

- o The main message of the ads was summarized by respondents as follows: Firstly, we are capable. Secondly, if you need some help, International Trade Canada can provide you with some assistance. Thirdly, businesses are expanding their horizons. Fourthly, this is a message to businesses to tell them that others have succeeded in international markets and they can too.

- o Most participants felt that the ads were aimed at businesses, some felt that they were aimed at reassuring people generally, some felt they were aimed at improving our national pride, and, as mentioned earlier, one felt that the message was political propaganda.

- o Discussants had some suggestions for ways of improving the communication of this message. Some suggested the use of other media such as television. Others felt that in using small producers and manufacturers care must be taken to explain to the public who these companies are. Some discussants, feeling that the main purpose of the ad was to stimulate business people to come forward, suggested that the ads should more clearly say that this is the case and that the International Trade Canada is inviting them to come for help. Others felt that the ads should be more direct and speak to people in a more aggressive style telling them about the benefits for them and how they can do their part. Some felt that the message should be simplified, minimizing the music and sticking to one conclusion at the end of the story, while others felt that even more information should be offered such as what percentage of sales are generated by these companies internationally versus nationally.