Is irrelevant to Canadians like myself	1	2	3	4	5	Is relevant to Canadians like myself
Not successful in telling me that international trade is important to the Canadian economy	1	2	3	4	5	Is successful in telling me that international trade is important to the Canadian economy
The company success stories are not believable	1	2	3	4	5	The company success stories are believable
Using a small firm's success story as opposed to a large firm to communicate the benefits of trade make the ads more relevant to me	1	2	3	4	5	Using a small firm's success story as opposed to a large firm to communicate the benefits of trade make the ads less relevant to me
Does not oversell the idea of the benefits trade will give companies	1	2	3	4	5	Oversells the idea of the benefits trade will give companies
Not worth the money to advertise to tell Canadians about this	1	2	3	4	5	Worth the money to advertise to tell Canadians about this
Unrealistic	1	2	3	4	5	Realistic

4.   What do you like about this ad? **(PLEASE BE SPECIFIC)**

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