

Materials Pretesting Guide

(p. 50 of Obesity Prevention Coordinators' Social Marketing Guidebook)

Aspect of the Program Being Pretested: _____

PRETESTING OBJECTIVE	PRETESTING QUESTIONS
Determine whether target audience members can identify the call to action.	What do you think the [ad/brochure] is telling people to do? What is the main idea it is trying to get across?
Determine whether the call to action is confusing to members of the target audience.	What makes you think it is saying ____? Is there anything that is confusing? What part of the [ad, brochure, etc] makes you think that?
Determine whether target audience members recognize the benefits being offered.	What does the [ad, brochure, etc] say people will get if they do [what is being asked]?
Determine whether members of the target audience are attracted to the benefits being offered.	How do you feel about [the benefit mentioned]?
Determine whether members of the target audience believe the promise being made.	Do you believe what the ad is saying?
Determine if the message is persuasive to the target audience.	Do you believe people will get [the benefits] if they [do what is asked]? Possible Follow-up Probes: What makes you think they would/would not? What could the ad say that would make people more likely to [call to action]? Now that you have seen this [ad, brochure, etc.], how likely are you to [call to action]? Possible Follow-up Probes: What could the ad say that would make you more likely to [call to action]?
Determine whether the spokesperson is someone the target audience will believe and trust.	What do you think the spokesperson [narrator, etc.] is like? Possible Follow-up Probes: In what ways is s/he like you? Not like you? Which spokesperson do you believe the most? What makes you believe him or her? What type of person should the ad agency use instead of this person?
Determine if the message is relevant to the target audience.	Who do you think this ad is speaking to? What type of people should watch this ad? What about people like you? In what ways are people in this ad like/different than you?
Determine target audience members' general interest level and feelings about the ad.	What do you think about this section? What do you dislike? What should be changed? Who do you find interesting in this ad? What parts are boring? Offensive? Annoying?