



ARIZONA DEPARTMENT OF HEALTH SERVICES (ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
"Go Low"
PRE-CAMPAIGN RESEARCH REPORT

REPORT PREPARED FOR:
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Table of Contents

I.	BACKGROUND & METHODOLOGY.....	3
II.	KEY FINDINGS & CONCLUSIONS.....	5
III.	SUMMARY OF FINDINGS.....	12
	A. MILK HABITS.....	12
	1. PRESENCE OF MILK IN THE HOUSEHOLD.....	12
	2. MILK CONSUMPTION.....	14
	3. MILK COMPARISON.....	16
	4. SUGGESTIONS TO DRINK 1%.....	18
	B. GO LOW ADVERTISING CONCEPT TESTING.....	19
	1. CEREAL BOWL.....	20
	2. PEOPLE FLOATING.....	22
	3. WHAT HAPPENED TO THE MILKMAN.....	24
	4. CHOICES.....	26
	5. MILK GLASS THAT COMES TO LIFE.....	28
	C. TAGLINES.....	30
	D. CARTOON CONCEPT TESTING.....	32
	1. NUTRITION IDEAS.....	32
	a. BOBBY B. WELL'S GROCERY STORE ADVENTURE.....	32
	b. BOBBY B. WELL'S HOME TOUR.....	32
	2. PHYSICAL ACTIVITY IDEAS.....	35
	a. BOBBYCIZE! THE BOBBY B. WELL ACTIVITY VIDEO.....	36
	b. A DAY IN THE LIFE OF BOBBY B. WELL.....	38
	E. MEDIA OPTIONS.....	40

Appendix:

Discussion Guide

I. BACKGROUND & METHODOLOGY

The Arizona Nutrition Network (AzNN) and their Advertising Agency, 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 Arizona residents.

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 or below 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 *Go Low* campaign. The *Go Low* campaign is designed to promote the consumption of 1% low fat and fat free milk. The research was designed to:

- Test five concepts for the new *Go Low* campaign.
- Test four cartoon concepts – two nutrition and two physical activity ideas.
- Test four *Go Low* taglines.

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, Tucson, Flagstaff, and Yuma.

To assure that we spoke with the target population, participants were recruited from the Department of Economic Security (DES) offices. Flyers inviting women to participate in the groups were posted in the offices. Those interested were asked to call a 1-800 number at WestGroup Research. WestGroup interviewers returned calls to prospective participants and 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 appropriate discussion group.

The following table lists the locations of the groups and the number of participants in each group:

Location Address	English	Spanish	Focus Group Date
Phoenix DES 1824 E. McKinley St.	14	7	April 26
Tucson DES 5441 E. 22 nd Street	13	6	April 25
Flagstaff DES 397 Malpais Lane	19 (2 groups)	NA	April 13
Yuma 1220 S. 4 th Avenue	6	9	April 19

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

Each participant completed a brief questionnaire (provided by ADHS) upon arriving at the focus group. Results of this questionnaire are not included in this report.

II. Key Findings & Conclusions

- **The majority of the target market drinks whole or 2% milk.** They do so because they prefer the taste, have children under 2-years old and/or believe it is more nutritious. Interestingly, those who drink 1% or skim milk do so for some of the same reasons: they prefer the taste and they believe it is better for you. In addition, those on WIC are *encouraged* to drink 1%.
 - For some, taste is a big obstacle to drinking 1% or skim milk. Many of those who drink whole and 2% milk object to the *thin, watery taste* of low fat and skim. Those who drink whole and 2% need a very compelling reason to overlook the *bad taste* of 1%.
- **Milk consumption varies considerably among moms, while kids drink a lot.** Some women drink as many as three glasses a day, while others don't drink any. Kids, according to these moms, like milk and drink it throughout the day. Many Hispanic households mix milk with flavoring or fruit as a treat.
- **Women agree that fat and calories decrease starting with whole and ending with skim, but are not in agreement on nutritional value and vitamin and mineral content.** While there are many who say the nutritional value and vitamins and minerals are the same for all types of milk, there is confusion and lack of knowledge among a significant portion. While some said that low fat is more nutritious than whole, other participants felt it was the opposite, and while some said whole milk has more vitamins and minerals than 1% or skim milk, others disagreed. Others simply did not know.
 - The fact that *All the vitamins and minerals without all of the fat* was the favorite tagline indicates that this is new information for some and important information for all.
- **Milk Glass that Comes to Life was identified as the favorite by the largest number of participants.** It was also said to be the most effective. It is very difficult for these moms to respond without considering their children. Even though they were told that these concepts were developed for the moms, most couldn't help but to say something along the lines of *I like this one best because my kids would like it*. This message also says *my children will be healthier if they drink low fat milk and I'm not cheating them of any vitamins and minerals if I buy that for them*.
- **Information is good, relative information is better.** This audience says they want information, but they often want *relative* information, that is, a comparison to other products. For example, they liked *Cereal Bowl* because it provided the most information, but they wanted to see a comparison to whole milk. Some said they liked *People Floating* because they heard that comparison - *Low fat milk has all the vitamins and nutrients that you want without all of the extra fat of whole milk*.

- **All of the cartoons were well received.** *Bobby B. Well's Grocery Store Adventure* is said to be colorful and participants like that it shows kids choosing healthy foods rather than going to the junk food or sweets section of the grocery store. Women liked *Bobby B. Well's Home Tour* because it involves healthy eating combined with physical activity. Participants were most enthusiastic about the fact that *Bobbycize!* shows there are more ways of getting exercise than traditional exercises, while they hoped *Day in the Life* would encourage their children to help out at home and enjoy spending time with mom.
- Grocery stores, billboards, community centers/WIC and schools were all mentioned as good places for the *Go Low* message.

The following tables summarize the things women liked, disliked and suggested for each of the advertising concepts. In addition, individual and average ratings have been included. The ratings questions were as follows:

Using a scale from 1 to 10, with 1 meaning you did not like the idea at all and 10 meaning you loved it, how would you rate this advertising concept?

Using a scale from 1 to 10 with 1 meaning the advertising would not make you want to change to 1% milk and a 10 meaning you will change to 1%, how would you rate this idea?

Cereal Bowl

Likes	Dislikes/Concerns	Suggestions
Facts/true statements/information about why milk is good for you/educated about nutrition/ more specific Gives you reasons to drink milk Cute for the kids	Bland/boring/missing something	Needs something more exciting/enticing/dynamic Want to see comparison

	Liked	Individual Scores	Effective	Individual Scores
Flagstaff	5.0	2,3,3,4,4,4,4,5,5,5,5,6,6,6,6,7,7,8	3.8	1,1,1,2,2,3,3,3,4,4,4,5,5,5,5,6,7,8
Tucson	6.8	2,5,5,5,6,6,7,7,8,8,9,10,10	4.7	1,2,2,2,3,5,5,5,5,6,7,8,10
Yuma	4.8	3,3,4,5,7,7	1.7	1,1,1,1,2,4
Phoenix	6.6	3,4,4,5,5,5,7,7,7,8,8,10,10,10	5.2	1,1,2,3,4,4,5,5,5,8,10,10,10
Phoenix – Span.	8.7	6,7,8,10,10,10,10	8.0	5,5,6,10,10,10,10
Tucson – Span.	8.0	6,7,8,8,9,10	4.2	1,1,2,3,8,10
Yuma – Span.	9.2	7,9,9,9,9,10,10,10,10	9.3	7,9,9,9,10,10,10,10

Favorite: 9
Most effective: 23 (dots)

Red highlighting indicates 2nd highest average score in respective cities (when comparing the 5 concepts).

People Floating

Likes	Dislikes/Concerns	Suggestions
Makes you feel lighter/healthier Losing weight/dieting/drink 1% milk, get lighter/lose weight Sends a message, but is cool Floating is relaxing/peaceful	Not realistic May focus too much on the people floating Doesn't give you any facts Boring	Show someone who drinks 1% floating and someone who drinks whole milk not floating

	Liked	Individual Scores	Effective	Individual Scores
Flagstaff	5.8	1,2,3,4,5,5,5,6,6,7,7,7,7,7,8,9,9	4.8	1,1,2,3,3,4,5,5,5,6,6,6,6,7,8,9,10
Tucson	3.5	1,2,2,2,3,3,3,4,4,5,5,7,8	3.2	1,1,1,1,2,2,3,3,3,4,5,7,8
Yuma	5.7	1,5,5,6,7,10	4.2	1,1,2,5,6,10
Phoenix	7.1	2,3,3,4,7,7,8,9,9,9,9,10,10,10	6.1	1,4,4,5,5,5,5,6,7,7,10,10,10
Phoenix – Span.	6.8	4,4,9,10	7.7	3,4,9,10,10,10
Tucson – Span.	7.2	3,7,8,8,8,9	3.5	1,1,1,2,7,9
Yuma – Span.	7.3	5,6,6,7,7,8,8,9,10	7.3	3,5,6,6,8,9,9,10,10

Favorite: 8

Most effective: 21 (dots)

Blue highlighting indicates highest average score in respective cities (when comparing the 5 concepts).

Red highlighting indicates 2nd highest average score in respective cities (when comparing the 5 concepts)

What Happened to the Milkman

Likes	Dislikes/Concerns
Grabs your attention/catches your eye Gives you information He's hot/cute/in good shape Memorable Fun	May focus too much on the guy/would miss the message Guys wouldn't like it Guy wouldn't be so big if he was drinking 1%

	Liked	Individual Scores	Effective	Individual Scores
Flagstaff	6.7	2,4,4,5,5,5,5,6,7,7,7,7,8,9,9,10,10,10	5.6	1,3,4,4,4,5,5,5,5,5,6,6,6,7,7,8,9,10
Tucson	6.4	2,3,4,4,5,5,7,7,8,8,10,10,10	4.8	1,2,2,3,4,4,5,5,6,6,7,8,9
Yuma	4.3	3,3,3,5,5,7	2.7	1,1,1,3,3,7
Phoenix	7.9	4,4,7,7,7,7,9,9,9,10,10,10,10,10	5.7	2,3,3,4,4,5,5,6,6,7,9,10,10
Phoenix – Span.	8.2	5,8,8,10,10	8.7	5,8,8,10,10,10,10
Tucson – Span.	5.7	4,5,5,6,7,7,	3.3	1,1,2,2,5,9
Yuma – Span.	8.0	7,7,7,8,8,8,9,9,9	8.4	7,7,7,8,8,9,10,10,10

Favorite: 12

Most effective: 18 (dots)

Choices

Likes	Dislikes/Concerns	Suggestions
Addresses health and exercise Making good choices throughout the ad Motivating/motivates children to play instead of watch TV 1% is a good choice Involves the whole family It says you have no choice with your health	Want to have a choice Doesn't give much information Would make me feel bad about my choices Would be more convincing if she had a choice and picked the 1%	Show both 1% and 2% and have her choose the 1%

	Liked	Individual Scores	Effective	Individual Scores
Flagstaff	5.2	1,1,1,2,4,4,5,5,5,6,6,7,7,7,8,10,10	4.7	1,1,1,1,2,3,4,4,4,4,5,5,7,8,8,8,10
Tucson	7.0	2,4,5,5,6,6,7,8,8,10,10,10,10	4.3	1,1,2,2,3,4,4,6,6,7,7,7,9
Yuma	5.8	3,4,4,5,9,10	4.7	1,2,4,5,6,10
Phoenix	6.9	1,2,5,5,6,7,7,8,8,9,9,10,10,10	6.1	1,3,4,5,5,5,6,6,6,8,10,10,10
Phoenix – Span.	8.3	4,6,10,10,10,10	7.8	4,7,10,10
Tucson – Span.	7.8	2,8,8,9,10,10	4.7	1,1,1,6,9,10
Yuma – Span.	9.2	7,8,9,9,10,10,10,10,10	9.3	7,8,9,10,10,10,10,10,10

Favorite: 13
Most effective: 18 (dots)

Milk Glass that Comes to Life

Likes	Dislikes/Concerns
Grabs your attention/cute Energetic/lively/animated/imaginative Drinking milk will bring you to life/give you live Milk will energize you/give kids energy Children would like/would catch their attention Would make kids want to drink milk Children will grow strong/healthy way to grow Focuses on children's health	Not realistic For kids, not moms

	Liked	Individual Scores	Effective	Individual Scores
Flagstaff	6.8	1,4,4,4,6,6,7,7,7,7,8,8,8,8,10,10,10	6.0	1,2,3,3,4,5,5,6,6,6,6,7,8,8,8,10,10,10
Tucson	5.5	1,4,4,4,5,5,6,6,6,6,7,8,9	3.8	1,1,2,2,2,2,4,4,4,6,6,7,8
Yuma	5.7	3,4,4,5,8,10	4.3	2,4,4,4,5,7
Phoenix	7.1	1,4,5,5,6,7,8,8,8,8,10,10,10,10	5.6	1,1,1,5,5,5,6,6,7,7,9,10,10
Phoenix – Span.	9.0	5,10,10,10,10	8.8	6,9,10,10
Tucson – Span.	9.5	9,9,9,10,10,10	6.5	1,4,7,8,9,10
Yuma – Span.	9.8	9,9,10,10,10,10,10,10,10	9.4	9,9,9,9,10,10,10,10,10

Favorite: 16
Most effective: 30 (dots)

The following tables summarize the things women liked, disliked and suggested for each of the cartoon concepts. In addition, individual and average ratings have been included. The ratings question was as follows:

Using a scale from 1 to 10, with 1 meaning you did not like the idea at all and 10 meaning you loved it, how would you rate this cartoon idea?

Nutrition Ideas

Likes	Dislikes/Concerns	Suggestions
Grocery Store Adventure		
Colorful Shows kids making the right choices Focuses on fruits and veggies, not sweets, junk food (that kids like to buy) Always take kids to supermarket Like to see his friends popping up/ skateboards Kids like going to the grocery store Kids will want to do what Bobby is doing (choosing healthy foods)	Kids don't do the shopping/ buy groceries Grocery shopping isn't fun for kids	Favorite: 35
Home Tour		
Involves healthy food and activity/nutrition and sports Shows other kids being active/playing sports/playing soccer Good example for kids/kids can relate	Fake/not realistic	Should have served fruits instead of veggies Favorite: 22

	Grocery Store	Individual Scores	Home Tour	Individual Scores
Flagstaff	5.7	2,2,4,4,4,5,5,6,6,6,6,7,7,7,7,8,10	5.9	1,1,3,3,4,4,5,6,7,7,7,7,8,8,8,9,9,9
Tucson	5.7	1,3,4,5,5,5,5,7,7,9,10	8.0	5,6,6,7,7,8,9,9,9,10,10,10
Yuma	3.3	1,2,4,4,4,5	6.3	4,4,5,6,9,10
Phoenix	7.6	2,3,4,6,8,8,8,9,9,10,10,10,10,10	4.7	1,1,2,3,3,4,5,5,7,7,8,10
Phoenix - Spanish	9.2	8,8,9,10,10,10	9.0	7,8,9,10,10,10
Tucson - Spanish	7.7	4,4,8,10,10,10	9.0	8,9,9,9,9,10
Yuma - Spanish	9.2	8,8,9,9,9,10,10,10,10	7.9	4,4,7,8,9,9,10,10,10

Blue highlighting indicates highest average score in respective cities (when comparing the 2 nutrition ideas).

Physical Activity Ideas

Likes	Dislikes/Concerns	Suggestions
Activity Video		
Shows there are more ways of getting exercise than actual exercise/any activity can be exercise Kids like to copy what they see on TV Like the movement /music		Favorite: 28
Day in the Life		
Shows kids that things like helping mom with grocery bags, climbing stairs, etc. are exercise Shows moms and kids spending time together/getting along/having fun/ exercising together	No kid is going to ask their mom to park further away so he can walk Kids don't want to walk with their mom/ want to be with their friends Looks like more work than fun	Favorite: 30

	Activity Video	Individual Scores	Day in the Life	Individual Scores
Flagstaff	6.6	1,4,4,5,6,7,7,7,7,7,8,8,8,8,9,10	6.4	1,4,4,4,4,4,6,7,7,7,8,8,8,8,9,10,10
Tucson	5.5	1,1,4,5,5,6,6,6,6,6,7,9,10	7.8	6,7,7,7,7,7,8,8,8,9,10,10
Yuma	6	2,5,6,7,8,8	4.8	2,3,4,5,6,9
Phoenix	8.1	5,6,6,6,7,8,9,9,9,10,10,10,10	7.8	4,4,7,7,8,8,8,8,9,10,10,10
Phoenix - Spanish	9.5	8,9,10,10,10,10	8.5	7,8,9,10
Tucson - Spanish	7.7	3,8,8,9,9,9	9.8	9,10,10,10,10
Yuma - Spanish	8.9	8,8,8,8,9,9,10,10,10	8.9	5,8,9,9,9,10,10,10,10

Blue highlighting indicates highest average score in respective cities (when comparing the 2 physical activity ideas).

III. SUMMARY of FINDINGS

A. Milk Habits

1. Presence of Milk in the Household

Prior to any discussion, participants were asked to answer two questions: *Do you have milk in your refrigerator? (IF SO) What kind?*

Most of these women have milk in their refrigerators and the clear majority has whole or 2% - 66 of 87 responses.

	Phoenix		Tucson		Yuma		Flagstaff	Total
	English	Spanish	English	Spanish	English	Spanish	English	
Whole	6	5	10	3	2	0	8	34
2%	7	3	7	4	3	2	6	32
1%	1	0	0	1	3	7	1	13
Skim	2	0	1	0	0	1	0	4
No	1	0	0	1	0	0	2	4

Those who have whole milk have it because they *prefer the flavor*, because they have *children under 2* or because they believe it is *more nutritious*. Those who have 2%, 1% or skim in their refrigerators also have them for a variety of reasons including: *preferring the taste* of one kind over another, believing that one is *better for you* than the others, having children who are *overweight* or being diet conscious themselves, because *WIC* will only allow them to purchase 1% or 2% depending on the ages of their children or if they are *pregnant*, or simply, it's what they've gotten used to.

Interestingly, there were a few women who said they have *Vitamin D* milk. Others explained that *Vitamin D* is prominently displayed on whole milk cartons but not on other milk cartons.

There were no noticeable differences in English-speaking and Spanish-speaking participants.

Participant Comments:

English

I have an 11-month-old and a 2-year old and I have 2% and whole milk.

2% is what my mom gave me. We just stick with it.

The whole milk is only for children under 2.

Vitamin D, which is whole milk.

I usually get 2% milk or whole milk. I have been getting whole milk, but I'm beginning to trickle down on that because it's too rich. My sons drink it and I am trying to change to 2% because I know it's not as heavy as the whole milk or it's not as many calories.

I have skim milk because it's better for the adults because it doesn't have fat and then we have 1% for the kids because I don't want them getting chubby.

Spanish

Right now I only have 2%. But my little boy drinks whole milk, my 3-year old daughter and the older children drink 2%.

I also drink 1 % because it is low in fat and more nutritious than whole milk. That is what my nutritionist told me.

I also use whole milk until they are older. That is the one they like the most. I use 2% for my 2-year old. That is what they told me to do.

2% because my son is a bit overweight and so is my daughter in the middle. Both are overweight for their age.

2. Milk Consumption

Milk consumption varies considerably among these women. While some love milk and drink one or two glasses every day, others don't care for it at all and never drink it. Others fall somewhere in between. Quite a few women said they mix milk with flavoring or fruit so it tastes better to them. This seemed to be truer in Spanish-speaking households than English-speaking households.

Those who don't drink milk say they are lactose intolerant or that they just don't like the taste.

With very few exceptions, most agree their kids love milk and drink several glasses each day. Several women in the Spanish-speaking groups said they don't like to give their children too much milk because it fills them up/takes away their appetite. This did not come up in the English-speaking groups.

Participant Comments:

English

I don't drink it on a daily basis, but I drink it once in a while.

I've drunk it more ever since I had my three year old. When I started breastfeeding, I consumed a lot and now I like it more than I used to. I like it. I think it's really good. It's good for you.

I drink two glasses within a week. Not straight milk, it has to be flavored. That's how I drink mine.

I actually crave it. When I crave it I drink a full glass of it.

I'm lactose (intolerant) and it messes up my system.

I just don't really like the taste of it. It's like water to me. I don't like the idea of it being cow juice. I do like it with cereal or cookies. You need to have it with something.

Spanish

As an adult I drink two glasses daily, the children all day long.

I like milk very much. The least I drink is two glasses a day and my kids drink more, with cookies like she said, waffles, with everything.

It helps you to grow and it is like a meal, full of vitamins, minerals and is good for heartburn.

I hardly drink any, a small glass daily and my small son one glass in the morning and cereal with milk in the evening. I don't want him to drink very much milk either. It takes their appetite away; I prefer to give him water and once a day juice.

If we give them (kids) milk before lunch or dinner, they won't eat well. We make them with fresh fruit, strawberries, banana, and papaya.

I make my children frozen popsicles with milk, fruit and sugar. In the summertime we make milkshakes with vanilla ice cream or strawberries.

3. Milk Comparison

Participants were asked to compare several attributes of milk: *taste, nutritional value, calories, amount of fat and vitamins and minerals.*

The level of knowledge about the various kinds of milk was diverse. While some said that 1% is more nutritious than whole, others felt it was the opposite, and while some said whole milk had more vitamins and minerals than 1% or skim milk, others disagreed. Others simply did not know. However, there were many participants who believe that the nutritional value and the vitamins and minerals contained in the various kinds of milk are the same, but that the calories and amount of fat are greatest in whole milk and the lowest in skim milk.

As suggested previously, a few women pointed out that whole milk cartons prominently display the fact that the milk includes Vitamin D whereas low fat and skim milk cartons do not. This leads them to conclude that whole milk must have more vitamin D than 1% or skim. In addition, a couple suggested that 1% and skim milk are so thin and watery, that they must not have the nutrients of whole milk. That said, the predominant feeling (although not overwhelmingly) is that the various kinds of milk are the same when it comes to the nutritional value and vitamins and minerals included, but 1% and skim are lower in fat and calories.

The most obvious, and for many, the most objectionable difference between whole, 2%, 1% and skim milk, is the taste. While whole milk and 2% milk are described as *creamy, rich and the way milk should taste*, skim milk was described as *thin and watery*. Many women were very turned off by the taste of 1% and skim milk. As always, there were exceptions – women who loved the taste of 1% and skim and thought whole and 2% was like drinking cream.

Participant comments:

On the labels at the grocery store the whole milk labels are the only labels that say Vitamin D on them.

I have compared the nutritional labels and have noticed that 1% seems better. I always look at the quantity of vitamins, cholesterol, etc.

I don't think I've even seen Vitamin D 2%. I know you see Vitamin D whole milk.

I think that 2% and 1% are more nutritious and that the whole milk contains a lot of fat. Fat gives us high cholesterol, it clogs our arteries; and even though the other is thinner, it contains the same nutrients with the exception of the fat.

What I have heard is that the whole milk is better for children because it has more nutrition.

As far as nutrition goes, I think they are all going to have the same thing. I think it's the calories that make the difference in the milks, but not the nutritional value. I think whole milk has the most vitamins and then it goes down the line from there.

The vitamins stay the same, the nutrition stays the same, but the fat gets shorter and shorter. It decreases.

Summary of Participant Comments:

	Whole	2%	1%	Skim
Taste	Creamy Thick Rich Feels better in your mouth Greasy Heavy Sweet Disgusting Fills you up	Watered down Lighter Not as thick as whole milk Perfect Sweeter	Watery/like a glass of water Like soap OK with chocolate No flavor Lighter Thin Weak	Water with white coloring Pure water Gross Nasty Tasty
Nutritional value	Same for all More nutritious (that's why they recommend it for children) Fattening Good for bones Enriched	Same for all Better for you than whole milk	Same for all Better than others/better than whole because whole contains a lot of fat Less than whole	Same for all For old people
Vitamins and minerals	Same for all Better for bone growth More calcium than others More Vitamin D	Same for all	Same for all No vitamins No nutrition	Same for all
Calories	More than the others/most and gets less with 2%, 1% and skim	Gets less with 2%, 1% and skim	Gets less with 2%, 1% and skim	Gets less with 2%, 1% and skim
Amount of fat	More than the others/ the most and gets less with 2%, 1% and skim	Gets less with 2%, 1% and skim	Gets less with 2%, 1% and skim	Gets less with 2%, 1% and skim

4. Suggestions to Drink 1%

Participants were asked if anyone had ever suggested they drink 1% low fat or fat free milk. At this point, many brought up the fact that WIC will only allow them to buy 1% milk (or 2% if they have children under 2 years old). Some seem to resent this, and based on the information presented above, find other ways to buy the kind of milk they want (whole or 2%) rather than adhere to the WIC guidelines.

Others say doctors or family members have suggested they drink 1% milk. Most believe the main reason for suggesting 1% is to lose weight. Several mentioned that doctors had suggested it because they were overweight or they had a child who was overweight. Others said their doctor suggested it when they were pregnant. And, again, WIC strongly encourages pregnant women to drink 1% or skim milk.

In addition to these sources, books, magazines and backs of milk cartons were mentioned as important sources of information about milk.

Participant comments:

If you think about it, WIC will only allow her to get 2% and 1%. That's probably because the 2% or the 1% is better than the whole because there's too much fat in the whole.

I do that to because of the WIC program. They give me whole and 1%. So even if I don't have enough money I buy whole milk because we like it and because we got used to it. I give both to both young and older kids. Everyone drinks everything.

I use 1% because that is what WIC gives me. They recommend 1%.

Then at a certain age (WIC) gives you the choice of 2% or 1% and when you're pregnant you don't have a choice. It's 1% only when you're pregnant. You have no options.

WIC suggested it for me because I'm overweight.

B. Go Low Advertising Concept Testing

Participants were shown five 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. Participants were told that the ads were developed for them – the moms – and they should be viewed and responded to with that in mind.

All of the concepts had strengths and weaknesses, though few dislikes were mentioned. And, though there was not a *clear* winner, *Milk Glass that Comes to Life* was identified as the favorite by the largest number of participants.

Following are some observations about what these women like and don't like, as well as some things that might influence an ad campaign designed to encourage people to drink 1% low fat or fat free milk.

- **It is very difficult for these moms to respond without considering their children.** Even when reminded that these ad concepts were designed to appeal to moms and that they should react to the concepts from their own perspective (rather than their children's), these moms had a difficult time doing so. This is partially evidenced in the selection of their favorite concept -- *Milk Glass that Comes to Life* -- which they said their children would like.
- **Taste is a big obstacle to drinking 1% or skim milk.** Many of those who drink whole and 2% milk object to the *thin, watery* taste of 1% and skim. Some will mix it with flavoring or fruit, but others simply won't drink it. Those who drink whole and 2% need a very compelling reason to overlook the *bad taste* of 1%.
- **Losing weight is a hot button for these women.** Similar to the majority of women between 18 and 49, dieting and weight loss is top of mind, but difficult to do with their busy schedules.
- **Information is good, relative information is better.** This audience says they want information, but they often want *relative* information, that is, a comparison to other products. In this case, they like to know that 1% milk has Vitamin D, calcium and other vitamins and minerals, but they find it even more useful to know that 1% has the same as whole and 2% milk.

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

1. Cereal Bowl

Cereal Bowl provided the most information about milk. Seeing the words “calcium,” “Vitamin D” and “delicious taste” spelled out was said to be educational, while providing specific reasons for drinking 1% milk. Some said they liked the way the spoon scooped up the letters and another word formed right behind it.

On the downside, some thought the ad was boring, that it needed something more exciting and compelling to keep their attention and motivate them to switch to 1%.

Following are the average ratings for *Cereal Bowl*:

	Liked	Effective
Flagstaff	5.0	3.8
Tucson	6.8	4.7
Yuma	4.8	1.7
Phoenix	6.6	5.2
Phoenix – Span.	8.7	8.0
Tucson – Span.	8.0	4.2
Yuma – Span.	9.2	9.3

The red highlighting indicates that this concept was the second favorite in all of the Spanish groups and in the Tucson English group. The women in the English-speaking group in Tucson thought it was the second most effective concept.

Nine (9) participants (out of 58 who identified a favorite) said this was their favorite ad concept and it received 23 “votes” (out of 110) for being most effective.

Participant Comments:

Positive

I thought out of all the commercials, that’s the one that I got the most information from. It said that in the bowl, every time you took a scoop that something would come up. Thinking about drinking milk and eating this, I want to know why I should go to this cereal. Out of all of them, that’s the one that gave me a reason why to drink milk.

I gave it an 8 rating. I liked it. I love commercials. This has the cereal bowl and it has action. I am a subtitle person, so I would sit there and read it. It would catch my attention when it says less fat with the same nutrition, so I would consider changing milk. It would persuade me.

I gave it a 10 rating. I liked the way the letters are and kids like to read. I like the way it used the letters and unscrambled them.

I also like all the information that it showed because not everybody knows the difference between the different kinds of milk.

I liked it because it talked about calcium, vitamins and that is motivating. It is very important because on television there are commercials that do not state the truth, they don't even believe it, so why not just state the truth. On the milk here they are doing that, they are saying what it contains. (S)

Negative

It didn't catch my attention. It was just there. I don't read anything. It has to start out good, otherwise I'm not going to pay attention to it.

This idea has already been used on the alphabet soup commercials. They already spell out stuff on there.

I thought it was dull. It was boring.

Suggestions

It's a good idea, but I think it needed something else.

My problem was there was no comparison so why would I switch milk.

The idea is good and it has what the milk contains calcium and vitamins but it needs more so that people may be convinced. It needs to be more dynamic and people go by what they see and not what they hear. (S)

It needs more creativity. It is too dull. (S)

(S) – Comment from Spanish-speaking participant

2. People Floating

The main message of *People Floating* is losing weight and feeling lighter, and these women like that message. As mentioned previously, these women are similar to most women in their age group (18 to 49) who are either on a diet or thinking about going on a diet. They interpret this concept to mean *drink 1% milk, lose weight*. In addition, a couple of women said that floating makes them feel relaxed and peaceful . . . another good message. A few mentioned they like the comparison to whole milk.

As was true with several of the concepts, a few said this ad was not realistic, while others said you would focus so much on the people floating that you would miss the main message of the ad. Others said this concept doesn't provide much information.

Following are the average ratings for *People Floating*:

	Liked	Effective
Flagstaff	5.8	4.8
Tucson	3.5	3.2
Yuma	5.7	4.2
Phoenix	7.1	6.1
Phoenix – Span.	6.8	7.7
Tucson – Span.	7.2	3.5
Yuma – Span.	7.3	7.3

The blue highlighting indicates that the women in the English-speaking group in Phoenix thought this would be the most effective way to encourage people to drink 1% milk. The red highlighting indicates it was the second favorite among the English-speaking women in Phoenix and Yuma.

Eight (8) women (out of 58) said this was their favorite overall, with the ad concept receiving 21 “votes” (out of 110) for being most effective.

Participant Comments:

Positive

Drinking the 1% you won't gain that much weight.

I like the whole idea of a weight loss thing. I would buy it.

It kind of gives you a relaxing feel.

I liked it because of the fact that it says you get the same amount of nutrients or vitamins and the calcium with the 1% instead of having to drink whole milk to get that. Also, they showed them feeling lighter, and whole milk does make you feel full.

I kind of liked just the information. Yes, you do get with the people floating less stress but it actually compared it and said, “You get all the benefits of whole milk but with less fat.” That’s the information that you really need to make an informed decision.

I liked it because the idea in the commercial is that if one drinks 1% they are going to lose weight and as a mother that motivates me to be slimmer, weigh less and have better health. (S)

I like the people floating because like the lady said the milk is for losing weight. I want to lose weight. It would convince me and I would tell a friend. (S)

Negative

I think it’s lying because people can’t float.

It doesn’t give you any facts though.

I get the point behind it about losing weight and the milk is less in calories and that might convince me, but as far as the (flip) book, it’s stupid.

I thought it was a bit exaggerated. I don’t think (the people who make the ads) even believe it. If that was the way it was we would all be drinking it. I gave it a 7 because the taste does not convince me. On convincing a 2. (S)

I gave it an 8 but the commercial does not convince me. It seems as if it is something for losing weight but not for nutrition. (S)

Suggestions

So maybe if you put somebody that is floating on 1% milk and then somebody not floating on whole milk, so you have two milks. So you have the lighter one floating and the other one not floating.

(S) – Comment from Spanish-speaking participant

3. What Happened to the Milkman?

Grabs your attention, fun and memorable are the major strengths of *Milkman*. For the most part, participants got a good chuckle out of this concept – whether or not they liked it or thought it would be effective. This was less true among the Spanish-speaking women, although many of them also found it entertaining. While a few said the ad provides information, most focused on the *hot* milkman.

A few women suggested that they would focus too much on the milkman and would miss the message, while others said it would not appeal to guys.

Following are the average ratings for *What Happened to the Milkman*.

	Liked	Effective
Flagstaff	6.7	5.6
Tucson	6.4	4.8
Yuma	4.3	2.7
Phoenix	7.9	5.7
Phoenix – Span.	8.2	8.7
Tucson – Span.	5.7	3.3
Yuma – Span.	8.0	8.4

The blue highlighting indicates that the women in the English-speaking group in Phoenix said they liked this best, while those in Flagstaff liked it second best and found it second most effective (highlighted in red). Those in the English-speaking group in Tucson said they thought this would be the most effective way of communicating the intended message.

Twelve (12) women (out of 58) said this was their favorite overall, with the ad concept receiving 18 “votes” (out of 110) for being most effective.

Participant Comments:

Positive

It would be memorable.

If my milkman came to the door and he looked like that, it would make me want to switch! From my point of view, I like men, so if you want to catch my attention in a commercial then I will see this guy and I won't change the channel. This would make me sit there and pay attention.

I think women would like it because he's a hunk. The thing that came to my mind was nostalgia to where an older targeted audience might like it too because it's back in the day where the milkman actually came to the door. So the women and the older audience would like this one.

If I didn't already know that it had less fat and if I was working out or whatever, I would just totally see it changing my mind because of the guy. Buff and everything, "Oh, hey! I didn't know that! I'll change to 1%!"

It would grab your attention. It would keep you involved and then tell you what you needed to know.

I would completely drink 1% if he delivered it!

It has two things that are positive the milk, plus something that motivates. (S)

Negative

I didn't like it. I didn't like the guy coming and all the ladies saying look at him. That turned me off. They were salivating over him, but they should know what is good for them to drink and not whether the milkman is healthy or not.

I don't think guys would really get into this type of thing. It's more for women.

I didn't like this one. It's not really focused on the milk because there is more focus on the man.

By the time you get to the end of the commercial you've been so involved in watching this guy you have no idea what the commercial's about.

I gave the milkman a 4, I did not like it because they put a man who is too muscular and it doesn't go with milk that is 1% supposedly lower in fat, he can't be that big. (S)

Suggestions

I liked the commercial, but I think it would be a little bit cooler if the really hot milk man went to one lady's house with 1% milk and then next door there is a lady standing there who has whole milk or something else in her hand and she is saying that he can come to her house.

4. Choices

Women liked this ad concept for two reasons: 1) it addresses both healthy eating and exercise, and 2) the characters are making good choices throughout the ad. Others mentioned that the ad includes the whole family (which they like), while still others said that it would motivate their children to play outside instead of watch TV. A few interpreted the ad to mean *when it comes to your health, you don't have choices or there is only one way to be healthy and that is to eat healthy foods.*

The concern about this concept is that people want to have choices and this is suggesting that, when it comes to which milk to drink, they don't have a choice. For some, this may reflect the feeling that WIC *forces* them to buy 1% milk. A few also said this ad might make them feel guilty about the choices they make if it isn't consistent with the choices made in the ad. In other words, if they choose the high heel shoes instead of the running shoes, they would feel guilty.

Following are the average ratings for *Choices*:

	Liked	Effective
Flagstaff	5.2	4.7
Tucson	7.0	4.3
Yuma	5.8	4.7
Phoenix	6.9	6.1
Phoenix – Span.	8.3	7.8
Tucson – Span.	7.8	4.7
Yuma – Span.	9.2	9.3

The blue highlighting indicates that the women in the English-speaking groups in Tucson and Yuma said they liked this best. In addition, those in the English-speaking groups in Yuma and Phoenix said they thought this would be the most effective way of communicating the intended message.

Thirteen (13) women (out of 58) said this was their favorite overall, with the ad concept receiving 18 “votes” (out of 110) for being most effective.

Participant Comments:

Positive

It's more motivating. They are persuading you to make better choices.

I like the visuals with the choices. Immediately I was thinking about the increasing obesity problems out there and I thought it was a good message about making the right choices. It's also good for a younger audience to instill that in them.

I chose Choices because we want our kids to be athletic and to make good choices vs. being unhealthy and watching TV.

I like it very much because it refers to sports and milk. (S)

I thought the commercial was interesting because it gives the children strength for sports. That instead of the children sitting in front of the television, they prefer to go out and play. (S)

I like this one about options because it involves the whole family. It is interesting for everyone. (S)

Negative

It made me feel bad about my lifestyle because of the other choices! A lot of people don't have a lot of time so if you have to pick the other choice it just made me feel bad. I don't know. Then with the 1% it didn't give you a lot of information, it just said, "Everything you need." It didn't say why.

That makes people feel, "Oh, if I don't drink the right milk I just made a bad choice in my life. Oh, my!"

I just don't like people saying, "Oh, we only have one choice. You have to do this."

I thought it was boring, not creative, but it does contain a message. (S)

Suggestions

I would have liked that you open the refrigerator and you have many options. That would have convinced me more. (S)

5. Milk Glass that Comes to Life

Many moms agreed that this would be the most effective advertising to encourage kids to drink milk. They described the ad as *energetic, lively* and *imaginative*, and said it focuses on children’s health, which is very appealing to this group. The message they took away was that drinking milk would bring you to life or energize you. Most agreed that the ad would catch their children’s attention and may encourage them to drink more milk.

As suggested, participants said *Milk Glass* would grab the attention of their children, saying it was cute and imaginative. The only downside is that if the target market is the moms and the intention is to get them to drink 1%, this may fall short. Moms see this as a way to get their children to drink more milk (which really isn’t a problem).

Following are the average ratings for *Milk Glass that Comes to Life*:

	Liked	Effective
Flagstaff	6.8	6.0
Tucson	5.5	3.8
Yuma	5.7	4.3
Phoenix	7.1	5.6
Phoenix – Span.	9.0	8.8
Tucson – Span.	9.5	6.5
Yuma – Span.	9.8	9.4

The blue highlighting indicates that women in all of the Spanish-speaking groups liked this best and found it the most effective of all the concepts tested. Those in Flagstaff also liked *Milk Glass* better than the other ad concepts presented. Those in Yuma and Phoenix liked this second best (highlighted in red), with the Yuma (English) group saying this was the second most effective ad.

Sixteen (16) women (out of 58) said this was their favorite overall, with the ad concept receiving 30 “votes” (out of 110) for being most effective. This ad received the most favorite votes as well as the most number of effective votes.

Participant Comments:

Positive

I gave it a 10 rating. I think it’s saying that with the cup coming to life makes you think if you drink it then you’ll come to life and you will be more active.

I think it’s cute and being a mother it would make me want to change.

It’s cute. For moms it’s going to make them think of their kids growing, playing and the kitty and all of that stuff.

The whole message was, "This is better for your kids," and to me that would grab a lot more parents.

The milk makes you come to life. It will make you feel like you're more lively and energized.

The child drinks the glass of milk and it is a better and healthier way to grow. (S)

I like the commercial it is motivating for the children, unlike the milkman that is motivating the moms more than the children. And I think that it could be so that aside from our health it can also focus on the health of our children. (S)

The milk is giving life. (S)

Negative

I think it would catch a kids' eye with the little growing thing and the cat and all that, but with me being a parent it seems a little bit cheesy to me. It just seems weird having things growing out of the cup. It's just different. It wouldn't really catch my eye, but it would catch my kids' eye.

That's like giving a dirty cup to a kid with milk in it and having stuff growing out of it. I gave it a 5 rating. I didn't really like it.

I didn't really understand it at all. I don't want to have to figure it out. I just want to see it and get it. This isn't going to catch my attention. I would turn the channel.

I did not give that one anything because I did not understand it. (S)

I still cannot imagine it. (S)

Suggestions

(No specific suggestions)

C. TAGLINES

Focus group participants were asked about four possible taglines:

- *All the health benefits without all the fat.*
- *All of the goodness without all the fat.*
- *All the calcium and Vitamin D without all the fat.*
- *All the vitamins and minerals without all of the fat.*

The overall favorite was *All the vitamins and minerals without all of the fat*. Participants liked this line because it included important information, was more specific than just referring to health benefits and goodness, and is short and to the point. For some, the fact that 1% milk has all of the vitamins and minerals without all of the fat is new information. New or not, these women feel it is important information for everyone to know. There did not seem to be any problem understanding the word “minerals.”

The following table shows the number of “votes” for each tagline. (*Note: not all of the Spanish-speaking participants were asked to vote for their favorite.*)

	Total
All the vitamins and minerals without all the fat.	25
All the calcium and vitamin D without all the fat.	17
All the health benefits without all the fat	17
All the goodness without all the fat.	8

Participant comments:

All the vitamins and minerals without all of the fat

It's to the point and it doesn't leave anything out, exclude anything.

I also liked the first one because that's a big thing to have all those vitamins and minerals without the fat.

I liked all the vitamins and minerals without all the fat because it was straight to the point with the words vitamins and minerals and without fat.

But milk doesn't have all the vitamins, such as A, B, C and D, so that's the catch.

Also the vitamins and minerals because it is more complete and tells you complete and it has everything you need in few words. (S)

I like that one all the vitamins and minerals because it is more complete. But many people relate milk to calcium and vitamin D. (S)

All the calcium and Vitamin D without all the fat.

I liked the third one that says all the calcium and Vitamin D without all the fat. Some people think that Vitamin D is just in whole milk because it says it only on whole milk, so they will know now that it's in all milks. It's more clear.

When they single things out it makes me wonder what are they taking out.

I think because they actually advertise the vitamin D in whole milk that I think a lot of people think that vitamin isn't necessarily the same amount or in the rest of them.

I like #2 all the calcium and vitamin D because it is more specific on calcium because everyone knows that calcium is directly for the children's bones. It is more direct as to what milk is. (S)

Many people think that with whole milk you are drinking more calcium more vitamins and not with 1% because it taste like nothing. (S)

I like the one that says calcium and vitamins. The calcium is for the bones, it is more specific. (S)

All of the goodness without all the fat.

And when they say goodness they can be referring to all the goodness of all of these other things plus the taste.

I put number four, the goodness. When I heard that, you're only going to get good out of all of it because it's milk and it's got all that we need but I just think that when you see goodness, it hits all to me and my brain clicks and says, "Good taste, good nutrition."

All the goodness without all the fat. It's short and simple. Goodness stands for vitamins, it stands for calcium and it stands for everything all in one. It's all combined in there.

I liked all the goodness without all the fat. It talks about the taste and that it's good.

All the health benefits without all the fat.

All the health benefits without all the fat. A lot of women care about health, so that catches your eye, and it's also short.

All the health benefits without all the fat. If you drink milk then in the long run, you're going to have all the health benefits from it.

D. CARTOON CONCEPT TESTING

1. Nutrition Ideas

a. Bobby B. Well’s Grocery Store Adventure

In general, participants liked this cartoon concept. They liked that it shows kids choosing healthy foods rather than going to the junk food or sweets section of the grocery store (as their children like to do). Most of these moms take their children to the grocery store so it made sense to them that kids would be there. Some pointed out that it would be colorful to see all of the different fruits and veggies, while others said this will make their children want to choose healthy foods as Bobby is doing. Showing Bobby’s friends throughout the cartoon on skateboards and bicycles adds fun, activity and interest to the cartoon.

A few said kids don’t do the grocery shopping and in fact don’t like to go to the grocery store, but that was the only negative mentioned.

Following are the average ratings for *Bobby B. Well’s Grocery Store Adventure*.

	Grocery Store
Flagstaff	5.7
Tucson	5.7
Yuma	3.3
Phoenix	7.6
Phoenix - Spanish	9.2
Tucson - Spanish	7.7
Yuma - Spanish	9.2

The blue highlighting indicates that women in several of the groups – Phoenix (English and Spanish) and Yuma (Spanish) preferred this concept to *Bobby B. Well’s Home Tour*. In total, 35 (out of 57) said this was their favorite when comparing the two nutrition cartoons.

Participant Comments:

Positive

I liked the Grocery Store one because my son likes fruit, so he would see that commercial and want some fruit. It would want to make him eat even more of it. Kids see this character that they have seen on TV a couple of times and they want to do what they do. They will go to the store and remember the commercial and they will want strawberries, watermelon and oranges.

I liked Grocery Store because they show them getting juices that are 100% and canned fruit and a variety of different stuff.

Seeing the kid pushing the cart through the store would grab the kids' attention and they would pay attention to what he was doing.

There are skateboards and balls. That would definitely catch their attention.

I prefer the one about the supermarket because the majority of us take our children to the supermarket and they misbehave always asking for junk food, Cheetos, etc. It is going to be very good that they see Bobby B. buying things that are delicious and nutritious. (S)

The supermarket, I agree that children go straight to the candy and don't see anything else. The commercial can be very didactic and colorful for them. We have to ask the children for their opinion when selecting fruits and vegetables. (S)

I gave it a 10 because I would like for my children to be seeing this commercial. When they go through the aisles they go straight to the candy. I buy the fruit and I tell them "here is fruit, bananas," I want what is healthier for them than the candy. (S)

Negative

I don't think grocery shopping is very exciting for children.

Kids aren't supposed to be doing the shopping, but all kids do go to the grocery store. What I do like is that he and his friends pop in different things. This friend pops in with roller skates and this other friend pops in with a soccer ball in his hand and they all pop in with some different sport or activity, but it's not their responsibility to go shopping.

b. Bobby B. Well’s Home Tour

Participants liked this cartoon concept because it involves healthy eating combined with physical activity. Showing kids being active and playing outside is a good example for their kids and something most kids can relate to. Several participants specifically mentioned that their kids play soccer, so their kids would like the cartoon.

The concern about this cartoon is that kids would never give their friends a “tour” of their house, so this is unrealistic. In addition, a couple of participants suggested that it would be more realistic if the mom served a fruit platter rather than a veggie platter after the kids finish with their soccer game.

Following are the average ratings for *Bobby B. Well’s Home Tour*.

	Home Tour
Flagstaff	5.9
Tucson	8.0
Yuma	6.3
Phoenix	4.7
Phoenix - Spanish	9.0
Tucson - Spanish	9.0
Yuma - Spanish	7.9

The blue highlighting indicates the women in several of the groups – Flagstaff, Tucson and Yuma English and Tucson Spanish - preferred this concept to the *Bobby B. Well’s Grocery Store Adventure*. In total, 22 (out of 57) said this was their favorite when comparing the two nutrition cartoons.

Participant Comments:

Positive

I think the kids playing sports and all the eating healthy keeps you active or staying active and eating healthy is they coincide with each other. So having all of the kids just playing sports and seeing that in the background the whole time.

I liked it. She likes to eat all the fruits a lot and when she sees other kids running around she’ll want to jump around and do what they do. She sees them eating fruit she’ll go and eat fruit.

See, I really liked that the best because it might encourage my child to touch vegetables.

I liked it because the children were active and they were healthy. I think my kids would like it.

I like that he is getting them enthused with sports, what are sports, exercise, what foods are good for them. They have to choose along with milk and exercise. It is a combination of nutrition with sports. (S)

I liked the home tour because my children never go to the store alone, and the idea that he gives them to be active, sports, eating vegetables and drinking milk will help them more. (S)

Negative

I thought it was fake. My children would not walk in and say, "Let's have a banana! This is my change in my lifestyle!" They'd be running in and saying, "Hey! Do you have PlayStation 2? What games do you have?" They wouldn't be going for the banana.

I thought the Home Tour was something that children aren't going to be too interested in as far as looking at his house and what is in there.

Suggestions

It depends though because my kids will eat lots of fruits and stuff but I think that the ending where she served vegetables, she should have served fruits or something.

2. Physical Activity Ideas

a. Bobbycize! The Bobby B. Well Activity Video

Participants were most enthusiastic about the fact that the activity video shows there are more ways of getting exercise than traditional exercises. They also liked the movement, the idea that this would be set to music and that Bobby was with his friends.

Following are the average ratings for *Bobbycize!*

	Activity Video
Flagstaff	6.6
Tucson	5.5
Yuma	6
Phoenix	8.1
Phoenix - Spanish	9.5
Tucson - Spanish	7.7
Yuma - Spanish	8.9

The blue highlighting indicates that women in several of the groups – Flagstaff, Yuma and Phoenix English and Spanish - preferred this concept to a *Day in the Life of Bobby B. Well*. In total, 28 (out of 57) said this was their favorite when comparing the two physical activity cartoons.

Participant Comments:

Positive

I also liked all the activities in Activity Video. When you have all that stuff in a kids commercial, they are going to want to go out there with you and do that stuff and they would really enjoy it, so it makes them think about it. It's exercise, but they don't know that it's exercise. Having a commercial with a soccer ball in it, my son will want to do that and he will go outside and try it and he would want me to be out there with him. That would catch his attention.

The first one with the kid doing activities, I think that is a good thing for the kids because they want to be active.

I have a three year old, too. He likes to copy people on T.V. That would be something he would do.

I gave it ten. Music and movement.

It shows that there are more ways to exercise than actual sit ups and stuff like that.

I liked the one with the kids because it is directed directly towards them and they like to be with their friends, than with their mother or an adult. They like to be on the scooter, playing ball and music. (S)

I liked the one about the exercise because in the video it reminds children that games are a good form of exercise. (S)

Negative

(No negative comments.)

b. A Day in the Life of Bobby B. Well

Participants liked this one as much as they liked the Activity Video, but for a slightly different reason. Many loved the fact that this showed kids helping mom with groceries and that it showed kids and moms having fun and exercising together. They hoped that seeing this cartoon would make their kids more helpful around the house and make them want to spend more time with their moms.

On the downside, several moms commented that no kid is going to ask their mom to park further away so he or she could walk further. Others said that kids want to be with their friends, not with their moms, while others said this looks like more work than fun.

Following are the average ratings for *Day in the Life*:

	Day in the Life
Flagstaff	6.4
Tucson	7.8
Yuma	4.8
Phoenix	7.8
Phoenix - Spanish	8.5
Tucson - Spanish	9.8
Yuma - Spanish	8.9

The blue highlighting indicates that women in the Tucson groups - both English and Spanish - preferred this concept to *Activity Video*. In total, 30 (out of 57) said this was their favorite when comparing the two physical activity cartoons.

Participant Comments:

Positive

I like a Day in the Life. It would be a nice idea if my child wanted me to park the car far away so they can walk, but a kid isn't going to say that.

My son is six years old and likes to run around and do stuff. He likes to go places with me and he does a lot of stuff so I think he would really like it.

I also liked the one about the mother. Because it encompasses everything about going to school and then that instead of using the elevator the stairs, instead of driving, walking. So then apart from that he participates with his mother and they both have a good time. They both exercise because they walk together and also he learns to go shopping and get what is good for him. (S)

I like the one about the getting along with the mother. She is showing him that they can get along in the same house within the family and help the mother at the same time. (S)

The one with the mother because he also helps her to do exercises. He motivates the mother so that they both do exercises. (S)

I like #1, because it gives the children ideas of exercises that are not traditional ones, such as helping their mother with the grocery bags, walking, climbing stairs, things that are very easy. (S)

Negative

The second one wasn't realistic because kids aren't going to want to walk with their mom. It just doesn't happen. Kids want to be active with their friends.

I think that one, Day in the Life, some kids might find more of that to be more work than it is beneficial to them. So, they're just kind of like, "I'd rather be doing something fun."

E. Media Options

Finally, participants were asked what they think is the best place to advertise the *Go Low* message (other than TV) to reach women like themselves. Though there was certainly not a consensus, grocery stores, billboards, community centers/WIC and schools were all mentioned frequently.

Participant comments:

Grocery store because you might forget the ad and the kids might forget what they saw at school but while you're actually shopping if there's something that reminds you about the nutrition and stuff of each different thing that you possibly could buy, like the better one. Then you go, "Oh, yes. I saw that at the store."

In the market where you buy your milk.

DES because everybody goes there.

Billboards would be the obvious place, but then where do you get your milk? You go to the grocery store, so that would be my guess.