

2.3 Comparison of Respondents' Perceptions With the Message of the Ads

Group participants were quick to point out the message of the ads only portrayed one aspect of the thrust towards international trade and competitiveness. For example, the ads only portrayed success stories of small businesses, and the emphasis was primarily on innovation and manufacturing. However, the general agreement within the focus groups was that the messages were intended for small businesses or entrepreneurs and would be well received among that audience.

2.4 Canada's Strengths

Group participants were asked "what are Canada's strengths in selling our goods to other countries and do these commercials exemplify these strengths"?

- o Again, respondents pointed out that the radio commercials' focus on small business exemplified how innovative new ideas by individual Canadians are indeed one of our great strengths. It was felt, however, that the focus on the manufacturing sector tended to overlook some of the other important sectors, such as technology, in terms of Canada's strengths in selling our goods to other countries.
- o Natural resources were certainly seen to be one of Canada's strengths according to many of the group participants. As well, participants pointed out the advantage of the close geographic proximity to U.S. markets.