

4.2 Message Recall

Four main messages are being communicated by this ad. The strongest of these is that "Canadians can be successful in international markets" (46%). This was followed by the message that "Canadians can get help from International Trade Canada" (31%). A similar proportion of respondents stated that the ads were trying to encourage international trade (31%), and slightly fewer believed that the advertisements were trying to promote the advantages of Free Trade (23%). These results are presented on Table 2.

In the Montreal English focus groups, the findings differed somewhat from the overall results in that a far smaller proportion of discussants saw the ad as testifying to Canadians' ability to be successful, and comparatively more saw the message as being directed at telling Canadian businesses that they can get help from International Trade Canada or that the ads were promoting the Free Trade Agreement.