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Final Report

Testing of Bilingual Health Warning Notices for Tobacco Industry Print Advertising

Prepared for Health Canada

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por--rop@hc-sc.gc.ca

Aussi disponible en français

Toronto

2345 Yonge Street
Suite 405
Toronto, Ontario
M4P 2E5

t: (416) 962-2013
f: (416) 962-0505

Ottawa

160 Elgin Street
Suite 1620
Ottawa, Ontario
K2P 2P7

t: (613) 230-2200
f: (613) 230-9048

Montreal

1080 Beaver Hall Hill
Suite 400
Montreal, Quebec
H2Z 1S8

t: (514) 288-0037
f: (514) 288-0138

Vancouver

21 Water Street
Suite 603
Vancouver, British Columbia
V6B 1A1

t: (604) 642-2295
f: (604) 642-2549

www.decima.com

info@decima.com

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Introduction

Decima Research Inc. is pleased to present the following report to Health Canada. This report summarizes the results of a series of focus groups to test proposed bilingual warning notices on tobacco industry print advertising with smokers and non-smokers.

The *Tobacco Act* restricts the promotion of tobacco products toward certain target audiences such as young persons. Currently, tobacco advertising in Canada is minimal. Tobacco retailers, particularly cigar stores, are typically responsible for this advertising and usually advertise in magazines aimed at tourists or on websites. Some advertisements may also be found in bars.

On June 28, 2007, the Supreme Court of Canada upheld the constitutionality of the *Tobacco Act* in its entirety. Tobacco companies have voluntarily not advertised during the past ten years while they were awaiting a decision from the courts. Now that a decision has been rendered, Tobacco companies may begin advertising again. At this time, it is unknown how this decision will impact the amount of tobacco advertising in Canada.

Health Canada and the Tobacco Control Programme were interested in conducting qualitative research to gather feedback from smokers and non-smokers regarding the format of these proposed warning notices.

The purpose of the qualitative research was to evaluate the layout and design of the proposed bilingual warning notices on tobacco print advertisements including:

- Advertisements for cigarettes, cigars and smokeless tobacco products; and
- Advertisements for tobaccoists.

More specifically, the qualitative research evaluated the following:

- **Layout of the warning notice** (What is more noticeable? What is easier to read?)
- **Background colour** (What colours allow the text to be most noticeable? What colours are most memorable? Readable?)
- **Format size** (How effective are the various sizes?)
- **Noticeability** (How easy is it to notice the message compared to the other information on the advertisement?)

With these objectives in mind, Decima conducted six focus groups in three cities between October 15 and 17, 2007. Focus groups were conducted in:

- Toronto (English sessions)
- Ottawa (Bilingual sessions), and
- Montreal (French sessions).

Two sessions were held in each city. One session was held with smokers and the other one with non-smokers in each location.

Decima Research designed and directed all elements of this research including design (screeners, moderation guide), recruitment, moderation and reporting. The research tools and deliverables were approved by Health Canada and the documents were translated into French by Decima's in-house translation department.

This report begins with an executive summary highlighting key findings from the focus groups followed by detailed results of the qualitative findings.

NOTE: For the purposes of this report, it is important to note that focus group research is a form of scientific, social, policy and public opinion research. As structured, restricted, group interviews that proceed according to a careful research design and attention to the principles of group dynamics, focus groups should be distinguished from "discussion groups", "problem-solving groups",

"buzz groups", or "brainstorming groups". They are not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, however, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

Because qualitative research is exploratory in nature, MRIA (Market Research and Intelligence Association) guidelines preclude researchers from using any quantifiable terms to describe data (i.e. two out of ten, one in four). Rather, it is more appropriate to use terms such as "few", "many", "almost all", or other generic terms. These are the terms that are presented in this report.

Executive Summary

This summary presents the findings of qualitative research to test proposed bilingual health warning notices. The overall objective of these groups was to evaluate the proposed bilingual warning notices that would be placed on print tobacco advertising. Specifically, the groups evaluated three components: colour, layout, and size. To meet these objectives, Decima conducted six focus groups in three cities between October 15 and 17, 2007. Focus groups were conducted in:

- Toronto (English sessions)
- Ottawa (Bilingual sessions), and
- Montreal (French sessions).

Two sessions were held in each city. One session was held with smokers and the other one with non-smokers in each location.

The key findings from this research are presented below.

- **Colour contrast between the warning and the ad is the prime driver of ensuring that the warnings get peoples' attention.** Discussions revealed that participants indicated that colour contrast was the most prevalent reason why certain warnings were more noticeable than others. As a result, people tended to differentiate in their preferences between black and white ads and colour ads. Red warning notices (with black and white ads) and black warning notices (with colour ads) were the colours that were most likely to accomplish this contrast in the testing.
- **An almost equally important driver was an emotional sense of urgency or danger with the warning, most often conveyed by the colour red.** Again, a red warning notice (with black and white ads) and a black warning (with colour ads) were the colours that were most likely to accomplish this in the testing. Red was seen as

suggestive of danger, urgency, and risk. Black was seen as being suggestive of death or something that was serious.

The layout of the warning notices was tested in two different ways. The first way was presented as top and bottom (or banner style) and the second way was tested as a side by side.

- **While there was no clear consensus overall, in general, the majority preferred the side by side approach to the headline.** English participants tended to prefer the top/bottom version of the headline, feeling that the warning message was more clearly conveyed in that format. French participants clearly preferred the side by side approach, feeling it did a better job of conveying the message. Most bilingual participants preferred the side by side approach, and were less accepting of the top/bottom approach. This is primarily because when the French is on "the bottom", it was perceived as the French language being secondary to English. As a result, French and bilingual participants were more consistently supportive of the side by side approach.
- **It is worth noting that the headline "warning text" that had individual words or short phrases tended to work better in the side by side format, whereas sentences tended to work better in the top/bottom format.** This was true in all three cities. Having said that, if the sentence were to be longer than one line, the side by side approach worked better. While it wasn't the mandate of this project to discuss the headlines themselves, it was clear that certain types of headlines worked better with certain layouts.
- **Warning layout preferences tend not to change from the larger to the smaller ads.** For a handful of people, layout preferences shifted (not in a consistent way), but for the vast majority, they did not change.

- However, in smaller ads, irrespective of format and colour, the warnings tend to be less noticeable relative to the advertisement, even though the proportions were the same between the warning and the ad in the small and the larger ads. This view pervaded groups in all three cities. The side by side warnings were slightly more noticeable, in part because there was more colour space between words and the side of the ad, which helped draw attention in the smaller ads.

The layout and the positioning of the www.gosmokefree.ca / www.vivezsansfumee.ca website and Health Canada name in the warning notices were tested in all groups.

- There was a preference for the English website and Health Canada name to be put together, and the French website and Santé Canada name to be put together underneath the warning. It was seen as cleaner, and was more attractive because the slashes "/" were visually distracting in the other format. This was consistent among most participants.
- There was a sense that the Health Canada name and website were not very noticeable in the warnings, particularly the smaller warnings. Some suggested that giving more profile to the name and website (through different fonts, different colours, or other methods) would be helpful. This finding was consistent among all participants.

For further information about POR 154-07, conducted by Decima Research, please contact por-rop@hc-sc.gc.ca.

Résumé

Le présent résumé dresse le bilan de la recherche qualitative portant sur des mises en garde bilingues sur la santé. Le principal objectif de ces groupes était d'évaluer les mises en garde bilingues proposées pour accompagner la publicité sur le tabac. Plus précisément, les groupes devaient évaluer trois éléments : la couleur, la mise en page et la taille. Pour atteindre ces objectifs, Décima a effectué six groupes de discussion du 15 au 17 octobre 2007 dans trois villes. Les groupes de discussion se sont déroulés à :

- Toronto (séances en anglais),
- Ottawa (séances bilingues),
- Montréal (séances en français).

Dans chacune de ces villes, deux séances ont eu lieu : l'une avec des fumeurs et l'autre, avec des non-fumeurs.

Les principaux résultats de cette recherche sont les suivants.

- Le contraste de couleurs entre la mise en garde et la publicité est le principal facteur permettant de capter l'attention des participants. Lors des discussions, le contraste de couleurs fut la principale raison donnée par les participants pour expliquer pourquoi certaines mises en garde étaient plus visibles que d'autres. Ce facteur est celui qui faisait généralement la différence lorsque les participants devaient indiquer s'ils préféraient une mise en garde en noir et blanc ou une mise en garde de couleur. Lors des tests, le rouge (sur les publicités en noir et blanc) et le noir (sur les publicités en couleur) étaient les couleurs de mises en garde les plus susceptibles de capter l'attention des participants.
- Un autre facteur presque aussi important était le sentiment d'urgence ou de danger que suscite la mise en garde. Ce sentiment est le plus souvent associé à la couleur rouge. Ici

encore, le rouge (sur les publicités en noir et blanc) et le noir (sur les publicités en couleur) étaient les couleurs de mises en garde les plus susceptibles de provoquer ces sentiments. Le rouge était perçu comme une couleur évoquant le danger, l'urgence et le risque. Le noir était perçu comme une couleur évoquant la mort ou quelque chose de sérieux.

La mise en page des mises en garde a été testée de deux façons. La première présentait les mises en garde anglaise et française de façon à ce que l'une soit au-dessus de l'autre (sous forme de bannières); et la deuxième présentait les mises en garde anglaise et française de façon à ce que les 2 soient côte à côte.

- **Bien qu'il n'y ait eu aucun consensus, la majorité des participants ont préféré l'approche côte à côte.** Les participants anglophones préféraient généralement la présentation d'une langue au-dessus de l'autre parce qu'ils estimaient que cette approche transmettait plus clairement le message de la mise en garde. En revanche, les participants francophones de même que les participants bilingues préféraient de toute évidence que les deux langues soient présentées côte à côte. La principale raison expliquant cette préférence était que lorsque le français se retrouve sous l'anglais, la langue française semble perdre de l'importance par rapport à la langue anglaise.
- **Il importe de noter que les mises en garde qui comptaient un seul mot ou un petit groupe de mots fonctionnaient généralement mieux lorsque les deux langues étaient présentées côte à côte, alors que les phrases fonctionnaient généralement mieux lorsqu'une langue était placée au-dessus de l'autre.** Ce fut le cas dans les trois villes. Cela dit, lorsque la phrase dépassait une ligne, l'approche côte à côte fonctionnait mieux. Même si le mandat de ce projet n'était pas de discuter du

texte des mises en garde, il était clair que certaines mises en page fonctionnaient mieux avec certains textes.

- **Les préférences quant à la mise en page des mises en garde ne changent généralement pas en fonction de la taille des publicités.** Seulement quelques participants ont modifié leurs préférences en fonction de la taille des publicités mais pour la vaste majorité, les préférences sont demeurées les mêmes.
 - **Par contre, sur les plus petites publicités, indépendamment du format et de la couleur, la mise en garde est généralement moins visible que la publicité, et ce, même si les proportions entre la mise en garde et la publicité sont les mêmes que pour les plus grandes publicités.** Cette opinion s'est fait entendre dans les trois villes. Les mises en garde présentées dans les deux langues, de façon côte à côte, étaient considérées comme étant légèrement plus visibles, en partie grâce à l'espace plus grand entre les mots et les marges plus larges. Dans les plus petites publicités, cet espace contribuait à attirer l'attention.
- La mise en page et l'emplacement de l'adresse www.vivezsansfumee.ca / www.gosmokefree.ca et du nom Santé Canada ont également été testés.
- **Les participants préféraient que l'adresse du site Web anglais et *Health Canada* soient regroupés et que l'adresse du site Web français et Santé Canada soient regroupés sous la mise en garde.** Les participants trouvaient cette option plus soignée et attrayante, car la barre oblique (/) de l'autre option créait une distraction visuelle. Presque tous les participants partageaient cette opinion.
 - **Les participants trouvaient que le nom Santé Canada et l'adresse du site Web n'étaient pas très visibles dans les mises en garde, particulièrement dans les plus petits formats.** Certains

participants ont précisé qu'il serait utile de donner plus de visibilité au nom et au site Web (en utilisant différentes polices de caractères, différentes couleurs ou d'autres méthodes). Tous les autres participants partageaient cet avis.

Pour de plus amples renseignements sur la ROP 154-07 effectuée par le Centre de recherche Décima, veuillez faire parvenir un courriel à l'adresse suivante :

por-rop@hc-sc.gc.ca.

Key Findings

This report is divided into four broad sections. The first section presents an overview of the overall impressions of the colours of the warning notices in the ads. The second section presents the findings on the layout of the warning notices. The third section explores the impact of size on the noticeability, readability and effectiveness of the warning notices. The last section discusses the Health Canada website and name.

The core objective of the sessions was to obtain attitudes and views towards the layout, format, size and noticeability of the tested notices. Three key attributes of the warning notices were explored: Layout, colour, and sizing. A total of 40 mock-ups were tested for these three attributes. The discussions were not oriented to gathering impressions on the messages themselves, nor the advertisements.

In each session, participants were presented with three sets of 8 ads, both on storyboards and in individual binders. Within each set, four colours and two layouts of warning notices were presented. 24 mock-ups of warning notices were tested in this exercise. Following this, participants were given a second binder with two sets of 8 ads, specifically gauging the layout and size of the warning notices.

Sessions were held with both smokers and non-smokers in each city, with the hypothesis that the opinions of these two groups would be different. Upon completion of the research across cities, it was evident that both smokers and non-smokers had similar opinions about the warning notices. This may be due to the fact that we were testing specific features of the warning notices and not exploring attitudes about smoking. Therefore, the findings presented below pertain to both smokers and non-smokers, unless otherwise specified.

Warning Notice Colour

Four colours for the warning notices were tested in each session: red, black, blue, and yellow/orange. Each of these colours was tested on three advertisement mock-ups. The purpose of this was to gauge whether the noticeability, readability and memorability of the warning notice varied when presented on advertisements with different colours. The advertisements in the first group of mock-ups tested were black and white, whereas the other two sets were colour advertisements.



Generally speaking, red was the most noticeable colour on the black and white ad mock-ups tested. For a majority in the sessions, smokers and non-smokers, the red caused them to stop and take notice. Among this group, it signaled to participants that they needed to read the message. Most agreed that the colour red evoked a sense of danger, stop, or importance, whereas the other colours did not signal the same sense of urgency.

While most thought that the red would attract their attention, there was a minority who felt that the red was *too strong* for the warning message. They agreed that the colour evoked those emotions in them. However, they did not feel that the warning notices warranted such a strong emotional connection.



Some preferred the black for the warning notice. In this case, they thought it still stood out from the black and white ad, but in a subtle way. They felt the colour black was appropriate as most equate it with death. Therefore, they felt the emotional connection to death and the warning notices in black on tobacco advertisements was appropriate. For others, the colour black conveyed a sense that this was something official, or serious. They believed that it was something that they felt was important for them to read.

A small minority of participants preferred the yellow/orange notice when positioned on the black and white advertisement. Among this small group, they liked the softness of the colour as they felt this attracted their attention. This was primarily due to a natural affinity they had for yellow and was not overly related to anything specific of the notice. This small group felt the yellow/orange connected well with the first message tested, linking it with cancer, and the daffodil campaign undertaken every year. This was particularly the case in Toronto – but when probed, the connection was more an aesthetic one, in that they liked the look of it, rather than the idea of noticeably conveying a warning. In addition, some also felt that the white font against this background simply made it too difficult to read the text.

Like the yellow/orange, there was a small group that liked the blue. However, this was due to a preference for the colour blue and not because they felt it was the most noticeable. By contrast, most felt that using the colour blue for a serious warning was not appropriate. This was primarily due to the fact that they consider blue a calming and soothing

colour. Therefore, participants perceived it as not appropriate for these types of warning messages.

Black was the most noticeable colour when placed on a coloured ad. Colour preference changed when the second set of mock-ups were presented to participants. In this series, the advertisement was in colour, as opposed to the first series, which were in black and white. In this case, the colour preference for the warning changed from red, to black. Again, this was primarily due the contrast of the warnings when presented on a colour ad.

Some commented that the colour of the warning notice complemented the colours used in the mock up tested, which in most cases, diminished the noticeability of the notice. For most, the effectiveness of the noticeability was rooted in having a contrast of colour and not "matching" with the colours used.

This was particularly evident with the yellow/orange colour for the warning notice used on the third set of advertisements. On the whole, participants felt this colour blended too well with the advertisement. While most participants liked the fact that the warning blended with the mock-ups, most felt that it would not attract their attention.



Other colours suggested by participants included neon and "bright, ugly" colours. While most agreed that these colours are not appealing, they largely believed that they would grab their attention.



with the advertisement.

Related, was the perception that if the warning notices were always the same colour, then advertisers would purposely design the ads to ensure they blended with the warning notices rather than providing for the contrast, which participants felt was the most effective. Based on this, participants suggested rotating the colours used for the warning notices.

In the end though, when forced into a choice that asks that only one colour could be used, participants netted out with red warnings for black and white advertisements and black warning for coloured ads.

While not specifically related to one colour, some participants felt that the ad itself could drive attention to the ad rather than the warning notice depending on the content of the ad. A few participants commented that the picture of the teeth used in the third set of ads tested was driving their attention away from the warning notice and to the advertisement. Therefore, there was a sense that the warning notice would be competing

Warning Notice Layout

The layout of the warning notices was tested in two different ways. The first way was presented as top and bottom (or banner style) and the second way was tested as a side by side. Examples of the two formats are presented below.



In Toronto, there were two key considerations for the preferred layout: length of the warning message and the logical way in which participants naturally read something. In Ottawa and Montreal, those considerations were in also evidence, but an additional factor into their preferred layout was the presentation of French and English on the warning notices.

While the language of the warning notices was not specifically tested as part of these sessions, we found that it factored into participants' preferred layout to the warning messages. Specifically, if the message was longer than one line then the side by side approach was preferred. There was less clarity when the sentence was one line, or when words were used instead of sentences.

On balance in Toronto, both smokers and non-smokers preferred the banner style. But sentiments weren't universal, and sentiments were not

strongly felt on this issue – many people could “go either way”. When discussed, participants who liked side by side did so because they felt the message stood out more than the banner style. In their view, the banner warning blended too closely with the advertisement. In contrast, they felt the side by side stood out more from the overall advertisement.

Further, some said they preferred the top/bottom approach because it was more logical. In this instance, they said that they read left to right, so the banner style was more likely to grab their attention and that it was easier to read.



For those who liked the side by side approach, it was the preferred method particularly when the language of the warning notices was longer than one line. They felt that the banner style looked clumsy when the language exceeded one line.



Among bilingual participants in Ottawa, equality of language was also a consideration when deciding which layout they preferred. On balance, the side by side approach was seen to be equitable that the banner approach. For this group, the banner approach was problematic as they

interpreted the banner as the English language "on-top" of the French language. This presented a sense of superiority to them. Therefore, this group felt that the side by side approach removed this perception, and that the languages were given equal weight.

In addition, a couple of participants in Ottawa commented that most bilingual communications from the government adopt a side by side approach instead of a banner style for the language. They cited examples of airport signage where languages are presented side by side. Therefore, they felt that this should consistently be presented on the warning messages.

As in Ottawa, participants in Montreal considered the placement of language when evaluating the layout. Most preferred the side by side, feeling that it was a clearer way of conveying the message. Consequently, this group preferred a side by side approach.

Some Montreal participants also felt that the side by side approach made the warning notice stand out more from the advertisement than the banner style. The sense was that the banner style gave the appearance that the warning notice blended in too well with the rest of the advertisement.

Others commented that, at first glance, the banner style may lead some readers to believe that the warning notice is in English only. Instead, they believe the French text would be more noticeable and easier to identify if the side by side approach was used. Therefore, the side by side layout was more distinctive from the advertisement as a whole.

Having said that, there was a small group of participants in both Ottawa and Montreal that liked the banner style. This was largely due to their "natural" sense of reading left to right, rather than top to bottom. They felt this approach was an easier way to read the warning notice.

Impact of Size

The noticeability of the warning notice changed relative to the ad itself, based on the size of the advertisements tested. Generally, as the ads decreased in size, so did the noticeability of the warning messages relative to the ad material. Once the ads reached business card size, the noticeability of the warning messages significantly declined.

The warning notice was in the same proportion to the advertisement in all sizes tested. However, participants perceived that the warning occupied a smaller proportion on the smaller sized ads than on the full page ads. Consequently, participants felt that the impact and noticeability of the warning notices was significantly reduced as the size of the advertisement decreased.

The profile of the Health Canada name and website on the smaller ads also significantly decreased on the smaller ads. In every group, most commented that once the ad was smaller than about a half page, the words for the website and Health Canada name were illegible (and they were felt to be fairly small in the larger versions already).

When looking at the layout (side by side versus banner), some felt the side by side approach became more effective as the advertisements reduced in size, irrespective of their initial layout preference. Generally, this group felt the warning was easier to distinguish from the rest of the ad in the smaller versions, often because of a perception of more empty space between the words and the side of the ad. Having said that, most agreed that the overall effectiveness of the warning notices was greatly diminished as the ads got smaller. Therefore, while some felt the side by side layout was better, it still was not as effective on the smaller advertisements as the larger ones. To improve noticeability, some suggested increasing the size of the font on the notice on the smaller ads. Others also suggested requiring a minimum size for the advertisements to ensure that the warning notices are legible at all sizes.

Health Canada Name and Website

On the whole, few participants across the three cities noticed the Health Canada sponsorship or website address in the warning notice part of the advertisement. Most only noticed it when specifically prompted by the moderator.

The perceived lack of profile of the name and website was attributed to three things: its placement, font, and the layout of the name and address. Firstly, most felt that the placement between the warning notice and the advertisement made it difficult to notice this information. Specifically, they felt that it was “stuck” between the two competing larger pieces – the warning notice and the body of the advertisement.

Secondly, the font used was perceived to be disproportionately smaller than the font used throughout the warning notice. These participants said that their eye was drawn to the warning notice instead of the much smaller text beneath it. Indeed, few said they would notice this and would visit the website based on its placement in the warning notice. As a result, they suggest increasing the font size of the name and website.

Thirdly, the layout of the website and name was confusing to participants when presented with the slash between the English and French text. In this case, they thought that some might perceive the second address as an extension of the first address with the forward slash. Participants suggest changing the colour of the website address to blue, to resemble a hyper link.

Others suggest having the English name and website on one side of the notice and the French under the other. They thought this would be particularly effective if the warning notice included the side by side layout as opposed to the banner style.

Others suggested including the Canada flag as part of the identifier for Health Canada. As it is currently, participants did not feel that the black text was

enough to ensure that participants knew that this was a government of Canada initiative.

Meanwhile, a small minority of participants suggested that the website address and Health Canada name be included in the block of colour for the warning notice instead of “sandwiched” between the warning notice and the advertisement itself.

Conclusions

While the research did not clearly point to one specific colour or layout for the warning notices, it did point to some guidelines on what worked and what didn't. These are outlined below.

- **Colour contrast was important to attracting attention to the warning notices.** On balance, participants agreed that providing contrast would cause them to take notice of the warnings rather than blending with the advertisement. Specifically, red warnings were the most effective on black and white advertisements and black warnings were the most effective on the coloured ads.

Participants expressed concern that advertisers will be purposeful about selecting the colours used in advertisements to reduce contrast. Therefore, they suggest rotating different colours to maintain a level of contrast.

- **There was no strong preference on the layout of the warning.** Several factors were taken into consideration when evaluating the layout. These include the length and style of the language in the message as well as the size of the advertisement. Generally, participants indicated that messages that will be longer than one line should not be banner style, whereas sentences on one line were effective as banner style. Meanwhile, side by side was seen to be an effective layout for words or longer sentences. Having said that, when given a choice, a side by side approach was preferred by more participants.
- **The noticeability of the warning notices was greatly diminished as the advertisements decreased in size.** While the proportion of the warning to the advertisement stayed the same, its noticeability was substantially reduced.

- **The profile of the Health Canada name and website was not easily noticed by participants.** Most agreed that the font needs to be bolder or bigger. Further, they suggest grouping the information by language, rather than presenting the website in both languages then the Health Canada branding.

Appendix A: Recruitment Screener (English, Bilingual and French)

DECIMA English/French Focus Group Screener Health Canada

Questionnaire: _____

Toronto:	Monday October 15, 2007	@ 5:30 pm	1	\$75	<i>Study #:</i>
(English)	Monday October 15, 2007	@ 7:30 pm	2	\$75	Recruit 10 for 8 to show
Respondent's name: _____ Respondent's phone #: _____ (home) Respondent's phone #: _____ (work) Respondent's fax #: _____ sent? or Respondent's e-mail : _____ sent? Sample source (circle): focus dbase random referral					Interviewer: _____ Date : _____ Validated: _____ Central Files: _____ On List: _____ On Quotas: _____

SUMMARY OF AUDIENCES:

ALL PARTICIPANTS ARE: **Adults 18 years +**
 Mix of gender, age, income and education

Group 1: NON-SMOKERS

Group 2: SMOKERS

Hello, my name is _____. I'm calling from Decima Research, a national marketing research firm. We're organizing discussions on issues related to smoking on behalf of the Government of Canada. Up to ten people like yourself will be taking part, all of them randomly recruited by telephone just like you. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

Participation is voluntary and all your answers will be kept confidential and will be used for research purposes only. We are simply interested in hearing your opinions, no attempt will be made to sell you anything. The format is a "round table" discussion lead by a research professional.

Yes	1	CONTINUE
No	2	THANK & DISCONTINUE

I have a few questions to ask to see if you qualify for the groups.

1) Would you be available to attend a discussion group on the evening of **Day, Month, Date at Time?**

YES	1	CONTINUE
NO	2	ASK FOR REFERRAL, THANK & TERMINATE

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

YES	1	MAX. ½ PER GROUP
NO	2	GO TO Q.5

3) How long ago was it? _____
 TERMINATE IF IN THE PAST 6 MONTHS

4) What topics have you discussed? _____

IF MENTION ANYTHING RELATED TO SMOKING AND TOBACCO INDUSTRY, THANK & TERMINATE

5) (FOR TORONTO AND MONTREAL GROUPS) Do you or does anyone in your household work in any of the following areas:

(READ LIST)...

	YES	NO
Marketing Research/Marketing Department	1	2
Advertising	1	2
Media Organization (TV, Radio, Newspaper, Magazine)	1	2
Public Relations	1	2
Federal, provincial or municipal government	1	2
Tobacco industry	1	2

THANK AND TERMINATE IF YES TO ANY ABOVE

6) And how old are you? Are you

Under 18	1	THANK AND TERMINATE
18-29	2	
30-39	3	ENSURE GOOD MIX OF AGES
40-49	4	
50-55	5	
56 and older	6	

7) Do you smoke cigarettes everyday, occasionally, not at all?

Everyday	1	CONTINUE FOR GROUP 2 (7:30)
Occasionally	2	CONTINUE FOR GROUP 2 (7:30)
Not at all	3	CONTINUE FOR GROUP 1 (5:30)

PLEASE ENSURE A MINIMUM OF 6 EVERYDAY SMOKERS

8) RESPONDENT'S GENDER (By observation, do not ask):

Male	1	50/50 SPLIT
Female	2	

9) What is the highest level of education that you have completed?

Some high school or less	1	
Completed high school	2	
Some university/college	3	WE WOULD LIKE A MIX OF EDUCATION
Undergraduate university degree/college degree	4	
Graduate degree (Masters/Ph.D.)	5	
DK/RF	9	

10) And approximately what is your total household income before taxes? Is it....

(READ LIST)

\$20,000 and under	1	
\$20,001 - 35,000	2	
\$35,001 - 50,000	3	WE WOULD LIKE A MIX OF INCOME RANGES
\$50,001 - 65,000	4	
\$65,001 and up	5	
DK/RF	9	

11) As I mentioned earlier, we are arranging a meeting in City on Date, Month, Year and Time. The discussions last about 2 hours and you will receive \$75.00 for your time. Would you be willing to attend?

Yes	1	
No	2	THANK & DISCONTINUE

12) In the discussion group, there may be a short written exercise. Are you comfortable reading and writing in English?

Yes	1	
No	2	THANK & TERMINATE

TERMINATE IF RESPONDENT STATES NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN WITH THE MANNER IN WHICH THEY RESPONDED TO THE QUESTION.

IF RESPONDENT IS COMFORTABLE COMMUNICATING IN ENGLISH PLEASE REMIND THEM TO BRING THEIR READING GLASSES OR HEARING AID TO THE GROUP IF THEY NEED SUCH DEVICES.

13) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes 1
No 2 **READ RESPONDENT INFO BELOW**

Unfortunately it is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete his report. I assure you it is kept strictly confidential and it will be destroyed when the research is complete.

Now that I've explained this, do I have your permission for audio/video taping?

Yes 1
No 2 **THANK & TERMINATE**

Toronto:	Monday October 15, 2007	@ 5:30 pm	1	\$75
	Monday October 15, 2007	@ 7:30 pm	2	\$75
Montreal:	Wednesday October 17, 2007	@ 5:30 pm	1	\$75
	Wednesday October 17, 2007	@ 7:30 pm	2	\$75

The meetings are taking place at:

INSERT FACILITY ADDRESSES

May I please get your name: **RECORD ON THE FRONT PAGE**

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's licence).

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **1-800-363-4229 x4045** at our office. Please ask for **Virginie Roux**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____
Last Name _____
Day time phone number _____
Night time phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse **THANK & TERMINATE**

Thank you very much for agreeing to be part of our discussion group!

DECIMA Bilingual Focus Group Screener Health Canada

Questionnaire: _____

Ottawa: (Bilingual)	Tuesday October 16, 2007 Tuesday October 16, 2007	@ 5:30 pm @ 7:30 pm	1 2	\$75 \$75	Study #: Recruit 10 for 8 to show
Respondent's name: _____ Respondent's phone #: _____ (home) Respondent's phone #: _____ (work) Respondent's fax #: _____ sent? or Respondent's e-mail: _____ sent? Sample source (circle): focus dbase random referral					Interviewer: _____ Date: _____ Validated: _____ Central Files: _____ On List: _____ On Quotas: _____

SUMMARY OF AUDIENCES:

ALL PARTICIPANTS ARE: 18 years and older
Mix of gender, age, income and education
Participants need to be bilingual – alternate questions between English and French to ensure potential participants are bilingual.

Group 1: NON-SMOKERS

Group 2: SMOKERS

Hello, my name is _____. I'm calling from Decima Research, a national marketing research firm. We're organizing discussions on issues related to smoking on behalf of the Government of Canada. Up to ten people like yourself will be taking part, all of them randomly recruited by telephone just like you. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

Participation is voluntary and all your answers will be kept confidential and will be used for research purposes only. We are simply interested in hearing your opinions, no attempt will be made to sell you anything. The format is a "round table" discussion led by a research professional.

Yes 1 **CONTINUE**
No 2 **THANK & DISCONTINUE**

I have a few questions to ask to see if you qualify for the groups.

1) Would you be available to attend a discussion group on the evening of Tuesday October 16th, 2007 at [INSERT APPROPRIATE TIME]?

YES 1 **CONTINUE**
NO 2 **ASK FOR REFERRAL, THANK & TERMINATE**

1a) Would you consider yourself bilingual? That is, fluent in both English and French?

YES 1 **CONTINUE**
NO 2 **RECRUIT FOR (ENGLISH/FRENCH) GROUP**

We are looking for bilingual candidates and as such I will be asking you questions in both english and french to ensure that you can communicate in both official languages.

2) Avez-vous déjà participé à un groupe discussion de consommateurs, à une entrevue ou à un sondage pour lequel vous avez été recruté(e) à l'avance et avez reçu une somme d'argent?

OUI 1
NON 2 **PASSEZ À Q.5**

3) How long ago was it? _____
TERMINATE IF IN THE PAST 6 MONTHS

4) Quel était le sujet de la discussion?

IF MENTION ANYTHING RELATED TO SMOKING AND TOBACCO INDUSTRY, THANK & TERMINATE

5) Do you or does anyone in your household work in any of the following areas: (READ LIST)...

	YES	NO
Marketing Research/Marketing Department	1	2
Advertising	1	2
Media Organization (TV, Radio, Newspaper, Magazine)	1	2
Public Relations	1	2
Health Canada	1	2
Tobacco industry	1	2

THANK AND TERMINATE IF YES TO ANY ABOVE

6) Quel âge avez-vous?

Moins de 18 ans	1	REMERCEZ ET TERMINEZ
18 à 29 ans	2	
30 à 39 ans	3	BONNE VARIÉTÉ DANS CHAQUE GROUPE
40 à 49 ans	4	
50 à 55 ans	5	
56 ans ou plus	6	

7) Do you smoke cigarettes, everyday, occasionally, or not at all?

Everyday	1	CONTINUE FOR GROUP 2 (7:30)
Occasionally	2	CONTINUE FOR GROUP 2 (7:30)
Not at all	3	CONTINUE FOR GROUP 1 (5:30)

PLEASE ENSURE A MINIMUM OF 6 EVERYDAY SMOKERS

8) SEXE DU RÉPONDANT (Par observation, ne demandez pas):
BONNE VARIÉTÉ DANS CHAQUE GROUPE

Homme	1
Femme	2

9) What is the highest level of education that you have completed?

Some high school or less	1
Completed high school	2
Some university/college	3 WE WOULD LIKE A MIX OF EDUCATION
Undergraduate university degree/college degree	4
Graduate degree (Masters/Ph.D.)	5
DK/RF	9

10) Et quel est approximativement le revenu total de votre ménage avant impôt?

(LISEZ LA LISTE.)

20 000 \$ ou moins	1
20 001 \$ à 35 000 \$	2
35 001 \$ à 50 000 \$	3
50 001 \$ à 65 000 \$	4
CHAQUE GROUPE	
65 001 \$ ou plus	5
Ne sait pas/Refuse	9

RECRUITERS: IF YOU GET THE SENSE THAT RESPONDENTS ARE NOT BILINGUAL OR COMFORTABLE IN CONVERSING IN FRENCH, PLEASE DO NOT RECRUIT THEM FOR GROUPS.

11) As I mentioned earlier, we are arranging a meeting in Ottawa on Tuesday October 16th, 2007. The discussions last about 2 hours and you will receive \$75.00 for your time. Would you be willing to attend?

Yes	1
No	2

THANK & DISCONTINUE

12) In the discussion group, there may be a short written exercise. Are you comfortable reading and writing in English?

Yes	1
No	2

THANK & TERMINATE

TERMINATE IF RESPONDENT STATES NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN WITH THE MANNER IN WHICH THEY RESPONDED TO THE QUESTION.

IF RESPONDENT IS COMFORTABLE COMMUNICATING IN ENGLISH PLEASE REMIND THEM TO BRING THEIR READING GLASSES OR HEARING AID TO THE GROUP IF THEY NEED SUCH DEVICES.

13) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes 1
No 2 **READ RESPONDENT INFO BELOW**

Unfortunately it is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete his report. I assure you it is kept strictly confidential and it will be destroyed when the research is complete.

Now that I've explained this, do I have your permission for audio/video taping?

Yes 1
No 2 **THANK & TERMINATE**

Ottawa: Tuesday October 16, 2007 @ 5:30 pm 1 \$75
Tuesday October 16, 2007 @ 7:30 pm 2 \$75

The meetings are taking place at:

INSERT FACILITY ADDRESSES

May I please get your name: **RECORD ON THE FRONT PAGE**

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's licence).

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **1-800-363-4229 x4045** at our office. Please ask for **Virginie Roux**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____
Last Name _____
Day time phone number _____
Night time phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse **THANK & TERMINATE**

Thank you very much for agreeing to be part of our discussion group!

Questionnaire :

Montréal: mercredi, le 17 octobre (Français) mercredi, le 17 octobre	@ 17 h 30 1 75 \$ @ 19 h 30 2 75 \$	N° d'étude : Recrutez 10 pour que 8 se présentent
Nom du répondant : _____ N° de téléphone du répondant : _____ (maison) N° de téléphone du répondant : _____ (bureau) N° de télécopieur du répondant : _____ envoyé? ou Courriel du répondant : _____ envoyé? Source de l'échantillon (encerclez) : base de données aléatoire référence		Intervieweur : _____ Date : _____ Validé : _____ Fichiers centraux : _____ Liste : _____ Quotas : _____

TOUS LES PARTICIPANTS : Sont des adultes de 18 ans ou plus
Ont des profils variés (sexe, âge, revenu et niveau de scolarité)

Groupe 2 : FUMEURS

SI MENTIONNE QUOI QUE CE SOIT EN LIEN AVEC LE TABAGISME OU L'INDUSTRIE DU
TABAC, REMERCIEZ ET TERMINEZ.

5) (POUR LES GROUPES DE TORONTO ET DE MONTRÉAL) Est-ce que vous, ou quelqu'un d'autre chez vous, travaillez dans l'un des domaines suivants :
(LISEZ LA LISTE)...

	<u>OUI</u>	<u>NON</u>
Recherche marketing/Service de marketing	1	2
Publicité	1	2
Médias (télévision, radio, journal, magazine)	1	2
Relations publiques	1	2
Gouvernement fédéral, gouvernement provincial ou administration municipale	1	2
Industrie du tabac	1	2

SI OUI À L'UN OU L'AUTRE DE CES DOMAINES, REMERCIEZ ET TERMINEZ

6) Et quel âge avez-vous? Avez-vous...

Moins de 18 ans	1	REMERCIEZ ET TERMINEZ
De 18 à 29 ans	2	
De 30 à 39 ans	3	DIVERSITÉ D'ÂGES
De 40 à 49 ans	4	
De 50 à 55 ans	5	
56 ans ou plus	6	

7) Fumez-vous la cigarette tous les jours, à l'occasion ou jamais?

Tous les jours	1	GROUPE 2
À l'occasion	2	GROUPE 2
Jamais	3	GROUPE 1

ASSUREZ-VOUS QUE CHAQUE GROUPE « FUMEURS » COMPTE AU MOINS 6 PERSONNES QUI FUMENT TOUS LES JOURS

8) SEXE DU RÉPONDANT (Au son de la voix) :

Homme	1	50/50
Femme	2	

9) Quel est le plus haut niveau de scolarité que vous avez atteint?

Études secondaires non terminées	1	
Études secondaires terminées	2	
Études collégiales ou universitaires non terminées	3	DIVERSITÉ DE NIVEAUX DE SCOLARITÉ
Études collégiales ou universitaires terminées	4	
Études supérieures (maîtrise/doctorat)	5	
Ne sait pas/Refuse	9	

10) Et quel est approximativement le revenu total de votre ménage avant impôt? Est-ce...
(LISEZ LA LISTE)

20 000 \$ ou moins	1	
20 001 \$ à 35 000 \$	2	
35 001 \$ à 50 000 \$	3	DIVERSITÉ DE REVENUS
50 001 \$ à 65 000 \$	4	
65 001 \$ ou plus	5	
Ne sait pas/Refuse	9	

11) Comme je l'ai mentionné précédemment, le groupe de discussion aura lieu à **Ville**, le **Date**, **Mois**, **Année à Heure**. Celui-ci durera approximativement 2 heures et vous recevrez 75 \$ pour votre temps. Acceptez-vous d'y participer?

Oui	1	
Non	2	REMERCIEZ ET TERMINEZ

12) Lors du groupe de discussion, on pourrait vous demander de faire un exercice écrit. Êtes-vous facilement capable de lire et d'écrire en français?

Oui	1	
Non	2	REMERCIEZ ET TERMINEZ

TERMINEZ SI LE RÉPONDANT DONNE UNE RAISON COMME UN PROBLÈME DE L'OÛIE, DE LA VUE, D'ALPHABÉTISME, DE LANGAGE ORAL OU ÉCRIT, EST INQUIET DE NE PAS POUVOIR COMMUNIQUER EFFICACEMENT OU SI VOUS AVEZ UN DOUTE.

SI LE RÉPONDANT S'EXPRIME FACILEMENT EN FRANÇAIS ET S'IL A BESOIN DE LUNETTES DE LECTURE OU D'UN APPAREIL AUDITIF, RAPPELEZ-LUI DE LES APPORTER POUR LE GROUPE DE DISCUSSION.

13) Il y aura un enregistrement audiovisuel du groupe de discussion. Les enregistrements seront uniquement utilisés par le professionnel de la recherche pour l'aider à rédiger le rapport sur les résultats de la recherche. Les enregistrements seront détruits lorsque le rapport sera terminé.

Acceptez-vous qu'un enregistrement audiovisuel du groupe de discussion soit effectué uniquement à des fins de recherche?

Oui 1
Non 2 **LISEZ L'INFORMATION SUIVANTE**
AU RÉPONDANT

Malheureusement, nous devons faire un enregistrement audiovisuel du groupe de discussion puisque le professionnel de la recherche en a besoin pour rédiger son rapport. Je peux vous assurer que cet enregistrement demeurera strictement confidentiel et qu'il sera détruit dès que le rapport sera terminé.

Maintenant que je vous ai expliqué cela, acceptez-vous que nous fassions un enregistrement audiovisuel du groupe de discussion?

Oui 1
Non 2 **REMERCIEZ ET TERMINEZ**

Montréal : mercredi, le 17 octobre @ 17 h 30 1 75 \$
mercredi, le 17 octobre @ 19 h 30 2 75 \$

Le groupe de discussion aura lieu à :

INSÉREZ L'ADRESSE DU BUREAU

Puis-je avoir votre nom : **NOTEZ-LE SUR LA PREMIÈRE PAGE**

Nous vous demandons d'arriver quinze minutes avant l'heure prévue pour vous permettre de stationner votre voiture, de trouver nos bureaux et de vous présenter à nos hôtes. Il est possible que l'on vous demande de vous identifier avant la tenue du groupe de discussion. Par conséquent, assurez-vous d'avoir une pièce d'identité avec vous (p. ex., permis de conduire).

Comme nous n'invitons qu'un petit nombre de personnes, votre participation est très importante pour nous. Si, pour une raison ou une autre vous ne pouvez pas vous présenter, veuillez nous en aviser pour que nous puissions vous remplacer. Vous pouvez nous joindre au 1 800-363-

4229, poste 4045. Demandez à parler à **Virginie Roux**. Quelqu'un communiquera avec vous la veille du groupe de discussion pour confirmer votre présence.

Afin que nous puissions vous appeler pour confirmer votre présence ou pour vous informer si des changements survenaient, pourriez-vous me confirmer votre nom et vos coordonnées?
[LISEZ LES COORDONNÉES QUE NOUS AVONS ET MODIFIEZ AU BESOIN.]

Prénom : _____
Nom de famille : _____
Numéro de téléphone le jour : _____
Numéro de téléphone le soir : _____

Si le répondant refuse de donner son prénom, son nom ou son numéro de téléphone, dites-lui que ces renseignements demeureront strictement confidentiels en vertu de la loi sur le respect de la vie privée et que ceux-ci seront uniquement utilisés pour le contacter afin de confirmer sa présence et pour l'informer de tout changement concernant le groupe de discussion. S'il refuse toujours, **REMERCIEZ ET TERMINEZ**

Merci d'avoir accepté de prendre part à notre groupe de discussion!

Appendix B: Moderation Guide (English and French)

- Introduce moderator/Decima
- Thanks for attending /value your being here
- Instruct participants not to open the 2 binders in front of them until instructed to do so
- Explain general purpose of focus discussion:
 - Want to ensure that people share their views openly and honestly;
 - Ensure that everyone participates;
 - Want people to talk about their views, not "other people's views;"
 - No right or wrong answers;
 - Everyone's views are valid;
- The moderator's job is to ensure that we hear from everyone and that we stay on topic; and
- The moderator will also point out that there is a one-way mirror, observers in the back, and audio/video taping, but ensure that all discussion is entirely confidential.

Tonight we are going to be reviewing some warning notices on tobacco print advertisements. I am looking to gather your impressions of these concepts, more specifically the design, the colors, and the layout.

The Tobacco Act restricts the promotion of tobacco products. For example, information advertising and brand-preference advertising are allowed for tobacco products, but only in publications mailed to named adults, in publications with an adult readership of not less than 85 percent or on signs in places where young persons are not permitted by law.

Tobacco advertising in Canada is currently very minimal. There is reason to think that tobacco companies may begin advertising once again. However, most of the advertising comes from tobacco retailers, particularly cigar stores. Typically, this advertising is published in magazines aimed at tourists or on websites. We may find some advertisements in bars as well.

Before we begin, let's go quickly around the room and introduce ourselves by first name only. Perhaps you could briefly tell me a little bit about yourself, such as what you do, any pastimes you may have, and interests or hobbies.

For the first part of the discussion, the messages have been sorted into three groups of eight. Participants will be shown a set of eight at one time, then asked for their impression of each set and their opinions on the different iterations within each group before moving to the next set of eight.

Note that the order of sections of the guide will correspond with the ordering of the binder.

Contextual Issues (5 mins)

Smokers groups:

When you were recruited for the study you indicated that you smoke cigarettes.

- How many of you smoke on a daily basis? (HANDCOUNT) For those of you who do, approximately how many cigarettes do you smoke a day? For those who don't, how often do you smoke?
- How long have you been smoking?
- Do you use other tobacco products?

Non-smokers groups:

When you were recruited for the study you indicated that you don't smoke cigarettes.

- Have you ever tried smoking cigarettes?
- Do your friends or family smoke?
- Do you use other tobacco products?

Part 1: Design/Layout of the Warnings (1h 05 mins)

What we want to discuss tonight are the layout, colour scheme, and other design elements of the warning on these advertisements. This isn't a discussion about the content of the warnings on the ads. It is a discussion about the layout and design of the warning. The goal is to utilize layout and design elements that are the best at ensuring that people take notice of the warnings.

You have 2 binders in front of you. I am going to focus on the black binder first.

Set 1/Ad 1

I am going to show you a group of eight different layouts for warnings on tobacco print advertisements. They correspond with the first 8 advertisements in your binder. (*put up posters around the room*) Please open the black binder to the first section.

- 3ab-a I would like that you write on the paper in front of you and in a few words, what is your first initial impression about the layout and design of them?
- b Which one did you find the most noticeable?

In-depth discussion

First, let's concentrate on the way the two languages are presented in the warning: side X side versus one on top of the other.

- a Which way of presenting the warning do you find the most/least noticeable (side x side or one on top of the other)? Why?
- c Which way grabs the most/least your attention? Why?
- g Which is most readable? Why?
- i Do the ways affect the readability of the warning? Why?
- j Do the ways affect the noticeability of the warning? Why?

Now, focus on the different colors used for the background of the warning (including black and white).

- Which color do you find the most/least noticeable? Why?
- Which one grabs the most/least your attention? Why?
- Do any of these colors affect your ability to read the text?
- Which one would be the more memorable?
- Which color is more likely to provoke an emotional impact?
- Which color is the most/least effective?
- Do the colors in the ad (black and white ad versus color ad) affect the effectiveness of the warning? Why?
- Do the colors in the ad (black and white ad versus color ad) affect the noticeability of the warning?
- Do the colors in the ad (black and white ad versus color ad) affect whether or not the warning grabs your attention?

If you look at the whole; the way of presenting the two languages and the different colors.

- Do the different colors affect your preference in how the bilingual warning (sideXside, Top-bottom) is presented?
- Is a color more/less effective for the side by side format?
- Is a color more/less effective for top-bottom format?
- Finally, among all of those, which one do you prefer?
- (focusing on the ones that worked best) Were there improvements that you would suggest that could make the approach to warnings in this case more eye catching/noticeable/more effective?
- Another color, other way to present bilingual message

Set 2/Ad 2

I am going to show you another group of eight different layouts for another warning on tobacco print advertisements. They also correspond with the 8 advertisements of the section 2 in the same binder. (put up posters around room)

- 7ab. I would like that you write on the paper in front of you and in a few words, what is your first initial impression about the layout and design of them?
- a Which one did you find the most noticeable? b

In-depth discussion

First, let's concentrate on the way the two languages are presented in the warning: side X side versus one on top of the other.

- a Which way of presenting the warning do you find the most/least noticeable (side x side or one on top of the other)? Why?
- c Which way grabs the most/least your attention? Why?
- e Which is most readable? Why?
- g Do the ways affect the readability of the warning? Why?
- i Do the ways affect the noticeability of the warning? Why?

Now, focus on the different colors used for the background of the warning (including black and white).

- Which color do you find the most/least noticeable? Why?
- Which one grabs the most/least your attention? Why?
- Do any of these colors affect your ability to read the text?
- Which one would be the more memorable?
- Which color is more likely to provoke an emotional impact?
- Which color is the most/least effective?
- Do the colors in the ad (black and white ad versus color ad) affect the effectiveness of the warning? Why?
- Do the colors in the ad (black and white ad versus color ad) affect the noticeability of the warning?
- Do the colors in the ad (black and white ad versus color ad) affect whether or not the warning grabs your attention?

If you look at the whole; the way of presenting the two languages and the different colors.

- Do the different colors affect your preference in how the bilingual warning (sideXside, Top-bottom) is presented?
- Is a color more/less effective for the side by side format?
- Is a color more/less effective for top-bottom format?
- Finally, among all of those, which one do you prefer?
- (focusing on the ones that worked best) Were there improvements that you would suggest that could make the approach to warnings in this case more eye catching/noticeable/more effective?
- Another color, other way to present bilingual message

Set 3/Ad 3

I am going to show you another group of eight different layouts for another warning on tobacco print advertisements. They also correspond with the 8 advertisements of the section 3 in the same binder. (put up posters around room)

- 11 a. I would like that you write on the paper in front of you and in a few words, what is your first initial impression about the layout and design of them?
- b. Which one did you find the most noticeable?

In-depth discussion

First, let's concentrate on the way the two languages are presented in the warning: side X side versus one on top of the other.

- a. Which way of presenting the warning do you find the most/least noticeable (side x side or one on top of the other)? Why?
- c. Which way grabs the most/least your attention? Why?
- e. Which is most readable? Why?
- f. Do the ways affect the readability of the warning? Why?
- g. Do the ways affect the noticeability of the warning? Why?

Now, focus on the different colors used for the background of the warning (including black and white).

- a. Which color do you find the most/least noticeable? Why?
- b. Which one grabs the most/least your attention? Why?
- c. Do any of these colors affect your ability to read the text?
- d. Which one would be the more memorable?
- e. Which color is more likely to provoke an emotional impact?
- f. Which color is the most/least effective?
- g. Do the colors in the ad (black and white ad versus color ad) affect the effectiveness of the warning? Why?
- h. Do the colors in the ad (black and white ad versus color ad) affect the noticeability of the warning?
- i. Do the colors in the ad (black and white ad versus color ad) affect whether or not the warning grabs your attention?

If you look at the whole, the way of presenting the two languages and the different colors.

- a. Do the different colors affect your preference in how the bilingual warning (sideXside, Top-bottom) is presented?
- b. Is a color more/less effective for the side by side format?
- c. Is a color more/less effective for top-bottom format?
- d. Finally, among all of those, which one do you prefer?
- e. (focusing on the ones that worked best) Were there improvements that you would suggest that could make the approach to warnings in this case more eye catching/noticeable/more effective?
- f. Another color, other way to present bilingual message

3 sets/3 ads:

After seeing the different layouts and designs for three warning notices:

- a. Does the length or the type of the statement affect your preference?

- b. Does a short warning look good one way and a long warning look good another way (languages and colors)?
- c. Which would be your best combination?

Part 2: Various Sizes of the Warnings (40 mins)

Now I would like you to turn to the red binder. In this binder are a series of 4 different sized versions of 2 of the warnings (half page, quarter page, eighth page, business card).

Please open the red binder to the first section, where you can find a first ad with a black and white warning presented in the 4 sizes for the side by side format and the top-bottom format.

- a. Does the size of the warning influence your preference for the way the two languages are presented (side x side or one on top of the other)? Why?
- b. For each size, which way do you find the most/least noticeable?
- c. For each size, which way do you find the most effective?
- d. Does the size of the warning affect your ability to read the text? Is it readable/ legible in the smaller version(s)? Why?
- e. Is your preference different for smaller sized versions than for the larger ones we looked at earlier?

Please, now look at section 2, where you can find a second ad still with a black and white warning presented in the 4 sizes for the side by side format and the top-bottom format.

- a. Does the size of the warning influence your preference for the way the two languages are presented (side x side or one on top of the other)? Why?
- b. For each size, which way do you find the most/least noticeable?
- c. For each size, which way do you find the most effective?
- d. Does the size of the warning affect your ability to read the text? Is it readable/legible in the smaller version(s)? Why?
- e. Is your preference different for smaller sized versions than for the larger ones we looked at earlier?

Now, think to both section 1 and 2

- a. (focusing on the ones that worked best) Assuming that some smaller versions would be utilized, what combination would you say is most noticeable?
- b. Does the length of the warning affect its noticeability?
- c. Which size do you think is the most effective?
- d. Were there improvements that you would suggest that could make the approach to warnings for this case more eye catching/more effective?
- e. Would you say that the smaller versions of the warnings have more/less impact overall than the larger versions?

Conclusions/Wrap-Up (5 mins)

19

Before wrapping up the group, the moderator will come back to the viewing room and check to see if there are any questions the client(s) would like to ask or explored further.

- Do you have any other further comments or recommendations? 
- Don't forget to pick up your incentive and ask group 1 not to discuss group as second group is waiting.
Thank you very much for your time and cooperation.

Introduction et réchauffement (5 minutes)

- Présentation du modérateur/de Décima
- Merci de vous être déplacés/Votre présence est précieuse
- Dites aux participants de ne pas ouvrir les 2 cahiers placés devant eux avant que vous leur demandiez de le faire
- Expliquez en gros le déroulement des groupes de discussion :
 - Tous doivent exprimer leur point de vue ouvertement et en toute honnêteté;
 - Il faut laisser la chance à tous de participer;
 - Tous doivent exprimer leur point de vue personnel et non celui « des autres »;
 - Il n'y a pas de bonne, ni de mauvaise réponse;
 - Tous les points de vue sont valables.
- Le rôle du modérateur est de faire en sorte que tous puissent s'exprimer et que l'on ne s'égare pas dans des discussions futiles;
- Le modérateur souligne également les points suivants : le miroir d'observation, les observateurs, l'enregistrement audiovisuel et le caractère confidentiel de la discussion.

Ce soir, nous évaluerons certains messages d'avertissement qui accompagnent la publicité imprimée sur le tabac. Je désire obtenir vos commentaires à l'égard de ces concepts, plus précisément le graphisme, les couleurs et la mise en page.

La *Loi sur le tabac* restreint la promotion des produits de tabac. Par exemple, elle permet la publicité informative ou préférentielle, mais seulement dans les publications qui sont expédiées par courrier et adressées à un adulte désigné par son nom, dans les publications dont au moins 85 pour cent des lecteurs sont des adultes ou sur des affiches placées dans des endroits où l'accès est interdit aux jeunes.

Au Canada, il y a actuellement très peu de publicité sur le tabac. Il existe cependant des raisons de croire qu'il est possible que les sociétés de tabac recommencent à faire de la publicité. Par contre, la plupart des publicités proviennent de détaillants de produits de tabac, particulièrement de boutiques spécialisées dans la vente de cigares. Elles sont habituellement

diffusées dans des magazines destinés aux touristes ou sur des sites Web, mais on peut également en trouver dans les bars.

Avant de commencer, j'aimerais faire un tour de table et que vous nous disiez votre prénom seulement. Vous pouvez également me parler un peu de vous, par exemple dire ce que vous faites dans la vie, quels sont vos passe-temps, vos champs d'intérêt ou vos loisirs.

Pour la première partie de la discussion, les messages ont été répartis en trois séries de huit. Les participants regarderont une série de huit messages à la fois, puis ils devront donner leur opinion à l'égard des différents messages dans chaque série avant de passer à la prochaine.

Veuillez noter que l'ordre des sections du guide sera le même que dans le cahier.

Questions contextuelles (5 minutes)

Groupes de fumeurs :

Lorsque vous avez été recrutés pour cette étude, vous avez dit fumer la cigarette.

- Combien d'entre vous fument tous les jours? (DÉNOMBREZ)
Pour ceux d'entre vous qui fument tous les jours, à peu près combien de cigarettes fumez-vous par jour? Pour ceux d'entre vous qui ne fument pas tous les jours, à quelle fréquence fumez-vous?
- Depuis quand fumez-vous?
- Utilisez-vous d'autres produits de tabac?

Groupes de non-fumeurs :

Lorsque vous avez été recrutés pour cette étude, vous avez dit ne pas fumer la cigarette.

- Avez-vous déjà essayé de fumer la cigarette?
- Est-ce que vos amis ou des membres de votre famille fument?
- Utilisez-vous d'autres produits de tabac?

1^{re} partie : Conception graphique/Mise en page des avertissements (1 heure et 5 minutes)

Ce soir, nous voulons discuter de la mise en page, de l'agencement des couleurs et d'autres aspects de la conception graphique des avertissements qui accompagnent ces publicités. Il ne s'agit pas d'une discussion sur le contenu des avertissements, mais d'une discussion sur la mise en page et la

conception graphique. L'objectif est de choisir les aspects de la mise en page et de la conception graphique les plus à même d'assurer la visibilité des avertissements.

Il y a 2 cahiers devant vous. Nous nous pencherons d'abord sur le cahier noir.

Série 1/Publicité 1

Je vais vous montrer une série de huit mises en page différentes pour des avertissements destinés à la publicité imprimée sur le tabac. Il s'agit des mêmes avertissements que les 8 premiers qui se trouvent dans votre cahier. (Mettez les affiches dans la salle). Veuillez ouvrir le cahier noir à la première section.

- Je vous demanderais d'écrire en quelques mots votre première impression à l'égard de la mise en page et de la conception graphique de ces avertissements sur la feuille placée devant vous.
- Lequel avez-vous trouvé le plus visible?

Discussion en profondeur

Pour commencer, concentrons-nous sur la façon dont les deux langues sont présentées dans l'avertissement : côte à côte ou une langue au-dessus de l'autre.

- Quelle présentation de l'avertissement trouvez-vous la plus/la moins visible (côte à côte ou l'une en haut de l'autre)? Pourquoi?
- Quelle présentation capte le plus/le moins votre attention? Pourquoi?
- Laquelle est la plus lisible? Pourquoi?
- La présentation a-t-elle un effet sur la lisibilité de l'avertissement? Pourquoi?
- La présentation a-t-elle un effet sur la visibilité de l'avertissement? Pourquoi?

Veuillez maintenant porter attention aux différentes couleurs utilisées en arrière-plan dans l'avertissement (y compris le noir et blanc).

- Quelle couleur trouvez-vous la plus/la moins visible? Pourquoi?
- Laquelle capte le plus/le moins votre attention? Pourquoi?
- Certaines couleurs ont-elles un effet sur votre capacité à lire le texte?
- Laquelle serait la plus mémorable?
- Laquelle est la plus susceptible de provoquer un impact émotif?
- Quelle couleur est la plus/la moins efficace?

- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur l'efficacité de l'avertissement? Pourquoi?
- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur la visibilité de l'avertissement?
- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur l'efficacité de l'avertissement à capter votre attention?

Si vous regardez l'ensemble; la façon de présenter les deux langues et les différentes couleurs.

- Les différentes couleurs ont-elles un effet sur votre préférence à l'égard de la présentation de l'avertissement bilingue (côté à côté, une langue au-dessus de l'autre)?
- Y a-t-il une couleur qui est plus/moins efficace dans la présentation côté à côté?
- Y a-t-il une couleur qui est plus/moins efficace dans la présentation une langue au-dessus de l'autre?
- Finalement, lequel de tous ces avertissements préférez-vous?
- (Discutez des avertissements qui ont le mieux fonctionné) Avez-vous des améliorations à suggérer pour rendre l'approche de ces avertissements plus accrocheuse/plus visible/plus efficace dans ce cas?
 - Une autre couleur, une autre façon de présenter le message bilingue

Série 2/Publicité 2

Je vais vous montrer une autre série de huit mises en page différentes pour un autre avertissement destiné à la publicité imprimée sur le tabac. Il s'agit également des mêmes avertissements que ceux qui se trouvent dans la 2^e section du même cahier. *(Mettez des affiches dans la salle).*

- Je vous demanderais d'écrire en quelques mots votre première impression à l'égard de la mise en page et de la conception graphique de ces avertissements sur la feuille placée devant vous.
- Lequel avez-vous trouvé le plus visible?

Discussion en profondeur

Pour commencer, concentrons-nous sur la façon dont les deux langues sont présentées dans l'avertissement : côté à côté ou une langue au-dessus de l'autre.

- Quelle présentation de l'avertissement trouvez-vous la plus/la moins visible (côté à côté ou l'une en haut de l'autre)? Pourquoi?
- Quelle présentation capte le plus/le moins votre attention? Pourquoi?
- Laquelle est la plus lisible? Pourquoi?
- La présentation a-t-elle un effet sur la lisibilité de l'avertissement? Pourquoi?
- La présentation a-t-elle un effet sur la visibilité de l'avertissement? Pourquoi?

Veuillez maintenant porter attention aux différentes couleurs utilisées en arrière-plan dans l'avertissement (y compris le noir et blanc).

- Quelle couleur trouvez-vous la plus/la moins visible? Pourquoi?
- Laquelle capte le plus/le moins votre attention? Pourquoi?
- Certaines couleurs ont-elles un effet sur votre capacité à lire le texte?
- Laquelle serait la plus mémorable?
- Laquelle est la plus susceptible de provoquer un impact émotif?
- Quelle couleur est la plus/la moins efficace?
- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur l'efficacité de l'avertissement? Pourquoi?
- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur la visibilité de l'avertissement?
- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur l'efficacité de l'avertissement à capter votre attention?

Si vous regardez l'ensemble; la façon de présenter les deux langues et les différentes couleurs.

- Les différentes couleurs ont-elles un effet sur votre préférence à l'égard de la présentation de l'avertissement bilingue (côté à côté, une langue au-dessus de l'autre)?
- Y a-t-il une couleur qui est plus/moins efficace dans la présentation côté à côté?
- Y a-t-il une couleur qui est plus/moins efficace dans la présentation une langue au-dessus de l'autre?
- Finalement, lequel de tous ces avertissements préférez-vous?
- (Discutez des avertissements qui ont le mieux fonctionné) Avez-vous des améliorations à suggérer pour rendre l'approche de ces avertissements plus accrocheuse/plus visible/plus efficace dans ce cas?

- Une autre couleur, une autre façon de présenter le message bilingue

Série 3/Publicité 3

Je vais vous montrer une autre série de huit mises en page différentes pour un autre avertissement destiné à la publicité imprimée sur le tabac. Il s'agit également des mêmes avertissements que ceux qui se trouvent dans la 3^e section du même cahier. *(Mettez des affiches dans la salle).*

- Je vous demanderais d'écrire en quelques mots votre première impression à l'égard de la mise en page et de la conception graphique de ces avertissements sur la feuille placée devant vous.
- Lequel avez-vous trouvé le plus visible?

Discussion en profondeur

Pour commencer, concentrons-nous sur la façon dont les deux langues sont présentées dans l'avertissement : côte à côte ou une langue au-dessus de l'autre.

- Quelle présentation de l'avertissement trouvez-vous la plus/la moins visible (côte à côte ou l'une en haut de l'autre)? Pourquoi?
- Quelle présentation capte le plus/le moins votre attention? Pourquoi?
- Laquelle est la plus lisible? Pourquoi?
- La présentation a-t-elle un effet sur la lisibilité de l'avertissement? Pourquoi?
- La présentation a-t-elle un effet sur la visibilité de l'avertissement? Pourquoi?

Veuillez maintenant porter attention aux différentes couleurs utilisées en arrière-plan dans l'avertissement (y compris le noir et blanc).

- Quelle couleur trouvez-vous la plus/la moins visible? Pourquoi?
- Laquelle capte le plus/le moins votre attention? Pourquoi?
- Certaines couleurs ont-elles un effet sur votre capacité à lire le texte?
- Laquelle serait la plus mémorable?
- Laquelle est la plus susceptible de provoquer un impact émotif?
- Quelle couleur est la plus/la moins efficace?
- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur l'efficacité de l'avertissement? Pourquoi?
- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur la visibilité de l'avertissement?

- Les couleurs de la publicité (la publicité en noir et blanc comparativement à la publicité en couleur) ont-elles un effet sur l'efficacité de l'avertissement à capter votre attention?

Si vous regardez l'ensemble, la façon de présenter les deux langues et les différentes couleurs.

- Les différentes couleurs ont-elles un effet sur votre préférence à l'égard de la présentation de l'avertissement bilingue (côté à côté, une langue au-dessus de l'autre)?
- Y a-t-il une couleur qui est plus/moins efficace dans la présentation côte à côte?
- Y a-t-il une couleur qui est plus/moins efficace dans la présentation une langue au-dessus de l'autre?
- Finalement, lequel de tous ces avertissements préférez-vous?
- (Discutez des avertissements qui ont le mieux fonctionné) Avez-vous des améliorations à suggérer pour rendre l'approche de ces avertissements plus accrocheuse/plus visible/plus efficace dans ce cas?
- Une autre couleur, une autre façon de présenter le message bilingue

3 séries/3 publicités :

Maintenant que vous avez vu les différentes mises en page et conceptions graphiques de trois messages d'avertissement :

- La longueur ou le type d'énoncé ont-ils un effet sur votre préférence?
- Un avertissement court a-t-il meilleure apparence d'une certaine façon alors qu'un avertissement long a une meilleure apparence d'une autre façon (langues et couleurs)?
- Quelle serait la meilleure combinaison selon vous?

2^e partie : Les différentes tailles des avertissements (40 minutes)

Passons maintenant au cahier rouge. Il contient une série de 4 versions de tailles différentes de 2 des avertissements (moitié de page, quart de page, huitième de page, carte professionnelle).

Veuillez ouvrir le cahier rouge à la première section, où se trouve une première publicité accompagnée d'un avertissement en noir et blanc présenté dans les 4 tailles, tant pour le format côte à côte que le format une langue en haut de l'autre.

- La taille de l'avertissement a-t-elle un effet sur votre préférence quant à la façon de présenter les deux langues (côte à côte ou une langue en haut de l'autre)? Pourquoi?
- Pour chaque taille, quelle présentation trouvez-vous la plus/la moins visible?
- Pour chaque taille, quelle présentation trouvez-vous la plus efficace?
- La taille de l'avertissement a-t-elle un effet sur votre capacité à lire le texte? Est-il lisible dans la (les) version(s) plus petite(s)? Pourquoi?
- Votre préférence est-elle différente pour les versions plus petites que pour les versions plus grandes que nous avons regardées plus tôt?

Veuillez maintenant regarder la section 2, où se trouve une deuxième publicité toujours accompagnée d'un avertissement en noir et blanc dans les 4 tailles, tant pour le format côte à côte que le format une langue en haut de l'autre.

- La taille de l'avertissement a-t-elle un effet sur votre préférence quant à la façon de présenter les deux langues (côte à côte ou une langue en haut de l'autre)? Pourquoi?
- Pour chaque taille, quelle présentation trouvez-vous la plus/la moins visible?
- Pour chaque taille, quelle présentation trouvez-vous la plus efficace?
- La taille de l'avertissement a-t-elle un effet sur votre capacité à lire le texte? Est-il lisible dans la (les) version(s) plus petite(s)? Pourquoi?
- Votre préférence est-elle différente pour les versions plus petites que pour les versions plus grandes que nous avons regardées plus tôt?

Veuillez maintenant songer aux sections 1 et 2

- (Discutez des avertissements qui ont le mieux fonctionné) En supposant que l'on retienne les versions plus petites, quelle combinaison serait la plus visible, selon vous?
- La longueur de l'avertissement a-t-elle un effet sur sa visibilité?
- Selon vous, quelle est la taille la plus efficace?
- Avez-vous des améliorations à suggérer pour rendre l'approche de ces avertissements plus accrocheuse/plus efficace dans ce cas?

- Dans l'ensemble, diriez-vous que les versions plus petites des avertissements ont plus/moins d'impact que les versions plus grandes?

Conclusions/Récapitulation (5 minutes)

Avant de clore le groupe de discussion, le modérateur ira dans la salle d'observation pour vérifier si le(s) client(s) a (ont) d'autres questions ou s'il(s) souhaite(nt) approfondir certains points.

- Avez-vous d'autres commentaires ou recommandations à formuler?
- N'oubliez pas de récupérer votre prime. Demandez au 1^{er} groupe de ne pas discuter du sujet en se dirigeant vers la sortie, car le groupe suivant attend son tour.

Je vous remercie de votre collaboration et du temps que vous nous avez accordé.

Appendix C: Mock-ups Tested

CHOOSE NOT TO CHEW.

CHOISISSEZ DE NE PAS CHIQUER.

www.gosmokefree.ca / www.vivezsansfume.ca Health Canada / Santé Canada



Discreet satisfaction with that legendary, fresh taste.

Brown Cap premium, dark-fired moist tobacco.

Une satisfaction discrète, empreinte d'un goût frais et légendaire.

Brown Cap de qualité supérieure, tabac humide séché au feu.



Find it wherever premium tobacco is sold, or contact a
Brown Cap Smokeless Tobacco Co. sales representative at 1-888-555-1212.

Procurez-vous ce produit chez les meilleurs marchands de tabac ou auprès
d'un représentant de la Compagnie de tabac sans fumée Brown Cap au 1 (888) 555-1212.

INHALE. EXHALE. COUGH. WHEEZE.

INHALEZ. EXPIREZ. TOUSSEZ. RÂLEZ.

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Montebello Ultras

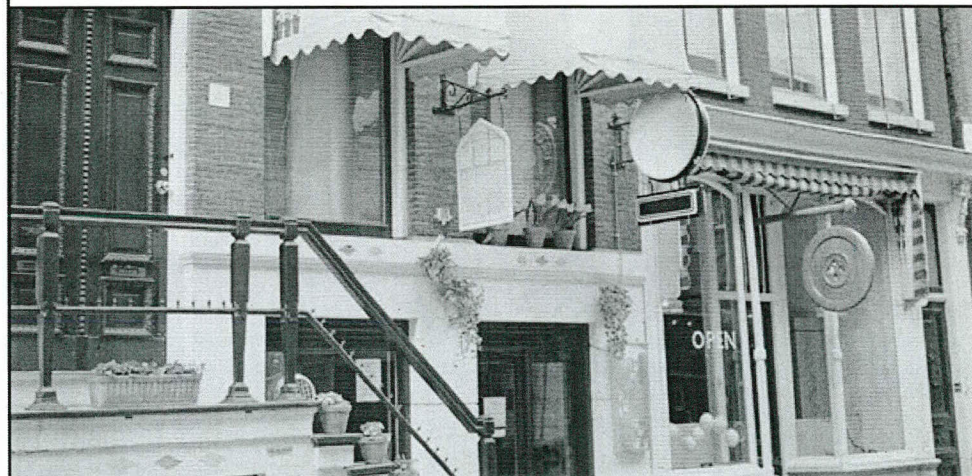
Finer aroma. Longer lasting. Same full-flavoured uniqueness.
Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



WARNING: THIS AD IS FOR CANCER.

AVERTISSEMENT : CETTE PUBLICITÉ EST
POUR LE CANCER.

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 *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.

Une tradition d'élégance depuis des années.
Fournisseur des plus grands crus de tabac.
Au service de goûts exclusifs depuis plus
de 80 ans.

Retailer of / Détaillant des  **Montebello**
ULTRAS

H.R. Kerr Tobacconist 555, CHEMIN BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

CHOOSE NOT TO CHEW.

CHOISISSEZ DE NE PAS CHIQUER.

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Discreet satisfaction with that legendary, fresh taste.
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INHALE. EXHALE. COUGH. WHEEZE.

INHALEZ. EXPIREZ. TOUSSEZ. RÂLEZ.

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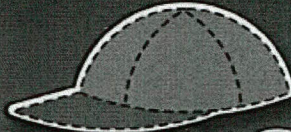
Retailer of / Détaillant des  **Montebello**
ULTRAS

H.R. Kerr Tobacconist 555, CHEMIN BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

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BrownCap
Moist Tobacco
Tabac humide

Discreet satisfaction with that legendary, fresh taste.

Brown Cap premium, dark-fired moist tobacco.

Une satisfaction discrète, empreinte d'un goût frais et légendaire.

Brown Cap de qualité supérieure, tabac humide séché au feu.



Find it wherever premium tobacco is sold, or contact a

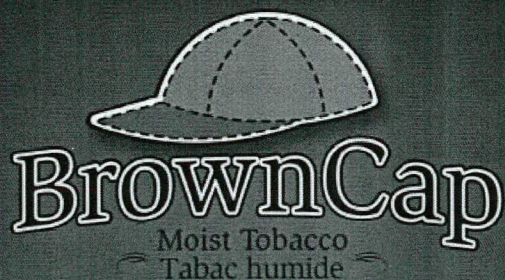
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d'un représentant de la Compagnie de tabac sans fumée Brown Cap au 1 (888) 555-1212.

INHALE. EXHALE. COUGH. WHEEZE.

INHALEZ. EXPIREZ. TOUSSEZ. RÂLEZ.

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Montebello Ultras

Finer aroma. Longer lasting. Same full-flavoured uniqueness.

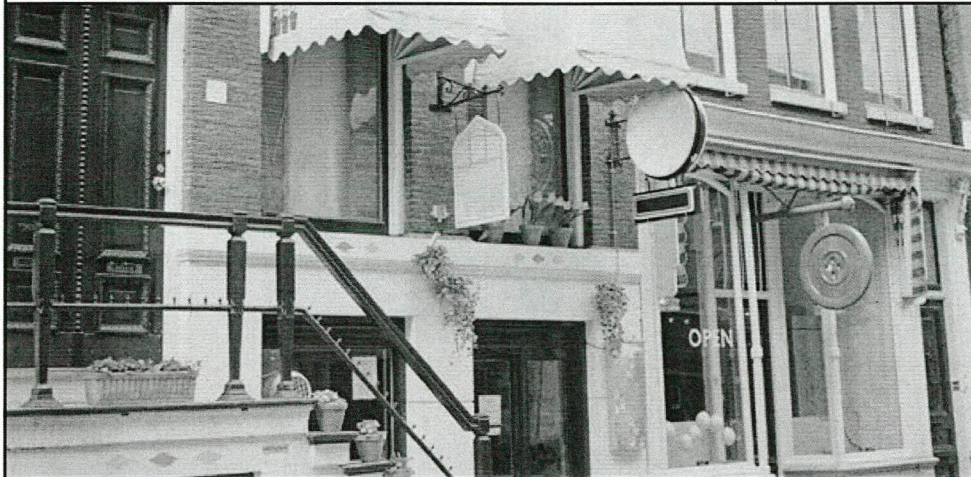
Un arôme raffiné. Un goût de longue durée. Même pleine saveur unique.



WARNING: THIS AD IS FOR CANCER.

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TOBACCONIST

In the time-honoured traditions of elegance.
Providing the finest in old-world tobaccos.
Respecting exclusive tastes for more
than 80 years.

Une tradition d'élégance depuis des années.
Fournisseur des plus grands crus de tabac.
Au service de goûts exclusifs depuis plus
de 80 ans.

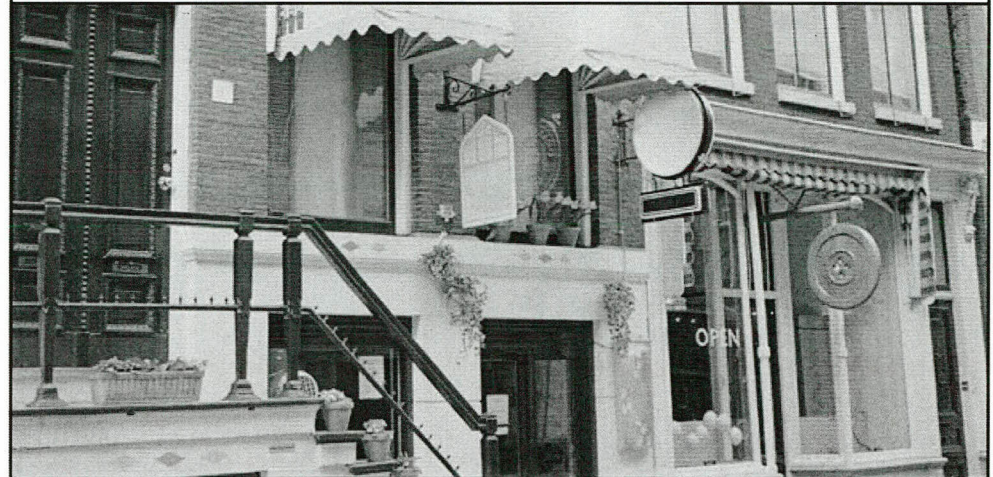
Retailer of / Détaillant des  **Montebello**
ULTRAS

H.R. Kerr Tobacconist 555, CHEMIN BOLDSWAY LANE OTTAWA, ONTARIO K1G 1G1

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CHOOSE NOT
TO CHEW.

CHOISISSEZ DE
NE PAS CHIQUER.

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Discreet satisfaction with that legendary, fresh taste.

Brown Cap premium, dark-fired moist tobacco.

Une satisfaction discrète, empreinte d'un goût frais et légendaire.

Brown Cap de qualité supérieure, tabac humide séché au feu.



Find it wherever premium tobacco is sold, or contact a
Brown Cap Smokeless Tobacco Co. sales representative at 1-888-555-1212.

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INHALE. EXHALE.
COUGH. WHEEZE.

INHALEZ. EXPIREZ.
TOUSSEZ. RÂLEZ.

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Montebello Ultras

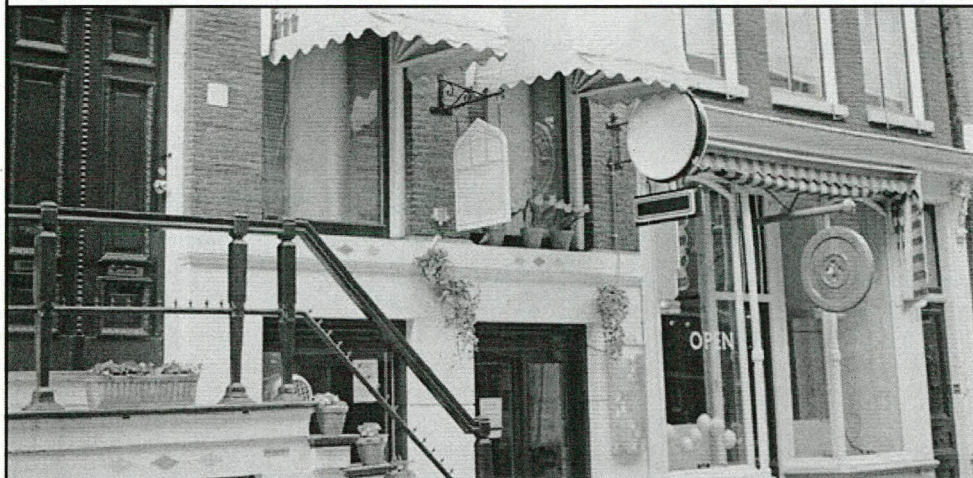
Finer aroma. Longer lasting. Same full-flavoured uniqueness.
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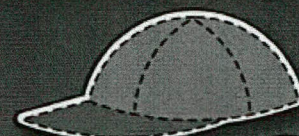
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BrownCap
Moist Tobacco
Tabac humide

Discreet satisfaction with that legendary, fresh taste.
Brown Cap premium, dark-fired moist tobacco.
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INHALE. EXHALE.
COUGH. WHEEZE.

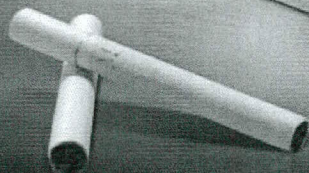
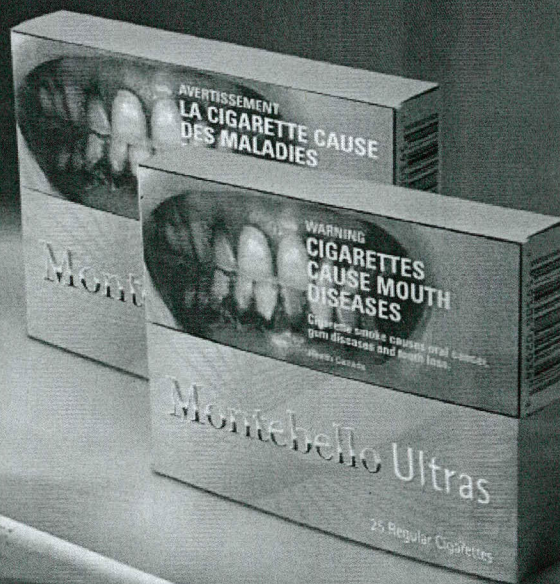
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