

## **Discussion guide**

There were six discussion stages; namely:

1. Preliminaries (5 minutes)
2. Introductions and warm-up (10 minutes)
3. Assessment of slogans (45 minutes)
4. Assessment of graphics (30 minutes)
5. Review and ratings (15 minutes)
6. Wind-down (5 minutes)

A copy of the discussion guide is included as Appendix B.

## **Discussion aids**

Three mockups prepared by The Ove Design Group inc. were used as discussion aids:

- "WHITE CLOUDS" illustrating the "BON VOYAGE, BUT ..." slogan
- "POSTCARDS" featuring "TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET"
- "CHESSBOARD" containing "GOING PLACES ... START SMART".

These mockups are available from Ove Design.

## **Recording**

Audio tapes were made of each session and turned over to The Ove Design Group Inc.

## **Verbatim quotations**

Transcripts of participants' comments were prepared, coded and regrouped for analytical purposes. These may be found in Appendix C.