

1. INTRODUCTION

1.1 RESEARCH OBJECTIVES

The research objective was to assess the probable reactions of Canadian travellers to various slogans and graphic options related to the Consular Awareness Program.

1.2 METHODOLOGY

Three focus groups were held in Ottawa with Canadian citizens having travelled to foreign destinations within the past twelve months. Two of these groups were conducted in English, one with respondents under forty years of age and the other with men and women aged forty plus. The third session was held with French-speaking adults from all age groups.

Four slogans were studied, one of which had three possible variations:

ENGLISH VERSIONS:

- TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET
- GOING PLACES ... START SMART
 - ... TAKING OFF ON THE RIGHT FOOT
 - ... PREPARE FOR TAKEOFF
- BON VOYAGE, BUT ...
- FRIENDS ON FOREIGN SHORES¹

¹ "FRIENDS ON FOREIGN SHORES" and "DES AMIS À L'ÉTRANGER" had not been developed for the application under study, but were tested for possible future use at the request of External Affairs and International Trade Canada.