

United States Mint: Concept Creator

Client C-E / United States Mint

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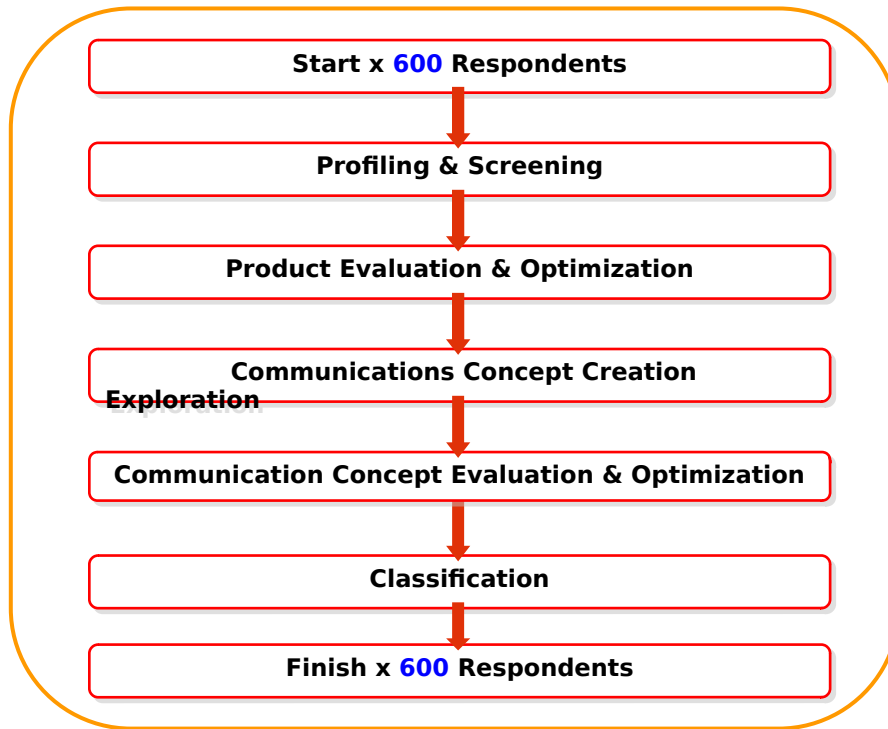
BJ Project No. **P110426**

Date May 17th, 2010

1. Target Audience

- a. **Market:** US
- b. **Length of Juicer:** 20 mins
- c. **Sampling:** Two cells:
 - i. **300** General Market / US Adults (90% incidence)
 - ii. **300** Past 24 Month Purchasers of Collectable Coins (29%)

2. Survey Flow



Profiling & Screening

A Email invitation from Panel

Instructions: Email inviting respondents to take part in the Brainjuicer®, URL link to the survey

B Start



Hello!
May I take a moment to juice your brain?
Click here to start (takes about 20 mins)

C Explanation & Confidentiality



Just before we get started (particularly if you're new to Brainjuicer), a quick explanation of how a Juicer works...

1. *Freeform*

Freeform

Brainjuicer uses an innovative approach to asking questions; rather than restrict you to choosing from a list of possible answers compiled by us we'd like you to give us your own answers - whatever they may be!

2. *Freeform*

Freeform

Before you continue, please confirm the following:
I agree not to disclose the contents of the survey to anyone else.
I agree that any ideas discussed or generated as a result of your participation will belong to our client.

3. *Radio button* *Mandatory*

Question:
Answers:

Do you accept the terms above?
Yes
No

Reject

D Sample Filter and Respondent Profiling



Thanks. First a few questions about you.

4. *Dropdown* *Mandatory*

Question: Your age?

Answers: 17 or younger
18
19

Screenout

...

63

64

65 or older

Screenout

Instructions: *For National Cell, quota 20% each 18-27, 28-34, 35-44, 45-54 and 55-64*

5. *Radio button* *Mandatory*

Question: Your gender?

Answers: Male
Female

National Cell - 50%

National Cell - 50%

6. *Checkbox* *Mandatory*

Question: Please indicate if you or a member of your household works in any of these professions.

Answers: Accountancy
Advertising, Media, Publishing
Beverage Manufacture or Distribution
Education
Health, Nursing, Social Services
IT/Telecoms
Journalism
Legal
Marketing
Market Research
Not for Profit / Charities
Public Relations
Recruitment
Retail
Travel, Leisure, Tourism
U.S. Government Employee
None of the above

Screenout

Screenout

Screenout

Screenout

Screenout

Screenout

Screenout

7. *Dropdown* *Mandatory*

Question: What state do you live in?

Answers:

Instructions: *List of all US states. Ensure District of Columbia is included in list*

:

8. *Text box* *Mandatory*

Question: What is your first name? This is simply to personalize the study for you.

Answers:

Tech note: [FirstName]

E Coin Purchaser Screening



In the past two years have you...?(*please check all that apply*)

9.

Check box

Mandatory

Question:

In the past two years have you...(*please check all that apply*)

Answer:

Purchased a collectable coin or coin set

*Qualify as past 24 month
collectable coin purchaser*

Answer:

Put aside or collected coins from your pocket change to keep because you found them interesting

Answer:

Purchased a collectable coin or coin set for someone as a gift

*Qualify as past 24 month
collectable coin purchaser
Exclusive*

Answer:

None of the above

Product Evaluation & Optimization

F Intro



Thanks for participating! We are now going to show you three ideas for collectable coins or coin sets. We want to know what you think of each idea!

Start of Rotation Sequence

Instructions: Present first product idea in a reducible window to the left of the Juicer. Each respondent sees all 3 product idea in a randomized order.

Product Concepts for Testing (will include associated images)

America the Beautiful Quarters Proof Set

- Introducing the 2010 America the Beautiful Quarters Proof Set™
- Includes the first five quarters in the America the Beautiful Quarters™ program
- Double-struck for incredible detail. Mirror-like finish for brilliant shine.
- This year's first five quarters come in this premium set for only \$14.95

America the Beautiful Quarters Proof Set

- Introducing the 2010 America the Beautiful Quarters Silver Proof Set™
- Includes the first five quarters in the America the Beautiful Quarters™ program
- Double-struck for incredible detail. Mirror-like finish for brilliant shine.
- This premier edition is minted in 90% silver for true collectability
- This year's first five quarters come in this premium set for only \$32.95

Proof Set

- Introducing the 2010 United States Mint Proof Set™
- Double-struck for incredible detail. Mirror-like finish for brilliant shine.
- Includes the first five quarters in the America the Beautiful Quarters™ program; plus the four Presidential \$1 coins and the remaining five 2010 coins in circulation for only \$31.95

G Purchase Intention for Product Idea



Still thinking about the product idea in the window on the left, please indicate how likely you would be to purchase this product.

10. *Dropdown* *Mandatory*

Question: Still thinking about the product idea in the window on the left, please indicate how likely you would be to purchase this product.

Answers:
Definitely would buy
Probably would buy
Might or might not buy
Probably would not buy
Definitely would not buy

H Reason for Purchase Intention of Product Idea



Please say why you '[answer from above]' this product. (Please type your answers below or click to select it from the existing answer buttons)

11. *MindReader* *1 answer x 1 order*

Question: Please say why you '[answer from above]' this product. (Please type your answer below or click to select it from the existing answer buttons)
Instructions: Use the answer from the previous question as the title for this MindReader on why

I Custom Ratings of Product Idea



Thinking about the idea to the window in the left, please indicate how much you agree or disagree with each of the following statements.

12. *5-agreement scale* *Mandatory*

Answers: Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly

- Question:* **Is a product which is fun and interesting**
- Question:* **Is a good value for the money and should be a good investment over time**
- Question:* **Is a nice way to capture a piece of American history**
- Question:* **Is a great way I can learn about and remember the National Parks and other Sites**
- Question:* **Is a product I would want to pass onto my children later in life**

End Of Rotation

Instructions: *If respondent has answered for 3 product ideas, continue. Otherwise, loop back.*

Start of New Rotation Sequence - pop up window

Instructions: Show all three product ideas on screen

J Product Idea Forced Choice



Thanks! Now thinking about all three ideas you have just seen for collectable coins or coin sets, please tell us which idea you would be **most** likely to purchase.

13. Radio Button Mandatory

Question: Thanks! Now thinking about all three ideas you have just seen for collectable coins or coin sets, please tell us which idea you would be **most** likely to purchase.

Answers: 2010 America the Beautiful Quarters Proof Set™
2010 America the Beautiful Quarters Silver Proof Set™
Randomize list 2010 United States Mint Proof Set™

K Reason for Product Idea Forced Choice Selection



Please tell us why you said the [insert product idea selected] is the collectable coin set you would be most likely to purchase. *(Please type your answer below or click to select it from the existing answer buttons)*

14. MindReader 1 answer x 1 orders

Question: Please tell us why you said the [insert product idea selected] is the collectable coin set you would be most likely to purchase. *(Please type your answer below or click to select it from the existing answer buttons)*

L How To Improve Preferred Product Idea



Thanks, [first name]! Now imagine that you could modify the [insert product idea selected]. Apart from lowering the price, what improvements would you make? *(Please type your answer below or click to select it from the existing answer buttons)*

15. MindReader 1 answer x 1 order

Question: Thanks, [first name]! Now imagine that you could modify the [insert product idea selected]. Apart from lowering the price, what improvements would you make? *(Please type your answer below or click to select it from the existing answer buttons)*

Communications Concept Creation

M Intro



Thanks [first name]! Still thinking about collectable coins and coin sets, we'd like you to think creatively to help us build a new TV commercial advertising the 2010 America the Beautiful Quarters Proof Set™ from the United States Mint.

16. *Freeform* *Mandatory*

Question:

First of all we're going to show you a series of pictures and descriptions that will come together to form the beginning, middle and end of a television commercial for The United States Mint. Please review these pictures and descriptions and imagine what the commercial would look like when it is finished.

Please click next to see the series of pictures and descriptions.

17. *Next button* *Mandatory*

Answer: Next

Tech Note: Present base communications concept.

N Intro



Now we'd like you to help us select between different options for the voiceover that will accompany the **beginning, middle** and **end** of this TV commercial for the United States Mint.

O Preferred Beginning Statement



Please look at the **beginning** of the TV commercial again. This time imagine that a person would be reading each of the following statements. Please tell us which of the following statements would make you **most interested** in seeing the rest of the commercial and learning more about the 2010 America the Beautiful Quarters Proof Set™ from the United States Mint.?

Preferred Beginning Statement

Instructions: Present intro pictures and description alongside below statements in a randomized order.

18. *Radio button* *Mandatory*
Question: Please look at the **beginning** of the TV commercial again. This time imagine that a person would be reading each of the following statements. Please tell us which of the following statements would make you **most interested** in seeing the rest of the commercial and learning more about the 2010 America the Beautiful Quarters Proof Set™ from the United States Mint?

Answer: Landmarks in American history are now landmarks in American currency
See what it's like to hold 84 million acres of wilderness in the palm of your hand
Soaring cliffs. Majestic wilderness. Only The United States Mint is able to preserve our nation's treasures in currency
Majestic. Magnificent. Monumental. We wouldn't have captured them any other way

Preferred Beginning

Instructions: Present beginning pictures and description and preferred beginning statement in pop-up window to the left

P Preferred Beginning Statement - Why



Please tell us why you said this statement would make you most interested in seeing the rest of the commercial and learning more about the 2010 America the Beautiful Quarters Proof Set™ from the United States Mint.. *(Please type your answer below or click to select it from the existing answer buttons)*

19. *MindReader* *1 answers x 1 order*

Question: Please tell us why you said this statement would make you most interested in seeing the rest of the commercial and learning more about the 2010 America the Beautiful Quarters Proof Set™ from the United States Mint.. *(Please type your answer below or click to select it from the existing answer buttons)*

Tech Note: Continue to present beginning pictures and description and preferred beginning statement in a pop-up window to the left. Present middle pictures and description and statements within main Juicer window. Show statements in randomized order.

Q Preferred Middle Statement



Now take another look at the middle of this TV commercial. Imagine that as these pictures are shown one of the following statements is being read in support of the statement you have selected to start the TV commercial (shown in the pop up window to the left). Please tell us which of the following statements offers the **most compelling** support for the start of this commercial you have selected.

20. *Radio button* *Mandatory*
Question: Now take another look at the middle of this TV commercial. Imagine that as these pictures are shown one of the following statements is being read in support of the statement you have selected to start the TV commercial (shown in the pop up window to the left). Please tell us which of the following statements offers the **most appealing** support for the start of this commercial you have selected.
Answer: Introducing the America the Beautiful Quarters Proof Set™. Digitally mastered and laser-frosted to make the ultimate collectable. The first five quarters in the series make up this premier edition, only \$14.95 at usmintquarters1.gov.
Introducing the America the Beautiful Quarters Proof Set™. Double-struck for incredible detail. Mirror-like finish for a brilliant shine. This year's first five quarters come in this premium set for only \$14.95 at usmintquarters1.gov.
Introducing the America the Beautiful Quarters Proof Set™. Digitally mastered and double-struck for incredible detail not found in circulation. For \$14.95 get the first five quarters of this annual commemorative set only at usmintquarters1.gov.
Announcing the America the Beautiful Quarters Proof Set™ from the United States Mint. Artistry, digitally mastered for vivid detail. Mirror-like finish for unequaled luminance. The first five quarters of this distinguished annual series can be yours for \$14.95 at usmintquarters1.gov.

Preferred Beginning + Middle

Instructions: Add preferred middle pictures, description and statement to pop-up window to the left.

R Preferred Middle Statement - Why



Please tell us why you said this statement offers the most appealing support point. (Please type your answer below or click to select it from the existing answer buttons)

21. *MindReader* *1 answers x 1 order*
Question: Please tell us why you said this statement offers the most appealing support point. (Please type your answer below or click to select it from the existing answer buttons)

Tech Note: Continue to present beginning pictures and description and preferred beginning statement and middle pictures and description and preferred middle statement in a pop-up window to the left. Present end pictures and description and statements within main Juicer window. Show statements in randomized order.

S Preferred End Statement



Now take a final look at the end of this TV commercial. Imagine that as these pictures are shown one of the following statements is being read in support of the two statements you have selected to form the beginning and middle of the commercial (shown in the pop up window to the left). Please tell us which of the following statements offers the **most compelling** end to the TV commercial.

22. *Radio button* *Mandatory*
Question: Now take a final look at the end of this TV commercial. Imagine that as these pictures are shown one of the following statements is being read in support of the two statements you have selected to form the beginning and middle of the commercial (shown in the pop up window to the left). Please tell us which of the following statements offers the **most appealing** end to the TV commercial.
Answer: Get these landmarks in American currency as only one Mint can bring them to you, the United States Mint.
Mother nature made America beautiful. Only the official United States Mint could make it collectible.
The authentic beauty of America as only the United States Mint could capture it.
Only minted in 2010. Only by us. Because no other mint is the United States Mint.

Preferred Beginning, Middle and End

Instructions: Add preferred end pictures, description and statement to pop-up window to the left.

T Preferred End Statement - Why



Please tell us why you say this statement would offer the most appealing end to the TV commercial. *(Please type your answer below or click to select it from the existing answer buttons)*

23. *MindReader* *1 answers x 1 order*
Question: Please tell us why you say this statement would offer the most appealing end to the TV commercial. *(Please type your answer below or click to select it from the existing answer buttons)*

Communications Concept Evaluation & Optimization

Tech Note: Continue to present beginning pictures and description and preferred statement, middle pictures and description and preferred statement, and end pictures and description and preferred statement in a pop-up window to the left.

U Intro



Congratulations! You have created a new TV commercial for the 2010 America the Beautiful Quarters Proof Set™ from the United States Mint.. Please review the series of pictures, descriptions and statements you have selected which are presented in the pop up window to the left then select 'Next' to continue.

V Purchase Intention for Optimal Communications Concept



Please imagine how this commercial would look if you saw the finished version on TV and indicate **how likely** the commercial would be to **make you to purchase** the 2010 America the Beautiful Quarters Proof Set™ from the United States Mint.?

24. *Dropdown* *Mandatory*

Question: Please imagine how this commercial would look if you saw the finished version on TV and indicate **how likely** the commercial would be to **make you to purchase** the collectable coin or set of coins that are being advertised?

Answers:
Definitely would buy
Probably would buy
Might or might not buy
Probably would not buy
Definitely would not buy

W Reason for Purchase Intention for Optimal Communications Concept



Please say why you '[answer from above]' a collectable coin or coin set after seeing this television commercial. *(Please type your answer below or click to select it from the existing answer buttons)*

25. *MindReader* *1 answer x 1 order*

Question: Please say why you '[answer from above]' a collectable coin or coin set after seeing this television commercial. *(Please type your answer below or click to select it from the existing answer buttons)*

Instructions: *Use the answer from the previous question as the title for this MindReader on why*

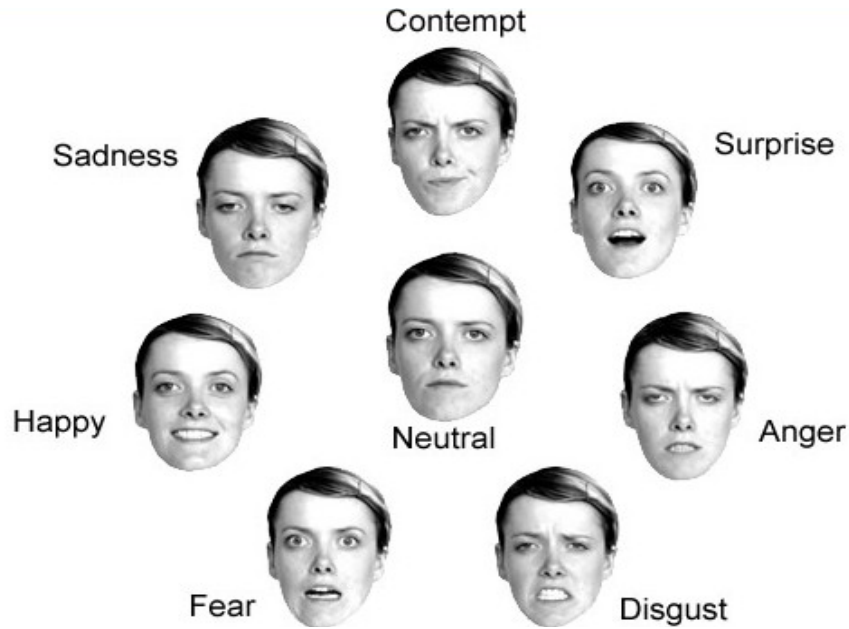
X FaceTrace for Product Idea



Again, please imagine how this commercial would look if you saw the finished version on TV . Now please choose which of these faces best expresses how you feel about this commercial? (Please click on the appropriate face)

26. *Checkbox* *Mandatory*

Again, please imagine how this commercial would look if you saw the finished version on TV . Now please choose which of these faces best expresses how you feel about this commercial? (Please click on the appropriate face)



Y **Emotional Intensity**



Now, to what degree do you feel [selected emotion]?

27. *FaceTrace* *Mandatory*

Question:

Now, to what degree do you feel [selected emotion]?



Z **Reason for Face Selection**



What is it about this commercial that made you feel this way? (Please type your answer below or click to select it from the existing answer buttons)

28. *MindReader* *1 answer x 1 order*

Question: What is it about [this commercial](#) made you feel this way? *(Please type your answer below or click to select it from the existing answer buttons)*

Instructions: *Use the answer from the previous question as the title for this MindReader on why*

AA How To Improve Optimal Communications Concept



Thanks, [first name]! Now imagine that you could improve this television commercial. Please tell us what other images might you show? What other things would you say? *(Please type your answer below or click to select it from the existing answer buttons)*

29. *MindReader* *1 answer x 1 order*

Question: Thanks, [first name]! Now imagine that you could improve this television commercial. Please tell us what other images might you show? What other things would you say? *(Please type your answer below or click to select it from the existing answer buttons)*

End Rotation

Instructions: *Close pop-up window*

Classification

Tech Note: Ask United States Mint Coins Purchased and Competitive Coins Purchased only of Past 24 Month Purchasers of Collectable Coins.

BB United States Mint Coins Purchased



Thanks for your help so far - almost there! You said that in the past two years you have purchased a collectable coin or coin set either for yourself or as a gift for someone else. Please tell us if the you have purchased any of the following coins from The United States Mint in the past two years. *(Please check all that apply)*

30. *Check box* *Mandatory*

Question: Thanks for your help so far - almost there! You said that in the past two years you have purchased a collectable coin or coin set either for yourself or as a gift for someone else. Please tell us if the you have purchased any of the following coins from The United States Mint in the past two years. *(Please check all that apply)*

Answer: Obama Coin
Answer: 9/11 Coin
Answer: Painted or colorized quarters
Answer: Presidential \$1 coins in display frame, wooden box or safe
Answer: Full set of all 50 state quarters
Answer: Gold Plated quarters
Answer: None of the above

*Anchor
Exclusive*

Instructions *Randomize list*

CC Competitive Coins Purchased



Similarly, please tell us you purchased a collectable coin or coin set from any of the following companies or organizations in the past 2 years. *(Please check all that apply)*

31. *Check box* *Mandatory*

Question: Similarly, please tell us you purchased a collectable coin or coin set from any of the following companies or organizations in the past 2 years. *(Please check all that apply)*

Answer: Franklin Mint
Answer: World Reserve Monetary Exchange
Answer: National Collectors Mint
Answer: Littleton Coin Company
Answer: None of the above

*Anchor
Exclusive*

Instructions *Randomize list*



And finally, just a few questions about you! Please keep in mind that these questions are for statistical purposes only. Your answers will be treated as strictly confidential.

- 32.** *Dropdown* *Mandatory*
Question: Which of the following is the highest level of education you have completed?
Answers: Some high school
Answers: Completed high school/GED/HSED
Answers: Some College
Answers: 4-year college degree/Bachelor's degree
Answers: Completed or started post-college graduate school

- 33.** *Dropdown* *Mandatory*
Question: Which of the following best describes your current employment status?
Answers: Employed full-time
 Employed part-time
 Not currently employed but looking for work
 Retired
 Not employed outside the home

- 34.** *Dropdown* *Mandatory*
Question: What is your current marital status?
Answers: Single (includes never married, widowed, or divorced)
 Married/living with partner

- 35.** *Dropdown* *Mandatory*
Question: Are you of Hispanic or Latino origin?
Answers: Yes
 No

- 36.** *Check box* *Mandatory*
Question: What is your race? Please select one or more
Answers: White
 Black or African American
 Asian
 Native Hawaiian or other Pacific Islander
 American Indian or Alaska Native

- 37.** *Dropdown* *Mandatory*
Question: Which of the following best describes your total annual household income before taxes?
Answers: Under \$30,000
Answers: \$30,000 to \$34,999
Answers: \$35,000-\$44,999
Answers: \$45,000-\$49,999
Answers: \$50,000-\$64,999
Answers: \$65,000-\$74,999
Answers: \$75,000-\$99,999
Answers: \$100,000-\$124,999
Answers: \$125,000-\$149,999
Answers: \$150,000 or more



That's it! Thank you for participating in our research.

Project covered under MSA in place between CE and BrainJuicer.