

CONFIDENTIAL
NHTSA ODI CALL 001 CAMPAIGN CREATIVE TESTING
Online Bulletin Board Guide

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DAY 1 [NOTE: Default Day 1 questions to be 'uninfluenced' where respondents will see others' responses after posting their own response.]

0.0 Welcome and Introduction

0.1 Moderator's Welcome

Hello! Welcome to our Online Bulletin Board! My name is **XXX** and I'll be the moderator for our discussion over the next 3 days. I'm glad you could join us and I'm looking forward to the discussion we'll have and to reading your opinions and feedback.

There are about 50 participants in this group and each of you is identified by a screen name made up of your first name and last initial.

There are a few important things to note about this forum:

- It's secure.
- It's comprised of a mix of Americans from across the country like yourself who were pre-selected to join and participate.
- It's being held for market research purposes only, not related to sales or sales efforts whatsoever.
- None of your personally identifiable information will be revealed.
- We believe you will find this engaging and that through collaboration with peers you can interact and inform one another. Please be as detailed and expressive as you can.

0.2 How It Works

Our discussion topics will cover a number of elements about your perceptions and experiences.

The Online Bulletin Board works as follows: For each of the next 3 days I will post some questions at roughly the same time, and then during the rest of the day I will read everyone's responses and occasionally respond with my own follow-up questions.

Please be sure to **log on multiple times each day** – the first time to give your initial response to the posted questions and then later to see what others have said and make follow-up comments or respond to additional posted questions. Occasionally, I may also send a reminder or follow-up question directly to

you via email. Remember, in order to qualify for the \$75 incentive we ask that you respond to each question posted over the 3 days.

Your detailed and candid feedback and insight over the course of our forum will be invaluable. At times throughout the discussion you will also be able to view, react to and build on the ideas of others. We do keep some responses in the "private mode" so that no one is influenced by the responses or ideas of others.

0.3 Ready, Set, Go!

To summarize what you need to do:

1. Log on every day for the next three days. Read and respond to the questions for the day in as much detail as you can.
2. Log on again, a few hours later. Read what others have said and respond to any follow-up questions I may have posted and add more comments as appropriate.
3. If you have downloaded the mobile app to your smart phone or tablet, you can answer directly from there any time of the day or night.
4. Be respectful of your fellow participants. Be open and honest in expressing your thoughts and feelings with respect.
5. Log on early. Participate each day as early as you can to give time for the other participants and me to read and respond to what you have said.

OK, let's get started by clicking on the first question under Day 1!

1.0 Recall Barriers

I'd like to begin our conversation by talking about automobile recalls. An automobile recall is ordered when a vehicle model has a safety-related defect or does not comply with a federal safety standard.

You may have even seen, read or heard things in the news recently about vehicle recalls. Despite the fact that manufacturer dealerships provide vehicle recall service free of charge, some people never have their vehicle fixed.

- 1.1 Imagine for a moment that there was a recall on your vehicle, what might prevent you from taking your car in to be fixed? Please share as many reasons as you might have.
- 1.2 What would encourage you or make you more likely to take your car in to be fixed? What facts or information would motivate you to take your car in to be fixed?
- 1.3 Who do you feel is responsible for encouraging owners to get a vehicle recall repaired?
- 1.4 What methods are you aware of that automobile manufacturers and dealerships use to encourage owners to have their recalled vehicle repaired? And how effective do you think those methods are?
- 1.5 What suggestions do you have that might help to encourage more owners to have a vehicle recall repaired?

2.0 Familiarity

Now let's shift our attention away from fixing a vehicle recall and focus on reporting information about safety. I'd like to know a little bit about your familiarity with some government organizations and websites.

2.1 Have you ever heard of the National Highway Traffic Safety Administration (NHTSA)?

1. Yes
2. No

2.2 How familiar are you with the National Highway Traffic Safety Administration (NHTSA)?

1. Not at all familiar
2. Not very familiar
3. Somewhat familiar
4. Very familiar
5. Extremely familiar

2.3 Have you ever heard of the website safercar.gov?

1. Yes
2. No

2.4 And, how familiar are you with the website safercar.gov?

1. Not at all familiar
2. Not very familiar
3. Somewhat familiar
4. Very familiar
5. Extremely familiar

2.5 Have you heard, read, or seen anything recently related to the National Highway Traffic Safety Administration (NHTSA) or safercar.gov? If yes, what have you heard, read or seen? Please be as specific as possible.

3.0 Likelihood to Take Action (Pre-Test)

Safercar.gov is a website sponsored by the National Highway Traffic Safety Administration (NHTSA) that relies upon consumers like you to report potential automobile defects on the site and then share information about recalls and car safety with Americans. Safercar.gov also offers recall information and an opt-in form for consumers to receive safety recall notifications that have been issued based on consumer-generated reports of automobile defects.

3.1 Knowing this, how likely are you to visit the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

- 3.4 By reporting potential automobile defects at safercar.gov you can help save the lives of fellow motorists on America's roadways.

Knowing this now, how likely are you to visit the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

- 3.5 And, how likely are you to sign up for safety recall notifications via email alerts at the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

- 3.6 Finally, how likely are you to report a safety issue with your vehicle on the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

4.0 Concept Exposure

Next, you're going to see a series of concepts. These are NOT ADVERTISEMENTS, but rather ideas that might eventually be turned into an advertisement in the future.

There are four concepts we are going to be looking at during today's activities. Please take a few minutes to review each concept, focusing mainly on the text, before answering the questions that follow.

Let's take a look at the first one.

[SHOW VISUAL OF CONCEPT 1]

- 4.1 What is the main message of this concept? Please be as specific as possible.
- 4.2 What do you **like** about this concept? What **positive** thoughts or feelings do you have about this concept? Please be as specific as possible.

- 4.3 Are there any specific **words or phrases** that you find particularly positive, powerful or compelling? Please indicate those words or phrases below.
- 4.4 What do you **dislike** about this concept? What **negative** thoughts or feelings do you have about this concept? Is there anything **confusing** about this concept? Please be as specific as possible.
- 4.5 Are there any specific **words or phrases** that you find particularly negative or confusing? Please indicate those words or phrases below.
- 4.6 Here is the next concept for your review.

[SHOW VISUAL OF CONCEPT 2]

- 4.7 What is the main message of this concept? Please be as specific as possible.
- 4.8 What do you **like** about this concept? What **positive** thoughts or feelings do you have about this concept? Please be as specific as possible.
- 4.9 Are there any specific **words or phrases** that you find particularly positive, powerful or compelling? Please indicate those words or phrases below.
- 4.10 What do you **dislike** about this concept? What **negative** thoughts or feelings do you have about this concept? Is there anything **confusing** about this concept? Please be as specific as possible.
- 4.11 Are there any specific **words or phrases** that you find particularly negative or confusing? Please indicate those words or phrases below.
- 4.12 Below is the next concept for your review.

[SHOW VISUAL OF CONCEPT 3]

- 4.13 What is the main message of this concept? Please be as specific as possible.
- 4.14 What do you **like** about this concept? What **positive** thoughts or feelings do you have about this concept? Please be as specific as possible.
- 4.15 Are there any specific **words or phrases** that you find particularly positive, powerful or compelling? Please indicate those words or phrases below.

- 4.16 What do you **dislike** about this concept? What **negative** thoughts or feelings do you have about this concept? Is there anything **confusing** about this concept? Please be as specific as possible.
- 4.17 Are there any specific **words or phrases** that you find particularly negative or confusing? Please indicate those words or phrases below.
- 4.18 And here is the fourth and final concept for your review.
- [SHOW VISUAL OF CONCEPT 4]
- 4.19 What is the main message of this concept? Please be as specific as possible.
- 4.20 What do you **like** about this concept? What **positive** thoughts or feelings do you have about this concept? Please be as specific as possible.
- 4.21 Are there any specific **words or phrases** that you find particularly positive, powerful or compelling? Please indicate those words or phrases below.
- 4.22 What do you **dislike** about this concept? What **negative** thoughts or feelings do you have about this concept? Is there anything **confusing** about this concept? Please be as specific as possible.
- 4.23 Are there any specific **words or phrases** that you find particularly negative or confusing? Please indicate those words or phrases below.

End of Day 1 Topics

Thanks! That's all the new questions for today. I am very appreciative of the time you spent answering these questions. New questions will be posted tomorrow.

Until then, please plan to come back to the forum a couple more times today to answer any follow up questions I might have for you before tomorrow's activities or to add more ideas to some of your responses.

DAY 2 [NOTE: Default Day 2 questions to be 'uninfluenced' where respondents will see others' responses after posting their own response.]

Welcome Back!

Welcome back, and thank you again for your time. Your insights from yesterday were extremely helpful. Today we are going to go a little deeper into the concepts we looked at yesterday. During today's activity we are going to look at the same four concepts again, but this time, each concept will be accompanied by

a series of banner ads that you might see on a website. The banner ads serve to illustrate how the concept might come to life in a real world advertisement on the web.

5.0 Concept 1 Online Ad Exposure & Post Measures

5.1 I will now show you one of the concepts you reviewed yesterday. Below it you will see three smaller banner ads that you might expect to see while online. Please take a few minutes to re-familiarize yourself with the concept from yesterday and then **thoroughly review the three online banner ads, including all images and written text**, before moving to the next question. Please be sure to scroll up and down to be sure you are viewing the entire concept and its accompanying ads.

[SHOW VISUAL OF CONCEPT A ALONG WITH BANNER ADS]

5.2. For each of the following statements, please tell me your level of agreement as it relates to the overall concept and ads you just viewed.

	1. Strongly Disagree	2. Somewhat Disagree	3. Neither Agree/Nor Disagree	4. Somewhat Agree	5. Strongly Agree
A. This concept and online ads are important to me					
B. This concept and online ads grab my attention					
C. This concept and online ads help me understand the role of NHTSA in keeping drivers and passengers safe					
D. This concept and online ads motivate me to find out more about safercar.gov					
E. This concept and online ads help me understand the connection between reporting defects and saving lives					

5.3 After viewing this concept and ads, how likely are you to visit the safercar.gov website?

- 1. Not at all likely
- 2. Not very likely
- 3. Somewhat likely
- 4. Very likely
- 5. Extremely likely

5.4 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

5.5 And, after viewing this concept and ads, how likely are you to sign up for safety recall notifications via email alerts at the safercar.gov website?

- 1. Not at all likely

- 2. Not very likely
- 3. Somewhat likely
- 4. Very likely
- 5. Extremely likely

5.6 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

5.7 Finally, after viewing this concept and ads, how likely are you to report a safety issue on the safercar.gov website?

- 1. Not at all likely
- 2. Not very likely
- 3. Somewhat likely
- 4. Very likely
- 5. Extremely likely

5.8 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

6.0 Concept 2 Online Ad Exposure & Post Measures

6.1 Now I will show you the second concept from yesterday. Once again, you will see three smaller banner ads below the concept that you might expect to see while online. Please take a few minutes to re-familiarize yourself with the concept from yesterday and then **thoroughly review the three online banner ads, including all images and written text**, before moving to the next question. Please be sure to scroll up and down to be sure you are viewing the entire concept and its accompanying ads.

[SHOW VISUAL OF CONCEPT B ALONG WITH BANNER ADS]

6.2. For each of the following statements, please tell me your level of agreement as it relates to the overall concept and ads you just viewed.

	1. Strongly Disagree	2. Somewhat Disagree	3. Neither Agree/Nor Disagree	4. Somewhat Agree	5. Strongly Agree
A. This concept and online ads are important to me					
B. This concept and online ads grab my attention					
C. This concept and online ads help me understand the role of NHTSA in keeping drivers and passengers safe					
D. This concept and online ads motivate me to find out more about safercar.gov					
E. This concept and online ads help me					

understand the connection between reporting defects and saving lives					
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6.3 After viewing this concept and ads, how likely are you to visit the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

6.4 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

6.5 And, after viewing this concept and ads, how likely are you to sign up for safety recall notifications via email alerts at the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

6.6 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

6.7 Finally, after viewing this concept and ads, how likely are you to report a safety issue on the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

6.8 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

7.0 Concept 3 Online Ad Exposure & Post Measures

7.1 Now I will show you the third concept from yesterday. Once again, you will see three smaller banner ads below the concept that you might expect to see while online. Please take a few minutes to re-familiarize yourself with the concept from yesterday and then **thoroughly review the three online banner ads, including all images and written text**, before moving to the next question. Please be sure to scroll up and down to be sure you are viewing the entire concept and its accompanying ads.

[SHOW VISUAL OF CONCEPT C ALONG WITH BANNER ADS]

7.2. For each of the following statements, please tell me your level of agreement as it relates to the overall concept and ads you just viewed.

	1. Strongly Disagree	2. Somewhat Disagree	3. Neither Agree/Nor Disagree	4. Somewhat Agree	5. Strongly Agree
A. This concept and online ads are important to me					
B. This concept and online ads grab my attention					
C. This concept and online ads help me understand the role of NHTSA in keeping drivers and passengers safe					
D. This concept and online ads motivate me to find out more about safercar.gov					
E. This concept and online ads help me understand the connection between reporting defects and saving lives					

7.3 After viewing this concept and ads, how likely are you to visit the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

7.4 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

7.5 And, after viewing this concept and ads, how likely are you to sign up for safety recall notifications via email alerts at the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

7.6 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

7.7 Finally, after viewing this concept and ads, how likely are you to report a safety issue on the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

7.8 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

8.0 Concept 3 Online Ad Exposure & Post Measures

8.1 Finally, I will show you the last concept from yesterday and ask you to answer the same series of questions. Once again you will see three smaller banner ads below the concept that you might expect to see while online. Please take a few minutes to re-familiarize yourself with the concept from yesterday and then **thoroughly review the three online banner ads, including all images and written text**, before moving to the next question. Please be sure to scroll up and down to be sure you are viewing the entire concept and its accompanying ads.

[SHOW VISUAL OF CONCEPT D ALONG WITH BANNER ADS]

8.2. For each of the following statements, please tell me your level of agreement as it relates to the overall concept and ads you just viewed.

	1. Strongly Disagree	2. Somewhat Disagree	3. Neither Agree/Nor Disagree	4. Somewhat Agree	5. Strongly Agree
A. This concept and online ads are important to me					
B. This concept and online ads grab my attention					
C. This concept and online ads help me understand the role of NHTSA in keeping drivers and passengers safe					
D. This concept and online ads motivate me to find out more about safercar.gov					
E. This concept and online ads help me understand the connection between reporting defects and saving lives					

8.3 After viewing this concept and ads, how likely are you to visit the safercar.gov website?

1. Not at all likely
2. Not very likely
3. Somewhat likely
4. Very likely
5. Extremely likely

- 8.4 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.
- 8.5 And, after viewing this concept and ads, how likely are you to sign up for safety recall notifications via email alerts at the safercar.gov website?
1. Not at all likely
 2. Not very likely
 3. Somewhat likely
 4. Very likely
 5. Extremely likely
- 8.6 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.
- 8.7 Finally, after viewing this concept and ads, how likely are you to report a safety issue on the safercar.gov website?
1. Not at all likely
 2. Not very likely
 3. Somewhat likely
 4. Very likely
 5. Extremely likely
- 8.8 **Please type your response to the previous question below** and let me know why you selected that answer. Please be as specific as possible.

End of Day 2 Topics

Thanks! That's all for today. I am very appreciative of the time you spent answering these questions. New questions will be posted tomorrow.

Until then, please plan to come back to the forum a couple more times today to answer any follow up questions I might have for you before tomorrow's activities or to add more ideas to some of your responses.

DAY 3 [NOTE: Default Day 3 questions to be 'uninfluenced' where respondents will see others' responses after posting their own response.]

Welcome Back!

Welcome back, and thank you again for your time. Your insights from yesterday were extremely helpful. Today we will be asking you to compare the ads you reviewed yesterday.

9.0 Head To Head

- 9.1 Please take a moment to review all four of the concepts and online ads that you've been assessing over the past few days. Please **thoroughly review the ads, including all images and written text**, before moving to the next question. Please be sure to scroll up and down to be sure you are viewing the entire ad.

[SHOW VISUAL OF ALL CONCEPTS AND CORRESPONDING ADS]

- 9.2 Which of the four concept and ad groups make you **MOST** likely to report a safety issue on the safercar.gov website?

1. Ad Concept 1
2. Ad Concept 2
3. Ad Concept 3
4. Ad Concept 4

- 9.3 Which of the four concept and ad groups make you **LEAST** likely to report a safety issue on the safercar.gov website?

1. Ad Concept 1
2. Ad Concept 2
3. Ad Concept 3
4. Ad Concept 4

- 9.4 Remind me which concept and ad group made you **MOST** likely to report a safety issue on the safercar.gov website by typing Concept 1, 2, 3 or 4 below. Then tell me why you selected that concept and ad group. Please tell me as many details as you can.

- 9.5 Remind me which concept and ad group made you **LEAST** likely to report a safety issue on the safercar.gov website by typing Concept 1, 2, 3 or 4 below. Then tell me why you selected that concept and ad group. Please tell me as many details as you can.

- 9.6 Finally, over the last few days you have learned a bit more about safercar.gov – what it does and what it can do to help save lives. Your last assignment is to take a few minutes and suggest things that National Highway Traffic Safety Administration (NHTSA) could do to make more people aware of the safercar.gov website and to motivate more people to go to the site and report car safety issues and sign up for safety notifications. How do we get more people using the site?

Wrap Up

Thank you all for participating in our online forum the past few days, and working hard to complete all the exercises. Your feedback and detailed responses that you have shared have been invaluable for us.

At this point, if you could please take some time to go back through the comments and posts and comment on some of the posts others have made, that will be helpful and will allow me to see if you agree or disagree with your fellow participants. Why or why not? Do you have any similar or different opinions?

Again, thanks so much for your participation.

****NOTE:** This online forum will be closed at midnight EST **XXXX**, so be sure to get all your input posted today. Thanks!