

**U.S. Mint Packaging Assessment Research  
Discussion Guide**

**I. INTRODUCTION (5 minutes)**

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- **Ground Rules:** Audio-taping, confidentiality, candor, cell phones, pagers, etc.
- **Background & Objectives:** The purpose of today's discussion is three-fold; namely to: 1) learn about your current coin collecting interests, behaviors and purchases; 2) gather your feedback regarding current U.S. Mint products; and 3) ascertain your reactions to some new product and marketing ideas.
- **Introductions:** First name
  - Customers** -- types of coins that are especially liked, length of time collecting and/or buying U.S. coins
  - Non-customers** - items collected and length of time collecting

**II. CURRENT COIN COLLECTING/BUYING PRACTICES (10 minutes)**

- **(Non-Customers) What particular types of coins have special interest or appeal to you and what makes these coins so attractive to you? Probe...**
  - Beauty or artistry?
  - The history associated with them?
  - Other factors, if any, that play a role in your attitudes and behaviors?
- **(Non-Customers) What coin purchases, if any, have you made? For example, have you bought any U.S. coins from dealers, Internet auctions, (etc.)?**
  - **If some:** Why have you not purchased any coins from the U.S. Mint?
    - To what extent is lack of awareness a factor?
    - What about limited knowledge/dissatisfaction with current products?
    - How about the perceived value/prices of the products?

- What do these other sources provide that the U.S. Mint does not?

- **If none:** Why have you never purchased any coins from any sources?
  - To what extent is lack of awareness a factor?
  - What about limited knowledge/dissatisfaction with current products?
  - How about the perceived value/prices of the products?
- **(Non-Customers) Have you ever considered purchasing coins to give as gifts? Probe...**
  - **If so:** For whom? What occasions?
  - **If not:** Why not?
  - What circumstances would prompt you to make such a purchase?
  - What types of items, if any, would propel you to make a purchase?
- **(Customers) What types of coins and coin-related products have you bought from the U.S. Mint? Probe if for self or as a gift**
- **(Customers) Thinking specifically about the coins that you buy from the U.S. Mint, what specific products and how much of each do you typically purchase directly from the U.S. Mint in a year? Probe...**
  - Annual coin sets (e.g., quarters, uncirculated, proofs, silver proofs, etc.)
  - America the Beautiful products
  - Commemorative coins
  - Bags/rolls
  - American Eagle coins
  - Gold Buffalo
  - Presidential \$1 coins
  - Medals
  - Other items (e.g., specialty products)
- **(Customers) What types of coins do you expect to purchase from the U.S. Mint in the next year? Probe...**
  - Annual coin sets (e.g., quarters, uncirculated, proofs, silver proofs, etc.)
  - America the Beautiful products
  - Commemorative coins
  - Bags/rolls
  - American Eagle coins
  - Gold Buffalo
  - Presidential \$1 coins
  - Medals
  - Other items (e.g., specialty products)

### III. ASSESSMENT OF CURRENT PRODUCTS/PACKAGING (25 minutes)

*[Distribute Annual Proof Sets, Uncirculated Sets, Silver Eagle Proof, Presidential \$1 coin set.]*

- **(Customers/Non-customers) Overall, what are your impressions of the coin products that the U.S. Mint produces? Probe...**
  - Things you like? Dislike?
  - How do you feel about them for self? For gifts?
- **(Customers/Non-customers) How do you feel about the packaging of the products in general?** (Note: some customers will say no packaging at all so need to acknowledge and move on.)
  - How do you feel about the packaging for items you do/might purchase for self? For gifts?

*[Distribute packaging rating sheets and have participants “grade” the packaging of each product from “A” (excellent) to “F” (failing). Then reconvene discussion and tally ratings.]*

- **(Customers/Non-customers) Ask each participant which item they rated highest, and which lowest, and why?**
  - Probe...what specifically do you like/dislike?
- **(Customers/Non-customers) As a group, ask why certain items were collectively rated low.**
  - Probe...what specifically do you dislike?
- **(Customers/Non-customers) How does the current packaging (especially ones that are disliked) affect their likelihood to purchase...**
  - For self?
  - For gift?
  - Why?

*[Break into groups of 3-4 while they discuss for 5-10 minutes what changes to the packaging they recommend. Each team would designate a leader to report back to the group.]*

- **(Customers/Non-customers) What improvements/changes would you recommend?**

#### **IV. CANDIDATE PACKAGING PROTOTYPES (45 minutes)**

*[Distribute prototypes of new packaging individually, ask participants to rate each new item (or packaging line) using “A” to “F” grading, and ask the following series of questions about each.]*

- **(Customers/Non-customers) How do you feel about this packaging?**
  - What aspects do you especially like? Dislike?
  - Does it clearly communicate what’s in the box? Is this important?
  - How would it affect your likelihood to purchase for self? As a gift?
  - What additional changes, if any, would you suggest?
  - Probe... What, if anything, needs to be improved?
  - What concerns, if any, would you have about this packaging?
  
- **(Customers/Non-customers) After all prototypes/ideas have been discussed?**
  - What is the one possible change that was discussed that would be most appealing/important to you?

#### **V. MISCELLANY & WRAP-UP (5 minutes)**

*[Complete rating sheets defined by U.S. Mint related to specific topics discussed.]*

- **(Customers/Non-customers) Probe additional issues identified by U.S Mint; thank and conclude**