

### III. ADVERTISEMENTS RECOMMENDED FOR IMPLEMENTATION

#### A. Ad#3 -- The Conference Ad

This advertisement emerged along with the "Information About Free Trade" ad as receiving the most positive reception among participants across all groups. Montreal group participants, however, were a bit less receptive to the ad than were others. It was assumed correctly that the conference is aimed at a business audience. Participants recognized that the focus would be on the benefits or opportunities arising from free trade.

While this was seen as worthwhile, there were several criticisms offered. A number of participants, particularly those in the general population groups, wondered, "What's it going to mean for the average person?" They also complained that it could only be attended by business people given that it was held during the day. One way to address these concerns is to include a clear indication in the ad that the conference is for business people in the area in which the conference is being held. Another will be to exercise care in the positioning of the ad in newspapers such that it is "aimed" at the target audience for which it is intended.

The results from the groups also indicate that it will be important to highlight the opportunities for question and answer sessions so that people can not only "explore the opportunities," but also explore the possibilities and imperatives of adjustment that they may face. Making it clear that opportunities will be available for two-way communication between business attendees and the assembled experts on the conference agenda will contribute to meeting the balance test.

#### B. Ad#4 -- Information About Free Trade

This advertisement was considered the best of all ads shown. It is safe and entails little risk as it is considered to be strictly informative and fairly neutral. The ad is seen as offering people what they want, which is information about free trade, or at least an indication of where they can go to get information. It also has the advantage of involving people in actively obtaining the information and making up their own minds about free trade.