

Reactions to the first part were, in general, more positive than to any of the tags, although everyone thought that the phrase would be greatly improved by some sort of punctuation, preferably a question mark. However, there were substantial differences of opinion between English-speaking and French-speaking respondents.

The younger English-speaking group liked it, but felt that it was more appropriate for a travel company than for Consular Services. The response of the 40+ group was lukewarm as it did not convey a sense of foreign travel to them.

The French-speaking group liked it a great deal, giving it unanimously high ratings. They considered it the most appropriate phrase to use in connection with Consular Services.

3.2.1 START SMART / PARTEZ BIEN PRÉPARÉS

The French and English versions elicited substantially different reactions, but both were off target according to participants.

The younger English-speaking group seemed to like it, but felt that it was "too cutesy" and perhaps "more appropriate for high school students". The more mature participants considered it somewhat patronizing and, if anything, geared to the "back packing set".

French-speaking respondents thought "PARTEZ BIEN PRÉPARÉS" might be meaningful to retired people who preferred making elaborate travel preparations. It sounded to them like something "une maîtresse d'école" might say, and it would lead them to expect a checklist of things to do rather than information on Consular Services.