



ARIZONA DEPARTMENT OF HEALTH SERVICES (ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
“FRUITS & VEGETABLES”
PRE-CAMPAIGN RESEARCH REPORT

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DISCUSSION GUIDE

I. BACKGROUND & METHODOLOGY

The Arizona Nutrition Network (AzNN) and their partner, Moses Anshell, have a number of communications initiatives planned for the year. These initiatives are designed to further the Network’s mission of shaping food consumption in a positive way, promoting health, and reducing disease among all living in Arizona.

Though AzNN’s message is appropriate for all Arizonans, the primary target market is women ages 18 to 49 with children ages 2 to 11, with household income equal to 130% of the federal poverty level. The secondary target is children ages 2 to 11.

The subject of this research report is the pre-test of a new *Fruits and Vegetables* campaign. The overall objectives of the research included:

- Test concepts for new fruits and vegetables campaign.
- Test five (federal) core messages for fruits and vegetables.
- Test *Grow a Healthy Child* campaign creative.
- Test proposed “welcome gifts”

To reach these objectives, Moses Anshell contracted with WestGroup Research to conduct eight focus group discussions with the target population. The groups were conducted in Phoenix, Prescott, Tucson and Yuma.

To assure that we spoke with the target population, Arizona Women, Infants and Children (WIC) clinics assisted in recruiting participants. Flyers inviting women to participate in the groups were posted in the clinics. Those interested were asked to call a 1-800 number at WestGroup Research. At that point, prospective participants were asked the following qualifying questions:

- Are you between the ages of 18 and 49?
- Do you have any children between the ages of 2 and 11?
- How old are your kids?
- How many people are there living in your household?
- What is your income? You can give that to me as a weekly income, every two week income, monthly or yearly income. (*Must be under these to qualify for group.*)

# in Household	Weekly Income	2 Week Income	Monthly Income	Yearly Income
2	\$330	\$660	\$1,430	\$17,160
3	\$415	\$830	\$1,798	\$21,580
4	\$500	\$1,000	\$2,167	\$26,000
5	\$585	\$1,170	\$2,535	\$30,420
6	\$670	\$1,340	\$2,903	\$34,840

Qualified participants were given specifics on the date, time and location of the discussion group.

The following table lists the locations of the groups and the number of participants at each location.

Location Address	English	Spanish	Focus Group Date
Phoenix/Mesa WIC Clinic 423 N. Country Club	15	12	February 5
Prescott Prescott Gateway Mall 3250 Gateway Blvd.	13 (2 groups)	NA	January 31
Tucson WIC Clinic 3003 S. Country Club Road	12	20	February 1
Yuma Chicanos Por La Causa Childhood Development Program 1875 S. 45 th Avenue	6	7	February 7

The group discussions lasted approximately 1½ hours. Participants were given \$60 and a ADHS goodie bag as a “thank you.”

Each participant completed a brief questionnaire upon arriving at the focus group. Results of this questionnaire are not included in this report. (*Note: Questionnaires were not distributed in the Prescott groups.*)

II. Key Findings & Conclusions

- **Among the women we spoke with, those in the Spanish-speaking groups were more likely to consume fruits and vegetables than others in the target population.** Many include soups with vegetables and/or juices with fruits and vegetables in their regular diet. Others have fruit for dessert after dinner.
- ***Short shelf life, expensive, no time, don't like vegetables and not in the habit*** are among the most frequently mentioned reasons participants gave for not including more fruits and vegetables in their diet.
- **“Colorful,” “variety,” “families,” and “physical activity” are key words in the core messages women prefer.** Conversely, “unrivaled,” “abundant variety,” and “multiple product forms” were major stumbling blocks in those messages that were less appealing. Reference to “healthy weight” is attractive to many, yet another reminder they need to lose weight to others. Similarly, reducing the “risk of disease” was motivating to some and thought to be a *scare tactic* by others.
 - ***Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best*** is most appealing to these women. It is said to be encouraging and realistic. As stated, “physical activity” and “families” are important words in this core message.
 - ***All product forms count – fresh, frozen, canned, dried and 100% juice*** is not believable to these women. They interpret this to mean that all product forms count equally, which they do not believe.
- **Overall, women like the Fruits & Veggies – More Matters logo.** They particularly like the variety of colors (in the fruits & veggies), the fact that the little person looks active, healthy, and happy, and that it is simple and to the point. The only criticism was there is too much green. They wanted to see even more color. A few commented that the “more” was too big, and/or that “fruits and veggies” should be the focus.
- **There was no clear winner among the concepts tested. All had strengths and weaknesses.** There were, however, consistencies about what these women like and don't like, as well as some things they would like to see in an ad campaign designed to encourage people to eat more fruits and veggies.
 - *Use a variety of fruits and veggies.*
 - *Humanize fruits and veggies.*
 - *Have kids eating fruits and veggies.*
 - *Use color and activity.*
 - *Develop ads so they appeal to children.*

The following table summarizes the things women liked, disliked and suggested for each of the concepts.

Likes	Dislikes/Concerns	Suggestions
Discover the Power		
<ul style="list-style-type: none"> ▪ Fruits and veggies are more important than material things (e.g., gold, jewels, etc.); better for you than all the gold ▪ Want to know what's going to happen next/like the mystery ▪ Will make children think if they eat more f&v they'll get stronger ▪ Children should value f&v (S) <p><i>Winner in Tucson (English & Spanish), Phoenix/Mesa (Spanish), Yuma (English)</i></p>	<ul style="list-style-type: none"> ▪ Boring ▪ Kids won't like/won't catch kids attention ▪ Kids don't know Indiana Jones ▪ Not realistic/believable ▪ Won't make kids want to eat more fruit ▪ Won't appeal to older children/teens 	<ul style="list-style-type: none"> ▪ Explorer should be Bobby B./kid ▪ Should show kids eating fruit ▪ Add animals/kids like animals ▪ Should be hoping to find/searching for fruit ▪ Should be active/colorful ▪ Should have music/kids like things with music/dancing
Poster		
<ul style="list-style-type: none"> ▪ Like <i>Discover the Power of Fruits and Veggies</i>/ catches your attention ▪ Discover the <i>strength</i> of f&v; fruits and veggies give you strength (S) ▪ Discover the <i>Power</i> sounds better than Discover the <i>Value</i> 	<ul style="list-style-type: none"> ▪ "Power" (in <i>Discover the Power</i>) isn't consistent with TV ad, should use "value," or "treasure"/power doesn't have anything to do with ad 	<ul style="list-style-type: none"> ▪ Need to see more fruit/bigger fruit
Carpool		
<ul style="list-style-type: none"> ▪ Funny, cute, hysterical ▪ More appealing to adults/parents ▪ Appreciate humor ▪ Shows that vegetables are inviting ▪ It looks like it's part of their lives ▪ Would definitely get attention <p><i>Co-winner in 1:00 Prescott</i></p>	<ul style="list-style-type: none"> ▪ Too corny/silly/unrealistic/ridiculous ▪ Would not appeal to children (don't understand HOV lane, wouldn't get it) ▪ Kids don't like broccoli; broccoli is scary/negative ▪ More appealing to adults (S) ▪ Do not understand why broccoli is in car (S) 	<ul style="list-style-type: none"> ▪ Give broccoli face/arms/legs; humanize/make it alive ▪ Should show car full of fruits & veggie/ show variety ▪ Put a different fruit or veggie in car ▪ Want the scene to take place in a grocery store or school yard w/ kids talking about their lunch (S)
Catch		
<ul style="list-style-type: none"> ▪ Kids like sports ▪ Also shows physical activity/exercise/park <p><i>Winner in 10:00 Prescott</i> <i>Co-winner in 1:00 Prescott</i></p>	<ul style="list-style-type: none"> ▪ Looks like little boy is trying to kill tomato/destroy it/is mad at the tomato ▪ Looks like he doesn't like veggies (S) ▪ Kid is being destructive ▪ Would squish tomato – needs to use orange or apple, something that is harder/stronger ▪ Wasting fruit/veggies (S) 	<ul style="list-style-type: none"> ▪ Tomato should have arms and catch baseball/be active participant ▪ Humanize fruits/veggies ▪ Have whole baseball team with other fruits and veggies ▪ Show more variety ▪ Show more kids ▪ Show older kids eating f&v and younger kids will want to do the same
Poster		
<ul style="list-style-type: none"> ▪ Will interest kids and parents ▪ Cute ▪ Good message 	<ul style="list-style-type: none"> ▪ Banana and carrot look foreign there; need to put uniform on them/should look like part of team ▪ Too ridiculous/doesn't make sense (S) 	<ul style="list-style-type: none"> ▪ Have team put arms around each other ▪ Humanize fruits/veggies ▪ Include more fruits/veggies, more color, more variety ▪ Use orange and apple slices.

(S) Comment made in Spanish-language group

Likes	Dislikes/Concerns	Suggestions
Arizona Scenes		
<ul style="list-style-type: none"> ▪ Don't see this as TV commercial ▪ Veggies are part of nature ▪ Being outside encourages activity ▪ Like the constellation best ▪ Will get kids' attention <p><i>Winner in Mesa group (English)</i></p>	<ul style="list-style-type: none"> ▪ Would not be eye-catching to children, so, as parents, we would not watch it ▪ No excitement to it ▪ Carrot looks out of place/don't know why it's there 	<ul style="list-style-type: none"> ▪
Poster		
<ul style="list-style-type: none"> ▪ Would make a great poster/pretty poster ▪ Like the constellation ▪ Ties in well with TV ad ▪ Explains TV ad with <i>BIG way</i> 	<ul style="list-style-type: none"> ▪ Not exciting 	<ul style="list-style-type: none"> ▪
Juggler		
<ul style="list-style-type: none"> ▪ Parents have to "juggle" to get fruits and veggies into their families' lives ▪ Ties in with logo ▪ Says all fruits & veggies are good for you; like variety; kids need more variety ▪ Lots of color ▪ Juggling is entertaining/fun; says eating fruits & veggies is fun ▪ Perfect for children (S) 	<ul style="list-style-type: none"> ▪ Kids would start to juggle or throwing fruit ▪ Boring/not exciting ▪ Looks like audience is throwing fruit at him which is <u>not</u> a good thing ▪ Looks like a clown/clowns can look scary to kids ▪ Message isn't clear/don't get it 	<ul style="list-style-type: none"> ▪ Should be kid juggling ▪ Show kids/people eating fruit not playing with it ▪ Add music
Poster		
<ul style="list-style-type: none"> ▪ Like variety/color 		

- ***Buddy up with fruits & vegetables* and *Make fruits & vegetables a part of your life* were the preferred lines to go with *Carpool* and *Catch*.** *Get to know fruits & vegetables* is also appealing as it doesn't say you need to be friends with fruits and vegetables, just that you need to learn why they are good for you. Only *Invite fruits & vegetables into your life* generated little interest.
- **Participants were overwhelmingly positive about the *Grow a Healthy Child TV spot*.** They liked the colors, the movement and transition of the objects at the beginning into fruits, veggies and vines, as well as the mother giving her child an apple and the child growing.
- **The *Clip & Go Shopper* was the favorite, with the pad and pen close behind.** The *Clip & Go Shopper* was said to be different than other giveaway items they had seen or received in the past. Those who preferred the pad and pen said they would use it to make out their grocery list.

III. SUMMARY of Findings

A. Eating Habits

1. “Typical” Menu

Prior to any discussion, participants were asked to write down what they had to eat “yesterday.” This was done to get an accurate picture of participants’ eating habits prior to discussing the importance of eating more fruits and vegetables.

As might be expected, many different foods and food combinations were mentioned. Although some included fruits and vegetables, many did not. Fast food, chips, soda and a variety of Mexican food selections are all included in a “typical” diet.

Women in the Spanish-speaking groups were more likely to include fruits and vegetables in their diet. Many mentioned they had soup that contained a variety of vegetables and others spoke of juices made of fruits, vegetables or a combination of the two. Still others said they had fruit for dessert in the evening.

Participant Comments:

English

For lunch I had a tostada and a mini chimichanga with water and cucumber slices. For dinner I had French fries. I had a really stressful day yesterday.

For dinner I had an egg burrito, tots and a Sprite at Sonic. I didn’t take anything out for dinner last night and I didn’t know what to cook, so we decided to go to Sonic because it’s close to us. For breakfast I had an egg sandwich and coffee. For lunch I had Doritos chips and a ham and cheese sandwich with orange juice.

I just had about four bites of rice and a soda yesterday. That’s all I had time for. I was running around with my kids and helping my husband’s mom out and it was nonstop.

I’m always active and doing something like shopping, working or dealing with kids, so when I can grab something is pretty much the only time I eat, and I had that pizza at 9:00 last night when I finally settled in.

I had a grilled stuffed burrito for breakfast and lunch. I didn’t really eat much for dinner because I had a cookie earlier, but I had some stew and carrots. Whenever I eat junk then I want to eat something good for me, so I ate the carrots out of the stew.

For breakfast I had pancakes, oatmeal, orange juice and an apple. For lunch I had granola, water and a chicken salad. For dinner I had salmon, white rice, asparagus and water.

Spanish

Natural fruit juice: apples, pear, celery, carrots, tomato and I cooked some eggs. I make these juices so that my daughter will eat fruit and vegetables with a few drops of lemon juice and she likes it very much.

I had three tamales in the morning then I had one of those diet granola bars. Later, I had some chips, with some pretzels and that is all.

In the morning I got up had a cup of coffee and later had some fried cheese crisps - three quesadillas. Then I had a hot dog. Later I ate an orange and later that afternoon I drank a soda. In the evening I had a small glass of milk.

In the morning I had one egg with beans and tortillas, coffee, corn flour. In the afternoon chicken with tortillas, two sodas and in the evening I did not have dinner.

2. Reasons for Not Eating More Fruits & Vegetables

Short shelf life, expensive, no time, don't like vegetables and not in the habit are among the reasons participants gave for not including more fruits and vegetables in their diet. These women know they should be eating more fruits and vegetables, but for the reasons listed, they just don't. Some say they give their children more fruits and vegetables than they eat themselves, while others say their kids don't like fruit or veggies.

(Note: Because those in the Spanish-language groups were more likely to include fruits and vegetables in their daily routine, there are few comments about why they don't eat more of them. An (S) indicates a comment made in the Spanish-speaking group.)

Participant Comments:

The shelf life on the fruits and vegetables isn't very long. The stuff in the cans lasts except they don't want it and then I can save it, but the fresh stuff has a short shelf life. (S)

Preparation time for me is a factor as far as having to cut it up and everything. The baby will be screaming and my daughter is starving to death, so I don't always have time, especially with the fruits.

That's the thing is that kids always get everything, but mom is always left out with being hungry and we'll just grab whatever. We don't have time because we're too busy cooking, changing, chasing, cleaning and things like that.

The way we were always brought up, my husband and I were always told that we need to have our vegetables, so we remember to get the vegetables, but we forget about the fruit. Everybody loves fruit, but it's just not something that we have gotten in the habit of doing. We have canned fruit, but we don't remember to serve it. We have corn and mashed potatoes. Are mashed potatoes a vegetable?

I don't really like vegetables.

Sometimes they have markets or stands where you can get cheaper fruit there, but they're not available right now. It's expensive at the regular grocery store.

It's just easier to grab a burrito, a hamburger or pizza.

And it takes you time to peel an orange. The banana doesn't take long, but you forget to take one with you in the morning. So with the orange you have to sit there and peel it off and it takes time.

This is the off time of the year for fruit, so if you price apples in the store, they are a fortune, as well as peaches, nectarines and other fruit. We eat fruit from May through December or January, but right now most of the fruit is out of season.

I do (like fruit), but my son always eats it before I can even get to it. We will buy a big bag of grapes and he will take it and run off with it without me knowing about it and they are gone. Same thing with bananas, they will be gone, so he always beats me to it.

I just eat once a day since I work here I work until five and by the time I get home, pick up and feed my child I eat whatever. (S)

B. Core Messages

Participants were shown five core messages that were developed for the *Fruits & Veggies – More Matters* brand. They were asked what the message meant to them, about the clarity and believability of the message and whether or not it would motivate them to eat more fruits and vegetables.

1. ***Message #1: Fruits and veggies provide the unrivaled combination of great taste, nutrition, abundant variety and multiple product forms.***

“Unrivaled,” “abundant variety,” and “multiple product forms,” were major stumbling blocks with this message. Participants found these words and phrases too big, difficult to understand and inappropriate for a message targeted to “average” people. Others said it sounded too much like the government, or as one participant put it, “like something you would see at WIC.”

Though this message was not a favorite of most, there were those who found the message fairly clear, and those who identified the positive words in the message – “great taste,” “nutrition” and “variety.”

Participant Comments:

(I like) fruits and veggies, great taste, nutrition and variety.

I like the word variety. It gives you different options.

I think it is good because, especially for all the kids are growing they need to be healthy with fruits and vegetables. (S)

I agreed with it, but it's something you would read in a doctor's office and not something that is going to jump out and make me want to go and grab something.

I have a very good vocabulary; however, there are too many big words in it for me. It says unrivaled, combination, multiple, etc. What does multiple product forms mean? I don't get that.

You have to read it about five times to actually understand it.

Unrivaled. I do not know what that means. I also do not know what abundant means. It would be hard for me to understand what they are trying to say. It's confusing.

For propaganda in a doctor's office, that would work. It has a lot of big words in it.

It is too long and boring. (S)

2. Message #2: *Eating fruits and veggies matters in maintaining a healthy weight and may reduce the risk of many diseases.*

Reference to maintaining a healthy weight and reducing the risk of disease were motivating phrases in this message. It seems most women in this age group are concerned about their weight to some extent, and the suggestion that eating more fruits and veggies can help them with their weight definitely piqued their interest. In addition, suggesting that eating fruits and veggies may reduce the risk of many diseases, grabbed their attention. Most found this statement clear, believable, and to the point, with a few mentioning they liked to see specific benefits of eating fruits and veggies. Several said it would motivate them to eat more fruits and vegetables.

Those who didn't care for this statement felt it sounded a bit like a *scare tactic* or that they didn't want to be reminded of their weight issues.

Participant Comments:

I like the last part where it says that it reduces the risk of many diseases. That catches your eye. That is an aspect that I like.

It's true and it speaks to me. That doesn't mean that I'm going to do anything about it today, but they are being honest with me.

I wouldn't be so worried about the diseases, and it's weird, but people aren't so concerned about the diseases. We're not so concerned about our health. We are more focused on the weight. If you eat good foods when you exercise, you can function better, but we still don't do it.

Maybe they're trying to scare you a little bit to get you to eat it.

I think even if it is a scare tactic, we need it. Look at society, we're all unhealthy, we're fat, we're overweight. Our children are too. For me, we would sit and watch TV 24/7 and if something like that popped up it would make us think back to see if we ate any veggies today. It would make us pay attention and get off our big butts and maybe do something about it, and some of us need that.

I don't think they should relate it to weight. To eat fruit and vegetables is good, but I do not think that it is a guarantee to an adequate weight. (S)

There are many people that have many diseases such as heart, because they eat a lot of fat instead of vegetables. There are many problems with people currently, and eating vegetables we are going get rid of many problems like that. (S)

It is better to simply say fruits and vegetables keep you in the best condition. (S)

3. ***Message #3: All product forms count – fresh, frozen, canned, dried and 100% juice.***

Participants were less likely to believe this statement than any of the others. Though it doesn't say this, group members interpreted the statement to mean that all product forms count equally. Many countered the statement explaining that frozen and canned vegetables have preservatives and are not as nutritious as fresh fruits and veggies. Most said canned food doesn't taste as good. Others talked about all of the sugar in some fruit juices. A few had questions about what was meant by "product forms," while others said *count for what?*

Those who had positive things to say mentioned that it was somewhat comforting to know that, even if they couldn't have fresh produce, the canned or frozen varieties would still "count."

Participant Comments:

I like that because it gives you more of a variety.

It's not just the fresh ones that count. All of them count.

It doesn't matter how you like to buy it whether it's in the freezer section or out of a can, it's the same vegetables, which I don't believe. (S)

The way that certain things are processed, they can lose antioxidants and certain vitamins like when they are canned or when they are dried or when they are frozen and you thaw them out.

You're still eating fruit if you eat canned fruit, but you could be getting a lot more sugar in it or things added into it.

In what way does it count? Does it really count?

No, because things that are canned are not good, they are not nutritious like the vegetables that grow in a ranch or other places that send them over here. (S)

I would say that the message is very false because frozen fruit and vegetables lose their taste and freshness. Canned have other ingredients that are not good for your body or your health. The canned ones, they add sugar, and that is not good for children. (S)

The message looks very artificial. They are all lies because when they can fruit I think they add vinegars, preservatives, and that is not good. (S)

4. ***Message #4: Eating a colorful variety of fruits and veggies provides a wider range of valuable nutrients like fiber, vitamins and potassium.***

“Colorful variety” is the real positive in this statement because it reminds people that different colored fruits and vegetables provide different vitamins and nutrients and because it makes fruits and vegetables sound *interesting*. Most participants also liked this statement because it mentioned the benefits of eating a variety of fruits and veggies.

Participant Comments:

Colorful variety makes it sound interesting. Valuable nutrients is good.

I think it's great to advertise the benefits of why we should be eating it. Again, it reaches out to children as far as why do I have to eat this vegetable and why is it this color?

I like this one because the first sentence makes you want to read the rest of it. You see a colorful variety of fruits and veggies and you want to know what else it says.

I think it does for me because after taking nutrition classes the greener it is, the more fiber and the more vitamins and everything. The less green it is, the less vitamins there are.

The message is good because it tells you that there goes the fiber, vitamins and potassium that you need, your children, your family in general but it is explained badly. It is confusing. (S)

It means that we have to combine, something like making a fruit salad, or in a chicken soup, combine the colorful vegetables, potatoes, carrots, etc. (S)

5. ***Message #5: Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best.***

This message was well-liked by focus group members for several reasons: 1) they like the reference to physical activity, explaining that in order to be healthy they need to eat fruits and vegetables and exercise, 2) they like including “families” in the statement, 3) they like the thought of families being at their best, and 4) they like the fact that, even if they can’t eat the recommended amount of fruits and vegetables each day, anything and everything they can do toward eating more fruits and veggies is helpful.

The few who did not care for this statement suggested that *every step* sounded like work, or that they didn’t necessarily want to be reminded that they should eat more fruits and vegetables and exercise more. A few suggested that this would make them feel like if they weren’t doing these things, they would be failing.

Participant Comments:

And physical activity is good.

I like that it addresses my family because that is an important issue for me.

It’s not giving you a certain expectation that you have to at least meet. It’s just saying that anything you try to do that is close to this is helpful, which makes you feel better because mom has got enough expectations on her and she doesn’t need more.

It’s nice because it’s a little reminder saying, hey, every little bit counts and every step you take is worth it, even if it’s just a little step.

It’s positive and encouraging. It’s telling you that you don’t have to eat much, but everything you do eat no matter what it is as long as you put it in there, it’s going to help you. It’s very passive and it’s not forcing you to do something.

I do like it because my younger kids and teenagers are at the age where they come home from school, do their homework and get right on the computer or the Nintendo or the Xbox, so we have been talking about how you need to eat fruits and vegetables and to be more healthy, and they are teaching that in school now. They are telling them that you have to be physical if you want to be healthy and everything else. I think that’s a good one.

For example to eat well, fruits and vegetables and to go out walking is good for the body and well, everything is included. (S)

It talks about family and health, physical condition. (S)

6. Best Message

When asked to choose a favorite, statements #2, #4 and #5 were selected most frequently. Among those, #4 – because of the colorful variety - and #5 – because of its reference to families and physical activity - were thought to be a little more positive and encouraging than #2 -primarily because of its reference to *diseases*. That said, those in the Spanish groups tended to like (and fully believe) statement #2 - that eating fruits and vegetables could keep you from getting diseases.

C. Fruits & Veggies - More Matters Logo

Women reacted quite positively to the More Matters logo. They particularly like the variety of colors (fruits and veggies) the juggler is juggling, the fact that he looks active, healthy and happy, and that it's simple and to the point.

A number of participants agreed there is too much green in the logo. They wanted to see more color in either the message or in the little person. Others commented on the size of the text, with several saying that "more" is too big and that "fruits & veggies" or "matters" is what should stand out. One group agreed that the little person looks like the Cingular logo.

As might be expected, Spanish-speaking participants felt that verbiage should be in Spanish, but didn't really object to the logo as is.

Participant Comments:

Positive

I like the fact that it's simple, to the point and everyone can understand it. My children can come home and say fruits and vegetables, more matters, and we need to eat more. They understand that, and the picture goes along perfect with it. The colors of the vegetables and fruit stand out. Since my kids are very picky, they do base things on looks, so this looks inviting.

It's healthy and they give you energy because the way the guy looks.

I love how it's clear and concise and the guy is happy and he feels great.

I like it because it gets your attention and it goes with the message that says to eat a variety of colorful fruit. (S)

I do like the green because the vegetables are green. (S)

I think it's good that he doesn't look like a kid or an adult. It just looks like a little person. It's not like all the adults would look at it and say that little kids need to eat fruits and vegetables.

I like the colors. I think it would catch the kids' attention. Sometimes they look at the pictures, but they don't always look at what is inside.

Negative

When you look at it, all you see is the word "more." You don't read "fruits and vegetables" matter and that is what you are talking about.

It lacks creativity. It is a visual message that should stand out more. (S)

I think it could be a little bit more colorful than just green.

I think the word “more” is too big. It should be smaller.

The only problem is the Cingular guy. I think it looks like the Cingular symbol now that there is no color to it.

Suggestions

I would put more fruits and vegetables and more color, and more children eating the fruit. (S)

Because there are many people that are not going to understand what it says there. So you have to put it in Spanish. (S)

I would like for fruits and vegetables to be bigger. (S)

They have all the vegetables in this color and it would be nice to put more color into it so that it stands out a little bit more.

I think the word “matters” should be in cursive or something. I think it would stand out more. You will be reading it and then the word “more” stands out, but you need “matter” to stand out too because it does matter.

D. Concept Testing

Participants were shown four separate advertising concepts. The moderators explained that these concepts were in very rough form and that we were just interested in their reactions to the ideas. They were asked about the meaning and clarity of the concept, as well as the likeability.

All of the concepts had strengths and weaknesses. That is, there was not a clear winner. While some thought a concept was “hysterical,” others found the same concept “ridiculous.” And, while some found an idea “intriguing,” others said it was “boring.”

That said, there were some consistencies about what these women like and don’t like, as well as some things they would like to see in an ad campaign designed to encourage people to eat more fruits and veggies.

- **Use a variety of fruits and veggies.** If the advertising includes just one or two fruits or veggies and kids don’t like that one, it won’t do anything to motivate them to eat more fruits and veggies, and it may even turn them away from the ad and its message.
- **Humanize fruits and veggies.** Many group participants suggested giving the fruits and veggies faces, arms, legs or uniforms to make them look more human.
- **Have kids eating fruits and veggies.** Quite a few participants – particularly those in the Spanish-speaking groups – suggested the kids (or other people) should be eating an apple, banana, broccoli, or other fruit or vegetable in the ads.
- **Use color and activity.** Participants liked seeing a variety of colors and even liked the word “colorful.” They also want activity and action to keep their attention and to catch the attention of their children.
- **Develop ads so they appeal to children.** Even though the ads are targeted to women, these moms agree the advertising should be developed with children in mind. These women maintain that because children have a tremendous influence over what their moms buy at the grocery store, the advertising should appeal to them. And, since they are often watching TV together, or are at the mall, WIC clinic, or movie theater together, moms are likely to notice those things their children notice.

Following is an overview of the strengths and weaknesses of each concept.

1. Discover the Power of Fruits & Veggies

Overall, participants believe the main message of this ad concept is to show that fruits and veggies are more valuable or important than gold, silver, jewels and other treasures. They like this message. A few said the ad would be intriguing and would make them want to know what was going to happen next.

Many participants agreed that young kids would not know Indiana Jones. Some suggested using Dora the Explorer because that's who kids know. Whoever is used, many of these participants said the explorer should be a kid, perhaps even Bobby B. They felt that would make more sense and would appeal more to children.

There were few other negative comments about this concept. However, those that did surface included: the ad is boring, it would not appeal to older children, and it's not realistic because a treasure chest full of gold and jewels would be received much better than a chest full of fruits and vegetables .

Participant Comments:

Positive

For me it is good because it is a precious treasure that the children should value fruits and vegetables. (S)

I think it's brilliant. If I was sitting there with my child, I would love to be able to explain to her how neat it is to have a treasure chest filled with fruits and vegetables. Then I would say, "Let's go see what we have in our refrigerator filled with fruits and vegetables. That's our treasure chest."

It'll conjure up in their mind as a reminder, especially if it's a cartoon. It really doesn't matter if it's all adults. As long as it's a cartoon, a kid is going to watch it, but being in the jungle and having an explorer type thing, it will remind them of Dora and they will automatically be a little bit intrigued I'm assuming.

Yes, I love it. I think my 8-year-old would come and ask if they could make a treasure box.

Negative

I think that some children are going to get disillusioned when they find the fruit and vegetables.

I think if it's an adult they are going to rebel because kids don't want to do what adults do.

It reminds me of Schoolhouse Rock and the corny catch phrase commercials. My kids would think it was stupid and they wouldn't like it.

I don't think they should really compare it to gold or silver because if you had that gold or silver, you could go buy fruits and vegetables and everything else and have a better life.

Suggestions

It is good but I would like instead of adults that they be children. They, the children, would find it then and eat an apple and say "hmmm I have found the treasure." (S)

Put Dora the Explorer in there because that is geared more towards kids. If it had Dora or Diego, then they would watch it.

The more active the commercial is and the more colorful it is, it appeals more to kids. They go right to it and they want to watch that commercial.

My son loves all commercials, but if it had more kids in it then he would like it.

If they are trying to make it for kids then they need to have some kids in there because that is what kids are looking at and they want to be like other kids. When they see kids eating things like fruit, then they want to eat fruit. If they see an adult eating it or searching for it, that doesn't do much for them.

My daughter will see something on TV, and I'm not saying to add princesses to it or anything, but if she sees something on TV she will say she wants that or if it's a fruit snack with princesses on it she will want that. With the boys, they want the Spiderman fruit snacks and things like that. They're not too much into Indiana Jones. They don't know who that is with the age they are right now.

Poster

Participants like the poster. They feel it would be colorful and would catch their attention. For the most part, they like *Discover the Power of Fruits and Veggies*. Those who did not said "power" doesn't have anything to do with an explorer or with a treasure. These women suggested using "value," instead. However, others explained that "power" would be more meaningful to kids than "value."

It is important to note that "power" translates into Spanish as "fuerz/fuerza" which means "strength" as well as "power," so the translation of "Discover the Power of Fruits and Vegetables" takes on an additional meaning to the Spanish-language creative.

Participant Comments:

It would be cuter if the chest was opened up more and showing more fruits.

I like the saying, Discover the Power of Fruits and Veggies.

Since it's the treasure chest, I think it should say something like, Discover the Value of Fruits and Vegetables. Power would be more like if there was Superman in it or a character like that.

Power doesn't have anything to do with the picture.

Reading Discover the Power to children sounds better than Discover the Value. It sounds good to an adult, but using the word power would be better for kids because it gives you power from eating them.

*It is good because right there they have all strength from the fruit and vegetables.
(S)*

2. Carpool

This ad would definitely catch people's attention. It generated lots of discussion, both positive and negative. While it was described as *funny*, *cute* and *hysterical*, it was also said to be *ridiculous*, *silly* and *unrealistic*. Participants agreed this ad was targeted to adults rather than children as children would not understand the carpool lane or why there was a giant stock of broccoli in the passenger seat of a car! Some said that since most kids don't like broccoli, they wouldn't want to watch this, with others going so far as to say the ad would scare their children.

Many participants suggested the broccoli have a face or something to make it look more human, and perhaps even respond to mom as though they are having a two-way conversation. Others suggested there be kids in the back seat with another fruit or vegetable (or two), with still others suggesting a different fruit or vegetable be in the front seat.

Those who didn't care for this concept thought it was too silly. Several participants in the Spanish-speaking groups didn't completely understand or appreciate the humor.

Participant Comments:

Positive

And this is going to be talking to us and not our kids I assume because our kids aren't going to relate to this. I think it's hysterical.

I like it. I think it's a little bit of humor, which kids and adults can appreciate. I would probably get a giggle or a little snicker out of it, but it also shows that vegetables are inviting. She is obviously very familiar with broccoli. It must be in their home and it's not a stranger to them, like if you brought broccoli home and your kids are panicky then that's not going to sit well, but if it is something that everyone knows about then it's okay.

It looks like it's part of their life. It's involved and it's calming.

It is fine because like when one is driving I think that they are thinking about the food for the children and that is important. (S)

Negative

I don't like it very much because if she is driving how is she going to be paying attention to the broccoli? (S)

It's too corny for me. If I saw it, I would think it's a dumb commercial and I would walk out of the room. I wouldn't even pay any attention to it.

I don't like it. I think that by the time the commercial ends you would have to explain what you just saw because it's so ridiculous. It's really silly and it doesn't make any sense. You would have to explain the concept at the end of the commercial because it's just ridiculous.

I didn't like it either. There's just something that I didn't like about it. Either my kid will be scared of the broccoli or I'm not sure. He'd be scared that the broccoli was going to talk back or something.

It should be a grocery store. What does the car have to do with anything? If it was in the grocery store she would be thinking "what am I going to give them to eat," then all of a sudden it comes out while she is picking through the fruit and that would look funnier. (S)

Suggestions

I would like that in the back they also have fruit and other types of vegetables. (S)

And the broccoli doesn't have a face on it, and it's not even alive. Make it alive somehow.

I also think it would be more interesting if there were kids in the back seats and if the other seats were filled with other vegetables.

3. Catch

This execution of the concept also generated a good deal of discussion. Participants like the little boy and like that he is out playing, that he is active. What they don't like is that he's playing with a tomato. There was considerable discussion - mostly negative - that the boy looks like he's trying to hurt/kill/squish/get back at, the tomato. Because of this, a few said it would be wasteful. In addition, many said he should be playing with a firmer fruit or veggie, such as an apple or orange. Others suggested having a whole team out on the field with other kids as well as other fruits and veggies. And, similar to the Carpool concept, many like the idea of humanizing the fruits and veggies.

Participant Comments:

Positive

Most kids like fun and they think it's funny to see a tomato throwing the ball back.

I think for my children, they like sports and that would catch their eyes.

And that would suggest physical activity too.

I think it could be funny.

Negative

Wouldn't the children want to throw tomatoes?(S)

I think they will want to imitate and waste. (S)

I think my problem with this one and the previous one is that it's so unrealistic. I have a very smart child and she wouldn't respond to this at all. She would say, "Mommy, that is unrealistic." The problem with showing children unrealistic things about fruits and vegetables is that it makes it unrealistic reality. I think we need to show them something that is realistic that would affect them more.

I'm not saying that it's not funny or cute, but I don't think it's going to make me or my children want to eat more fruits and vegetables.

I did not like it because how is he going to throw the fruit? How is he going to throw it to play? It is to eat, right? (S)

Suggestions

Make it broccoli that has arms. Right, because kids are going to think that if you throw a ball at a tomato then it will explode, but with broccoli or something like that then you can make it do more normal things.

If he is really throwing the ball to a tomato then it can't be a tomato. It needs to be something harder.

Also why a tomato? Better an apple or an orange or some other . . . (S)

Have a whole ball team of fruits and vegetables.

I think it should also have an orange or something else because if they are focusing on vegetables and fruits, have more than just a tomato in there because why would the boy be playing with just a tomato. Have a big banana in there or things like that. They need to focus on all fruits and vegetables.

Poster

This poster was well received. It seems to be something most of these women could relate to. They like including physical activity with eating fruits and veggies. The most frequently mentioned suggestion was to make the fruit look more like part of the team by putting it in uniforms or humanizing it in some other way. One group liked the idea of using apples and oranges in the picture since that's what kids often eat when playing sports.

Participant Comments:

I like it because it combines the fruit with the physical activity. (S)

I think that the message about the carrot and the banana is that they give more strength and more stamina when doing sports. (S)

Whenever my kids have played sports, the thing that they gave them in every sport was orange slices because it rehydrated them and they provided nutrients, so I think if you're going to go with the sports theme you're going to want something that the kids can go with that too.

The banana and the carrot need to have uniforms if they are part of the team, as well as faces.

I would love more colored fruits other than just the carrot and the banana. Add an apple and maybe some grapes in the front. That would make it more colorful.

That's cute, and it goes with the buddy up thing too.

Yeah, and give them faces. You want to make it look like it's part of their everyday life like it's not any big deal. They look foreign there. It looks like they are just stuck there and all the kids are just standing there with them.

I would have them put their hands or arms around the carrot or the banana.

Lines

In conjunction with *Carpool* and *Catch* concepts, four lines were tested:

- *Buddy up with fruits & vegetables*
- *Invite fruits & vegetables into your life*
- *Get to know fruits & vegetables*
- *Make fruits & vegetables a part of your life*

The only one of these that did not generate much discussion was *Invite fruits & vegetables into your life*. The other three all had some support in each of the groups.

Buddy up with fruits & vegetables

“*Buddy up*” generated the most discussion, with several participants saying their kids talk about their buddies and that the line goes well with the ad concepts. The only concern expressed about “*Buddy up*,” was reflected in one participant’s question, “*Would you want to make friends with something you’re going to be eating?*”

I would say for that one, it’s more of a buddy up because kids have buddies.

The only one that it doesn’t go with for the buddy up thing is the juggler unless there were two people juggling. Everything else ties in with it.

It’s kind of funny because my 4-year-old calls everybody his buddy all the time. He doesn’t say his pal or friend, but he just uses buddy.

I like buddy up with fruits and veggies. I could see my 8-year-old having markers and a carrot and drawing a face on it and saying buddy up.

The buddy up kind of completes the whole carpool lane idea because you’ve got to have a buddy with you.

Why would you want to make friends with something that you are going to be eating?

Invite fruits & vegetables into your life

(There was very little interest or discussion about this line.)

Get to know fruits & vegetables

Several women liked *Get to know fruits & vegetables* because it doesn’t say you need to be friends with fruits and vegetables, you just need to learn about why they are good for you.

The other one about getting to know your fruits and vegetables, that would be more of the adult one in the car.

I like that one because I find with my situation that I'm constantly looking for what nutrition values and vitamins that each fruit and vegetable has for me because I need to have a particular daily amount of certain things that I have to take into my body.

That's not saying that you have to like them and you have to be best friends with all fruits and vegetables. It's just saying get to know them and see if you like them. For my kids it's like just please try it. Open your mouth and stick it in your mouth and try it. That is all that's saying to me is to just try it, but you don't have to like it.

Make fruits & vegetables a part of your life

Make fruits & vegetables a part of your life was very well received, with participants suggesting that is what these ad concepts are asking you to do.

I like that one too.

That's the best one. (Others agree.)

How about part of your everyday life because that is what they're trying to say is to eat more every day, so add the word everyday.

D. Arizona Scenes

In general, participants liked this concept. Many singled out the constellation part of the storyboard, saying this would definitely get their children's attention. Others simply said they thought it would be pretty. On the negative side, several agreed it could be boring to see different scenes of Arizona, particularly for their kids.

For some, this concept didn't make sense until they saw the poster, which says *Fruits and veggies are good for you in a BIG way*. After seeing that, they got the giant size fruits and veggies in the other photos. Several group participants said they thought this would make a good poster but not a good TV ad.

Participant Comments:

Positive

Yes, the children all want to be watching and they are going to be seeing the fruits and it is going to call to their attention. (S)

I like it because the children are always talking about the stars. It would call to their attention to see the fruit and vegetables with the scenery. (S)

Oh how pretty. I would like it. (S)

I think the constellation one would be really cute if they showed the kids looking up at the stars and all of a sudden they started seeing fruits and vegetables.

Negative

I think they are trying to attract us as adults, but for me that isn't attractive because I don't watch that much TV and when something like this comes on I will pass it up or turn it to another channel to see something else.

There isn't a lot of excitement to it. And that's what society wants is excitement.

I don't like it. The carrot looks way out of place. It needs more things around it so that you know what it's supposed to be. I just see a big carrot there and I don't know why it's there.

How would that be a commercial? It would be a really cute poster, but a commercial would just be kind of weird.

Poster

The word "big" clears up any confusion I had about why those vegetables were so out of place because they were so big.

E. Juggler

Those who liked the Juggler concept thought it would be colorful (because of all of the different fruits and vegetables that are shown), liked the variety, and generally believed that showing someone juggling is a fun thing. Several also mentioned that moms are constantly juggling as they try to get everything done. A few also suggested that incorporating fruits and veggies into their lives and the lives of their families is a juggling act. Others like the fact that this ties in well with the logo, with a few saying this would definitely catch the attention of kids.

The main downside of this concept is the concern that kids will start juggling or throwing their fruits and veggies. This was mentioned consistently and by both English and Spanish-speaking participants. Others suggested that having the audience throwing fruits and veggies to (or at) the juggler would not be a good thing. In addition to concerns about throwing fruits and veggies, there was some concern that the juggler in the ad looks like a clown and that clowns can be scary to some kids. A few thought this ad might be boring to watch.

Though there weren't many suggestions on this concept, a few said they want the juggler to be a kid, with others saying they want kids to be eating fruits and veggies, not juggling them.

Group members liked the poster for the same reasons – it shows variety and it would be very colorful.

Participant Comments:

Positive

If I was looking at it, I would think it was more for an adult because we stated at the beginning how hard it is to bring fruits and vegetables into our lives and so it's kind of like juggling to bring in more fruits and vegetables and they would be focusing more on adults and trying to juggle it into your daily life to bring in more fruits and vegetables.

I think it makes it fun. My kids will look at it and see juggling with lots of colors and variety. It goes with the ad with the little guy and the fruit and it's a happy and fun thing because juggling is entertaining and it's fruits and vegetables. I like that idea.

For example the children are going to see that it is a juggler and it is going to get their attention, just like the Popeye cartoons where he eats spinach and the children want to eat spinach to be like Popeye. (S)

Negative

It's not as exciting or not as funny, but it does tie in with the logo.

I find it boring.

I see my kids playing with fruit like trying to juggle oranges instead of eating them, and then the fact that they are throwing more fruit at him. Usually if someone is bad on stage you will throw tomatoes at him. I don't like it.

The only thing I don't like about that is that instead of eating your fruits and vegetables you're kind of throwing them all over the place and playing with them.

I don't like it. It is a juggler but he is not serious. He is playing with the fruit and vegetables. He looks occupied in catching so many fruit and vegetables. (S)

Suggestions

What I see in all of them is that they do not have adults or children eating the fruit. (S)

As long as the person looks normal and isn't painted up like a clown or a mime or something annoying like that.

I think that it should be a child and then I think they should start out with all the fruits and then pretty soon he ends up with hardly any because he's really liking it.

E. GROW A HEALTHY CHILD

Participants were overwhelmingly positive about the :30 *Grow a Healthy Child* TV spot. They liked the colors, the movement and transition of the objects at the beginning into fruits, veggies and vines, as well as the mother giving her child an apple and the child growing. A few said the beginning of the ad piqued their interest and they wanted to know what was going to happen next. Several described it as veins or blood vessels inside the body that are nourished through fruits and vegetables. Those in the Spanish-speaking group said it reminded them that human life and roots from fruit and vegetables grow and reproduce in a similar manner. They, too, loved the idea of the mother giving an apple to the child and the little one growing upon eating it.

There were a few in one of the Prescott groups who did not care for the beginning saying it was *weird*. The only other suggestion came from one of the Spanish-speaking groups who said they wanted someone to be speaking in the ad.

Participant Comments

Positive

I liked it very much because it has a lot of color and at the same time one can see how the roots are coming out and the fruit is being formed, and I like the message to eat healthy for a healthy future. (S)

It looked to me like the veins from a human body, that is to say, the fruit and the vegetables give themselves to your body. (S)

I kind of saw that as blood vessels and veins. I kind of take that as a concept that they're trying to say that you need it in your body and it's good for you on the inside.

At the very beginning where it's forming the fruits and all of that, it makes me think it's good for the brain development of the child.

The mother that gives the apple to the boy. The children are what is most important. Like she said yes they look like veins but then the apple appears and it looked as if the apple was going to clean their veins because it is fiber . . . (S)

I gave it a 9 rating because we need to target the parents. The beginning was fine because it makes you think about your body and it makes you think about what you put into it.

I took the message more that she loved her child enough to give him this, like you mentioned that she rubbed his hands like a loving mother, then she hands him an apple and she did it out of love.

My kids would be motivated to eat an apple or other fruits because they know that they'll grow just like the kid in the commercial.

I gave it a 6 because I kind of liked the beginning because the way it looked like it was going through your body and that's what good fruits and vegetables are supposed to do is get in the body and make them healthier, so I thought that the first part was kind of true looking. At the end of it they could make the people a little more fun looking.

And he actually grew at the end, which they do really quick.

Negative

I gave it between a 3 and a 4. I didn't care for the beginning part, but the last part where he takes a bite and he grows, I like that. I thought the beginning was just kind of gross.

The same for me, I gave it an 8 because I feel the same as her that it has to say something about the fruit and vegetables. (S)

Poster

And the expression is good. She looks happy and so does the little boy.

Fruits and vegetables are really pretty I think and on there they are not pretty.

F. WELCOME Gifts

The Clip & Go Shopper was the favorite, with the pad and pen close behind. The Clip & Go Shopper was said to be different than other giveaway items they had seen or received in the past. Those who preferred the pad and pen said they would use it to make out their grocery list.

There was almost no interest in the credit/debit card holders.

Participant Comments

Clip & Go Shopper

I would like the Clip & Go bag because a lot of times when you're in the grocery store and you get your fruits and veggies they are at the bottom of the cart and they get squished, so I would like something to put my groceries in, especially when you have kids because sometimes it's hard to manage it all.

The bag is something that is different. It may not be something you would use all the time, but it's different and it would remind you that you got it from such and such.

The bag is really cool because it folds up into something very small.

Pad and Pen

I would like the first one because I would use it for writing out my grocery list.

Appendix:

Discussion Guide

Moses Anshell/ADHS-AzNN
Fruits & Veggies Pretest Focus Groups
Discussion Guide Date: January 26, 2007

Thank you for coming today. My name is Wendy Godfrey/Yazmin Venegas. I'll be your moderator for today's group discussion. We'll be here for about 1 ½ to 2 hours, discussing a topic that is important to you and your children.

We're here today to get your opinions and reactions to some materials having to do with eating healthy food. Feel free to make any positive or negative comments about any of the things we'll be discussing today. Let me emphasize that it makes no difference to me whether you love what you're going to hear/see or if you don't like it at all. What does make a difference is that you voice your opinions and be honest about your feelings.

So that our conversation will flow smoothly, there are some ground rules and points of information I'd like to go over with you.

- Try to remember to speak one at a time so everyone can be heard.
- We would like to hear from everyone, so if you tend to talk a lot, take a breather now and then and let others give their opinions. If you tend to be quiet, speak up. We want your opinions too!
- It's important to remember that not everyone will agree with each other on every topic. That's OK.
- We are tape-recording the session. This is so I can go back and review the tapes and I don't have to take notes during the group.
- Names will not be used in the report of results and you will not be further contacted.

Self-Introductions - 0:05 – 0:10

First name
How many children do you have? How old are they?
What is your favorite food?

Warm Up – 0:10 – 0:20

1. Before we start talking, I'd like to have you write down what you ate yesterday. This is just for fun. Write down what you had for breakfast, lunch, dinner, snacks. . .

PROBES:

- What did you write down?
- Is this typical? Is this similar to what you usually have?
- I noticed that you included/did not include many fruits. Do you like fruit? What are your favorites?
- I noticed that you included/did not include many vegetables. Do you like vegetables? What are your favorites?

2. Now let's talk about fruits and vegetables in general.

PROBES:

- If you like fruits and vegetables, what prevents you from eating more of them?
 - Habit? Time? Expense? Friends/family don't like/eat?
- What do you think the benefits of fruits and vegetables are?

3. Here are messages that might be used for the advertising and public service campaign for promoting fruits and vegetables.

(SHOW CORE MESSAGES ONE AT A TIME)

MESSAGE 1: Fruits and veggies provide the unrivaled combination of great taste, nutrition, abundant variety and multiple product forms.

FOLLOW-UP QUESTIONS:

- What does this message mean to you?
- Is it clear? Confusing?
- What do you like/not like about it?
- Do you believe it? Why or why not?
- Does it make you want to eat more fruits and veggies? What about it does/does not?
- If you could re-word this message, how would you say it?

MESSAGE 2: Eating fruits and veggies matters in maintaining a healthy weight and may reduce the risk of many diseases.

FOLLOW-UP QUESTIONS:

- What does this message mean to you?
- Is it clear? Confusing?
- What do you like/not like about it?
- Do you believe it? Why or why not?
- Does it make you want to eat more fruits and veggies? What about it does/does not?
- If you could re-word this message, how would you say it?

(REPEAT FOR EACH MESSAGE)

MESSAGE 3: All product forms count – fresh, frozen, canned, dried, and 100% juice.

MESSAGE 4: Eating a colorful variety of fruits and veggies provides a wide(er) range of valuable nutrients like fiber, vitamins, and potassium.

MESSAGE 5: Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best.

4. Which of these messages do you think would be best to use if the goal is to get you to eat more fruits and veggies?

PROBES:
Why do you think those are best?

Logo – 0:45 – 0:55

5. As part of the advertising and public service campaign, there is a logo that will be used to talk about eating more fruits and veggies. (SHOW LOGO)

PROBES:

- What is your first reaction to this logo or symbol?
- What does it say/mean to you?
- What do you like/not like about it?
- Tell me about the colors? The juggler? The words? The fruits and veggies?
- Does it make sense to use it in advertising about eating more fruits and veggies? Why or why not?
- (For Spanish group only) How do you feel seeing the logo in English?

Concept Testing – 0:55 – 1:20

6. I'm going to show you 5 advertising ideas. These are just ideas at this point. They haven't been made into TV commercials or anything yet. Before they decide which one of these they should make into a TV commercial, we want to get your opinions about each of them. (SHOW STORYBOARDS/CONCEPTS ONE AT A TIME; SHOW STORYBOARD FIRST, THEN POSTER)

CONCEPT 1:

PROBES:

- What do you think of this idea?
- What does it say or mean to you?
- Is it clear? Confusing?
- What do you like/not like about it?
- Does it make you want to eat more fruits and veggies? Why do you/don't you think so?
- If you could think of a catchy title or tagline for the concept – what would it be?

(REPEAT FOR CONCEPTS 2, 3, 4 and 5)

We're going to leave the topic of fruits and veggies. Are there any more comments you would like to make about anything we've talked about so far?

Grow a Healthy Child – 1:20 – 1:30

7. Now, I'd like you to watch this TV ad. **(SHOW TV FOLLOWED BY POSTER)**

Before we discuss it, please rate it on a 10-point scale. If you didn't like it at all, you'll give it a 0 and if you loved it, you'll give it a 10. You can use any number between 0 and 10.

PROBES:

- What rating did you give it? Why did you give it that rating?
- What do you think is the main message of this ad? What is the ad trying to tell you?
- Is it clear? Confusing?
- Do you believe it? Why or why not?
- Does it make you want to do anything differently? Why or why not?

Welcome Kit – 1:30 – 1:40

8. I'd like to get your opinions on one more thing – when people join certain programs, they get a free gift. One example is this coupon holder.

(SHOW COUPON HOLDER)

PROBES:

- Have you seen these?
- What do you like about them? Don't like them?
- Would you use them?

9. Here are some other gift ideas.

(SHOW BOARD WITH WELCOME KIT OPTIONS; DESCRIBE ITEMS)

PROBES:

- What do you think of these? (I.D. Card holder, writing pad/pen, "Clip & Go Shopper")
- Which of these do you think would be useful?
- If you got to choose one of these instead of the coupon holder, what would you choose?
- What other ideas do you have that might be good for the Welcome Kit?

Summary and Close – 1:40 – 1:45
