

## Focus Group Stimuli

### **Creative Stimuli**

These creative stimuli are used in Sections IV and V of the focus group discussion. Please review the stimuli in conjunction with the guide.

Note, the order of the stimuli will be rotated between focus group 1 and focus group 2, to eliminate any sorting bias.

- The stimuli labels will NOT be shown to the respondents. Only the creative assets will be displayed. However, we are labeling the creative here for review with the links.

### **Section IV, question 1 of guide**

- Pool Safely (D)
- Anchor It (C)
- Baby (D)
- Carbon Monoxide (C)
- ATV (C)

#### Legend:

- D = Direct
- C = Unconventional

Focus Group Stimuli

Pool Safely (D)

[https://twitter.com/poolsafely/status/1379441268745498626?ref\\_src=twsrc%5Etfw](https://twitter.com/poolsafely/status/1379441268745498626?ref_src=twsrc%5Etfw)



Pool Safely   
@poolsafely



Spending more time at home means there's more time for [#SpringCleaning](#). If you have a residential pool or spa, make sure you check alarms, barriers, and covers: [bit.ly/2mOPid3](http://bit.ly/2mOPid3)



10:30 AM · Apr 6, 2021 · Meltwater Social

Focus Group Stimuli

Anchor It (C)

<https://twitter.com/USCPSC/status/1287726210760486914>

That's why we always **#AnchorIt**



**YOU'VE NEVER SEEN THIS BEFORE**

It's straps to prevent your furniture from falling over on kids. Get the straps.

#AnchorIt  AnchorIt.gov

8:27 AM · Jul 27, 2020 · Twitter Web App

Focus Group Stimuli

Baby (D)

<https://twitter.com/USCPSC/status/1170448913087832064>

 US Consumer Product Safety Commission   
@USCPSC \*\*\*

Never leave a baby unattended in the bathtub. Always stay within arm's reach [#BabySafetyMonth](#)  
[#SaturdayMotivation](#)



**Children can drown quickly and silently  
Never leave a baby alone in a bathtub  
Always keep your baby within arm's reach**

USCPSC  CPSC.gov

5:29 PM · Sep 7, 2019 · Sprout Social

Focus Group Stimuli

Carbon Monoxide (C)

<https://twitter.com/USCPSC/status/1494808313715961859>



US Consumer Product Safety Commission  
@USCPSC



Send this to someone.



5:57 PM · Feb 18, 2022 · Twitter Web App

Focus Group Stimuli

ATV (C)

<https://twitter.com/uscpsc/status/1405898910162460683?lang=ar>

...

**US Consumer Product Safety Commission**  
@USCPSC



ATV Americans - make sure you wear a helmet and stay off paved roads if you're riding this weekend.



Ted wasn't sure how he ended up in the Cretaceous Period, but he was sure glad he wore a helmet.

Good job, Ted.

**USCPSC**  
**ATVSafety.gov**



Focus Group Stimuli

Section IV, question 2 of guide

- Pool Safely (C)
- Anchor It (D)
- Baby (C)
- Carbon Monoxide (D)
- Holiday (C)

Legend:

- D = Direct
- C = Unconventional

Pool Safely (C)

<https://twitter.com/USCPSC/status/1301682925243641858>



US Consumer Product Safety Commission ✓  
@USCPSC

...

This #LaborDayWeekend



Nothing good happens when  
you're distracted at the pool.  
Always watch kids at pools and spas.



Pool Safely

8:46 PM · Sep 3, 2020 · Twitter Web App

Focus Group Stimuli

Anchor It (D)

<https://twitter.com/USCPSC/status/1420396268006805505>



US Consumer Product Safety Commission  
@USCPSC

...

Anchor furniture and TVs to the wall with brackets, braces, and wall straps.



10:50 AM · Jul 28, 2021 · Twitter for Advertisers



Focus Group Stimuli

Baby (C)

<https://twitter.com/USCPSC/status/1494124044572049417>



US Consumer Product Safety Commission  
@USCPSC



Lesson 7 - September is Baby Safety Month.

The advertisement features a composite image. The top portion shows a baby's face superimposed onto the shell of a turtle, which is resting on a log. The bottom right portion shows a baby lying on its back on a patterned surface, with a pacifier in its mouth.

**Babies don't come with shells**

YOU need to keep them safe.  
Always lay your (human) baby down to sleep on their back, without pillows or blankets, every time.

 **USCPSC CPSC.gov/SafeSleep**

8:38 PM · Feb 16, 2022 · Twitter Web App

Focus Group Stimuli

Carbon Monoxide (D)

<https://twitter.com/USCPSC/status/1488977405096169479>



US Consumer Product Safety Commission  
@USCPSC

...

Colorless and odorless, carbon monoxide (CO) from portable generators is poisonous and can kill you and your family in minutes.

Portable generators should only be used outdoors, at least 20 feet away from the house.




3:47 PM · Feb 2, 2022 · Twitter for Advertisers

Focus Group Stimuli

Holiday (C)

<https://twitter.com/uscpsc/status/1459673198732189697>



US Consumer Product Safety Commission   
@USCPSC

...

Soon.



**WATER YOUR  
CHRISTMAS TREE**

A dry Christmas tree burns faster than newspaper.

USCPSC  CPSC.gov

The advertisement features a skeleton standing in a living room next to a Christmas tree. The room is decorated with a fireplace, stockings, and string lights. The text is overlaid on the bottom of the image.

7:03 PM · Nov 13, 2021 · Twitter Web App

Focus Group Stimuli

Section IV, question 3 of guide

- Pool Safety
- Anchor It
- Baby
- Carbon Monoxide

Slide - Both C and D: Pool Safety

C: <https://twitter.com/USCPSC/status/1301682925243641858>

D: [https://twitter.com/poolsafely/status/1379441268745498626?ref\\_src=twsrc%5Etfw](https://twitter.com/poolsafely/status/1379441268745498626?ref_src=twsrc%5Etfw)



This #LaborDayWeekend



Nothing good happens when you're distracted at the pool.  
Always watch kids at pools and spas.



Pool Safety

8:46 PM - Sep 3, 2020 - Twitter Web App



Spending more time at home means there's more time for #SpringCleaning. If you have a residential pool or spa, make sure you check alarms, barriers, and covers: [bit.ly/2mOPid3](http://bit.ly/2mOPid3)



10:30 AM - Apr 6, 2021 - Meltwater Social

Focus Group Stimuli

Slide - Both C and D: Anchor

C: <https://twitter.com/USCPSC/status/1287726210760486914>

D: <https://twitter.com/USCPSC/status/1420396268006805505>

That's why we always #AnchorIt



**YOU'VE NEVER SEEN THIS BEFORE**

It's straps to prevent your furniture from falling over on kids. Get the straps.

#AnchorIt  AnchorIt.gov

8:27 AM · Jul 27, 2020 · Twitter Web App



US Consumer Product Safety Commission   
@USCPSC ...

Anchor furniture and TVs to the wall with brackets, braces, and wall straps.



  
Anchor It!  
Secure Furniture and TVs.  
Protect Children.

**SIMPLE FURNITURE ANCHORS KEEP KIDS SAFE**

10:50 AM · Jul 28, 2021 · Twitter for Advertisers

Focus Group Stimuli

Slide - Both C and D: Baby

C: <https://twitter.com/USCPSC/status/1494124044572049417>

D: <https://twitter.com/USCPSC/status/1170448913087832064>

 US Consumer Product Safety Commission  
@USCPSC

Lesson 7 - September is Baby Safety Month.



**Babies don't come with shells**

YOU need to keep them safe.  
Always lay your (human) baby down to sleep on their back, without pillows or blankets, every time.



 USCPSC CPSC.gov/SafeSleep

8:38 PM · Feb 16, 2022 · Twitter Web App

 US Consumer Product Safety Commission  
@USCPSC

Never leave a baby unattended in the bathtub. Always stay within arm's reach #BabySafetyMonth #SaturdayMotivation



**Children can drown quickly and silently  
Never leave a baby alone in a bathtub  
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USCPSC  CPSC.gov

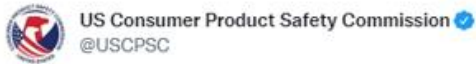
5:29 PM · Sep 7, 2019 · Sprout Social

Focus Group Stimuli

Slide - Both C and D: Carbon Monoxide

C: <https://twitter.com/USCPSC/status/1494808313715961859>

D: <https://twitter.com/USCPSC/status/1488977405096169479>



Send this to someone.



5:57 PM · Feb 18, 2022 · Twitter Web App



Colorless and odorless, carbon monoxide (CO) from portable generators is poisonous and can kill you and your family in minutes.

Portable generators should only be used outdoors, at least 20 feet away from the house.



3:47 PM · Feb 2, 2022 · Twitter for Advertisers

Focus Group Stimuli

Section IV, question 4 of guide

- ATV
- Holiday
- Wife Jokes

All 3 ads together, no label - ATV, Holiday, Wife jokes

(C) ATV: <https://twitter.com/uscpsc/status/1405898910162460683?lang=ar>

(C) Holiday: <https://twitter.com/uscpsc/status/1459673198732189697>

(D) Wife jokes: <https://twitter.com/USCPSC/status/1373354526862934022>

US Consumer Product Safety Commission @USCPSC

ATV Americans - make sure you wear a helmet and stay off paved roads if you're riding this weekend.



Ted wasn't sure how he ended up in the Cretaceous Period, but he was sure glad he wore a helmet.

Good job, Ted.

USCPSC  
ATVSafety.gov

Twitter Web App · ٢٠٢١ يونيو ١٨ · من ١٠:٤٢

US Consumer Product Safety Commission @USCPSC

Soon.



**WATER YOUR CHRISTMAS TREE**  
A dry Christmas tree burns faster than newspaper.


USCPSC CPSC.gov

7:03 PM · Nov 13, 2021 · Twitter Web App

US Consumer Product Safety Commission @USCPSC

Happy #firstdayofspring

Use ladders safely, America!



Our home safety checklists can protect you from ladder falls. Mental fortitude will protect you from wife jokes. Stay strong.

USCPSC CPSC.gov

3:23 PM · Mar 20, 2021 · Twitter Web App

37 Retweets 8 Quote Tweets 200 Likes



## Focus Group Stimuli

### Section V, questions 1-3 of guide

- Anchor it (A)
- Holiday (H)
- Fuel (F)

(A) - The new Anchor Ad

[Anchor It! - Holiday - Instagram](#)

<https://www.instagram.com/p/CWeBoNHAX4Z/#advertiser>



The image shows an Instagram post from the account 'uscpsc'. The main content is a video thumbnail of a young child in a blue shirt and tan shorts standing on a red patterned rug in a nursery. The child is reaching up towards a television set that is placed on top of a white dresser. A play button icon is overlaid on the video. The background shows a window with white blinds and a dark wooden dresser with toys on it.

uscpsc • Follow

uscpsc Buying furniture or a TV this Cyber Monday? Add an anchoring kit to that shopping cart before you click "purchase," and prevent a tragic furniture tip-over. Visit [anchorit.gov](http://anchorit.gov) for a boatload of safety info.

18w

11 views  
NOVEMBER 19, 2021

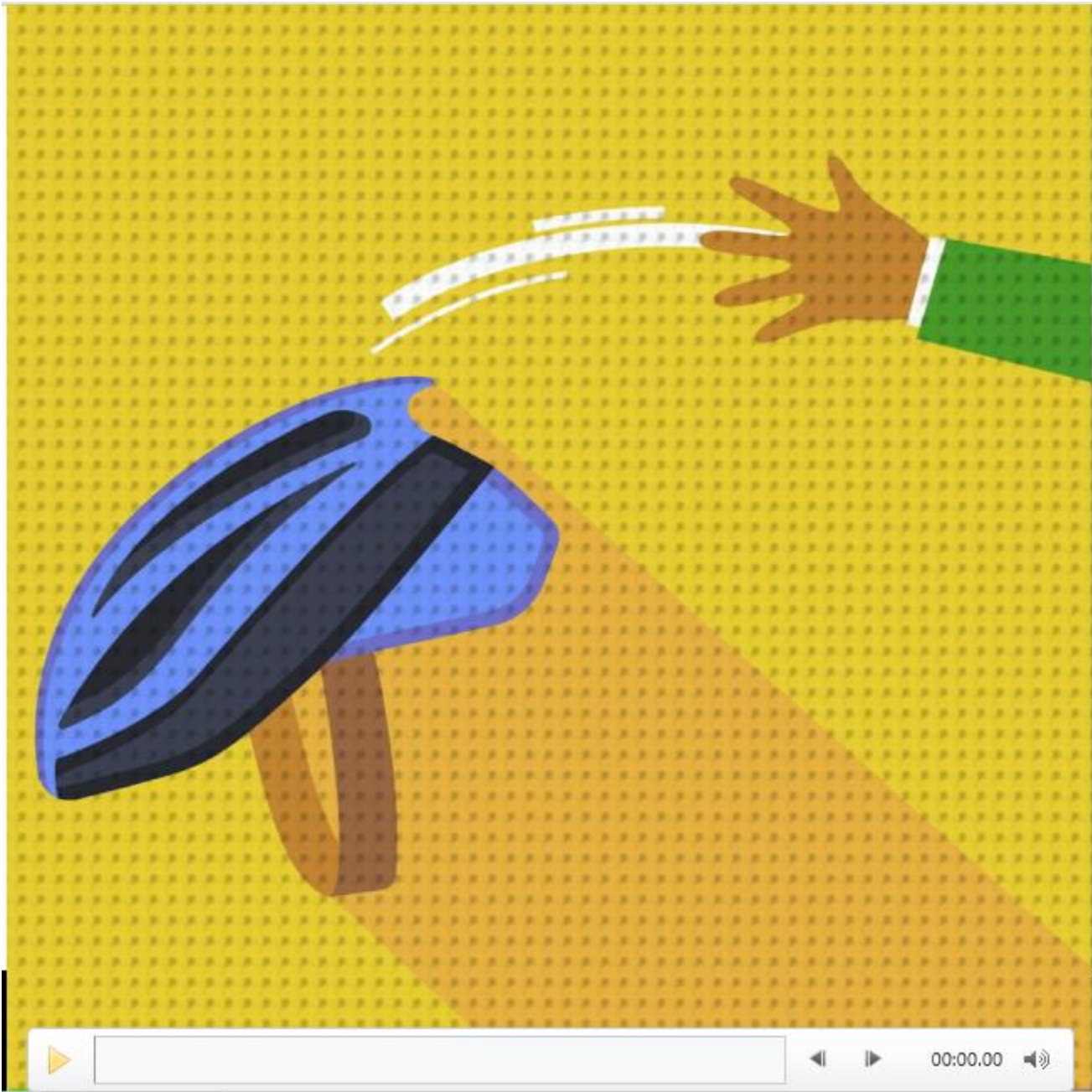
Log in to like or comment.

Focus Group Stimuli

(H) - The new Holiday Ad

[Holiday Safety - Facebook - English](#)

<https://business.facebook.com/USCPSC/posts/266638912173896>



Play/Pause (Alt+P) 00:00.00

Focus Group Stimuli

(F) - The Fuel Ad

<https://www.instagram.com/p/CXb-3VeATEY/#advertiser>



uscpsc • Follow



uscpsc A toasty fire is perfect in the chilly months. A burn is not. Reduce your risk of injury or death by only using appropriate fire starters. Never use liquid fuels, like lighter fluid or gasoline.

15w



529 views

DECEMBER 13, 2021

Log in to like or comment.