

## Attachment 2

### USDA COMMUNICATION CHECKS Discussion Guide Outline

#### ***I. INTRODUCTIONS***

- Moderator
- Respondent—name, family composition
- Videotaping, people watching in back room

#### ***II. EXPLANATIONS***

- Moderator will explain that participants will be viewing advertising ideas at early stages – NOT finished advertising
- Assure people that there are no right or wrong answers. Encourage them to use their imagination. Also note that honesty important.
- Moderator will take respondent through each storyboard twice.

#### ***III. STORYBOARDS***

- What are your first reactions? What is going through your mind as you watch this commercial?
- What does this make you think about? Why do you say that?
- What is this telling you? What is the main idea? Where or how is it telling you that? Who is this message coming from?
- What is the main benefit they are trying to tell you?
- What else is the advertising telling you?
- **How meaningful is this message for you?**
- **What was particularly interesting to you in this commercial?**
- Based on what they're telling you, how might this be good for you and your family?
- Does the story board(s) make you think differently about what you and your family eat? How? What would you do differently?
- Do they make you feel different about nutrition? How?
- Was there anything you especially liked in this commercial? Anything you particularly disliked?
- Was there anything confusing?
- Do you recall the website that the ad asks you to go to?
- How likely are you to go to the website? What do you think you would find there?
- Would you tell a friend or family member about this ad? How about the website?