

FOCUS GROUP OUTLINE

TRADE COMPETITIVENESS - AD TESTING

(Registration Number DEA/TNO-002-03562)

1. INTRODUCTION (approx. 5 minutes)

- . explanation of focus group techniques
- . individual opinions are important
- . encouragement of all people to comment
- . confidentiality of information and respondents' identity
- . taping and observers
- . explanation of ad tapes and questionnaire to be followed by group discussion
- . introduction of moderator and participants

2. ATTITUDINAL AND EXECUTIONAL TESTING OF ADS (approx. 35 minutes)

- . Measure initial reaction, emotional response, message recall, believability, likes and dislikes: Play the ads and administer a questionnaire following their presentation

3. GROUP DISCUSSION

A. International Trade (approx. 15 minutes)

- . Aside from what you have just heard, have you thought/read/heard about international trade and competitiveness? (Discuss what and where)
- . Your impressions and sense of need for Canada to become more competitive internationally.
- . How does the impression/belief you have compare with the message in these commercials?
- . What are Canada's strengths in selling our goods to other countries and do these commercials exemplify these strengths?
- . Relevance of the testimonials - is this how Canada is going to become more successful in selling our goods to other countries?
- . In order to remain internationally competitive and to prepare for the future, what should be the role of:
 - government?
 - business?
 - individual Canadians?