

3.0 Conclusions

1. Most people had never seen the advertisement before the survey, and another large proportion had not seen it in an elevator. Two out of three (and approximately three quarters of people under 35) consider elevator ads to be effective. It can therefore be concluded that:

there was moderate recognition of the elevator advertisement by the target group (persons aged 16 to 35). Nonetheless, younger adults would appear to have a more favourable response to elevator advertising in general.

2. The majority of respondents were able to identify, in some fashion, that the ad was transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada. Also, three quarters believed that the ad was effective in transmitting this message. It can therefore be concluded that:

the advertisement is effective in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada.