
Moderator Guide

Reviewer Note: Moderator instructions are in brackets. Probes are italicized. The Moderator Guide consists of all possible questions that researchers anticipate are relevant to ask. However, this does not mean that every question listed will definitely be asked. As per standard protocol for focus group research, researchers will allow the conversation to unfold naturally. Certain questions listed may no longer be asked because they may not be relevant to a particular discussion.

I. STUDY INTRODUCTION (5 Min)

1. Rules of the Group

[Moderator introduces study to all participants at same time once everyone is checked in and seated.]

Welcome and thank you for coming. My name is [insert moderator name] and I am the moderator of the focus group today. We also have [insert names of 2 research assistants] who will be helping out today, and we are all your research facilitators. I am going to give everyone an overview of what we will be doing for the next 90 minutes. Today we are going to look at a lot of logos and videos, talk about them, eat some snacks and have fun. At the end, you will each receive \$75 as a token of appreciation.

Please do not share any private, personally identifiable, or inappropriate information during the discussion such as your name or address. Such comments will be removed from transcripts. We will not share information with anyone outside of the study unless it is necessary to protect you, or if it is required by law. Your participation is voluntary and you have the right to withdraw from the group at any time without penalty.

We are from a research and marketing company in California and are simply in town to conduct this research. We literally leave town on [date]!

So here is what we will be doing today:

1. TALK! We want you to share what you are thinking. Your main job is to answer our questions and tell us what you think. If you have no opinion on something, that's ok too. There are no right or wrong answers!
2. Make sure to let everyone get a chance to talk. We want to hear from each person. So if you are talking a lot, let others talk for a little while.
3. Be nice to each other but be honest when you disagree—we need to hear your opinions. Our goal is not to get everyone to agree or disagree. It is about hearing each person's unique opinion.
4. Feel free to share openly and honestly, but respect that we all come from different backgrounds. Please do not share any personal or identifiable information, like your name. Please also respect the privacy of everyone here by not sharing what is said in this discussion.
5. Silence your cell phones, turn off your music, get headphones off your ears, etc. Please don't text or answer calls or texts from other people during the group.

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2. Verbal Agreement to Audio Record

Before we begin, I would like to ask your permission to audio record this focus group. As I mentioned, all information from these focus groups will be kept private and protected, including the audio recording or any transcripts made from the audio recordings. Remember to remain anonymous by not saying your name at all during the group discussions. So, is it ok with you if we audio record the focus group?

[If not everyone in the room agrees, then do not audio record group activities; research assistants should take notes.]

Please feel free to grab a snack, and let's get started!

II. CAMPAIGN BRAND TESTING (30 Min)

[Four campaign brand ideas. For each group, all participants will see survey Version A or Version B and discuss brands and logos in that corresponding order.]

1. Brand Name Testing

First, we're going to discuss various brand names and logos and ask you to give your opinions on them. In your folder, you should each have an LGBT Brand Test Survey Version [say A/B out loud so that it is recorded]. [hold up LGBT Brand Test Survey for participants to see]. Please start by confirming that the survey contains your Unique ID on the top. If it does not, please let someone know now. We're going to fill this out together, so please don't move ahead without receiving the OK from us.

Let's begin. We're developing a new brand for lesbian, gay, bisexual and transgender young adults, or 'LGBT', and we want to get your opinions about it. When we say young adults, we are specifically talking about LGBT people who are between the ages of 18 and 24, please keep that in mind. Also, please be as honest as possible when filling out the survey. You may now turn the cover page and fill out page 2 of the survey. Please read the instructions and only fill out page 2. [Research assistants should circulate and make sure that all participants have completed the question before moving forward.]

Great. So, let's talk about your thoughts about the brand names you just saw.

1. Which of the brand names do you like the best?
 - a. *What message(s) does that brand name convey?*
 - b. *What did you think of it?*
 - c. *Who is this brand name speaking to? Why do you think so?*
 - d. *If this brand was a person, how would you describe it's personality?*
2. Which of the brand names do you like the least?
 - a. *Why?*
3. *Would these names work as an LGBT brand specifically?*
 - a. *Do any of them appeal more to certain people in the community than others?*
 - b. *Do you think this is something that you would see at your local LGBT bar/club?*

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4. Do any of the brand names remind you of another brand you have seen or heard of?

2. Brand Logo Testing

2.A. 1st Brand Logo

Ok, you may now turn the cover page and fill out page 3 of the survey. Please read the instructions and only fill out page 3. [Research assistants should circulate and make sure that all participants have completed the question before moving forward.]

Great. So, let's talk about your thoughts about the logos you just saw.

1. Which of the logos do you like the best?
 - a. *What message(s) does the brand logo convey?*
 - b. *What did you think of it?*
 - c. *Who is this logo speaking to? Why?*
 - d. *Does it convey a different message in this format than when you read the brand name in plain text?*
 - e. *Do different logos (with the same name) speak to different people?*
2. Could you see yourself wearing a t-shirt with this logo on it?
 - a. *Do you think your friends would wear clothing with this logo on it?*
 - b. *Would you wear something with this brand at an LGBT venue?*
 - c. *Would you wear something with this brand when you are out with your friends?*
3. Which of the logos do you like the least?
 - a. *Why?*

2.B. 2nd Brand Logo

Ok, you may now turn the cover page and fill out page 4 of the survey. Please read the instructions and only fill out page 4. [Research assistants should circulate and make sure that all participants have completed the question before moving forward.]

Great. So, let's talk about your thoughts about the logos you just saw.

1. Which of the logos do you like the best?
 - a. *What message(s) does the brand logo convey?*
 - b. *What did you think of it?*
 - c. *Who is this logo speaking to? Why?*
 - d. *Does it convey a different message in this format than when you read the brand name in plain text?*
 - e. *Do different logos (with the same name) speak to different people?*
2. Could you see yourself wearing a t-shirt with this logo on it?
 - a. *Do you think your friends would wear clothing with this logo on it?*
 - b. *Would you wear something with this brand at an LGBT venue?*
 - c. *Would you wear something with this brand when you are out with your friends?*
3. Which of the logos do you like the least?
 - a. *Why?*

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2.C. 3rd Brand Logo

Ok, you may now turn the cover page and fill out page 5 of the survey. Please read the instructions and only fill out page 5. [Research assistants should circulate and make sure that all participants have completed the question before moving forward.]

Great. So, let's talk about your thoughts about the logos you just saw.

1. Which of the logos do you like the best?
 - a. *What message(s) does the brand logo convey?*
 - b. *What did you think of it?*
 - c. *Who is this logo speaking to? Why?*
 - d. *Does it convey a different message in this format than when you read the brand name in plain text?*
 - e. *Do different logos (with the same name) speak to different people?*
2. Could you see yourself wearing a t-shirt with this logo on it?
 - a. *Do you think your friends would wear clothing with this logo on it?*
 - b. *Would you wear something with this brand at an LGBT venue?*
 - c. *Would you wear something with this brand when you are out with your friends?*
3. Which of the logos do you like the least?
 - a. *Why?*

2.D. 4th Brand Logo

Ok, you may now turn the cover page and fill out page 6 of the survey. Please read the instructions and only fill out page 6. [Research assistants should circulate and make sure that all participants have completed the question before moving forward.]

Great. So, let's talk about your thoughts about the logos you just saw.

1. Which of the logos do you like the best?
 - a. *What message(s) does the brand logo convey?*
 - b. *What did you think of it?*
 - c. *Who is this logo speaking to? Why?*
 - d. *Does it convey a different message in this format than when you read the brand name in plain text?*
 - e. *Do different logos (with the same name) speak to different people?*
2. Could you see yourself wearing a t-shirt with this logo on it?
 - a. *Do you think your friends would wear clothing with this logo on it?*
 - b. *Would you wear something with this brand at an LGBT venue?*
 - c. *Would you wear something with this brand when you are out with your friends?*
3. Which of the logos do you like the least?
 - a. *Why?*

2.E. Overall Brand Logo Discussion

Ok, you may now turn the cover page and fill out page 7 of the survey. Please read the instructions and only fill out page 7. [Research assistants should circulate and make sure that all participants have completed the question before moving forward.]

Great. So, let's talk about your thoughts about all of the logos you just saw.

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1. Out of the logos you just saw, which of the logos do you like the best?
 - a. *Why?*
2. Which of the logos do you like the least?
 - a. *Why?*
3. If you could change any of the logos in anyway, what would you change about it?
4. If you could combine one of the names with a different design to make it better, which would you combine?
5. Is there anything else that you think would make it better?
6. Is it similar to anything else you've seen? If so, what?
7. Will it be easy to recognize?
 - a. *Is it memorable?*

2.F. Tobacco and tagline discussion

This new brand will be a campaign to reduce tobacco use in the LGBT community.

1. With this in mind, which brand do you like best?
 - a. *Did your opinion change? Why?*
2. Now I will read you a potential tagline for each of the brand names [read taglines]. With this tagline in mind, which brand do you like best?
 - a. *Did your opinion change? Why?*
3. What do you call smoking that doesn't happen daily?
 - a. What do you think of the term "social smoking"?
 - b. What do you think of the term "non-daily smoking"?
 - c. What do you think of the term "occasional smoking"?

III. PRELIMINARY CONCEPT TESTING (50 Min)

[Five campaign video storyboards will be shown to each group. Ad concepts will be revealed one at a time in Version A or B. As ad concepts are exposed, respondents will be asked to rate their initial reaction to each item on the survey before the discussion for that ad concept starts.]

1. Great. Thanks for your feedback. Next, we're going to watch some videos and ask you to give your opinions. In your folder, you should each have an LGBT Creative Concept Survey [hold up LGBT Creative Concept Survey for participants to see]. Again, please start by confirming that the survey contains your Unique ID on the top. If it does not please let someone know now. We're going to fill this out together, so please don't move ahead without receiving the OK.
2. Now, one at a time, I'm going to show you the six concepts for new commercials to convince LGBT young adults ages 18 – 24 to live tobacco-free. These are not actual commercials, though, they are just ideas of what future commercials could look like. After our research with you and other young adults, we plan to create the commercials that you and the other young adults tell us are the best. We are going to look at six different concepts and we want to know what you think about each of them. After I show you each concept, I will instruct you to fill out that section of the survey and once everyone is finished, we will discuss as a group. We will talk about each of them individually and then compare

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them to each other at the end. Please pay close attention because I can only play these concepts once. For reference during analysis, we are viewing Version [A/B].

1st Video

Let's watch the first ad concept. [Research assistant should play video.]

Ok, you may now fill out the questions for Ad #1. Please read the instructions and only fill out Ad #1. [Research assistants should circulate and make sure that all participants have completed the items before moving forward.]

Great. So, let's talk about your thoughts about the ad concept you just saw. As a reminder, ad concepts are just ideas of what future commercials could look like.

1. What is the message this ad concept is trying to convey?
 - a. *Is this message interesting? Why/why not?*
 - b. *Is this message realistic or believable? Why/why not?*
2. How did this concept make you feel?
3. What do you like about this concept?
4. What don't you like about this concept?
 - a. *What would make it better?*
 - b. *Is any part of it irritating or annoying? If so, what?*
 - c. *Is any part of it embarrassing or offensive? If so, what?*
 - d. *Do you think it would make anyone more likely to use tobacco?*
5. Did you learn anything from this concept?
 - a. *If yes, what did you learn?*
 - b. *Do you care about what you learned? Why?*
6. Is this concept relevant to you?
 - a. *Do you identify with the people in the concept?*
7. What do you think about the setting or situation in this concept?
8. Did this concept catch your attention?
 - a. *If yes, what about it?*
 - b. *If not, why not?*
9. What did you think about the tone or feeling of the concept?
 - a. *Why/why not?*
10. Was there anything that was confusing or didn't make sense?
11. What do you think when you heard "smoking"?
 - a. *Did it make you think of weed?*
12. How does this ad make you feel about smoking cigarettes?
 - a. *Is that different than how you felt before viewing the concept?*
13. Do you think this concept would convince LGBT people your age to live tobacco free?
14. Do you think you would talk about this ad with friends?
 - a. *Would you share this ad with your friends if it was available online?*
15. Do you think this concept is directed to you and your friends?
 - a. *Why/why not?*
 - b. *Is it different from other LGBT-targeted ads? Is that good or bad?*

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2nd Video

Let's watch the second ad concept. [Research assistant plays video.]

Ok, now you may now fill out the questions for Ad #2. Please read the instructions and only fill out Ad #2. [Research assistants should circulate and make sure that all participants have completed the items before moving forward.]

Great. So, let's talk about your thoughts about the ad concept you just saw.

1. What is the message this ad concept is trying to convey?
 - a. *Is this message interesting? Why/why not?*
 - b. *Is this message realistic or believable? Why/why not?*
2. How did this concept make you feel?
3. What do you like about this concept?
4. What don't you like about this concept?
 - a. *What would make it better?*
 - b. *Is any part of it irritating or annoying? If so, what?*
 - c. *Is any part of it embarrassing or offensive? If so, what?*
 - d. *Do you think it would make anyone more likely to use tobacco?*
5. Did you learn anything from this concept?
 - a. *If yes, what did you learn?*
 - b. *Do you care about what you learned? Why?*
6. Is this concept relevant to you?
 - a. *Do you identify with the people in the concept?*
7. What do you think about the setting or situation in this concept?
8. Did this concept catch your attention?
 - a. *If yes, what about it?*
 - b. *If not, why not?*
9. What did you think about the tone or feeling of the concept?
 - a. *Why/why not?*
10. Was there anything that was confusing or didn't make sense?
11. What do you think when you heard "smoking"?
 - a. *Did it make you think of weed?*
12. How does this ad make you feel about smoking cigarettes?
 - a. *Is that different than how you felt before viewing the concept?*
13. Do you think this concept would convince LGBT people your age to live tobacco free?
14. Do you think you would talk about this ad with friends?
 - a. *Would you share this ad with your friends if it was available online?*
15. Do you think this concept is directed to you and your friends?
 - a. *Why/why not?*
 - b. *Is it different from other LGBT-targeted ads? Is that good or bad?*
 - c.

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3rd Video

Let's watch the third ad concept. [Research assistant plays video.]

Ok, now you may now fill out the questions for Ad #3. Please read the instructions and only fill out Ad #3. [Research assistants should circulate and make sure that all participants have completed the items before moving forward.]

Great. So, let's talk about your thoughts about the ad concept you just saw.

1. What is the message this ad concept is trying to convey?
 - a. *Is this message interesting? Why/why not?*
 - b. *Is this message realistic or believable? Why/why not?*
2. How did this concept make you feel?
3. What do you like about this concept?
4. What don't you like about this concept?
 - a. *What would make it better?*
 - b. *Is any part of it irritating or annoying? If so, what?*
 - c. *Is any part of it embarrassing or offensive? If so, what?*
 - d. *Do you think it would make anyone more likely to use tobacco?*
5. Did you learn anything from this concept?
 - a. *If yes, what did you learn?*
 - b. *Do you care about what you learned? Why?*
6. Is this concept relevant to you?
 - a. *Do you identify with the people in the concept?*
7. What do you think about the setting or situation in this concept?
8. Did this concept catch your attention?
 - a. *If yes, what about it?*
 - b. *If not, why not?*
9. What did you think about the tone or feeling of the concept?
 - a. *Why/why not?*
10. Was there anything that was confusing or didn't make sense?
11. What do you think when you heard "smoking"?
 - a. *Did it make you think of weed?*
12. How does this ad make you feel about smoking cigarettes?
 - a. *Is that different than how you felt before viewing the concept?*
13. Do you think this concept would convince LGBT people your age to live tobacco free?
14. Do you think you would talk about this ad with friends?
 - a. *Would you share this ad with your friends if it was available online?*
15. Do you think this concept is directed to you and your friends?
 - a. *Why/why not?*
 - b. *Is it different from other LGBT-targeted ads? Is that good or bad?*

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4th Video

Let's watch the fourth ad concept. [Research assistant plays video.]

Ok, now you may now fill out the questions for Ad #4. Please read the instructions and only fill out Ad #4. [Research assistants should circulate and make sure that all participants have completed the items before moving forward.]

Great. So, let's talk about your thoughts about the ad concept you just saw.

1. What is the message this ad concept is trying to convey?
 - a. *Is this message interesting? Why/why not?*
 - b. *Is this message realistic or believable? Why/why not?*
2. How did this concept make you feel?
3. What do you like about this concept?
4. What don't you like about this concept?
 - a. *What would make it better?*
 - b. *Is any part of it irritating or annoying? If so, what?*
 - c. *Is any part of it embarrassing or offensive? If so, what?*
 - d. *Do you think it would make anyone more likely to use tobacco?*
5. Did you learn anything from this concept?
 - a. *If yes, what did you learn?*
 - b. *Do you care about what you learned? Why?*
6. Is this concept relevant to you?
 - a. *Do you identify with the people in the concept?*
7. What do you think about the setting or situation in this concept?
8. Did this concept catch your attention?
 - a. *If yes, what about it?*
 - b. *If not, why not?*
9. What did you think about the tone or feeling of the concept?
 - a. *Why/why not?*
10. Was there anything that was confusing or didn't make sense?
11. What do you think when you heard "smoking"?
 - a. *Did it make you think of weed?*
12. How does this ad make you feel about smoking cigarettes?
 - a. *Is that different than how you felt before viewing the concept?*
13. Do you think this concept would convince LGBT people your age to live tobacco free?
14. Do you think you would talk about this ad with friends?
 - a. *Would you share this ad with your friends if it was available online?*
15. Do you think this concept is directed to you and your friends?
 - a. *Why/why not?*
 - b. *Is it different from other LGBT-targeted ads? Is that good or bad?*

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5th Video

Let's watch the fifth ad concept. [Research assistant plays video.]

Ok, now you may now fill out the questions for Ad #5. Please read the instructions and only fill out Ad #5. [Research assistants should circulate and make sure that all participants have completed the items before moving forward.]

Great. So, let's talk about your thoughts about the ad concept you just saw.

1. What is the message this ad concept is trying to convey?
 - a. *Is this message interesting? Why/why not?*
 - b. *Is this message realistic or believable? Why/why not?*
2. How did this concept make you feel?
3. What do you like about this concept?
4. What don't you like about this concept?
 - a. *What would make it better?*
 - b. *Is any part of it irritating or annoying? If so, what?*
 - c. *Is any part of it embarrassing or offensive? If so, what?*
 - d. *Do you think it would make anyone more likely to use tobacco?*
5. Did you learn anything from this concept?
 - a. *If yes, what did you learn?*
 - b. *Do you care about what you learned? Why?*
6. Is this concept relevant to you?
 - a. *Do you identify with the people in the concept?*
7. What do you think about the setting or situation in this concept?
8. Did this concept catch your attention?
 - a. *If yes, what about it?*
 - b. *If not, why not?*
9. What did you think about the tone or feeling of the concept?
 - a. *Why/why not?*
10. Was there anything that was confusing or didn't make sense?
11. What do you think when you heard "smoking"?
 - a. *Did it make you think of weed?*
12. How does this ad make you feel about smoking cigarettes?
 - a. *Is that different than how you felt before viewing the concept?*
13. Do you think this concept would convince LGBT people your age to live tobacco free?
14. Do you think you would talk about this ad with friends?
 - a. *Would you share this ad with your friends if it was available online?*
15. Do you think this concept is directed to you and your friends?
 - a. *Why/why not?*
 - b. *Is it different from other LGBT-targeted ads? Is that good or bad?*

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a. All Videos

Great, now that we have seen all of the videos, which did you like the most? Why?

b. Brand Names

[Show slide with all the brand names and logos] Now that you have seen all of the potential concepts and see how this campaign could be developed, have your thoughts changed at all about which brand name you prefer? Why?

IV. CHECK OUT (5 Min)

1. Thank you for your time today. We appreciate you sharing your thoughts with us.
2. Make sure that you collect all of your belongings and turn in your folder containing all of your completed worksheets from today. You can walk back to where you signed in to check out and collect your token of appreciation for participating. Thanks again!

[Have each participant check out by turning in their folder; make sure that all necessary documents are in the folder. Participant will put their initials on the Check Out Form indicating that they have received their \$75 token of appreciation. For each focus group, there should only be one Check Out Form for administrative purposes. Upon completion of focus group, organize all completed documents. The team should have a complete folder for each participant.]