

To Katherine Lyon-Daniel, CDC
From: Robyn Castellani, Prospect Associates
Re: Folic Acid Creative Pre-test: Final Results and Implications
Date: November 19, 1998

This provides topline reports and proposed next steps for the series of communications pre-tests that we conducted on folic acid TV and Print creative. Below, I've detailed the conclusions arising from this research, including incremental steps that were taken to address a final issue on the contemplator print execution, "It's Too Late."

Overall Findings

- * All creative communicated the key strategy of taking folic acid before you're pregnant.
- * Respondents were generally receptive to the folic acid icon and liked having it. Some respondents, particularly Hispanics, had a little trouble identifying the orange juice carton (*Note: this has since been revised*).

Contemplator Findings

- * "Before You Know It" was the stronger performer for TV.
- * "It's Too Late" was a powerful print execution -- in fact, possibly too powerful. A few respondents worried that "It's Too Late" might scare them. (See below for more details.)
- * Findings were consistent with both general and Hispanic audiences.

Pre-Contemplator Findings

- * "Not Here to Sell" TV tested particularly well, although both spots were quite effective.
- * "Ready/Not" may have been compromised somewhat by the storyboard format; this is a somewhat more visually oriented execution, and more difficult to understand in a storyboard format.
- * "Once a Month/Once A Day" was the stronger performer in print, with respondents reacting favorably to the clear comparison made between menstruation and folic acid.

"It's Too Late" Incremental Research

As detailed in the attached topline, "It's Too Late" was clearly the preferred print execution, with the dramatic test headline and the stark "grain of rice" visual. However, a few respondents reacted negatively to the implications of "It's Too Late," worrying that they might have harmed their babies. CDC requested some alternative versions of this ad, keeping the general idea intact, but softening the "It's Too Late" message.

To address this issue, Prospect developed a number of alternative versions, including a range of different headlines. Two of these versions, "She Needs You" and "Before You Know It," were tested via a series of informal, one-on-one interviews conducted by members of CDC and Prospect. Results from these one-on-ones suggested that, while "She Needs You" had strong personal appeal, it did not communicate the strategy of taking folic acid before you're pregnant as clearly as "Before You Know It." Therefore, Prospect and CDC agreed to pursue "Before You Know It" as the first contemplator print execution.

Next Steps

- * With the current modification dollars, we are proceeding to production on TV and Print "Before You Know It" executions.
- * Prospect has produced a "Before You Hear It" radio version of this campaign, which CDC has approved and will now proceed to production.
- * Prospect is also developing poster and brochure contemplator products, following the "Before You Know It" theme line. These products will be presented to CDC shortly.
- * All "Before You Know It" materials will be produced by early January, to allow for quantity production before the end of January launch meeting.
- * Given that "Not Here to Sell" has hit some roadblocks with HHS clearance, we will proceed to production on "Ready/Not" and "Once a Month" TV and Print PSA's if funding is approved in time to meet the January delivery date.