



ARIZONA DEPARTMENT OF HEALTH SERVICES (ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
2008 FVMM CAMPAIGN
PRE-CAMPAIGN RESEARCH REPORT

REPORT PREPARED FOR:
ARIZONA DEPARTMENT OF HEALTH SERVICES / AZNN

DATE: JUNE 2008

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I. Background & Methodology

The Arizona Nutrition Network (AzNN) and their Advertising Agency, Moses Anshell, have a number of communications initiatives planned for 2008. 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 the 2008 *Fruits & Vegetables More Matters (FVMM)* campaign. The FVMM campaign is designed to promote the consumption of fruits and vegetables. The primary objective of this research was to test five (5) creative concepts for the 2008 campaign.

To reach this objective, 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 audience, WestGroup recruiters recruited participants from the WIC offices where the focus groups were held. 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
Tucson 4500 N. Old Romero Road	15	8	May 5
Yuma 2200 W. 28 th Street	13	13	May 6
Flagstaff 2625 N. King Street	13 (2 groups)	NA	May 8
Maryvale/Phoenix 4002 N. 67 th Avenue	8	11	May 9
Total	49	32	81

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, which was provided by ADHS, upon arriving at the focus group. Results of this questionnaire are not included in this report.

II. Key Findings & Conclusions

- **Typical diets include a wide variety of foods and drinks with fast food, chips, sweets, soda, and a variety of Mexican food selections being prevalent.** Fruits and veggies are also included to varying degrees.
 - *Women in the Spanish-speaking groups were more likely to include fruits and vegetables in their diet. Many mentioned they make soup and salsa as well as tacos that contain a variety of vegetables. Others spoke of juices and smoothies made of fruits or vegetables.*
- **Participants recite a variety of benefits of eating healthy.** Among them, better skin and hair, maintaining a healthy weight, improved energy levels, and avoiding conditions and diseases such as heart disease, diabetes, and high cholesterol.
- **There are many barriers to eating healthy for these women.** Those most frequently cited included: Fruits and veggies can be expensive, women are too tired at the end of a long workday to prepare a healthy meal, it takes too much time to prepare fruits and veggies, they spoil too quickly, it is easier to take something out of the freezer, their family doesn't like many fruits or veggies, or they are not in the habit or custom of buying and eating much produce.
- **“Eat Colorfully and Live Healthfully” was the favorite concept among these women.** They love the idea of the little girl coming to life as she eats fruits and vegetables as well as the idea of their own child(ren) having lots of energy and life. They think the ad will appeal to both parents and children, which they feel is important. They also like the outdoor setting, another component of a healthy lifestyle.
- **Mothers who liked the “Bring Home the Benefits” concept say it shows that the mom is thinking about what is best for her children.** They believe they do that every day, which makes them feel good about themselves.
- **The “Many Forms” concept generated the most discussion,** with some participants saying it is good to know that all forms of fruits and veggies have the same benefits. Others say that is not true.

- **Moms who liked the “QVC” concept are likely to be familiar with the home shopping retailer that broadcasts on cable and satellite stations worldwide.** Whether or not they were familiar with QVC, all moms like the idea of getting free recipes.
- Women have a difficult time believing that anyone would be happy to find a can of peas when prospecting in the hot, dry desert, as seen in the concept **“Heroically Good.”**
- **All educational reinforcement items are considered useful, but the apron is most appealing.** Women pictured their children in a brightly colored apron with lots of fruits and vegetables on it (that they may have colored or painted themselves) helping them in the kitchen.
 - *Participants had several other suggestions for give-away items, including cutting boards, refrigerator magnets, vegetable peelers, and cloth grocery totes.*
- **Those who have access to computers, the Internet, and email (about half of participants) liked the idea of receiving recipes and tips for healthy eating via email.** However, some say they don't check their email messages very often or don't have a printer, so would prefer to get a hard copy of the recipes via standard mail.

III. SUMMARY of Findings

A. CURRENT EATING HABITS

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 benefits of and barriers to, 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, sweets, soda, and a variety of Mexican food selections are all included in a "typical" diet. In addition, quite a few skip meals, particularly breakfast.

Women in the Spanish-speaking groups were more likely to include fruits and vegetables in their diet. Many mentioned they make soup and salsa as well as tacos that contain a variety of vegetables. Others spoke of juices and smoothies made of fruits or vegetables.

Participant Comments:

I didn't have any breakfast. For lunch I ate some chicken nuggets at McDonald's and for dinner I had enchiladas and onions. I drank water all day.

I had oatmeal for breakfast, Chips Ahoy cookies and a ham sandwich for lunch, and homemade tacos for dinner.

I don't usually get up until noon so my breakfast and lunch are always combined. Pop Tarts and a McDonald's cheeseburger and fries with water. At dinner we had homemade burritos with a bunch of stuff on it with water.

I had no breakfast. For lunch, meat, cucumbers, beans, soda, and a salad. For dinner I had lasagna, salad, and bread and cheese.

For breakfast I had two pieces of toast with butter and a cup of coffee. For lunch, two carne asada burritos with orange juice, and for dinner, carne asada taco, salad with cucumber, tomato, cilantro and onion. (S)

For breakfast I had some menudo; chicken for lunch; dinner, pizza with pop and that is all I ate. (S)

Breakfast was eggs with mini hot dogs, beans, and a glass of milk. For a snack I had an apple; lunch, chicken with vegetables and white rice, and I drank pineapple mango juice. Between meals I had an orange and at night a glass of milk. (S)

Normally for breakfast I eat eggs, soup for lunch, or meat, and at dinner yogurt or fruit - apples, banana, or grapes. (S)

During the weekend I don't eat a lot of vegetables. I eat food that is bad for you. But during the week when we make tacos I will eat lettuce, tomato, avocado, things that go with it; but in reality I don't like vegetables. (S)

Breakfast - potatoes with baked chicken and a glass of juice; lunch - two fried tacos with soda; dinner - cereal; snack - 2 cookies and water. (S)

When asked specifically about fruit and vegetable consumption, again, there were a variety of responses. Some women have fruit and/or vegetables several times a day, while others eat very little. Interestingly, a few women mentioned they sometimes sacrifice eating fruit themselves, so their children can have it. Several others said they only buy fruits and veggies when on sale.

Participant Comments:

I don't eat a lot of fruit. I'm more into vegetables. I usually try to make sure I have salads and green beans.

Whenever I buy fruits and vegetables, I shop if they're on sale. If they're on sale, I'll buy it and whatever's not on sale, I don't buy.

I don't eat fruit. I eat a lot of vegetables. My tacos are all veggies but my kids eat a lot of fruit. I don't eat fruit. I don't like it. I don't even like fruit juice.

I eat apples, pears, jicama and cucumbers every day - about two portions daily. (S)

(My children) only eat fruit two times per week because they don't like it. (S)

My children eat salads throughout the day, cucumber, carrots, tomato, cabbage, bacon bits, and chicken. (S)

I try to add vegetables in the meals, especially the soups. But (my daughter) can now eat raw tomato with salt, avocado with salt and lemon, carrots and cucumbers throughout the day as if they were snacks. (S)

Mainly the fruit is for (the children). For example, if I eat one banana, she will eat three. If I eat $\frac{1}{4}$ of a watermelon, they will eat $\frac{1}{2}$ of the watermelon. Everyone eats fruit but for example if they do not want to eat food for lunch they eat watermelon. They don't want to eat food. They only like the fruit. That is why a lot of times I will remove the fruit so that they start to eat food like meat, chicken, all of those things. They like fruit better than food. They eat fruit two to three times per day and I only eat fruit once a week. (S)

I don't cook many meals with vegetables. I cannot lie. (The children) like potatoes in soup and sometimes carrots. Once in a while, very long while, they eat broccoli with ranch (dressing). That is all. It's not much so I don't normally cook meals with vegetables. My daughter hardly likes them. She likes fruit more than vegetables. I like vegetables a little. I like broccoli and carrots. (S)

B. BENEFITS OF EATING FRUITS & VEGGIES

Participants were asked to list some of the benefits of eating fruits and vegetables. While several respondents simply identified nutritional information, i.e., what is in fruits and veggies (e.g., vitamins C, D, antioxidants, minerals, etc.), others recited a variety of health benefits including better skin and hair, maintaining a healthy weight, improved energy levels, and avoiding conditions and diseases such as heart disease, diabetes, and high cholesterol.

Participant Comments:

They have antioxidants and minerals in them.

Vitamin C and vitamin D and I think beta-carotene in it, potassium, iron, too. Some of the beans and stuff have protein in them.

I like fruit and vegetables because it takes care of your skin better.

You have more energy and vitamins in your body. (S)

They have a lot of vitamins and are better than bread or junk food that is fattening. You can use fruits and vegetables to substitute for that type of food. (S)

Fruits and vegetables contain vitamins and minerals and calcium that meat or chicken does not give you, or like my partner said, instead of bread, (you can have) a carrot with dressing. (S)

Fruit is good to provide vitamins for the children and help them with their development and it gives them a lot of calcium, vitamin E, C, and different ones. (S)

In my case, we substitute meat with vegetables so that we will not have cholesterol. I have been in a situation where we eat out and have hamburgers, meat and what not, and within two to three weeks, I am really dizzy because my cholesterol is super high. So, to bring it down, I have to be on a diet of fruits and vegetables. (S)

C. BARRIERS TO EATING FRUITS & VEGGIES

Consistent with other research on this topic, participants have many reasons for not eating fruits and vegetables. They are expensive to buy, women are tired at the end of a long workday so do not feel like preparing them, it takes too much time to prepare them, they spoil too quickly, it is easier to take something out of the freezer, their family doesn't like many fruits or veggies, or they are not in the habit or custom of buying and eating them.

Participant Comments:

The thing that makes it hard for me eating fruits and vegetables is, by the time I get to it, it's already bad.

When I make my salsa it takes a lot of time. I cut all of the tomatoes, cut all the cilantro, cut all the onions, cut everything all up. (Sometimes) it's just easier to grab something else like taquitos out of the freezer!

Everything's kind of expensive. You don't even have enough money to buy things like snacks or fruit. Just like milk and eggs and things like that.

We more or less stick to the same vegetables all the time, carrots, celery . . . the cheapest stuff. With fruit, you have to wait until you find something on sale, so you don't get fruit every week.

I buy the canned and the frozen (veggies) because they're cheaper.

I think more effort goes into getting fruit. You can just grab a bag of chips and throw it on the table and the kids can eat them whenever. You have to prepare fruit.

Or sometimes when you go to the supermarket, it's not ripe enough to buy it and you wait and it goes bad.

For me, I'm too lazy to eat fruits and vegetables. I see something sweet and I prefer sweetness. Or, I go for the potato chips.

If you work all day, the last thing I want to do is cook a big meal and then have to do the dishes and clean up all of that stuff. It just takes too long.

(Some people) are not used to eating (fruits and veggies) so they don't like them. When I was a child, we did not eat much. Perhaps now that I am an adult - if I get the urge - I will eat some. (S)

My husband does not like vegetables. (S)

Personally, I would say taste. For example, I don't like salads because of the taste. But if we cook tacos and everything is already prepared it tastes different; it doesn't taste so much like tomato and all of that. So for me it is the taste. (S)

I don't (eat much fruit) because we only get a paycheck every 15 days. The first check, I buy fruit. If it runs out in the first week we wait until the next paycheck comes. So you eat fruit when you go to the store and buy it. But I do not go out again to buy fruit when it runs out. (S)

I said that it is expensive, but a lot of times I will say, "Well, I am going to eat chips, or pastries and coffee," instead of limiting myself on those things and buying more vegetables. I have always done that. (S)

(Fruits and veggies) spoil quickly if you don't use them. (S)

When we were small my mother did not like vegetables. So, because she did not like vegetables, we did not eat any. Now I have tried to implement eating more vegetables with our children and that is why we are eating more vegetables than when I was small. (S)

Sometimes I will prepare meat with broccoli or cauliflower and the children don't like it because they say it does not have flavor, but if you give them a watermelon they say, "Oh this is good," they don't like vegetables and I try to prepare them in different ways and no they don't like it, they prefer other foods. (S)

D. FVMM Concept Testing

Participants were shown five 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 and effectiveness.

Although all of the concepts have strengths and weaknesses, *Eat Colorfully and Live Healthfully* was the favorite among these women. They love the idea of the little girl coming to life as she eats fruits and vegetables as well as the idea of their own child(ren) having lots of energy and life. They think the ad will appeal to both parents and children, which they feel is important. And, they like the outdoor setting, which also suggests a healthy lifestyle.

Moms also liked *Bring Home the Benefits*, which they say shows a mom thinking about what is in the best interest of her children, which they believe they do each and every day. It makes them feel good about themselves. The downside of this concept seemed to be that there is not enough action, as some suggested showing more fruits and vegetables, having the mom unpack the grocery bag, and/or including children in the ad.

Many forms generated the most discussion, with some participants saying it is good to know that all forms of fruits and veggies have the same benefits, but others saying that is not true. Moms who liked the QVC concept are likely to be familiar with the home shopping retailer that broadcasts on cable and satellite stations worldwide. Whether or not they were familiar with QVC, all moms like the idea of getting free recipes.

The only concept that didn't have much of a following was *Heroically Good*. Women found a real disconnect between being in the hot, dry desert, and feeling elated when finding a can of peas!

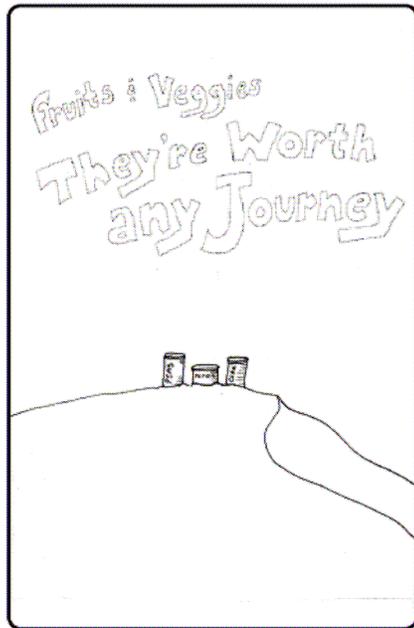
Participants completed a brief ratings questionnaire on each concept prior to any discussion. The ratings questions were as follows:

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?

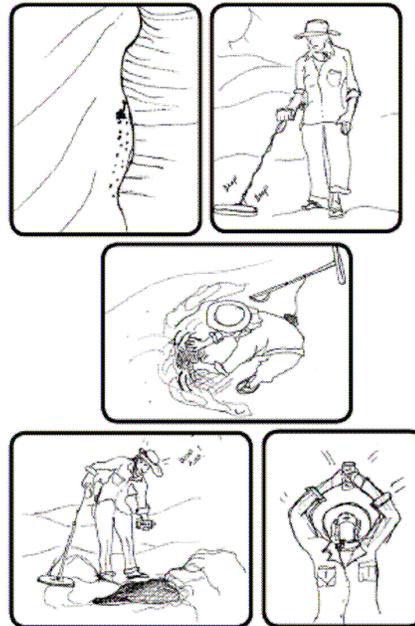
Using a scale from 1 to 10 with 1 meaning the advertising does not make you want to eat more fruits and veggies and a 10 meaning it definitely makes you want to eat more fruits and vegetables, how would you rate this idea?

The tables on the following pages summarize the things women liked, disliked, and suggested for each of the advertising concepts. In addition, average ratings by city are included. Following each summary is a narrative of participants' reactions to the concepts.

1. Fruits & Veggies: They're Heroically Good (Live Action)



Print



TV

A rugged woman prospector with her mighty metal detector descends upon the Sonoran desert to find lost treasure. Thirsty and crawling through the sand dunes, she eventually rises to the occasion that she was born for, when her instrument detects the treasure. Our seeker digs desperately and is rewarded with the ultimate discovery: a can of peas. She revels in her find by pulling out a can opener from her pocket and enjoying her spoils. The tone is determined, adventurous and victorious.

Tagline:

Fruits and veggies. They're worth any journey.

Heroically Good

Likes	Dislikes/Concerns	Suggestions
<ul style="list-style-type: none"> • When in the desert, anything you find is good • I/kids like peas • Treat vegetables like treasures • Peas are nutritious 	<ul style="list-style-type: none"> • When in the desert, you want water, not peas • Silly • Doesn't make sense • I/kids don't like peas • Not realistic • Confusing • Prefer fresh, not canned 	<ul style="list-style-type: none"> • She should find water • Include whole treasure of fruits and vegetables • Find an oasis/fresh fruits and vegetables/ fruit tree/something juicy/apple/ watermelon, rather than a can of peas

	Heroically Good		
	Liked	Effective	Favorite
Flagstaff	2.9	2.7	1
Tucson	1.7	1.2	0
Yuma	1.6	1.3	0
Phoenix	5.3	5.6	1
Phoenix - Spanish	6.7	5.1	0
Tucson - Spanish	1.3	1.3	0
Yuma - Spanish	5.7	7.6	5
			7

Very few women understood or connected with this concept. Those who did said the message is to *treat vegetables like treasures* or that peas are nutritious.

Many more were hung up on the fact that this concept is not realistic nor is it logical. Why would a woman who is walking through the desert, hot and sweaty, and in need of water, feel joyous to find a can of peas? And, how does she just happen to have a can opener? And, why peas? Some women objected specifically to the prospector finding peas, while others were put off by the fact that she found any fruit or vegetable in a can. Participants suggested that the woman should find an oasis, a fruit tree, or most appealing, water.

Participant Comments:

Positive

Treat them like treasures.

I liked the idea because it is a big effort what she is going through in the desert. She is robust and sacrificing and she found something nutritious to eat. (S)

I liked it because after such great effort and being tired, the peas could give her more energy. (S)

Negative

It's unrealistic. You're not going to be in the desert and find peas.

I didn't like it because when you're out in the desert you want to drink water. That's what I thought, not a can of peas.

The peas were a turn off. If she would have found something else I think we would have been happier. But the peas?

It's too depressing. Desert and dry and hot. You just don't want to see that.

Well, if I were to be watching I'd be waiting for her to find something spectacular like a treasure, other than a can of peas. And she finds a can of peas and I'm like, "Are you kidding me? She finds a can of peas and she has a can opener? I don't think so!"

I did not like it because we are talking about a commercial that is going to help me eat more fruits and vegetables and I prefer natural food instead of canned peas. I prefer fresh peas. (S)

The woman is going around suffering only to find peas? (S)

Suggestions

It needs some wildlife. A tropical setting would have been better.

I liked it but I would put a tree with fruit.

2. **Fruits & Veggies: Bring Home the Benefits (Live Action with Special Effects)**



Print



TV

Shot waist down, a mom exits through the doors of a grocery store. As she walks down the sidewalk, her brown grocery bag becomes the movie screen in which an exciting animation takes place. We could tell a story through copy (which could be very information driven or narrative), or through an animation (which could show, rather than directly tell the benefits) or a combination thereof. The tone is emotional, yet upbeat.

#1 MOM -->
 She has two #1 kids at home
 Their health is her #1 concern
 So when it comes to grocery shopping,
 She's got it in the bag.
 <-- Fruits and veggies -->
 Bring home the benefits.

Bring Home the Benefits

Likes	Dislikes/Concerns	Suggestions
<ul style="list-style-type: none"> • Makes me feel good as a mom • Like the idea of empowering mom to pick healthy foods for family • Moms put their kids first • Shows that mothers can make that choice • Doesn't show the face/could be any mom • Motivating 	<ul style="list-style-type: none"> • Boring • Don't like the screen on the grocery bag • Didn't grab me • Too much #1 stuff 	<ul style="list-style-type: none"> • Have her coming home and pulling all fruits and veggies out of the bag • Add children/should be interacting with children • Screen should be receiving text message • Show mother w/smiling face

	Bring Home the Benefits		
	Liked	Effective	Favorite
Flagstaff	5.2	5.2	2
Tucson	6.1	5.5	2
Yuma	6.5	5.8	0
Phoenix	6.3	6.1	2
Phoenix - Spanish	7.2	7.0	4
Tucson - Spanish	4.0	3.0	0
Yuma - Spanish	7.6	8.9	6
			16

Red highlighting indicates second highest average score in respective cities/second most favorite concept.

The clear message with this concept is that mothers are thinking about their children when they load up on fruits and vegetables at the grocery store, and doing this makes you a good mother. Women like this message and, of course, want to feel like a good mom themselves.

In addition to the message, several participants mentioned specifics about the concept that they particularly liked. Among them, that the ad doesn't show the woman's face. The participant who noted this said it could be any of us. Another member of the group said the screen on the front of the grocery bag tells a story, and compared it to text messaging.

The few who didn't care for this concept said that it looked like "the same old thing" or that it was boring. A couple of participants in the Spanish-speaking groups specifically mentioned that they didn't care for the screen or that there were too many "#1's."

Suggestions included: having children in the ad, having the woman unpack groceries so you could see all of the fruits and vegetables she purchased, or having someone eating the fruits and veggies.

Participant Comments:

Positive

It makes you feel like if you're giving them what they're supposed to eat, it makes you feel like you're a better mom.

I think the undertone is awesome; that mothers can make that choice and also that it incorporates that the children are on there. It promotes family values.

I like the fact that it doesn't show the face. I like that it says any woman, any one of us.

Buying your family good, healthy food makes you a good parent. That makes you feel good as a mother.

It relates to us because it's like text messaging on the phone. It's a movie. It's a story about the food for the kids, about the food for me, food for my husband.

I like that it reminds you that you have to make the best choices when you are going shopping for food and I liked it. (S)

The bag tells you that she is thinking about her children. (S)

Negative

I think it was a good idea, but we know why we need fruits and vegetables. Getting us to eat it is a different thing. You need to buy it. It's kind of the same old thing.

Everything is fine with what she is taking in the bag, but I did not like the screen. (S)

I thought it was kind of boring with just the bag and just the fruit. There needs to be more to it. (S)

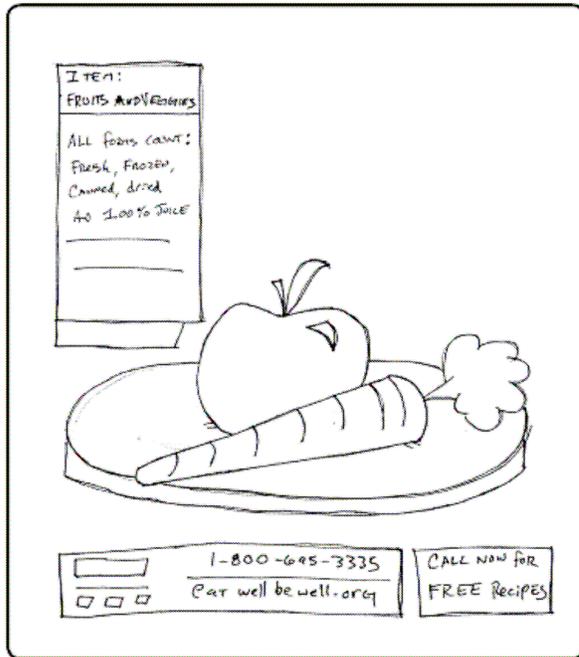
Suggestions

Maybe a mother walking and you see her face and maybe she's happy. Maybe have a kid holding her hand and they're happy and he's kind of skipping along or something. (S)

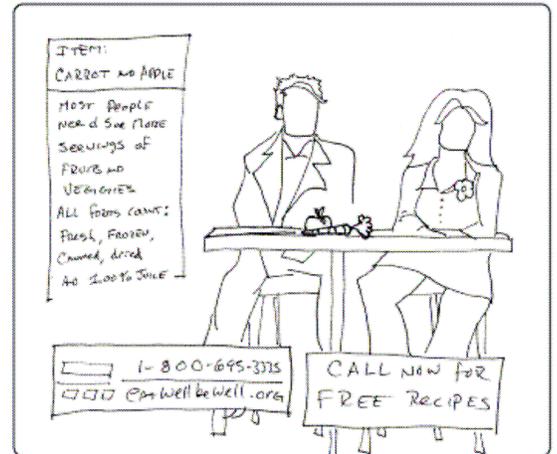
Like she gets home with the bag and pulls everything out to prepare it. It is ready and you crave it. (S)

I have an idea, that the lady pulls an apple out of the bag and eats it, (so it is) showing how she is enjoying it. (S)

3. QVC-Style (Live Action with Graphics)



Print



TV

Open on a QVC-style set with two hosts seated on the state, engaged in conversation.

Sample dialogue:

HOST 1: Now here is a really special item. These tasty treats make the perfect afternoon snack,

OR, just toss one in your child's lunch sack... WOW. Forget it. They'll love you FOREVER. Let's try one.

HOST 2: Mmm.. hear that crunch? Delicious.

HOST 1: AND nutritious! Oh, we have a caller! Hi Diane!

Diane: Hi guys! I love you! Thank you for the apples! My family can't get enough!

Host 2: Thank you Diane! And viewers, if you like that crunch that you'll only get from fruits and veggies, you're going to be PSYCHED about this item: Carrots. Call that number at the bottom of your screen for recipes using these two amazing products!

Sample graphics to appear on side panel:

Graphic #1: Fruits and veggies provide great taste, nutrition and variety.

Graphic #2: All forms count: Fresh, frozen, canned, dried and 100% juice.

Graphic #3: Enjoy nutrients like fiber, vitamins and potassium.

QVC

Likes	Dislikes/Concerns	Suggestions
<ul style="list-style-type: none"> • Like QVC • Grabs my attention • Creative • Says fruits and veggies are very important, like jewelry • Provides a telephone number/Website • Free recipes 	<ul style="list-style-type: none"> • Don't understand/confusing • Not a QVC buyer/watcher • Not thinking about me and my kids, thinking about money and profits • Not realistic • Boring • If not a QVC watcher, won't appeal to you 	<ul style="list-style-type: none"> • Should include kids • Show peers/kids eating fruits and vegetables

	QVC		
	Liked	Effective	Favorite
Flagstaff	4.7	5.3	1
Tucson	5.1	5.3	1
Yuma	5.6	4.5	1
Phoenix	5.4	5.3	0
Phoenix - Spanish	7.8	6.4	0
Tucson - Spanish	7.6	7.0	1
Yuma - Spanish	6.8	6.6	0
			4

Red highlighting indicates second highest average score in respective cities

The main criterion for liking or disliking this concept seemed to be whether or not you watch QVC. Those who liked this concept were much more likely to be QVC watchers than non-watchers. Those unfamiliar with the program were not as positive in their remarks.

Several women said that, through the graphics, this concept gives you more information about why fruits and vegetables are good for you. Others suggested that including fruits and vegetables on QVC implies that they are valuable, just like jewelry and other items that are sold on the program.

Free recipes are an attention-grabber among these women. They seem to love the idea of getting new recipes. In addition, several mentioned that they like the fact that this concept includes a phone number to call and a Website to visit.

As suggested, those who do not watch QVC don't really understand this concept, with a few even seeming to be put off by it. One woman said that the ad must think people are stupid for thinking that fruits and vegetables would be sold on QVC, with another saying that the concept was more concerned with money and profit than on what is in the best interest of the viewer.

There were no specific suggestions for this concept.

Participant Comments:

Positive

I thought it was pretty neat how they gave you a number to get some recipes.

I like the recipe part of it. If you give a woman a recipe they're going to buy it.

The free recipes get your attention.

I think it's creative. I think it's different and it's saying this is very important like when they sell jewelry. "This is very important, look at this." But it's creative. It's different.

This is more complete. It is providing a telephone number, Website, message on the fruit that it is healthy, the vitamins and benefits . . . it is complete. (S)

I think it is good in that it provides information, presents the products, and offers recipes that the other concepts did not do. (S)

I liked it because it brings to mind listening and seeing the crunchiness. You crave it. (S)

It tells you about the benefits. (S)

For me, I'm a QVC watcher so when I see food on TV and they're cooking it and they're making it and they make it healthy, I think, "That looks really good. I could really go for some of that right now." But if you're just flipping the channels you'd have to be a QVC watcher in order to get that one.

Negative

It's like they're making fun of us. It's like, "Come on. Fruits and vegetables on QVC? I'm not stupid. I know they're at the store." I just feel like they're making fun of people with that commercial.

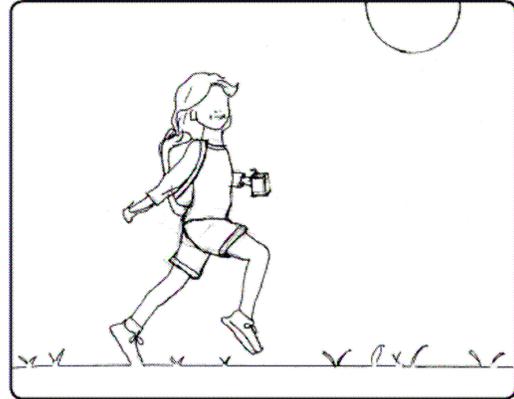
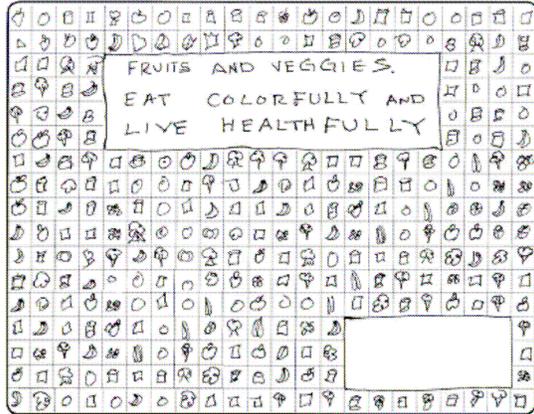
I don't feel like they're genuinely thinking about me and my kids. They're thinking about money and profit.

To me it's like a joke. It's too silly.

I didn't like it. Like she said, I'm not a person who watches it so I wouldn't know. (S)

I did not understand it. (S)

4. Fruits & Veggies: Eat Colorfully and Live Healthfully (Animated)



Print

TV

Open on a template designed to emulate a blank canvas. The color palette is represented by different fruits and veggies. A paintbrush tool selects various fruits and veggies from the “palette” and drags them onto the “canvas.” Each time this happens, a splash of color essentially “paints” a picture of an active, healthy lifestyle. This would be fun set to some poppy, computer-digital style music.

Tagline: Eat colorfully and live healthfully.

Eat Colorfully and Live Healthfully

Likes	Dislikes/Concerns	Suggestions
<ul style="list-style-type: none"> • Attracts parents and kids • Many colors/colorful • Eye catching/attention grabber • Love the thought of children coming alive • Eat more fruits/veggies, have more energy • Visually stimulating • Creative • Shows what fruit and veggies do for our bodies with color • Adds color to your life/fills your life with color 	(No dislikes/concerns)	<ul style="list-style-type: none"> • Have the girl actually eating fruits/vegetables

	Eat Colorfully and Live Healthfully		
	Liked	Effective	Favorite
Flagstaff	8.3	7.7	9
Tucson	7.7	6.7	7
Yuma	8.2	7.2	10
Phoenix	7.1	7.7	6
Phoenix - Spanish	8.7	7.9	2
Tucson - Spanish	8.0	5.5	2
Yuma - Spanish	6.6	8.5	0
			36

Blue highlighting indicates highest average score in respective cities/favorite concept.
 Red highlighting indicates second highest average score in respective cities.

“Eating fruits and vegetables brightens your life.” This statement by one focus group participant is representative of what many women said this concept communicates. Most love the idea of seeing the little girl in the ad coming to life as she eats fruits and vegetables and they love the idea of their own child(ren) having lots of energy and life.

Many participants agreed this ad will appeal to both moms and kids, which they feel is important in encouraging families to eat more fruits and vegetables. They think the colors, the outdoor setting, and the fact that it starts in black and white and turns colorful, will catch people’s attention.

In terms of suggestions, one participant recommended a more artistic looking palette, and another that someone be eating a piece of fruit or a vegetable.

Participant Comments:

Positive

I do like the colors. All of the pictures are black and white and then the colors come in as you’re adding the fruits and vegetables. My kid will watch that.

It makes you and your children see that if you eat fruits and vegetables they fill your with life with color. If you don’t, you’re dull.

If you eat colorful fruit you’ll feel colorful inside. You’ll feel alive.

It just kind of brightens things up and gives you the message that eating fruits and veggies will brighten up your body, your skin, and everything.

I like this one because to me it seems like parents and kids would like it. But I think for a commercial like that, with just the different spectrum of all the artistic colors and then you see a kid who’s all bland and drab and not a lot of energy and as they’re eating their fruit and their vegetables and they’re coming to life, the kids would think it was cool and then as a parent it makes you feel like, “Oh, if I feed my kids right they’ll be healthy and vibrant, too.”

It’s vibrant and it looks healthy.

We want our kids to come alive.

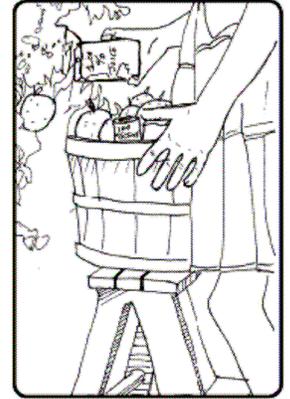
It is sending the message that you have to eat (fruits and veggies) so that you have more energy. (S)

The ad is also good for children because normally they spend more time (watching) television; and the child in the ad is saying that it is good to play outside. (S)

Suggestions

I think the best way to encourage people to eat healthy or to eat vegetables and fruit is just having someone, the girl, actually eating it and make you want to taste it. I think that would be the best TV commercial. Just somebody eating the fruit and vegetables.

5. Fruits & Veggies: Many Forms (Live Action or Animated)



Print

TV

This spot would be shot in various scenes of nature, i.e. farms, fields, orchards. Each scene would depict farmer-types as they pick or harvest different forms of fruits and veggies. The first scene would start out normally enough, with a farmer picking a fruit from a bush or tree. Then we venture into the unexpected: Some scenes, for example, could be farmer-types plucking canned fruits from trees, or dried fruits from a vine, or frozen peas from the ground. The tone would have an organic, idyllic feel to it.

Possible taglines:

The many forms of fruits and veggies. Different looks. Same benefits.
The many forms of fruits and veggies. Different in look. Alike in nutrition.

Many Forms

Likes	Dislikes/Concerns	Suggestions
<ul style="list-style-type: none"> • Tells us all types of fruits/veggies are good • No matter what form, still get the nutrition you need • The look of freshness • Realistic • Good information/ learned something/ informative • Tells you frozen and canned aren't bad (some people think they are) • Looks natural • Benefits of canned are the same as fresh • Picking canned fruit off the tree 	<ul style="list-style-type: none"> • I don't think canned/frozen are as good for you/the same as fresh/don't believe it • Too much like the Tropicana commercial • Weird to pick frozen vegetables from a tree 	<ul style="list-style-type: none"> • Make it more real

	Many Forms		
	Liked	Effective	Favorite
Flagstaff	6.2	5.9	0
Tucson	7.5	7.1	7
Yuma	6.9	5.6	2
Phoenix	6.4	6.3	0
Phoenix - Spanish	7.6	7.3	0
Tucson - Spanish	5.6	5.0	0
Yuma - Spanish	9.4	9.7	0
			9

Blue highlighting indicates highest average score in respective cities.
 Red highlighting indicates second highest average score in respective cities.

This concept generated the most discussion. Those who liked the ad, found it very informative, as many did not know that “all forms count.” That is, prior to reading the concept, many women believed that if you couldn't have fresh fruit and vegetables, why bother at all? They were happy to learn that all fruits and vegetables, whether fresh, frozen, canned, or dried have the “same benefits,” and are “alike in nutrition.” Several said the ad is *attention getting*.

That said, others simply didn't believe the claim made by this concept. Some participants said that, because frozen and canned food contain salt and other preservatives, it is not good for you, or at least, not nearly as good for you as fresh fruits and veggies. Others who didn't care for this concept said it was *weird* to be picking canned fruit off trees and frozen vegetables out of the ground.

Participant Comments:

Positive

The reason I liked it the most was it didn't just have fresh fruit, it showed all different kinds. A lot of people use vegetables that are either canned or frozen. It shows you it's all good for you. It doesn't matter which, not fresh fruits are better, canned is better . . . it's all good.

A lot of people think that canned is bad or frozen is bad or whatever, but it lets you know that it's still okay to use them. It tells you that. You don't have to wonder. (S)

I think they do have the same benefits because whether it is natural fruit or dried fruit, it is the same. (S)

It gets your attention to eat canned food if the benefits are the same as fresh. It makes you think that maybe it is the same. The fact that they are taking it from the tree makes you think about that. (S)

Negative

I think there is a difference between a frozen and a canned (fruit or vegetable) because of the way they process it. A can is already cooked and when you cook a vegetable - especially if you cook it in water - you lose some of the nutrition. So, in the can, the juice is what I think is more important because it has all the vegetables in it.

I do think if you want a higher nutrition value you should get fresh fruit.

You know, like the frozen vegetables from the tree, that was kind of like, "Weird."

I liked it, but to me, canned food is not as good as fresh because it has a lot of preservatives. It has a lot of sodium. It has all of that stuff to make it fresher and last longer, but to me, I like fresh fruit more than I like canned fruit. Yes, it's still going to give you the nutrients but it's still also going to give you the extra sodium and stuff that you don't really need.

I think that canned food has a lot of preservatives. It is not the same as fresh. (S)

I did not like it because it is far from reality and fake. (S)

It is a lie. (S)

E. EDUCATIONAL REINFORCEMENTS

Focus group participants were asked about three educational reinforcements, or give-away items, that are sometimes developed to support advertising campaigns: a child's apron, a dish towel, and a colander.

Each item had its supporters, with at least several women saying the item would be useful. The greatest number of women, however, voted for the child's apron when asked to choose the item they would like most. Many of those favoring the apron said their little girls would like it and a few said their little boys would wear the apron when helping mom. One participant suggested having an apron that kids could paint or color themselves, with another saying the apron should include lots of colorful fruits and vegetables.

As suggested, the colander also had its fans, with most of them saying that because you have to rinse your fruits and vegetables, this item goes well with the campaign. Several women agreed this would be a very useful item, but most said they already have one. In contrast to the apron and the towel – where you can always use one more – you probably only need one colander per household.

The dishtowels generated the least excitement among these women. Although a few said they can always use more or they would use it every day, the other items presented were more appealing.

Participants had several other suggestions for give-away items, including cutting boards, refrigerator magnets, vegetable peelers, and cloth grocery totes.

Participant Comments:

Child's Apron

Yes, (putting fruits and vegetables on the front) would be cool. It would help your child want to help you more.

I think they should do an apron that they paint themselves.

My daughter likes to copy me and she sees that I wear an apron so she would. (S)

My three-year-old would love it. (S)

I think it is a good idea because you put the apron on a child and put him in a place to cut the oranges or apples. You are encouraging him to eat healthy. (S)

Or, on the apron, you could put pictures of the fruits and bananas and vegetables and ask your kid or child which one they want and they could pick it out and that could be their snack. Stuff like that. (S)

Colander

For me, it would be the colander. It would be something I could use.

For the fruits and veggies, I guess that would be ideal.

I liked the colander to wash the fruit. (S)

It is a way to remind us that fruits and vegetables are good but that they also have to be washed. (S)

I probably wouldn't even use it. I have a strainer on my pot lid. It would probably be put under my sink and I'd never even see it again. (S)

Dishtowel

The more towels the better!

I like it. It's practical. I'd use it every day.

Towels fade away after a while.

I like it because when I want my son to do something I make him dry dishes. (S)

Other suggestions

I think they should have like a magnet, a vegetable magnet that says, "Eat colorfully," or something. With me, I'll have my list of groceries and I will have a magnet and every time I think of something that I need I will put it on the list. At the end of the week, I'll go buy it.

I think it would be cool, too, to do like a cloth sack that had the fruits and veggies on the front of it. That way when you went to the grocery store to go shopping, the kids get to help you pick out what was on there.

A peeler or a cutting board. (S)

F. Recipes and Tips for Healthy Eating via email

Those who have access to computers, the Internet, and email (about half) liked the idea of receiving recipes and tips for healthy eating via email. However, some say they don't check their email messages very often or don't have a printer, so would prefer to get the recipes via standard mail.

When asked what kind of recipes they would like, many proposed recipes that would include fruits and vegetables. Others suggested easy recipes or those that don't have many ingredients or have ingredients they already have at home.

Participant Comments:

I don't use my computer that much. I'd rather have it in the mail because if I got it in the mail, then I'd use it.

What kind of recipes would you like?

Simple but beautiful and creative at the same time.

Healthy foods like salads because I only know how to make Caesar (salad). (S)

Different ones, like different dishes, like soups. (S)

I would like to get recipes for fried foods like tacos, tostadas but also healthy and fruit dishes. (S)

G. Presence of Milk in the Household

Two milk questions were included on the concept rating sheet: *Do you have milk in your refrigerator? (IF SO) What kind?*

Almost all of these women have milk in their refrigerators. Over half (45 of 77 responses) said they have whole (24) or 2% (21). Twenty-seven (27) of 77 said they have 1% low fat (23) or fat free (4). Other responses included soy, rice, and non-lactose milk. *(Note: participants were asked to include all types of milk, so the table below reflects multiple responses.)*

	Phoenix		Tucson		Yuma		Flagstaff	Total
	English	Spanish	English	Spanish	English	Spanish	English	
Whole	4	0	7	2	6	1	4	24
2%	2	3	6	2	4	0	4	21
1%	3	2	4	1	7	0	6	23
Fat free	0	0	0	0	2	0	2	4
Other	0	1	3	0	0	1	0	5
NA	2	6	0	3	0	6	2	19