

- o Some respondents felt that the music could be better. They found the music and the introduction to be somewhat repetitive, although this may have been exacerbated by the repeated back-to-back playing of all the radio ads. Some respondents said that the music reminded them of "government" or the CBC News.
  
- o Discussants suggested that a toll-free telephone number be provided so that people could more easily contact International Trade Canada.
  
- o Some listeners felt the ads could be made more believable by using examples of high profile businesses such as Bata. However, everyone liked the testimonials and recognized that the messages were aimed at small business entrepreneurs. Participants favoured the use of a variety of businesses and examples, and did not feel that there was a need to have people they know for the ads to be believable.
  
- o Discussants had little difficulty in picking up the main communication theme in the radio ads. First, Canadians have many strengths (such as innovative products and ideas) and we can succeed. Second, the government is there to help individuals who want to expand into the international market. Third, there is a sense of national pride conveyed by these commercials. Fourth, the government is working to promote international competitiveness amongst Canadians. Fifth, if you are in small business, there are opportunities in the international markets that should be considered.
  
- o In terms of finding a better way to portray the benefits and opportunities of selling our goods and services internationally, some discussants wondered whether other