

PART B: TELEVISION AND PRINT ADVERTISING (FOCUS GROUPS)

For the purposes of the focus group testing, the following commercials on an Ad Watch video reel were used (Ad Watch descriptions; for complete list of commercials on reel, see Appendix):

- **Play-Doh:** McDonald's employee/Kids make McDonalds's food.
- **Action Man:** Action Man battles Dr. X. in forest/actors and dolls.
- **Pokemon:** Kid uses forklift to haul away chest of antique toys.
- **Pokemon:** Kid uses new grabber ball to catch tiny Pokemon.
- **Play-Doh:** Dentist asks boy what he wants to do today.
- **Zellers:** Kids in tree spy on woman/Digimon.
- **Kelly Princess Palace:** Girls twirl/Fairy dust/Kelly in chariot.
- **Generation Girl:** Girls at dance party/Become animated dolls/6 friends.
- **Makeup Mindy:** Girls play with doll/change look/keep accessories.
- **Beast Machines Transformers:** Kids in cafeteria battle over last order of fries.
- **Beast Machines Transformers:** Kids on basketball court/Cheetor, Mecatron.
- **Gooze:** Kids stretch gooze, bounce it, limbo underneath it.
- **PlayStation Game:** Wal-Mart employee wakes up teens outside store.
- **Matchbox Arctic Submarine:** Animated shark, submarine assembled/Kid's hands.
- **Digimon:** Boys come across evil statue/assemble three Digimon.
- **Hot Wheels:** Kids play with mechanix/Computer animated images.
- **30-Second Cotton Candy Maker:** Kids in carnival wait for cotton candy.
- **Pokemon:** Family, living room in backyard/House empty.
- **Family Game Night:** Animated/Kid organises games night with family.
- **Pokemon Gold/Silver:** Boy walks past kids in red/blue/yellow/Exits arcade.
- **Me & My Shadow:** Puppies moving, barking stuffed puppy/10 commands.
- **Hockey Centsation:** Hockey player in penalty box.
- **Fib Finder:** Girls play game in bedroom.
- **Radio DJ:** Dad switches on radio/Boy uses device to throw voice.

For results and analysis of the Focus Group sessions, please see report by Vision Research prepared on behalf of the Canadian Toy Testing Council.