

### 3.1 Observations from the Toronto Focus Groups

Overall the ads brought fairly positive reactions from the Toronto groups. The discussants were receptive to the sense of national pride communicated in the ads. The ads made them feel that it is possible for Canada to achieve greater international competitiveness, with individuals developing new and innovative products and international trade opportunities. The ads gave discussants greater confidence that the government can help and will continue to help develop trade opportunities. The ads made respondents feel proud to be Canadian and gave them greater confidence that individual Canadians and small businesses can compete in world markets.

- o Some discussants, commented positively on the diversity of products portrayed in the commercial. This gave them a general sense that Canadians are successful and the discussants were happy to hear that. In this way, most respondents liked the ads as a set although they may have had problems with one or another ad individually. In the focus group with women one discussant felt that women in general would like the jewellery ad and that the ads would appeal to women in general because a large proportion of successful small businesses are run by women.
- o The point was made that the ads "don't tell you what government does." Listeners would like to have more facts or specifics. For example, that Canadians need marketing overseas and Canadians need advice on what's available in terms of business opportunities and the costs involved.