

4.3 Rating the Message of the Ads

Discussants were asked to rate the advertisements and the messages contained therein on a variety of dimensions - a five point scale was used. These results are presented on Table 3.

Overall, the mean scores are quite acceptable. Respondents rated the companies' success stories as fairly believable giving them a mean score of 4.1 out of 5 where 5 means believable and 1 means unbelievable. The ads were considered to be fairly relevant to "Canadians like themselves" (3.5), as fairly successful in "telling them that trade is important" (3.5), and as reasonably realistic (3.4).

Opinion was more tempered when respondents were asked to consider if the campaign was "worth the money" spent to advertise to tell Canadians about International Trade. The mean rating on this item was 3.3 out of five, where five means the campaign was worth the money and 1 means it was not worth the money. Opinion was split (3.0) over whether or not the ads oversold the benefits of trade to companies.

Respondents believed that the technique of using a small firm's success story as opposed to a large firm to indicate the benefits of trade worked to make the ads more personally relevant. This item received a mean rating of 2.7 where 1 represents "more relevant" and 5, "less relevant".

Respondents in the English focus groups in Montreal tended to rate the ads more harshly than did the rest of the focus group respondents. They rated the ads as less successful