

MODERATOR'S GUIDE
Impaired Driving Tagline and Creative Concept Focus Groups
Generic OMB# 2127-0667

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NOTE TO MODERATOR: When group is fully assembled, read:

This focus group is being conducted to collect information that will help us better understand your opinions about an important highway safety issue.

This collection of information is VOLUNTARY and will be used for formative purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. Public reporting burden is estimated to average 95 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that a federal agency may not conduct or sponsor and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB control number. The OMB generic control number for this collection is 2127-0667.

ADDITIONAL NOTE TO MODERATOR:

- *Disclose presence of observers and video-recording (in lieu of "note taking")*

"Warm-up" discussion topic:

What is the one thing about other drivers that annoys you the most?

Probe for brief explanation if response is just a few words

Transition to discussion about taglines. It may help respondents understand what taglines are by referring to them as "slogans." Mention that some may be familiar, others may not. Show each of them one-at-a-time (use board with the tagline as a visual aid). Show and discuss each of the existing/previously-used taglines first (the first three in the following list); then, show/discuss each of the impaired driving HVE

taglines (numbers 4-10 in the following list). When showing/discussing taglines numbers 4-10, randomly sort the order in which they are shown/discussed among the four different groups, so no particular tagline is always shown first and another always shown last.

Taglines to be shown on boards and discussed, one at a time:

- 1. Click It or Ticket.*
- 2. Drunk Driving. Over the Limit. Under Arrest.*
- 3. Friends Don't Let Friends Drive Drunk.*

COMMENT TO MODERATOR FOR GENERAL INFORMATION: The discussion of the three taglines above is simply to get the participants in the mindset of commenting on taglines. Because some or all of the taglines above will be readily recognized by participants, it will somewhat easy for them to comment on them. However, the seven taglines below have never been used, so the participants will not have the benefit of having seen advertising or other materials using the taglines.

- 4. Drunk driving. Bright lights. Dim future.*
- 5. Drive sober or get pulled over.*
- 6. Drive sober or it's all over.*
- 7. Drunk driving. Stop or be stopped.*
- 8. Drive sober or game over.*
- 9. Drive drunk. Get busted.*
- 10. Booze. Cruise. Lose.*

For each of the 10 taglines (one at a time), questions and probes:

When you read or hear this slogan, what images come to your mind? Or what is the first thing you think of?

What do you like about this slogan?

What do you not like about this slogan?

How would you restate its main message?

If an advertising sponsor used this slogan in its ads to get drivers to (*description of objective for line*), in what ways would it be a good slogan to use?

After all 10 taglines have been shown and discussed, hand out sheet of paper with list of all seven new impaired driving HVE taglines (see next page for reference).

Among these 7 slogans, which one do you think is the best one in terms of it leading people to believe that cops are stepping up enforcement to catch drunk drivers?

Instruct group members to independently mark or circle the one tagline he thinks is best. After all participants have been observed to finish making selections, poll the group; then probe each group member for reasons he chose his particular tagline.

(Hand out for each group member to independently select the one slogan he thinks is most effective)

Among of these seven slogan ideas, which **one** do you think is the **best**, in terms of it **leading people to think that cops are stepping up enforcement to catch drunk drivers?**

Drunk driving. Bright lights. Dim future.

Drive sober or get pulled over.

Drive sober or it's all over.

Drunk driving. Stop or be stopped.

Drive sober or game over.

Drive drunk. Get busted.

Booze. Cruise. Lose.

If any one or more taglines is/are chosen from the written exercise by three or more participants, ask these questions for each of those taglines:

- **How easily understood do you think it is?**
- **How unique and original is it?**
- **How easy would it be for people to remember?**
- **How assertive is it?**
- **To what extent would it get drivers to plan ahead for alternative transportation before they go out drinking?**

NOTES TO MODERATOR:

Transition to discussion about advertising ideas.

Explain that group will view four TV commercials dealing with drunk driving.

Explain the animatics format of the commercials. Emphasize the point that the commercial in final form will not be animated.

To help respondents “calibrate” their minds for how the animatics version and final commercial are related, show an example; use “Stuck With A Ticket” animatics and final commercial. Explain that these are just examples, and that they do not deal with drunk driving.

After showing demos, remind group that they’ll see four different animatics spots that deal with drunk driving.

Hand-out first of four notes sheets (see next page for reference), and direct participants to briefly note their thoughts about each commercial after it has been shown, i.e., what they like, don’t like, main thing(s) they thought about or remembered while seeing it, and a grade.

Show first commercial. They will be titled simply “A,” “B,” “C,” and “D” to minimize any bias the commercials’ names might lend. Order of presentation will be changed for each group, also to minimize bias. After first showing of each commercial, stop DVD for the participants’ quick notes, then discussion.*

- * “Invisible Cop” will be titled “A”
- “Best Friends” will be titled “B”
- “Dunker Driving” will be titled “C”
- “Dance Club” will be titled “D”

(Hand out for each group member to independently comment on each commercial after it's shown the first time)

Notes for commercial "A" *(same sheets will be prepared and distributed for commercials "B," "C" and "D")*

Things you especially like about this commercial

Things you don't like about this commercial

The main thing that sticks out in your mind

Grade it. If the main message is, "Watch out! Cops are stepping up enforcement of drunk driving laws." --- give it a grade of A, B, C, D or F:

Who graded this an “A?” “B?” --- etc. for all grades

For each of the highest and lowest grades, probe for reasons why

If commercial gets high grades from most participants, probe those who graded it “B” or “C” relative to, “What would need to be done to the commercial so that you might give it a higher grade?”

Obviously, the commercial’s main message is to warn people to not drive drunk and that police are stepping up enforcement. What one or two things in the commercial help convey that message?

What one or two things in this commercial really stick out in your mind?

Does the commercial remind you of anything you’ve seen or heard before?

Show commercial again

What other thoughts do you have about it?

Assume the main message in the commercial is that people who drive drunk are going to be more likely to get a ticket because enforcement is being stepped up -- How clear is that message in this commercial?

Repeat the above for the other three commercials. After all four have been shown and discussed:

Again, consider the situation where police at both the local and state levels really step up enforcement of drunk driving laws. Which one of these four commercials would work best to promote that message? (probe for reasons/explanations)

(If time permits, check with observers for additional questions)