**MODERATOR GUIDE**

*Two sets of media will be presented. The order of presentation will be rotated across sessions.*

(5 MIN) INTRODUCTION

(20 MIN) CONCEPT A DISCUSSION

* What is your first reaction to this idea?
* Do any specific ideas, words or images stand out to you?
* What is the main idea?
* Is this main idea believable?
* Is this ad appealing to you?
* Is there anything confusing or unclear about this idea?
* What, if anything, are they asking you to do?
* Would you do anything specifically after seeing this advertising?
* Who is bringing this message to you?
* What do you like/dislike about this idea?
* What is the mood or the tone of the advertisement?
* How does this make you feel?
* Is this advertisement speaking to you?
* If it is not for you, who do you think the advertisement is aimed at?
* Would this ad catch your attention if you saw it?
* Is this different from how you think currently?

(10 MIN) CONCEPT B DISCUSSION

*Repeat sequence from Concept A.*

(10 MIN) DISCUSSION OF ALL IDEAS

*After all ideas have been discussed, the moderator will expose all executions.*

* Which approaches/ads grab your attention the most?
* What about them makes them the most attention-grabbing?
* Which one speaks to you most directly?
* What about that one makes it the most relevant to you?
* Are there any ideas that really don’t work at all for you?
* What’s causing the breakdown?
* Anything we can take from one idea and incorporate into another idea?

(5 MIN) CONCLUSION