

4.2 POSTCARDS

Of the three mockups, this was the one most often described as looking like something that might be obtained from a travel agency. These remarks were not intended to be negative; their thrust was that the design was appealingly different from usual government communications.

Participants mostly liked the illustration, saying that it coincided with the frame of mind that a person was usually in when leaving on a trip ("C'est comme ça que je me sens quand je pars à l'aventure"). The colours went over well, including, and perhaps especially, the pink banner, although there were a few comments to the effect that blue was overused.

The prominence of the ship on the first postcard was interpreted as an attempt to appeal to older, more affluent travellers and a few respondents thought the drawings were "too large" or "too busy". However, detractors with respect to the illustration definitely formed a small minority.

On the other hand, comments about the way the banner was printed were unanimously negative. No one understood the necessity for the large "T-R" (or "B-V" in the French version). These highly prominent letters caused many to wonder if they symbolized an unknown organization, which led to some confusion. Furthermore, it was said that the superimposed lettering was difficult to make out.

The swatch containing the phrase "IT TAKES MORE THAN A TICKET" (or "SAVOIR À QUOI S'ATTENDRE"), which was set at an opposing angle, was not deemed to be sufficiently striking. To participants, it looked as though it had been included as an afterthought and they felt that it should be more prominent so as not to diminish the seriousness of the message.