

DISCUSSION GUIDE
FOCUS GROUPS WITH RECENT TRAVELLERS ON
SLOGANS AND GRAPHIC DESIGNS RELATED TO CONSULAR SERVICES
(continued)

3. ASSESSMENT OF SLOGANS

The four slogans to be discussed are:

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| ■ TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET | (10 minutes) |
| ■ GOING PLACES ...START SMART | (15 minutes) |
| " " ...TAKING OFF ON THE RIGHT FOOT | |
| " " ...PREPARE FOR TAKE OFF | |
| ■ BON VOYAGE, BUT ... | (10 minutes) |
| ■ FRIENDS ON FOREIGN SHORES | (10 minutes) |

The moderator will hold up a sheet of flip-chart type paper containing one of the slogans. Participants will be encouraged to voice their reactions spontaneously and, when appropriate, the following probes will be used to guide and stimulate discussion:

- What does it say to you? ... What images come to mind? ...
- Do you know immediately that it's about travel? ...
- Does it come across to you as positive? ... Does it make you feel enthusiastic? ... Does it make you feel negative about travel? ...
- Do you think that any play on words is intended? ...
- Can you imagine a person saying this? ... What kind of person? ... Preachy? ... Adventurous? ... Cautious? ...
- Does it say that travellers have to be self-reliant? ... Why? ... Why not? ...
- Does it sound familiar? ... Have you heard anything like that before? ... In what context? ...
- Does the grammatical error matter? ...

The order in which the slogans are presented will be different for each of the groups. After the three have been covered, the sheets will be pinned up to serve as references during the ensuing exchanges.