

Many participants in both Toronto and Montreal questioned the video's title. They simply did not know what it meant. A few participants also felt the video was too long although this perception was mainly related to the potential cost of airing a 90-second video. They felt that a good 30 seconds could easily be chopped without changing the message or the impact of the video to any considerable extent.

The biggest criticism of the video related to the fact that the people in the video were seen as being first time smugglers, but smugglers nevertheless. People had a very hard time relating to them or identifying with them. The video seemed to target the smuggler rather than the small user and people questioned spending money trying to convince smugglers to consider the risk and consequences of their actions. Once again, people felt the ad would have more impact if the offender had a small and personal quantity of soft drugs rather than a large quantity of hard drugs.

All participants insisted that they did it for the money and that they were aware of the risks and consequences of their actions. It was evident that they knew it was risky and illegal but chose to try their luck anyway. As such, people feel any information or awareness campaign aimed at smugglers is a waste of time and money. People foolish enough to take a calculated risk do not deserve special attention. Many participants questioned why the government would spend money for information or advertising targeted to smugglers or potential smugglers as it is felt that they are fully aware of the risks and consequences.

Conclusions, Suggestions And Recommendations

- It is clear that people question the need for information aimed at drug smugglers. People do not relate or identify themselves with smugglers and are more concerned with having information and advertising which are geared toward the small user and people who could be charged due to victimization or association.
- The government should attempt to raise awareness among those who are naïve and those who would not consider small amounts of soft drugs as being a significant offence rather than smugglers. A campaign aimed at the "little guy" would protect a much larger number of Canadians when compared to a campaign aimed at smugglers. Reference to drugs should also be focused on soft drugs and small quantities and not large quantities of hard drugs.