

3.1 TRAVEL RIGHT ... / BIEN VOYAGER ...

As stated above, the precise phrases that were discussed were "TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET" and "BIEN VOYAGER ... ET SAVOIR À QUOI S'ATTENDRE".

In the final analysis, ratings of this slogan were split down the middle with none being extreme in either direction. However, most of the comments made when it was first discussed tended to be somewhat negative.

The "TRAVEL RIGHT" part was described as "preachy" and "condescending", while "IT TAKES MORE THAN A TICKET" was considered "too long" and "too negative". Furthermore, it was not seen as related to Consular Services.

The slogan was viewed as a reminder that travel required careful planning and could entail unpleasantness. Many participants thought it a good idea to make such a point, but most did not like the manner in which that was done in this instance.

It is worth noting that reactions to the French version were very close to those elicited by the English slogan. Although each had different connotations, both seemed to strike the same chord and have similar impacts.

Even with probing by the moderator, no one seemed to take exception to any grammatical impropriety.

3.2 GOING PLACES ... / VOUS ALLEZ À L'ÉTRANGER ...

The first part of this slogan was examined on its own as well as in combination with three alternative tags, which are covered in the sub-sections that follow.