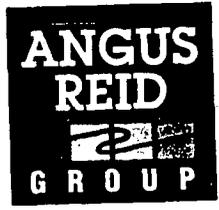


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**TRADE COMPETITIVENESS AD TESTING
SUMMARY REPORT**

-Focus Group Findings-

43-262-213

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PREPARED FOR: External Affairs and International Trade Canada

PREPARED BY: Angus Reid Group, Inc.

SEPTEMBER, 1990

TABLE OF CONTENTS

1.0	INTRODUCTION AND METHODOLOGY	1
2.0	GROUP DISCUSSION ON INTERNATIONAL TRADE AND COMPETITIVENESS	3
2.1	Top-of-Mind Awareness	3
2.2	Necessity for Canada to Become More Competitive Internationally	4
2.3	Comparison of Respondents' Perceptions With the Message of the Ads	6
2.4	Canada's Strengths	6
2.5	Relevance of the Testimonials	7
2.6	The Role of Government	8
2.7	The Role of Business	9
2.8	The Role of Individual Canadians	10
2.9	Comments on Survey Findings	11
3.0	GROUP DISCUSSION ON RADIO COMMERCIALS	13
3.1	Observations from the Toronto Focus Groups	14
3.2	Observations on Radio Commercials in Vancouver	18
3.3	Observations on the Ads by the Montreal English-Speaking Groups	21
3.4	Observations on the Commercials by Montreal French-Speaking Groups	23

4.0	SUMMARY OF QUESTIONNAIRE RESULTS	26
4.1	Initial Reaction to the Ads	26
4.2	Message Recall	28
4.3	Rating the Message of the Ads	29
4.4	Likes and Dislikes	31
4.5	Production Quality of the Commercials	32

1.0 INTRODUCTION AND METHODOLOGY

This report presents the results of a series of focus group discussions conducted by the Angus Reid Group on behalf of External Affairs and International Trade Canada. The purpose of this research was to obtain qualitative feedback on a series of radio advertisements concerning the Department's initiatives to promote international trade and competitiveness and Export Trade Month.

Following exposure to the radio ads in the focus group session, participants were requested to complete a short questionnaire concerning their reactions (likes and dislikes) to the message and ability to recall specific aspects of the message content. This attitudinal and executional testing was followed by a group discussion which had two components. First, participants were engaged in a broad and general discussion on the subject of international trade and competitiveness in order to situate the radio ads in this context. Second, the commercials were played again and a detailed discussion was generated on respondents' reactions to the ads, believability of the commercials, and the main message of the series. Copies of the moderator's guide and the questionnaire which were used in this study are appended to this report.

A total of eight focus groups were held in Toronto, Montreal and Vancouver. Each focus group consisted of approximately 10 individuals who were randomly recruited by telephone upon meeting pre-established selection criteria. Two groups - segregated by gender - were conducted in English in each of the focus group centres. Two additional groups - one with men and one with women - were conducted in French in Montreal.

The focus group approach to research typically seeks to explore individual reactions to specific messages and to promote discussion. The intent is to elicit as wide a range of viewpoints as possible. The results of such groups are strictly qualitative in nature and the findings should, therefore, be viewed as directional rather than conclusive. The questionnaires used in this study serve to provide a quantitative profile of the views of the group. Because of the size and nature of the groups, the results of the questionnaire should also be viewed as directional rather than conclusive. It should also be noted that participants completed the questionnaires prior to discussing their reactions with other group members. The questionnaire results provide a useful snapshot of individual initial reactions to the ads outside of the context of group dynamics.

This ad testing is part of a larger comprehensive study involving a comprehensive quantitative survey of 1500 Canadians which was conducted in June, 1990. The quantitative survey was preceded by a series of eight focus group discussions across Canada designed to provide an in-depth exploration of issues and concerns with respect to international trade and competitiveness and to provide direction to the development of the quantitative survey. The findings of these previous research components have been detailed in separate reports.

2.0 GROUP DISCUSSION ON INTERNATIONAL TRADE AND COMPETITIVENESS

The focus group findings outlined in this section of the report deal with participants' general reactions and impressions pertaining to international competitiveness and Canada's strengths and weaknesses in this area. Participants' views and concerns relating to the general topic of trade competitiveness provide a context within which to interpret specific reactions to advertisements being tested. Specific reactions to the radio commercials are discussed in Section Three of the report.

2.1 Top-of-Mind Awareness

Focus group discussants were asked about what they might have seen, read or heard about international trade competitiveness. The responses were diverse; many of the themes and perceptions echoed here, however, were also found in the quantitative survey in June of 1990.

- o The thrust of many of the comments was that Canada is not doing too well in international trade and competitiveness at present but that we can and we should become more competitive in the future.

- o Many said that at present Canada mainly exports non-renewable natural resources such as electricity, lumber and fossil fuels. Some felt that Canada needs to diversify and that we should be exporting more manufactured goods.

- o Inevitably, the subject of the Free Trade Agreement surfaced in the discussion groups in Montreal and Toronto and, to a lesser extent, in Vancouver. Particularly in Toronto, the Free Trade Agreement tended to evoke a kneejerk reaction among many discussants who opposed the deal. The comments on the Free Trade Agreement seemed to suggest that international competitiveness is viewed as something quite different from Free Trade.

- o Many participants spoke of the U.S.-Mexico free trade negotiations, some expressing fears that a cheap labour supply in Mexico might undermine Canada's ability to compete on the continent.

- o Some protectionist sentiments emerged among discussants who felt that Canadians should become more self-sufficient by producing more goods and selling these products at home.

- o The issue of competitiveness was fairly salient to the focus group participants. Discussants said they had previously talked about the issue and had heard about the issue from others and from the media. Some participants claimed to have heard similar ads, and one thought she had heard these particular ads before.

2.2 Necessity for Canada to Become More Competitive Internationally

Participants were asked for their impressions about the need for Canada to become more competitive internationally. The answer to this question was an overwhelming "yes".

- o Discussants felt that Canada very much needed to become more competitive but they also expressed a need for Canada to diversify beyond our natural resources into manufacturing and high technology.

- o There was a strong perception that Canadians need to develop the confidence that "we can do it," a confidence that participants felt was lacking. It was felt that business people should become more aggressive in their marketing efforts; and that Canadians fail to appreciate the value of the high quality of our products within Canada and internationally.

- o Participants felt that a major obstacle to our becoming more competitive internationally lies in the high wage rates among Canadian workers.

- o Participants perceive many obstacles to trade competitiveness and expressed the concern that if Canada is to become more competitive, it must "take a tough stand and stick with it." A major concern here was the extent to which the U.S. was seen as setting the agenda on which goods and services could be sold at present.

- o Participants also expressed a strong opinion on Canada's need to encourage technical innovations for their international market place. A concern was expressed here for training in Canada and opportunities in Canada so as to "stop the brain drain out of Canada."

- o It was strongly felt that Canadians must identify new ideas and new ways of working and thinking in order to become more competitive internationally.

2.3 Comparison of Respondents' Perceptions With the Message of the Ads

Group participants were quick to point out the message of the ads only portrayed one aspect of the thrust towards international trade and competitiveness. For example, the ads only portrayed success stories of small businesses, and the emphasis was primarily on innovation and manufacturing. However, the general agreement within the focus groups was that the messages were intended for small businesses or entrepreneurs and would be well received among that audience.

2.4 Canada's Strengths

Group participants were asked "what are Canada's strengths in selling our goods to other countries and do these commercials exemplify these strengths"?

- o Again, respondents pointed out that the radio commercials' focus on small business exemplified how innovative new ideas by individual Canadians are indeed one of our great strengths. It was felt, however, that the focus on the manufacturing sector tended to overlook some of the other important sectors, such as technology, in terms of Canada's strengths in selling our goods to other countries.
- o Natural resources were certainly seen to be one of Canada's strengths according to many of the group participants. As well, participants pointed out the advantage of the close geographic proximity to U.S. markets.

- o Canada's multicultural make-up was also viewed as an advantage in our communications, marketing and trade negotiations with other countries. It was noted that Canada's international reputation as politically neutral, trustworthy and compassionate is a key strength in building international trade markets.

- o Some respondents felt that the commercials exemplified some of our strengths while others did not. Strengths exemplified by the commercials included the potential of small business, Canada's diversity of manufacturing, and how individual Canadians can make a difference.

2.5 Relevance of the Testimonials

On balance, most participants felt that the use of small business in the testimonials was most appropriate. However, this approach left some participants wondering what was being promoted, particularly with respect to the ads used in the Montreal groups. Some said it took too long to get to the point of the ads.

- o Some participants pointed out that this was not the only way for Canada to become more successful in selling its goods to other countries. They felt that the use of large corporations such as IBM will be more convincing to them.

- o Many discussants were pleased by the spirit and enthusiasm conveyed by the testimonials. They also liked the sense of opportunity the ads inspired for their listeners and the fact that International Trade Canada was ready and available to help them out.

2.6 The Role of Government

- o Some participants were sceptical of the government promoting competitiveness and international trade. These people felt that the government was really telling Canadians that tough economic times were coming. They also expressed concerns over tax dollars spent on costly advertising. Many expressed the need for government to ensure policies would not inhibit opportunities. Others felt that the government should confine its activities to those sectors which have the best economic future (such as high technology) and stay away from those which were not promising for the future (such as non-renewable resources). Many also felt that the government should "push" for more manufacturing opportunities in order for Canada to become more competitive internationally.

- o Some participants expressed the need for government to make it easier for small business to get started. This could be accomplished by simplifying forms and access to information on international market opportunities, and they should be willing to finance promising ventures.

- o Again, some protectionist sentiments emerged, as respondents felt that the government should encourage Canadians to buy Canadian-made products, should minimize taxes on Canadian products, and should increase subsidies.

- o The government can help business by reducing bureaucracy, by helping Canadians to learn about the international market and by promoting Canadian business. Funding research facilities, as opposed to cutting back on research and development, was seen

as a key need. Furthermore, participants expressed a need for more funding for universities and for government action which would make it more attractive for large companies to spend money on research and development in Canada. Such government action would go a long way in preventing the "brain drain."

2.7 The Role of Business

- o There was a sense among many discussants that business should take the lead role in becoming more competitive internationally and developing international trade opportunities.
- o Business needs to advertise to international markets, for example, through international trade fairs. They must be more aggressive and proud, and raise awareness of Canada internationally and show other countries what Canadians have achieved.
- o Business must be willing to take risks. Participants felt that Canadian businesses can often be too conservative and can stifle young people. Business should be more willing to support people with creative and innovative ideas.
- o Canadian business has to learn to "stand on its own two feet." Canadian business must modernize, develop new expertise, develop high technologies and learn to specialize.

2.8 The Role of Individual Canadians

- o Canadians are in need of a "personality make-over," according to many group discussants. They need to be more aggressive and assertive, have more self confidence and take greater pride in their work.

- o There are many actions that Canadians can take as well. Canadians should buy Canadian products, they should patronize Canadian arts, they should take greater interest in economics and should educate themselves to develop skills to cope in an increasingly competitive world.

- o While some discussants felt that Canadians are hard workers, others felt the need for Canadians to make more sacrifices. In fact, some participants expressed a pressing need for Canada to reform social programs such as welfare, medicare and old age pensions in order for Canada to lower production costs and become more competitive internationally. In stark contrast to these views, others argued that those "safety net" programs make it possible for people to take chances and become competitive. These participants cited the examples of Germany, France and the Scandinavian countries as competitive international traders with heavy commitments to social programs.

2.9 Comments on Survey Findings

Group discussants were asked for their reactions to some results of the quantitative survey which indicated that 71 percent of Canadians felt that it would be necessary to change government's social programs, and 40 percent of Canadians felt it would be necessary to reduce employee benefits in order for Canada to remain internationally competitive. The general response from the groups was that, with the possible exception of the welfare program, the existing social programs and employee benefits should not be altered in any major way. Discussants recognized these programs imposed an added cost of doing business in Canada. Some discussants felt that it was time to get some welfare recipients back to work and to strive for greater efficiency in some of the other social programs.

- o The sense for many participants was that some adjustments may be necessary to obtain greater efficiency in the programs. Examples provided included paying for your own meals at hospitals, cutting family allowance and old age pensions for the wealthy, cutting pensions for politicians and putting some restrictions on visits to doctors. A "user fee" system was suggested.
- o At the same time, most discussants were adamant that we need to keep the safety net intact, and adjustments to social programs should not place any additional burden on Canada's poor.
- o There is a need to prevent abuse, especially in the welfare programs. We should put a stop to generations of Canadians being on welfare. Those who are able to work

should be put to work. Others could be shifted from welfare programs to training programs.

- o There is a need to ensure proper management of spending in the programs. The government should cut spending wherever it can, not just in the social programs but in government spending generally. Some discussants were adamant that social and employee programs go hand-in-hand with a well-qualified workforce. As one respondent put it: "We are ready to work harder, but not ready for cuts to the programs we worked so hard for". In this regard, they would not like to see cuts to the unemployment insurance program or to the minimum wage.
- o On the subject of medicare, respondents were overwhelmingly in support of keeping universality of medicare. Some pointed to the absence of medicare in the United States and felt that in the long run it would cost more if the program were cut.
- o There was not a great sense that extensive social programs and international competitiveness are mutually exclusive. Discussants cited Europe as an example where many countries have both good social programs and strong international competitiveness.

3.0 GROUP DISCUSSION ON RADIO COMMERCIALS

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

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

3.1 Observations from the Toronto Focus Groups

Overall the ads brought fairly positive reactions from the Toronto groups. The discussants were receptive to the sense of national pride communicated in the ads. The ads made them feel that it is possible for Canada to achieve greater international competitiveness, with individuals developing new and innovative products and international trade opportunities. The ads gave discussants greater confidence that the government can help and will continue to help develop trade opportunities. The ads made respondents feel proud to be Canadian and gave them greater confidence that individual Canadians and small businesses can compete in world markets.

- o Some discussants, commented positively on the diversity of products portrayed in the commercial. This gave them a general sense that Canadians are successful and the discussants were happy to hear that. In this way, most respondents liked the ads as a set although they may have had problems with one or another ad individually. In the focus group with women one discussant felt that women in general would like the jewellery ad and that the ads would appeal to women in general because a large proportion of successful small businesses are run by women.
- o The point was made that the ads "don't tell you what government does." Listeners would like to have more facts or specifics. For example, that Canadians need marketing overseas and Canadians need advice on what's available in terms of business opportunities and the costs involved.

- o The ads relate to Canadians as individuals and show them that it is possible to accomplish something. The discussants liked this.

- o Some respondents felt that the music could be better. They found the music and the introduction to be somewhat repetitive, although this may have been exacerbated by the repeated back-to-back playing of all the radio ads. Some respondents said that the music reminded them of "government" or the CBC News.

- o Discussants suggested that a toll-free telephone number be provided so that people could more easily contact International Trade Canada.

- o Some listeners felt the ads could be made more believable by using examples of high profile businesses such as Bata. However, everyone liked the testimonials and recognized that the messages were aimed at small business entrepreneurs. Participants favoured the use of a variety of businesses and examples, and did not feel that there was a need to have people they know for the ads to be believable.

- o Discussants had little difficulty in picking up the main communication theme in the radio ads. First, Canadians have many strengths (such as innovative products and ideas) and we can succeed. Second, the government is there to help individuals who want to expand into the international market. Third, there is a sense of national pride conveyed by these commercials. Fourth, the government is working to promote international competitiveness amongst Canadians. Fifth, if you are in small business, there are opportunities in the international markets that should be considered.

- o In terms of finding a better way to portray the benefits and opportunities of selling our goods and services internationally, some discussants wondered whether other

media might be employed such as television and the print media. Another discussant felt that the ads were a waste of money and that the government would do better to work directly with small business.

- o In terms of overall ratings and comparisons, the commercials enjoyed reasonable popularity in these focus groups and although certain discussants expressed preferences for one commercial or another, there were no real losers as each ad enjoyed a fair share of popularity.

3.2 Observations on Radio Commercials in Vancouver

As in Toronto, the commercials were relatively well received by participants in the Vancouver focus groups. Respondents were pleased with the sense of opportunity, uniqueness and initiative portrayed in the ads. The success stories made them proud to be Canadian, and they liked the use of a testimonial approach. Though some of the discussants were not impressed by the ads, there was little negativism expressed by either of the groups.

- o According to some discussants, the ads were telling you that if you have a product you should consider going international with it. Others remarked that the ads have a common theme and, although each one tells you something different, they all try to motivate you even if one of them might not have hit home to you. It was noted that the ads had political overtones, trying to "sell External Affairs".
- o Initial reactions to the ads were largely positive. Discussants said the ads made them feel proud to be Canadian, the ads were interesting, and the ads were trying to convey Canadian success stories. "These business people did something successful, and so could you". If I had an idea I could go to External Affairs for promotional help."
- o On the negative side, one discussant noted that hearing the ads too often makes one feel it's political. Another discussant noted that three of the ads were critical of Canada in his mind, since the entrepreneurs had to go elsewhere to sell their products.

- o Many of the discussants felt proud, excited and enthusiastic about the commercials, although some were irritated or resentful because of the perceptions of either an unnecessary cost of the commercials, or the political overtones communicated in the commercials.

- o Again, many discussants took exception to the music used in the commercials which they found grating, or monotonous.

- o Most discussants had little difficulty believing the testimonial stories told in the commercials and the message of the commercials; some discussants pointed out that this is just one dimension of our export trade.

- o Again, there was little difficulty identifying the messages of the commercials:
International Trade Canada can help you make the contacts you need, you should take advantage of what the government can offer, international trade is a good thing and there is a potential for it, you don't have to be afraid of taking a chance, and we are Canadian business and are proud of it.

- o There was some confusion created by the use of numbers and percents in the Mr. Jak's ad.

- o In terms of how well the ads portrayed the opportunities and benefits of selling our goods and services internationally, the discussants were generally favourably impressed with the testimonial message. The ads were easily understood and it was

encouraging to hear these people and their ideas. Perhaps the music could be a little more upbeat.

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

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

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

- o Discussants had several suggestions for better ways to promote international trade and competitiveness. They suggested the use of print ads such as might appear in newspapers, and a pamphlet from the government. Some suggested that the text of the ads should be shorter and should focus more on the benefits of free trade and how it will benefit Canada and individual Canadians. Some discussants felt that women should be portrayed in the ads. Some found the music boring and felt it could be improved upon. Some would liked to have heard about success stories of bigger, well-known companies. The ads should promote excellence, and not only among small business. The message should be clear and precise with the name and telephone number of the sponsoring government department, according to other discussants.

- o In the case of the focus group with men, the discussants were given an opportunity to compare the two sets of ads that they heard. The second set, however, did not relate as well to discussants as the first set. One respondent said that comparing two separate ads was like comparing Vancouver and Montreal -- there was a different mentality and motivation conveyed by the two sets of ads. The group found that the second set of commercials portrayed a more aggressive attitude which they found somewhat pretentious. The second set sounded as if we are world leaders in whatever we are doing.

3.4 Observations on the Commercials by Montreal French-Speaking Groups

Compared to the English-speaking groups in Montreal, the French-speaking groups were more positive about the ads. Generally, the discussants did not find this subject to be very interesting, and so displayed a lack of enthusiasm for the ads. Women were perhaps even less interested than men, with some saying that after hearing the ads once, they would probably just tune them out thereafter. Many discussants could not see the purpose of the ads. Many discussants felt that these ads were not directed at members of the general public such as themselves. Others, however, felt that the messages were aimed at the general public.

A major difference between the French ads and the English ads in Montreal was that the French ads made use of better-known and larger businesses than did the English ads. This factor may have contributed somewhat to the greater success of the French ads. One of the French focus group discussants suggested that a small business should also figure in one of the French ads, so that the whole spectrum from small to large businesses would be represented.

- o Some discussants complained that the ads were dull, or that they contained too much material, while others felt that while the ads perhaps were well done they had little relevance to them personally. "What use are these commercials to me?", queried one listener. "If I don't have a business, what do I do with it? It's addressed more to businesses than to the general population, they don't explain to me how to do my part."

- o It was pointed out that the style of these ads was as a public announcement, and it was reminiscent of an election ad. One respondent said that it must be a political message for the Conservative party or some kind of government propaganda. "It's addressed to the general public but if they really wanted to talk to businesses, they could have found another way to do so."
- o While participants said they found the announcements informative, some complained that there was too much material in the announcements to be understood properly.
- o Other complaints included that the ads were monotone, that they used an annoying Quebecois accent that was too exaggerated, and that it would have been nice to have interviewed some women for these ads as well.
- o On a scale of 1 to 10, the participants rated the groups about a 5 on average. Some listeners took a sense of pride from the ads. Some said it sounded like something they had heard before or perhaps seen already on television, so this was old news to them.
- o In terms of believability, the commercials were generally found to be believable because these were well-known companies such as Lavelin. The spokespeople are well-known, even their voices are familiar. Everybody agreed that the commercials portrayed international trade in a manner which was consistent with their impressions. They also felt that the use of three different examples was a good idea and that the stories were pertinent.

- o The main message of the ads was summarized by respondents as follows: Firstly, we are capable. Secondly, if you need some help, International Trade Canada can provide you with some assistance. Thirdly, businesses are expanding their horizons. Fourthly, this is a message to businesses to tell them that others have succeeded in international markets and they can too.

- o Most participants felt that the ads were aimed at businesses, some felt that they were aimed at reassuring people generally, some felt they were aimed at improving our national pride, and, as mentioned earlier, one felt that the message was political propaganda.

- o Discussants had some suggestions for ways of improving the communication of this message. Some suggested the use of other media such as television. Others felt that in using small producers and manufacturers care must be taken to explain to the public who these companies are. Some discussants, feeling that the main purpose of the ad was to stimulate business people to come forward, suggested that the ads should more clearly say that this is the case and that the International Trade Canada is inviting them to come for help. Others felt that the ads should be more direct and speak to people in a more aggressive style telling them about the benefits for them and how they can do their part. Some felt that the message should be simplified, minimizing the music and sticking to one conclusion at the end of the story, while others felt that even more information should be offered such as what percentage of sales are generated by these companies internationally versus nationally.

4.0 SUMMARY OF QUESTIONNAIRE RESULTS

The qualitative findings of this research were supplemented by a quantitative questionnaire used to assess respondents' reactions to the ads. As noted in the introduction to this report, these findings are to be considered directional rather than conclusive, due to the relatively small sample size and potential self-selection bias of focus groups. A copy of the questionnaire employed in this research is appended to this report.

4.1 Initial Reaction to the Ads

Respondents' initial reactions to the ads were relatively positive. Their responses are presented on Table 1. (Please note, the percentages recorded in Table 1 reflect the total number of mentions for the question and therefore the column percentages exceed 100 percent when summed.)

The first thoughts recorded by a plurality of respondents were classified as "positive" (38%). This included comments such as "interesting ad", "good stories", "upbeat, catchy". The greatest proportion of participants retaining a positive image or reaction were observed in the French focus groups in Montreal.

Twenty-four percent of respondents reacted first to the message of the ad, while 21 percent were immediately struck that it was a federal government ad. Eighteen percent of respondents first noticed "people telling success stories". The greatest sense that the ad was a federal government or political ad was expressed by the group participants in Vancouver

and Toronto. Vancouver participants were also distinguished by their somewhat higher degree of association of the ads with Free Trade.

A negative image or reaction was recorded by a mere 14 percent of participants and 13 percent focused on the music used in the ads. A good many of the comments about the music used in the ads were that the music could be improved upon.

It is interesting to note that the proportion of women who retained a positive image from the advertisements was nearly double the percentage of men who retained a positive image. On the other hand, over four times as many women as men had a negative reaction to the ads.

4.2 Message Recall

Four main messages are being communicated by this ad. The strongest of these is that "Canadians can be successful in international markets" (46%). This was followed by the message that "Canadians can get help from International Trade Canada" (31%). A similar proportion of respondents stated that the ads were trying to encourage international trade (31%), and slightly fewer believed that the advertisements were trying to promote the advantages of Free Trade (23%). These results are presented on Table 2.

In the Montreal English focus groups, the findings differed somewhat from the overall results in that a far smaller proportion of discussants saw the ad as testifying to Canadians' ability to be successful, and comparatively more saw the message as being directed at telling Canadian businesses that they can get help from International Trade Canada or that the ads were promoting the Free Trade Agreement.

4.3 Rating the Message of the Ads

Discussants were asked to rate the advertisements and the messages contained therein on a variety of dimensions - a five point scale was used. These results are presented on Table 3.

Overall, the mean scores are quite acceptable. Respondents rated the companies' success stories as fairly believable giving them a mean score of 4.1 out of 5 where 5 means believable and 1 means unbelievable. The ads were considered to be fairly relevant to "Canadians like themselves" (3.5), as fairly successful in "telling them that trade is important" (3.5), and as reasonably realistic (3.4).

Opinion was more tempered when respondents were asked to consider if the campaign was "worth the money" spent to advertise to tell Canadians about International Trade. The mean rating on this item was 3.3 out of five, where five means the campaign was worth the money and 1 means it was not worth the money. Opinion was split (3.0) over whether or not the ads oversold the benefits of trade to companies.

Respondents believed that the technique of using a small firm's success story as opposed to a large firm to indicate the benefits of trade worked to make the ads more personally relevant. This item received a mean rating of 2.7 where 1 represents "more relevant" and 5, "less relevant".

Respondents in the English focus groups in Montreal tended to rate the ads more harshly than did the rest of the focus group respondents. They rated the ads as less successful

(mean score of 3.0), as less relevant (3.0), as less worthy of the money to advertise to tell Canadians (2.9).

In terms of telling people that trade is important, the ads were most successful with Toronto focus group participants (3.9). The company success stories, on the other hand, were found to be most believable to the French-speaking focus groups in Montreal, and this group was also least likely to report that the ad oversell the idea of the benefits trade will give to companies. Respondents in Toronto scored the ads the highest on the dimension of realism (3.8).

4.4 Likes and Dislikes

Respondents were asked to state what they liked best and least about the ads. These results are presented on Tables 4 and 5. A majority of respondents (52%) liked the fact that the ads were brief, concise, or contained interesting stories. Roughly 20 percent were pleased by the positive image of Canada portrayed in the ads. Eighteen percent found the ads pleasing, upbeat or humorous. Another 17 percent were pleased by the message and awareness promoted by the ads.

At the top of the list of dislikes for the ads was the music or the monotonous or loud style of the ads themselves (28%). Another 22 percent of respondents felt that the ads were fake, one-sided, or biased in the message that they were communicating. In addition, 12 percent of respondents were suspicious of the advertising because they considered it to be propaganda.

In the English focus groups in Montreal, where the ads enjoyed the lowest popularity, one-third of the discussants said they found the advertisements were fake, one-sided, or biased. Roughly one-quarter of the group participants felt that the message was either too long or not specific enough to convey the message.

It is interesting to note that men were twice as likely as women to feel that the ads were fake, one-sided, or biased (30% for men versus 14% for women). On the other hand, many more women than men felt that the ads were too long and monotonous.

2. What do you think was the main message of the ads?

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Candns Can Get Help/ Extrnl Affrs	30.5%	14.3%	44.4%	42.9%	22.7%	27.5%	33.3%
Encourage International Trade	30.5%	28.6%	33.3%	19.0%	40.9%	35.0%	26.2%
Can Be Succssful	46.3%	52.4%	66.7%	19.0%	50.0%	42.5%	50.0%
Promote Free Trade/ Advantages of	23.2%	23.8%	16.7%	47.6%	4.5%	20.0%	26.2%
(DK/NS)	1.2%			4.8%			2.4%

4.5 Production Quality of the Commercials

Participants were asked to rate the quality of the commercials on a 5 point scale with respect to several factors related to production quality. The results of these ratings are displayed in Table 6.

The ad scored well on the following areas:

- Easy to follow (mean score 3.9)
- High quality (3.6)
- Voice quality (3.6)
- Clarity of message (3.6)

The ad received fair ratings with regards to:

- Encouraging (3.5)
- Timely (3.4)
- Respectful of the viewers' intelligence (3.4).
- Convincing (3.2)

The poorest ratings for the advertisements were for:

- Inspiring (2.9)
- Memorable (2.9)

APPENDIX ONE
DETAILED TABLES

1. Please describe your first thoughts that came to mind when you heard the ads?

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Federal government/ political ad	20.7%	38.1%	33.3%	9.5%	4.5%	20.0%	21.4%
Negative image or reaction	14.6%		16.7%	28.6%	13.6%	5.0%	23.8%
Positive image or reaction	37.8%	23.8%	33.3%	33.3%	59.1%	27.5%	47.6%
People with success stories	18.3%	9.5%	33.3%		31.8%	20.0%	16.7%
Free Trade	9.8%	23.8%		9.5%	4.5%	10.0%	9.5%
Message of ad/ Purpose	24.4%	28.6%	16.7%	28.6%	22.7%	22.5%	26.2%
Music	13.4%	9.5%	22.2%	19.0%	4.5%	17.5%	9.5%
None	1.2%				4.5%		2.4%
Other	3.7%		11.1%	4.8%		5.0%	2.4%
(DK/NS)	1.2%	4.8%				2.5%	

Source: Angus Reid Group

3. Following are several pairs of words. Each pair consists of two opposite or dissimilar words or phrases which could be used to describe the messages of the ads or things they want you to remember. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
RELEVANCE TO CANADIANS LIKE MYSELF							
Irrelevant	9.8%	4.8%	16.7%	19.0%		7.5%	11.9%
2	13.4%		16.7%	28.6%	9.1%	12.5%	14.3%
3	24.4%	33.3%		9.5%	50.0%	27.5%	21.4%
4	25.6%	38.1%	38.9%	19.0%	9.1%	12.5%	38.1%
Relevant	26.8%	23.8%	27.8%	23.8%	31.8%	40.0%	14.3%
Mean	3.5	3.8	3.4	3.0	3.6	3.7	3.3
SUCCESS IN TELLING ME THAT TRADE IS IMPORTANT							
Not successful	3.7%	4.8%		9.5%		5.0%	2.4%
2	22.0%	19.0%	16.7%	33.3%	18.2%	22.5%	21.4%
3	17.1%	9.5%	11.1%	19.0%	27.3%	10.0%	23.8%
4	35.4%	42.9%	33.3%	28.6%	36.4%	45.0%	26.2%
Successful	22.0%	23.8%	38.9%	9.5%	18.2%	17.5%	26.2%
Mean	3.5	3.6	3.9	3.0	3.5	3.5	3.5
THE COMPANY SUCCESS STORIES							
2	7.3%	4.8%	5.6%	14.3%	4.5%	5.0%	9.5%
3	19.5%	23.8%	27.8%	19.0%	9.1%	27.5%	11.9%
4	30.5%	42.9%	22.2%	28.6%	27.3%	22.5%	38.1%
Believable	42.7%	28.6%	44.4%	38.1%	59.1%	45.0%	40.5%
Mean	4.1	4.0	4.1	3.9	4.4	4.1	4.1

. Following are several pairs of words. Each pair consists of two opposite or dissimilar words or phrases which could be used to describe the messages of the ads or things they want you to remember. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
USING A SMALL FIRM'S SUCCESS STORY							
More relevant	25.6%	14.3%	22.2%	33.3%	31.8%	25.0%	26.2%
2	22.0%	38.1%	22.2%	19.0%	9.1%	25.0%	19.0%
3	22.0%	28.6%	11.1%	28.6%	18.2%	32.5%	11.9%
4	12.2%		16.7%	14.3%	18.2%	5.0%	19.0%
Less relevant	17.1%	19.0%	27.8%	4.8%	18.2%	10.0%	23.8%
DK/NS	1.2%				4.5%	2.5%	
Mean	2.7	2.7	3.1	2.4	2.8	2.5	3.0
THE BENIFITS TRADE WILL GIVE COMPANIES							
Does not oversell	8.5%	9.5%	16.7%		9.1%	7.5%	9.5%
2	22.0%	23.8%	11.1%	19.0%	31.8%	32.5%	11.9%
3	37.8%	23.8%	38.9%	42.9%	45.5%	37.5%	38.1%
4	23.2%	33.3%	22.2%	23.8%	13.6%	15.0%	31.0%
Oversells	7.3%	9.5%	5.6%	14.3%		7.5%	7.1%
DK/NS	1.2%		5.6%				2.4%
Mean	3.0	3.1	2.9	3.3	2.6	2.8	3.1
ADVERTISE TO TELL CANADIANS							
Not worth the money	15.9%	14.3%	5.6%	23.8%	18.2%	15.0%	16.7%
2	12.2%		11.1%	28.6%	9.1%	7.5%	16.7%
3	17.1%	23.8%	11.1%	4.8%	27.3%	17.5%	16.7%
4	35.4%	42.9%	44.4%	23.8%	31.8%	40.0%	31.0%
Worth the money	18.3%	19.0%	27.8%	19.0%	9.1%	17.5%	19.0%
DK/NS	1.2%				4.5%	2.5%	
Mean	3.3	3.5	3.8	2.9	3.0	3.4	3.2

3. Following are several pairs of words. Each pair consists of two opposite or dissimilar words or phrases which could be used to describe the messages of the ads or things they want you to remember. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP			GENDER		
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
REALISTIC/ UNREALISTIC							
Unrealistic	9.8%		5.6%	9.5%	22.7%	15.0%	4.8%
2	12.2%	4.8%	5.6%	23.8%	13.6%	5.0%	19.0%
3	26.8%	42.9%	22.2%	19.0%	22.7%	30.0%	23.8%
4	30.5%	33.3%	33.3%	33.3%	22.7%	37.5%	23.8%
Realistic	18.3%	14.3%	33.3%	9.5%	18.2%	12.5%	23.8%
DK/NS	2.4%	4.8%		4.8%			4.8%
Mean	3.4	3.6	3.8	3.1	3.0	3.3	3.5

4. What do you like about these ads?

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Brief/ Concise/ Interesting stories	52.4%	52.4%	61.1%	47.6%	50.0%	52.5%	52.4%
Positive Image Of Canada	19.5%	23.8%	22.2%	4.8%	27.3%	20.0%	19.0%
Pleasant/ Upbeat/ Humorous ads	18.3%	19.0%	22.2%	19.0%	13.6%	20.0%	16.7%
Music	8.5%	4.8%	5.6%	9.5%	13.6%	5.0%	11.9%
Small Businesses As Examples	7.3%	4.8%	11.1%	9.5%	4.5%	7.5%	7.1%
Message/ Makes Can Aware	17.1%	28.6%	11.1%	19.0%	9.1%	20.0%	14.3%
Fed Gov't Promoting/ Small Busns	8.5%	4.8%	16.7%	9.5%	4.5%	7.5%	9.5%
None	3.7%		5.6%	9.5%		7.5%	
(DK/NS)	3.7%	4.8%			9.1%		7.1%

5. What do you dislike about this ad?

	TOTAL	GROUP			GENDER		
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Monotonous/ Music/ Loud	28.0%	42.9%	55.6%	4.8%	13.6%	25.0%	31.0%
Message/ Ideology	12.2%	28.6%	5.6%	14.3%		12.5%	11.9%
Confusing/ Boring	9.8%	14.3%	11.1%	4.8%	9.1%	12.5%	7.1%
Suspicious/ Propaganda	12.2%	14.3%	16.7%	14.3%	4.5%	15.0%	9.5%
Fake/ One Sided/ Biased	22.0%	19.0%	22.2%	33.3%	13.6%	30.0%	14.3%
Should Have Included large Companies	1.2%	4.8%				2.5%	
Should Be Mentioned up Front	1.2%		5.6%				2.4%
Too Long/ Not Specific Enough	15.9%		11.1%	23.8%	27.3%	5.0%	26.2%
No Telephone # to phone	1.2%				4.5%	2.5%	
None	12.2%	14.3%	5.6%	14.3%	13.6%	17.5%	7.1%
(DK/NS)	6.1%	4.8%			18.2%	2.5%	9.5%

6. Following are several pairs of words which could be used to describe the production quality of the commercials. Each pair consists of two opposite or dissimilar words or phrases. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Forgettable	12.2%	14.3%	11.1%	19.0%	4.5%	10.0%	14.3%
2	23.2%	19.0%	16.7%	33.3%	22.7%	20.0%	26.2%
3	24.4%	28.6%	16.7%	14.3%	36.4%	32.5%	16.7%
4	25.6%	33.3%	38.9%	23.8%	9.1%	30.0%	21.4%
Memorable	8.5%	4.8%	5.6%	9.5%	13.6%	7.5%	9.5%
DK/NS	6.1%		11.1%		13.6%		11.9%
Mean	2.9	3.0	3.1	2.7	3.1	3.1	2.8
Uninspiring	11.0%	9.5%	11.1%	23.8%		12.5%	9.5%
2	26.8%	33.3%	11.1%	33.3%	27.3%	22.5%	31.0%
3	30.5%	28.6%	38.9%	23.8%	31.8%	30.0%	31.0%
4	24.4%	19.0%	38.9%	14.3%	27.3%	22.5%	26.2%
Inspiring	7.3%	9.5%		4.8%	13.6%	12.5%	2.4%
Mean	2.9	2.9	3.1	2.4	3.3	3.0	2.8
Talks down to me	3.7%			14.3%		5.0%	2.4%
2	14.6%	19.0%	5.6%	23.8%	9.1%	17.5%	11.9%
3	29.3%	38.1%	22.2%	28.6%	27.3%	25.0%	33.3%
4	36.6%	38.1%	44.4%	23.8%	40.9%	37.5%	35.7%
Respects my intelligence	14.6%	4.8%	22.2%	9.5%	22.7%	15.0%	14.3%
DK/NS	1.2%		5.6%				2.4%
Mean	3.4	3.3	3.9	2.9	3.8	3.4	3.5

6. Following are several pairs of words which could be used to describe the production quality of the commercials. Each pair consists of two opposite or dissimilar words or phrases. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Commercial too slow	6.1%	4.8%	5.6%	9.5%	4.5%	7.5%	4.8%
2	18.3%	14.3%	16.7%	23.8%	18.2%	12.5%	23.8%
3	56.1%	71.4%	50.0%	57.1%	45.5%	60.0%	52.4%
4	13.4%	9.5%	16.7%	4.8%	22.7%	15.0%	11.9%
Commercial too fast	4.9%		5.6%	4.8%	9.1%	5.0%	4.8%
DK/NS	1.2%		5.6%				2.4%
Mean	2.9	2.9	3.0	2.7	3.1	3.0	2.9
Poor voice quality	6.1%	9.5%	5.6%	9.5%		5.0%	7.1%
2	18.3%	14.3%	5.6%	19.0%	31.8%	20.0%	16.7%
3	12.2%	14.3%	22.2%		13.6%	17.5%	7.1%
4	32.9%	28.6%	33.3%	42.9%	27.3%	30.0%	35.7%
Good voice quality	29.3%	33.3%	27.8%	28.6%	27.3%	27.5%	31.0%
DK/NS	1.2%		5.6%				2.4%
Mean	3.6	3.6	3.8	3.6	3.5	3.6	3.7
Unclear message	2.4%	4.8%		4.8%		2.5%	2.4%
2	17.1%	19.0%	5.6%	23.8%	18.2%	7.5%	26.2%
3	22.0%	28.6%	27.8%	14.3%	18.2%	30.0%	14.3%
4	37.8%	28.6%	38.9%	28.6%	54.5%	40.0%	35.7%
Clear message	20.7%	19.0%	27.8%	28.6%	9.1%	20.0%	21.4%
Mean	3.6	3.4	3.9	3.5	3.5	3.7	3.5

5. Following are several pairs of words which could be used to describe the production quality of the commercials. Each pair consists of two opposite or dissimilar words or phrases. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Not timely	4.9%	4.8%		4.8%	9.1%	5.0%	4.8%
2	14.6%	23.8%	5.6%	14.3%	13.6%	5.0%	23.8%
3	26.8%	23.8%	5.6%	47.6%	27.3%	40.0%	14.3%
4	29.3%	38.1%	44.4%	14.3%	22.7%	35.0%	23.8%
Timely	17.1%	9.5%	38.9%	19.0%	4.5%	12.5%	21.4%
DK/NS	7.3%		5.6%		22.7%	2.5%	11.9%
Mean	3.4	3.2	4.2	3.3	3.0	3.5	3.4
Confusing to follow	3.7%	4.8%	5.6%	4.8%		2.5%	4.8%
2	6.1%		5.6%	4.8%	13.6%	2.5%	9.5%
3	22.0%	33.3%	5.6%	23.8%	22.7%	32.5%	11.9%
4	35.4%	28.6%	44.4%	38.1%	31.8%	35.0%	35.7%
Easy to follow	32.9%	33.3%	38.9%	28.6%	31.8%	27.5%	38.1%
Mean	3.9	3.9	4.1	3.8	3.8	3.8	3.9
Poor quality	3.7%	4.8%		9.5%		2.5%	4.8%
2	8.5%		5.6%	9.5%	18.2%	5.0%	11.9%
3	30.5%	33.3%	27.8%	33.3%	27.3%	35.0%	26.2%
4	32.9%	38.1%	38.9%	28.6%	27.3%	32.5%	33.3%
Good quality	22.0%	23.8%	22.2%	19.0%	22.7%	22.5%	21.4%
DK/NS	2.4%		5.6%		4.5%	2.5%	2.4%
Mean	3.6	3.8	3.8	3.4	3.6	3.7	3.6

5. Following are several pairs of words which could be used to describe the production quality of the commercials. Each pair consists of two opposite or dissimilar words or phrases. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Not convincing	13.4%	9.5%	11.1%	23.8%	9.1%	15.0%	11.9%
2	13.4%	9.5%	11.1%	14.3%	18.2%	10.0%	16.7%
3	25.6%	23.8%	22.2%	23.8%	31.8%	27.5%	23.8%
4	31.7%	38.1%	33.3%	28.6%	27.3%	30.0%	33.3%
Convincing	15.9%	19.0%	22.2%	9.5%	13.6%	17.5%	14.3%
Mean	3.2	3.5	3.4	2.9	3.2	3.3	3.2
Discouraging	4.9%	9.5%	5.6%		4.5%	7.5%	2.4%
2	8.5%		5.6%	23.8%	4.5%	5.0%	11.9%
3	36.6%	38.1%	33.3%	42.9%	31.8%	32.5%	40.5%
4	29.3%	23.8%	22.2%	23.8%	45.5%	35.0%	23.8%
Encouraging	20.7%	28.6%	33.3%	9.5%	13.6%	20.0%	21.4%
Mean	3.5	3.6	3.7	3.2	3.6	3.6	3.5

APPENDIX TWO
MODERATOR'S GUIDE

FOCUS GROUP OUTLINE

TRADE COMPETITIVENESS - AD TESTING

(Registration Number DEA/TNO-002-03562)

1. INTRODUCTION (approx. 5 minutes)

- . explanation of focus group techniques
- . individual opinions are important
- . encouragement of all people to comment
- . confidentiality of information and respondents' identity
- . taping and observers
- . explanation of ad tapes and questionnaire to be followed by group discussion
- . introduction of moderator and participants

2. ATTITUDINAL AND EXECUTIONAL TESTING OF ADS (approx. 35 minutes)

- . Measure initial reaction, emotional response, message recall, believability, likes and dislikes: Play the ads and administer a questionnaire following their presentation

3. GROUP DISCUSSION

A. International Trade (approx. 15 minutes)

- . Aside from what you have just heard, have you thought/read/heard about international trade and competitiveness? (Discuss what and where)
- . Your impressions and sense of need for Canada to become more competitive internationally.
- . How does the impression/belief you have compare with the message in these commercials?
- . What are Canada's strengths in selling our goods to other countries and do these commercials exemplify these strengths?
- . Relevance of the testimonials - is this how Canada is going to become more successful in selling our goods to other countries?
- . In order to remain internationally competitive and to prepare for the future, what should be the role of:
 - government?
 - business?
 - individual Canadians?

B. Discussion of Commercials (approx. 60 minutes)

play the five commercials again and commence discussion(explain that these ads will likely be aired on radio in the near future)

What did you think as a whole these ads were doing for you (ie. how the ads worked together overall?)

- ask for initial reaction to the ads (positive or negative?)
- how does the ad make respondents feel?
- believability of commercials
- message identification: What does the ad say; what is its main message?
- zero in on details: do respondents understand what is being said?
- is there a better way to portray the opportunities and benefits of selling our goods and services internationally?
- obtain overall ratings and comparisons

4. **CONCLUSION AND WRAP UP** (approx. 5 minutes)

Recently we found from research (telephone survey of Canadians) that 71% of Canadians said that for Canada to remain internationally competitive, it would be necessary to change government social programs (46.5% somewhat; 24.4% completely). Only 23.8% said it would not be necessary.

- explore which programs they want/don't want cut; why/why not
- what about other changes such as reduction in employee benefits (paid leave, pensions (58% said not necessary and 39.9% said it would be necessary))
why/why not

final comments, questions
thank participants/remuneration

APPENDIX THREE
AD TESTING QUESTIONNAIRE

QUESTIONNAIRE

1. Please describe your first thoughts that came to mind when you heard the ads.

2. What do you think was the main message of the ads?

3. Following are several pairs of words. Each pair consists of two opposite or dissimilar words or phrases which could be used to describe the messages of the ads or things they want you to remember. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

For example:

If you thought the ad was very relevant, you would circle #5.

Irrelevant 1 2 3 4 5 Relevant

If you thought the ad was somewhat relevant, you would circle #4.

Irrelevant 1 2 3 4 5 Relevant

If you thought the ad was very irrelevant, you would circle #1.

Irrelevant 1 2 3 4 5 Relevant

If you thought the ad was somewhat irrelevant, you would circle #2.

Irrelevant 1 2 3 4 5 Relevant

If you thought the ad was neither relevant nor irrelevant, you would circle #3.

Irrelevant 1 2 3 4 5 Relevant

Is irrelevant to Canadians
like myself

1 2 3 4 5

Is relevant to
Canadians like myself

Not successful in telling
me that international
trade is important
to the Canadian economy

1 2 3 4 5

Is successful in telling
me that international
trade is important to
the Canadian economy

The company success
stories are
not believable

1 2 3 4 5

The company success
stories are
believable

Using a small firm's
success story as
opposed to a large
firm to communicate
the benefits of trade
make the ads more
relevant to me

1 2 3 4 5

Using a small firm's
success story as
opposed to a large
firm to communicate
the benefits of trade
make the ads less
relevant to me

Does not oversell
the idea of the benefits
trade will give
companies

1 2 3 4 5

Oversells the
idea of the benefits
trade will give
companies

Not worth the money
to advertise to tell
Canadians about this

1 2 3 4 5

Worth the money
to advertise to tell
Canadians about this

Unrealistic

1 2 3 4 5

Realistic

4. What do you like about this ad? (PLEASE BE SPECIFIC)

5. What do you dislike about this ad? (PLEASE BE SPECIFIC)

6. Following are several pairs of words which could be used to describe the production quality of the commercials. Each pair consists of two opposite or dissimilar words or phrases. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard:

Forgettable	1	2	3	4	5	Memorable
Uninspiring	1	2	3	4	5	Inspiring
Talks down to me	1	2	3	4	5	Respects my intelligence
Commercial too slow	1	2	3	4	5	Commercial too fast
Poor voice quality	1	2	3	4	5	Good voice quality
Unclear message	1	2	3	4	5	Clear message
Not timely	1	2	3	4	5	Timely
Confusing to follow	1	2	3	4	5	Easy to follow
Poor quality	1	2	3	4	5	Good quality
Not convincing	1	2	3	4	5	Convincing
Discouraging	1	2	3	4	5	Encouraging

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Trade competitiveness ad testing
summary report : focus group

findings

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