brief statements needed to be distinct from the existing Surgeon General's warning.

"I mean, because if you have one of those, except bigger, you know, 'Oh, it's another Surgeon General's warning.' I mean, you skip over it again. But they do it, say, right in the middle, if they do write it in the same kind of style but make it look different some sort of way, you know, have it kind of in similar writing but not necessarily the block writing, it might be—people are more apt to read it."

"The little one is almost the size of the Surgeon General's itself, so you're not

improving it too much."

4. Although placement was seen as the design element most dependent upon the specific advertisement, many groups recommended that, if possible, the message be put at the top of the ad or in the middle to ensure the greatest visibility.

"Because when you pick it up that's where you start reading."

"If you put it in a place where it stays away from all the words, it would do a lot to make it stand out."

"Put either one [Surgeon General's warning or brief statement] at the top. You are going to read that before you read the thing [ad]."

5. The major design elements that groups saw as contributing to visual prominence were type size, distinctive borders, and to a lesser extent, the use of a distinctive icon. Most groups said that the bigger the type size, the better, because it made it easier to read and more likely that the brief statement would be read. In fact, none of the groups felt that the smallest type size would be acceptable, although several groups approved of the middle type size if it would be placed appropriately. Several of the groups said that the middle size represented the best trade-off

of the needs of the advertiser and the need to have the brief statement noticeable.

"Something flashy."

"If they're going to allow people to sell cigarettes, then I don't think they should have them put big letters on the cigarette box that make people not want to smoke."

6. Groups were mixed about the desirability of the "arrow-type" border for a brief statement, but were universally enthusiastic about the properties of a jagged-type border as a way to capture the attention of readers.

"Because it's [the jagged edge border] almost like a coupon."

"It catches your eye more."

7. Some groups were positive about the icon, with others less so. While most group said it would marginally improve the salience of a message, some groups thought the icon itself was not optimal and suggested other alternatives. Some groups worried that the trade-off between the extra space required by the icon and a larger message was not justified.

8. Groups frequently suggested that the appearance of a message be changed regularly so that consumers would not habituate to its appearance.

"You ought to change it periodically. I don't know what all you could change it to, but have it somehow different because I'm sure when they first started putting the Surgeon General's warning on there it caught peoples' eyes because it was new."

9. Most groups mentioned that color would be a good way to increase the prominence of a message. Almost every group mentioned neon shades, either in jest or in a serious manner, or at the very least a shade that contrasted with the colors in the advertisement itself. "I just think that in general a different color from the whole poster, but still where it doesn't look tacky. It still blends in, but not in a similar color."

"If it was in a different color, that stands out no matter how much you try to avoid some of the stuff, it's going to catch your eye no matter what."

"A vibrant color."

"I think it should be like a neon orange."

"I think there should be like two or three colors that it can be and you have to not use that color in your ad."

10. Some participants suggested that the best way to present the information would be as a stand-alone advertisement rather than as part of a cigarette advertisement.

"Just have more ads against smoking."

"I know. Yeah, for a good commercial, you go, put, like, for a commercial, somebody smokes, put, like, you know, on the Indiana Jones where all his skin comes off and the blood's running out!"

11. The reaction to attribution to a source of information (Centers for Disease Control, FDA, other sources of attribution) also received a mixed response. While some groups said that attribution would strengthen a statement, others disagreed with that viewpoint.

"It doesn't really matter (who said it) * *
* as long as it's fact."

"Someone with a degree who graduated—the Surgeon General."

Addenda

1. Sample graphics

2. Moderator's Guides

a. Phase I

b. Phase II

BILLING CODE 4160-01-F