

3.0 GROUP DISCUSSION ON RADIO COMMERCIALS

The observations in this section of the report are concerned with the component of discussion which was focused on the radio commercials themselves. Since different commercials were tested in each focus group, this section of the report will deal with the findings of each constituent separately.

Each group heard the radio commercials twice. However, the focus group with English-speaking men in Montreal listened to a different set of commercials on the second playback. These participants were asked to compare their reactions to the two different sets of ads. In that respect, they seemed somewhat cynical about the first set of commercials and initially thought the ads were trying to sell products to them. However, upon hearing the second set of commercials, the men changed their minds about the first set and appeared to become more favourably disposed to them. Having heard the second set of ads, they decided that the first set were better and more relevant to them. It could be speculated from their reactions that because the second set of commercials had a different regional focus, the men reacted somewhat less favourably to the message of those ads than they might have otherwise.