

4.3 CHESSBOARD

Many respondents could not readily grasp how the drawing related to travel and only a few understood the "think before making a move" message once they had recognized the globe shape and the "checkerboard" pattern.

Generally it was felt that the drawing would appeal more to the seasoned business traveller than to a vacationer bent on relaxation. The latter would not be attracted by such a complex composition and disinclined to explore its meaning.

Since respondents tended to think in terms of a small booklet that they could carry with them conveniently when travelling, they expressed concern that the drawing would become "a jumble" when scaled down.

Apart from the drawing, there were many positive comments about the overall layout, particularly about the horizontal black bars that framed the top and bottom of the picture.

The lettering in the banner was said to be "intriguing" and "eye catching", but everyone agreed that the superimposed words were difficult to read. One respondent summarized the generally-held reservation with: "I can't see both at the same time - I can feel my eyes bouncing back and forth".

4.4 SERVING CANADIANS ABROAD

A majority of respondents believed that "SERVING CANADIANS ABROAD" was a vital part of the message and should be given prominence. Several suggested that a phrase like "CONSULAR SERVICES ABROAD" would be even more striking, that it would add credibility and entice people to read on. However, those who objected did so forcefully, claiming that the words "consular" and "serving" were "turn-offs" and that using either