

**General Market Campaign: Wave 3 Online Quantitative Study of Reactions to Rough-Cut Advertising
Designed to Prevent Youth Tobacco Use**

Email Scripts

Parental Consent/Opt-Out Email

Dear Parent,

Your child has qualified to participate in research that is being sponsored by the FDA. They will be emailed a brief survey to complete. Their answers will be kept anonymous and will not be linked back to them.

As a token of our appreciation they will receive a \$20 eGift card.

Below is an explanation of the research that is being conducted and instructions on how to prevent your child from participating or remove their responses if they have already completed the survey:

__INSERT PARENTAL CONSENT / OPT-OUT FORM__

__INSERT YOUTH ASSENT FORM__

Parental Consent/Opt-Out Reminder Email

Dear Parent,

Your child has qualified to participate in research that is being sponsored by the FDA. They will be emailed a brief survey to complete. Their answers will be kept anonymous and will not be linked back to them.

As a token of our appreciation they will receive a \$20 eGift card.

Below is an explanation of the research that is being conducted and instructions on how to prevent your child from participating or remove their responses if they have already completed the survey:

__INSERT PARENTAL CONSENT / OPT-OUT FORM__

Participant Email Invite

Dear Survey Participant,

Yesterday you qualified to participate in anti-smoking research that is being sponsored by the FDA. Thank you for taking the time to complete the brief survey.

As a token of our appreciation you will receive a \$20 eGift card that you can use to make purchases online or over the phone.

Your responses will be kept anonymous and will not be linked back to you individually.

To start the survey, please click the link below or copy and paste it into your internet browser to begin the survey:

Survey: **__ INSERT SURVEY LINK __**

This survey is being administered for the FDA by Marketing Workshop. If you have any problems accessing the survey, please email teenSurvey@mwshop.com.

Thank you for participating, and we appreciate your help with this important project.