

Food Standards Scotland

'Follow the families'

Discussion Guide for Creative Testing (Phase 2)

Version 1

Date: 15th February 2016

Timeframe: 90mins

Introduction to the Discussion Guide

- This is a Discussion Guide to help ensure that the flow of the creative testing covers all of the key objectives of the study
- Please keep in mind this is a *guide* for the moderator to follow not a script to read out

Key Objectives this phase of the study

- To explore reaction to the **four creative routes** and the capacity of each to influence consumers' decision making around snacking
- We are especially interested in exploring the potential effectiveness of each campaigns distinct message, and the following aspects particularly;
 - **Clarity of communication** – *how easily the message of the campaign is understood*
 - **Potential for engagement** – *recall, stand-out, differentiation of the campaign*
 - **Emotional resonance** – *how is the message of each campaign resonating*
 - **Effectiveness** – *potential of each creative route to influence decision making*
 - **Credibility** – *perceptions of the tone and language of the message*
 - **Potential for optimisation** – *what, if anything, can be improved for each route*
- At the end of this phase of creative testing ICM will have a deep understanding of how well the different creative route resonates with each key audience type and actionable insights around how each can be improved further

Stimulus note:

- This guide has been designed based on the following assumption that each creative route will have the following stimulus;
 - 1 recorded voice-over of the script for the creative route – played on laptop
 - 1 story-board with visuals that participants can view during the voice-over recording
 - 1 print advertisement for that creative route to test separately

	Stimulus
<p>1. Introduction and warm-up (5mins)</p> <p>Aim: inform, manage expectations, build initial rapport</p> <ul style="list-style-type: none"> • Welcome/thanks/introductions • Outline of why we're here/confidentiality • Explain the content of the discussion • No wrong or right answers • Tell me a little about how you feel about your diet 	
<p>2. Creative route exploration (80 min total – 20 min/creative route)</p> <p>Aim: to understand/interrogate response to the different creative routes developed & explore potential for optimisation</p> <ul style="list-style-type: none"> - Moderator to introduce the campaigns; <ul style="list-style-type: none"> o Now, I am going to show you some advertising campaigns. I would like you to be fully honest in your feedback. Initially I want you to pay full attention to the <i>voice recording</i> and accompanying <i>story board</i> and I don't want you to say anything out loud, just write down your initial reactions on the piece of paper I will give you for each. - Moderator to then give each participant 'campaign review' sheet of paper (attached separately) and then play the voice recording of the first campaign and show the accompanying story-board - Explore initial reactions: <ul style="list-style-type: none"> • What do you think overall? • What comes to mind? Which words or phrases did you use to describe what you saw/heard? • What struck you / stays with you? Anything specific? • Main likes/dislikes • How did this make you feel? - Engagement: <ul style="list-style-type: none"> • Where were you most drawn in during the ad / where did you tune out? 	<p>x4 voice recordings for each creative route <i>(The Union)</i></p> <p>x4 story-boards for each creative route <i>(The Union)</i></p> <p>x4 print advertisement campaign for each creative route <i>(The Union)</i></p> <p>x4 campaign review sheets for each participant to complete for each creative route <i>(ICM)</i></p>

- Positives/negatives?
- What did you think was most exciting about this ad: explore storyline- message
(if necessary, show again)

- **Understanding:**

- Could you please sum up the message of the ad for me in one sentence? Let say you were describing it to your other friends: *'It is about...'*
- What is the key message that you take from this? Was it clear/easy to understand?
- What do you think they are trying to say/explain/achieve?
- Strapline evaluation:
 - What did you understand from the strapline? What is it trying to say?
 - Does it work well with the story? Is it easy to understand the relation between the story/message and the strapline?

- **Relevance:**

- Who do you think this ad is for – what kind of person is it aiming to speak to?
- Does it feel relevant to you? Why/why not? In what ways?
- If not you, then who else do you think they try to address? Is it clear?
- Would your friends/parents/colleagues be interested in this ad? How would they react to this ad?

- **Emotional resonance:**

- How did this story/message make you feel? (i.e. confused, amused, reassured, guilty etc.) Why do you say that?
- How do you think this story/message would make your friends/family/colleagues feel? Why do you say that?

- **Credibility:**

Storyline:

- Does the message of the story/strapline ring true to you? Why/why not?
- What do you think will be the impact of the ad?
- What is this ad trying to achieve? (again, probe about 'the choice')
- Do you think this ad is going to make any difference in the way people feel about their health/diet/snacking?
- After seeing this ad, do you think people will change their

health/diet/snacking? Why/why not?

- Do you think it might change the way you feel about your health/diet/snacking? In what way?
- Does it make you feel like you should/shouldn't snack?

- **Differentiation/ fit with industry messages:**

- How does this ad compare to any other ad you've seen or heard before about health/sugar/snacking?
- Is this very similar/ different to other ads with the same message? Why/why not?
- Probe on tone: What do you think of the tone of this campaign? Does it appeal to you?

- **Optimisation:**

- If we wanted to improve this campaign to be more effective at making people make healthier choices...
 - What would/could make it better?
 - What story/visuals would you like to see?
 - Which strapline?
 - Anything else you would like to add?

- Moderator to then show the print advertisement that accompanies the creative route

- **Explore initial reactions:**

- What do you think of this print advertisement?
- Does it fit with the voice recording and story board we have just discussed? Why/why not?
- What struck you / stays with you? Anything specific?
- Main likes/dislikes
- How did this make you feel?
- Could this be improved in any way? Top 5 things that could be improved?

- **Moderator to then;**

- *collect the participants campaign review sheet*
- *give out the next blank campaign review sheet*
- *play the next campaign voice recording and repeat the questioning as above*

3. Choose your favourite (5mins)

Aim: to understand which of the 4 creative routes resonates most with each participant

- Moderator to give each participant a final campaign sorting sheet (attached separately) and 1 minute to quickly sort the campaigns in an order of 1-4 in terms of overall appeal
- Each participant then has 1 minute to;
 - o Tell us which creative route was their favourite
 - o Why they ranked it number 1
 - o What 1 thing they could do to improve it further

x1 campaign sorting sheet for each participant to complete
(ICM)

4. Thanks and close