

4.2 POSTCARDS

- 1 82 1 - but this one doesn't - this one breaks away from the traditional government colours - but I wouldn't read either of them - the word "consular" would attract my attention but these are more like travel brochures
- 1 86 5 - the second graphic strikes me as selling a travel service
- 1 87 4 - it's a little more sales-like - if I was in a plane and picking up the package all the sales stuff would be thrown out
- 1 88 4 - the look of it isn't unappealing but I think I prefer the "Bon Voyage" one - this is too commercial
- 1 89 2 - the message is lost in the second one - "Travel Right" is fine but the second line is lost
- 1 90 2 - the colours are less appealing and the little jags on the inside turn me off
- 1 92 6 - I don't like the whole "Travel Right" logo - the large TR is too much - 1 93 3 - I noticed that too - it's like initials for a company or something and it doesn't really mean anything - 1 94 8 - the big letters caught my eye
- 1 96 4 - this "Travel Right" looks too much like an ad - I think it should have a little more professional look to it
- 1 98 3 - there's too much information visually for me - stimulation overload - I'm not sure what I'm looking at
- 1 99 4 - I just noticed the "Travel Right", not the second line underneath, the "it takes more than a ticket" - it looks a lot like a postcard
- 1 100 7 - it says "ticket" and I'm not sure what that means
- 1 101 8 - the "it takes more than a ticket" is too much anyways - ought not to have that second slogan - I think it would be much better if "serving Canadians abroad" were emphasized a little more
- 1 102 4 - too busy and hard to concentrate on
- 1 103 6 - I would probably reject this one before I even got all the information from it, especially the "serving Canadians abroad" - I don't think it would stay in my hands long enough for me to read that
- 1 104 3 - I think that "Travel Right" is perhaps too trendy - the whole look - it would age very quickly - people would be annoyed that External Affairs is putting lots of money into something so 1991 that won't last the decade
- 1 105 2 - there's also a look of aiming at people who have more money
- 1 139 1 - I'd have to give "Travel Right" a 4 - 1 140 2 - a 2 - 1 141 3 - a 5 - 1 142 4 - a 2, because I wouldn't even look at it - 1 143 5 - I'd give it a 3 - 1 144 6 - I'd give it a 4 - 1 145 7 - a 3 - 1 146 8 - a 3.