

UNITED STATES MINT  
CREATIVE TESTING  
JUNE 2011

**Purpose of the Research**

The United States Mint is revising its communications strategy. In 2011, the United States Mint will focus on regaining lapsed customers and attracting new customers from a high potential audience. Previous studies have shown that men over the age of 50 are the most likely to be a United States Mint customer. These gentlemen are key to stabilizing sales in 2011 and are a core driver for attracting new customers to the United States Mint.

Creative testing will be conducted after creative materials have been developed and reviewed by the United States Mint. Three campaigns will be taken to small focus groups where individuals will review and discuss the materials' strengths and weaknesses. These opinions will be used to determine which campaign goes to market.

**Research Topic Outline**

A series of open-ended questions will explore customer reaction to the United States Mint communications materials. Focus group participants will be asked to explore their emotions about the advertisements, their interest in purchasing the products advertised, and the likelihood they would share the information with others. The study will also ensure that the communication materials are easy to understand, are unique from other mints, and communicate the intended messages.

**Sampling Direction**

Focus group participants will be recruited from current and former United States Mint customers, purchasers of competitive products, and the general adult population. Each group will consist of five men who have household incomes over \$75k.

**55 Total Sample**

*In-Person Groups*

15 General Market (3 groups)

- €€€€€Two groups 50+
- €€€€€One group 30 - 49

20 Purchasers of Competitive Products (non-precious metal)

- €€€€€Two groups 50+
- €€€€€Two groups 30 - 49

5 Existing United States Mint Customers (1 group 50+)

10 New United States Mint Customers (1 group 50+, 1 group 30-49)

5 Lapsed United States Mint Customers (1 group 50+)

**Methodology**

Focus groups will be conducted in Chicago and Atlanta. If there are an insufficient number of respondents in either city, online groups will be conducted with participants from multiple locations.

**Methods to Maximize Response Rates**

Respondents will be recruited through local focus-group facilities. A small incentive will be provided to participants in each focus group.

**Estimate of the Burden Hours**

The collection of information will involve a 90-minute focus group with the segmented sample of 55 respondents. Total estimated burden hours are:

<b>Method</b>	<b>Estimated Hours</b>
Online Tracking Questionnaire	82.5
<b>Total</b>	<b>82.5</b>