

- o Discussants had several suggestions for better ways to promote international trade and competitiveness. They suggested the use of print ads such as might appear in newspapers, and a pamphlet from the government. Some suggested that the text of the ads should be shorter and should focus more on the benefits of free trade and how it will benefit Canada and individual Canadians. Some discussants felt that women should be portrayed in the ads. Some found the music boring and felt it could be improved upon. Some would liked to have heard about success stories of bigger, well-known companies. The ads should promote excellence, and not only among small business. The message should be clear and precise with the name and telephone number of the sponsoring government department, according to other discussants.
  
- o In the case of the focus group with men, the discussants were given an opportunity to compare the two sets of ads that they heard. The second set, however, did not relate as well to discussants as the first set. One respondent said that comparing two separate ads was like comparing Vancouver and Montreal -- there was a different mentality and motivation conveyed by the two sets of ads. The group found that the second set of commercials portrayed a more aggressive attitude which they found somewhat pretentious. The second set sounded as if we are world leaders in whatever we are doing.