

“Universal Dad”
Fatherhood Involvement Campaign—Concept Testing Guide
1 Hour Video IDIs

The purpose of this information collection is to get feedback from the target audience of fathers on the proposed communication ideas (“creative concepts”) for the national media campaign. All responses are voluntary and will be kept private.

Key Objectives:

- Identify which concepts (or components of concepts) are working hardest to motivate behavioral action among cohort
- Evaluate creative primarily across the following dimensions
 - Comprehension - *Is the message clear?*

Introduction/Ground Rules (2 Mins)

- Welcome and thank you for participating
- We’re third-party researchers and do not work for any brands discussed today. We didn’t create any of the work I’ll be sharing—so, don’t worry about hurting any feelings
- Please be candid/forthcoming—don’t say what you think we want to hear
- We’re recording this conversation, but please note that research/quotes will be used internally—your name, likeness and/or language will not be used in any public facing communication without your express written consent

Icebreaker (3 Mins)

- Introduce yourself and tell me your favorite place to go with your kid(s)

Set up for creative stimulus (5 Mins)

We’re going to be looking at rough advertising ideas that are still be developed. The organization behind these ad ideas wants to check in with people to understand how they’re coming through and what people make of them so they can fine-tune the ideas or make changes if needed.

Try to remember that for today, I’m less concerned about minor details like the way things are drawn or the narrator’s voices. I care more about what you think at a ‘higher-level’ about the bigger-picture ideas behind the different examples I share with you.

That’s where you come in! We want your impressions and feedback while changes can still be made.

[NOTE: Throughout the conversations, interviewer will probe and explore why people say what they say, the reasons and feelings behind their responses. Encouraging them to tell us as much

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as possible, giving them time to process what they're thinking – tell me more about that, what do you think of that? etc.]

EXPOSE CREATIVE ASSETS: ROTATING STARTING ORDER ACROSS SESSIONS. HERE, WE'LL SHARE 2- 3 EXECUTIONS AT ONCE...FOR EXAMPLE: 1 EACH OF TV, PRINT, DIGITAL, SOCIAL & RADIO (IF CHANNEL IS DEVELOPED/APPLICABLE)

AFTER WE'VE HAD A CHANCE TO CAPTURE NOTES FOR EACH ASSET, WE'LL LOOSELY FOLLOW THIS LINE OF QUESTIONING TO SEE WHAT THEY UNDERSTAND AS THE BROADER CAMPAIGN MESSAGE, & HOW THE EXECUTIONS ARE UNDERSTOOD. THEN SHARING ANOTHER TV OR OTHER CREATIVE ASSET TO SEE WHAT THOSE ADD IN TERMS OF OVERALL CAMPAIGN TAKEOUT.

Before discussing out loud, ask participants to jot down initial thoughts on notepads:

- what are your first impressions or gut reactions to this?
- **simple headline: what's your take on what the main idea/message here?**
- write down anything else that sticks out for better or worse to refer to in a few minutes

Creative assets & campaign idea exploration (45 mins)

Key objective explored: Identify which concepts (or components of concepts) are working hardest to motivate behavioral action among cohort

What did you write down for what **the main idea or your takeaway on the point this is trying to make?**

Key sub-objective explored: Comprehension – did they understand what the ad was about?

- What's this all about? How would you describe the story here?
- Did you learn anything or come away with any new information about this issue?
- What specifically is it telling you about fatherhood? And what makes you say that?
- **Did you notice who this advertising is coming from?** (if not, keep moving and follow up at end)
- IF NOT ALREADY MENTIONED: What is the role of NFRC in all of this as you understand it?

Now what about your other **first impressions?**

- Anything and everything else that came to mind while I was sharing it...
- What specifically did like? What other things, if any, stood out as interesting to you?
- Were there any aspects that you didn't care for...or was anything unclear or confusing?
 - Probe: did anything come off as culturally insensitive, "tone deaf" or offensive?
- Did you find it humorous/emotional (dependent on tone of final campaign)? Which parts hit on this emotion the hardest?

Just based on what you've seen so far, **who do you feel these ads are aimed at?**

Key sub-objective explored: Relevance – did they feel these ads were talking to them?

- Is there a specific kind of dad you feel this is targeting?
 - Probe: relative age, community type, parenting style, other distinctions to gauge relatability
- How much (or not) can you personally identify with the kind of dad they're trying to reach here?

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- Can you put a finger on what it is that you can personally relate to? Tell me more.

Imagine seeing some or all of this communication in your daily life, **what kind of actions are you likely to take?**

Key sub-objective explored: Potential to motivate – Could the creative inspire fathers to act?

- Do these ads motivate you to try something new?
 - o Probe: If so, what & why?
 - o Probe: Was there any specific line or image that triggered that motivation?
- Did the message sound reasonable and resonant?
 - o Probe: did it come off as preachy? Out-of-touch? Why or why not?
- Can you imagine yourself telling someone else about this or sharing/passing on? Why/why not?

If I called you up three days from now, what if anything, would you remember about this?

- How interested or not are you in what they're saying about fatherhood?
- (LISTEN FOR POTENTIAL OF STOPPING POWER AND WHAT'S DRIVING/IMPEDING IT)
- (Circling back to branding) Who is this advertising from? / You mentioned NFRC earlier...

What's your take on **(endline and/or call to action tbd)?**

- What, if anything, would you do after seeing/hearing something like this?
 (KEEP IN MIND THERE IS A WIDE ARRAY OF POTENTIAL ACTIONS & INVOLVEMENT; listen for anything from sharing videos or information about the issue, to signing up for newsletters, to visiting and exploring a website, talking to friends or family, investigating volunteering, etc.)

What your take on these different materials **as an entire campaign?**

- How, if at all, in your opinion, are these different ads inter-related or connected?
- So, when you put together idea X + idea Y + idea Z then what do all those different (executions) add up to in terms of a broader, bigger-picture message?
- In other words, what theme is tying all this together ... or the idea that threads it all?
- If that's so, then did any of the ads/assets do a better job of supporting that point? Which/why?
- And did any executions feel like they didn't fit as well?

Before we move on, if we were to give the team working on this/these idea(s) some **advice to maximize this campaign OR these ideas for the ads to reach their full potential?** What would you suggest and why?

Concluding questions (5-10 Mins)

- Of all the things we've discussed today, what would you say are the three top takeaways of these communications?
- Try to put yourself in your shoes before we met today and think about how you think and feel about your role as a parent after seeing this campaign and these ads, ok?
- Help me complete this sentence...this campaign makes fatherhood seem MORE (OR LESS) _____ (what?) to me.
 - o For those who experienced a change, tell me what's behind that?
 - o For those who might not have seen anything that changes your outlook, talk a bit about why you think the materials fell short of getting you to think or feel any differently.

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Finally, while I go back and see if there are any final questions, please think about and then jot down **any last bits of advice you'd suggest to the team working on this campaign?**

- Think about: what might be some dos & don'ts? OR do more of.... Or do less of...?
- Any other words of wisdom on what to dial up or dial down?