

B. Discussion of Commercials (approx. 60 minutes)

play the five commercials again and commence discussion(explain that these ads will likely be aired on radio in the near future)

What did you think as a whole these ads were doing for you (ie. how the ads worked together overall?)

- ask for initial reaction to the ads (positive or negative?)
- how does the ad make respondents feel?
- believability of commercials
- message identification: What does the ad say; what is its main message?
- zero in on details: do respondents understand what is being said?
- is there a better way to portray the opportunities and benefits of selling our goods and services internationally?
- obtain overall ratings and comparisons

4. **CONCLUSION AND WRAP UP** (approx. 5 minutes)

Recently we found from research (telephone survey of Canadians) that 71% of Canadians said that for Canada to remain internationally competitive, it would be necessary to change government social programs (46.5% somewhat; 24.4% completely). Only 23.8% said it would not be necessary.

- explore which programs they want/don't want cut; why/why not
- what about other changes such as reduction in employee benefits (paid leave, pensions (58% said not necessary and 39.9% said it would be necessary))
why/why not

final comments, questions
thank participants/remuneration