

Focus Group Study of Youth Reactions to Strategic and Creative Advertising Concepts Designed to Prevent Youth Tobacco Use among Multicultural Youth

Addendum C: Brand Testing Stimuli

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

1. Brand Names

- a. Uprise
- b. Blacklist
- c. Syke
- d. Alchemy

2. Logos

- a. Uprise



- b. Blacklist



- c. Syke



- d. Alchemy

