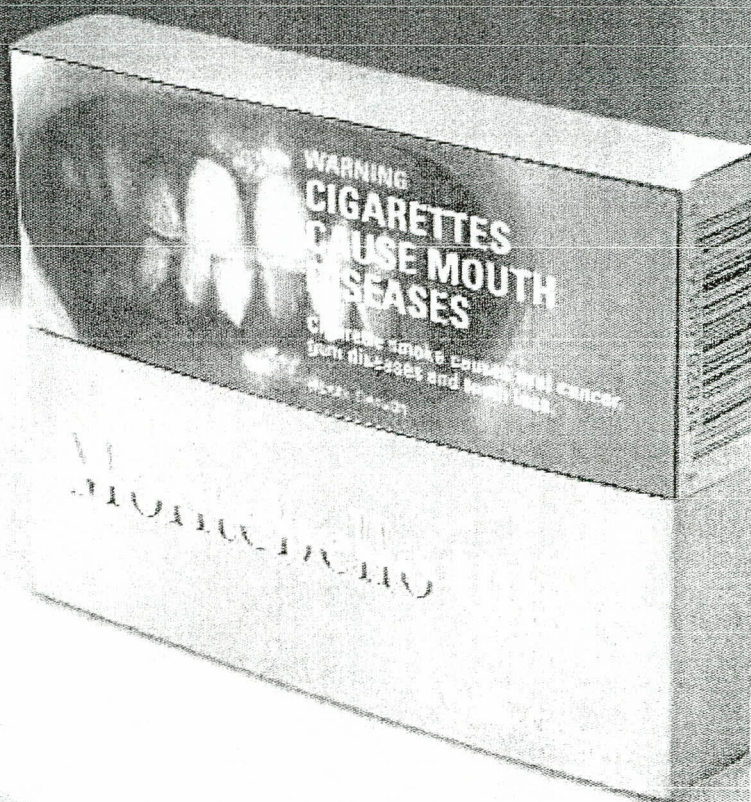
GOT MONEY TO BURN?

www.gosmokefree.ca

Health Canada

Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.



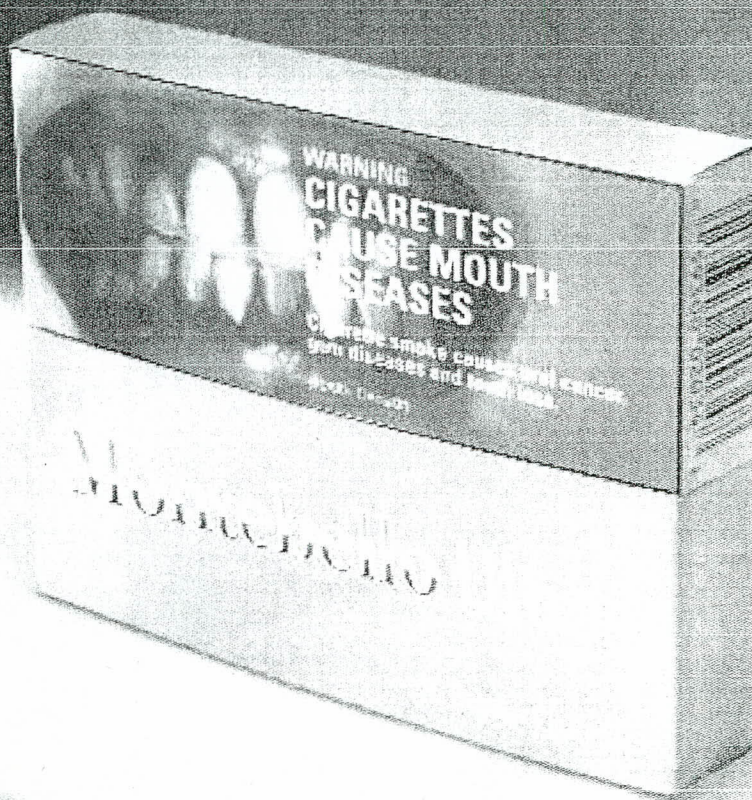
SMOKING TURNS YOUR CASH INTO ASH

www.gosmokefree.ca

Health Canada

Montebello Ultras

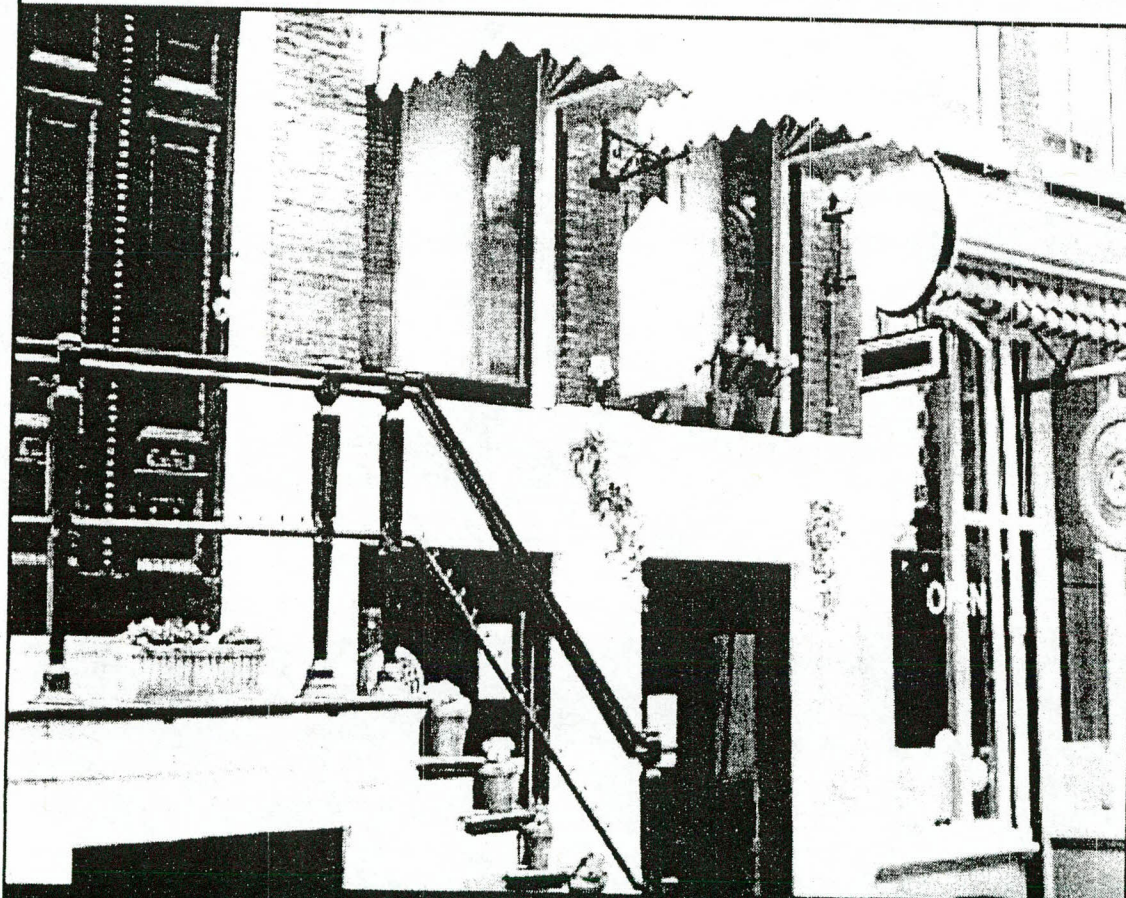
Finer aroma. Longer lasting. Same full-flavoured uniqueness.



LE TABAC HYPOTHÈQUE TA SANTÉ

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

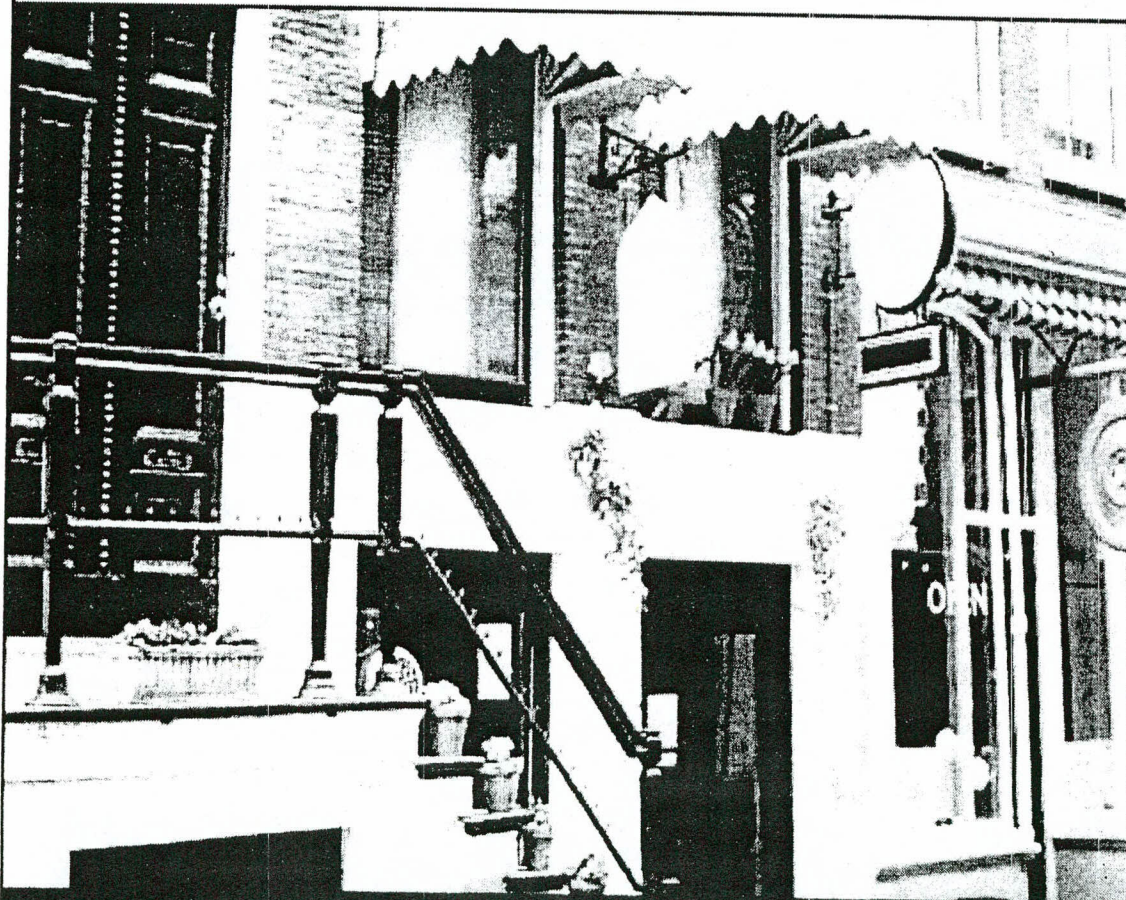
 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC H1G 1G1

AVIS AUX USAGERS : LE TABAC A DES EFFETS SECONDAIRES MORTELS

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

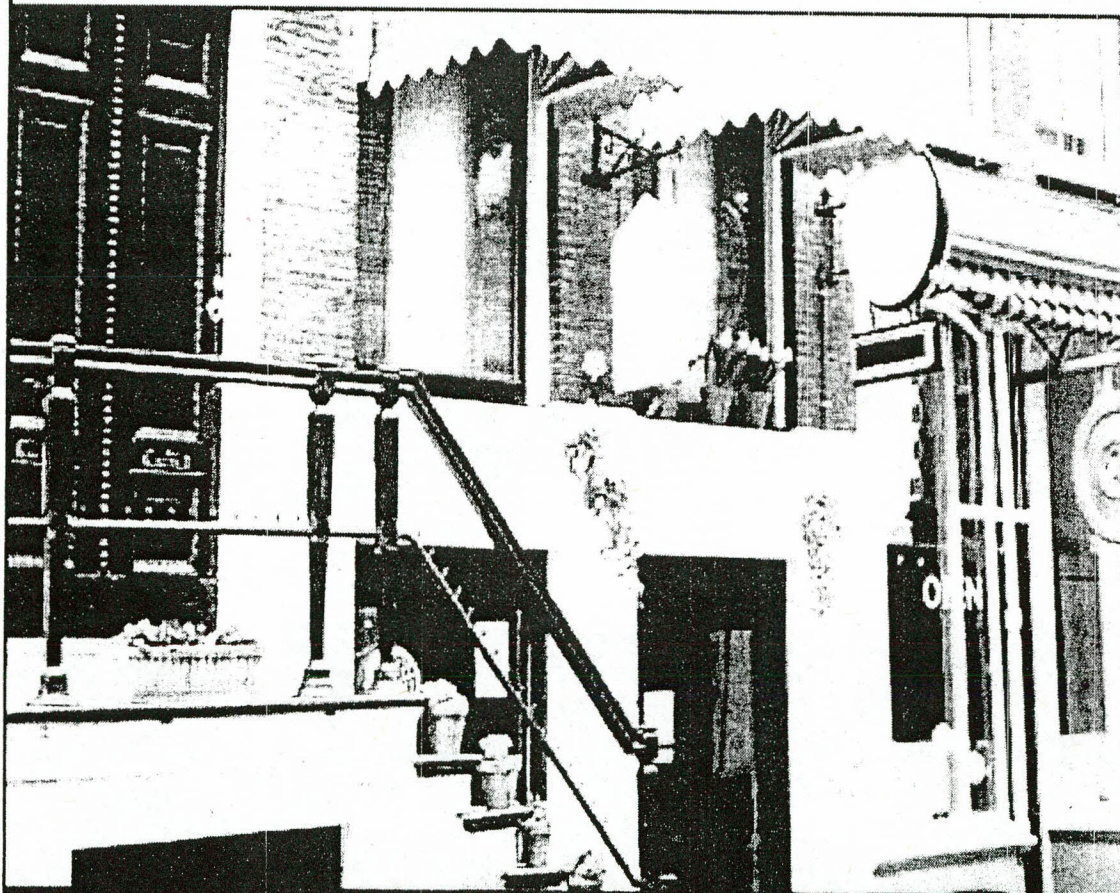
 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC H1G 1G1

TU EMPOISONNES TA VIE

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

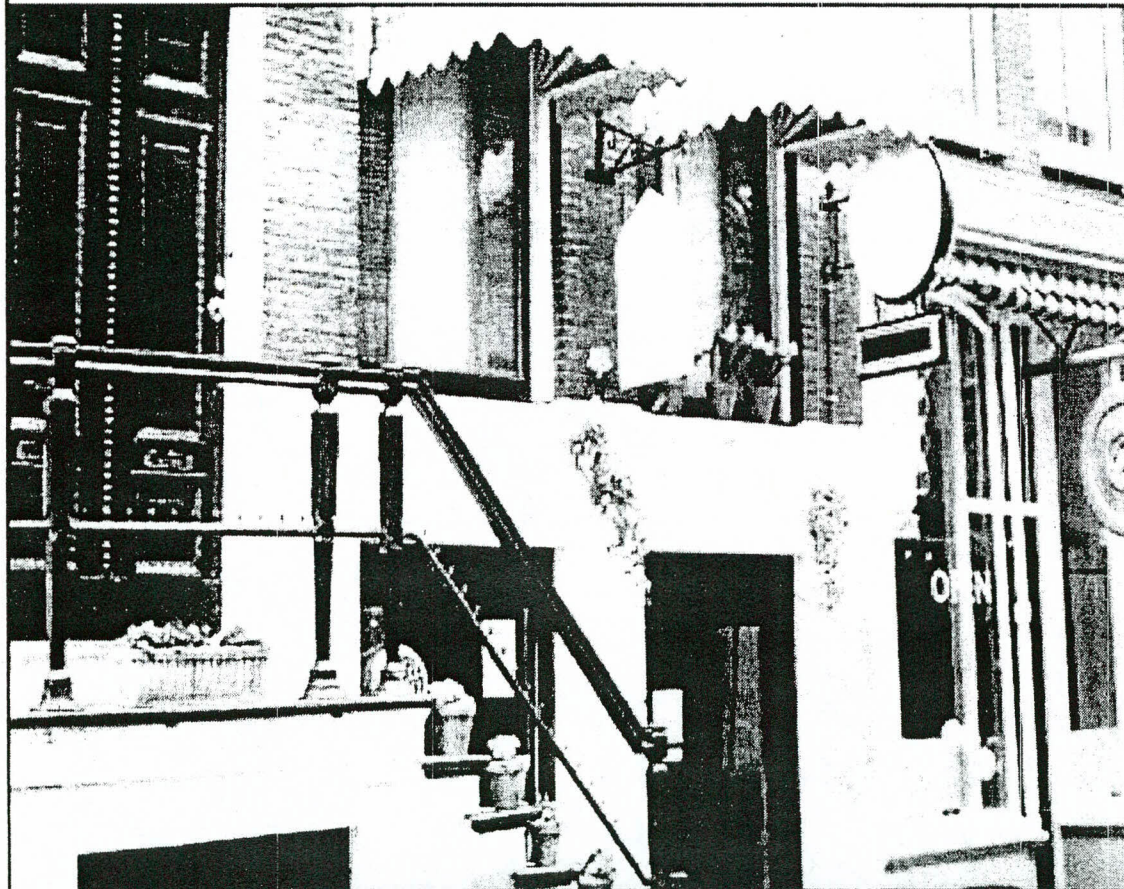
 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC H1G 1G1

LE TABAC EST UN POISON.
SON ANTIDOTE : ARRÊTER SA CONSOMMATION

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

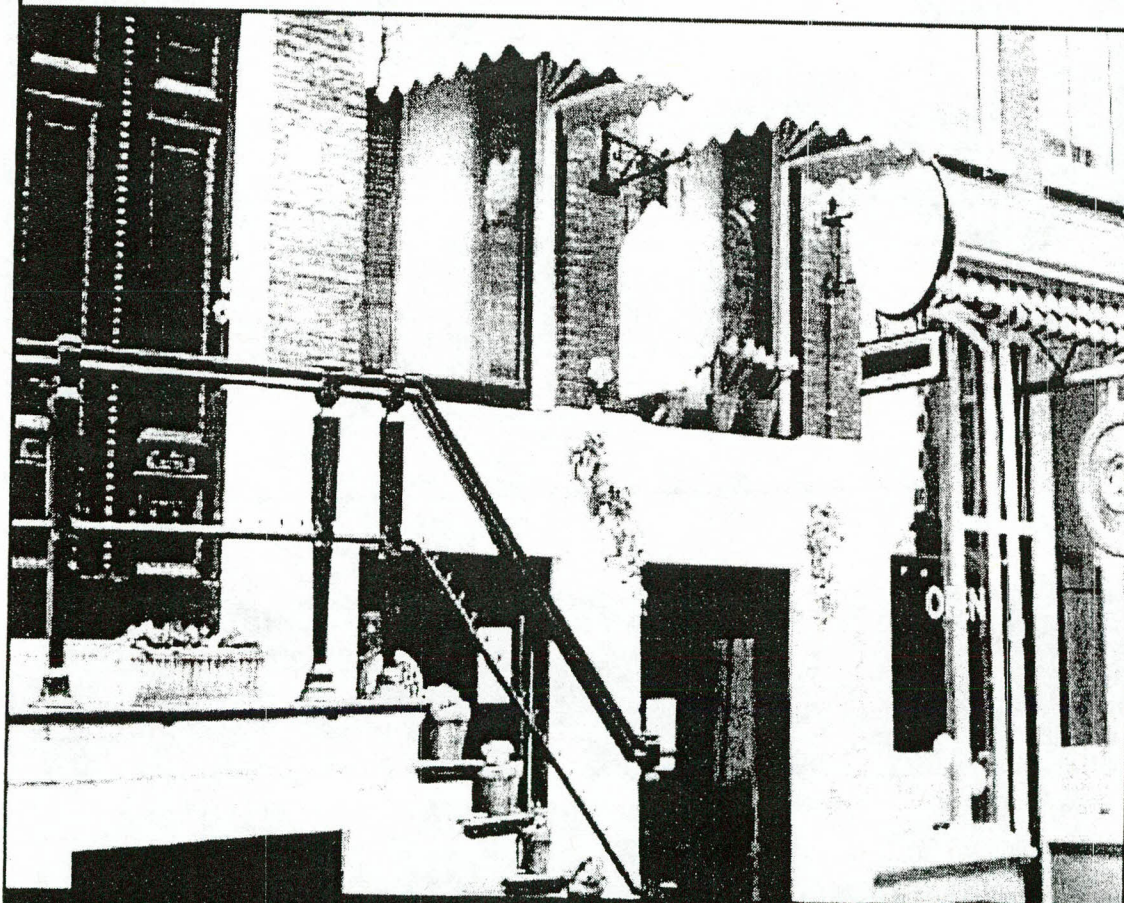

Montebello
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC H1G 1G1

LE TABAC CONTRÔLE... VOTRE BUDGET

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

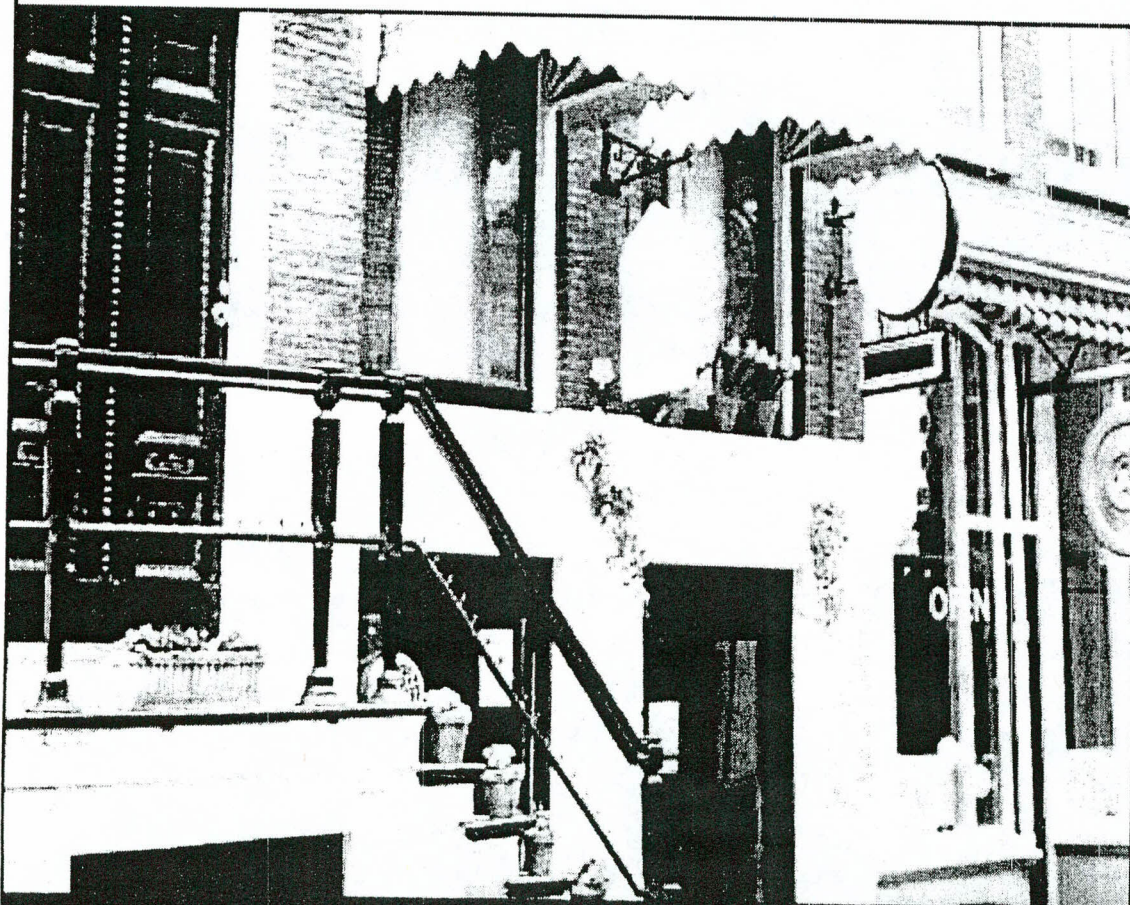
 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC H1G 1G1

ÉVITEZ À TOUT PRIX LE TABAC

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC, H1G 1G1

CETTE PUBLICITÉ EST POUR LE CANCER

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

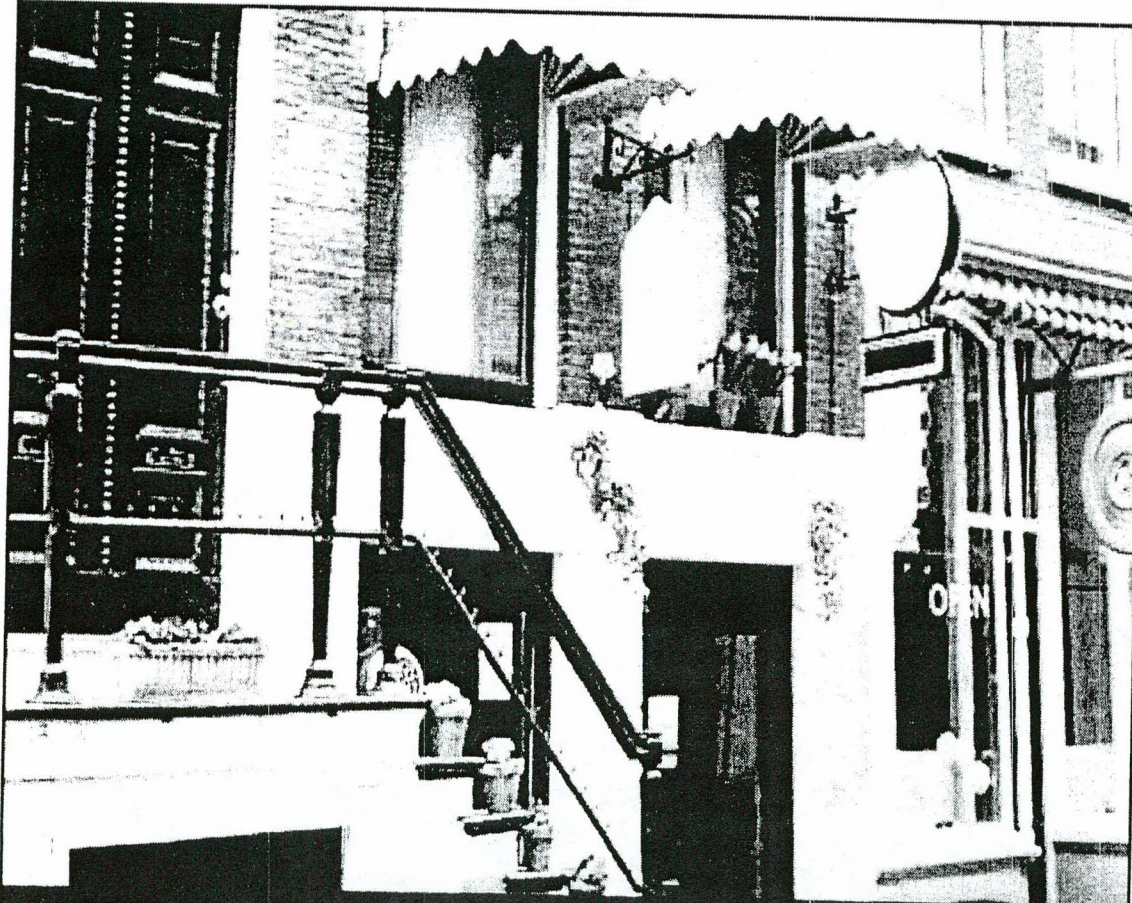
 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC H1G 1G1

ÉVITER LE PIRE : NE CONSOMMEZ PAS DE TABAC

www.vivezsansfume.ca

Santé Canada



 *H.R. Kerr*
TOBACCONIST

Une tradition d'élégance
depuis des années.
Fournisseur des plus grands
crus de tabac.
Au service de goûts exclusifs
depuis plus de 80 ans.

Détaillant des

 *Montebello*
ULTRAS

H.R. Kerr Tobacconist 555, rue BOLDEAU, MONTRÉAL, QUÉBEC H1G 1G1

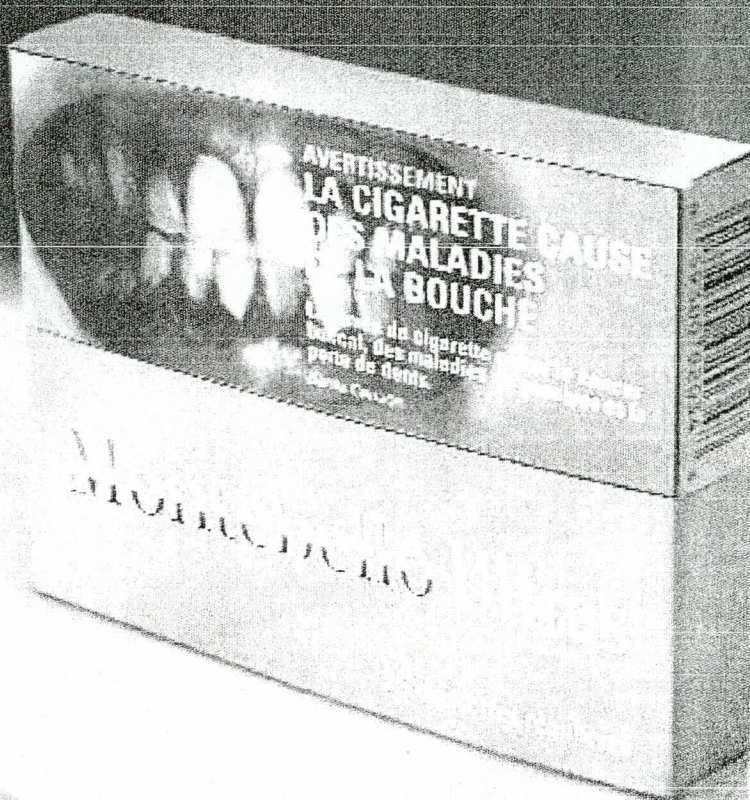
**ELLE NE SOULAGENT PAS
VOTRE RAGE DE FUMER,
ELLES VOUS PIÈGENT**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Meme pleine saveur unique.



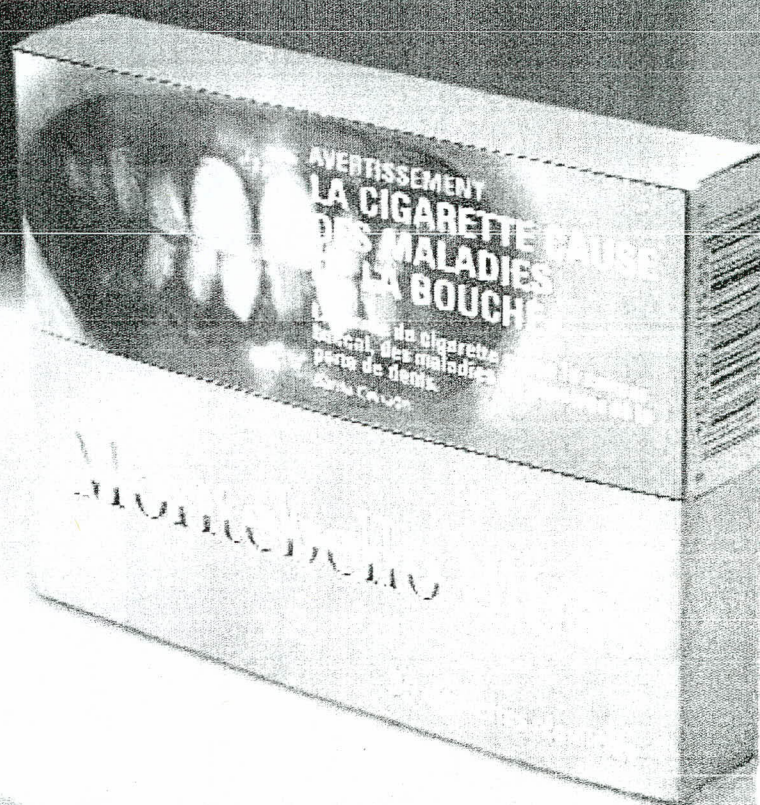
MOURIR À PETIT FEU

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



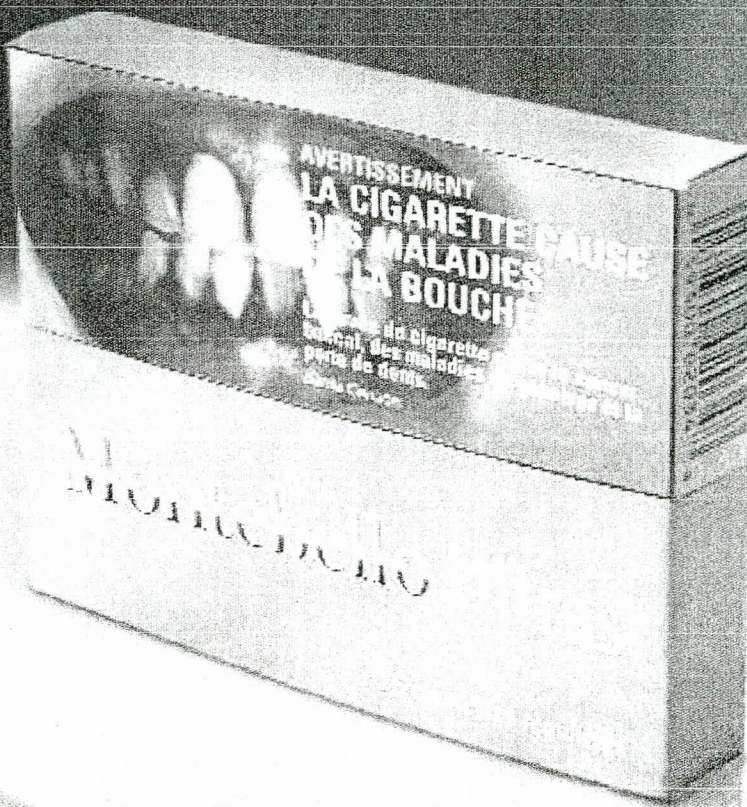
**VOUS AVEZ FAIT DU CHEMIN DEPUIS
QUE VOUS AVEZ CESSER DE FUMER,
NE REBROUSSEZ-PAS CHEMIN**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



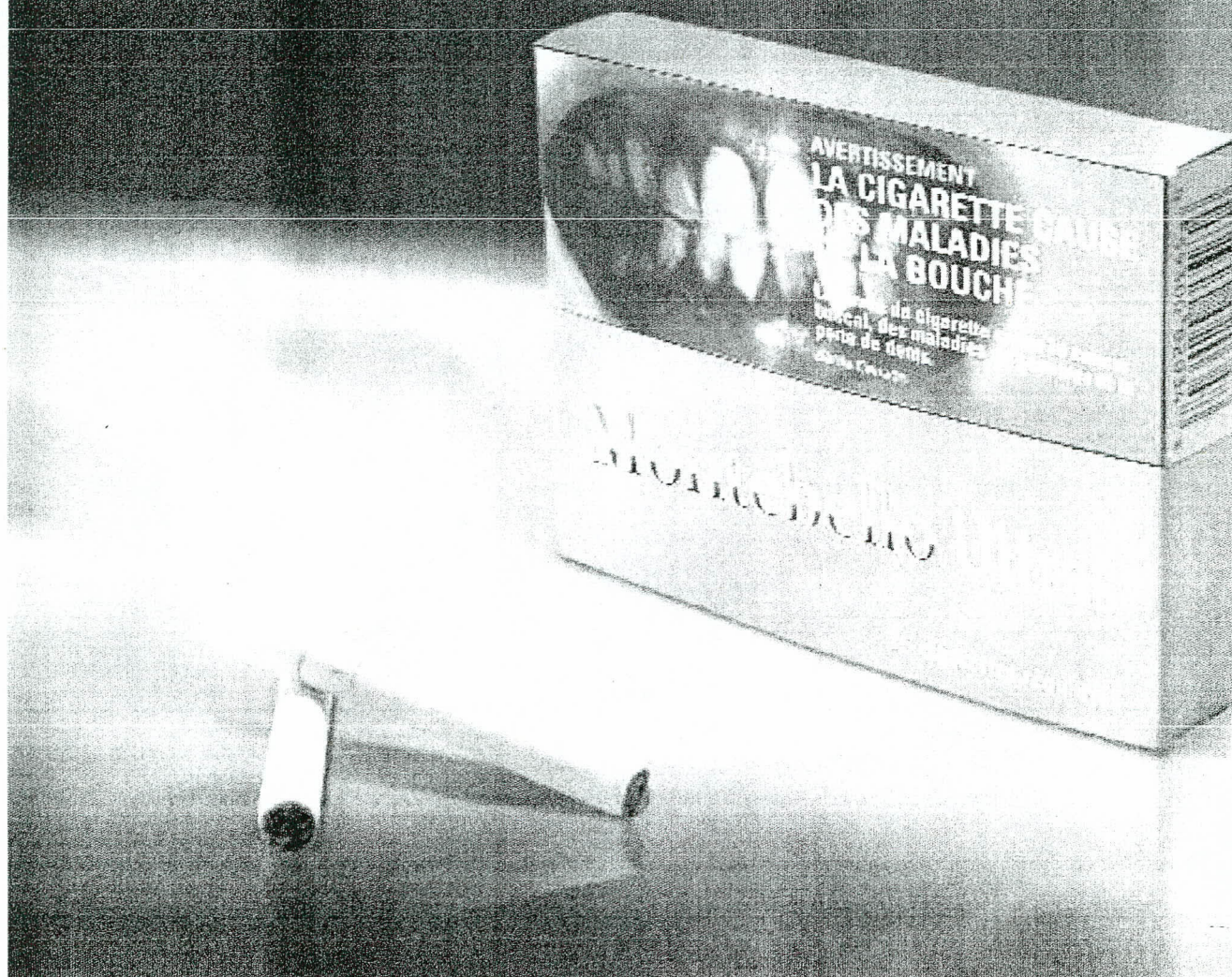
**ÉCRASE : ÇA NE VAUT
PAS LA PEINE**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



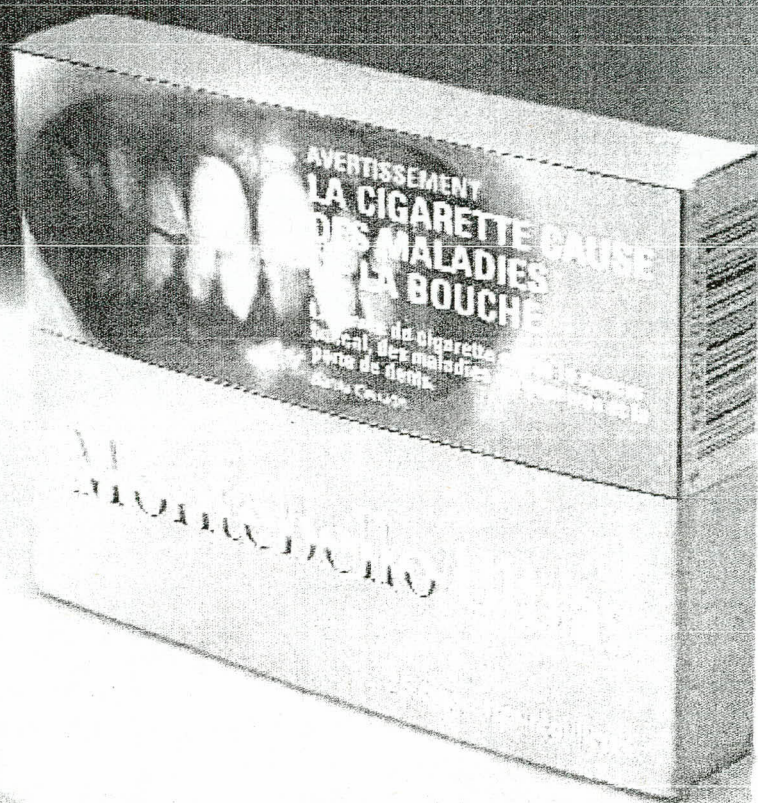
C'EST QUOI TON PARFUM ? EAU DE CENDRIER...

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Meme pleine saveur unique.



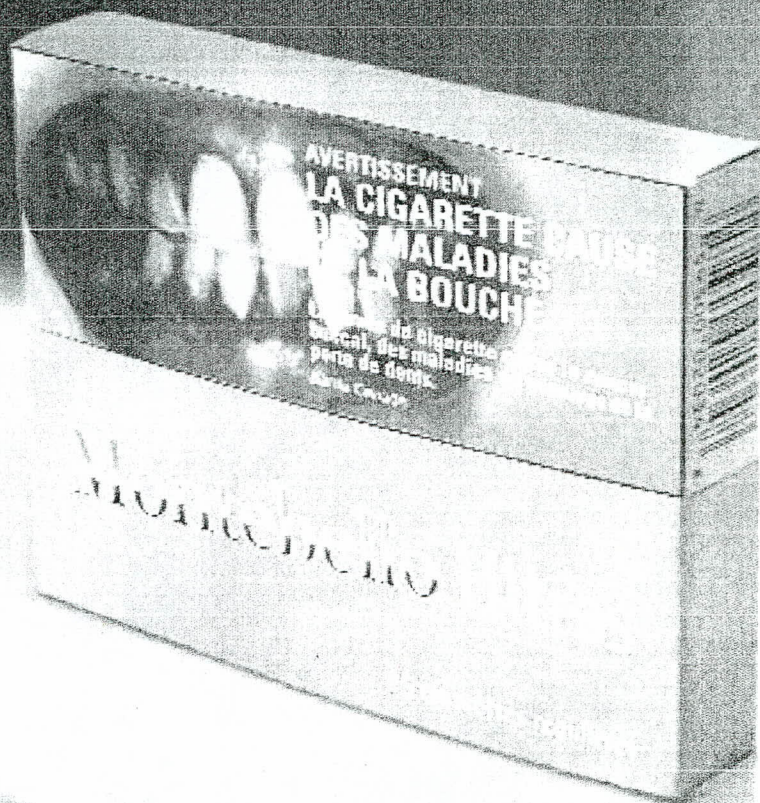
**FUMER FAIT DU MAL ET
COÛTE CHER**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



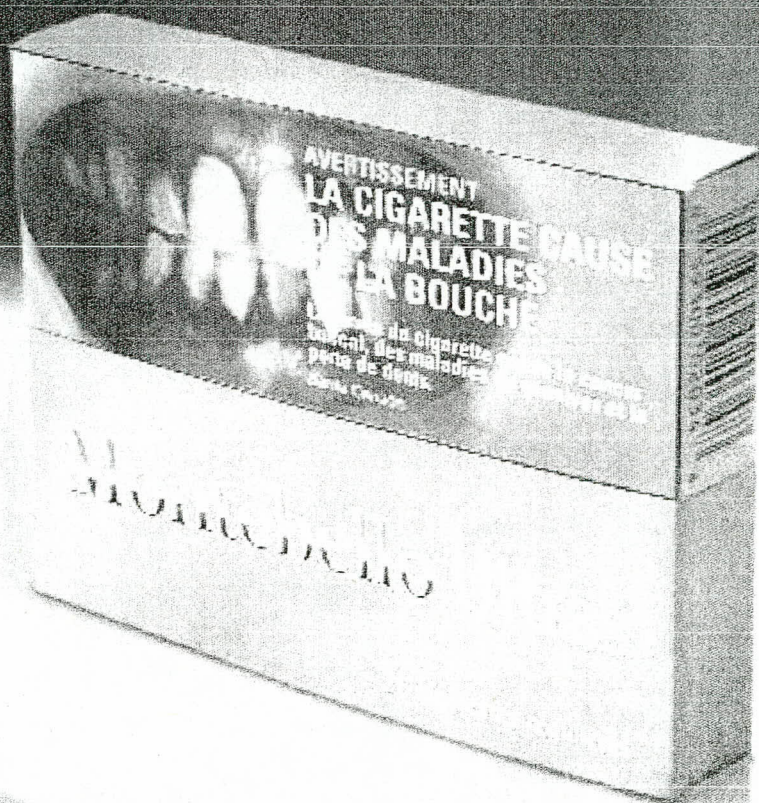
**N'ENFUMEZ PLUS
NE FUMEZ PAS**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Meme pleine saveur unique.



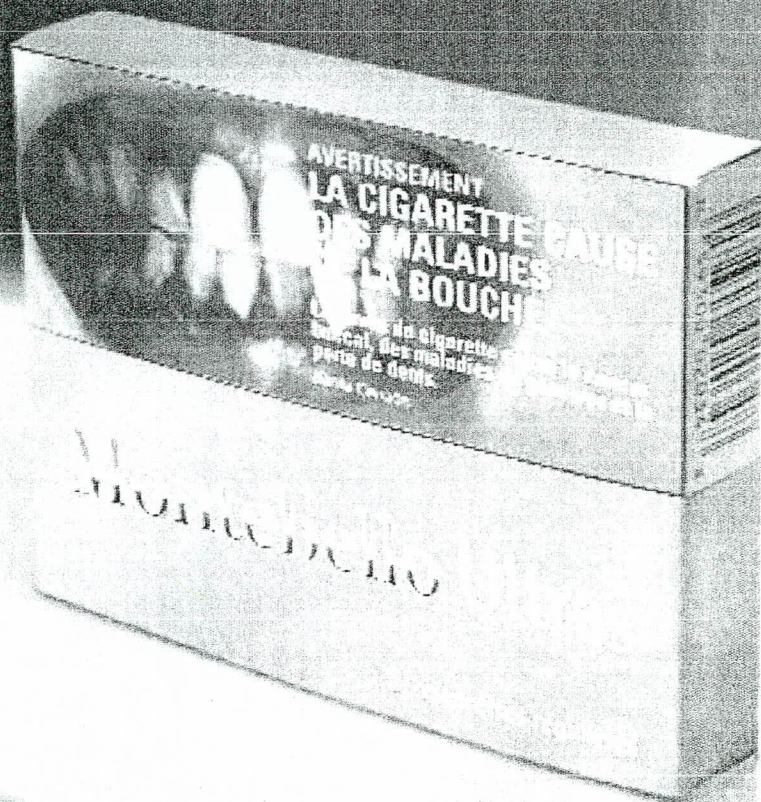
**JE FUME, TU FUMES...
NOUS FÛMES!**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



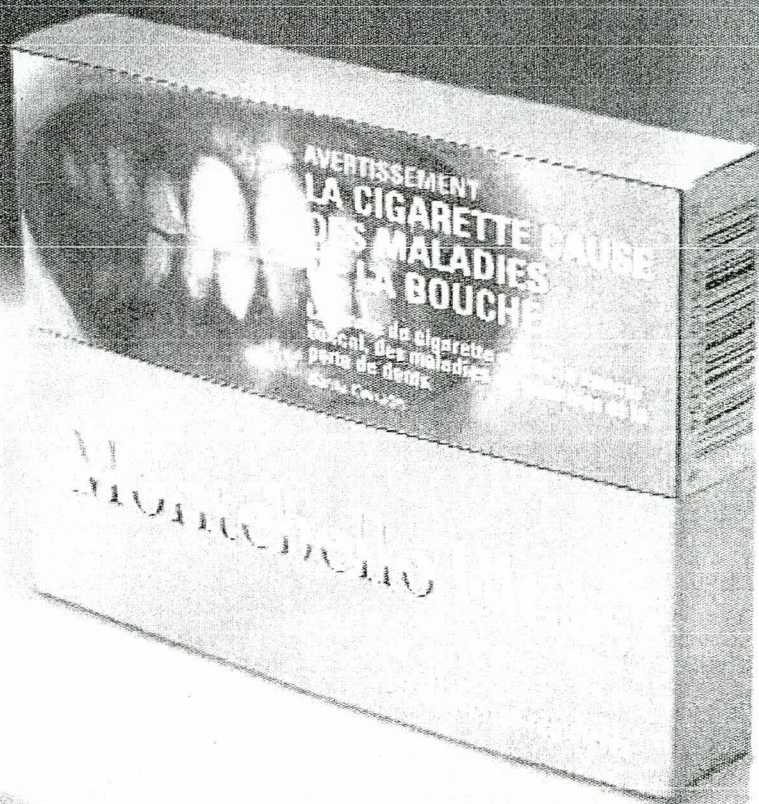
**SI TES POUMONS TE PARLENT
LE MATIN, C'EST QU'IL EST GRAND
TEMPS D'ARRÊTER DE FUMER**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



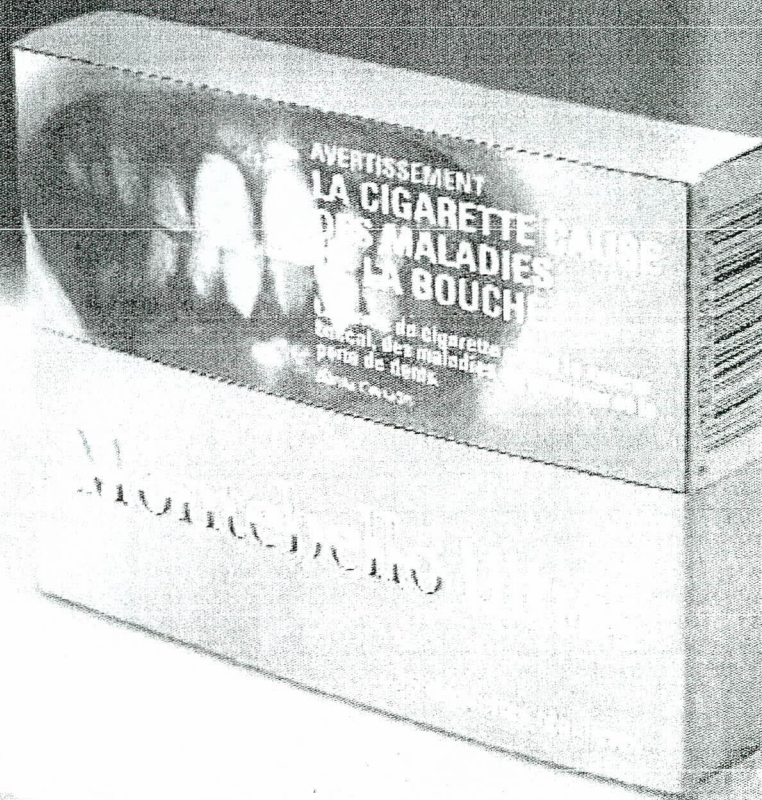
**ÉCONOMISER DES MILLIERS
DE DOLLARS, ÇA T'INTÉRESSE :
ARRÊTE DE FUMER**

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



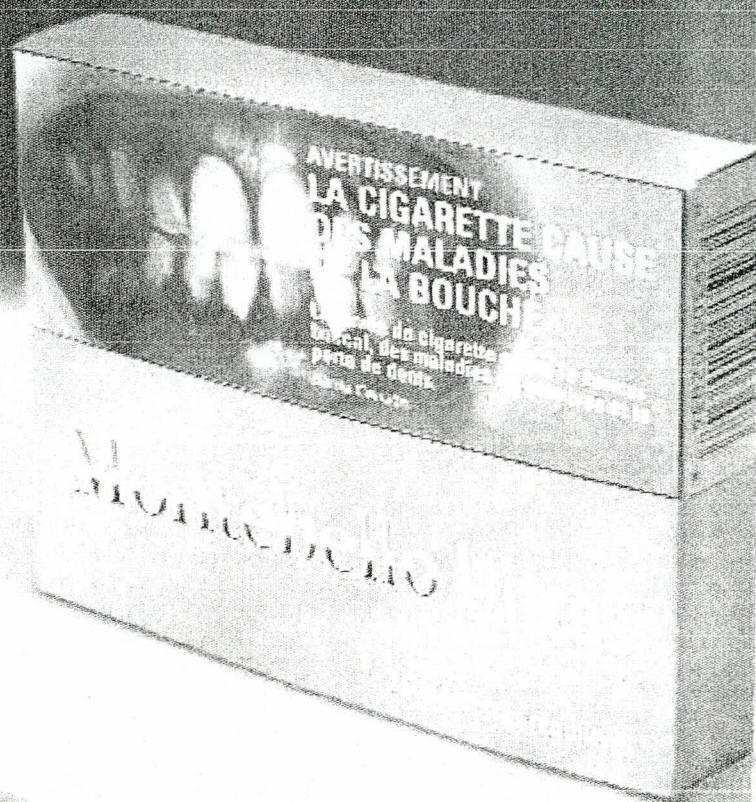
LA CIGARETTE : UN PLACEMENT À RENDEMENT FATAL

www.vivezsansfume.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



AVIS AUX USAGERS :
LA CIGARETTE REPRÉSENTE UN
TRÈS MAUVAIS PLACEMENT

www.vivezsansfumee.ca

Santé Canada

Montebello Ultras

Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.

