

LGBT Campaign: Focus Group Study of Brand and Creative Concepts Designed to Prevent LGBT Young Adult Tobacco Use

Addendum A: Brand Testing Stimuli

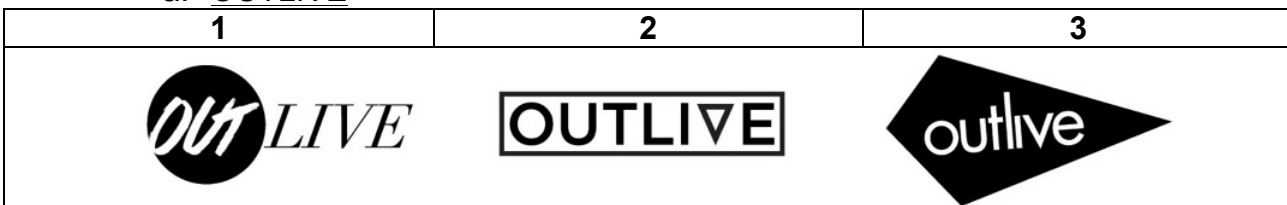
The following stimuli will be used in the Brand Test Survey, Version A and Version B. Note that Versions A and B will contain the same stimuli but in alternate order for counterbalancing purposes.

1. Brand Names

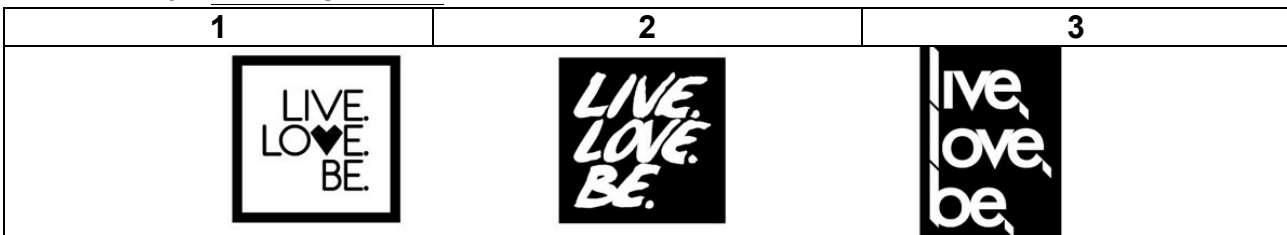
- a. OUTLIVE
- b. LIVE. LOVE. BE
- c. DELIGHT
- d. THIS FREE LIFE

2. Logos

- a. OUTLIVE



- b. LIVE. LOVE. BE



- c. DELIGHT



- d. THIS FREE LIFE

