

(mean score of 3.0), as less relevant (3.0), as less worthy of the money to advertise to tell Canadians (2.9).

In terms of telling people that trade is important, the ads were most successful with Toronto focus group participants (3.9). The company success stories, on the other hand, were found to be most believable to the French-speaking focus groups in Montreal, and this group was also least likely to report that the ad oversell the idea of the benefits trade will give to companies. Respondents in Toronto scored the ads the highest on the dimension of realism (3.8).