

Food Safety Education Communication Checks Discussion Guide

Stimuli to Test: TBD

Section I. ~ Introduction:

- Explanation of research process – no wrong answers, independent researcher
- Room – one-way mirror, audio/videotape
- Introductions – name, bit about self

Section II ~ Presentation of Advertising Concepts:

The moderator will first explain to respondents that the advertising they are about to see is still in development and that they will need to use a bit of imagination to visualize it in the ‘real world.’ The moderator will then begin taking them through each of the creative ideas and executions.

Once respondents have seen the advertising idea, they will be asked to **jot down their initial ‘gut’ reaction** to the ad on a pad of paper. Additionally, they will be asked to **write down the main idea of the advertising**, as they understand it.

Respondents will be asked to not ad critics – rather to focus on what the advertising makes them think and feel.

[Note to moderator – we’re seeking to establish initial reactions to the creative to gauge respondent reaction and comprehension. We’d like to limit up-front discussion of the issue to avoid priming respondents, but after creative has been exposed the discussion should address respondents general existing perceptions of food prep and risks from improperly prepared food – specifically how these existing beliefs are affected by seeing the creative.]

Section III ~ Reaction to Advertising:

- What was your initial reaction to this ad? What did you write down?
- What would you say is the main idea of the advertising? What point is it trying to make to you?
- What do you think about that idea? Is this main idea believable?
 - What about it makes it believable (or not)?
- Does it appeal to you as a parent or caretaker?
 - Why or why not?
- Is this a new or different way to think about food preparation?
- Before today, have you ever thought about possible dangers to your family from foodborne illness or food poisoning?
 - How did seeing these ads affect how you think about your cooking habits?
- Is there anything confusing or unclear about this main idea?
- Overall, what do you think the advertising is asking you to do as a parent or caretaker?
 - Is this something you believe you can do? (Probe for ease/difficulty of this idea)

- Is this realistic? Would you do something today? Or would you just think twice next time? Or would you just think about the message, and then most likely forget about it?

Call-to-Action

- The advertising features a line at the end – does anyone remember that line (*not a memory test, but to prompt the line (TBD), if it hasn't come up already*)?
 - What does that idea mean to you – (Listen for caregivers response)

Expose remaining executions (within campaign) - probe for similarities/differences in Section III questions (Note the purpose is not to evaluate one execution against another, but rather to help understand specifically what about each execution resonates respondents. Steer clear of “which idea did you like better, etc.)

Section IV ~ Emotional Connection/Relevance:

- How does the advertising make you feel? (*LISTEN for personal relevance and comfort with the approach/topic*)
- Is there anything that you especially like about the advertising? Probe.
- Is there anything that you dislike?
- Does this idea relate to you and your life as a parent or caregiver? How?
- What is the mood or feeling behind the advertising? (*Probe: is the advertising positive, encouraging, motivating, empowering?*)
- How do you feel about this mood and tone? Probe – do you like or appreciate it, why or why not. Ask around emotional appeal.
- How does this advertising fit in with what you do currently around this issue?
- Is this a new or different way to feel about making sure the food you prepare is safer than perhaps before seeing this ad? Probe – please explain.

Opportunity for Viral

- Would you ever mention this advertising or talk about it with a friend or family member?
- If yes, how do you think you would do it? (Probe. Would you do it in person, send an email or text, or on a social site like Facebook or Twitter?)
- What would your friends or family members think about it?
- Where would you expect to see this type of advertising?

Expose Concept #2 -repeat questions

- Creative specific probes – TBD upon development of creative

Section V ~ Discussion of All Campaigns

Once all conceptual directions for the have been presented, the moderator will put all executions on the table and ask respondents to look at them as a group.

- Describe in your own words what you feel the overall message of this ad campaign is.
- Which ads express that message the best?
 - What about them is working well for you?

- In general, are there any words or images in the advertising that really stand out in a positive way? Have them circle anything that stands out. (Probe – why did you pick that, please explain).
- Have you seen an advertising campaign like this one before? If yes, please probe.
- Do you find this advertising campaign emotionally motivating overall? How so – what would you do/think as a result of seeing these materials?
 - What specifically about the advertising is creating these thoughts?
- Having seen this advertising, do you feel you are now motivated in any way to make a change in your daily life?
 - What would that be?
 - When would you make that change (how soon)?
- All of these advertisements feature a website — do you remember the name of the website?
 - Have you heard of this website before?
 - Would you go to the website?
 - What would you expect to find on the website?
 - What other websites or media would you expect to find out more on this topic? News stories?
- Who do you think this advertising campaign is coming from?
 - Aided or unaided, probe on whether knowing this is a government-supported campaign will affect their perceptions. Is this a positive or negative – does it change the way they think or feel about the advertising?

Section VI ~ Wrap Up

Before finishing the groups, the moderator will check with the back room to see if there are any additional questions or areas to probe.