

LMR #: 139-0311
June 2011

90 Minutes

Collector Coin Study Discussion Guide

1. Introduction

Taping, Mirror, Speak one-at-a-time, no wrong answers, open-honest and casual discussion so RELAX!

2. Today we are going to discuss some ideas. These are early representations of possible print advertising that is being considered; your thoughts and reactions will be very helpful in future stages of its development.

After reading and showing each ad, I am going to ask questions and ask you to write down your responses on paper before you say anything aloud.

3. **SHOW FIRST AD**

4. Before saying anything aloud, please write down what your initial thoughts and feelings are as a result of seeing this ad.
5. Now, please jot down what you feel is the main idea of this ad.
- Then, what else is being suggested to you in this ad?
6. Next, I would like you to jot down what it is about this ad that is suggesting these ideas to you. What is sparking what you just wrote down?

REVIEW QUESTIONS 4 THRU 6 ALOUD: PROBE UNTIL COMPLETE

OPEN DISCUSSION

7. How is the ad you just reviewed different/ unique from other collector coin ads you may have seen in the past?
8. Is there anything about the ad that is informative and telling you something that you may not have previously known or been aware of?

9. Has anything in the ad changed your opinion in any way about the product or message being portrayed?
10. What are the most meaningful elements of the message you have just seen?
 - Why do you feel this way?
11. Is there anything confusing to you in this ad?
12. How much, if at all, did the ad make you want to learn more about or consider purchasing coin or coin sets from the United States Mint?
PROBE: What about the ad did you find to be so compelling?

SHOW NEXT AD AND REPEAT QUESTIONS ABOVE

After each ad has been investigated, please display all ads around the room and ask...

13. Which of these BEST suggests to you that the items displayed or referenced come to you DIRECTLY from the United States Mint?
14. And what exactly does that mean to you?
15. What else would you need to see or hear that would further favorably distinguish these items from other (sources of) coins and/or coin sets?
16. And which of these ads suggest that you are getting the greatest value when purchasing something of this nature?
 - What in the ad makes you think this?

AFTER ALL ADS ARE EVALUATED...

17. Where do you go, what sources do you investigate when considering the purchase of coins and/or coin sets?
 - 1-800 numbers
 - Blogs
 - Websites: PROBE...What information do you look for?
PROBE: History of the coin, similar products in the "line," photos, other product info, WHAT ELSE?

Thank and Conclude