

## **Moderator's Outline**

### **1. Section One - Moderator Instructions**

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#### **Client: Small Businesses on Facebook**

##### **Purpose of the Focus Group**

The main objective of the focus group is copytesting by gathering consumers' perceptions and feelings on a recent commercial campaign for Facebook's unique Small Businesses platform. This commercial was created to showcase the ease of using, outreaching, and connecting small businesses to Facebook users. As well as hearing consumers' feedback on this commercial, another objective is to gain ideas for a follow-up facebook commercial. By specifically focusing on crucial elements within the commercial like somber music, home-style videos, and the essence of empathy amidst a pandemic, we desire to obtain consumers' opinions to small businesses surviving on social media.

All participants must frequently purchase from small businesses (2x per month), specifically restaurants or food items they discovered through social media and they must identify with wanting to support smaller companies, either due to geographical reasoning or personal preference.

##### **Focus Group Locations and Groups**

The focus groups will be held in four cities in four different regions of the United States. The geographical differentiation is important to learn if the response to the message is different or similar in different areas. The focus group locations are Chicago, IL; New York City, NY; Los Angeles, CA; and Austin, TX. In each location, three focus group sessions should take place. These cities will help the understanding of how impactful regional location and differences in demographics play a part in supporting small businesses through social media.

##### **Number of Groups in Each Market**

Conduct three focus groups in each given city - three sessions in Chicago, three sessions in New York City, three sessions in Los Angeles, and three sessions in Austin. These markets were chosen because each is in a different region of the United States. These will test the cohesiveness of the message being presented in addition to determining if the message is effective and interpreted in the intended way.

##### **Participants**

Participants of each focus group should be adults ranging from 25-55 years of age. More specifically, these adults should be middle to upper middle class ranging from an annual income of \$55,000 to \$155,000. Aim for a mixture of married couples with children, single parents, both divorced and widowed, and both men and women. Conduct the first session with a mixture of

employed adults in the middle class, with an even number of men and women. Each focus group should consist of 8-10 people. Conduct the second session with a mixture of employed adults in upper middle class with an even number of men and women.

#### Group 1: Demographics & Psychographics Summary

- Age – 25-55 years of age
- Middle-Class Income – 54,000-\$105,000
- Marriage & Parental Status – Varies
- Involved in community, works within a team environment, regularly shops local

#### Group 2: Demographics & Psychographics Summary

- Age – 25-55 years of age
- Upper-Middle Class Income – \$105,000-\$155,000
- Marriage & Parental Status – Varies
- Occupation involves leadership, business, or any team with multiple members
- Can be involved within community outreaching or community participation

#### **Date and time**

Focus groups should be conducted throughout a period of one week. The focus group leader will conduct the focus groups from April 15-19, 2021. The groups will be conducted during the workday and in the evening. Each session should last approximately an hour.

Travel from home to New York City: 4/14/21

New York City, NY: 4/15/21 (12:00, 3:00, 6:30)

Travel from New York City to Chicago: 9/11/17 pm

Chicago, IL: 4/16/21 - (12:00, 3:00, 6:30)

Travel from Chicago to Austin: 9/12/17 pm

Austin, TX: 4/17/21 - (12:00, 3:00, 6:30)

Travel from Austin to Los Angeles: 9/13/17 pm

Los Angeles, CA: 4/18/21 - (12:00, 3:00, 6:30)

Travel from Los Angeles to home: 4/19/21 pm

**Top line report: presented 2 days after final focus group**

**Full report: 2 weeks after final focus group**

#### **Section Two - Moderator Speaker Outline**

## **Introduction**

First, I would like to thank all of you for participating in this focus group. The goal of this session is to obtain any and all feedback on a recently aired commercial, which will be used in consideration for future campaigns. The entire process should take no longer than 60 minutes, and you will be compensated for providing us with your time and opinions at the end of the session.

At this time, I would like to inform you that the discussion today will be recorded, but all spoken information will remain confidential. We are interested in your feedback and opinions for research purposes only. If you are not comfortable with being recorded, please feel free to leave at this time. For those of you who choose to stay, I will be passing around forms authorizing me to record you and your comments in this focus group.

Throughout this session, everyone is encouraged to talk and contribute as much as possible. Your candor helps us evaluate the effectiveness of this commercial and to determine where improvements can be made.

## **Ice Breaker**

We will start off today's session by getting to know each other a little better. I'd like for us to go around the room and start by introducing ourselves with your name, and favorite small business website that you use fairly frequently and explain why it is your favorite. I'll start and then the person to my right will go next.

## **Question and Probes**

1. What social media platforms do you use consistently? Please write your answer down in your notebook before sharing.
  1. *Probes:* Facebook, Twitter, Instagram, etc.
2. What do you use social media, for in the ones you use consistently? Write your answer down in your notebook again before sharing.
  1. *Probes:* connect with others, entertainment, find new places, etc.
3. What types of small businesses do you typically follow-on social media?
  1. *Probes:* retail stores, bakeries, restaurants, etc.
4. Where are you most likely to learn about a new small business? What would you say is your most trusted source for information about a new small business and why? Would you consider Facebook a trustworthy source to find a small business?
  1. *Probes:* social media, online advertisements, word of mouth, etc.

5. Can you tell me about a time you found a small business on social media and then went to try it out? What did you like or dislike about it? Did you find what you were looking for?

1. *Probes:* Advertisements, posts through a friend, etc.

I am now going to show you a 60-second commercial. This will be played twice so please pay attention.

**[PLEASE SHOW COMMERCIAL AT THIS TIME.]**

**LINK:** <https://www.youtube.com/watch?v=0w2vNztgecl>

(show commercial twice)

7. Let's take a moment and discuss the different aspects of the commercial. What stuck out to you about this commercial?

*Probes:* emotions, the man (owner of Coogan's), the music, etc.

8. What was this commercial about?

*Probes:* Helping small businesses, use of social media to promote business, etc.

8. What part of this commercial was the most memorable?

*Probes:* the visuals, the music, the voiceover, the music, the captions, etc.

9. What aspects of this commercial did you like, if anything? Why?

*Probes:* the overall story, the music, emotion, etc.

10. If any, what parts of the commercial were unclear to you?

11. What are your feelings regarding small businesses and has your outlook changed since viewing this commercial? Why or why not?

12. Would this commercial make you start using social media to find local businesses? Why or why not?

### **Debrief**

*Is there anything we missed that you would like to talk about?*

*What was the most valuable part of today's discussion in your opinion?*

This will conclude our focus group today, and on behalf of all of us here we would like to thank you for your time and corporation. Thanks to your insight, our client will be very pleased in moving forward with these analyses.