

- 1 10 2 - It doesn't advertise consular services features - here's what you don't need to do - if you don't want to need us, do this - consular services have a function to educate - if they're trying to advertise, it doesn't make me remember consular services - it brings caution to mind.
- 1 19 5 - I don't think it's specific enough about travel
- 1 22 3 - I understand what the message is but I'm not sure it's very dynamic - it's self-explanatory - organization comes to mind, planning, but it leaves me kind of cold, I don't get very excited about it
- 1 23 4 - that sounds a lot like the slogans they have for high-school students about choosing your future
- 1 24 7 - I think it's a little overdone, too cutesy
- 1 30 2 - Start Smart is better - still the best one for me
- 1 125 3 - or use "Start Smart" as opposed to "Going Places" for the slogan
- 1 169 7 - "start smart" is good - a 7 (UNANIMOUS AGREEMENT)
- 2 24 1 - It's more or less insulting the way I see it - nobody should tell you how to start, how to end, how to continue - it's definitely negative - 2 25 4 - I don't see it that way at all - MUCH AGREEMENT.
- 2 25 3 - It's aimed at a younger group of people than we are - the backpacker for instance - it doesn't register with me.
- 2 26 9 - I would like to marry the two - bon voyage, but start smart.
- 2 27 8 - I don't get any particular feeling about it one way or another.
- 2 28 5 - I like it because it tells you that you should do a little research before you go places unless you're going to the same place year after year.
- 2 29 6 - I assume that people who are travelling are all smart - I don't think smart is the right word - "start informed" would be better - I find it insulting - I assume that when I go on a trip, I have to do a little bit of work - "start smart" assumes that I'm stupid.
- 2 118 3 - I guess "start smart" is out.
- 2 145 x - BEST OF THREE - IN THE MIDDLE - 5.
- 3 32 6 - "Préparé" sonne comme quelqu'un qui a pris sa retraite - une vacance d'un mois - 3 33 2 - Quelqu'un qui n'a jamais voyagé.
- 3 33 9 - "Partir du bon pied" pique ma curiosité - je veux savoir de quoi il s'agit - ça va me faire tourner la page - ACCORD GÉNÉRAL.
- 3 123 x - PAS PLUS QUE 3-4 POUR LES DEUX AUTRES.
- 3 125 4 - "bien me préparer" veut dire une liste de choses à faire et à emporter.