

3.3 Observations on the Ads by the Montreal English-Speaking Groups

Compared to Toronto and Vancouver, the ads were less favourably received in the English-speaking groups in Montreal, and were met with a certain degree of cynicism, particularly among the men. Most of the women did not find the ads to be relevant to them. Many of the men felt similarly. Both positive and negative elements were identified by these discussants.

- o Assessing the set of ads as a whole, some discussants said that the ads helped alleviate fears of free trade. Others didn't agree that it's that easy to succeed in the United States market. Others felt that the speakers sounded like very honest people who were talking about their innovation and drive to expand.
- o Virtually all discussants found the success stories to be believable and the ads to be convincing, but felt that pursuing this type of business venture was not something they themselves would necessarily try.
- o The messages which the listeners said they received from the commercials, were as follows: The government is there to help; you are not alone; the ad relates more to manufacturers than to individual workers; nothing is said about how the government is going to help; you have to go to the trade centre and see what they can do for you; if you have a business in Canada, there is an international marketplace where you can expand; it's a political ad primarily pushing Free Trade; and potential entrepreneurs should be encouraged by the ads.