

3.2.2 TAKING OFF ON THE RIGHT FOOT / PARTEZ DU BON PIED

Neither English-speaking group cared for this tag. In fact, they disliked it a great deal, finding it "clumsy", "too long" and "suitable for a shoe company".

At the other extreme, French-speaking participants rated it as one of their favourites because of its friendly tone. A few felt that it might be a little too light to get a serious message across.

3.2.3 PREPARE FOR TAKEOFF / SACHEZ BIEN VOUS PRÉPARER

The French-speaking group dismissed this tag as inappropriate for a communications program on Consular Services because it merely conjured up images of checklists.

For the English-speaking groups, the airplane imagery overwhelmed the preparation aspect, which was considered unnecessarily restrictive in view of the communications objective. Contrary to their French-speaking counterparts, they did not see travel preparations and Consular Services as unrelated.

3.3 BON VOYAGE, BUT ... / BON VOYAGE, MAIS ...

Initially, this slogan was described as "filled with foreboding", "doom and despair". However, right from the start, a number of participants argued that it was appropriate for External Affairs and International Trade Canada to "tell people to have a good time, but to remember the rules", and, therefore, the message was deemed to be "stern but necessary".

Later, when the slogan was seen in combination with a light, airy graphic illustration, consensus grew around the notion that the sternness of the slogan could be effectively softened. After considering all of the alternatives, the English-speaking groups gave "BON VOYAGE, BUT..." their highest ratings, and the French-speaking participants were