

- 3 133 4 - Les consulats ont des limitations même quand tu as un problème très sérieux - des gens peuvent être très frustrés avec eux - c'est mieux d'être plus distant - 3 134 8 - On s'attend à ce qu'ils soient professionnels - tu vas là parce que tu as affaire à y aller, pas pour dire bonjour à l'ambassadeur et prendre une photo avec lui.

- 3 134 1 - ça peut te donner l'impression que tu peux faire n'importe quoi - ils sont là pour arranger les choses - 3 135 6 - Je ne regarde pas ça comme ça moi.

4.1 WHITE CLOUDS

- 1 57 8 - I like the colours, the picture of the boat and plane leaving - conveys the idea that you're going on an adventure - I'm not sure about the cartoon aspect of it

- 1 58 8 - the "but" in the slogan is huge compared with the rest of it and I don't want to be confronted with that when I'm preparing to go on an adventure

- 1 59 7 - there's a lot going on in the graphic visually - it's not clear to me that it's an External Affairs document - that's a concern

- 1 60 2 - I found that good

- 1 61 3 - it may not be a bad idea to have it not necessarily a government document

- 1 62 6 - travellers don't care that it's the government trying to advise them - they care if they're getting advice

- 1 63 1 - I like the colours too but the cartoon turned me off

- 1 63 4 - I like the colours - didn't like the cartoon very much

- 1 64 5 - I like the colours very much - pleasing to the eye - I think the "Bon voyage but" works in a way

- 1 65 5 - I'm not sure though whether they shouldn't be going for something a little more professional in the picture, more glossy maybe - 1 66 3 - I disagree - I think it should be a warm message and a cartoon is warm - it's a very friendly approach - I would advise them to make it more warm and animated as opposed to making it too slick

- 1 67 1 - it's not that it's a cartoon - I just didn't like that specific drawing - but I think it offsets the ominousness of the message - a good approach

- 1 68 3 - it is a serious message and that is a good way to get it across

- 1 69 6 - the overall impression is positive, when you look at it

- 1 70 8 - the muted tones in the border help to convey the seriousness of the message as well

- 1 71 2 - nice contrast - something to think about