

- 1 31 7 - I like this better because I can visualize sitting in a plane - makes me think of travel - more exciting
- 1 32 3 - it uses the word "prepare", which is good
- 1 33 5 - I like the word "prepare" but I'm not so sure about "takeoff" - there may be a better word
- 1 34 6 - of the three, I like it best but I think it limits you to the flight, not to the voyage
- 1 35 6 - As soon as I saw it I was able to visualize it and I knew what it was about
- 1 166 3 - "Going Places - prepare for takeoff" is a bit too air-dominated, I think (AGREEMENT)
- 2 32 x - THREE IMMEDIATELY SAID "NOT CATCHY" - ALL NODDED AGREEMENT.
- 2 34 7 - It's very limiting - I immediately think of an airplane taking off.
- 2 143 x - NO ONE LIKED.
- 3 123 x - PAS PLUS QUE 3-4 POUR LES DEUX AUTRES.
- 3 125 4 - "bien me préparer" veut dire une liste de choses à faire et à emporter.
- 3 125 9 - Pour moi, c'est un ami qui me dit de partir du bon pied - "préparé" c'est comme une maîtresse d'école qui me dit quoi faire - le feeling n'est pas le même.
- 3 127 3 - Je m'attendrais à me faire dire quoi apporter - pas à une mise en garde - ce n'est pas pertinent au message à faire passer.

### 3.3 BON VOYAGE, BUT...

- 1 36 1 - I immediately think of ships here, ships leaving - not really anything else
- 1 37 6 - I don't like it - I find it's filled with foreboding
- 1 38 8 - too negative
- 1 39 7 - it doesn't address the preparation aspect of what you're trying to do
- 1 40 2 - there is a strong foreboding sense but if you're going to put it in the person's seat when they take off, the message after that is not doom and despair - I'd look at it
- 1 41 1 - I like it because there is that sense of foreboding or apprehension - you're going on a trip but be ready for it - if there's a problem that's what consular services are there for, so that's exactly what they should be advertising
- 1 42 6 - it's a good start to a slogan but I don't like it just left like that - if there's a finish to it maybe it would be redeeming - maybe suggest a course of action, "but prepare" or "but be prepared"