

United States Mint \$1 Coin Creative Development Research Moderator Guide

INTRODUCTION AND WARM-UP

20 MIN

- Explanation that opinions/comments are being elicited for research purposes only, will be kept confidential, and not to be used for broadcast purposes.
- Open discussion of honest opinions, no right or wrong answers.
- Respondents will be engaged in a quick warm-up exercise to explore how they spend money, and when they make cash transactions versus check, debit, or credit card purchases.
 - Are there different shopping occasions or purchase amounts when you tend to use cash, checks, debit cards or credit cards more often?
- Determine awareness and understanding of the \$1 coin in circulation
 - Are you aware that there is a \$1 coin in circulation?
 - Have you ever used a \$1 coin for purchases you have made?

CREATIVE CONCEPT EXPLORATION AND EXPOSURE

70 MIN

- Respondents will be shown a variety of creative concepts in rough form:
 - Print ads
 - OOH concepts
 - In-store materials
 - TV storyboards
- Explain that what they're seeing is rough, and that they need to use their imagination to 'finish' the concepts.
- Respondents should focus on the ideas and the tone of the concepts – what's said and the information portrayed.
- Everyone write down "gut reactions" before discussion of the concepts.
 - Before we begin to talk about the concept you have seen, I want you to write down 3 things:
 1. The main message being communicated.
 2. Your overall reaction to the concept, how does it make you feel?
 3. Your overall likes and dislikes.

Distribute commitment sheets, not for quantitative read, just to get honest reaction from the respondents in the moment.

Discuss the following topics:

- What is the **main message** of the concept?
 - OVERALL POSITIVE IMPRESSION: Does this message create a positive impression of the \$1 coin?
 - CLARITY OF MESSAGE: Is the message presented in the concept clear?
 - INTERESTING/APPEALING: Would you describe the message as interesting and/or appealing?
 - IMPORTANCE/RELEVANCE: Is this message important/relevant to you?

- What is your **overall reaction** to the concept, how does it make you feel?
 - POSITIVE/NEGATIVE: What are your overall likes and dislikes of the concept? (Probe: explore positive/negative elements, what generated different reactions and why?)
 - BUZZ FACTOR: Would you stop and watch this concept, does it grab your attention? Is this the type of concept that gets talked about among friends?
 - FUTURE INTENT: Would you be more likely to use the \$1 coin in the future? Would you recommend to your family/friends to use the \$1 coin in the future?

THANK YOU FOR YOUR PARTICIPATION!!

RESPONDENT HANDOUT

What is the main message being communicated by this concept?

What is your overall reaction to this concept, how does it make you feel?

What are your overall likes and dislikes?

Any other comments/thoughts about this concept?
