

What Do Adult Smokers Think About Ads and Promotional Materials for PREPs?

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Objective: To describe adult smokers' reactions to PREP print advertisements and promotional materials. **Methods:** Focus groups with adult smokers. Participants reacted to print advertisements and promotional materials for Omni®, Accord®, Advance Lights®, Ariva®, and Eclipse®. **Results:** Images and text in PREP product advertising and promotional materials influence participants' decision to try PREPs. Par-

ticipants believed the PREP ads target smokers who are trying to quit or smokers who are health conscious. **Conclusion:** Tracking and monitoring the reactions of smokers to novel products, their perceptions about them, and their use of these products are necessary for the design of effective health communication strategies.

Key words: PREPs, adults, advertisements, perceptions, gender

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