



Focus Groups

Perceptions on the Economy & Ad Testing

Discussion Guide
(Between 85 and 120 minutes)

Groups

Toronto: Monday, December 12th, 2011 – 5:30 pm (lower income), 7:30 pm (higher income)

Winnipeg: Tuesday, December 13th, 2011 – 6pm (lower income), 8pm (higher income)

Discussion	Moderator Notes & Objectives	Time
<p>Welcome and thank you all for coming tonight to this focus group discussion.</p> <p>Before we begin, allow me to introduce myself. My name is _____. I have been hired to lead this discussion with you tonight. To do that, I will ask a number of different questions and have you discuss your opinions. These focus group discussions allow us to get more detail on topics and issues than we can from telephone surveys (thoughts, feelings and opinions).</p> <ul style="list-style-type: none"> ▪ Not here to reach a consensus ▪ No wrong answers - it is your opinion that counts ▪ Respect the views of others in the group ▪ Audio recording and video-taping this discussion ▪ Everything discussed will be confidential ▪ This room is equipped with a one-way mirror ▪ Colleagues are observing to hear firsthand your ideas and thoughts ▪ Please switch off your cell phones so that we are not interrupted <p><i>It is really important that you express yourself honestly about the subject matter we discuss tonight.</i></p>	<p>To make participants feel at ease by clearly explaining the process.</p>	<p>2 min</p>
<p>1) Quick self introduction exercise – Personal Hobby</p> <p>To start, I'd just like to go around the room and ask each of you to introduce yourself, and tell us something about yourself.</p>	<p>Respondent warm-up and group bonding.</p>	<p>3 min</p>

Discussion	Moderator Notes & Objectives	Time
<p style="text-align: center;"><u>MODULE 1: CREATIVE TESTING</u></p> <p>We will show you some ads being proposed by the Government of Canada to communicate about some aspects of Canada’s Economic Action Plan, now and into the future.</p> <p>We’ll be looking at 3 TV and Web advertisement concepts, but please bear in mind that it is not yet a final version and the visuals or sound are not as high quality as it will be when finalized.</p> <p>I will have you fill out a small questionnaire after each one.</p> <p>RECORDING 1: Concept 1 Have the participant fill out the handout.</p> <p>Then, discuss Concept 1:</p> <ul style="list-style-type: none"> ▪ Let’s quickly go around the table and tell me what this one said to you? <ul style="list-style-type: none"> ▪ What was the key message(s) or idea(s) conveyed by the concept overall? – What does it say about Canada’s Economic Action Plan? – Overall, is it a credible message? What makes it credible? – Is it a relevant message to you? <ul style="list-style-type: none"> ▪ Is it aimed at you or do you think it’s really aimed at someone else? If someone else, who? Why do you think it is aimed at them? – Is it a clear message, or not? – Is it informative, or not? <ul style="list-style-type: none"> ▪ Is the content useful, or not? ▪ Would it induce you to seek additional information? – Is the language easy to understand? Why do you say that? <ul style="list-style-type: none"> ▪ Were there any specific parts that were unclear, difficult to understand or confusing? What makes them unclear? – Do you have any suggestions to improve this concept? 	<p><i>DISTRIBUTE HANDOUT / ASK PARTICIPANTS TO WRITE DOWN</i></p> <p>Disclose the story-board for Concept 1 and play RECORDING 1.</p> <p>Leave some time for the participants to fill out the first section of the handout.</p> <p>Discussion.</p>	<p>25 min</p>

<p>RECORDING 2: Concept 2 Same as above.</p> <p>RECORDING 3: Concept 3 Same as above</p>	<p>Disclose the story-board for Concept 2 and play RECORDING 2.</p> <p>Leave some time for the participants to fill out the second section of the handout.</p> <p>Discussion.</p> <p>Disclose the story-board for Concept 3 and play RECORDING 3.</p> <p>Leave some time for the participants to fill out the third section of the handout.</p> <p>Discussion.</p>	<p>25 min</p> <p>25 min</p>
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Discussion	Moderator Notes & Objectives	Time
<p style="text-align: center;"><u>CONCLUSION</u></p> <ul style="list-style-type: none"> ▪ Do you have any final comments or suggestions before we wrap up this evening? ▪ Moderator to check back with clients ▪ Remind participants to remove name tags ▪ Remind participants not to discuss content in front of other group coming in <p>Thank you very much for your time and participation.</p>		<p>5 min</p>