

## V. SUMMARY

Decima recommends that if an advertising campaign is launched, three of the advertisements tested be selected for execution, with appropriate revisions as indicated above. These are:

- o Ad#3 -- "Free Trade Opportunity Conference"
- o Ad#4 -- "Information About Free Trade"
- o Ad#5 -- "Free Trade: We Should Know What It's All About."

In our view, these advertisements are likely to be most effective in accomplishing the government's objectives, while keeping the attendant risk at a minimum.