

#### IV. OTHER ADVERTISEMENTS

##### A. Ad#7 -- Question and Answer Ad

Apart from some concerns about the ad being too detailed, the overall reception to this ad was reasonably positive. It seems to meet the basic test of balance, in addressing the issue of adjustment or protection for industries.

On the other hand, a number of people thought that more could be done to address some questions of concern which were not contained in the ad submitted for testing. These could include issues such as what the benefits of the free trade deal are for the United States, and answers to questions about whether unemployment insurance, OHIP/health care etc. would be threatened under the FTA. Placing emphasis on some of the potential downsides was seen as important, with one Halifax participant stressing that "You just can't lose if you tell me everything. You just can't lose."

If the ad was implemented, it would be advisable to consider running a series of ads dealing with different questions so as to enhance the "digestibility" of the ad.

One critique which emerged in the Vancouver groups was that some people felt, "The more I get into the ad, the more I think I'm getting sales."

In Decima's view, Ad#9 constitutes a preferred choice over the "Question and Answer Ad" in that it is more succinct, conveys a simple and credible message, and does not have the potential for overloading or confusing the reader which the other ad may have. Nevertheless, reference could be made in those three advertisements that Decima does recommend to the availability of documentation which addresses many of the critical questions and answers of concern.