

UNITED STATES MINT
QUALITATIVE CUSTOMER RESEARCH
10/21/09

Purpose of the Research

The purpose of the research is to collect information from members of the general population about their opinions concerning the new logo. The United States Mint plans to conduct qualitative research (i.e., focus group interviews) to test the new logo. Specifically, the research aims to assess potential concerns.

Qualitative Research Topic Outline

The topics planned for discussion are:

- 1.) Check to see whether there are any controversial issues with the new logo direction
- 2.) Fully inform the audience why this endeavor was taken by the United States Mint which entails:
 - a. Linking the Mint's Vision, Mission and Values with the Goal of Establishing and Reinforcing the Exclusive Brand Identity of the United States Mint
 - b. Introducing the new Brand Promise of "Connecting America Through Coins"
 - c. Explaining how the new logo establishes the new Mint identity and reflects the brand promise, while the Treasury/US Mint seal reinforces the exclusivity of the brand by reflecting it is part of the federal government and US Treasury.
- 3.) Test key messages that best accomplish (a., b., and c. above) and which messages most effectively convey the Mint's new brand identity direction.

Sample Design and Methodology

A total of no more than 12 focus groups conducted in four cities representing a cross-section of the United States population.

Methods to Maximize Response Rates

We expect one out of every seven consumers contacted will agree to participate in the study. Cities will be selected based on concentration of consumers. By recruiting in densely populated, the likelihood of participation increases. Appropriate screeners will be set up to guarantee selection of the right customers for the study. A monetary incentive will be offered. This is a common industry practice.

Estimate of the Burden Hours

The collection of information will involve up to twelve (12) focus groups with eight (8) customers in each group. Focus groups generally last from 90 minutes to 120 minutes per group session. Total estimated burden hours are:

Method	Estimated Hours
Focus Groups	192
Total	192