

## 5. CONCLUSIONS AND RECOMMENDATIONS

The findings set out in this report indicate that the following slogan and graphic design characteristics will best complement the Consular Awareness Program:

- "BON VOYAGE, BUT...", or "BON VOYAGE, MAIS...", is probably the optimal slogan alternative. It is familiar without seeming overused, and considered "stern but necessary".
- "VOUS ALLEZ À L'ÉTRANGER" would probably have a very positive impact on French-speaking targets, especially with the addition of a question mark, and in combination with "PARTIR DU BON PIED". However, the English equivalent, "GOING PLACES ... TAKING OFF ON THE RIGHT FOOT", would likely be poorly received by English-speaking publics.
- "FRIENDS ON FOREIGN SHORES" may be an effective slogan to use in connection with the Consular Awareness Program, but not as a lead-in for communications material. It may be perceived as associating foreign travel with unrealistic levels of danger. Furthermore, the word "FRIENDS" may not be appropriate relative to the professionalism that Canadian travellers expect to find in consular personnel.
- The "WHITE CLOUDS" graphic will work well in combination with the "BON VOYAGE, BUT..." slogan by softening the sternness of the message. Alternatively, the "POSTCARDS" illustration should also be effective for the same reason. However, it would be desirable for both drawings to convey a somewhat more adventurous feeling so as to increase their appeal to younger travellers.