

- o Canada's multicultural make-up was also viewed as an advantage in our communications, marketing and trade negotiations with other countries. It was noted that Canada's international reputation as politically neutral, trustworthy and compassionate is a key strength in building international trade markets.
  
- o Some respondents felt that the commercials exemplified some of our strengths while others did not. Strengths exemplified by the commercials included the potential of small business, Canada's diversity of manufacturing, and how individual Canadians can make a difference.

## 2.5 Relevance of the Testimonials

On balance, most participants felt that the use of small business in the testimonials was most appropriate. However, this approach left some participants wondering what was being promoted, particularly with respect to the ads used in the Montreal groups. Some said it took too long to get to the point of the ads.

- o Some participants pointed out that this was not the only way for Canada to become more successful in selling its goods to other countries. They felt that the use of large corporations such as IBM will be more convincing to them.
  
- o Many discussants were pleased by the spirit and enthusiasm conveyed by the testimonials. They also liked the sense of opportunity the ads inspired for their listeners and the fact that International Trade Canada was ready and available to help them out.