

Issledovalos vliyaniye tsennostnykh priorityetov razrabotchikov na kachestvo reklamnykh idey. Bylo provedeno 34 fokus gruppy po razrabotke idey sotsialnoy reklamy protiv kureniya. Kazhdaya gruppy podgotovila soglasovannuyu ideyu takoy reklamy, vyrazhennuyu v vide eskiza plakata. Takzhe byli polucheny tri gruppy dannykh: rezultaty metodiki na sotsialnyy intellekt, rezultaty proektivnoy metodiki dlya otsenki implitsitnykh priorityetov ryada lichnykh tsennostey, rezultaty parnogo sravneniya lichnykh tsennostey dlya opredeleniya ikh eksplitsitnykh priorityetov. Provedena otsenka poluchennykh eskizov predstavatelyami tselevoy auditorii. Rezultaty: esli razlichiya v eksplitsitnykh tsennostnykh priorityetakh uchastnikov fokus-grupp sravnitelno neveliki, razrabotannaya imi reklama bolee ubeditelna: respondenty stali v bolshey stepeni ubezhdeny v negativnykh aspektakh kureniya, i v menshey stepeni – v pozitivnykh aspektakh kureniya. V tselom, oni stali odnositsya k kureniyu khuzhe. S drugoy storony, bolshie razlichiya v eksplitsitnykh tsennostnykh priorityetakh uchastnikov grupp priveli k tomu, chto razlichiya v eksplitsitnykh tsennostnykh priorityetakh uchastnikov grupp priveli k tomu, chto razrabotannaya imi reklama menee effektivna.

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