



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

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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 *Go Low* campaign. The *Go Low* campaign is designed to promote the consumption of 1% low fat and fat free milk. 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
Yuma 2200 W. 28 th Street	9	5	February 20
Mesa/Phoenix 423 N. Country Club	10	3	February 22
Tucson 3950 S. Country Club	9	11	February 25
Flagstaff 2625 N. King Street	16 (2 groups)	NA	February 27

The group discussions lasted approximately 1½ hours. Participants were given \$60 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

- **Half of the target audience has whole or 2% milk; half have 1% low fat or fat free milk.** Many women report buying whole milk because it is recommended for their young children, however quite a few of these women drink it themselves. They describe the taste as being *rich and creamy*, as opposed to the *thin, watery* taste of 1% low fat or fat free milk. Interestingly, participants often refer to whole milk as “regular milk.” Some of those with 2% drink it (or give it to their families) because they say it is healthier than whole milk, with others saying it is a *happy medium* between whole and 1% or fat free, referring to the taste. Those who purchase 1% low fat or fat free milk say it has *less fat/is healthier*, they prefer the taste, and it is encouraged or provided by WIC.
 - *For some moms, 2% milk is considered the healthy alternative to whole milk. Several reported that, although they prefer whole milk, they have switched to 2% for dietary or health reasons.*
 - *Taste is a big obstacle to drinking 1% or fat free milk for those who drink whole and 2%. Those who have tried 1% low fat or fat free milk describe it as “water with white coloring,” “cloudy water,” “three parts water/one part milk,” “nasty,” and “flavorless.” These people need a very compelling, specific reason to switch from the milk they love and grew up with to what they consider the “nasty” taste of 1% or fat free.*
 - *In previous focus group research in which we tested taglines, the tagline “All the vitamins and minerals without all the fat” was preferred over “All the calcium and vitamin D without all the fat” – 25 to 17. However, when talking about the benefits of milk – in particular, whole milk – participants are much more likely to mention calcium and vitamin D than any other vitamin or mineral. Many even refer to whole milk as “Vitamin D milk.” Because of their tendency to be specific about those two vitamins/minerals, using those in messaging may make more of an impact on this audience.*
- **Milk preference and consumption varies considerably among moms, while kids like milk and drink it several times a day.** Some women drink as many as three glasses a day, while others don’t drink any. Kids, according to these moms, like milk and drink it throughout the day. Many Hispanic moms mix milk with flavoring or fruit as a treat for themselves and their kids.
- **Women agree that fat and calories decrease starting with whole and ending with fat free milk, but are not in agreement on nutritional value and vitamin and mineral content.** While some moms agree the nutritional value and vitamins and minerals are the same for all types of milk, there is confusion and lack of knowledge among a significant portion. A few believe low fat is more nutritious than whole, while a few others think it’s the opposite, and while some said whole

milk has more vitamins and minerals than 1% or fat free milk, others disagreed. Others simply did not know.

- **The greatest number of these moms chose *Low Rider* as their favorite advertising concept.** They describe it as *catchy, cool, and active* and agree the music is great. Several imagined their kids dancing and singing to it, with others saying they can hear their kids asking for the *Low Rider milk*. In addition, many moms remarked that this ad will appeal to both mothers and children, which most feel is necessary to result in switching from whole or 2% to 1% or fat free milk. Moms will relate to the music while their children are singing and dancing to the guitar-playing milk carton.
 - *Women would like to see more specific information about the benefits of 1% and fat free milk in this ad concept. Other suggestions included putting the words to the song on the screen so kids could follow along, including a picture of the guitar-playing milk carton on the carton itself, and using a gallon container instead of the carton because that's what most people buy.*
 - *English-speaking participants rated this concept higher than Spanish-speaking participants. However, the number of low ratings (0's, 1's, or 2's) given by those in the Spanish-speaking groups was similar to the number of low ratings given to other concepts. The Spanish moderators confirmed that participants in these groups were not offended by the *Low Rider* concept nor was there any reference to stereotyping.*
- ***QVC/Infomercial* was also popular primarily because it includes the most specific, and relative, information about 1% low fat and fat free milk.** This audience says they want information, but they often want *relative* information, that is, a comparison to other types of milk. *QVC/Infomercial* includes specifics – it has *Vitamin D and calcium* – and, it implies a comparison to whole milk by saying *the only thing it's missing is all the fat*.
 - *Many participants also like the idea of getting free recipes!*
- **These women believe that advertising seen at WIC clinics, doctor's offices, schools, and grocery stores is most credible.** They agree these are all good places for *Go Low* advertising.

The following tables summarize the things women liked, disliked, and suggested for each of the advertising concepts. In addition, individual and average ratings have been included. 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 would not make you want to change to 1% milk and a 10 meaning you will change to 1%, how would you rate this idea?

Low Rider

Likes	Dislikes/Concerns	Suggestions
Catchy Great music/like the music Appeals to both adults and kids Has personality Active Interactive Kids will want to dance/sing to it	Not a lot of information Music could get annoying after a while Distracting/lose message No human interaction	Include more information Use gallon container of milk Put picture of guitar-playing carton on carton Put words on screen for sing-along

	Liked	Individual Scores*	Effective	Individual Scores
Phoenix/Mesa	9.0	10, 10, 10, 10, 10, 9, 8, 8, 8, 7	4.9	10, 8, 7, 7, 6, 4, 4, 1, 1, 1
Tucson	8.6	10, 10, 10, 10, 10, 10, 7, 5, 5	3.0	7, 6, 5, 4, 1, 1, 1, 1, 1
Yuma	8.9	10, 10, 10, 10, 10, 9, 8, 8, 5	6.9	10, 10, 10, 10, 8, 8, 4, 1, 1
Flagstaff	6.9	10, 10, 10, 10, 9, 9, 9, 8, 7, 7, 6, 4, 4, 4, 2, 1	5.1	10, 10, 8, 8, 7, 7, 7, 6, 5, 4, 3, 2, 1, 1, 1, 1
Phoenix – Span.	9.0	10, 10, 7	NR	10, NR, NR
Tucson – Span.	7.1	10, 10, 10, 9, 9, 9, 9, 8, 3, 1, 0	5.4	10, 10, 10, 9, 8, 8, 1, 1, 1, 1, 0
Yuma – Span.	7.8	10, 8, 7, 7, 7	4.8	8, 7, 7, 1, 1

* Table includes ratings after Low Rider music was played.

NR – no rating

Blue highlighting indicates highest average score in respective cities.

Red highlighting indicates 2nd highest average score in respective cities.

Favorite: 45 (# of dots/votes)

Most effective: 22 votes

Kid Reporter

Likes	Dislikes/Concerns	Suggestions
Kids convincing kids Popularity is big issue with kids/kids do what other kids do Original Entertaining Motivating Cute	Boring Confusing/what happened to 1% milk Breaking news has negative connotation Kids don't like/watch news Not a lot of information Kids don't like school/ shouldn't be in school setting	Include more information Include results/what happened to milk Make more attractive/appealing to children

	Liked	Individual Scores	Effective	Individual Scores
Phoenix/Mesa	4.5	6, 6, 6, 5, 5, 5, 4, 4, 3, 1	2.8	5, 5, 5, 4, 4, 1, 1, 1, 1, 1
Tucson	4.4	8, 6, 6, 5, 4, 3, 3, 3, 2	2.6	8, 6, 3, 1, 1, 1, 1, 1, 1
Yuma	4.6	8, 8, 7, 5, 4, 3, 3, 2, 1	2.6	7, 5, 4, 2, 1, 1, 1, 1, 1
Flagstaff	5.4	10, 10, 9, 9, 7, 7, 7, 5, 4, 4, 4, 3, 3, 3, 2, 0	3.8	9, 9, 8, 7, 7, 5, 5, 3, 2, 1, 1, 1, 1, 1, 1, 0
Phoenix – Span.	5	6, 5, 4	NR	10, 5, NR
Tucson – Span.	5.6	10, 10, 8, 7, 7, 5, 5, 4, 4, 1, 1	4.5	10, 10, 10, 5, 5, 3, 3, 1, 1, 1, 0
Yuma – Span.	9.2	10, 10, 9, 9, 8	9	10, 10, 10, 10, 5

NR – no rating

Blue highlighting indicates highest average score in respective cities.

Favorite: 1

Most effective: 5

Cheers to Your Health!

Likes	Dislikes/Concerns	Suggestions
Shows solidarity/support/united front of moms everywhere Shows mothers are involved Shows specific attractions/cities throughout Arizona Informative Gets attention	Techno-style music Infographic-style map/animation Not appealing/attractive to kids Doesn't get attention	Use real people/ photographs of places

	Liked	Individual Scores*	Effective	Individual Scores
Phoenix/Mesa	4.3	10, 9, 5, 5, 4, 3, 3, 2, 1, 1	3.6	10, 9, 5, 3, 2, 2, 2, 1, 1, 1
Tucson	5.9	10, 9, 9, 7, 5, 5, 3, 3, 2	4.0	10, 9, 8, 4, 1, 1, 1, 1, 1
Yuma	6.0	10, 9, 9, 8, 7, 5, 4, 1, 1	4.6	10, 9, 8, 5, 5, 1, 1, 1, 1
Flagstaff	6.8	10, 10, 10, 9, 9, 9, 8, 7, 7, 7, 5, 5, 4, 3, 3, 3	5.3	10, 9, 9, 9, 8, 8, 7, 7, 5, 3, 3, 2, 2, 1, 1, 1
Phoenix – Span.	9.3	10, 9, 9	NR	9, NR, NR
Tucson – Span.	7.4	10, 10, 10, 10, 10, 9, 8, 6, 4, 3, 1	6.3	10, 10, 10, 10, 9, 9, 7, 1, 1, 1, 1
Yuma – Span.	8.2	10, 10, 10, 6, 5	7.4	10, 10, 6, 6, 5

* Table includes ratings after video was played.

NR – no rating

Blue highlighting indicates highest average score in respective cities.

Red highlighting indicates 2nd highest average score in respective cities.

Favorite: 7

Most effective: 16

Goodness that Amazes

Likes	Dislikes/Concerns	Suggestions
Cute Catchy/will catch kids' attentions Magical Has growing theme Colorful	What does milk have to do with growing grass, making butterflies and kittens come to life? May not appeal to boys Goofy/silly Too much fantasy Would not attract moms/adults	(No specific suggestions)

	Liked	Individual Scores	Effective	Individual Scores
Phoenix/Mesa	5.1	10, 7, 7, 5, 5, 5, 4, 4, 2, 2,	3.3	10, 7, 5, 4, 2, 1, 1, 1, 1, 1
Tucson	5.7	9, 9, 8, 7, 5, 5, 4, 3, 1	2.1	9, 2, 2, 1, 1, 1, 1, 1, 1
Yuma	5.8	10, 9, 8, 6, 5, 5, 4, 3, 2	3.4	6, 5, 5, 5, 4, 2, 2, 1, 1
Flagstaff	5.4	10, 9, 9, 8, 8, 8, 5, 5, 4, 4, 4, 4, 3, 3, 1, 1	4.3	10, 9, 8, 8, 8, 6, 5, 4, 3, 2, 1, 1, 1, 1, 1, 1
Phoenix – Span.	8.3	10, 8, 7	NR	7, 5, NR
Tucson – Span.	8.0	10, 10, 10, 10, 9, 9, 9, 8, 8, 3, 2	6.6	10, 10, 10, 9, 9, 8, 8, 6, 1, 1
Yuma – Span.	6.8	8, 7, 7, 6, 6	3.0	7, 6, 1, 1, 0

NR – no rating

Blue highlighting indicates highest average score in respective cities.

Red highlighting indicates 2nd highest average score in respective cities.

Favorite: 8

Most effective: 12

QVC/Infomercial

Likes	Dislikes/Concerns	Suggestions
Most informative/good information Has purpose Specific reasons for switching to 1% low fat/fat free milk Free recipes	Kids may put milk on Lazy Susan and spin Not for kids/kids would not understand	Gear more towards kids Don't use Don Francisco

	Liked	Individual Scores	Effective	Individual Scores
Phoenix/Mesa	5.6	9, 8, 8, 7, 7, 7, 5, 3, 1, 1	4.3	9, 8, 7, 7, 4, 4, 1, 1, 1, 1
Tucson	7.9	10, 9, 9, 8, 8, 8, 7, 7, 5	5.6	9, 9, 9, 8, 7, 5, 1, 1, 1
Yuma	5.3	9, 9, 8, 6, 5, 4, 3, 2, 2	3.6	9, 8, 6, 3, 2, 1, 1, 1, 1
Flagstaff	5.0	10, 10, 9, 9, 6, 6, 5, 5, 4, 4, 3, 3, 2, 2, 1, 1	4.0	10, 9, 9, 8, 6, 6, 5, 2, 2, 1, 1, 1, 1, 1, 1, 1
Phoenix – Span.	9.3	10, 9, 9	NR	8, NR, NR
Tucson – Span.	9.0	10, 10, 10, 10, 10, 10, 9, 9, 9, 7, 5	6.1	10, 10, 10, 10, 9, 8, 7, 1, 1, 1, 0
Yuma – Span.	7.6	10, 8, 7, 7, 6	3	7, 6, 1, 1, 0

NR – no rating

Blue highlighting indicates highest average score in respective cities.

Red highlighting indicates 2nd highest average score in respective cities.

Favorite: 15

Most effective: 18

III. SUMMARY of Findings

A. Milk Habits

1. Presence of Milk in the Household

Prior to any discussion, participants were asked to answer two questions: *Do you have milk in your refrigerator? (IF SO) What kind?*

Almost all of these women have milk in their refrigerators. Half (37 of 73 responses) said they have whole (20) or 2% (17). (Note: participants were asked to include all types of milk, so the table below reflects multiple responses.) Twenty-eight (28) of 73 said they have 1% low fat (20) or fat free (8). Other responses included soy, evaporated, and buttermilk.

It is important to note that WIC provides whole milk for children under 2 years of age and 1% low fat and fat free milk for all others. With a dietitian's approval, they will authorize 2% or whole milk for children or adults who are underweight or who can't tolerate 1% or fat free milk. Therefore, since the majority of these focus group participants receive assistance from WIC, their milk consumption habits are not necessarily representative of the population. That said, there is some confusion, even among WIC recipients, of exactly what WIC authorizes. For example, one participant in Yuma said, "I know once they are 5 years old they get them off the milk that WIC gives them and then you can go to whole milk." A Spanish-speaking participant in Mesa said, "The children that are 1 year of age have to have whole milk. When they are 2 years old, (WIC gives) 2% because it is low in fat."

	Phoenix		Tucson		Yuma		Flagstaff	Total
	English	Spanish	English	Spanish	English	Spanish	English	
Whole	4	2	3	2	5	0	4	20
2%	5	2	1	4	1	0	4	17
1%	1	0	6	3	1	3	6	20
Fat free	2	0	2	1	0	2	1	8
Other	4	0	1	1	0	0	2	8

Women with whole milk often buy it because that is what is recommended for their children under 2 years of age. Interestingly, many of those who have 2% do so because they say it is healthier than whole milk.

Those who purchase 1% low fat or fat free milk say it has less fat/is healthier, they prefer the taste, and it is encouraged or provided by WIC.

Several moms have more than one type of milk in their refrigerators at any one time. Often, the combination includes whole milk for their young children and 2%, 1% low fat or fat free milk for other members of the household.

Participant Comments:

Whole

I have whole milk because that is what is provided. If your child is one year old they provide the whole milk and then 2%; to pregnant or whatever, it's 1%/fat free. Or they go by the weight of the person or the child.

(I buy) whole because the Pediatrician recommends it to the children. (S)

2%:

My 10-year-old son is the only one that drinks a lot of milk, and with all the sugars and everything around us, I have to keep his fat level down.

I used to get WIC a long time ago and they used to give me 2% milk all the time or even whole milk, but I just started using the 2% milk just because I thought it was nutritional and because it was from WIC.

I don't drink milk, but I buy the 2% milk because it doesn't have that much fat in it.

It depends on if 2% is on sale that is when I buy it even though normally whole milk is more expensive. The only thing is that 2% has less fat. (S)

I drink 2% because it has less fat and the whole milk is for them (the kids) because that is what the nutritionist recommended. (S)

1% low fat:

I choose to buy 1% milk because it has less fat. If I wasn't too concerned about the fat then I would probably drink whole milk.

(I buy 1% low fat) because it is the one that they give me for the children, WIC.

My little ones, the way that they test their blood and their iron and everything when they poke their finger, they say that they don't need to have all that whole milk right now because of the iron in the whole milk. They even took them off the 2% milk and put them on 1% milk.

Fat free/non-fat:

(I buy) non-fat because with the other I feel the fat in my throat and I don't like it. I have to drink the one that is fat free. (S)

It doesn't have any fat, nothing. At home I have a small girl and she is a bit overweight, not fat, but they told me she came out a little over, and they recommended that milk to me. It has more proteins and less fat. (S)

More than one type:

I drink whole milk, but WIC gives me 1% milk because I breast feed, but I give it to the kids and I put strawberry in it.

My 2-year-old daughter drinks whole milk and then I drink 1% milk.

My kids and I drink the skim and my boyfriend and his kids drink the whole milk.

Sometimes I get whole milk, but I only buy milk that is on sale. If whole milk is on sale then I will buy whole milk, and if 2% milk is on sale then I will buy 2% milk.

They (WIC) give me the 2% and I buy the whole. (S)

I have whole milk because of my son that is 1 year old. I get the 2% because I like it more than 1%. I think it is too watered down. For drinking I like the 2% better. (S)

2. Milk Consumption

Milk consumption varies among these women. Many say they love milk and drink several glasses every day, while a few say they will have milk with cereal, but don't drink it alone. A few don't care for it at all and never drink it. Several of the women in the Spanish-speaking groups said they mix milk with flavoring or fruit so it tastes better to them. Although there were a few English-speaking participants who said something similar, it wasn't mentioned as frequently.

Some of those who don't drink milk say they are lactose intolerant, others say that they just don't like the taste.

With very few exceptions, most agree their kids love milk and drink several glasses each day.

Participant Comments:

I drink milk, but I would rather eat cheese products or a yogurt.

I just became an enthusiastic milk drinker because I heard about the whole drinking milk to help lose weight so I started drinking milk and adding it to my diet so I can lose weight.

I drink about 1 to 2 cups per day. I will drink a cup for breakfast and then a cup at nighttime to relax.

I drink milk a lot and so do my kids. I will make these mocha things in little cups.

It's a struggle with my 4 year-old sometimes. She likes it on her cereal but she's really big on juice so at dinner we try to get her to have milk instead of juice and she kind of fights us on that. My older daughter who is 10 loves milk.

I will also have milk with cereal, but I don't ever drink a glass of milk unless maybe I have some cookies. I just don't like drinking it because I don't care for it.

I drink it alone, sometimes with Quick, sometimes with oats, cereal, or whatever. (S)

I drink it in the morning in my shake or coffee or sometimes I accompany it with a piece of cake, about two glasses a day. (S)

I do demand my children to drink a little more because they do a lot of exercise. One of them plays baseball and other sports so I tell him that for his calcium, because of the exercise maybe he burns a lot of fat so they drink a lot of milk. (S)

I drink it but not in a glass. If I have cereal for breakfast or in a shake, but to just drink milk out of a glass, no. (S)

It is the flavor. I say it is the flavor and the color. When you see it (1% low fat milk) it doesn't appeal to you. It is true the color, it doesn't call to you to drink it. (S)

3. Milk Comparison

Participants were asked to compare several attributes of milk: *taste, nutritional value, calories, amount of fat, and vitamins and minerals.*

Rich, creamy, natural, and more flavorful were positive words used to describe the taste of whole milk, while *too thick, nasty, and like cream* were negative descriptors. On the other end of the spectrum, fat free/skim milk was most often described as *watery, water with coloring, 3-parts water and 1-part milk, and boring.* And, while a few participants consider 1% *delicious*, many tend to put it in the same category as skim – that is, *watery.* The milk of choice among many of these moms is 2%, which they consider to be a *happy medium* between whole and 1% low fat and fat free milk. *Not as heavy as whole, balanced, and sweet, but not too much* were used to describe 2%.

While many women agree the nutritional value and the vitamins and minerals contained in the various types of milk are the same and it is the calories and amount of fat that differ, there is still some confusion on nutritional value among the target audience. Some women believe that whole milk has more vitamins and minerals and is therefore more nutritional than 1% low fat and fat free milk, while others really don't know. Almost all of these women agree that whole milk has the most calories and fat, and that this decreases as you go from 2%, to 1% to fat free/non-fat.

Participant Comments:

I think it's (nutritional value) the same, but the fat is what makes it different.

But a lot of people think that whole milk is Vitamin D and it is the best milk, but 2%, 1% and non-fat all have Vitamin D. They all have the same nutrients as the whole milk. There's just less fat.

I think the vitamins go in order as you move down to the different kinds of milks.

If you look at the nutritional information from whole milk, 2% milk, and 1% milk, it all goes down lower and lower.

Whole milk has a little bit less calcium than the 2%, 1%, and skim milk.

I used to be on Weight Watchers and it's all the same. A glass of 1%, 2%, and fat free is all the same (in terms of calories).

I read that whole milk is theoretically the best for you because it's natural and 1% and 2% and non-fat, they homogenize the fat in such a way that it becomes unnatural and it's harder for your body to actually break down.

Doesn't whole milk have more Vitamin D and calcium than skim milk?

I think after what she said, whole milk is more natural. It's probably in there and as you decrease the milk content and go down to 2%, 1%, and fat free, they might actually have to add more vitamins and minerals into there.

But what happens is that the whole milk they make thicker with fat and fat free is the milk with vitamins. (S)

2% has less vitamins than whole milk. It is lower in everything. (S)

The whole milk has more vitamins than the 2%. That is why small children have to drink whole milk. When they are 1 year of age they need less fat. (S)

Well it (skim milk) doesn't have anything, it doesn't have chemicals, it doesn't have anything like I said, it is like fresh milk from the ranch but it doesn't have anything. (S)

Well presumably they all have the same vitamins and benefits except for the last one that doesn't have fat, it doesn't have any fat. (S)

Summary of Participant Comments:

	Whole	2%	1%	Fat free
Taste	Creamy Thick Rich Sweet Filling “Regular milk” Nasty Heavy Coffee creamer Thickened cream Natural flavor “Phlegmy” More concentrated	Watered down Tasteless Not as thick as whole milk Sweeter Happy medium Just right A little sweet, but not too much Balanced taste Not as cold	Watery/like a glass of water So light you can see through it Delicious Just right Nasty Boring Best fake milk you can drink	Water with white coloring/water with dye Cloudy water Three parts water, one part milk Nasty Flavorless Gross No flavor Blue Thin
Nutritional value	Same for all Has all the vitamins Important for growing children Strong bones Vitamin D	Same for all Gets less with 2%, 1% and fat free	Same for all Gets less with 2%, 1% and fat free Not as much fat	Same for all Gets less with 2%, 1% and fat free
Vitamins and minerals	Same for all Has a lot of iron More than others	Same for all Gets less with 2%, 1% and fat free More than 1%	Same for all Gets less with 2%, 1% and fat free Middle of the road	Same for all Gets less with 2%, 1% and fat free More than whole
Calories	More than the others/most and gets less with 2%, 1% and fat free	Gets less with 2%, 1% and fat free	Gets less with 2%, 1% and fat free	Gets less with 2%, 1% and fat free
Amount of fat	More than the others/the most and gets less with 2%, 1% and fat free Too much fat Lots	Gets less with 2%, 1% and fat free	Gets less with 2%, 1% and fat free Less fat than a lot of them	Gets less with 2%, 1% and fat free None

4. Suggestions to Drink 1%

Participants were asked if anyone had ever suggested they drink 1% low fat or fat free milk. Many said WIC, with most agreeing they do this to address the obesity issue. A few said their doctors recommended 1% low fat or fat free milk because they are overweight or their child is overweight. At this point, one woman in Tucson mentioned she had seen the *Go Low* ad with the *Cheerios that spell out the words*.

Interestingly, quite a few said no one had ever suggested they drink 1% low fat or fat free milk.

Participant comments:

The lady (at WIC) told me that they're trying to encourage the lower fat things because they're trying to address the obesity issue in America. Everyone knows pretty much there is one.

Because they're trying to promote healthier lifestyles for everyone since everyone is becoming so obese.

(My doctor said) that I should drink it because I am getting older. I said that I need the vitamins for my bones. He said that I was overweight by 10 pounds too, so I told him that I would just drink regular milk and walk more.

There is also a commercial that talks about 1% and whole . . . that it is the same vitamins. It comes out with a bowl of cereal like Cheerios and they spell out the words with the cereal and they tell you that it is the same as the 1% in vitamins. (S)

It wasn't that someone suggested it but one time we went to a presentation on cancer and they told us that the lowest nonfat milk was the same in vitamins except that it was without fat and much better to drink. (S)

The doctor suggested it because I was overweight, that is why. (S)

B. Go Low Advertising Concept Testing

Participants were shown five 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. Participants were told that the ads were developed for them – the moms – and they should be viewed and responded to with that in mind.

Following are some observations about what these women like and don't like, as well as some things that might influence an ad campaign designed to encourage people to drink 1% low fat or fat free milk.

- **Most mothers agree that advertising that is designed to convince people to drink 1% low fat or fat free milk should appeal to both moms and children.** Many of these moms agree their children have influence over what they buy at the grocery store. Some have a great deal of influence, while others have very little. Either way, kids ask for things they have seen on TV, and to varying degrees, moms purchase those items. If children were to ask for a certain milk they had seen or heard about, particularly if it is a healthier option, moms would be much more likely to buy it. At the same time, moms are the ultimate decision makers when it comes to purchasing specific items at the store. If they like a certain type of milk, that's what they're going to buy. The ideal ad would appeal to both moms and kids.
- **For many, 2% milk is considered the compromise point, the happy medium, between whole and fat free milk.** Several moms reported that they drink 2% because it has less fat than whole milk. Many agree that 2% has the rich flavor of whole milk and provides the perfect balance of taste and being good for you.
- **Taste continues to be a major obstacle to drinking 1% or fat free milk.** Many of these women grew up drinking whole or 2% milk and not only prefer the flavor but almost have an emotional attachment to it. Switching to 1% low fat or fat free milk, which they consider to be *thin* and *watery*, is a big change for them.
- **Specific information about why they should switch is key.** Again, in some cases, we're asking these women to change a behavior they've been doing for 20 or 30 years – drinking whole or 2% milk. They need to clearly see the benefits of making the switch to 1% low fat or fat free milk. At the same time, there is a lot of confusion about the nutritional value and the vitamin and mineral content of various types of milk. Many see *Vitamin D* on whole milk and have concluded that whole milk has more of this than other types of milk. Others think that because it is thick and creamy, it must have more vitamins and minerals in it. That said, there are others that believe 1% low fat and fat free milk must have more vitamins and minerals to make up for the fat they took out. In other words, people are not clear on the subject.

1. Low Rider

Note: Low Rider was presented the first time without playing the music. Participants rated the concept on both likeability and makes me want to change the milk I drink. After presenting all five concepts, the moderators played the Low Rider music and offered participants the option of recording a new rating.

Catchy and like the music were the words/phrases used most frequently when talking about *Low Rider*. Many of these mothers agreed that this concept would catch their children's attention as well as their own. Several participants suggested that the music would appeal to moms, while the singing, guitar-playing milk carton would capture the attention of their children. Others said their kids would like the music too, with several saying their kids would be singing and/or dancing to *Low Rider*.

In addition to the ad concept being *catchy* and having *good music*, mothers described *Low Rider* as *having personality, being active, and drawing people in*, while *encouraging people to drink 1% low fat or fat free milk*.

Although most participants said they knew the *Low Rider* song prior to the moderators playing it for them, approximately one in four mothers changed their *likeability* rating to a higher number once they heard the song. Fewer - about one in five - changed their *makes me want to change the milk I drink* rating to a higher score.

There were few negative comments about *Low Rider*, however a couple of participants said it didn't give a lot of information about the nutritional value of milk, with a couple others saying the music might get *annoying* after a while. One mom said her daughter would be so distracted by the music, she wouldn't pay attention to the fact the ad is for 1% low fat milk, with another saying she didn't care for it because there is no *human interaction*.

In terms of suggestions, a few moms agreed that the ad needs to provide more information on the nutritional value of 1% low fat and fat free milk, and/or a comparison of 1% low fat/fat free milk to whole milk that illustrates why people should make the switch. One Flagstaff mother said she doesn't buy milk in a carton, so her daughter wouldn't recognize the guitar-playing, singing milk carton. Instead, she buys milk in gallon containers. A few participants suggested placing a picture of the *Low Rider* milk carton on the actual carton so kids would ask for it when they see it in the store. Finally, one woman suggested (and others agreed) that it would be nice to have the words to the song on the screen so kids could sing along.

Participant Comments:

Positive

It's a very popular song and pretty much everybody knows that song. It will catch attention. It doesn't matter if you're a kid or an adult.

I personally thought it was really catchy. I like the music and I like what it says. It gives you information about the milk. It made me want to switch. I like the music and I think my kids would like it, so that would make me want to buy it.

Anybody with kids would catch on to it and they would love it. Anybody who loves music, especially this music, will really like it.

Another thing I liked about it is that it's got personality. It's got arms and it just has personality.

My kids are pretty big on picking up words from songs so they would sing that commercial around the house. They would sing it and they would say, "Mom, look! There's one percent milk!" They're pretty much drawn to whatever is catchy for them and that would be one of the commercials.

A lot of times when it's kind of catchy the kids can get a little bit more interactive with it and they will be saying they want this because this is what this milk does. With this being really active, I think it will be something that would pull the kids towards wanting that.

It's ultimately the parents who make the decision, but this 'Low Rider' commercial I think is telling me that it's healthier and they are going to be asking for it because they like the little guitar and the milk dancing in the refrigerator, so they are going to think it's cool and we're going to know it's healthier.

The children are going to love the music because it encourages people to hear and see it. And many times they will even learn the little song and the lyrics. (S)

The commercial is so good, the music is so catchy that I think it can convince the public to change their milk from whole or 2% to one. (S)

Negative

It's a cute commercial but it doesn't give a lot of information as far as what the nutritional value of the milk is.

It would be something that could get kind of annoying after a while.

My daughter would be too distracted with the dancing milk and the music and she wouldn't understand and pay attention to the fact that fat free milk is better than whole milk.

You said that the kitchen would be dark, but I don't think I would want that dancing and singing carton jumping out at me when my kitchen is dark. I gave it a 1 rating is all. This wouldn't make me want to change the milk I drink.

It's too loud, and there is no human interaction.

After Low Rider Music

Wasn't very convincing perhaps because we do not drink 1%. But after hearing the music that gets your attention they are going to be "what does it have, what flavor is it." (S)

First I gave it a 4 rating and then I changed it to a 10 rating after I heard the music. (S)

I thought it was fine without the music and when you played the music it really caught my attention and changed the grade from 7 to 9. (S)

Suggestions

Using the last idea (QVC) where it has the 1 and this other stuff, you could actually put this information in with the 'Low Rider' one and say the 1% has the lowest of this or if it's the whole milk you could say you want to drink this one here and not that one.

See, the carton like that, we don't buy cartons like that. We buy gallons so my daughter wouldn't even recognize that kind because it's a carton, it's not a gallon which is how we buy it.

If you put a picture of the singing guitar on the gallon of milk, if they had that picture on there she would point it out and say, "Mom, I want that singing milk." But then she'd be upset because it doesn't sing!

Maybe they could do something like a sing-a-long because just listening to those you are going to think of them as regular words, but just have maybe the sing-a-long thing with the words on there with the little bouncy things so the kids can read it. I think if you read it and hear it then it sticks more.

(What should be included to make it more convincing?) Nutritional information.

In keeping with the concept they could do maybe dueling guitars, whole milk versus one percent. I'm thinking all of these you're trying to convince people to switch from whole milk to 1% and none of these show why.

2. Kid Reporter

Those participants who gave high ratings to this concept said they like the idea of kids convincing kids to drink 1% milk. A few agreed that this would be more effective than parents trying to convince their children to drink low fat milk. Others commented that popularity goes a long way with kids in school, that is, kids like to do what other kids are doing. So, if some of the students are drinking 1% low fat or fat free milk, others will want to do the same.

Those who rated it lower said it was *boring, confusing, and/or didn't provide enough information* about the nutritional value of 1% low fat milk. A couple of women said that when there is "breaking news," it is usually not a good story. Others commented that kids don't like to watch the news so they wouldn't be attracted to this advertising, and still others, that kids don't like school, so the ad should not take place in school.

A few mothers also mentioned that if kids are drinking milk at school, the chances are high that they're already drinking 1% low fat milk because that is what the schools serve.

Suggestions were to include more nutritional information, to make it more attractive to children (again, kids don't like the news), and to explain what happened to all of the 1% milk.

Participant Comments:

Positive

I gave it a 10 rating because it's easier for a younger kid to convince another kid to try something than it is for a still life to convince them.

I thought it was cute because the milk is disappearing, which means that the students are drinking it.

The way I saw it, it was more like popularity and that goes a lot in schools as far as kids go.

I liked it, because it is more original, then the children come out live and it is more convincing. (S)

It motivates the children to drink more milk. (S)

I thought it was entertaining. (S)

Negative

I just think there isn't a whole lot of information.

I gave this a 2 rating, and I wouldn't change milk. There is something about 2% milk and whole milk. I'm the one who buys the food and the milk, so I don't think I would change just because this little kid is trying to promote milk.

I didn't rate this one at all because I thought about it and I couldn't understand it at all. I was thinking that if this 1% milk was disappearing from the lunch line, what is it compared to? I just didn't get it.

I think there might be just an overall negative connotation to breaking news. It's nice to see good breaking news, but more commonly you see bad breaking news than good breaking news, so I think most people in general when they see the news it's kind of negative.

If they're drinking milk at school, they're already drinking 1%.

I don't think it was very appealing for a commercial to make you change milk. It doesn't invite me to make that change. But it is interesting in that the interview is in the school. (S)

No because the kids don't like school and to have the commercial at school and then just a reporter reporting that there is no milk, they are not winning anybody new. (S)

Boring, dull, puts you to sleep. (S)

Suggestions:

Give us the results of what happened to the milk. Did somebody come in and steal the milk?

3. Cheers to Your Health!

Note: Cheers to Your Health! was presented the first time without playing the music. Participants rated the concept on both likeability and makes me want to change the milk I drink. After presenting all five concepts, the moderators played an example to illustrate the “infographic-style map” and the “techno-style music” and offered participants the option of recording a new rating.

Many participants liked this concept, primarily because of the solidarity and support of moms across the state. Others mentioned they like the fact that the ad shows specific attractions and cities around Arizona.

Prior to showing the video clip, mothers imagined that this ad would include “real” mothers and children gathered at the specified attractions/cities throughout the state. Once they saw the example of the animated characters, the infographic-style map and the techno-style music, many lowered their overall ratings. A number of moms said they didn’t care for the music or the animation, with several mentioning this reminds them of the Geico ads.

Moms agreed this ad is for them, not for their kids, with some contrasting this to the Kid Reporter concept, which they consider to be targeted to kids, not moms.

Using real people and filming in real places were the major suggestions.

Participant Comments

Positive

Just the way that I pictured it, I would probably ...park filled with a bunch of moms with a big banner and everybody holding up their glass of milk really excited about this. Then you go to the next city and the next city. United. One state united together.

I just liked the moms kind of being in like a support team.

(This ad is saying that) the mothers are involved. If all the mothers get together and they think that 1% milk is good for your kids then I would want to agree with them because we are all mothers.

I rated it a 6. I like how it shows Flagstaff.

(I liked) everything, because it has the whole state and the animation. (S)

I gave it a 10 it was more information the moms are programming the kids to drink more milk. Yes I gave it a 10, I didn’t think the music was all that ugly. I thought it was fine, it gives more information. (S)

I gave it a 9. It gets my attention. You have the moms and part of Arizona. They are inviting you to drink milk for your health. I like the idea. (S)

Negative

I didn't think it (the music) was appropriate.

I was really disappointed when I saw that, the animation. I was like, it was such a good idea but the animation really just killed it.

That music has already been used with Geico, and those are real funny.

I did not like the music it is a turn off. (S)

It didn't get my attention. (S)

After the Video Clip

I rated it a 9, but after I saw the way they were going to actually do it I put it down to a 6.

I went from a 5 to a 1 after I discovered it was animated. I think if it was real moms, that would really connect with the moms that are watching the TV and they'll think about, "Well, maybe this would be better for my family."

Suggestions

It would have connected a lot better if it was real.

4. Goodness that Amazes!

Cute, magical, and catchy were used to describe this concept. Many mothers agreed this ad would catch their child's attention, with several saying it appealed to them as well. They like the fantasy aspect of it as well as the message that the creatures are growing and changing.

On the negative side, some participants said the ad is *silly* or *goofy* and that there is *too much fantasy*. Some mothers wondered what milk has to do with growing grass, and making butterflies and kittens come to life. A few participants in Flagstaff agreed that this ad would not appeal to boys because it is too flowery.

Participants did not make specific suggestions for improving this concept, however, a couple said this idea would attract children but not adults.

Participant Comments:

Positive

I took the whole little animated creature thing as like it's healthy and it's good for you, so it has a growing theme to it.

I think it will catch their (children) eye to know that it's something different and that it is changing and this is something we are going to change to.

I liked it because when you fill up the glass and the animation . . .the kids will love it. I liked it myself!

I gave it a nine because my kids love magical things.

Yes I thought it was cute. I gave it an 8. I like the characters. I imagined it in color and pictured the child coming in hot from the sun drinking his milk. I liked it. (S)

I liked it - it gives life because the grass is growing with the nutrition from the milk. (S)

Negative

I didn't like that whole bringing it to life thing and the cat licking the milk. We don't have a cat, but I'm pretty sure some kids will go out and pour milk for other cats.

I thought it was goofy. With the grass growing, what does milk have to do with grass growing or the bugs and insects?

It wouldn't appeal to boys.

I think it would be a distraction to the kids. They would play and sit there and talk. They wouldn't watch it long enough to see the grass growing or the butterfly flying away, so I think it's more of a distraction.

It is too much fantasy; the kids imagine those types of things. (S)

It is very creative but no, it doesn't get my attention like the others. It is too much cartoon. (S)

Suggestions

The idea is good for children but not for adults. (S)

5. QVC/Infomercial

Most mothers agree this concept is the most informative, and they like that. Many feel it gives the most specific reasons for changing to 1% low fat or fat free milk. Several said it targets moms who are the ones that buy the milk for their families. Moms also like the idea of getting free recipes!

A few moms were concerned that their kids would start putting milk on the Lazy Susan and spinning it around, while others said their kids wouldn't understand this ad at all.

A few women in Mesa suggested using someone other than Don Francisco, who, according to the Spanish media, is a "Spanish-language Regis." He is often seen in infomercials on Spanish-language stations. And, as suggested above, several do not want to see the milk carton spinning on the Lazy Susan.

Participant Comments:

Positive

I gave it a 9 rating because I thought it was the most informative. I liked how much information they gave you. It's like they are targeting it to moms and they tell you this, this, and this, and it's really good for you vs. something that says this is fun so switch to this but it doesn't really tell you why.

It had a purpose to it. And the number and the recipe thing, I thought that was really good.

I gave it a 9 rating for the part on making you want to change the milk you drink because when you showed it to us it was the one that had the most information in it. The recipe thing really got me too.

For me it is because the mothers are interested in knowing what to cook and you can pick up the telephone and they will send you recipes. (S)

I thought it was more informative, more details, it explains more. It is the one I liked the most. (S)

I gave it a 9, but it is informative. I liked it also because it gives a phone number so one may call and get more information on how milk can be used. (S)

Negative

It probably wasn't geared towards kids as much or even at all. Like we were saying, you need to have some aspects that the kids are going to want to see as well, but in this one they missed that aspect.

I have one of those on my table too and they will put their cereal on there sometimes and turn it and I have to tell them to stop. That would give them too many bad ideas of putting stuff on there and turning it around and watching it fly off.

My kids wouldn't understand it. I didn't like it. It wouldn't catch my eye.

I can't imagine the milk turning on a lazy Susie in the refrigerator, it is going to spoil. Not convincing. (S)

I gave it a 2. It didn't get my attention. (I don't like) that it spins and you drink it.

Suggestions

It's good except that I did not like that it was a voice like Don Francisco, perhaps the voice of a mother or a child and then the mother would show up. It would be different. But not Don Francisco. (S)

C. Media Options

Many mothers feel that advertising they see at WIC clinics, doctor's offices, schools, and grocery stores is more believable than ads you see in other media such as the Internet.

Finally, participants were asked what they think is the best place to advertise the *Go Low* message (other than TV) to reach women like themselves. Though there was certainly not a consensus, those media listed above (e.g., WIC, schools, grocery stores, and billboards) were all mentioned frequently.

Participant comments:

The grocery store is more credible than the Internet!

I think at the doctor's office or at the WIC clinic it would be more credible or at least you would think they would be more credible.

The big (billboards) on the side of the freeway are (credible).

Like if you see it in the WIC health department and WIC is promoting it, you figure it must be healthy for you.

I also think like in school cafeterias you could advertise.

Or even on school buses. I know there was some school district that was selling space on the school buses.

And I think channel 8 would be the safest channel just because not everybody can afford cable, I know I can't. Channel 8 is like a really good channel for the whole family.

The 'Low Rider' milk commercial with the guitar and the milk, that one would be good on the radio as well.

When you see it in the supermarket you saw it and you go buy the milk. In the dentist you see it and "yes I will go tomorrow." (S)

Like in the school you already have the milk there, and the magazine and you can tell the teacher I want them to drink this type of milk, it is different. (S)