



 **instapanel**

# Child Heatstroke Car Safety Creative Testing

*Instapanel In-Depth Findings Report prepared for Ad Council*

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## Objectives and Methodology

**Objective:** To gather video/non-video feedback from parents and caretakers to understand their thoughts and feelings towards the creative messaging created for the cause of preventing child heatstroke deaths.

**Approach:** Hybrid qual-mini-quant monadic creative testing. Remote unmoderated interviews conducted via Instapanel.

- Panelists were recruited to a set criteria, exposed at random to one of three possible logos and then asked a series of questions on their perceptions and perspectives.
- Recruit a quota-based representation of prospect users in the following segments:
  - Residing across the US, with a concentration in the 'key states'
  - Spanish dominant or English dominant
  - Parent or caretaker
  - Mix of ethnicities
  - Parent/caretaker of at least one child 0-3, and **no children older**
  - Parent/caretaker of at least one child 0-3, with children older

# Methodology

For this study, Instapanel recruited **288** panelists:

- 18+ years old
- **36% male, 64% female**
- Broad geographic distribution across the US
  - **66%** live in one of the key states  
*TX, FL, CA, AZ, GA, NC, LA, TN, OK, VA, AL, MO, KY, OH, MS, SC, AR, IL*
- Mix of HHI levels (no specific distribution)
- Dominant language as follows:
  - 15 Spanish-dominant (video)
  - 121 Spanish-dominant (non-video)
  - 26 English-dominant (video)
  - 126 English-dominant (non-video)
- Fall into one of the following ethnicities (for English-dominant sample), +/-20%
  - **74%** White
  - **22%** Black
  - **11%** Hispanic
  - **9%** Asian/Mix/Other
- Fall into one of the following segments, +/-10%
  - **75%** Parent
  - **25%** Caretaker
- Fall into one of the following segments:
  - **63%** are the parent of at least one child 0-3 years old, and no children older than 3 OR the caretaker of at least one child 0-3 years old, and no children older than 3
  - **37%** are the parent of at least one child 0-3 years old, with child(ren) older than 3 OR the caretaker of at least one child 0-3 years old, with care of child(ren) older than 3
- Drive with child(ren) in vehicle at least 3 times per week

**When utilizing this data, it's important to consider the following features of the study design.**

- **Sample:** The study has a robust overall sample size, however in some instances data cuts have been made around sub concepts and the like that have smaller sample sizes. Sample size has been noted on every slide where data has been presented, and should be considered when evaluating the data.
- **Significance testing:** Some slides contain data outputs in table format or single-data outputs. In these outputs, statistical significance testing has been performed to determine significance between different results. If the difference between two paired results is statistically significant, this is marked with an asterisk (\*), or in the case of bar charts, with an a,b or c marking the internal statistical significance.
- **Directional outputs:** This study contains outputs that are both statistically significant, and directional, as well as qualitative insights. It is important to weigh these considerations together when determining decisions and next steps.

## “Mirror”



## “Stop Sign”



## “Key”



Sample sizes: Mirror, n=92, Stop Sign, n=101, Key, n=95

## Executive Summary



**1. Language splits opinion amongst respondents**

Language has a crucial effect on how a large number of findings are received. It is particularly noticeable on colors, and even the reception of entire logos, and takeaways.

**2. Divided awareness levels**

A third of English speakers say they are already aware of the problem of children being left in hot cars, compared to only 2% of Spanish speakers.

**3. Symbols have stronger impacts on Spanish speakers**

The desire to change behavior based on viewing the symbols is much stronger amongst Spanish speakers than English.

**4. Orange is the color of action**

When choosing to use the color, orange, and other brighter colors like this, respondents felt this was more likely to indicate urgency and be appropriate for this topic. Combining white-on-orange was the most impactful.

### 5. "Mirror" is the overall winner

Overall, the concept with the most consistent positive feedback is "Mirror".

However, Spanish speaking respondents in particular are much more divided on the best concept.

### 6. Action in the logo crucial

The physical action of the baby waving in the mirror was cited by a number of respondents as a preference for this one- as it recalls specific action they need to do- which is stop and look!

### 7. Phrasing Preferences

"Stop look lock" is popular with all, but slightly more so with English speakers

"Prevent hot car death" is preferred. The "activeness" of this phrase makes it an all round winner. However, this is slightly more true with English speakers than Spanish.

Including the terminology "Child" is considered necessary by English speakers, but not by Spanish speakers.

### 8. Practical action differences

Most respondents understood the general purpose of the logos, but a common English/Spanish divide across all concepts was whether the logo was encouraging **active action** to prevent deaths (common takeaway by English speakers, but not Spanish speakers ) versus a general message of awareness.

## Recommendations

# Recommendations:

## 1. Implement “Mirror” as the leading concept

Mirror is most frequently and consistently the winning concept across multiple testing points.

## 2. Use of active voice imperative.

Active voice, statements prompting an action or a behavior change, such as “Prevent Hot Car Deaths” are more strongly received and should be implemented into executions to maximize effectiveness.

## 3. When using color utilize a white-on-orange color scheme

Consistently, primary white, with a secondary on orange color are the most popular, even across different executions.

They provide an attractive balance between the nature of the topic, while maximizing the attention-grabbing nature of the executions.

Recommend that this color scheme be used not just in the logo, but in campaign executions in general.

## 4. Consider linguistic differences beyond headline concept opportunities.

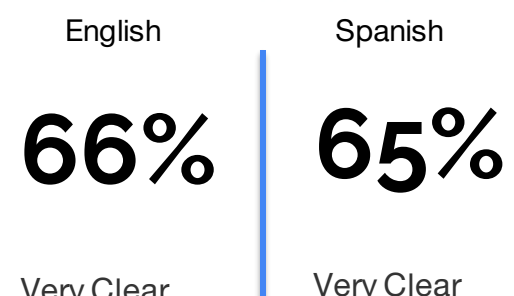
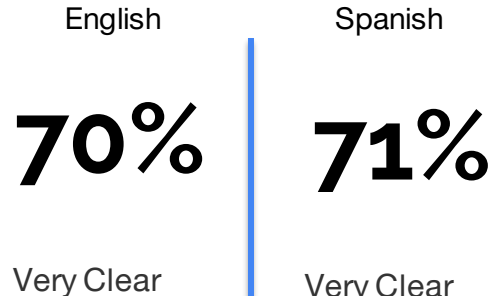
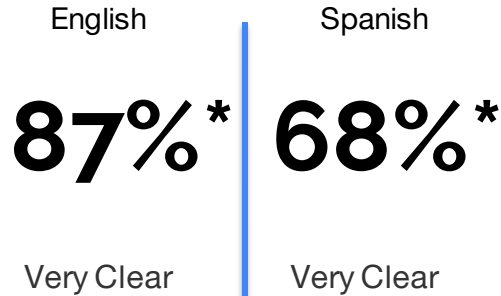
The study indicates that there may be divergent awareness levels and engagement with this issue between English and Spanish speaking respondents.

This provides an opportunity to provide custom messaging and inform media strategy strategy and targeting.

## Supporting Results 1: Logo Findings

# Clarity of message on logo- Splits by language

In looking at which logos were described as "Very Clear," Mirror, was by far the most effective overall. Amongst Spanish speakers, the logos were rated more closely but 96% of Spanish respondents said that Mirror was either very clear or somewhat clear



Somewhat Clear + Very Clear	
100%	96%

Somewhat Clear + Very Clear	
91%	93%

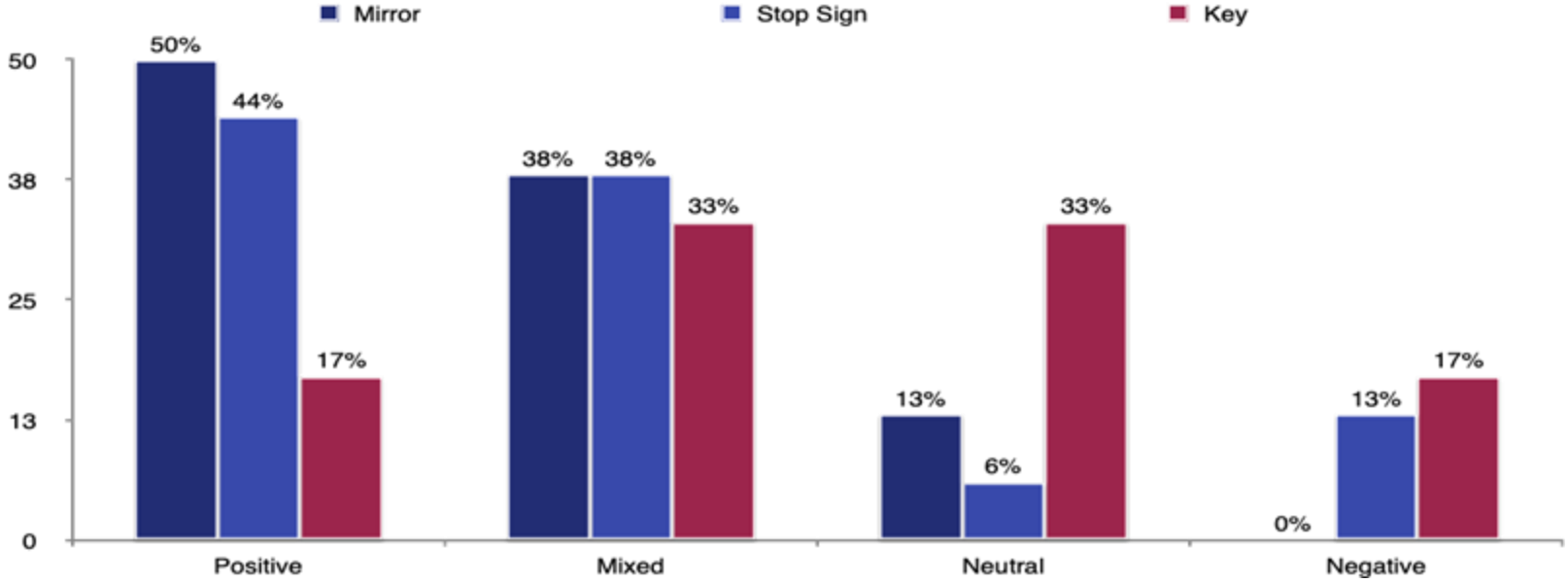
Somewhat Clear + Very Clear	
93%	92%

Q: The logo you just saw hopes to educate people on the importance of ensuring that children are not left in hot cars, which can be fatal. How clear was that message from the logo? Mirror EN: N=44 ES: N=48, Stop Sign EN: N=61 ES: N=40, Key EN: N=47 ES: N=48

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Opinions on the logo

Sentiment analysis from sociological coding of open end responses shows “Mirror” galvanizing the strongest positive sentiment, and “Key” the least- although the sample size for all is quite low.\*



What are your overall opinions on the logo? How does it make you feel? Is there anything you would change about the logo? Please explain. Mirror, n=12; Stop Sign, n=19; Key, n=10. \* Sample is <50, data may be unstable, advise use directional only. None of these values are internally statistically significant.

# Which logo communicates the issue best

When viewing all logos together and asked to make a direct comparison, “Mirror” comes out strongest of all groups, both with English and Spanish speakers.



**55%\***

English

**38%\***

Spanish



**30%**

English

**33%**

Spanish



**14%\***

English

**28%\***

Spanish

Q: Which of the logos fits the issue of children dying in hot cars the most?  
English, n=152; Spanish, n=136



# Why Mirror?

A common cited reason is the physical action of the waving child recalls the action that they need to take - which is to look, and take action.

**“I think the one that I chose, with the baby raising its hand in the back, I think communicates the most urgency because it looks like maybe you did leave the baby in the car, and that one kind of made me a little fearful, I think, because it looked like a baby was trapped in the back of a car. So it made me think, ooh, I better check back there.”**

**Michelle, 33, FL, English Speaker**

**...I like the one with the rear view mirror the most because it reminds you of looking at your rear view mirror to see who's in the back seat type of thing. Um, but I say the rear view mirror one, uh, communicates the most urgency of like it's memorable. Makes me look think, look back in the back seat. Look in my mirror. Because you're always supposed to check your rearview mirror.**

**Amanda, 30, NV, English Speaker**

**More urgency was the rear view mirror and the child waving like, hey, don't forget about me, I'm back here. And I also liked the way that the words were presented and the colors. Um, I don't like the one with the lock and the key, because nowadays most cars don't use a physical key. And the one with a little kid just was all right. But what people do is they forget that the kid is in the back seat. The easiest way to look in the back seat is by using your rear view mirror.**

**Tina, 42, PA, English and Spanish speaker**

Which of the three logos you just saw communicates the urgency of children dying in hot cars? Why? Which logo is most memorable? Please explain.

# Why Stop Sign?

“Stop Signs” action related imagery is often referred to by respondents, but some also gravitate to the visible child’s face.

**I think seeing the image of a child's face is better. I think it's more urgent for parents to see a child's face, it reminds you: "Oh, yes. I have to check that my child is out of the car before locking it;** I feel the key does not work, it needs to do more to help ensure your car is locked. And I think that what is in the mirror, it kind of fits, but not so much, because it's already for when you are about to go in your car.  
**Lillianna, 34, TX, Spanish Speaker**

I mean, **it's like, "Hey, stop!", and it grabs your attention because you are looking at a kid.** And the other one, the key, it's like ... um I didn't like it because it doesn't really have a punch line, right? And not so much the other one, right? The first one is the one that appeals to me simply because a child is on the logo. This one is just like the other one - you see the little hand and the little head, **but it is not as striking as the other one, because the child stands out more.**  
**Daisy, 32, CA, Spanish and English Speaker**

Which of the three logos you just saw communicates the urgency of children dying in hot cars? Why? Which logo is most memorable? Please explain.

# Why Key?

K tends to strike a chord with those who think the “cartoonishness” of the other images is to the detriment of the message they are trying to deliver. But a common critique is that car keys today rarely look like physical keys described.

**Well, I think the one with the key on it. It fits the most, um, maybe changing the colors in that one.**  
However, comma, that one, I think resonates more, to me because in in in these last, in the last ten years, uh, automobiles have went more to a non-physical key. So, you know, if there was something to change about it, um, I think that part would be the, the piece that I would change.  
**Charles, 41, VA, English Speaker**

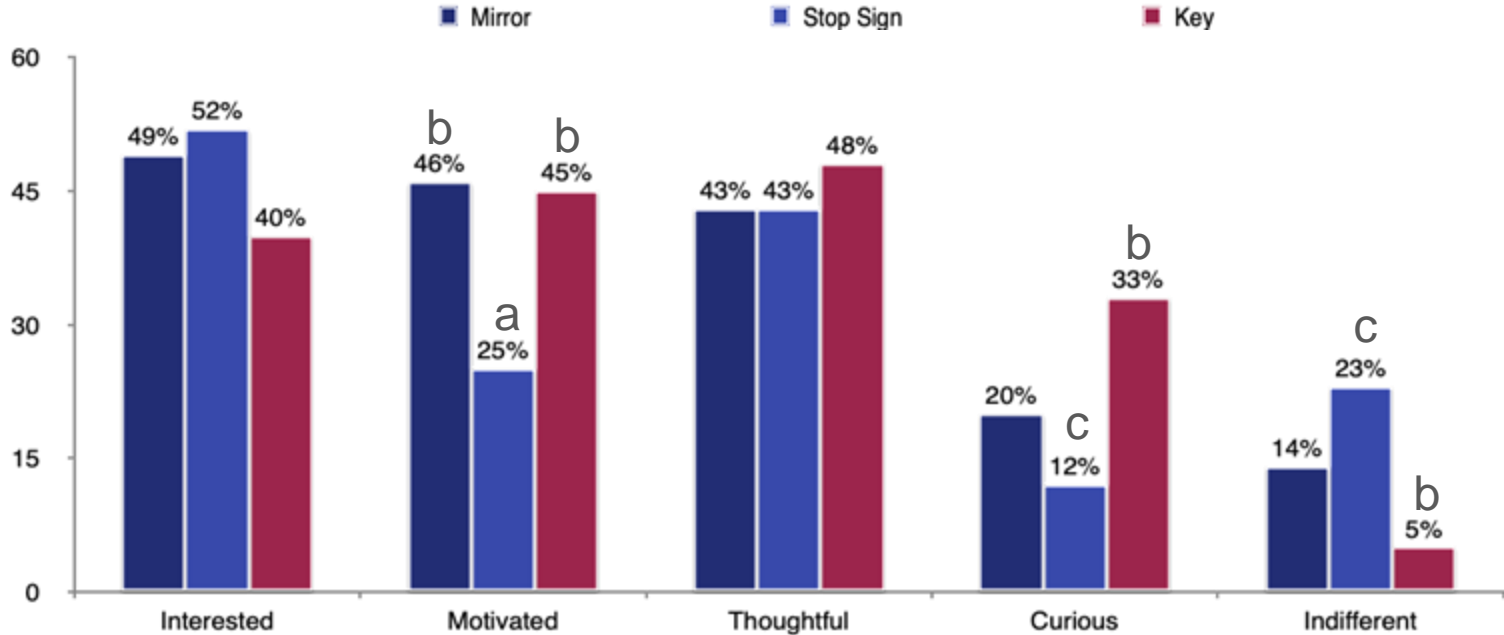
**I think the urgency was... the key because it, it just I thought the other ones were a little cartoonish and somehow the key it captured the eye piercing at you and the words were strong prevent.** So, um, I don't I think prevent was in there a bit. Um, I think the logo, the orange and the key was the best.  
**Lana, 66, CA, English Speaker**

**I chose the first logo that had the color scheme and the key on it with the eye. Um, personally, I felt that one was a little bit more, um, of a statement without directly putting the character of a kid in the poster.** Um, only because I felt personally, it was a little bit disturbing to see a child involved on the ad.  
**Stephanie, 27, CA English Speaker**

Which of the three logos you just saw communicates the urgency of children dying in hot cars? Why? Which logo is most memorable? Please explain.

# Top 4: How this logo makes you feel (English)

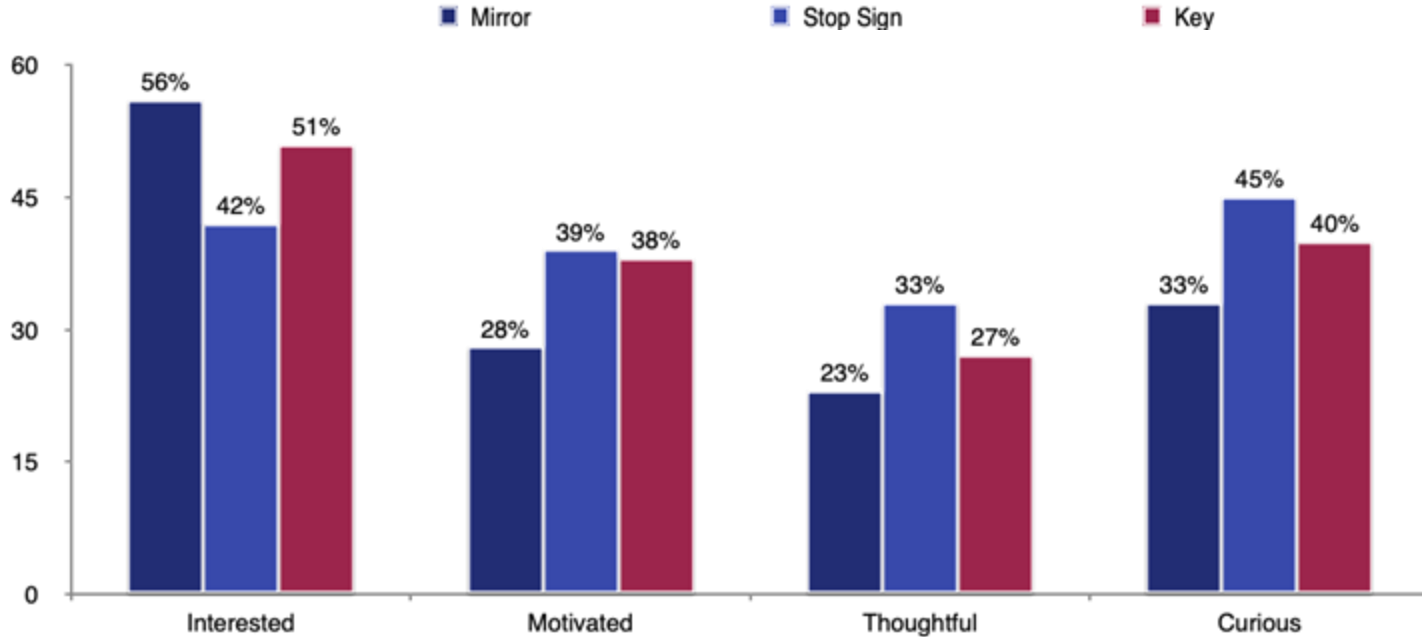
“Interested” and “Thoughtful” are the primary emotional takeaways. Crucially, “Mirror” and “Key” score slightly stronger on “Motivated” which suggests action.



Q: Which of the following describes your opinion of this logo? Mirror, n=37; Stop Sign, n=49; Key, n=40  
Sample is n<50, data may be unstable, advise use directional only. a,b,c indicates significance internally against set value s.

# Top 4: How this logo makes you feel (Spanish)

A similar story emerges for Spanish speakers, however, note the considerable drop in “Motivated” scores.



Q: Which of the following describes your opinion of this logo? Mirror, n=43; Stop Sign, n=33; Key, n=45. Sample is n=<50, data may be unstable, advise use directional only. None of these values are internally statistically significant.

# What is this logo communicating? Mirror

Mirror communicates the core messages well, and is less likely than other concepts to communicate more general conceptual ideas like “An organization is working to raise awareness of children dying in hot cars”

	English	Spanish
Parents and caregivers should act to prevent children dying in hot cars	76%*	53%*
An organization is working to raise awareness of children dying in hot cars	49%	53%
People dying in hot cars is easily preventable	56%	58%
People dying in hot cars is an urgent issue	50%	40%
General Safety Message	65%*	21%*

Q: *What is this logo communicating?*

n=80. \* indicates that difference between English and Spanish results on this data point was statistically significant.

# What is this logo communicating? Stop Sign

Stop Sign also delivers on core message areas, but has some of the weakest scores for Spanish speakers on “an organization is working to raise awareness of children dying in hot cars”

	English	Spanish
Parents and caregivers should act to prevent children dying in hot cars	73%*	55%*
An organization is working to raise awareness of children dying in hot cars	59%*	36%*
People dying in hot cars is easily preventable	53%	55%
People dying in hot cars is an urgent issue	43%	42%
General Safety Message	49%*	24%*

Q: *What is this logo communicating?*

n=82 \* indicates that difference between English and Spanish results on this data point was statistically significant.

# What is this logo communicating? Key

This concept most strongly communicates the issue- however, it is also the concept that most strongly communicates additional criteria such as “General Safety Message”

	English	Spanish
Parents and caregivers should act to prevent children dying in hot cars	85%*	58%*
An organization is working to raise awareness of children dying in hot cars	60%	64%
People dying in hot cars is easily preventable	50%	49%
People dying in hot cars is an urgent issue	48%	51%
General Safety Message	68%*	16%*

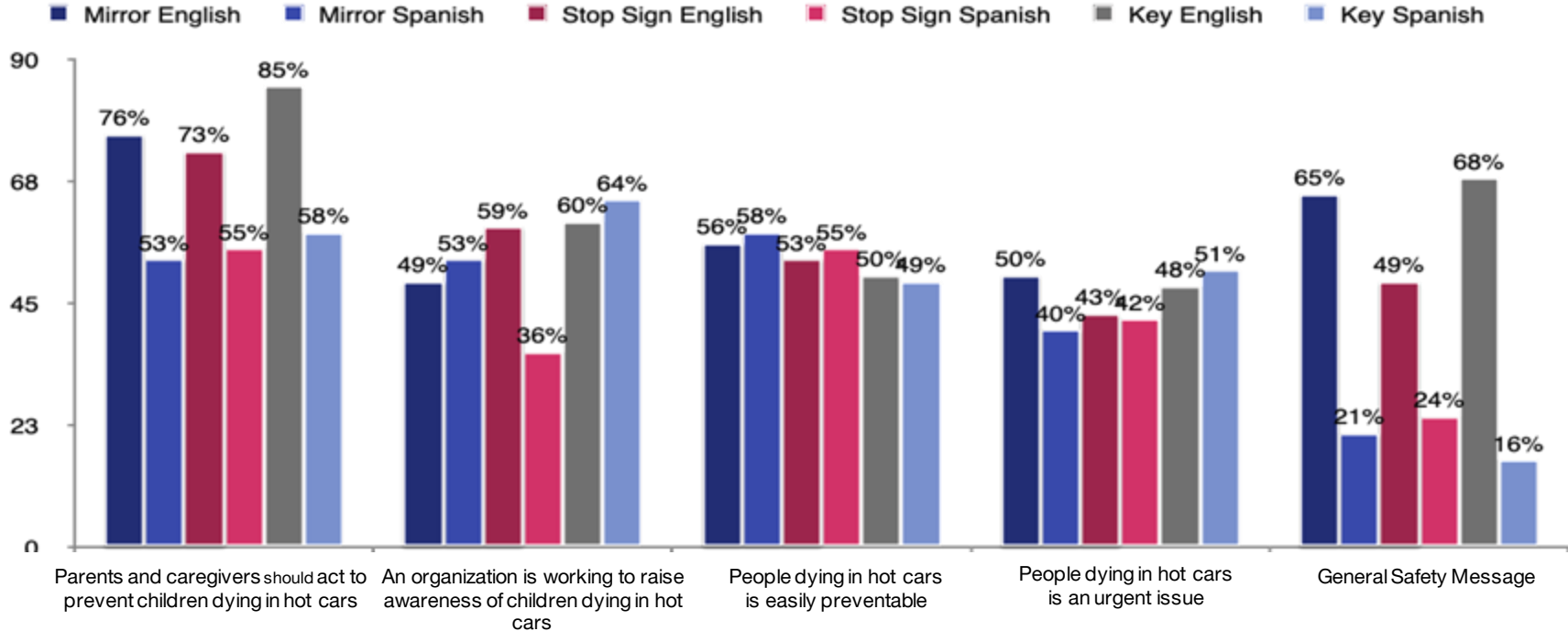
Q: *What is this logo communicating?*

n=85 \* indicates that difference between English and Spanish results on this data point was statistically significant.



# Cross-comparison

Comparing all concepts and languages together shows the strength of message delivery on the first key message area.

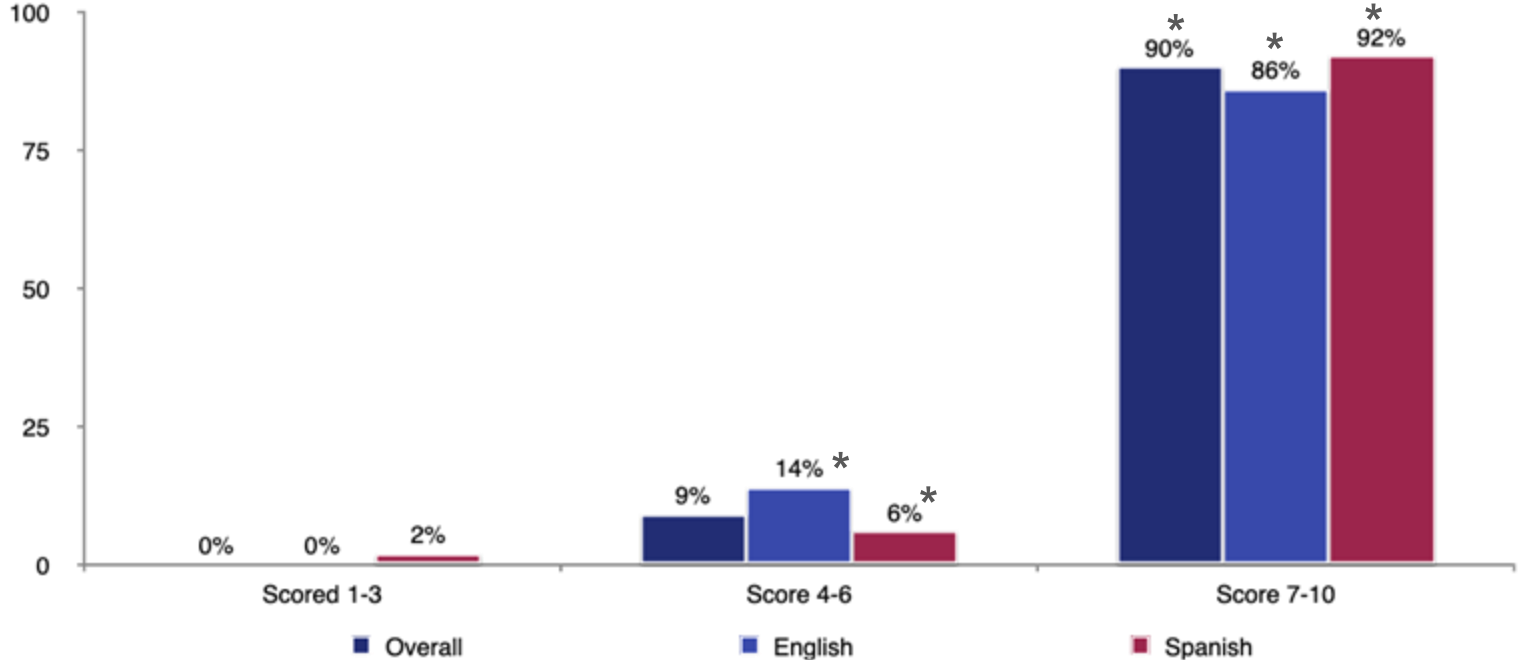


Q: What is this logo communicating?

Mirror n=80, Stop Sign n=82, Key n=85. Stat testing not displayed on this visualization. Stat testing for English -Spanish results comparisons can be found on the three preceding slides.

# Noticeability

Virtually all respondents say the logos would get their attention. At an overall level, concepts are scoring highly across noticeability metrics. Respondents were given an opportunity to score the individual concepts, with 1 being the lowest, and 10 being the highest



Q: *Imagine you're out and about and you see this logo. To what extent do you think it would grab your attention?*  
Overall, n=247; English, n=126; Spanish, n=121 Indicates that difference between English and Spanish results on this data point was statistically significant

# Noticeability

But when looking at individual concepts that scored a 7-10 by language, shows “Stop Sign” falling slightly short for English speakers.



English	90%	77%*	88%
Spanish	93%	93%*	89%

*Q: Imagine you're out and about and you see this logo. To what extent do you think it would grab your attention? Showing scores 7-10.*

Mirror ENG, n=37; Mirror ES, n=43; Stop Sign ENG, n=49; Stop Sign ES, n=33; Key ENG, n=40; Key ES, n=45

\* indicates that difference between English and Spanish results on this data point was statistically significant.

## Supporting Results 2: Tagline Findings

# Clarity of “Stop Look Lock”

“Stop Look Lock” Is coming across mostly clearly in English and Spanish. with 90% of English respondents and 94% of Spanish respondents saying it is coming across either very clearly or somewhat clearly.

English

Spanish

Somewhat + Very Clear

Somewhat + Very Clear

90%

94%

Somewhat Clear	Very Clear
24%	66%

Somewhat Clear	Very Clear
30%	64%

Q: Knowing that the logo hopes to educate people on the importance of ensuring children are not left in hot cars, how clearly does the 'Stop. Look Lock' phrase communicate this?

All, n=288; English, n=152; Spanish, n=136 \* indicates that difference between English and Spanish results on this data point was statistically significant. 5

# “Prevent Hot Car Death” Vs “Hot Car Death Prevention”

“Prevent Hot Car Death” is considered the most appropriate phrase by most by a clear margin. Note, totals are not adding up to 100% as this question was asked in multi-response format.

**Prevent Hot Car  
Death**

**80%\***

**Hot Car Death Prevention**

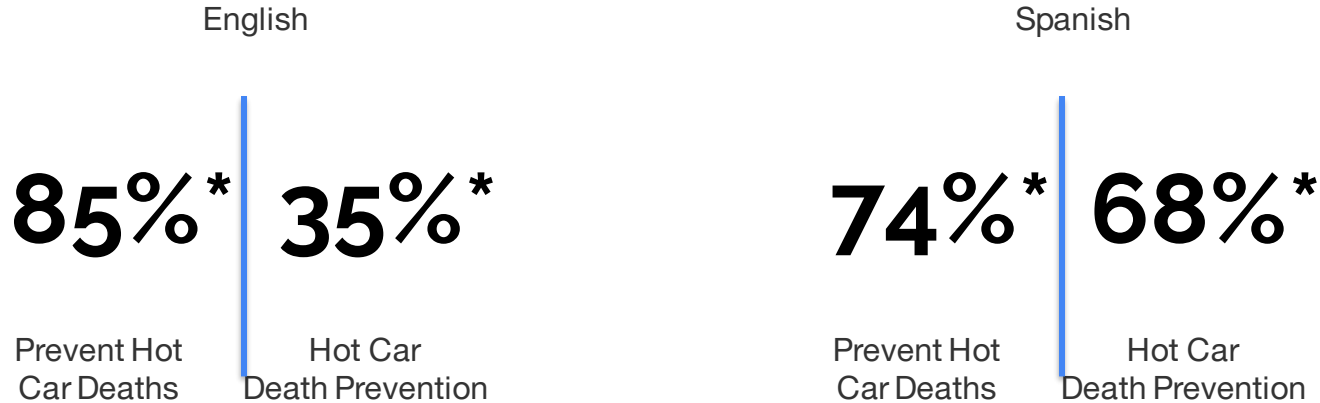
**51%\***

*Q: Which of those phrases feels most appropriate for the cause?*  
n=288

\* indicates that difference between results on this data point was statistically significant.

# “Prevent Hot Car Death” Vs “Hot Car Death Prevention”

Accounting for language differences, “Prevent Hot Car Deaths” still comes across as strongest, but in Spanish, “Hot Car Death Prevention” is close to parity.



Q: Which of those phrases feels most appropriate for the cause?

English, n=152; Spanish, n=136

# Why chose the previous phrase?

"What respondents like about "prevent hot car deaths" is that it uses the word "prevent" and is active. When describing what they like about "hot car death prevention," many respondents say it's clear, but they also feel either wording would be fine.

## “Prevent Hot Car Deaths”

“The word prevent”	39%
“Feels more actionable/a command”	36%
“Stress on the responsibility of the individual”	33%

## “Hot Car Death Prevention”

“Both phrases serve the same purpose”	55%
“Clear Message”	55%
“Direct/Concise”	45%

*Please explain your answer to the previous question. Why did you choose that phrase? What does your chosen phrase communicate to you that the other one did not, if anything? If you liked the phrases equally, why? Please explain.*

‘Prevent Hot Car Deaths’, n=36; ‘Hot Car Death Prevention’, n=11



# Verbatims on phrasing.

**"Prevent" deaths in hot cars. That one sounds more appropriate and seems more ... appealing, so to speak.** I feel like people can understand it that way. The other one is very ... very formal. That's why I chose the first one, which sounds better.

Maria, Spanish Speaker, prefers "prevent hot car deaths"

**I think I like the prevent hot car deaths because that's putting the the responsibility on us as the individual, as us as the driver.** As we're walking into a grocery store, if we hear a crying baby and we see him in the car like that's on us... to go and help the baby. **I think if we call it hot car death prevention, then that's kind of, someone else is working on technology to help prevent this. Someone else is doing something so that this doesn't happen again...**

Talin, English Speaker, prefers "prevent hot car deaths"

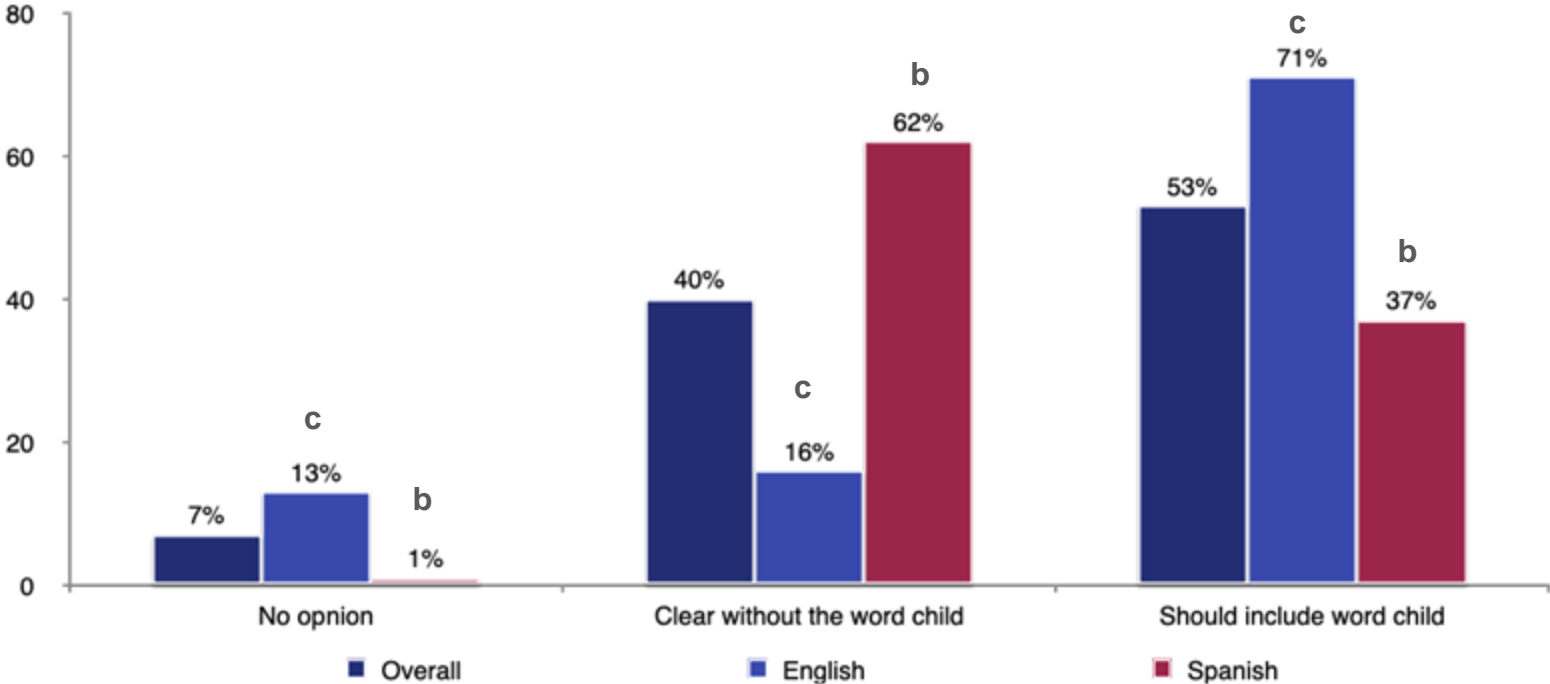
**That it seems more like prevent hot car deaths. Uh, was more straight to the point.** The logo, the font of it was bigger, so it was more eye catching... **however, I do feel that there has to be like a better phrase out there. ... Uh, so I think that there definitely is a phrase that could work on I'm not sure exactly what that one is just yet, but, uh, I out of the two, I would go with the prevent hot car deaths.**

Lanie, English Speaker, prefers "Hot car death prevention"

Please explain your answer to the previous question. Why did you choose that phrase? What does your chosen phrase communicate you that the other one did not, if anything? If you liked the phrases equally, why? Please explain.

# Assessing the value of the word "child" in the logo.

English speaking respondents are more likely than Spanish speakers to feel the logo should include the word "child"



Q: Does the logo need to include the word "child" (for example, "child hot car deaths") for it to be clear the logo is related to child/pediatric car deaths?

Overall, n=288; English, n=156; Spanish, n=136 a,b,c indicates significance internally against set values.

## Supporting Results 3: Colors

# Colors- Which of these colors appeal to you?

White background has the strongest appeal amongst both English and Spanish speakers. These questions apply only when color is incorporated into the campaign.



Neither

English

**61%**

**45%**

**2%**

Spanish

**63%**

**42%**

**0%**

Q: Which of these colors appeal to you?

English, n=44; Spanish, n=48

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Colors- Fit with cause, overall level.

Colors- Overall No discernible difference between white background and orange background at an overall level. These questions apply only when color is incorporated into the campaign.



**36%**



**38%**

Equally Appropriate

**26%**

Q: Which color logo fits the issue of children dying in hot cars the best?

n=92

# Colors- Fit with cause, by language spoken.

Languages reveal differences- but still strong support for White background. These questions apply only when color is incorporated into the campaign.



Equally Appropriate

English

**41%**

**27%**

**32%**

Spanish

**48%**

**33%**

**19%**

Q: Which color logo fits the issue of children dying in hot cars the best?

English, n=44; Spanish, n=48

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Urgency: Which communicates it best?

Strong preference for white background at overall level. These questions apply only when color is incorporated into the campaign.



**61%**



**36%**

Equally Appropriate

**2%**

*Which of those colors communicates the most urgency?*

n=92

# Verbatims on “Mirror”

I chose the orange background. **That sends an alert, makes you pay attention. It makes you open your eyes and say, "OK, what's going on?"**

**A lot of traffic signs are orange, like construction signs and so on. So, I feel orange is a good color for this.** Why? Because it will attract the attention of the driver, it will make them alert. What's going on? Reminder. And that's why I think it's the orange background.

Alejandra, Spanish Speaker,

I liked **the one with the white background better, the one that looks simpler because, as I said before, it makes it easier for me to look at and focus on, if it's not too distracting, it's easier on the eyes, to see something that doesn't have as much color.**

I think the color is appropriate, it's bright enough for you to look again and read without it being too distracting.

Jenny, Spanish Speaker

In the colors. **I like white better because it kind of catches the eye more. Maybe they will say no, this one attracts the other color more, but I feel that being a white background attracts the eye more because the color is more vivid in the logo. You see the child more focused as well and more without.** On the other hand, if it is a background color like this orange, perhaps it is very distracting, perhaps from the message, I feel.

Carmen, Spanish Speaker,



# Colors- Which of these colors appeal to you?

Beige is most strongly appealing to both sets of audiences, English and Spanish speaking . These questions apply only when color is incorporated into the campaign.



Equally Appropriate

English

**72%\***

**25%\***

**8%**

Spanish

**50%\***

**45%\***

**10%**

Q: Colors- Which of these colors appeal to you?

English, n=61; Spanish, n=40

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Colors- fit with cause.

Beige again leading overall versus pink. These questions apply only when color is incorporated into the campaign.



**43%**



**35%**

Equally Appropriate

**22%**

Q: Which color logo fits the issue of children dying in hot cars the best?

n=101

# Colors- fit with cause, by language

A split in the data emerges- English Speakers prefer beige, Spanish pink. These questions apply only when color is incorporated into the campaign.



Equally Appropriate

English

**50%**

**29%**

**21%**

Spanish

**32%**

**46%**

**22%**

*Q: Which color logo fits the issue of children dying in hot cars the best?*

English, n=61; Spanish, n=40

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Urgency: Which communicates it best?

At an overall level, split equally. These questions apply only when color is incorporated into the campaign.



**50%**



**50%**

Equally Appropriate

**13%**

Q: Which of those colors communicates the most urgency?

n=101

# Verbatims on “Stop Sign”

“I liked the beige background the best, with the pink just in the stop sign. **Um. The color. I just thought that the, um. The contrast that you could see between the two was more visually appealing to me, and it actually made me want to look at it longer.** Um, the other one, if I'm going to really overthink it, is like, well, yeah, it's all pink, which would be the equivalent to heat and sweltering or dying in the back seat. And that's just a little like too on the nose.”

Adrienne, English Speaker

Well, I chose the pink logo with the beige background, i.e. with the pink "stop" sign, **because a totally pink background doesn't really convey anything to me. On the other hand, when it is beige and the "caution" sign is red, I do get a message. However, when it is completely red it does not have the same effect.** I think I prefer the one with the beige background and the red sign. The message "OK, wait, caution" is conveyed.

Igmar, Spanish Speaker

**I like the beige color better because it's lighter and I can understand what the message is saying and it's not so confusing. The pink one is the one that looks messy, it's all pink ... I don't like how it looks. And I barely understand what it means.** It's a problem for me that it's the same color and that the words ... No, it doesn't look good to me. That's why I like the beige one better, because it's calmer, lighter, and the words stand out more and I can understand the message, what is meant by the child and the words and all that.

Maria, Spanish Speaker

# Colors- Which of these colors appeal to you?

English and Spanish speakers find the white and orange backgrounds most appealing. These questions apply only when color is incorporated into the campaign.

English	<b>28%</b>	<b>47%</b>	<b>47%</b>	<b>19%</b>	<b>0%</b>
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Spanish	<b>25%</b>	<b>40%</b>	<b>31%</b>	<b>25%</b>	<b>0%</b>
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Equally Appropriate

Q: Colors- Which of these colors appeal to you?

English, n=47; Spanish, n=48

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Colors- fit with cause, overall level

Orange a clear leader, followed by white. These questions apply only when color is incorporated into the campaign.

16%



23%



36%



15%



11%

Equally Appropriate

Q: Which color logo fits the issue of children dying in hot cars the best?

n=95

# Colors- fit with cause, by language

Orange leads for both, but some divisions amongst Spanish speakers. These questions apply only when color is incorporated into the campaign.

English	<b>6%*</b>	<b>26%</b>	<b>43%</b>	<b>6%*</b>	<b>19%*</b>
---------	------------	------------	------------	------------	-------------

Spanish	<b>25%*</b>	<b>21%</b>	<b>29%</b>	<b>23%*</b>	<b>2%*</b>
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Equally Appropriate

Q: Which color logo fits the issue of children dying in hot cars the best?

English, n=47; Spanish, n=48

\* indicates that difference between English and Spanish results on this data point was statistically significant.



# Urgency: Which communicates it best?

Orange strongly leading in indicating urgency. These questions apply only when color is incorporated into the campaign.

24%

32%

53%

26%

1%



Equally Appropriate

Q: Which of those colors communicates the most urgency?

n=95

# Verbatims on “Key”

**I liked orange better or it attracts me more because it's like a color that makes you more alert. It's not like red, but if it's a color that catches your attention, like a traffic light or something, then that color attracts you, it attracts your attention.** Not like the white one, which can be very faint and easily go unnoticed. I think the orange one really catches one's attention. They "captivate" your eyes and I think that's why I liked it. I mean, apart from orange, it could be red, I think red would be better, just like a traffic light, right? Then you stop what you're doing. I think that red would be better.

Sebastian, Spanish Speaker

**The initial color that, um, drew me in was the white. I feel like with the colors of the logo and the wording, it really popped on a white background. Also, I would say the second option would be orange. Um, I just feel like with that background, the orange background was really attention getting.** Um, that really drew me in to say, okay, what is this campaign? What is this logo? What am I looking at? So I would go for both either the white initially just because of the color pop or um, the orange just based off of the background drawing my attention in.

Jewel, English Speaker

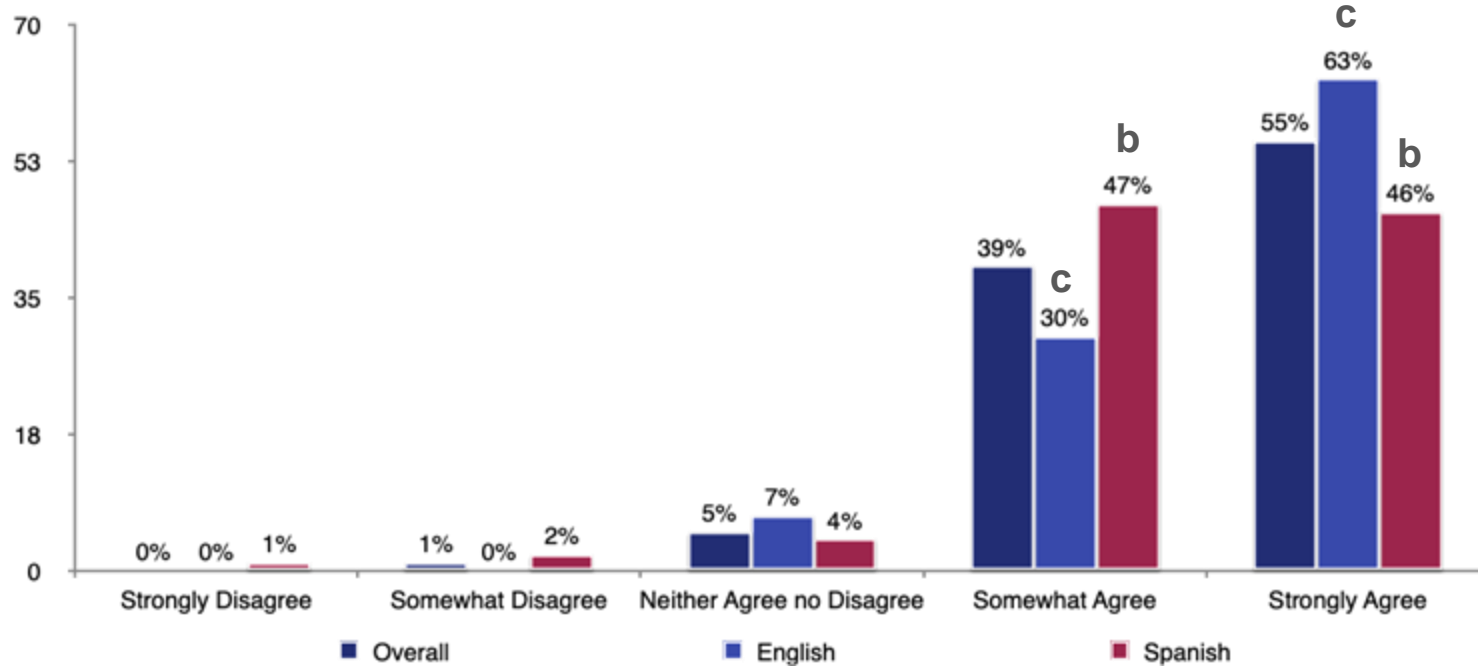
**I chose orange, because if we are talking about preventing deaths in hot cars, for me, the color orange means or makes me think of heat. And I think the most visual thing possible that makes me think of the heat, the color orange is what stands out the most for me, it makes me think of the sun, the heat, which I think is the most appropriate for the theme.** The orange color. And that's what it conveys to me, because the other more opaque colors didn't give me the same impression.

Jaqueline, Spanish Speaker

## Supporting Results 4: Taking Action And Optimizations

# “Makes me aware of the dangers of hot cars”

All logos at an overall level do a good job of communicating the dangers of hot cars



Q: To what extent do you agree/disagree with the following statement? "Seeing this logo makes me feel that I need to be aware of the potential dangers of children dying in hot cars."

Overall, n=247; English, n=126; Spanish, n=121 a,b,c indicates significance internally against set values.

# Makes me aware of the dangers of hot cars

Strongly Agree- Both “Mirror” and “Key” do a strong job at communicating the core needs, more strongly with English speakers over Spanish.



English

**71%\***

**50%**

**70%**

Spanish

**45%\***

**39%**

**52%**

	Somewhat Agree	Strongly Agree
English	30%	71%
Spanish	46%	45%

	Somewhat Agree	Strongly Agree
English	43%	50%
Spanish	52%	39%

	Somewhat Agree	Strongly Agree
English	23%	70%
Spanish	44%	52%

Q: To what extent do you agree/disagree with the following statement? "Seeing this logo makes me feel that I need to be aware of the potential dangers of children dying in hot cars."

Mirror ENG, n=37; Mirror ES, n=43; Stop Sign ENG, n=49; Stop Sign ES, n=33; Key ENG, n=40; Key ES, n=45

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Change behaviors- aware of dangers

Strongly Agree- “Mirror” is the most effective of all concepts for English speakers for motivating behavior change, but for Spanish speakers, it’s slightly behind Key.



English

34%

23%

25%\*

Spanish

44%

42%

50%\*

	Somewhat Agree	Strongly Agree
English	41%	34%
Spanish	47%	44%

	Somewhat Agree	Strongly Agree
English	18%	23%
Spanish	48%	42%

	Somewhat Agree	Strongly Agree
English	13%	25%
Spanish	36%	50%

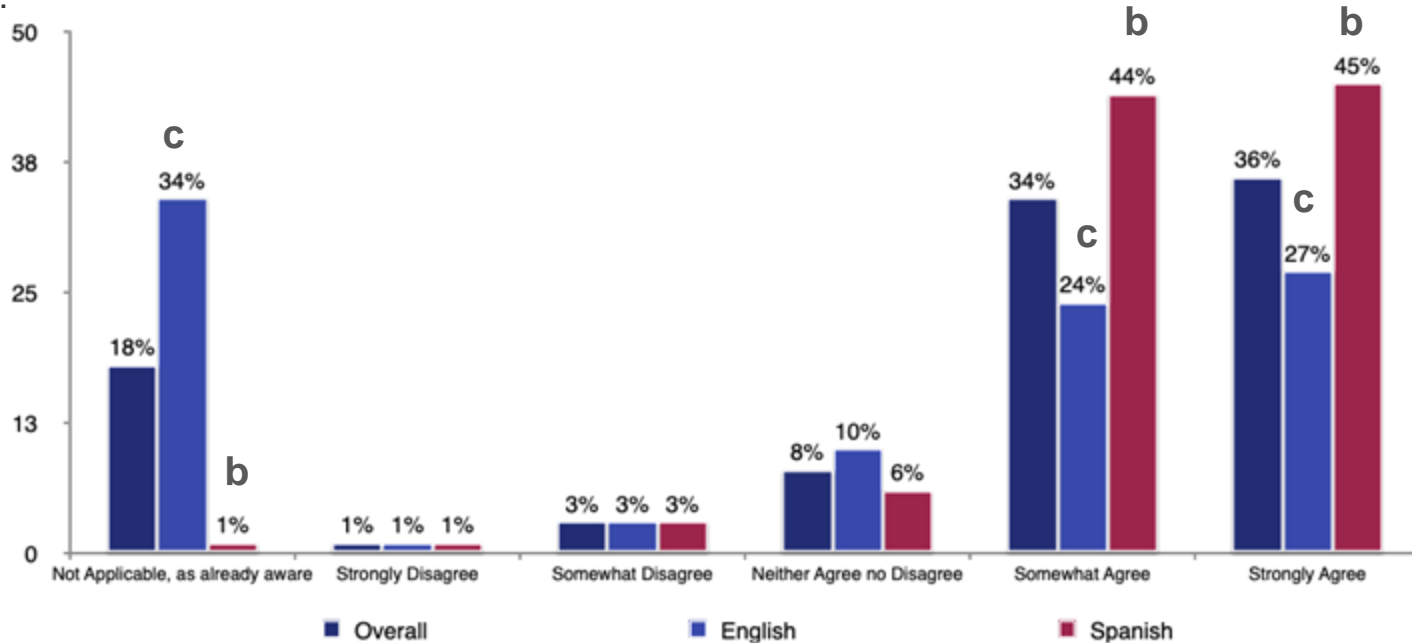
Q: To what extent do you agree/disagree with the following statement? "Seeing this logo makes me feel that I need to change my behavior to help prevent children dying in hot cars."

Mirror ENG, n=37; Mirror ES, n=43; Stop Sign ENG, n=49; Stop Sign ES, n=33; Key ENG, n=40; Key ES, n=45

\* indicates that difference between English and Spanish results on this data point was statistically significant.

# Need to "Change my behavior"

The desire to change behavior is much stronger amongst Spanish speakers than English. A third of English speakers say they are already aware of the problem. 70% of English and 89% of Spanish speakers say the logos make them feel they should change their behavior.



Q: To what extent do you agree/disagree with the following statement? "Seeing this logo makes me feel that I need to change my behavior to help prevent children dying in hot cars."

Overall, n=247; English, n=126; Spanish, n=121 a,b,c indicates significance internally against set values.

Are there any other words or phrases that would be better at communicating the issue, if any? Please explain. Top sociological codes by concept

Majority of responses state existing wording is clear, or needs no changes. Change suggestions tend to lean heavily on amendments to language around the idea of “locking” suggesting that the current phrasing is somewhat ambiguous or sometimes mistaking it for a statement about reminding parents to lock their car in general. Some also say that the campaign takes passive voice, and it would be advantageous if it were more active.



<b>42%</b>	"No changes"	<b>42%</b>	"Clear Message"	<b>30%</b>	"Rephrase the words"
<b>42%</b>	"Clear Message"	<b>37%</b>	"Prevent Hot Car Deaths"	<b>30%</b>	"No changes"
<b>33%</b>	"Prevent Hot Car Deaths"	<b>32%</b>	"No changes"	<b>30%</b>	"Clear Message"

Q: Are there any other words or phrases that would be better at communicating the issue, if any? Please explain.

Mirror, n=12; Stop Sign, n=19; Key, n=10



Are there any other words or phrases that would be better at communicating the issue, if any? Please explain.

“...Um, stop lock, stop, look and lock. **I'm not sure about the lock piece.** I do see the the importance of locking the doors to make sure kids don't get in there, without without awareness. **But I think a different word play would be helpful if you were trying to enforce not locking or not leaving your kids** in the car”  
Jewel, English Speaker, Saw Key

“I like stop, look, lock because it is sort of a tongue twister. It's a play on words. But maybe. Stop, check. Go. That way you can convey- okay, stop. Let me check the vehicle. Then I can go. **Well, if you're in a rush, most parents would not forget to lock the car. If you're not scatterbrained.**”  
Nadia, English Speaker, Saw Stop Sign

“I would put it as spelled in a more direct way, like **"you can prevent dying from heat in the car". Like starting with "you", like "it's your responsibility".** Nothing more like "prevent" which is like being more general, right? I would then start with "you can prevent dying from excessive heat”.  
Adriana, Spanish Speaker, Saw Rear View Mirror

Q: Are there any other words or phrases that would be better at communicating the issue, if any? Please explain.

**Thank You! Any Questions?**

## Appendix

# Top 4 How this logo makes you feel (English)

“Interested” and “Thoughtful” are the primary emotional takeaways. Crucially, “Mirror” and “Key” score slightly stronger on “Motivated” which suggests action.



Interested	49%
Motivated	46%
Thoughtful	43%
Curious	20%

Interested	52%
Thoughtful	43%
Motivated	25%
Indifferent	23%

Thoughtful	48%
Motivated	45%
Interested	40%
Curious	33%

## English

Q: Which of the following describes your opinion of this logo? Mirror, n=37; Stop Sign, n=49; Key, n=40  
Sample is n=<50, data may be unstable, advise use directional only.

# Top 4 How this logo makes you feel (Spanish)

A similar story emerges for Spanish speakers, however, note the considerable drop in “Motivated” scores.



Interested	56%
Curious	33%
Motivated	28%
Thoughtful	23%

Curious	45%
Interested	42%
Motivated	39%
Thoughtful	33%

Interested	51%
Curious	40%
Motivated	38%
Thoughtful	27%

## Spanish

Q: Which of the following describes your opinion of this logo? Mirror, n=37; Stop Sign, n=49; Key, n=40  
Sample is n=<50, data may be unstable, advise use directional only.