

U.S. Mint Focus Group Research FY2014 Discussion Guide

I. INTRODUCTION (0:00 - 0:05)

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012-xxxx.

- Ground Rules: Audio-taping, anonymity, candor, cell phones, pagers, etc.
- Background & Objectives: The purpose of today's discussion is three-fold; namely to:
 - Learn about your current coin collecting interests, behaviors and purchases;
 - gather your feedback regarding current U.S. Mint products; and
 - ascertain your reactions to some new product and marketing ideas.
- Introductions: First name
- **Customers:** Types of coins that are especially liked, length of time collecting and/or buying U.S. coins
- **Non-Customers:** Items collected and length of time collecting

II. CURRENT COIN COLLECTING/BUYING PRACTICES (0:05 - 0:15)

Non-Customers

- What particular types of coins have special interest or appeal to you and what makes these coins so attractive to you? Probe...
 - Beauty or artistry?
 - The history associated with them?
 - Other factors, if any, that play a role in your attitudes and behaviors?
- What coin purchases, if any, have you made? For example, have you bought any U.S. coins from dealers, Internet auctions, (etc.)?
- **If some:** Why have you not purchased any coins from the U.S. Mint?
 - To what extent is lack of awareness a factor?
 - What about limited knowledge/dissatisfaction with current products?
 - How about the perceived value/prices of the products?
 - What do these other sources provide that the U.S. Mint does not?
- **If none:** Why have you never purchased any coins from any sources?
 - To what extent is lack of awareness a factor?

- o What about limited knowledge/dissatisfaction with current products?
- o How about the perceived value/prices of the products?
- Have you ever considered purchasing coins to give as gifts? Probe...
- o **If so:** For whom? What occasions?
- o **If not:** Why not?
- What circumstances would prompt you to make such a purchase?
- What types of items, if any, would propel you to make a purchase?

Customers

- What types of coins and coin-related products have you bought from the U.S. Mint? Probe if for self or as a gift
- Thinking specifically about the coins that you buy from the U.S. Mint, what specific products and how much of each do you typically purchase directly from the U.S. Mint in a year? Probe...
 - o Annual coin sets (e.g., quarters, uncirculated, proofs, silver proofs, etc.)
 - o America the Beautiful products
 - o Commemorative coins
- What types of coins do you expect to purchase from the U.S. Mint in the next year? Probe...
 - o Annual coin sets (e.g., quarters, uncirculated, proofs, silver proofs, etc.)
 - o America the Beautiful products
 - o Commemorative coins

III. ASSESSMENT OF CURRENT ANNUAL SET PACKAGING (0:15 - 0:20)

- Please take a quick look at these examples of the current packaging of U.S. Mint products
- Overall, what are your impressions of this packaging, in general?
- What words would you use to describe the packaging?
- What does this style communicate about the U.S. Mint products?
- How do you feel about them for self? For gifts?
- How do you feel about the packaging for items you do/might purchase for self? For gifts?

IV. CANDIDATE ANNUAL SET PACKAGING PROTOTYPES (0:20 - 1:20)

- How do you feel about this packaging?
- What aspects do you especially like? Dislike?
- Is the imagery appealing? Important?
- What visuals provoke particularly strong reactions, either negative or positive?
- Does it clearly communicate what's in the box? Is this important?
- How would it affect your likelihood to purchase for self? As a gift?
- What additional changes, if any, would you suggest?
- Probe... What, if anything, needs to be improved?
- What concerns, if any, would you have about this packaging?

V. COMMEMORATIVE PACKAGING (1:20 - 1:45)

- Who has purchased Commemorative coins from the U.S. Mint?
- For those of you who have not, Commemoratives are special coins released to honor a special person, group or event.
- Please rate the "groups" of boxes on the provided ratings sheet.
- How do you feel about the current packaging? What words describe it?
- *Please take a quick look at these examples of the potential packaging for U.S. Mint commemorative products. Note that the boxes are prototypes, not the actual boxes that will be used. The final product will be made in the USA and of a quality that reflects the value of the coin. The actual boxes will be in black, like the current boxes. Please focus on material, opening mechanism and texture and assume it will be stronger. We will also be able to adjust the size to make it easier to store. The boxes will also have printing on them as the current boxes do.*
- Which box do you most prefer? Please rank the five boxes based on their appeal to you. (1=first, etc.)
- What do you like about your favorite box?
- How can it be improved?
- What makes you dislike your least favorite box?
- Would you prefer a tiered packaging system (based on the cost of the coin) or 1 uniform look?

VI. REVIEW OF DESIGN ELEMENTS

(1:45 - 1:50)

AFTER ALL PROTOTYPES/IDEAS HAVE BEEN DISCUSSED

- What is the one possible change that was discussed that would be most appealing or important to you?
- Which layout (bottom or side) did you prefer? Why?
- What images stood out? Why?
- How do you feel about the different ways that the actual coins were shown?
- Were you able to determine what was in the box? What writing, if any, do you feel is important to include on the packaging? Is it enough to just have the name of the product?
- If there is extra time: How important is the packaging material to you? Do you think the U.S. Mint needs to change their packaging material?

VII. MISCELLANY & WRAP-UP

(1:50 - 1:55)

REVIEW QUESTIONS FROM BACK ROOM

- If the U.S. Mint made changed to the packaging that you like best, how would it impact...
- Your buying of these products for yourself?
- Your buying of these products as gifts?
- What you do with the products in your home?