

## CONCEPT RANKING SHEET

**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. Which ad was your favorite? \_\_\_\_\_

Write one reason why this ad was your favorite:

2. Which ad would make you stop and think twice about using **[tobacco product]**?

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Write one reason why this ad would make you stop and think twice:

3. Which ad would you be most likely to tell your friends about?

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Write one reason why you would tell your friends about this ad:

**4. Any other thoughts to share with us about the ads?**

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 Ranking 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](mailto:PRASStaff@fda.hhs.gov).