

also quite positive. However, the latter maintained their resistance to the "MAIS..." while recognizing that it probably gave the slogan an appropriate tone.

"BON VOYAGE" was a familiar expression to everyone, but there was no specific recollection of any communications material in which it had been, or still was, a prominent feature. A few respondents made positive associations between the I Declare booklet and a possible brochure or booklet entitled Bon Voyage, But... that described Consular Services.

3.4 FRIENDS ON FOREIGN SHORES / DES AMIS À L'ÉTRANGER

This slogan was not developed specifically for the application presently under study, but was tested at the request of External Affairs and International Trade Canada for possible future use in connection with the Consular Awareness Program.

Many participants immediately identified the dissonance between this slogan and the other three. In their opinion, it gave no hint of being a lead-in for the transmission of information. It was deemed to have more merit as a closing statement than as an opener.

Most felt that the slogan conveyed a reassuring sensation, but several considered it ominous because it implied that it was exceptional to find friends in other countries where "something dangerous was always lurking".

Many insisted that it was inappropriate to expect Consular Services employees to behave as friends, expecting them rather to be knowledgeable, accessible and efficient. Some respondents even conceded that a certain degree of aloofness was acceptable, and perhaps even desirable, as long as it was clear that Consular Services were "on your side".