

In Montreal, most respondents preferred the English version to the French and found it to be more humorous. "Dans l'eau chaude" was often seen as a direct translation from English as it is not commonly used in French. Participants in Montreal felt "Room With A View" related much better to the visual than "Dans l'eau chaude".

In both the English and the French versions, the text itself was also viewed as lacking shock value. The fact that over 300 Canadians are currently serving drug-related sentences abroad was viewed as being very minor. Most participants viewed this as saying there were very few. It was suggested that using "hundreds of Canadians" instead of specifying only 300 would make a bigger impact. Many also suggested that a visual of a person in a prison with a text providing facts about that individual's story would make a bigger impact and would be a very interesting read. Participants clearly want more information on the 300 Canadians, where they are, what they did, why they were charged.

In Montreal, a second set of posters was presented to participants "*Voyagez sans payer*". Its rating did not fair much better than the first poster although participants did like the title as it was "catchy and cute". People were lead to read the text but generally felt that the text was particularly poor. Although the title encouraged you to read the ad, it was felt the ad was not worth reading. Once again, it was much too mild and had no shock value. As one participant phrased it, "the title is excellent as it makes you read the text but the text is such that you miss out on any payoff". People also disliked the yellow asterix and felt it was not necessary.

Pamphlets / Brochures

All participants were shown the bilingual brochure "*Be aware before you dare / Une personne avertie en vaut deux*" and Toronto participants were given the "*No Exit*" pamphlet with Montreal getting its French version "*Aller-Retour*". Of all materials presented, these brochures clearly rated the best. In fact, almost all participants found them informative and easy to read.