

- 3 87 6 - ça l'air plus officiel, donc j'aurais plus tendance à le lire - tout ressort plus - "Affaires extérieures", "au service ..." - le dessein me laisse indifférent - il ne m'attire pas du tout.

#### 4.6 COSTLINESS

- 1 78 6 - the press kit format is a waste of paper - if I'm going to travel with it I want something compact (Moderator: do you think that looks expensive or that Canadians will think it a waste of money to make anything that fancy? - GENERAL AGREEMENT)
- 1 79 4 - it doesn't give you the travel brochure attitude though, with the glossy pictures - it's the right tone, not ostentatious
- 1 104 3 - I think that "Travel Right" is perhaps too trendy - the whole look - it would age very quickly - people would be annoyed that External Affairs is putting lots of money into something so 1991 that won't last the decade
- 1 118 7 - with so much on it, as a taxpayer I'd be a little irate about my money going to this fancy little brochure
- 2 103 4 - If you just want to pass a message about where the consulates are and what they're going to do for you, you'd better make sure that you do it with something a lot cheaper.
- 2 114 10 - You were right to bring up costs - at this time, to be doing major initiatives in advertising services when they're cutting them back - 1 155 3 - It would be better to have the services than the advertisements.
- 2 116 9 - There should be a little note somewhere saying "keep this, you've paid for it".
- 2 133 6 - Given the times, it should be as simple as possible - it should not appear to be expensive - GENERAL AGREEMENT.
- 2 134 2 - It can look nice without looking cheap - without looking opulent - the graphics can be neat and clean.
- 2 136 x - (Moderator: Say you were to receive one of these with your passport, would any one of them make you say "this is too opulent"?) - GENERALLY YES IF IT WERE BIG, NOT IF THEY WERE SMALL AND ON RECYCLED PAPER.
- 3 109 4 - ça l'air de quelque chose qui a été faite par le gouvernement - je me dirais que c'est un gaspillage d'argent - 3 110 8 - Mois je dirais ça de la dernière (bon voyage).
- 3 111 x - AUCUN PARTICIPANT NE VEUX PARLER DE COUTS OU DE GASPILLAGE.