## DTC Television Commercial Concept Testing
### 50-minute In-Depth Interview Discussion Guide

### 55-Minute In-Depth Interview Schedule

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### Materials

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<th>&lt;Name&gt;</th>
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<td>Concept 1</td>
<td>&lt;Description of images, words, music and basic message of concept&gt;</td>
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<tr>
<td>Concept 2</td>
<td>&lt;Description of images, words, music and basic message of concept&gt;</td>
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<tr>
<td>Concept 3</td>
<td>&lt;Description of images, words, music and basic message of concept&gt;</td>
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### Set-up Reminders
- Set up computer for viewing concepts
- Check on Web-Streaming
- Communicate “next participant has arrived” signal with host
- Dinner?
- End of research cab rides?
I. Introduction
   A. Overview – We will be discussing a variety of issues related to <disease>. I want to understand the viewpoint of <disease> patients and you are here to share your opinions.
   B. Tips - Role of Moderator-neutral, Facility- Being observed.
   C. When did you first realize you had <disease>?
   D. What are some of the ways you initially tried to treat your <disease>?
   E. How did you come to choose your current treatment regime?
   F. What medications are you currently using to treat your <disease>?
   G. What, if any, newer drugs for <disease>are you aware of?
   If participant mentions <Competing drug>, <Competing drug> or <Client’s drug>
   H. What are your current perceptions about this/these medications?
   I. How interested or uninterested are in you using it/them? Why?
   J. Have you seen any advertisements for <disease> programs or information? (If yes probe for degree of recall and impact)
   K. Have you ever taken any action based on seeing an ad related to <disease>?
      1. If no: Why?
      2. If yes: What did you do? What about the ad motivated you to respond?

II. Initial Reaction to Concepts
   Explain: Going to show you some images with an accompanying soundtrack intended to convey what would appear in a minute-long television commercial.
   Not the real thing, just suggestions of what the real, filmed commercial would be like. People, art, props- all are just suggestions.
   You will see three different ideas for commercials, one at a time, and then will be asked which you like best. Use your imagination to visualize how the images unfold.
   (To avoid bias, the concepts are presented in rotating order.)
(After “showing” each concept ask the following.)

A. How likely or unlikely are you to take action after seeing a fully developed version of this commercial on television? (scale of 0 – 10, where 10= high and 0=low) Why?
   1. If positive reaction, What kind of action(s) would you take? By when?

B. What one or two things stand out as most important, good or bad, about this commercial? (What is either motivating or demotivating?)

C. How do you feel after seeing this commercial?

After discussing initial reactions

D. What is this commercial telling you? (What is the main message?)

E. What are your reactions to the visual aspects? Why?

F. What are your reactions to the words? Why?

G. How do you feel about the music? Why?

(After viewing all three concepts advance to the next section.)

III. Detailed Comparison of Concepts

Want to rank and compare the three ideas for commercials. Consider how motivated you would feel in terms of taking action in response to each of these commercials after they are fully developed…

A. Please rank the different commercial approaches from most compelling/motivating to least compelling/motivating?

B. How close is your second choice compared to your first choice?

C. Why did you rate your #1 commercial as the best? (Visual? Words? Music?)

Clarity as necessary, based on participants initial comments

D. What aspect of the main message of your preferred commercial makes it the best?

E. When you consider the music, words and images of your preferred commercial, which aspect is the strongest? What makes it stronger than the other elements?

F. Which is the weakest? What makes it weaker than the other elements?

G. Does the information you just heard and saw leave you with any outstanding questions? If so, What else do you want to know?

H. What impact, if any, did hearing the warnings about the drug have on you?

I. In its current form, what type of <disease> patient is most likely to respond to this commercial concept? Why?

J. What, if anything, would you change about this commercial concept in order to increase your desire to take quick action?
Now let’s quickly compare the other concepts to the “winner”

K. How come this second best concept was not the best?
L. Are any aspects of any of the lower ranked concepts superior to the “winner”? (Probe for visual elements? Words? Music?)
M. What is it about the lowest ranked concept that makes it inferior to the rest?

VIII. Conclusion

Pretend that I am a person you know who has <disease> and as you leave this building we run into each other. You tell me about completing this interview and I ask the following-

A. So what can you tell me about this drug you just discussed at the interview? (See if they recall the name and probe about their impressions and their intentions)
   • Probe for any other important topics that have not yet been covered.
   • Provide final details and thank for participation.