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Focus group testing of slogans and  
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**FOCUS GROUP TESTING OF  
SLOGANS AND GRAPHICS  
RELATED TO THE  
CONSULAR AWARENESS PROGRAM**

**EXTERNAL AFFAIRS AND  
INTERNATIONAL TRADE CANADA**

6107570

*Despatis Consultants Inc.*

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INTERNATIONAL TRADE CANADA**

**Prepared for**

**Le groupe Ove Design Group inc.**

**MARCH 1991**

*Despatis Consultants Inc.*

## TABLE OF CONTENTS

1.	INTRODUCTION .....	1
1.1	RESEARCH OBJECTIVES .....	1
1.2	METHODOLOGY .....	1
1.3	INTERPRETATION OF FINDINGS .....	2
2.	PERCEPTIONS OF CONSULAR SERVICES .....	2
3.	REACTIONS TO SLOGANS .....	3
3.1	TRAVEL RIGHT ... / BIEN VOYAGER ... ..	4
3.2	GOING PLACES ... / VOUS ALLEZ À L'ÉTRANGER ... ..	4
3.2.1	START SMART / PARTEZ BIEN PRÉPARÉS .....	5
3.2.2	TAKING OFF ON THE RIGHT FOOT / PARTEZ DU BON PIED .....	6
3.2.3	PREPARE FOR TAKEOFF / SACHEZ BIEN VOUS PRÉPARER .....	6
3.3	BON VOYAGE, BUT ... ..	6
3.4	FRIENDS ON FOREIGN SHORES / DES AMIS À L'ÉTRANGER .....	7
4.	GRAPHIC CONSIDERATIONS .....	8
4.1	WHITE CLOUDS .....	8
4.2	POSTCARDS .....	9
4.3	CHESSBOARD .....	9
4.4	SERVING CANADIANS ABROAD .....	10
4.5	DEPARTMENTAL IDENTIFIER .....	11
4.6	COSTLINESS .....	11
5.	CONCLUSIONS AND RECOMMENDATIONS .....	11

### APPENDICES:

- APPENDIX A : METHODOLOGICAL NOTES
- APPENDIX B : DISCUSSION GUIDE
- APPENDIX C : VERBATIM QUOTATIONS

## 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 SHORES<sup>1</sup>

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<sup>1</sup> "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.

### FRENCH VERSIONS:

- BIEN VOYAGER ... ET SAVOIR À QUOI S'ATTENDRE
- VOUS ALLEZ À L'ÉTRANGER ... PARTEZ BIEN PRÉPARÉS  
... PARTEZ DU BON PIED  
... SACHEZ BIEN VOUS PRÉPARER
- BON VOYAGE, MAIS ...
- DES AMIS À L'ÉTRANGER

Discussion aids consisted of three graphic compositions referred to in this report as "WHITE CLOUDS", "POSTCARDS" and "CHESSBOARD"<sup>2</sup>

Complete methodological notes, including a copy of the discussion guide, are included as appendices. Also included as Appendix C are verbatim quotations grouped according to the subjects addressed in the present report.

### 1.3 INTERPRETATION OF FINDINGS

This report synthesizes the views and feelings expressed or supported by most focus group participants and records notable exceptions. Hundreds of freely expressed ideas are organized in a manner that is intended to help maximize the effectiveness of the slogan and graphic material that will support the Consular Awareness Program.

### 2. PERCEPTIONS OF CONSULAR SERVICES

As they introduced themselves at the beginning of each session, participants were asked to explain what they perceived to be the role of Consular Services. Although only three participants had actually used Consular Services, two on business-related matters and one to contact home in a financial emergency, expectations as to the nature and extent

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<sup>2</sup> "WHITE CLOUDS" illustrated the "BON VOYAGE, BUT ..." slogan, "POSTCARDS" featured "TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET" and "CHESSBOARD" contained "GOING PLACES ... START SMART". The mockups are available from The Ove Design Group inc.



of those services appeared to be realistic as demonstrated by observations such as: "They're largely business oriented and they hold the hands of people who get into trouble".

"Business oriented" meant that Consular Services could be relied upon to provide information on "who's active in the area", on "the cost of services" and "advice about customs and export". "Trouble" included lost passports, medical emergencies and legal entanglements ranging from traffic violations to drug-related matters. Also, it was generally considered advisable to register with the closest Canadian consulate when travelling in areas of political and social unrest or in communist countries.

No one expected direct financial aid or personal favours. Statements made by two respondents to the effect that they might go to a Canadian consulate abroad to get information and maps about a host country were considered inappropriate by fellow group members.

Consular personnel were regarded as professional diplomats who could be counted on to help bridge cultural gaps in unusual circumstances. It was taken for granted that they would "provide a security blanket" by being efficient in assisting Canadians experiencing difficulties in foreign countries.

### 3. REACTIONS TO SLOGANS

The slogans were written on a board prior to each meeting and uncovered by the moderator one at a time to be discussed (a different order was used for each group). At the end of the meetings, after all of the options had been analyzed, participants were asked to rate each slogan. While this last exercise had no statistical validity, it did provide a venue for consensus building and allowed considered opinions and afterthoughts to surface.



### **3.1 TRAVEL RIGHT ... / BIEN VOYAGER ...**

As stated above, the precise phrases that were discussed were "TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET" and "BIEN VOYAGER ... ET SAVOIR À QUOI S'ATTENDRE".

In the final analysis, ratings of this slogan were split down the middle with none being extreme in either direction. However, most of the comments made when it was first discussed tended to be somewhat negative.

The "TRAVEL RIGHT" part was described as "preachy" and "condescending", while "IT TAKES MORE THAN A TICKET" was considered "too long" and "too negative". Furthermore, it was not seen as related to Consular Services.

The slogan was viewed as a reminder that travel required careful planning and could entail unpleasantness. Many participants thought it a good idea to make such a point, but most did not like the manner in which that was done in this instance.

It is worth noting that reactions to the French version were very close to those elicited by the English slogan. Although each had different connotations, both seemed to strike the same chord and have similar impacts.

Even with probing by the moderator, no one seemed to take exception to any grammatical impropriety.

### **3.2 GOING PLACES ... / VOUS ALLEZ À L'ÉTRANGER ...**

The first part of this slogan was examined on its own as well as in combination with three alternative tags, which are covered in the sub-sections that follow.

Reactions to the first part were, in general, more positive than to any of the tags, although everyone thought that the phrase would be greatly improved by some sort of punctuation, preferably a question mark. However, there were substantial differences of opinion between English-speaking and French-speaking respondents.

The younger English-speaking group liked it, but felt that it was more appropriate for a travel company than for Consular Services. The response of the 40+ group was lukewarm as it did not convey a sense of foreign travel to them.

The French-speaking group liked it a great deal, giving it unanimously high ratings. They considered it the most appropriate phrase to use in connection with Consular Services.

### **3.2.1 START SMART / PARTEZ BIEN PRÉPARÉS**

The French and English versions elicited substantially different reactions, but both were off target according to participants.

The younger English-speaking group seemed to like it, but felt that it was "too cutesy" and perhaps "more appropriate for high school students". The more mature participants considered it somewhat patronizing and, if anything, geared to the "back packing set".

French-speaking respondents thought "PARTEZ BIEN PRÉPARÉS" might be meaningful to retired people who preferred making elaborate travel preparations. It sounded to them like something "une maîtresse d'école" might say, and it would lead them to expect a checklist of things to do rather than information on Consular Services.



### **3.2.2 TAKING OFF ON THE RIGHT FOOT / PARTEZ DU BON PIED**

Neither English-speaking group cared for this tag. In fact, they disliked it a great deal, finding it "clumsy", "too long" and "suitable for a shoe company".

At the other extreme, French-speaking participants rated it as one of their favourites because of its friendly tone. A few felt that it might be a little too light to get a serious message across.

### **3.2.3 PREPARE FOR TAKEOFF / SACHEZ BIEN VOUS PRÉPARER**

The French-speaking group dismissed this tag as inappropriate for a communications program on Consular Services because it merely conjured up images of checklists.

For the English-speaking groups, the airplane imagery overwhelmed the preparation aspect, which was considered unnecessarily restrictive in view of the communications objective. Contrary to their French-speaking counterparts, they did not see travel preparations and Consular Services as unrelated.

### **3.3 BON VOYAGE, BUT ... / BON VOYAGE, MAIS ...**

Initially, this slogan was described as "filled with foreboding", "doom and despair". However, right from the start, a number of participants argued that it was appropriate for External Affairs and International Trade Canada to "tell people to have a good time, but to remember the rules", and, therefore, the message was deemed to be "stern but necessary".

Later, when the slogan was seen in combination with a light, airy graphic illustration, consensus grew around the notion that the sternness of the slogan could be effectively softened. After considering all of the alternatives, the English-speaking groups gave "BON VOYAGE, BUT..." their highest ratings, and the French-speaking participants were

also quite positive. However, the latter maintained their resistance to the "MAIS..." while recognizing that it probably gave the slogan an appropriate tone.

"BON VOYAGE" was a familiar expression to everyone, but there was no specific recollection of any communications material in which it had been, or still was, a prominent feature. A few respondents made positive associations between the I Declare booklet and a possible brochure or booklet entitled Bon Voyage, But... that described Consular Services.

#### 3.4 FRIENDS ON FOREIGN SHORES / DES AMIS À L'ÉTRANGER

This slogan was not developed specifically for the application presently under study, but was tested at the request of External Affairs and International Trade Canada for possible future use in connection with the Consular Awareness Program.

Many participants immediately identified the dissonance between this slogan and the other three. In their opinion, it gave no hint of being a lead-in for the transmission of information. It was deemed to have more merit as a closing statement than as an opener.

Most felt that the slogan conveyed a reassuring sensation, but several considered it ominous because it implied that it was exceptional to find friends in other countries where "something dangerous was always lurking".

Many insisted that it was inappropriate to expect Consular Services employees to behave as friends, expecting them rather to be knowledgeable, accessible and efficient. Some respondents even conceded that a certain degree of aloofness was acceptable, and perhaps even desirable, as long as it was clear that Consular Services were "on your side".



One participant captured the general feeling about this slogan with: "It rolls off the tongue easily - as a slogan, it works well, but it may not be the most applicable one".

#### 4. GRAPHIC CONSIDERATIONS

Three mockups prepared by The Ove Design Group were used as discussion aids<sup>3</sup>. As was done in assessing the slogans, the mockups were also presented in a different order to each group.

##### 4.1 WHITE CLOUDS

This graphic composition was rated highly by most participants because of the playfulness of the illustrations and the softness of the colours. The only concerted objection came from the French-speaking group, who did not like the "brun pâle" of the banner. The colour scheme seemed to have a great deal of appeal otherwise.

With few exceptions, respondents liked the "cartoon approach", describing the overall effect as "a nice sense of peacefulness and of being in lower gear". Everyone seemed to recognize a deliberate intention to offset the "ominousness" of the "BUT ..." and most felt that the design was successful in that respect. Several participants even thought that "security" was over-emphasized in the drawing and that its appeal to younger travellers would be enhanced by giving it a more adventurous twist.

The simplicity and clarity of the printing in the banner and in the strip at the bottom of the page was commended, especially in comparison to the superimposition techniques used in the other two mockups.

Finally, while "WHITE CLOUDS" was not considered typical of External Affairs and International Trade Canada, it was viewed as a desirable departure and believed to be appropriate for conveying positive, but serious information about Consular Services.

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<sup>3</sup> These mockups are available from The Ove Design Group inc.

## 4.2 POSTCARDS

Of the three mockups, this was the one most often described as looking like something that might be obtained from a travel agency. These remarks were not intended to be negative; their thrust was that the design was appealingly different from usual government communications.

Participants mostly liked the illustration, saying that it coincided with the frame of mind that a person was usually in when leaving on a trip ("C'est comme ça que je me sens quand je pars à l'aventure"). The colours went over well, including, and perhaps especially, the pink banner, although there were a few comments to the effect that blue was overused.

The prominence of the ship on the first postcard was interpreted as an attempt to appeal to older, more affluent travellers and a few respondents thought the drawings were "too large" or "too busy". However, detractors with respect to the illustration definitely formed a small minority.

On the other hand, comments about the way the banner was printed were unanimously negative. No one understood the necessity for the large "T-R" (or "B-V" in the French version). These highly prominent letters caused many to wonder if they symbolized an unknown organization, which led to some confusion. Furthermore, it was said that the superimposed lettering was difficult to make out.

The swatch containing the phrase "IT TAKES MORE THAN A TICKET" (or "SAVOIR À QUOI S'ATTENDRE"), which was set at an opposing angle, was not deemed to be sufficiently striking. To participants, it looked as though it had been included as an afterthought and they felt that it should be more prominent so as not to diminish the seriousness of the message.



#### 4.3 CHESSBOARD

Many respondents could not readily grasp how the drawing related to travel and only a few understood the "think before making a move" message once they had recognized the globe shape and the "checkerboard" pattern.

Generally it was felt that the drawing would appeal more to the seasoned business traveller than to a vacationer bent on relaxation. The latter would not be attracted by such a complex composition and disinclined to explore its meaning.

Since respondents tended to think in terms of a small booklet that they could carry with them conveniently when travelling, they expressed concern that the drawing would become "a jumble" when scaled down.

Apart from the drawing, there were many positive comments about the overall layout, particularly about the horizontal black bars that framed the top and bottom of the picture.

The lettering in the banner was said to be "intriguing" and "eye catching", but everyone agreed that the superimposed words were difficult to read. One respondent summarized the generally-held reservation with: "I can't see both at the same time - I can feel my eyes bouncing back and forth".

#### 4.4 SERVING CANADIANS ABROAD

A majority of respondents believed that "SERVING CANADIANS ABROAD" was a vital part of the message and should be given prominence. Several suggested that a phrase like "CONSULAR SERVICES ABROAD" would be even more striking, that it would add credibility and entice people to read on. However, those who objected did so forcefully, claiming that the words "consular" and "serving" were "turn-offs" and that using either

would be perceived as an attempt to "plug the Department". The word "helping" was proposed as more suitable than "serving".

Some claimed that the phrase should be "SERVING CANADIANS AT HOME AND ABROAD", but many disagreed vehemently, arguing that the Department's mandate was to deal with issues outside of Canada.

There were many pockets of opinions as to precisely what should be said and as to how it should be presented, without there being a consensus. Nevertheless, there were numerous favourable comments about the horizontal strips across the bottom of the "WHITE CLOUDS" and "CHESSBOARD" mockups containing the phrase "SERVING CANADIANS ABROAD" on the English version and "AU SERVICE DES CANADIENS À L'ÉTRANGER" on the French version.

#### **4.5 DEPARTMENTAL IDENTIFIER**

Remarks about the Department's graphic identifier, or any part of it, were generally complimentary, although a few were not.

One person objected to the sideways printing, one insisted that "INTERNATIONAL TRADE" was redundant and one simply did not like the concept. However, most participants said that the Canada wordmark was reassuring and that the departmental name was easily read, which would make any document immediately recognizable as emanating from an authoritative source.

#### **4.6 COSTLINESS**

Costliness seemed to be linked more to size than to colour process. None of the designs was signalled out as likely to appear overly expensive on the front of a small brochure or booklet. However, a large press kit would seem too expensive no matter how it was printed.



## 5. CONCLUSIONS AND RECOMMENDATIONS

The findings set out in this report indicate that the following slogan and graphic design characteristics will best complement the Consular Awareness Program:

- "BON VOYAGE, BUT...", or "BON VOYAGE, MAIS...", is probably the optimal slogan alternative. It is familiar without seeming overused, and considered "stern but necessary".
- "VOUS ALLEZ À L'ÉTRANGER" would probably have a very positive impact on French-speaking targets, especially with the addition of a question mark, and in combination with "PARTIR DU BON PIED". However, the English equivalent, "GOING PLACES ... TAKING OFF ON THE RIGHT FOOT", would likely be poorly received by English-speaking publics.
- "FRIENDS ON FOREIGN SHORES" may be an effective slogan to use in connection with the Consular Awareness Program, but not as a lead-in for communications material. It may be perceived as associating foreign travel with unrealistic levels of danger. Furthermore, the word "FRIENDS" may not be appropriate relative to the professionalism that Canadian travellers expect to find in consular personnel.
- The "WHITE CLOUDS" graphic will work well in combination with the "BON VOYAGE, BUT..." slogan by softening the sternness of the message. Alternatively, the "POSTCARDS" illustration should also be effective for the same reason. However, it would be desirable for both drawings to convey a somewhat more adventurous feeling so as to increase their appeal to younger travellers.

- Regardless of the illustration that is selected, printing on the banner and elsewhere should be unencumbered like that appearing in the "WHITE CLOUDS" mockup.
- The colour schemes in the "WHITE CLOUDS" and "POSTCARDS" presentations should both be well accepted by the public.
- Prominent positioning of either of the phrases "SERVING CANADIANS ABROAD" or "CONSULAR SERVICES ABROAD" will enhance credibility as well as propensity to read on, although it must be expected that both will elicit some cynicism. Adding the words "AT HOME" would likely be confusing to travellers.
- The departmental identifier will be equally effective with a dark or a light background.

In closing, ...

If the level of understanding of Consular Services exhibited by those who participated in the three focus groups is indicative of the attitudes of the broader population, then the format and content of all communications material connected with the Consular Awareness Program should assume that target publics have realistic expectations of the nature and extent of services available to Canadian travellers from their country's consulates.





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## APPENDIX A

### METHODOLOGICAL NOTES

No respondent had participated in a survey within the last 12 months. At least three respondents per party group had been interviewed. The number of the household visited was not recorded. The survey was conducted in the home of the respondent. No two participants in the study were related. No two participants in the study had the same name. At least half of the participants were female.

**FOCUS GROUP TESTING OF SLOGANS AND GRAPHICS  
RELATED TO THE  
CONSULAR AWARENESS PROGRAM**

**METHODOLOGICAL NOTES**

**Research objective**

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

**Recruiting**

Recruiting was carried out by Opinion Search of Ottawa under the guidance of Jocelyne Despatis.

**Eligibility criteria**

The specific eligibility criterion was travel to a foreign destination on business or pleasure within the past twelve months, with minimum and maximum quotas applied to business travel.

In addition, sex and age quotas were applied as well as the following general screening criteria:

- No respondent had participated in a focus group within the last 12 months.
- At least three respondents per group never had participated in a focus group.
- No member of the household worked in market research, publishing, broadcasting, graphic design, advertising or for a newspaper.
- Total annual household income was \$15,000 or more.
- No two participants in this study were recruited from the same household.
  
- No two participants in this study had the same employer.
- No two participants in this study were related or closely acquainted.
  
- At least half of the participants in each group did not work for the federal civil service.

## Procedural Summary

All groups were moderated by Jocelyne Despatis.

	GROUP A	GROUP B	GROUP C
Number of respondents	8	11	9
Language	English	English	French
Incentives	\$40	\$40	\$40
Date & time	March 12/91 6pm	March 12/91 8pm	March 13/91 6pm
Place	Opinion Search 124 O'Connor St. Suite 603	same	same
Participant characteristics:			
Travelled to			
- U.S.A.	5	3	4
- Europe	3	6	1
- Mex./S.Am./Carrib.	-	1	4
- Asia	-	1	-
Business travel	5	4	4
Sex			
- males	5	5	6
- females	3	6	3
Age			
< 30	5	-	5
30-40	3	-	2
41-60	-	9	2
61+	-	2	-

## **Discussion guide**

There were six discussion stages; namely:

1. Preliminaries (5 minutes)
2. Introductions and warm-up (10 minutes)
3. Assessment of slogans (45 minutes)
4. Assessment of graphics (30 minutes)
5. Review and ratings (15 minutes)
6. Wind-down (5 minutes)

A copy of the discussion guide is included as Appendix B.

## **Discussion aids**

Three mockups prepared by The Ove Design Group inc. were used as discussion aids:

- "WHITE CLOUDS" illustrating the "BON VOYAGE, BUT ..." slogan
- "POSTCARDS" featuring "TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET"
- "CHESSBOARD" containing "GOING PLACES ... START SMART".

These mockups are available from Ove Design.

## **Recording**

Audio tapes were made of each session and turned over to The Ove Design Group Inc.

## **Verbatim quotations**

Transcripts of participants' comments were prepared, coded and regrouped for analytical purposes. These may be found in Appendix C.



## APPENDIX B

### DISCUSSION GUIDE

**DISCUSSION GUIDE**  
**FOCUS GROUPS WITH RECENT TRAVELLERS ON**  
**SLOGANS AND GRAPHIC DESIGNS RELATED TO CONSULAR SERVICES**

**1. PRELIMINARIES** (5 minutes)

- The moderator (Jocelyne Despatis) will welcome participants and explain what a focus group is, how respondent anonymity is maintained and why discussions are recorded and observed.
- She will describe herself as an independent research consultant under contract to Ove Design, the firm retained by EAITC to develop a communications program explaining and promoting Canada's consular services.
- The objective of the meeting will be identified as securing feedback from members of the general public with recent travel experience on four slogans and three graphic designs that are being considered for further development.

**2. INTRODUCTIONS** (10-15 minutes)

Participants will be told that they were invited to participate in the focus group because each of them had taken a trip to a foreign destination within the past twelve months. They will be asked to introduce themselves and to share some of their thoughts on the nature and quality of the consular services available to Canadians travelling abroad.

It will be pointed out that the material to be assessed will not contain any text so that participants can focus on slogans and graphics. However, in order to create a context, the moderator will broadbrush the intended content, stressing that her comments should not be interpreted as an exhaustive description of all services provided through consulates, high commissions, embassies and missions. The following notes will be used as guidelines:

- Services to Canadian travellers:
  - Passport and visa problems,
  - Assistance in times of crisis, including help with arranging transportation for those who are injured, ill or stranded,
  - Help in locating legal counsel, visiting Canadians in foreign jails, providing moral support.
- Services that are not included:
  - Exemption for Canadians from the laws and customs of host countries,
  - Actual payment of legal counsel,
  - Purchase of plane tickets when no emergency funds are available.
  - Paying hospital bills.

**DISCUSSION GUIDE**  
**FOCUS GROUPS WITH RECENT TRAVELLERS ON**  
**SLOGANS AND GRAPHIC DESIGNS RELATED TO CONSULAR SERVICES**  
(continued)

**3. ASSESSMENT OF SLOGANS**

The four slogans to be discussed are:

- |   |              |
|---|--------------|
| ■ TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET    | (10 minutes) |
| ■ GOING PLACES ...START SMART                     | (15 minutes) |
| "          "      ...TAKING OFF ON THE RIGHT FOOT |              |
| "          "      ...PREPARE FOR TAKE OFF         |              |
| ■ BON VOYAGE, BUT ...                             | (10 minutes) |
| ■ FRIENDS ON FOREIGN SHORES                       | (10 minutes) |

The moderator will hold up a sheet of flip-chart type paper containing one of the slogans. Participants will be encouraged to voice their reactions spontaneously and, when appropriate, the following probes will be used to guide and stimulate discussion:

- What does it say to you? ... What images come to mind? ...
- Do you know immediately that it's about travel? ...
- Does it come across to you as positive? ... Does it make you feel enthusiastic? ... Does it make you feel negative about travel? ...
- Do you think that any play on words is intended? ...
- Can you imagine a person saying this? ... What kind of person? ... Preachy? ... Adventurous? ... Cautious? ...
- Does it say that travellers have to be self-reliant? ... Why? ... Why not? ...
- Does it sound familiar? ... Have you heard anything like that before? ... In what context? ...
- Does the grammatical error matter? ...

The order in which the slogans are presented will be different for each of the groups. After the three have been covered, the sheets will be pinned up to serve as references during the ensuing exchanges.

**DISCUSSION GUIDE**  
**FOCUS GROUPS WITH RECENT TRAVELLERS ON**  
**SLOGANS AND GRAPHIC DESIGNS RELATED TO CONSULAR SERVICES**  
(continued)

**4. ASSESSMENT OF GRAPHICS** (30 minutes)

Three mockups, each one with a totally different visual impact, will be shown to participants one at a time, with the order of presentation varied according to group. While each will feature one of the slogans, it will be explained that the slogans and the graphics may be mixed and matched later based on research findings and that, for the time being, participants are to concentrate on graphics. Here again, spontaneity will be encouraged with probes such as:

- What impression are they trying to convey with this illustration? ... with the colours? ...
- What's the visual message? ...
- What do you like best about this presentation? ... Why? ... What do you like least? ... Why? ... Is there anything about it that really bothers you? ...
- In what context would this graphic illustration be most striking? ... as a brochure? ... as a poster? ...
- Is there anything that could be changed slightly that would improve it? ...
- Is it a little too fancy? ... too expensive? ...

**5. REVIEW AND RATINGS** (10-15 minutes)

The four slogans and three graphic illustrations will be reviewed and rated on a 1-10 scale. The exercise will also serve to recap previous impressions while providing an opportunity for new insights and opinions to surface.

**6. WIND DOWN** (5-10 minutes)

The moderator will ask participants if they wish to make any further comments before thanking them for their input.

(TOTAL: 105-120 MINUTES)



**APPENDIX C**

**VERBATIM QUOTATIONS**

**FOCUS GROUP TESTING OF SLOGANS AND GRAPHICS  
RELATED TO THE  
CONSULAR AWARENESS PROGRAM**

**VERBATIM QUOTATIONS**

**TABLE OF CONTENTS**

<b>1.</b>	<b>INTRODUCTION .....</b>	<b>1</b>
<b>2.</b>	<b>PERCEPTIONS OF CONSULAR SERVICES .....</b>	<b>2</b>
<b>3.</b>	<b>REACTIONS TO SLOGANS</b>	
3.1	TRAVEL RIGHT ... / BIEN VOYAGER .....	4
3.2	GOING PLACES ... / VOUS ALLEZ À L'ÉTANGER .....	5
3.2.1	START SMART / PARTEZ BIEN PRÉPARÉS .....	7
3.2.2	TAKING OFF ON THE RIGHT FOOT / PARTEZ DU BON PIED .....	8
3.2.3	PREPARE FOR TAKEOFF / SACHEZ BIEN VOUS PRÉPARER .....	9
3.3	BON VOYAGE, BUT... ..	9
3.4	FRIENDS ON FOREIGN SHORES / DES AMIS À L'ÉTRANGER .....	12
<b>4.</b>	<b>GRAPHIC CONSIDERATIONS</b>	
4.1	WHITE CLOUDS .....	14
4.2	POSTCARDS .....	18
4.3	CHESSBOARD .....	21
4.4	SERVING CANADIANS ABROAD .....	25
4.5	DEPARTMENTAL IDENTIFIER .....	27
4.6	COSTLINESS .....	28

25

## 1. INTRODUCTION

This appendix contains verbatim quotations taken from the audio tapes of the three focus groups. Each quotation is preceded by three numbers:

- The first identifies each of the four focus groups:
  - 1 = English-speaking under 40
  - 2 = English-speaking 40+
  - 3 = French-speaking
  
- The second is the sequential number of the quotation. In order to maintain an atmosphere conducive to the emergence of ideas, participants were not constrained to adhere to a rigid discussion agenda. Comments were subsequently grouped under relevant headings for analytical and reporting purposes. However, the second number reveals at what point in the discussion the comment was made, which can be useful in interpreting findings.
  
- The third is the confidential number assigned to each participant. Questions asked by the moderator are included only when they are necessary to understanding the meaning of a remark and are clearly identified.

## 2. PERCEPTIONS OF CONSULAR SERVICES

- 1 1 1 - Have never used consular services - if I had to register or were in some kind of trouble - accused of terrorism - even for a traffic violation, if I didn't speak the language.
- 1 2 2 - Have never used consular services - in cases of personal trouble, I might look to them - when travelling on a combination of business and pleasure and wanting to find out something about my particular field of endeavour - who's active in the area - the cost of services.
- 1 3 3 - Never used consular services, but I know that in circumstances such as being mugged or pickpocketed, which has happened to friends of mine, they went to the Canadian consulate - that was in Poland - within a day, things were straightened out - they had everything taken and needed passports.
- 1 4 4 - I've never used consular services - if you've lost your passport, they'll help you obtain one if you've made a photocopy of the front pages - legal problems - obtaining a doctor who speaks English - help you obtain services that you would need.
- 1 4 4 - Never had occasion (to use consular services) - thank God - I might need advice about customs or export - certain articles that might need specific approval - trade related.
- 1 6 6 - I've never used consular services - I can't think of anything that hasn't been said already - one of the things that I wanted to mention was medical.
- 1 7 7 - Never used consular services, but I would use them as an information resource in an emergency.
- 1 8 8 - To make it unanimous, I have never used consular services either - it would never even enter my mind to use them as a resource - of course, it would be different if I were in trouble - but not to obtain information about the country I was in.
- 1 11 2 - I'm wondering if what consular services is trying to do is appropriate - advertise their services?
- 1 12 2 - My understanding was that they were largely business oriented and that they held hands for people who got into trouble.
- 1 21 7 - consular services are of great assistance to people here as well - people made a lot of use of consular services here in Canada as well to track down a daughter travelling in Greece
- 1 83 8 - we don't think of using the consular services until we're in need of them - probably if I were to see "consular" there on it I would just dismiss it summarily
- 2 1 1 - Services that are given by an accredited offices of External Affairs abroad - usually in major urban centres - it's not an embassy, but it does not mean that an embassy does not have a consular service - consulates usually deal with more than an advisory service in terms of tourism.
- 2 2 2 - Attached to an embassy - representation of the country.
- 2 3 3 - I don't know what it means - it has something to do with the embassies abroad - that's the limit of my knowledge about that.



- 2 4 4 - Somebody who works in another country that you have access to if you wish - to help you out if you get into a scrape - anything you may get into that you can't handle on your own.
- 2 5 5 - I would think that a consulate is instead of an embassy - you can go and get help if you loose your passport.
- 2 6 6 - A consulate is a place where you can go to get help if you're travelling - it's Canada's representative to do those things that businessmen need to deal with the other country.
- 2 7 7 - I think all the bases have been covered at the table.
- 2 8 8 - I'm not sure, but does it have anything to do with when you're trying to get out of a country - like Iran.
- 2 9 9 - There can be consular services in an embassy - they do such things as passports, visas, immigration - they may deal with trade negotiations.
- 2 10 10 - I think everybody gave concise definitions.
- 2 121 6 - Do they serve Canadians at home?
- 2 122 7 - I never think of External Affairs as serving - I think of them as providing a service for which the tax payers pay - there's a difference between providing a service and serving - I don't like that serving - it's corny.
- 2 125 1 - External Affairs, by definition, is not supposed to serve Canadians at home - they serve Canadians abroad.
- 3 1 1 - J'ai jamais eu affaire avec les diplomates quand je suis allée ailleurs - je n'ai jamais perdu mon passeport.
- 3 2 2 - Si tu veux de la documentation au sujet du pays - des cartes - les auberges de jeunesse - au consulats canadiens à l'étranger.
- 3 3 3 - J'irais au consulat si je n'étais pas dans une capitale - où il n'y avait pas d'ambassade - si j'ai perdu mon passeport - des détails sur ce que je peux rapporter au Canada.
- 3 4 4 - Si j'étais dans un pays communiste, j'irais premièrement leur laisser savoir que je suis dans le pays - deuxièmement, si il m'arrive quelque chose - que je ne me sens pas bien - quelque chose qui sort de l'ordinaire - une implication dans la drogue - si j'étais approchée par la police pour une raison ou un autre - si je me sentais mal à l'aise, j'irais les voir pour une consultation.
- 3 5 5 - Seulement si il y a un problème - une maladie, un accident - un problème majeur - si je suis en danger - un coup d'état.
- 3 6 6 - J'irais les voir pour des papiers perdus ou bien pour savoir comment me rendre à la maison - s'il y a des problèmes politiques dans le pays.
- 3 8 8 - J'ai beaucoup voyager avec pack-sack - je n'ai jamais pensé à m'en servir avant d'aller au Guatemala - carabines dans les dépanneurs - j'étais seul - les consulats et les ambassades me sont

venues à l'idée - à part d'être dans le trouble, d'avoir fait un mauvais coup - choses administratives - coin du Canada - pas pour de l'information sur le pays.

- 3 9 9 - J'ai fait affaire avec eux deux fois - aux États-unis pour avoir de l'information que je ne trouvais pas au Canada - l'autre fois, c'était au Mexique quand mes cartes de crédit ne fonctionnaient plus nulle part - ils m'ont aidé à établir des communications - je vois ça comme un refuge plus qu'autre chose.
- 3 48 9 - Si la personne arrive après une heure trente de l'après midi, elle va se rendre compte que ses "amis" sont partis parce que c'est fermé.
- 3 132 9 - Quand tu vas à un consulat en voyage, c'est parce que tu as un problème très sérieux.
- 3 133 4 - Les consulats ont des limitations même quand tu as un problème très sérieux - des gens peuvent être très frustrés avec eux - c'est mieux d'être plus distant - 3 134 8 - On s'attend à ce qu'ils soient professionnels - tu vas là parce que tu as affaire à y aller, pas pour dire bonjour à l'ambassadeur et prendre une photo avec lui.

### 3.1 TRAVEL RIGHT ... / BIEN VOYAGER

- 1 13 2 - the wording tries to be punchy but there's too many meanings to a "ticket" - traffic as opposed to plane or train ticket - 1 14 1 - I disagree - if this was on the pamphlet and I was sitting in my plane seat, I would read it - you have a thousand things to read but this would stand out
- 1 15 5 - if it was appropriately supported by some kind of pictorial.
- 1 16 8 - it's a little bit preachy - if you don't plan everything well in advance you're travelling wrong
- 1 17 6 - I like it - I think it says a lot and it's very succinct
- 1 100 7 - it says "ticket" and I'm not sure what that means
- 1 101 8 - the "it takes more than a ticket" is too much anyways - ought not to have that second slogan - I think it would be much better if "serving Canadians abroad" were emphasized a little more
- 1 170 x - "travel right - it takes more than a ticket" is about a 4 (THREE OTHERS AGREED - 4'S) - 1 171 2 - about a 6 1/2
- 2 41 11 - I like that "travel right" - SILENCE FOR SEVERAL SECONDS.
- 2 42 4 - I don't like the word "right" - it doesn't tell me anything - 2 43 11 - I like it - 2 44 6 - Not me.
- 2 43 8 - I like it - I haven't travelled very much, but it strikes me that I've got to remember to do a lot of things - it gives me a quick signal.
- 2 44 10 - The "travel right" part isn't bad, but the "it takes more than a ticket" is too long.
- 2 45 4 - I would go more for "travel informed" or even "travel smart".

- 2 46 9 - I would tell that to my son before he leaves, but I don't like to be told that - I would be joking with my son.
- 2 47 7 - If we're looking at slogans that people are going to read like on a poster, you have to remember the illiteracy rate in the country - you've got to keep the wording simple enough that people who can't read as well as we can, can still sound it out - the simpler is, the more people you're going to touch.
- 2 141 x - SEVEN OUT OF ELEVEN LIKE IT - ONE DID NOT LIKE IT AT ALL - OTHERS RATED 5-6.
- 3 10 8 - Moi, je n'aime pas ça me faire dire quoi faire - "bien voyager" sous-entend que je n'ai pas le tour de m'organiser - c'est un peu agressif - "savoir à quoi s'attendre" est plus protecteur - ils font attention à toi - ils te protègent, ce qui est leur rôle - DÉSACCORD GÉNÉRAL.
- 3 11 9 - "Savoir à quoi s'attendre" ne me donne pas une impression positive - tu dois t'attendre à quoi? - donne l'impression que quelque chose de méchant te guette.
- 3 12 4 - Je trouve ça positif - au cas où il arriverait quelque chose là bas - je ne m'y connais pas - au cas qu'il arriverait quelque chose, je les ai.
- 3 13 5 - C'est conservateur - ça manque d'aventure - LA MOITIE SONT D'ACCORD - LA MOITIE NE LE SONT PAS.
- 3 14 7 - Quand je sais à quoi m'attendre, ça m'aide à relaxer.
- 3 15 4 - En voyant "savoir à quoi s'attendre", je serais porter à lire - 3 17 8 - Moi, ça me porterait peut-être à la mettre de côté - dans mon sac avec toutes les autres choses qu'on me donne.
- 3 16 9 - "Bien voyager" - tu vois ça partout - toutes les compagnies aériennes disent ça.
- 3 93 7 - J'aime "savoir à quoi s'attendre" mais pas "bien voyager".
- 3 128 x - ENTRE 3 ET 8 - AUCUN CONSENSUS.
- 3 129 5 - Il n'y a rien là dedans qui pourrait me donner la moindre idée que ça peut-être associé aux consulats - "savoir à quoi s'attendre" peut vouloir dire qu'on parle espagnol, qu'il n'y a pas d'eau courante ou d'électricité - on a aucune idée.

### 3.2 GOING PLACES ... / VOUS ALLEZ À L'ÉTANGER

- 1 18 4 - it needs punctuation, a question mark or exclamation mark
- 1 20 1 - going places could be going to a friend's house - it doesn't really mean going abroad
- 1 27 4 - if it had a question mark it would make me think about travelling, though - again, it needs punctuation
- 1 127 3 - isn't "Going Places" already a travel magazine somewhere? - it seems awfully familiar, like it already exists somewhere - SOME AGREEMENT

- 1 164 x - with better punctuation, "Going Places" gets a 6 to a 7 - 1 165 3 - a 7 (GENERAL AGREEMENT - 7'S)
- 2 33 7 - I liked the "going places" every time, but I didn't care for the second halves.
- 2 35 6 - Anything wrong with the word travelling instead of going places? - 2 36 1 - Yes, it's more appropriate - 2 37 7 - I don't think so - 2 37 3 - Travelling places becomes too formal - "going places" is more of a slogan-kind of collection of words.
- 2 38 6 - "Going places" could be going somewhere like Bells Corners - 2 39 2 - Not for me - it implies something much further than Bells Corner or Toronto.
- 2 39 x - (Moderator: How many of you like the expression "going places?") - LUKEWARM RESPONSE.
- 2 40 9 - It's a little bit cheeky - most people just go to one place.
- 2 142 x - HALF LIKE IT - OTHERS ARE INDIFFERENT.
- 3 18 8 - Très pertinent pour une brochure d'ambassade.
- 3 29 4 - Avec un point d'interrogation.
- 3 30 1 - On dirait une compagnie qui vend des voyages.
- 3 43 1 - Je l'aime bien, mais pas aussi approprié que "vous allez à l'étranger".
- 3 52 1 - Si j'ai deux dépliants - un qui dirait "vous allez à l'étranger ... partez du bon pied" - je le lirais tout de suite avant de partir - si l'autre disait "des amis à l'étranger" - je le mettrais de côté en me disant que je le lirais si j'en ai besoin - ACCORD GÉNÉRAL SAUF UN.
- 3 53 8 - S'il n'y a pas de point d'interrogation, je ne le lirais pas tout de suite - 3 54 1 - Un point d'interrogation c'est extrêmement important - 3 55 3 - Un point d'interrogation ou trois points de suspension - ACCORD GÉNÉRAL.
- 3 121 x - PLUSIEURS 10 - BIEN EN GÉNÉRAL.
- 3 126 9 - ça me rappelle un autre slogan - "partez pas sans elle" (American Express).
- 3 130 x - (Animatrice: Le seul où il y a consensus c'est "vous allez à l'étranger") - LE PLUS APPROPRIÉ.

### 3.2.1 START SMART / PARTEZ BIEN PRÉPARÉS

- 1 9 6 - Kind of brings to mind that you have to plan - you go to the travel agent and get a quote and then you only allocate that money - you may buy health insurance, but that's about it - you don't bother to learn about culture and different customs - it tells me that you have to plan.



- 1 10 2 - It doesn't advertise consular services features - here's what you don't need to do - if you don't want to need us, do this - consular services have a function to educate - if they're trying to advertise, it doesn't make me remember consular services - it brings caution to mind.
- 1 19 5 - I don't think it's specific enough about travel
- 1 22 3 - I understand what the message is but I'm not sure it's very dynamic - it's self-explanatory - organization comes to mind, planning, but it leaves me kind of cold, I don't get very excited about it
- 1 23 4 - that sounds a lot like the slogans they have for high-school students about choosing your future
- 1 24 7 - I think it's a little overdone, too cutesy
- 1 30 2 - Start Smart is better - still the best one for me
- 1 125 3 - or use "Start Smart" as opposed to "Going Places" for the slogan
- 1 169 7 - "start smart" is good - a 7 (UNANIMOUS AGREEMENT)
- 2 24 1 - It's more or less insulting the way I see it - nobody should tell you how to start, how to end, how to continue - it's definitely negative - 2 25 4 - I don't see it that way at all - MUCH AGREEMENT.
- 2 25 3 - It's aimed at a younger group of people than we are - the backpacker for instance - it doesn't register with me.
- 2 26 9 - I would like to marry the two - bon voyage, but start smart.
- 2 27 8 - I don't get any particular feeling about it one way or another.
- 2 28 5 - I like it because it tells you that you should do a little research before you go places unless you're going to the same place year after year.
- 2 29 6 - I assume that people who are travelling are all smart - I don't think smart is the right word - "start informed" would be better - I find it insulting - I assume that when I go on a trip, I have to do a little bit of work - "start smart" assumes that I'm stupid.
- 2 118 3 - I guess "start smart" is out.
- 2 145 x - BEST OF THREE - IN THE MIDDLE - 5.
- 3 32 6 - "Préparé" sonne comme quelqu'un qui a pris sa retraite - une vacance d'un mois - 3 33 2 - Quelqu'un qui n'a jamais voyagé.
- 3 33 9 - "Partir du bon pied" pique ma curiosité - je veux savoir de quoi il s'agit - ça va me faire tourner la page - ACCORD GÉNÉRAL.
- 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.

### 3.2.2 TAKING OFF ON THE RIGHT FOOT / PARTEZ DU BON PIED

- 1 25 8 - doesn't do anything for me
- 1 26 3 - it could be for a shoe company, for a good walking shoe
- 1 28 6 - it's an ad for Reeboks or basketball shoes or something - GENERAL AGREEMENT
- 1 167 3 - "taking off on the right foot" gets a 1 - 1 168 2 - a 5 (GENERAL AGREEMENT 3 OR 5)
- 2 30 x - A DEEP SIGH IS THE FIRST REACTION OF MANY - clumsy, too long, awkward - it sounds as if someone is going to try to sell you something.
- 2 31 7 - No one would stop to read that on a poster - too many words - you've got to have it short enough that when you look at it, you see the whole slogan with one look - you don't here because it's too long.
- 2 144 x - NO ONE LIKED.
- 3 31 9 - Choisir entre les trois, ça serait "partir du bon pied".
- 3 32 7 - "Partir du bon pied" ne dirige pas - c'est ça que j'aime - j'aime bien ça.
- 3 34 5 - Bon pour quelqu'un qui est jeune - pas pour ma grand-mère - pour elle ça serait "préparé".
- 3 122 x - 10 - ACCORD GÉNÉRAL (IL EST A NOTER QUE LA SÉANCE TIRAIT A SA FIN APRES PRESQUE DEUX HEURES).
- 3 124 5 - Je trouve "partir du bon pied" trop léger, trop vague - tu as aucune idée à quoi ils veulent en venir.
- 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.

### 3.2.3 PREPARE FOR TAKEOFF / SACHEZ BIEN VOUS PRÉPARER

- 1 29 3 - that's better - makes me think of a plane

- 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"

- 1 43 2 - if I saw that I wouldn't turn the page - it's just another preachy slogan
- 1 44 2 - I like it but only on the plane - not in advance at the travel agency
- 1 58 8 - the "but" in the slogan is huge compared with the rest of it and I don't want to be confronted with that when I'm preparing to go on an adventure
- 1 64 5 - I like the colours very much - pleasing to the eye - I think the "Bon voyage but" works in a way
- 1 160 2 - for me, "Bon Voyage, But" is an 8 1/2 or a 9 - 1 161 1 - I'd give it a 6 - 1 162 7 - I agree - 1 163 4 - a 5
- 1 173 4 - something I would like is "Bon Voyage, but travel smart" (SOME AGREEMENT)
- 2 11 11 - I'd say that sounds negative - 2 12 12 - I agree - I'm already worried - 2 13 10 - It's very common - a common expression - it says "don't do this and don't do that - in a country you must obey their laws, etc, etc".
- 2 14 7 - It ties in well with the booklet that you get - I Declare - it reminds you about bringing in drugs and that kind of thing.
- 2 15 7 - I think it's a very good opener in a spot commercial on television, or a poster - it's very eye catching and it says "have a good time, but there are things that you have to remember that are your own responsibility"
- 2 16 8 - I hear it in a mother's tone of voice - but, but, but - 2 17 7 - Personally, I don't see anything negative.
- 2 17 x - (Moderator: How many of you see something negative in this?) - SEVEN HANDS WENT UP.
- 2 18 6 - I like it - people tend to say "Whoppee, let's go" and the same things is going to happen to you when you're away as when you're here - that's not the way things work - in a strange country, there are customs, and if you don't make yourself aware of them, you can be in deep trouble from doing something that would be very innocent here - it's not a bad idea to tell people to have a good time, but there are some rules.
- 2 19 9 - For me it's negative, but for a mother when she sees her son going.
- 2 20 4 - It's negative, but it attracts your attention - if that's the objective - to get someone's attention to pass the message, then you use that whether it's negative or positive.
- 2 21 6 - It's aimed at the first-time traveller - if you travel more than once, it becomes less and less negative - if I were a first-time traveller, that's what I would want to find out.
- 2 22 1 - I think it's proper - it basically reminds people of their responsibilities - it's the responsibility of the government to remind people and this is a good reminder - "we want you to have a good time, but".
- 2 23 3 - Some people might see that as stern, but it's necessary.



- 2 115 4 - It's the slogan on there that tells me I should read it.
- 2 119 3 - As I kept looking at how they were using them visually, "bon voyage" started to become more attractive - it wasn't the first time around.
- 2 146 x - LOOKED BETTER AFTER DISCUSSION - THE BEST - YES - VERY POSITIVE.
- 2 147 1 - I like that slogan quite a bit - you have to remember that there are lots and lots of Canadians who won't understand what "bon voyage" is - NO AGREEMENT - BON VOYAGE IS UNIVERSAL.
- 3 35 8 - Je me vois en prison - c'est trop négatif - ACCORD GÉNÉRAL - 3 36 3 - Moi, je pense que ce n'est que prudent - 3 37 8 - C'est un fonctionnaire qui essaie de te faire peur.
- 3 38 4 - Moi je dirais "bon voyage - informez-vous".
- 3 39 1 - Il me semble qu'on a déjà vu ça.
- 3 40 9 - "bon voyage ... partez du bon pied".
- 3 41 9 - Le "mais" est de trop.
- 3 95 8 - Je suis moins agressif envers "bon voyage, mais" que tantôt en le voyant sur le tableau.
- 3 98 3 - C'est un message agressif ("bon voyage"), mais puisqu'ils l'ont mis dans une image qui est plaisante avec des couleurs douces - pas noir sur blanc, mais brun pâle - ça fait moins peur.
- 3 101 1 - J'aime les bandes de couleurs différentes (brun pâle) - c'est une très belle image - j'avance dans l'image - je n'aime pas le "mais" - SEUL UN AUTRE PARTICIPANT EST D'ACCORD - 3 102 7 - Le "mais" te dit qu'il faut le lire.
- 3 120 x - LA PLUPART DISENT 4-6 - UN 8 - C'EST LE "MAIS" QUI EST EN CAUSE - ILS SONT D'ACCORD QUE SON EFFET NÉGATIF EST ATTÉNUÉ PAR UN DESSEIN LÉGER (a: Est-ce qu'il est récupérable?) - Oui - ACCORD GÉNÉRAL.

#### 3.4 FRIENDS ON FOREIGN SHORES / DES AMIS À L'ÉTRANGER

- 1 45 3 - certainly more positive
- 1 46 8 - again, it doesn't address the preparation aspect, however it conveys the idea that if you are in need, you have somebody to turn to
- 1 47 2 - this is if they want to sell their services rather than prevent you from using them or prepare you well enough that you don't use them
- 1 48 6 - it encourages travel in a way - dispels people's fears

- 1 49 4 - when I first read it I thought "friends on foreign shores" - like going to a friend's house, makes you feel comfortable - but it wouldn't make me want to read further along
- 1 50 4 - too informal - doesn't really tell you that you have to watch out
- 1 51 8 - I think if they're trying to dissuade people from relying on them for finding jobs etc., this isn't going to go very far in doing that - GENERAL AGREEMENT
- 1 52 7 - I don't think if it were a pamphlet I would read any farther - doesn't really catch me
- 1 53 4 - I'd take it with me though - if I was going to Europe and I saw addresses for European consulates - if I'm in trouble now I know where to go
- 1 54 3 - I'd expect to know how to locate them - presumably that would be on the brochure
- 1 55 7 - this one rolls off the tongue more easily than a lot of them - as a slogan it works well - may not be the most applicable but it works as a slogan unto itself
- 1 56 5 - it's a good finishing slogan if you're looking through a pamphlet but it's not tempting enough for the beginning
- 1 155 4 - "friends on a foreign shore" gets a 3 - 1 156 7 - I would give it a 7 - 1 157 8 - I'd give it a 5, probably - 1 158 3 - a 7 (GENERAL AGREEMENT - 7'S)
- 2 49 2 - It seems like a different purpose.
- 2 50 10 - In terms of purpose - are you trying to get them to read about consular services or about how they should travel? - this seems to direct to a different purpose than "bon voyage" or "going places".
- 2 51 1 - It seems to imply that there are no other friends around when you go on a foreign shore - it gives an insecure feeling.
- 2 52 6 - I don't think the consular service people are my friends - they're public servants that are posted abroad to do something for Canada just like someone in the Department of Transport - I don't want a friend - I want someone who will do something for me - "friend" has a different connotation - (Moderator: How many of you agree with that?) - EIGHT AGREED THAT "FRIENDS" IS NOT APPROPRIATE.
- 2 53 9 - It's good to be told that whether or not you know these people, they're on your side - they'll help you - they may not be your friends.
- 2 54 1 - It implies that you might end in trouble - it assumes that something dangerous is lurking on a foreign shore - this is your asylum - your shelter.
- 2 55 8 - I think a friend has to be someone familiar.
- 2 56 2 - Friends is a comfort zone, but they're not necessarily good at accomplishing anything - you've got to know that they have the skill.

- 2 57 6 - If I've got a friend, he's going to do anything for me - I understand that there are things that they'll do (consular services) and things that they won't do - there's going to be some good news in this, and there's going to be some bad news.
- 2 140 x - 0-1.
- 3 42 x - PREMIERES RÉACTIONS FAVORABLES MAIS PAS CONSIDÉRÉ LE MEILLEUR.
- 3 43 1 - Je l'aime bien, mais pas aussi approprié que "vous allez à l'étranger".
- 3 44 7 - ça dit qu'il y a quelqu'un sur qui dépendre - ils ne feront pas de la traduction pour toi, mais ils vont te dire où tu peux en faire faire - pour un prix, naturellement!
- 3 45 4 - "Amis" c'est bon - si on dit "aide" - le personne n'y ira peut-être pas à moins d'être vraiment dans le trouble.
- 3 46 8 - Peut-être que la porte serait trop grande ouverte (pour les services consulaires).
- 3 47 6 - ça me donne une bonne idée sur qui je peux me fier.
- 3 48 9 - Si la personne arrive après une heure trente de l'après midi, elle va se rendre compte que ses "amis" sont partis parce que c'est fermé.
- 3 50 8 - On dirait qu'elle ne sert pas à la même chose que les trois autres - c'est pas la même affaire.
- 3 51 7 - Quand tu vas en quelque part, tu as besoin de savoir que quelqu'un est là si il y a des problèmes.
- 3 52 1 - Si j'avais deux dépliants - un qui dirait "vous allez à l'étranger ... partez du bon pied" - je le lirais tout de suite avant de partir - si l'autre disait "des amis à l'étranger" - je le mettrais de côté en me disant que je le lirai si j'en ai besoin - ACCORD GÉNÉRAL SAUF UN.
- 3 54 5 - C'est important d'utiliser le mot "amis" - donne l'impression d'être proche au risque qu'il y ait plus de gens qui aillent aux consulats pour des choses banales.
- 3 55 4 - "Amis" me fait tout de suite penser aux consulats - ACCORD GÉNÉRAL SAUF UN OU DEUX.
- 3 56 7 - Je ne le lirais pas tout de suite, mais je le mettrais à un endroit où je serais sûr de ne pas le perdre.
- 3 58 9 - Quand tu as un problème, tu a besoin d'amis.
- 3 59 4 - Nous encourage à voyager dans d'autres pays.
- 3 60 3 - Je le mettrais de côté en faveur de "vous allez à l'étranger".
- 3 119 x - TOUS EN HAUT DE 5 - CINQ PLUS QUE 8 - UN 10.
- 3 131 7 - On l'aime tous, mais c'est trop généreux pour eux-mêmes (services consulaires) - nous on a pas de problème.



- 3 133 4 - Les consulats ont des limitations même quand tu as un problème très sérieux - des gens peuvent être très frustrés avec eux - c'est mieux d'être plus distant - 3 134 8 - On s'attend à ce qu'ils soient professionnels - tu vas là parce que tu as affaire à y aller, pas pour dire bonjour à l'ambassadeur et prendre une photo avec lui.

- 3 134 1 - ça peut te donner l'impression que tu peux faire n'importe quoi - ils sont là pour arranger les choses - 3 135 6 - Je ne regarde pas ça comme ça moi.

#### 4.1 WHITE CLOUDS

- 1 57 8 - I like the colours, the picture of the boat and plane leaving - conveys the idea that you're going on an adventure - I'm not sure about the cartoon aspect of it

- 1 58 8 - the "but" in the slogan is huge compared with the rest of it and I don't want to be confronted with that when I'm preparing to go on an adventure

- 1 59 7 - there's a lot going on in the graphic visually - it's not clear to me that it's an External Affairs document - that's a concern

- 1 60 2 - I found that good

- 1 61 3 - it may not be a bad idea to have it not necessarily a government document

- 1 62 6 - travellers don't care that it's the government trying to advise them - they care if they're getting advice

- 1 63 1 - I like the colours too but the cartoon turned me off

- 1 63 4 - I like the colours - didn't like the cartoon very much

- 1 64 5 - I like the colours very much - pleasing to the eye - I think the "Bon voyage but" works in a way

- 1 65 5 - I'm not sure though whether they shouldn't be going for something a little more professional in the picture, more glossy maybe - 1 66 3 - I disagree - I think it should be a warm message and a cartoon is warm - it's a very friendly approach - I would advise them to make it more warm and animated as opposed to making it too slick

- 1 67 1 - it's not that it's a cartoon - I just didn't like that specific drawing - but I think it offsets the ominousness of the message - a good approach

- 1 68 3 - it is a serious message and that is a good way to get it across

- 1 69 6 - the overall impression is positive, when you look at it

- 1 70 8 - the muted tones in the border help to convey the seriousness of the message as well

- 1 71 2 - nice contrast - something to think about



- 1 72 4 - I like the way Canada - External Affairs is on - it's beside but still noticeable - colours are soft - when you go on vacation you want to be able to relax
- 1 73 6 - they're definitely travelling colours
- 1 74 7 - nice sense of peacefulness and being in lower gear
- 1 76 2 - the thing across the bottom should be taken out - to me that's a plug for the department rather than the service being offered
- 1 79 4 - it doesn't give you the travel brochure attitude though, with the glossy pictures - it's the right tone, not ostentatious
- 1 80 2 - I can see this picture, this Bon Voyage, with any of the slogans we talked about
- 1 81 1 - I think they want to make these as unoffensive as possible, which might reduce their impact - this reminds me an awful lot of the GST documents that were going around
- 1 88 4 - the look of it isn't unappealing ("Travel Right") but I think I prefer the "Bon Voyage" one - this is too commercial
- 1 95 4 - one thing I liked about "Bon Voyage" is you know it's a government document but it's still a people-oriented government document
- 1 104 3 - the "Bon Voyage" has more staying power (than the "Travel Right").
- 1 110 7 - "Bon Voyage" is simpler, more clear and straightforward
- 1 115 8 - I found it ("Going Places") intriguing and sophisticated, as opposed to the "Bon Voyage" which I found maybe a little patronizing
- 1 121 1 - the "Bon Voyage" is kind of infantile
- 1 136 x - I would give the "Bon Voyage" graphic a 7 (AGREEMENT - THREE OTHER 7'S - two 8's)
- 1 137 3 - I'd give it a 7 but change the slogan, and the colour is a bit too dull
- 1 138 1 - I'd give it a 6
- 2 101 2 - The lettering reads much better than the previous one ("travel right") - this one is very clear and precise - but it's not quite as attractive (as "travel right") - it's not offensive, but it's not exciting - it's a nice average image, which may be very appealing.
- 2 102 11 - It's almost too simple.
- 2 104 5 - I like it - the travel images come out.
- 2 106 5 - You see the plane, the boat and you have the feeling that there's a rail road - it's simple and easy to read - the clouds don't give me a bad feeling.



- 2 107 6 - I don't really have a problem with either of the last two ("bon voyage" and "travel right") - but it seems to me that people of the age of the people here would read it, but we're not the one who get into trouble - it's the backpackers, the kids who travel who need to read it.
- 2 108 7 - The drawing makes me smile - I think that people might pick that up and feel pleasant - it conveys an impression of something good - so what if it appears like something that was drawn by children? - it's very comfortable - the second one ("travel right") has nice colours, but this has the simplicity that makes you feel comfortable - I like this one the best.
- 2 109 8 - I like it - very much so - it's pleasant.
- 2 110 9 - There's a confrontation - a lack of agreement between the title, which is a sombre cautioning, and then you have this - there's a conflict.
- 2 111 9 - It looks like something our directors put up in their office that's been painted by their children.
- 2 112 9 - This is too busy ("going places") and this is too lazy ("bon voyage") - it doesn't offer me a challenge to see what it's all about - this one does ("travel right").
- 2 124 8 - The printing is much more attractive.
- 2 137 x - WEAK 8 ON AVERAGE.
- 2 148 7 - I found the words on the brown line at the bottom very hard to read colour wise and size wise.
- 2 149 1 - Canada red on the banner.
- 3 91 6 - Le Canal Rideau - ça ne me dit rien du tout - les couleurs sont plaisantes - le dessein aussi - si mon petit me ferait un dessein comme celui-là, je serais content de lui - ça me laisse indifférent - je ne serais pas porté à le lire - il m'augue quelque chose.
- 3 92 7 - J'aime bien les couleurs excepté le brun - c'est le slogan que j'aime le moins - j'y suis attiré - j'aime les nuages, l'avion, le bateau - ça ne me dit rien - c'est beau, mais ça ne projette pas je message que ça devrait - on voit qu'il s'agit de voyage.
- 3 94 8 - Le dessein ne me passe pas de message particulier.
- 3 95 8 - Je suis moins agressif envers "bon voyage, mais" que tantôt en le voyant sur le tableau.
- 3 96 8 - Il faudrait que ça soit plus gros ("au service ...") - il n'y a pas de continuité dans le message - "bon voyage, mais" est trop gros par rapport à ceci.
- 3 97 8 - La conception est banale par rapport aux deux autres.
- 3 98 4 - C'est un message agressif ("bon voyage"), mais puisqu'ils l'ont mis dans une image qui est plaisante avec des couleurs douces - pas noir sur blanc, mais brun pâle - ça fait moins peur.

- 3 99 9 - C'est le dessein qui m'attire le plus - ça ne me dit pas grand chose, mais ça m'attire - j'irais voir - je me dirais que ça tellement l'air d'une bande dessinée qu'il doit y avoir quelque chose derrière.
- 3 100 x - (a: Est-ce que c'est nécessaire que le dessein concorde avec l'image des Affaires extérieures?) - Non - ACCORD GÉNÉRAL.
- 3 101 1 - J'aime les bandes de couleurs différentes (brun pâle) - c'est une très belle image - j'avance dans l'image - je n'aime pas le "mais" - SEUL UN AUTRE PARTICIPANT EST D'ACCORD - 3 102 7 - Le "mais" te dit qu'il faut le lire.
- 3 102 2 - Le dessein est très beau - je changerais cette couleur (brun pâle) - pas la même couleur que le dessein, mais une qui va avec - j'aime que ça soit encadré - le chemin qui devint de l'eau est original.
- 3 103 9 - La phrase la plus importante est "au service ..." - je ne le vois pas et je voudrais le voir - ACCORD GÉNÉRAL SAUF DEUX OU TROIS.
- 3 104 3 - Le dessein est très bien fait - le bateau, l'avion - les couleurs sont vives mais plaisantes - le message est d'un ton plus sérieux - une mise en garde - c'est très bien que le "mais" soit encadré et plus gros - ça me dit qu'il y a un but autre que la détente - tu vois le Canada sur le côté - c'est une bonne composition.
- 3 105 4 - C'est très bien comme concept - j'enlèverais le "mais" et mettrais "guide".
- 3 106 1 - Moderne - années 90.
- 3 107 5 - J'aime que "au service ..." soit plus gros - je n'aime pas le brun - "Affaires extérieures" devrait être écrit sur blanc pour mieux ressortir - (a: Est-ce que c'est une bonne idée de la faire ressortir plus?) - Non - ACCORD GÉNÉRAL.
- 3 108 5 - Le bateau est à dix pieds du bord - il a l'air lent - il a l'air trop prudent - ça te donne une impression de sécurité, pas d'aventure - tu te promènes dans le canal.
- 3 112 1 - Tout est tellement structuré - le bateau d'un côté, le chemin de l'autre - c'est comme si ils avaient pris une règle pour que tout soit égal - il n'y a pas d'aventure.
- 3 113 9 - J'ai l'impression d'avoir manqué le bateau.
- 3 115 8 - Le sillage du bateau me fait penser à une nappe d'huile qui traîne en arrière.
- 3 117 x - CINQ DISENT 8-9 - QUELQUES 4-5-6 - UN DONNE 3 POUR LE CONTEXTE QUI NOUS INTÉRESSE.

## 4.2 POSTCARDS

- 1 82 1 - but this one doesn't - this one breaks away from the traditional government colours - but I wouldn't read either of them - the word "consular" would attract my attention but these are more like travel brochures
- 1 86 5 - the second graphic strikes me as selling a travel service
- 1 87 4 - it's a little more sales-like - if I was in a plane and picking up the package all the sales stuff would be thrown out
- 1 88 4 - the look of it isn't unappealing but I think I prefer the "Bon Voyage" one - this is too commercial
- 1 89 2 - the message is lost in the second one - "Travel Right" is fine but the second line is lost
- 1 90 2 - the colours are less appealing and the little jags on the inside turn me off
- 1 92 6 - I don't like the whole "Travel Right" logo - the large TR is too much - 1 93 3 - I noticed that too - it's like initials for a company or something and it doesn't really mean anything - 1 94 8 - the big letters caught my eye
- 1 96 4 - this "Travel Right" looks too much like an ad - I think it should have a little more professional look to it
- 1 98 3 - there's too much information visually for me - stimulation overload - I'm not sure what I'm looking at
- 1 99 4 - I just noticed the "Travel Right", not the second line underneath, the "it takes more than a ticket" - it looks a lot like a postcard
- 1 100 7 - it says "ticket" and I'm not sure what that means
- 1 101 8 - the "it takes more than a ticket" is too much anyways - ought not to have that second slogan - I think it would be much better if "serving Canadians abroad" were emphasized a little more
- 1 102 4 - too busy and hard to concentrate on
- 1 103 6 - I would probably reject this one before I even got all the information from it, especially the "serving Canadians abroad" - I don't think it would stay in my hands long enough for me to read that
- 1 104 3 - I think that "Travel Right" is perhaps too trendy - the whole look - it would age very quickly - people would be annoyed that External Affairs is putting lots of money into something so 1991 that won't last the decade
- 1 105 2 - there's also a look of aiming at people who have more money
- 1 139 1 - I'd have to give "Travel Right" a 4 - 1 140 2 - a 2 - 1 141 3 - a 5 - 1 142 4 - a 2, because I wouldn't even look at it - 1 143 5 - I'd give it a 3 - 1 144 6 - I'd give it a 4 - 1 145 7 - a 3 - 1 146 8 - a 3.

- 2 76 7 - I like it - it's more simplistic in the design of the picture part than that one ("going places") - the TR behind the writing detracts from the messages.
- 2 77 7 - The colours are better too.
- 2 78 8 - I like that one - it gives me a clear message - travel.
- 2 79 9 - I'm comfortable with that - it intrigues me and makes me wonder what page two will be like.
- 2 80 10 - More old-fashioned colours - not in a negative way.
- 2 81 10 - The post cards jump out at me - they say travel.
- 2 82 10 - I like the TR behind.
- 2 83 11 - I like it too - it's simple - you get the idea right away - I like it just the way it is.
- 2 84 2 - The graphic is good and clear and the travel message come out very strongly - the postcards really grab well - they're plain and simple, but they say travel and going somewhere.
- 2 85 2 - The title doesn't work - I see TR but not the rest.
- 2 86 1 - It could be improved - the banner could be clearer - it is probably a hundred times better than what we saw before ("going places").
- 2 87 1 - The way they position "it takes more than a ticket" is eye catching.
- 2 88 1 - Maybe they could use more flashy colours - fluorescent stuff - maybe orange or yellow - something happy - something that inspires confidence and authority at the same time.
- 2 89 3 - I liked it except for the heading, which I found cluttered - I like the post cards - they're neat - they give you a sense of travelling.
- 2 90 4 - I like it better than that one ("going places") if I had to choose between the two.
- 2 94 5 - I like the concept, except for the super-imposition of the TR - maybe a different colour would do the trick - I don't know.
- 2 95 6 - I like it better than the other one ("going places") - it would be a giant step for External Affairs to have anything like that - anything that would make them get out of their stuffiness would be good.
- 2 96 6 - I don't like the word "right" - I would rather say "travel informed".
- 2 98 11 - Looking it over again, I agree with the people who said that they didn't like the TR - it does take away from it.
- 2 99 7 - They have the small TR in white - they don't need the shadow behind it - if they just took them out, it would look great.

- 2 100 9 - There's something user friendly about it - it doesn't make me uncomfortable or nervous - it encourages me to learn more - it doesn't frighten me with anything.
- 2 105 5 - This one ("travel right") is more like a cartoon - it doesn't really strike me as this one does ("bon voyage")
- 2 112 9 - This is too busy ("going places") and this is too lazy ("bon voyage") - it doesn't offer me a challenge to see what it's all about - this one does ("travel right").
- 2 113 10 - I like "travel right" although the others are interesting.
- 2 139 x - SOLID 8 ON AVERAGE WITH ONE 6.
- 2 151 3 - I would certainly change the lettering on the "travel right".
- 2 152 2 - I would change the pink - the ochre works better.
- 2 153 2 - The basic imagery is very interesting - it's dynamic - but the lettering badly needs to be redesigned - 2 154 7 - I think the pink is a welcome addition to all the blue tones - it makes it stand out.
- 3 61 9 - Je ne vois pas "bien voyager" à cause du BV - ne me frappe pas du tout - je vois le bateau, mais ça ne me dit rien - peut-être que bien voyager, c'est voyagé en bateau.
- 3 62 8 - ça l'air de quelque chose qui vient d'une agence de voyage à cause des couleurs - c'est très bonbon - je la trouve le fun - le BV n'est pas clair.
- 3 63 8 - "Savoir à quoi s'attendre" ne ressort pas.
- 3 64 9 - Je viens de voir quelque chose - "au service des Canadiens à l'étranger" - c'est tout petit - trop petit - 3 65 8 - Je ne l'avais même pas vu - 3 66 1 - Moi non plus.
- 3 65 7 - C'est trop occupé - ils essaient d'en mettre trop.
- 3 66 7 - La bande tournée comme ça est difficile à lire ("savoir à quoi s'attendre") - tu regardes en haut et en bas.
- 3 67 7 - "Affaires extérieures" est totalement séparé du reste - je le mettrais en bas - je n'aime pas les petites lignes (en diagonale)
- 3 68 6 - Je changerais ça ici en bas ("au service des Canadiens ...") - j'aimerais mieux le voir ici (à la place de "Affaires extérieures") et "Affaires extérieures" en bas.
- 3 69 6 - Je mettrais les desseins un peu plus petits - j'aimerais voir le message plus visible ("servir les Canadiens ...").
- 3 70 6 - Me fait penser à un dépliant d'un agent de voyage - c'est plaisant.
- 3 71 5 - "Bien voyager" n'est pas clair - ça l'air d'une bande dessinée pour ma grand-mère - les couleurs attirent mon attention - elles sont belles - mais ça n'a pas l'air sérieux - ce n'est pas très important.



- 3 72 4 - J'aime bien ça - les couleurs - je pars à l'aventure - je ne veux rien de sérieux - c'est parfait - quand je part en voyage, je suis heureuse - j'ai hâte d'arriver - quand je vois ça, je me dis que c'est comme ça que je me sens.
- 3 73 3 - J'aime les illustrations des différents modes de voyage - j'enlèverais le gros BV et laisserais "bien voyager" - mettre "savoir à quoi s'attendre" plus en évidence - c'est relaxant.
- 3 74 4 - Le thème est sérieux - "savoir à quoi s'attendre" c'est sérieux.
- 3 76 2 - J'ai de la difficulté à voir que c'est un avion dans la deuxième photo - les couleurs sont belles - le BV n'est pas nécessaire - j'aime l'étiquette "savoir à quoi s'attendre" - j'adore le bleu.
- 3 77 7 - J'écrirais le "bien voyager" en noir pour le voir - 3 78 4 - Mais là, ça devient formel - pas quand tu pars en voyage.
- 3 78 1 - Tout est bleu dans les avions - les murs, les revues - j'aime le bleu comme tout le monde, mais il y en a trop.
- 3 79 1 - "Au service des Canadiens ..." est trop petit - je ne sais vraiment pas que ça quelque chose à voir avec les consulats canadiens - je vais penser que c'est quelqu'un qui essaie de me vendre quelque chose - je ne le lirais pas.
- 3 83 3 - Je verrais le dessein du premier ("bien voyager") remplacer celui-ci (à l'étranger) en gardant exactement la même disposition.
- 3 116 x - PLUS QUE LA MOITIE ACCORDE 7-8 - UN LE DÉTESTE - UN LUI DONNE 10 COMME DESSEIN MAIS 0 POUR UN CONSULAT.

#### 4.3 CHESSBOARD

- 1 106 5 - it's not bad - "Travel Right" is visually sort of nightmarish but this one kind of drew me in and I looked at the pamphlet more, at the graphic
- 1 107 1 - I really liked the drawing - definitely something that you wanted to take a good look at - but it's a bit distracting
- 1 108 4 - maybe the message should be a different colour
- 1 109 7 - it made me go back to the simplicity of the first one ("Bon Voyage") - I found this one visually too busy
- 1 111 2 - "Going Places" visually takes advantage of the milk ads, with the simple cartoon
- 1 112 1 - you don't look at the message - the picture's interesting - this seems to me to be more for the business traveller for whom life is a chess game rather than the vacation traveller who likes rest and relaxation

- 1 113 7 - I would not be encouraged to read on - "going Places" looks moderately interesting but so what
- 1 114 3 - it looks sort of like a menu
- 1 115 8 - I found it intriguing and sophisticated, as opposed to the "Bon Voyage" which I found maybe a little patronizing
- 1 116 7 - if I were a business person I'd be a little more drawn to it than if I were on a vacation
- 1 117 8 - I don't think that superimposing "Places" on top of "Going" works at all - GENERAL AGREEMENT
- 1 118 7 - with so much on it, as a taxpayer I'd be a little irate about my money going to this fancy little brochure
- 1 119 1 - the lettering is very aesthetically pleasing but I don't know if it gets the message across in a brochure - as an ad it'd be very catchy
- 1 120 6 - maybe just scrap the idea of the chessboard altogether
- 1 122 1 - this one, "Going Places" is much more sophisticated
- 1 123 7 - the crayon effect kind of catches me - visually pleasing
- 1 124 5 - we're all talking about the picture and the message is lost - it doesn't stand out enough - maybe they should change the colour or use bold letters
- 1 125 3 - or use "Start Smart" as opposed to "Going Places" for the slogan
- 1 126 4 - maybe if they made better use of the white space in "Going Places"
- 1 127 3 - isn't "Going Places" already a travel magazine somewhere? - it seems awfully familiar, like it already exists somewhere - SOME AGREEMENT
- 1 135 7 - I would give a 7 to "Going Places - prepare for takeoff"
- 1 147 4 - I give "Going Places" a 6 - it's nice without the chessboard
- 1 148 5 - I think it could be quite effective if the writing stands out more, maybe centre the picture in the frame a little better - it works on the large scale but not if you condensed it down to a smaller pamphlet - I'd give it a 7
- 1 149 6 - I'd also give it a 7, although I find it a little bit too much like a magazine cover
- 1 150 3 - I would give it a 3 - I miss the point of the visual
- 1 151 8 - I really like it - I'd cut off the bottom and change the logos, but I rate it highly - I think it's intriguing and eye-catching - I'd give it a 6 now and an 8 if it were modified
- 1 152 7 - I like the back more than I do the front - I'd give the front a 4 and the back an 8

- 1 153 3 - I'd give it a 5 with a chance of going up 1 or 2 if it were simplified or rearranged a little
- 1 154 1 - I like this very very much but I'd have to give it a low mark for impact - a 5 maybe - with a catchier phrase and a simpler picture I'd give it a 10
- 1 172 6 - the "Going Places" graphic with a white border would get a 9
- 2 58 6 - It would depend where I got it - if I got it with my passport, I would probably read it - if I were to see it in a rack, I don't know that it would attract my attention.
- 2 59 6 - It says "External Affairs and International Trade".
- 2 60 6 - The graphic is nice - it's interesting - there are some symbols that I recognize.
- 2 61 5 - I'd read it - definitely - you see part of the globe - it gives you the idea that you are going travelling.
- 2 62 4 - I would not pick that up out of a group of other pieces of material - it wouldn't catch my eye and make me say that I want to read that one - if it were in the seat pocket on an airplane, I might read it there.
- 2 63 6 - It might catch my eye if I were going to the theatre, but not for international travel.
- 2 64 3 - If it was with the material you get from your travel agent, then I might read it - I don't think that I'd take it out of a rack.
- 2 65 1 - I doesn't really say much to me - it looks like another government brochure - with the Canada logo - it all depends on the method of distribution.
- 2 66 2 - The colours in "going places" (the banner) are too laid back - too soft to attract my attention in a pile of things.
- 2 67 2 - I like the image - I don't see the checker board right away - you don't really see the countries - when you do, it becomes interesting to look at that image.
- 2 68 2 - The checker board seems appropriate because you're moving through and across thing - I just find that the black is too dominant.
- 2 69 11 - I wouldn't have know what it's about - it doesn't say travel to me - and I was looking for things - if it was just put in front of me, I wouldn't know.
- 2 70 11 - It doesn't really appeal to me.
- 2 71 10 - I like the colours - I don't find them soft - I like the purple - but I wouldn't know what it was about nor why I should pick it up - there's nothing that says "pick me up and read me".
- 2 72 9 - I would pick it up, but I find it cluttered - it would take too much energy to go inside it - (Moderator: Do people agree with that?) - MANY YES'S.
- 2 73 8 - I don't like it - it's a jumble - I'd have to be on a long bus ride with nothing to do - I might take a bit of an interest in it.

- 2 74 7 - We don't have to understand exactly what an illustration means on a cover - that's not a problem.
- 2 75 7 - "going places" (banner) is like an optical illusion - you see "going" or you see "places", but you can't see both at the same time - you can feel your eyes bouncing back and forth - they're going to have to split it so that one is not superimposed on the other - it's not a question of not liking it - it's a question of not being able to read both at the same time.
- 2 112 9 - This is too busy ("going places") and this is too lazy ("bon voyage") - it doesn't offer me a challenge to see what it's all about - this one does ("travel right").
- 2 138 x - ALL UNDER 5 - SEVERAL 2 AND 1.
- 3 80 1 - Me dit que c'est une ambassade - je vois le monde (globe) - "vous allez à l'étranger" - il y a plus d'ensemble - tu as un bateau, un avion, un palmier - j'aime ça.
- 3 81 2 - Je n'aime pas les couleurs - le globe n'est pas beau - j'aime ça (l'arrière-fond) - trop carré - j'aime le dessein mais plus réaliste.
- 3 82 3 - J'aime les barres (noires horizontales en haut et en bas de page) - les lettres sont plus claires - je n'aime pas le dessein - il me fait penser aux fiches de grammaire qu'on faisait à la petite école.
- 3 83 3 - Je verrais le dessein du premier ("bien voyager") remplacer celui-ci (à l'étranger) en gardant exactement la même disposition.
- 3 84 4 - Trop formel - trop sévère - trop sérieux - les lettre, la façon que c'est présenté - le dessein me fait penser à un piqué (courtepointe).
- 3 85 5 - J'aime la partie écrite - c'est facile à lire - ça saute aux yeux - tu vois "Affaires extérieures" parce qu'il n'y a pas de distraction.
- 3 86 5 - J'aime l'échiquier - c'est un jeu sérieux - la carte dit que c'est partout au monde.
- 3 87 6 - ça l'air plus officiel, donc j'aurais plus tendance à le lire - tout ressort plus - "Affaires extérieures", "au service ..." - le dessein me laisse indifférent - il ne m'attire pas du tout.
- 3 88 7 - Je trouve que c'est bien organisé - le message est visible - facile à lire sauf pour "à l'étranger" - le dessein est beau - comme un dessein d'enfant - pas trop sérieux - la bande noire est belle.
- 3 89 8 - C'est contradictoire - le message me dit Toronto - c'est tout du lettrage comme ça dans les revues d'affaires - En Route - c'est banal - l'image me dit Europe de l'est - sombre, plate.
- 3 90 9 - La tour CN (avion) - Je ne comprends pas pourquoi ils se compliquent la vie ("à l'étranger") - c'est le fun, mais on ne le voit pas - la bande serait plus belle si ce n'était pas noir sur noir - je n'aime pas le dessein.
- 3 109 4 - ça l'air de quelque chose qui a été faire par le gouvernement - je me dirais que c'est un gaspillage d'argent - 3 110 8 - Mois je dirais ça de la dernière (bon voyage).

- 3 114 9 - Il devrait marquer "défense nationale".
- 3 118 x - TOUS DISENT MOINS QUE 5 - DEUX ACCORDENT 6-7.

#### 4.4 SERVING CANADIANS ABROAD

- 1 76 2 - the thing across the bottom should be taken out - to me that's a plug for the department rather than the service being offered
- 1 82 1 - but this one doesn't - this one breaks away from the traditional government colours - but I wouldn't read either of them - the word "consular" would attract my attention but these are more like travel brochures
- 1 83 8 - we don't think of using the consular services until we're in need of them - probably if I were to see "consular" there on it I would just dismiss it summarily
- 1 84 7 - if it was a catchy enough first phrase, okay, but if consulate is the overriding visual I think I'd probably just skip over it too
- 1 85 5 - you have to bait people - I think "consular" should be advertised somewhere in the package - probably secondary but come in fairly strong
- 1 91 1 - I like the "serving Canadians abroad" statement and I think that's too de-emphasized on this document
- 1 101 8 - the "it takes more than a ticket" is too much anyways - ought not to have that second slogan - I think it would be much better if "serving Canadians abroad" were emphasized a little more
- 1 103 6 - I would probably reject this one before I even got all the information from it, especially the "serving Canadians abroad" - I don't think it would stay in my hands long enough for me to read that
- 1 128 7 - (Moderator: what do you think of including "serving Canadians at home and abroad" on all their materials?) I think it's a comforting phrase that makes me feel confident in my own government - I like the way it appears on the "Bon Voyage" one
- 1 129 2 - I like it better without the "at home" and I'd like it better if it said "consular services" - it looks too much like the department trying to gain press for itself
- 1 130 4 - I think "serving Canadians" sounds too much like an airline or something - the logo looks a little bit like Canadian Airlines too
- 1 131 8 - I like the idea that the government is serving us, for our tax money - serving is a good word to use
- 1 132 1 - I think it should appear the way it does on the "Bon Voyage" - I certainly don't like the way it appears on "Travel Right"



- 1 133 2 - the message can't be effective unless you know where it's coming from - if this organization is serving me as a traveller, then I think that should be identified - otherwise it's press for the government rather than education for the people
- 1 134 6 - the name should appear as it does in the phone book so you can call easily
- 2 92 4 - That (the phrase "serving Canadians ..." would not tell me that I should read it.
- 2 120 4 - Nothing else tells you what it's for except that - you need something on there that tells you directly that you should read it and who it's from.
- 2 121 6 - Do they serve Canadians at home?
- 2 122 7 - I never think of External Affairs as serving - I think of them as providing a service for which the tax payers pay - there's a difference between providing a service and serving - I don't like that serving - it's corny.
- 2 123 6 - They shouldn't say "serving Canadians" on the cover if, when you get inside, it tells you about all the things they won't do.
- 2 125 1 - External Affairs, by definition, is not supposed to serve Canadians at home - they serve Canadians abroad - GENERAL AGREEMENT THAT THE PHRASE "SERVING CANADIANS ABROAD" BELONGS ON THE COVER.
- 2 127 3 - I'm just wondering why they're saying "serving" instead of "helping" - 1 128 9 - I think it's a more powerful message to say "serving".
- 2 128 7 - What you want on there is "important information from External Affairs" - I don't want to know whether they serve me or not - I don't care what they do - if they have information to pass to me, I want to know what it is if it's important.
- 2 129 1 - It should say "an important message to the Canadian traveller from External Affairs" - that should be printed somewhere on the front page - 2 130 9 - Maybe that's too long - 2 131 1 - Then say "a message to the Canadian traveller" period.
- 2 132 7 - Anything saying "serving" is a promotion - "important message" is better.
- 3 64 9 - Je viens de voir quelque chose - "au service des Canadiens à l'étranger" - c'est tout petit - trop petit - 3 65 8 - Je ne l'avais même pas vu - 3 66 1 - Moi non plus.
- 3 68 6 - Je changerais ça ici en bas ("au service des Canadiens ...") - j'aimerais mieux le voir ici (à la place de "Affaires extérieures") et "Affaires extérieures" en bas.
- 3 69 6 - Je mettrais les desseins un peu plus petits - j'aimerais voir le message plus visible ("servir les Canadiens ...").
- 3 79 1 - "Au service des Canadiens ..." est trop petit - je ne sais vraiment pas que ç'a quelque chose à voir avec les consulats canadiens - je vais penser que c'est quelqu'un qui essaie de me vendre quelque chose - je ne le lirais pas.

- 3 87 6 - ça l'air plus officiel, donc j'aurais plus tendance à le lire - tout ressort plus - "Affaires extérieures", "au service ..." - le dessein me laisse indifférent - il ne m'attire pas du tout.
- 3 96 8 - Il faudrait que ça soit plus gros ("au service ...") - il n'y a pas de continuité dans le message - "bon voyage, mais" est trop gros par rapport à ceci.
- 3 103 9 - La phrase la plus importante est "au service ..." - je ne le vois pas et je voudrais le voir - ACCORD GÉNÉRAL SAUF DEUX OU TROIS.

#### 4.5 DEPARTMENTAL IDENTIFIER

- 1 59 7 - there's a lot going on in the graphic visually - it's not clear to me that it's an External Affairs document - that's a concern.
- 1 62 6 - travellers don't care that it's the government trying to advise them - they care if they're getting advice
- 1 72 4 - I like the way Canada - External Affairs is on - it's beside but still noticeable - colours are soft - when you go on vacation you want to be able to relax
- 1 97 2 - if you don't know who's providing the message or what the information is, then the message is lost
- 2 59 6 - It says "External Affairs and International Trade".
- 2 91 4 - To attract my attention, it would have to tell me who it's from and what it's going to do for me - I had to read that sideways to see who it was from - it doesn't say what's in there for me.
- 2 126 6 - Surely "International Trade" means helping Canadian businessmen make contacts overseas - I don't understand why they have international trade on there.
- 2 150 7 - "External Affairs" could be put at the bottom so that it's horizontal like everything else - I don't like it one the side for any of them - unless you were filing them.
- 3 57 6 - "External Affairs" me rassure - je sais qu'ils sont là pour voir à notre bien-être lorsqu'on voyage à l'extérieur - ça m'intéresse de savoir ce qu'ils disent.
- 3 67 7 - "Affaires extérieures" est totalement séparé du reste - je le mettrais en bas - je n'aime pas les petites lignes (en diagonale)
- 3 68 6 - Je changerais ça ici en bas ("au service des Canadiens ...") - j'aimerais mieux le voir ici (à la place de "Affaires extérieures") et "Affaires extérieures" en bas.
- 3 75 9 - Quand tu vois Canada avec le petit drapeau, tu sais que c'est le gouvernement - c'est sérieux, sécurisant - le reste peut-être plaisant - ACCORD GÉNÉRAL.
- 3 85 5 - J'aime la partie écrite - c'est facile à lire - ça saute aux yeux - tu vois "Affaires extérieures" parce qu'il n'y a pas de distraction.

- 3 87 6 - ça l'air plus officiel, donc j'aurais plus tendance à le lire - tout ressort plus - "Affaires extérieures", "au service ..." - le dessein me laisse indifférent - il ne m'attire pas du tout.

#### 4.6 COSTLINESS

- 1 78 6 - the press kit format is a waste of paper - if I'm going to travel with it I want something compact (Moderator: do you think that looks expensive or that Canadians will think it a waste of money to make anything that fancy? - GENERAL AGREEMENT)
- 1 79 4 - it doesn't give you the travel brochure attitude though, with the glossy pictures - it's the right tone, not ostentatious
- 1 104 3 - I think that "Travel Right" is perhaps too trendy - the whole look - it would age very quickly - people would be annoyed that External Affairs is putting lots of money into something so 1991 that won't last the decade
- 1 118 7 - with so much on it, as a taxpayer I'd be a little irate about my money going to this fancy little brochure
- 2 103 4 - If you just want to pass a message about where the consulates are and what they're going to do for you, you'd better make sure that you do it with something a lot cheaper.
- 2 114 10 - You were right to bring up costs - at this time, to be doing major initiatives in advertising services when they're cutting them back - 1 155 3 - It would be better to have the services than the advertisements.
- 2 116 9 - There should be a little note somewhere saying "keep this, you've paid for it".
- 2 133 6 - Given the times, it should be as simple as possible - it should not appear to be expensive - GENERAL AGREEMENT.
- 2 134 2 - It can look nice without looking cheap - without looking opulent - the graphics can be neat and clean.
- 2 136 x - (Moderator: Say you were to receive one of these with your passport, would any one of them make you say "this is too opulent"?) - GENERALLY YES IF IT WERE BIG, NOT IF THEY WERE SMALL AND ON RECYCLED PAPER.
- 3 109 4 - ça l'air de quelque chose qui a été faite par le gouvernement - je me dirais que c'est un gaspillage d'argent - 3 110 8 - Mois je dirais ça de la dernière (bon voyage).
- 3 111 x - AUCUN PARTICIPANT NE VEUX PARLER DE COUTS OU DE GASPILLAGE.

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