

### B. Ad#8 -- Business Spokesman Ad

The groups confirmed the quantitative research findings that business people are considered to be among the most credible spokespersons on the issue of free trade. The groups also suggest that ads such as those tested would be more effective if a range of business spokespersons were portrayed, drawn from various sectors and from both large and small business.

Stemming from this perceived credibility of business spokespeople, many participants regarded these ads as more of an "endorsement" of the FTA rather than as a "sell job." The particular spokesman portrayed in the ads tested in the Montreal groups was not especially well-received.

Decima's recommendation that implementation of this concept be avoided is based on perceptions of the attendant risk associated with this type of advertisement. It is impossible in the context of the focus group milieu to gauge the type of opposition which could emerge to the federal government paying for advertisements by business spokesmen which raise only one side of the issue. Given the potential risk associated with the business advocate ad and the fact that a workable alternative advertisement emerged in the group testing, we would advocate dropping the third-party advocacy concept (Ad#8) from the list of candidates for execution.

### C. Other Advertisements

The group results suggest that it is appropriate to abandon some of the advertising concepts tested. The "Business and Workers" ad (Ad#2) seemed more relevant to people than did the "Consumers" ad (Ad#1), but even it was considered to be somewhat vague and not informative enough. There was some sense among Montreal participants that the ad was somewhat of a "hard sell." Given that other ads are seen to adequately inform without conveying a sense of "hard sell," Decima would recommend against proceeding with either of Ad#1 or Ad#2.