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MARKETING MISSION TO BRITAIN

A Canadian marketing mission to Britain, organized by the Canadian Association of Advertising Agencies, recently received federal endorsement through Mr. Mitchell Sharp, Minister of Trade and Commerce.

The mission, to visit London from September 30 to October 3, will fulfil a twofold purpose. Its members will study all aspects of the problems involved in advertising and marketing throughout Britain and the Common Market countries. They will then make a presentation to British agencies, defining the essential differences between marketing methods in Britain and the Continent and those found successful in Canada.

INFLUENCE OF ADVERTISING

"I welcome the opportunity to endorse this marketing mission," Mr. Sharp said after studying its programme. "Canadian firms should consider advertising in their development of international markets just as foreign firms wishing to do business in Canada should be conscious of the influence of advertising here as a vital marketing tool. Market research and marketing counsel on an international scale have still to be fully developed as a tool of export-trade promotion. The initiative shown by the Canadian Association of Advertising Agencies in preparation of increasingly competitive trading conditions is warmly welcomed."

The Minister added that Canada's trading relations and prosperity continued to be inextricably bound up with future developments in Britain and Europe, as they were with the United States programme for trade expansion. "I consider this mission a significant development," he said. "To the best of my knowledge, nothing on such a large scale as this has ever been attempted by any similar group."

Before the mission's departure, briefing sessions will be held with officials of the Department of Trade and Commerce. In discussions with the Department James McConnell, President of the Canadian Association of Advertising Agencies, said that the agency group, while learning all it could about marketing practices abroad, would "show the other side of the coin" by explaining Canadian procedures to European businessmen. "Many foreign advertisers have basic misconceptions about Canada," he declared. "In conducting our meetings in London, we hope to correct some of these impressions and at the same time learn how to avoid making similar mistakes when approaching British and European markets on behalf of Canadian advertisers."

The CAAA mission will comprise approximately 120 delegates, who will pay all the costs involved. There are 46 advertising agencies in the Association, representing over 95 per cent of the national advertising business of Canada.