

Additional File 1. List of messages tested in focus groups.

The messages are presented in the following format as per Facebook ad layout

--- Message

50 or older? You may be at risk for colon cancer. --- Primary headline

<IMAGE TBC> --- Image placeholder

GETCHECKEDTODAY.CA --- Website link

Get checked today --- Headline

LEARN MORE --- Call to action button

<p>#1 Did you know your risk of colon cancer increases after 50? <IMAGE TBC> GETCHECKEDTODAY.CA Get checked today LEARN MORE</p>	<p>#10 Because taking care of your health is never embarrassing. <IMAGE TBC> GETCHECKEDTODAY.CA Get checked for colon cancer today LEARN MORE</p>
<p>#2 You could have colon cancer right now—and have no clue. <IMAGE TBC> GETCHECKEDTODAY.CA Now's the time to get tested LEARN MORE</p>	<p>#11 Are you 50-74 years old? Healthcare providers recommend you get checked for colon cancer every 2 years. <IMAGE TBC> GETCHECKEDTODAY.CA Get checked for colon cancer today LEARN MORE</p>
<p>#3 9 out of 10 people can be cured when colon cancer is found early. <IMAGE TBC> GETCHECKEDTODAY.CA 50 to 74? Get checked today LEARN MORE</p>	<p>#12 Don't flush it away. Test your poop for colon cancer today. It's easy and can be done at home. <IMAGE TBC> GETCHECKEDTODAY.CA Get checked today LEARN MORE</p>
<p>#4 Getting checked for colon cancer is easy and can be done in the privacy of your own home. <IMAGE TBC> GETCHECKEDTODAY.CA Get checked today LEARN MORE</p>	<p>#14 Because living with half a colon isn't easy. <IMAGE TBC> GETCHECKEDTODAY.CA 50 to 74? Get tested for colon cancer LEARN MORE</p>

<p>#5 Think you don't need to get checked for colon cancer because no one in your family has had it? Think again. <IMAGE TBC> GETCHECKEDTODAY.CA Talk to your healthcare provider today LEARN MORE</p>	<p>#17 Everyone passes poop. Now, let's see if your poop passes the test. <IMAGE TBC> GETCHECKEDTODAY.CA Get checked for colon cancer today LEARN MORE</p>
<p>#6 "Checking for colon cancer was easy, quick and private."— <First Name> <Image featuring a headshot of a patient/the source of quote above> GETCHECKEDTODAY.CA Get checked today LEARN MORE</p>	<p>#21 If you're 50-74, it's time to get your rear in gear. <IMAGE TBC> GETCHECKEDTODAY.CA Get checked for colon cancer today LEARN MORE</p>
<p>#7 Colon cancer kills 9,000+ Canadians every year. Don't be one of them. <IMAGE TBC> GETCHECKEDTODAY.CA This quick test can protect your health LEARN MORE</p>	<p>#22 Think you don't have the time to get tested? Treating colon cancer takes even longer. <IMAGE TBC> GETCHECKEDTODAY.CA Get checked for colon cancer today LEARN MORE</p>
<p>#8 You want to be there for all the big moments. Make sure colon cancer doesn't get in the way. <Image of a family> GETCHECKEDTODAY.CA 50 to 74? Get checked today LEARN MORE</p>	<p>#23 Colon cancer can take years before it grows enough to make you sick. But why wait that long? <IMAGE TBC> GETCHECKEDTODAY.CA Get checked for colon cancer today LEARN MORE</p>
<p>#9 Protect your health by getting checked for colon cancer. <IMAGE TBC> GETCHECKEDTODAY.CA Find out about home testing LEARN MORE</p>	<p>#24 "I'm so grateful that I took the time to get tested for colon cancer. Those few minutes saved my life."— <First Name> <Image featuring a headshot of a patient/the source of quote above> GETCHECKEDTODAY.CA Get checked today LEARN MORE</p>