

4.4 Likes and Dislikes

Respondents were asked to state what they liked best and least about the ads. These results are presented on Tables 4 and 5. A majority of respondents (52%) liked the fact that the ads were brief, concise, or contained interesting stories. Roughly 20 percent were pleased by the positive image of Canada portrayed in the ads. Eighteen percent found the ads pleasing, upbeat or humorous. Another 17 percent were pleased by the message and awareness promoted by the ads.

At the top of the list of dislikes for the ads was the music or the monotonous or loud style of the ads themselves (28%). Another 22 percent of respondents felt that the ads were fake, one-sided, or biased in the message that they were communicating. In addition, 12 percent of respondents were suspicious of the advertising because they considered it to be propaganda.

In the English focus groups in Montreal, where the ads enjoyed the lowest popularity, one-third of the discussants said they found the advertisements were fake, one-sided, or biased. Roughly one-quarter of the group participants felt that the message was either too long or not specific enough to convey the message.

It is interesting to note that men were twice as likely as women to feel that the ads were fake, one-sided, or biased (30% for men versus 14% for women). On the other hand, many more women than men felt that the ads were too long and monotonous.