"They're every camel with a cigarette in his mouth. They go like, 'Everyone have a good time."

2. There was high awareness in all of the groups of familiar slogans, logos on billboards, and point-of-purchase displays. Some participants expressed the belief that cigarettes are advertised on television, although others in the groups usually pointed out that cigarette advertising was not allowed on TV.

"It showed him smoking a Winston and said, 'See, you really can be a winner!""

"Everyone associates that orange and green with Newport \* \* \*"

3. Most of the participants indicated that they did not believe that they were influenced by cigarette advertisements.

"I mean, it has nothing to do with the ads. They don't keep me from it, nor they don't make me do it."

"If you're just flipping through a magazine and you see it, you might stop and you might see something you like about it, and then flip on through. You don't really think of smoking or not smoking."

4. Participants in all of the groups responded that text-only ads are less attractive and less likely to be effective than ads with pictures. Although they indicated that consumers would be less likely to read the new warnings on text-only advertisements, they felt that text-only ads may serve to lessen teen smoking. The younger participants in particular said that anything requiring reading was boring and much less likely to attract their attention.

"I probably wouldn't look at it in the first place because it's black and white."

"People like pictures, not a whole bunch of words."

"Yeah, you won't even look at it. It's just a bunch of words."

"It's like a birthday card. You get a birthday card that has too many words, you just skim through it and get the money out of it"

## III. Perceptions of Surgeon General's Warning Statements

1. All of the groups recognized the Surgeon General's warnings, but unless they were prompted, they did not appear to consider the Surgeon General's warning a part of the advertisement. Participants expressed the belief that it was there because it was required by the government, or because cigarette manufacturers were trying to protect themselves from lawsuits.

"They are required by law. They wouldn't put it on there if they weren't."

"If they didn't put them on there, they would get sued."

2. Participants also commented that the Surgeon General's warnings often were too small and camouflaged within the context of the ad, either through the use of colors that helped the warning "blend in" with the background colors—the Marlboro ad, for example, which features white snow or sand surrounding the white Surgeon General's warning—or with images that directed the eye away from the warning message. Most groups also mentioned that the warning itself was often quite small in relation to the ad on which it appeared.

"You can see, like, on that one [Virginia Slims ad], they put it down in the bottom corner, when you're looking, like, at that lady."

"They glance at it, but what they see is the thing that's being advertised. They don't notice that little small print."

"They blend it in with that white with the white snow on it, they just put it right at the bottom in the white snow."

3. Many participants expressed the belief that the Surgeon General's warnings were difficult to understand. They did not know what effect carbon monoxide would have on them, for example, and many participants did not know what emphysema was.

"Kids are not going to know what carbon monoxide is."

## IV. Perception of New Brief Statements

1. There was a high degree of consensus about which statements were more or less liked.

2. The statements that were received most positively were those that included factual statements about the health risks associated with regular (i.e. long term) smoking.

"Dying means a lot."

"I think the numbers \* \* \* might make it a little more noticeable."

"It makes it more real."

"Picture like 1,000 people dying at once, you know?"

3. The one brief statement that consistently was identified as effective was the one that stated, "Tobacco kills more Americans each year than AIDS, alcohol, accidents, murder, suicides, illegal drugs and fires \* combined." Most of the participants indicated that, although they knew that smoking was not good for them, they were unaware that smoking was as dangerous as this statement indicated. They mentioned AIDS, accidents, illegal drugs, and suicide as well-publicized causes of death, but that cigarette-related deaths were not so obvious because they generally occurred among older people as a result of long illnesses rather than in sensational situations that were covered by the nightly news.

"You are always hearing about how many people die from AIDS and alcohol and murder, and tobacco kills more than all of them combined. That ought to freak them out."

"I think even little kids who are younger, people do realize the serious effect of AIDS, and if they think that AIDS is bad then they have to realize that tobacco is worse."

"Because you hear about those things more than you ever hear about tobacco."

4. Å message that stated that "About 1 in 3 kids who become smokers will die from it" also was considered effective by many of the groups. A similar statement that said "1000 out of 3000" was also considered effective by some participants, while others said that teens would be likely to think that they could "beat the odds" if they became smokers.

"Well, they'll think, 'It won't happen to me. I'll go ahead and do it anyway.' They'll think they'll be one of the two."

5. Many of the groups indicated that, if one of the brief statements listed above was included on advertising, it is likely that people who were considering smoking might

reconsider, due to the seriousness of the consequences.

6. The message about the short term effects of smoking on physical appearance and fitness appealed to some groups, particularly the girls, who were more concerned about yellow teeth and wrinkles. Groups thought that such a message about the more immediate effects smoking would be useful because it spoke to everyday concerns of kids

"That will make them realize that if they are going to smoke, it will have an effect on their looks."

"I think people like are more worried about what they look like on the outside than like maybe like lung cancer or something."

"\* \* \* that's one of the main reasons why I don't smoke because it affects how I run and stuff like that."

7. No other message of those tested received support from more than a few groups. Individual groups were favorable toward "Everyone now addicted to cigarettes started out 'just trying," "Smoking today leads to fewer tomorrows," or "Smoking hurts your athletic performance," but other groups did not see these messages as particularly effective.

8. Other messages were universally disliked or ineffective.

9. There was no discernible difference in reactions to messages between smokers and non-smokers. Both smokers and non-smokers appeared to have similar taste in messages.

10. Several messages addressing the addiction aspect of smoking were tried and proved ineffectual.

## V. Perception of Possible Design Elements for New Brief Statements

1. All groups indicated that the guiding design principle for the brief statements was for the statements to be visually prominent in the ad.

2. All groups recognized that the optimal design of the brief statement, particularly placement, would necessarily depend on the design of the particular advertisement. For example, all groups indicated that advertisers would try to design their ads to diminish the visual performance of the brief statement, like they do with the Surgeon General's warning. Some groups recommended that the brief statements be added after the advertisement was designed to minimize the possibility of it being designed to reduce the impact of the brief statement.

"Well, if it's in the middle then they will be forced to read it, because you have to look at it "

"If it's possible, right in the middle."

"I am an artist and I notice that a lot of propaganda is, they have a pattern through the picture, so your eyes tend to follow the pattern. Like when you see the cigarette it sort of points to her face, you see the pizza and her laughing and you see him, and the Surgeon General's warning is always somewhere obscured."

"They'll design the picture to avoid it, I think."

3. Many of the groups said that the new brief statement should be more visually prominent than the Surgeon General's warning—which led them to say that the new