

The Real Cost Smokeless: Wave 2 Focus Group Study of Reactions to Creative Advertising Concepts
Designed to Prevent Rural Youth Tobacco Use
Concept Ranking Worksheet

ID: _____ Group: _____

1. Which ad was your favorite? _____

Write one reason why this ad was your favorite:

2. Which ad would make you stop and think twice about using dip?

Write one reason why this ad would make you stop and think twice:

3. Which ad would be most likely to tell your friends about? _____

Write one reason why you would tell your friends about this ad: