

# Wave 3 Phase 1 Qualitative Research: General Market At-Risk Youth Tobacco Prevention Focus Groups

## Moderator Guide

This research entails assessing youth perceptions of new creative advertising concepts and strategic message concepts. Creative concepts and strategic concepts will be discussed..

- For the Creative Concepts discussion guide, please see page 2
- For the Combined Strategic and Creative Concepts discussion guide, please see page 6

***Reviewer note: Probes are italicized***

**I. Creative Concepts Discussion Guide**

**Introduction (5 Mins)**

**[Moderator to introduce and review ground rules with the group]**

Thank you for coming here today. Your participation is very important. My name is \_\_\_\_\_ and I'm from The Sound, a research organization. The purpose of this discussion is to get your thoughts about ads about tobacco use. Since we are focusing on tobacco, when I use the word "smoking" I am referring to smoking cigarettes only. Your thoughts are very important to us and your time today is appreciated. We will have about 90 minutes for our discussion.

As we begin, I want to review a few ground rules for our discussion.

- Your participation is voluntary and you have the right to withdraw from the study at any time.
- You have probably noticed the microphones and/or tape recorder in the room. They are here because we are audio-taping our discussion. I want to give you my full attention and not have to take a lot of notes. The audio files will be transcribed. At the end of our discussion, I have to write a report and will refer to the audio-tapes when writing the report. Additional project staff may hear the tapes at a later date.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain private to the fullest extent allowed by law. Your name, address, and phone number will not be given to anyone and no one will contact you regarding this study after this discussion is over.
- Please turn your cell phone off or to silent mode. The discussion will last no more than 90 minutes.
- If you need to go the restroom during the discussion, please feel free to do so.
- Most importantly, there are no 'right' or 'wrong' answers. We want to know your opinions and what you think about the issues we will be discussing. Just a reminder, we are not selling anything and I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions. Any information shared by you should not be discussed outside of this room.
- Do you have any questions before we begin?

- Why don't we start with you telling me a little bit about yourself: Tell us your first name and age, and tell us what your favorite TV shows are and why...[Explore responses until group is warmed up]

### TV Ads (5 Mins)

I'd like to start by talking a little bit about advertising.

- What are your favorite ads on TV or elsewhere, do you have any favorites?
- Have you ever seen an ad telling you about the dangers of smoking? If so tell me about it...

### Tobacco: Experience and Associations (10 Mins)

I'd now like to talk a little bit about smoking...

- We're going to talk for a bit about smoking cigarettes. Do any of you currently smoke cigarettes?
- Why do you think people your age smoke?
- [For Experimenter groups only] When you smoke, how do you feel?

### Reactions to Creative Concepts and Ads (50 Mins)

[Moderator will obtain participants reactions to three campaign concepts per 90-minute group. Concepts and order shown will be randomized from group to group. Each concept will consist of approximately three ads (TV, print or digital)]

Now, I've got a few ideas for new TV commercials that I'd like to show you. These are video storyboards – with illustrations to show key images of the ad with the audio voiceover for each scene. Eventually these would be filmed with real people, but at this point they are in illustration form only. These videos are simply to communicate the idea behind each ad and they are still in development; try not to get too caught up in the small details.

What we're looking for here is how you feel about the idea within these ads. We can change the scenery or the people so let's not worry about that – we want to know if this idea is interesting to you and why or why not.

Once we've seen it, I want you to write down what you think the main idea is, and what are the words that come to mind when you see this ad.

It is important to remember that these ads are just illustrations right now, so I'm really looking for your thoughts on the idea.

[Moderator to hand out notepads. Moderator will then show the group the print, digital, or TV concepts in the form of video or printed storyboards.]

**Moderator to repeat the following questions after each ad viewed under this concept.]**

- What do you think is the main idea of this ad? Why do you say that?
- Do you find this ad interesting? Why?
- How does this ad make you feel?
- Did you learn anything from this ad? If yes, what did you learn?
  - o *What do you feel this ad is telling you about [cigarettes or smoking/e-cigarettes]? Please explain.*
- Do you feel this ad is directed to you? To people your age? Why or why not?
- Is there anything confusing or hard to understand about this ad?
- Would you talk about this ad with friends?
- Would you share this ad with friends? How would you share it? (e.g., forwarding link, tweet, Facebook share.)
- What do you think of the main line in this ad, **[insert relevant ad tag line]**?
- **[Moderator to ask this question after at least two ads are shown]** Did this ad catch your attention more than the others under this concept? Why or why not?

**[Moderator to ask these questions for e-cigarette-specific concepts only]**

- Do you think e-cigarettes are dangerous or bad for your health? If so, in what way?
- What do you think about e-cigarettes compared with cigarettes?
- Do any of you use e-cigarettes?
- [For Experimenter groups only] When you use e-cigarettes, how do you feel?
- What kinds of words do you use to talk about using e-cigs? **[Probe on “vaping” whether they bring it up or not; gain an understanding of terms used and commonness/pervasiveness of terms.]**
- What kinds of e-cigarettes do you know about? **[Probe for terminology used, vape pens versus tank systems; probe on customization of tanks – are they aware of such things?]**
- What do you think about people your age who use e-cigarettes?

### **Reactions to Creative Concept as a Whole (20 Mins)**

**[Moderator will obtain participants reactions to overall campaign concepts in comparison to one another.]**

Now I'd like to get your thoughts on the overall concepts that you saw today. Concepts are the different categories that you saw the ads. [Insert concept name], is one concept that you saw today and here are the ads associated with this concept.

Please write on a scale of 1 to 5, 5 meaning "I really liked this idea" and 1 meaning "I really didn't like this idea," what you thought about this idea as a whole.

[Insert second concept name], is another concept that you saw today and here are the ads associated with this concept. [Moderator to repeat the scaling exercise above for each concept shown. Visual to be provided to ensure participants understand which ads fall under each concept].

Now thinking about all the concepts you saw today...

- Which of the ideas do you like the most? Why?
- Which of the ideas do you like the least? Why?

**[Ask back room observers for questions, thank and close]**

Thank you very much for participating in this focus group. I have enjoyed getting to know you, and appreciate your time. Your feedback has been extremely helpful. If you have any questions or want any additional information please don't hesitate to come see me or one of the study staff before you leave. And, feel free to pick up [insert type of materials] on the back table if you are interested in more information on tobacco prevention.

## **II. Combined Strategic and Creative Concepts Discussion Guide**

### **Introduction (5 Mins)**

#### **[Moderator to introduce and review ground rules with the group]**

Thank you for coming here today. Your participation is very important. My name is \_\_\_\_\_ and I'm from The Sound, a research organization. The purpose of this discussion is to get your thoughts about ads about tobacco use. Since we are focusing on tobacco, when I use the word "smoking" I am referring to smoking cigarettes only. Your thoughts are very important to us and your time today is appreciated. We will have about 90 minutes for our discussion.

- Your participation is voluntary and you have the right to withdraw from the study at any time.
- You have probably noticed the microphones and/or tape recorder in the room. They are here because we are audio-taping our discussion. I want to give you my full attention and not have to take a lot of notes. The audio files will be transcribed. At the end of our discussion, I have to write a report and will refer to the audio-tapes when writing the report. Additional project staff may hear the tapes at a later date.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain private to the fullest extent allowed by law. Your name, address, and phone number will not be given to anyone and no one will contact you regarding this study after this discussion is over.
- Please turn your cell phone off or to silent mode. The discussion will last no more than 90 minutes.
- If you need to go the restroom during the discussion, please feel free to do so.
- Most importantly, there are no 'right' or 'wrong' answers. We want to know your opinions and what you think about the issues we will be discussing. Just a reminder, we are not selling anything and I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions. Any information shared by you should not be discussed outside of this room.
- Do you have any questions before we begin?
- Why don't we start with you telling me a little bit about yourself: Tell us your first name and age, then tell us what your favorite TV shows are and why... **[Explore responses until group is warmed up]**

## **TV Shows and Ads (5 Mins)**

Now I'd like to talk a little bit about advertising.

- What are your favorite ads on TV or elsewhere? Why are they your favorite?
- Have you ever seen an ad telling you about the dangers of smoking? If so tell me about it...

## **E-Cigarettes: Experience and Associations (15 Mins)**

I'd now like to talk a little bit about smoking...

- We're going to talk for a bit about e-cigarettes. Do any of you currently use e-cigarettes?
- Why do you think people your age use e-cigarettes?
- What do you think about e-cigarettes compared to regular cigarettes?
- What kinds of words do you use to talk about using e-cigs? **[Probe on “vaping” whether they bring it up or not; gain an understanding of terms used and commonness/pervasiveness of terms.]**
- What kinds of e-cigarettes do you know about? **[Probe for terminology used, vape pens versus tank systems; probe on customization of tanks – are they aware of such things?]**
- **[For Experimenter groups only]** When you use e-cigarettes, how do you feel?
- Do you think e-cigarettes are dangerous or bad for your health? If so, in what way?

## **Reactions to Strategic Concepts (30 Mins)**

**[Moderator will show up to four short strategy concepts presented through written concepts on paper. Concepts will be revealed one at a time, in varying order. Concepts will be rotated throughout the sessions. Concepts will be compared after exposure to all five. Moderator to repeat the following questions after sharing each strategic concept with participants.]**

Now I'm going to show you some ideas for a message about getting youth to not smoke. Maybe you would see these ideas in ads eventually. But for now they are just ideas in a written statement. I want to see what you think of these ideas – we need your help to understand how to make these ideas better.

- What do you think of this idea?
- What is the main idea here? Why do you say that?

- What do you feel the statement is telling you about using e-cigarettes? Please explain.
- Do you feel this idea is directed to you? To people your age? Why or why not?

### **Strategic Concept Comparison(10 Mins)**

**[Moderator will obtain participants reactions to overall strategic concepts.]**

Now think about all the concepts I shared with you. I'd like to get your thoughts about all the concepts that you saw today.

- Is there anything that's confusing, doesn't make sense or fit with everything else here? Please explain.
- Of all these ideas, which is the most compelling to you? Which one do you think works best?
- Of all these ideas, which one did you not like? Which one does not work for you?
- What is the one idea that you most remember? Why?
- What is the one idea that scares you the most / may make you think twice about using e-cigarettes?

### **Reactions to Creative Concepts and Ads (20 Mins)**

**[Moderator will obtain participants reactions to two creative concepts  
Order shown will be randomized from group to group. Each concept will consist of approximately three ads (TV, print or digital)]**

Now, we're going to shift gears a little bit. I've got a few ideas for new TV commercials that I'd like to show you. These are video storyboards – with illustrations to show key images of the ad with the audio voiceover for each scene. Eventually these would be filmed with real people, but at this point they are in illustration form only. These videos are simply to communicate the idea behind each ad and they are still in development; try not to get too caught up in the small details.

What we're looking for here is how you feel about the idea within these ads. We can change the scenery or the people so let's not worry about that – we want to know if this idea is interesting to you and why or why not.

Once we've seen it, I want you to write down what you think the main idea is, and what are the words that come to mind when you see this ad.

It is important to remember that these ads are just illustrations right now, so I'm really looking for your thoughts on the idea.

**[Moderator to hand out notepads. Moderator will then show the group the print or TV concepts in the form of video or printed storyboards. Moderator to repeat the following questions after each ad viewed under this concept.]**

- What do you think is the main idea of this ad? Why do you say that?
- Do you find this ad interesting? Why?
- How does this ad make you feel?
- Did you learn anything from this ad? If yes, what did you learn?
  - o *What do you feel this ad is telling you about e-cigarettes? Please explain.*
- Do you feel this ad is directed to you? To people your age? Why or why not?
- Is there anything confusing or hard to understand about this ad?
- Would you talk about this ad with friends?
- Would you share this ad with friends? How would you share it? (e.g., forwarding link, tweet, Facebook share.)
- What do you think of the main line in this ad, **[insert relevant ad tag line]**?
- **[Moderator to ask this question after at least two ads are shown]** Did this ad catch your attention more than the others under this concept? Why or why not?

### **Creative Concept Comparison & Wrap-Up (5 Mins)**

**[Moderator will obtain participants reactions to overall campaign concepts in comparison to one another.]**

Now I'd like to get your thoughts on the both concepts that you saw today. Concepts are the different categories that you saw the ads. **[Insert concept name]**, is one concept that you saw today and here are the ads associated with this concept. **[Visual to be provided to ensure participants understand which ads fall under each concept]**.

Please write on a scale of 1 to 5, 5 meaning "I really liked this idea" and 1 meaning "I really didn't like this idea," what you thought about this idea as a whole.

**[Insert second concept name]**, is the other concept that you saw today and here are the ads associated with this concept.

Now thinking about both concepts you saw today...

- Which of the ideas do you like the most? Why?
- Which of the ideas do you like the least? Why?

**[Ask back room observers for questions, thank and close]**

Thank you very much for participating in this focus group. I have enjoyed getting to know you, and appreciate your time. Your feedback has been extremely helpful. If you have any questions or want any additional information please don't hesitate to come see me or one of the study staff before you leave. And, feel free to pick up [insert type of materials]on the back table if you are interested in more information on tobacco prevention.