

**STIMULI – MOM / SON CARTOON with THOUGHT BUBBLE**

8. Imagine you have dropped by a new neighbor's house at lunchtime. Standing in their kitchen, you watch as your neighbor reaches over to give her children Product X to eat. What is the product promising her?

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9. What are you thinking, while watching her serve Product X for lunch?

**STIMULI – Product shot. When you were first contacted, you indicated that you use Brand X. I would like to ask you a few questions about that.**

10. What is the first thing that comes to mind when you think about Brand X? I'm looking for your gut reaction.
11. What do you like MOST about the Brand X?
12. What do you like LEAST about the Brand X?
13. What is your overall level of satisfaction with Brand X?
- A. Extremely dissatisfied
  - B. Somewhat dissatisfied
  - C. Neither dissatisfied or satisfied
  - D. Somewhat satisfied
  - E. Extremely satisfied
14. In your opinion, what is unique or distinctive about Brand X?
15. Please rank the following list of brands in terms of the one you feel would be your first choice, second choice, third choice, etc
- A. Competitor Brand A
  - B. Competitor Brand B
  - C. Competitor Brand C
16. How well does Brand X fit with your lifestyle? By that, I mean does it satisfy a need you have?
- A. It fits my lifestyle completely
  - B. It fits my lifestyle somewhat
  - C. It neither fits or not fit my lifestyle
  - D. It does not really fit my lifestyle
  - E. It does not fit my lifestyle at all

17. How does it fit or not fit with your lifestyle?
18. Can you tell me when you might eat the Brand X product or give to your children to eat? Please be as detailed as possible.
19. Listed on the left are some different types of food products. Thinking about Brand X, which of these might be an appropriate type of food for them to sell and why? (Select all that apply)
20. Are there any types of product listed on the left that would not be appropriate for Brand X to sell? If so, please me tell me why.

***STIMULI – Now, I am going to show you a series of statements and I will ask you to indicate your level of agreement with them. Let's begin.***

21. Here's a series of statements. Please indicate your level agreement with them using a 5 point scale where 1 means you disagree completely and 5 means you agree completely.

- A. BRAND X is a high quality product
- B. BRAND X is made in a way that is good for me
- C. BRAND X is good value for the money
- D. BRAND X is recognized for its special [attribute]
- E. BRAND X is a rather unique product
- F. BRAND X is intended for people like me
- G. BRAND X is XXXX

22. It looks like many of you agreed that (STATEMENT). Why is that?
23. It looks like many of you disagreed that (STATEMENT). Why is that?

***STIMULI – Next, I am going to ask you to complete a series of sentences. Again, please write the first thing that comes to mind without over thinking the answer. Let's begin.***

24. Here's a series of sentences. Please complete them with whatever comes to mind first. (FEED ONE AT A TIME)

- A. If BRAND X was a person it would be a \_\_\_\_\_
- B. If BRAND X was a vehicle it would be a \_\_\_\_\_
- C. If BRAND X was a style of music it would be \_\_\_\_\_
- D. If BRAND X was an animal it would be \_\_\_\_\_
- E. If BRAND X was a place in the world it would be \_\_\_\_\_