Developing Concepts and Pretesting Materials
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Pretesting At Each Stage
• Concepts
• Partially completed materials
• Revised products
• Final products

Pretesting Steps
• Determine objectives
• Plan methodology
• Pretest
• Revise, pretest, revise…

Determine Objectives
• Comprehension
• Attention-Getting
• Relevancy
• Believability
• Persuasiveness
• Untoward effects

Plan Methods
• Develop questions
• Select collection techniques
  – Groups
  – Individuals
• Determine sampling scheme
**Pretesting Questions**

- See Pretesting Questions Handout
- Select appropriate questions from categories that correspond to your pretesting objectives.

**Comprehension**

- What do you think this brochure/poster is telling you to do?
- What is the main idea it is trying to get across? What will you get if you do that?
- What does it tell people will happen if you do that?

**Attention Getting**

- What first caught your eye?
- Once seeing this did you want to continue reading?
- Do you recall seeing this poster/brochure?

**Attractiveness**

- What do you think about the pictures?
- What do you like/dislike about the way the material looks?
- What could be done to make the material more interesting?

**Relevancy**

- Who do you think this brochure/poster is speaking to?
- What type of people should read this?
- What makes you think the message is/is not made for them?

**Believability**

- Who do you think wrote this material?
- How do you feel about who wrote it?
- How do you feel about the person on the cover?

**Credibility**

- Who wrote this brochure?
- How do you feel about who wrote it?

**Acceptability**

- Is there anything about the material you find offensive?
• Is there anything about the material that you find annoying?

Persuasiveness
• What does the poster/brochure make you want to do?
• How likely are you to do that?
• What makes you want to take the recommended action?
• What could convince you to take the recommended action?

Usefulness
• What information did you already know?
• What new information did you learn?
• Do you think we should spend our money to print this material?

Sampling Schemes
• Source of subjects
• Recruitment strategy
  – Eligibility requirements
  – Incentives
  – Script

Data Collection
• Individual interviews
  ▪ Cheaper and easier to set up
  ▪ Provides in-depth understanding

▪ Groups
  ▪ Watch interaction
  ▪ May add to groups in formative phase

Next Steps
• Identify communication objectives
• Select or write question(s) for each objective
• Select data collection method
• Decide how can recruit sample
Pretesting Steps Reviewed

• Determine objectives
• Plan methodology
• Pretest
• Revise, pretest, revise…
Concept Testing Exercise

Work in Groups of 2 or more

Select one of the 3 concepts developed by the creative team

Within the group one person will be selected to be the Interviewer and the others will be selected to be women over the age of 50

The Interviewer will read the concept to the group … after reading to the group.. the interviewer will begin asking the following questions. Taking notes of responses.

- What do you think this brochure/poster is telling you to do? (comprehension & meaning)

- Who do you think this brochure/poster is speaking to? (relevancy)

- Is there anything about the material you find offensive? (acceptability)

- What does the poster/brochure make you want to do? (persuasiveness)
  - How likely are you to do that?
  - What makes you want to take the recommended action?

- Other questions you want to ask (review Pretesting Questions handout)

Using notes make recommendations to the creative team

Review recommendations from select groups
CONCEPT #1

FLORIDA CARES FOR WOMEN
Health Screening 1-800-000-0000

IDEA: INTIMATE, CLOSEUP LOOK AT THE FACES/EXPRESSIONS OF 2-3 WOMEN OF DIFFERENT ETHNIC BACKGROUNDS.
WARM, THOUGHTFUL, HOPEFUL APPEAL.

MUSIC: LIGHT, BEAUTIFUL, AIRY, POSSIBLY SOME VOCALIZING

ANNCR: I know you.
You're a woman.
You take care of the family.
You take care of the house.
You take care of everything for everybody.
Who's taking care of you?

Now, with the Florida Cares for Women Program, every woman can get the gentle, private health exam she needs. At a price she can afford. So call now.

SUPER: FLORIDA CARES FOR WOMEN
HEALTH SCREENING
CALL 1-800-000-0000

VISUAL: EXTREME CLOSEUP OF THOUGHTFUL WOMAN
ANNCR: (WITH LOVING CONCERN)
You take care now.
IDEA: RHYTHMIC, FEEL-GOOD SPOT THAT CHEERFULLY REMINDS US THAT WOMEN NEED HEALTH CHECKUPS "ONCE A YEAR." THIS PHRASE "ONCE A YEAR" KEEPS POPPING UP VISUALLY AND LYRICALLY THROUGHOUT THE ENTIRE DIALOG, WHILE OTHER KEY POINTS ARE BEING MADE.

Once A Year
MUSIC: UPTempo, RHYTHMIC.
WOMEN: "ONCE A YEAR" SEEM TO DANCE WITH MUSIC.
ANNCR: Once a year...
COPY CARD: ONCE A YEAR
WOMAN: I do my taxes...

Low Cost No Cost
ANNCR: You don't need insurance or a lot of money
COPY CARD: LOW COST NO COST

Once A Year Peace Of Mind
ANNCR: I like that.
COPY CARD: ONCE A YEAR, PEACE OF MIND

50 Is Beautiful
ANNCR: Speaking of birthdays, are you 50 or over?
COPY CARD: 50 IS BEAUTIFUL
WOMAN: I'll never tell...
ANNCR: Well, you can tell me. I'm a doctor. And if you haven't had a health screening in the past year, I care. Florida cares.

Florida Cares For Women
ANNCR: Just call Florida Cares For Women for a breast and cervical cancer screening
CALL 1-800-000-0000
LOCAL SUPERS: FLORIDA CARES FOR WOMEN Breast and Cervical Cancer Screenings 000-0000

WOMAN: Once a year...got it.
Florida Prevention Research Center
18th Annual Social Marketing & Public Health Training Academy

:30 TV "DOCTOR'S ORDERS"

FLORIDA CARES FOR WOMEN
Breast and Cervical Cancer Screenings 1-800-000-0000

IDEA: IN THIS APPROACH, THE VIEWER BECOMES THE PATIENT WHEN THE ON-CAMERA ANNOUNCER DECLARES HERSELF A DOCTOR WITH IMPORTANT ADVICE TO GIVE. TONE IS WARM BUT AUTHORITATIVE, WITH CAMERA INTIMATELY PORTRAYING THE DOCTOR/PATIENT RELATIONSHIP.

ANNCR: (AFRO-AMERICAN WOMAN IN HER 50'S SPEAKS WITH AN HONEST, CARING BUT NO-NONSENSE MANNER)

Most women are good at getting health tests if their doctor tells them to. But...what if you don't have a doctor? Or insurance? Well guess what,

I'm a doctor. You're my patient. And I'm telling you, if you're 50 or over and you haven't had a breast exam or pap test during the last year, you're overdue. Long overdue.

And with the Florida Cares for Women Program, it might even be free. Just call Florida Cares for Women for a breast and cervical cancer screening.

SUPER: FLORIDA CARES FOR WOMEN
Breast and Cervical Cancer Screenings
CALL 1-800-000-0000

ANNCR: (WARM, FRIENDLY) Doctor's orders.
**Concept Development/Testing**
- Share formative research data and social marketing plan with creative team
- Develop concept and prototype materials
- Ask for two or more concepts so people can compare

**Test All of the Following**
- Comprehension & meaning
- Attention-getting
- Attractiveness
- Relevancy
- Believability
- Credibility
- Acceptability
- Persuasiveness
- Usefulness
- Use consumer research to revise

**Pretest**
- Focus on key elements
  - Not a popularity contest
  - Don’t count
  - Search for insights

**Common Mistakes**
- Substitute staff
- Don’t sample for variation
- Overlook what is not said

**Revise and Re-test**
- Two or more rounds
- Sufficient redundancy
- Pretest with all audiences
**Measures of Success**
- Understand the message
- Believe the promise
- Think the messages for them
- Are not confused or offended
- Are motivated to act

**Summary**
- **Initial Planning**
  - Background, purpose & focus
  - Situational analyses
  - Select target market
  - Specify goals & objectives
  - Market Research

- **Strategy Development**
  - Marketing plan
  - Evaluation plan
  - Implementation plan

- **Program Development**

- **Implementation**

- **Evaluation**

**Resources:**

