

3.4 Observations on the Commercials by Montreal French-Speaking Groups

Compared to the English-speaking groups in Montreal, the French-speaking groups were more positive about the ads. Generally, the discussants did not find this subject to be very interesting, and so displayed a lack of enthusiasm for the ads. Women were perhaps even less interested than men, with some saying that after hearing the ads once, they would probably just tune them out thereafter. Many discussants could not see the purpose of the ads. Many discussants felt that these ads were not directed at members of the general public such as themselves. Others, however, felt that the messages were aimed at the general public.

A major difference between the French ads and the English ads in Montreal was that the French ads made use of better-known and larger businesses than did the English ads. This factor may have contributed somewhat to the greater success of the French ads. One of the French focus group discussants suggested that a small business should also figure in one of the French ads, so that the whole spectrum from small to large businesses would be represented.

- o Some discussants complained that the ads were dull, or that they contained too much material, while others felt that while the ads perhaps were well done they had little relevance to them personally. "What use are these commercials to me?", queried one listener. "If I don't have a business, what do I do with it? It's addressed more to businesses than to the general population, they don't explain to me how to do my part."