

- o It was pointed out that the style of these ads was as a public announcement, and it was reminiscent of an election ad. One respondent said that it must be a political message for the Conservative party or some kind of government propaganda. "It's addressed to the general public but if they really wanted to talk to businesses, they could have found another way to do so."
- o While participants said they found the announcements informative, some complained that there was too much material in the announcements to be understood properly.
- o Other complaints included that the ads were monotone, that they used an annoying Quebecois accent that was too exaggerated, and that it would have been nice to have interviewed some women for these ads as well.
- o On a scale of 1 to 10, the participants rated the groups about a 5 on average. Some listeners took a sense of pride from the ads. Some said it sounded like something they had heard before or perhaps seen already on television, so this was old news to them.
- o In terms of believability, the commercials were generally found to be believable because these were well-known companies such as Lavelin. The spokespeople are well-known, even their voices are familiar. Everybody agreed that the commercials portrayed international trade in a manner which was consistent with their impressions. They also felt that the use of three different examples was a good idea and that the stories were pertinent.