

Attachment 2a_R: Section F Media Questions

Form Approved
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Section F Media Questions: FDA Health and Media Study

Section F Videos

Video 1: Face of Dip (i.e., replace X with 1 in following variables)

F8_X, F11_X1 – F11_X12, F13a_X – F13f_X

Screenshot:



Video 2: Football Monster (i.e., replace X with 2 in following variables)

F8_X, F11_X1 – F11_X12, F13a_X – F13f_X

Screenshot:



Video 3: Jeans (i.e., replace X with 3 in following variables)

F8_X, F11_X1 – F11_X12, F13a_X – F13f_X

Screenshot:



Video 4: Movie Monster (i.e., replace X with 4 in following variables)

F8_X, F11_X1 – F11_X12, F13a_X – F13f_X

Screenshot:



Video 5: Pounds (i.e., replace X with 5 in following variables)

F8_X, F11_X1 – F11_X12, F13a_X – F13f_X

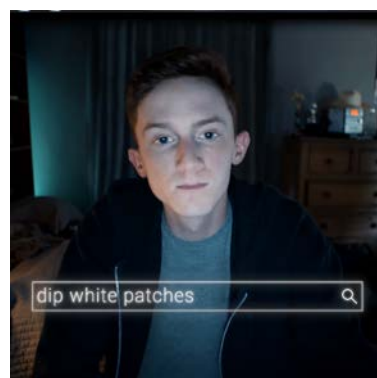
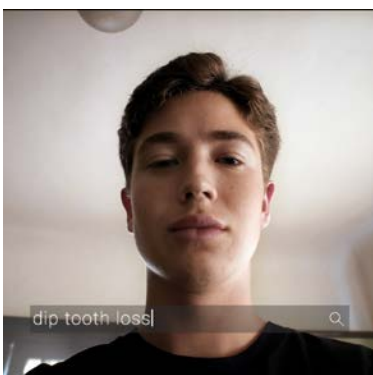
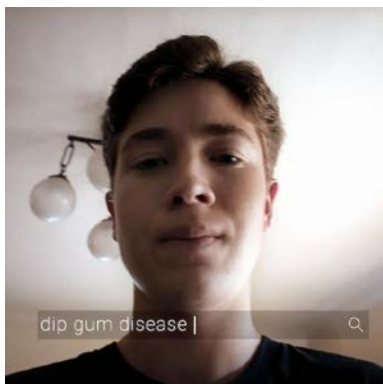
Screenshot:



Video 6: Don't search It (i.e., replace X with 6 in following variables)

F8_X, F11_X1 – F11_X12, F13a_X – F13f_X

Screenshot:



Section F Radio Ads

Radio Ad 1: Come On

F25_X, F26_X

Radio Ad 2: Dip Demands

F25_X, F26_X

Radio Ad 3: Dip Pinch Chew

F25_X, F26_X

Radio Ad 4: Spit out the Fact

F25_X, F26_X

Radio Ad 5: Surprise Chemicals

F25_X, F26_X

Radio Ad 6: Future You

F25_X, F26_X

Radio Ad 7: Pinch

F25_X, F26_X

Radio Ad 8: Voice Inside

F25_X, F26_X

Radio Ad 9: Warning Signs

F25_X, F26_X

Radio Ad 10: The Ring

F25_X, F26_X

Radio Ad 11: Don't Search It

F25_X, F26_X

Radio Ad 12: Can't Get Addiction Out of My Head

F25_X, F26_X

Section F Banner Ads

F28. Item will include a collage of banner ads combined into one image. Possible ads include the following:

