

CONCEPT RATING SHEET

To be filled out for each creative concept shown

TITLE OF INFORMATION COLLECTION: Creative Concept Testing Designed to Prevent Youth ENDS, Cigarette and Other Tobacco Product Use

PLEASE DO NOT WRITE YOUR NAME ON THIS SHEET

1. What is the message? That is, what is the most important thing this ad is trying to tell you?
2. What did you think about this ad? Please give it a grade from A to F.

Grade the idea <small>(MARK ONLY ONE)</small>	<input type="radio"/> A <input type="radio"/> B <input type="radio"/> C <input type="radio"/> D <input type="radio"/> F
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3. How much do you agree or disagree with the following statements? Circle one choice for each statement:

This ad grabbed my attention.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEITHER AGREE NOR DISAGREE</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
I can relate to this ad.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEITHER AGREE NOR DISAGREE</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
This ad is compelling.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEITHER AGREE NOR DISAGREE</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
This ad made me NOT want to use [tobacco product].	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEITHER AGREE NOR DISAGREE</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
This ad made me want to learn more about the health risks of [tobacco product].	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEITHER AGREE NOR DISAGREE</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>

4. What did you like about this ad?

5. What would you change about the ad to make it better?

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average five minutes per response to complete the Concept Rating Worksheet (the time estimated to read and review). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASStaff@fda.hhs.gov.