# Appendix E: Focus Group Activity

**Unique ID**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please see the following:**

ADLOB PLACEHOLDER

1. Write down three words that summarize your overall reactions to the draft advertisement:

WORD 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

WORD 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

WORD 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Circle what catches your attention in a **positive** way.
2. Cross out what catches your attention in a **negative** way.