

## **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