

3.2 Observations on Radio Commercials in Vancouver

As in Toronto, the commercials were relatively well received by participants in the Vancouver focus groups. Respondents were pleased with the sense of opportunity, uniqueness and initiative portrayed in the ads. The success stories made them proud to be Canadian, and they liked the use of a testimonial approach. Though some of the discussants were not impressed by the ads, there was little negativism expressed by either of the groups.

- o According to some discussants, the ads were telling you that if you have a product you should consider going international with it. Others remarked that the ads have a common theme and, although each one tells you something different, they all try to motivate you even if one of them might not have hit home to you. It was noted that the ads had political overtones, trying to "sell External Affairs".
- o Initial reactions to the ads were largely positive. Discussants said the ads made them feel proud to be Canadian, the ads were interesting, and the ads were trying to convey Canadian success stories. "These business people did something successful, and so could you". If I had an idea I could go to External Affairs for promotional help."
- o On the negative side, one discussant noted that hearing the ads too often makes one feel it's political. Another discussant noted that three of the ads were critical of Canada in his mind, since the entrepreneurs had to go elsewhere to sell their products.