

meet the critical criteria of being perceived as informative and as conveying to some extent the opportunity for two-way communication. Ad #9 is recommended because in our view it is the more advocacy-oriented ad which may entail the least amount of risk. At the same time, the group discussions show that this ad conveys a basic message -- "We Should Know What It's All About" -- which the public appears to accept and which in fact "draws in" the reader. It is not without some faults, however, and some specific suggestions as to appropriate revisions are outlined below.

We recognize that logistical and timing constraints necessitate that the "Conference Ad" must be run first and that it is also primarily directed toward a business audience. The "Information About Free Trade" ad would provide an effective follow-up, as it too is perceived as informational, relatively neutral and balanced. It is also seen as relating more directly to the concerns and interests of individual Canadians as distinct from business.

The remainder of this memorandum reviews the group reactions to each advertisement in more detail, along with overall impressions of the idea of government print advertisements dealing with Canada-U.S. free trade.