

- o Many of the discussants felt proud, excited and enthusiastic about the commercials, although some were irritated or resentful because of the perceptions of either an unnecessary cost of the commercials, or the political overtones communicated in the commercials.
  
- o Again, many discussants took exception to the music used in the commercials which they found grating, or monotonous.
  
- o Most discussants had little difficulty believing the testimonial stories told in the commercials and the message of the commercials; some discussants pointed out that this is just one dimension of our export trade.
  
- o Again, there was little difficulty identifying the messages of the commercials:  
International Trade Canada can help you make the contacts you need, you should take advantage of what the government can offer, international trade is a good thing and there is a potential for it, you don't have to be afraid of taking a chance, and we are Canadian business and are proud of it.
  
- o There was some confusion created by the use of numbers and percents in the Mr. Jak's ad.
  
- o In terms of how well the ads portrayed the opportunities and benefits of selling our goods and services internationally, the discussants were generally favourably impressed with the testimonial message. The ads were easily understood and it was