

**FOCUS GROUP TESTING OF SLOGANS AND GRAPHICS
RELATED TO THE
CONSULAR AWARENESS PROGRAM**

VERBATIM QUOTATIONS

TABLE OF CONTENTS

1.	INTRODUCTION	1
2.	PERCEPTIONS OF CONSULAR SERVICES	2
3.	REACTIONS TO SLOGANS	
3.1	TRAVEL RIGHT ... / BIEN VOYAGER	4
3.2	GOING PLACES ... / VOUS ALLEZ À L'ÉTANGER	5
3.2.1	START SMART / PARTEZ BIEN PRÉPARÉS	7
3.2.2	TAKING OFF ON THE RIGHT FOOT / PARTEZ DU BON PIED	8
3.2.3	PREPARE FOR TAKEOFF / SACHEZ BIEN VOUS PRÉPARER	9
3.3	BON VOYAGE, BUT... ..	9
3.4	FRIENDS ON FOREIGN SHORES / DES AMIS À L'ÉTRANGER	12
4.	GRAPHIC CONSIDERATIONS	
4.1	WHITE CLOUDS	14
4.2	POSTCARDS	18
4.3	CHESSBOARD	21
4.4	SERVING CANADIANS ABROAD	25
4.5	DEPARTMENTAL IDENTIFIER	27
4.6	COSTLINESS	28

25