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FINAL REPORT
Qualitative Research on NEXUS Advertising
and Promotional Products

Prepared for the Canada Border Services Agency

Ce rapport est également disponible en français.

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EXECUTIVE SUMMARY

The Canada Border Services Agency commissioned Phoenix SPI to conduct qualitative research to obtain feedback on potential NEXUS advertising concepts and new NEXUS promotional products. The target audience was frequent travellers aged 18 to 64 who travelled to the United States by air and highway at least eight times during the past year. Four focus groups were conducted on May 28-29, with two groups in each of Montreal (French) and Vancouver (English). One group in each city was conducted with people who travelled to the U.S. by highway, and the other with people who travelled by air. In Vancouver, the air travellers group included people who also travelled to the U.S. by water during the previous two years.

This research was qualitative in nature, not quantitative. As such, the results provide an indication of participants' views about the issues explored, but cannot be generalized to the full population of adult Canadians who are frequent cross-border travellers.

Reaction to Print Ad Concepts

Three advertising concepts were shown to participants (order rotated across the groups). The *Tri-modal photos* concept emerged as the clear, albeit not unanimous favourite among the three print ad concepts presented to participants. It was chosen by a majority of participants (though not a majority in each group) and more than twice as often as the runner-up (*Tortoise and Hare*). Moreover, this concept was the only one preferred by members of both audiences (i.e. air and land travellers). The *Tortoise and Hare* concept was a distant second in terms of overall preference and was preferred almost exclusively by air travellers in Montreal. The *Tri-modal silhouettes* concept was a close third and was preferred exclusively by air travellers in Vancouver. Taken together, preference for the Tri-modal concept in general (i.e. one or the other adaptation of this concept) outweighed support for the *Tortoise and Hare* concept by a considerable margin.

The *Tri-modal photos* concept was also the concept that a majority of participants said would be most effective in terms of raising awareness among Canadian travellers of the NEXUS program, and motivating them to visit the website or phone the toll-free number to learn more about NEXUS or apply for the program.

Asked why they preferred the *Tri-modal photos* concept, participants who favoured it tended to compare it to the *Tortoise and Hare* concept. They focused on the link between the pictures and the text, as well as the text in the body of the ad. While the pictures were not as attention-grabbing or captivating as the one in the *Tortoise and Hare* concept, they were described as working well with the text and complementing it better than was the case for the *Tortoise and Hare* concept. In addition, the text in the body of the ad was widely regarded to be superior to the text in the *Tortoise and Hare* concepts.

Certain strengths identified by participants were common to all three concepts reviewed. For example, nearly all participants liked both headlines and taglines, and relatively few expressed a clear preference for one version over the other. Other perceived common strengths identified by participants included the bolding of the toll-free number and

NEXUS website address, the NEXUS logo, and the tagline below the NEXUS logo (i.e. 'Save time at the border'). While not identified specifically as strengths, all the ads tended to be viewed as clear and easy to understand, as well as appropriate in tone.

Two perceived weaknesses were routinely identified by participants with respect to each of the concepts: the perceived lack of emphasis on the joint nature of NEXUS (at least a few participants in every group said that the ads do not make it sufficiently clear that NEXUS is a joint Canada/U.S. program), and the lack of reference in the text to fact that NEXUS applies in both directions. While more a criticism of NEXUS itself than of the ads per se, a number of participants did not like the fact that on-line inscriptions are payable in U.S. dollars only (this undermined the joint nature of the program and it made it seem like NEXUS is led by the U.S.).

Reaction to Promotional Materials

Overall reaction to the information brochure and the flyer was positive, while reaction to the business card was mixed. The flyer received the most uniformly-positive reception and was seen to include the type of information such a document should contain. It was viewed as more motivational than the brochure, though the latter tended to be seen as more informational than motivational in purpose. While the information brochure was more likely to be criticized than the flyer, criticism focused on information seen to be missing (i.e. additional information participants wanted) not on lack of clarity in terms of the current content. The brochure also raised some concerns or apprehensions among participants. Reaction to the business card was mixed, but primarily because it was not seen as a stand-alone promotional item. Participants viewed it more favourably in conjunction with (or even as part of) the other two documents.

Conclusions and Implications

The research findings provide the Canada Border Services Agency with clear direction regarding the most effective advertising concept (and how it could be improved), as well as how to improve current promotional items in order to better serve the public. While preference for the *Tri-modal photos* concept was not unanimous, it was relatively widespread. Moreover, it was the only concept preferred by members of both audiences and the only one that tested well across a range of areas (e.g. content, format, link between text and graphics). As well, suggestions for improving this concept involved relatively small content and format changes (e.g. changing the pictures, increasing font size, centering the NEXUS logo), as opposed to revisions to the creative concept itself. By comparison, the changes required to improve the *Tortoise and Hare* concept would involve revisiting the basic concept, which clearly did not resonate with many participants.

Overall preference for the *Tri-modal* concept in general suggests that CBSA could also use the *Tri-modal silhouettes* concept to advertise the NEXUS program. While there was a broader preference for the *photos* version, the main reasons for this preference had to do with the use of real pictures and the size of the top banner and headline, both features that can be easily changed. In short, CBSA has a certain amount of leeway in terms of which concept it can use to advertise the NEXUS program. However, should CBSA proceed with the *photos* version for the NEXUS ads, it should seriously consider placing the NEXUS logo in the middle of the page (as is the case in the *silhouettes* version). There was

widespread agreement that this is a better location for the logo. Moreover, in the absence of text clearly identifying NEXUS as a joint program, this is the only element that suggests that this is the case. Consideration should also be given to replacing some or all of the photos in the *Tri-modal photos* concept.

When it comes to the promotional material, the main issue for participants is access to more information about the program. There were numerous, very specific requests for information that participants felt could or should be added to the information brochure. In addition, CBSA might consider combining the flyer and information brochure into one document, or at least adding some motivational/marketing language to the information brochure, including on its cover, to increase the degree to which it motivates people to consider the program (as opposed to simply informing them about the program).

More Information:

Supplier Name: Phoenix Strategic Perspectives Inc.

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To obtain more information on this study, please email POR-ROP@cbsa-asfc.gc.ca.

INTRODUCTION

The Canada Border Services Agency (CBSA) commissioned Phoenix Strategic Perspectives Inc. to conduct qualitative research related to advertising and promotional products in support of the NEXUS program.

Background

NEXUS is a joint Canada-United States (U.S.) program to facilitate border crossing for low-risk, pre-approved travellers. It was implemented by U.S. Customs and Border Protection and the Canada Border Services Agency. Recently, NEXUS harmonized its three programs (Air, Highway and Marine) into one, and is expanding the marine mode to over 450 existing designated reporting sites, and the air mode across Canada (Toronto, Montreal, Ottawa, Edmonton, Calgary, Winnipeg, Halifax airports). Previously, the air mode was only available in Vancouver and the marine mode in Southern Ontario.

In the fall of 2005, the CBSA commissioned Phoenix to conduct a series of focus groups to explore perceptions of the NEXUS Highway and NEXUS Air programs among Canadian residents who travel frequently to the United States. Focus groups were held in five locations with two groups in each of Montreal (French), Toronto, Windsor, and Niagara Falls, and four groups in Vancouver.

The CBSA wanted to follow this up with qualitative research to obtain travellers' views and feedback on three potential NEXUS advertising concepts and new NEXUS promotional products (i.e. brochure, information guide, and business card). The target audience for this research was frequent travellers who travel to the United States by air, highway or marine for personal or business purposes.

Feedback sought in relation to the advertising concepts focused on both content and format/layout, and included the following:

- Perceptions of the concepts and linkages to NEXUS key messages.
- Clarity and understanding of the advertisements.
- Language/tone of the advertisements and tag lines.
- Overall look and design.

Feedback sought in relation to the NEXUS promotional products focused on content only; specifically, clarity and understanding, and language/tone of the materials.

The findings will enable the CBSA to choose the most effective advertising concept, as well as provide feedback on how to improve current promotional items in order to better serve the public.

Research Activities

To address the research objectives, a set of focus groups was conducted in Montreal and Vancouver. The following specifications applied to this study:

- In total, four focus groups were conducted, with two groups in each of Montreal (French) and Vancouver (English).
- The groups were conducted with the following audiences:
 - All participants were frequent cross-border travellers between the ages of 18 and 64 years.
 - Two groups (one in each city) were conducted with frequent travellers who travelled to the U.S. by highway eight or more times in the past 12 months.
 - Two groups (one in each city) were conducted with frequent travellers who travelled to the U.S. by air eight or more times in the past 12 months. In Vancouver, this group included air travellers who have also travelled to the U.S by water during the previous two years.
 - The groups included a mix of participants by age, gender, and income.
- A total of 11 participants were recruited for 7-9 to show per group for the sessions conducted with highway travellers. Ten participants were recruited for 6-8 to show per group for the sessions conducted with those who travelled to the U.S. by air or water. Turnout was excellent, with eight participants in three groups and nine in the other.
- Participants who travelled by highway were paid incentives of \$75 to participate, while air/marine travellers received \$150. The latter received a higher incentive due to the increased difficulty of the recruitment and because many of the participants will have travelled for business purposes (who require higher incentives for attendance at focus groups).
- The groups were conducted in regular focus group facilities and were two hours in length.

This research was qualitative in nature, not quantitative. As such, the results provide an indication of participants' views about the issues explored, but cannot be generalized to the full population of adult Canadians who are frequent cross-border travellers.

The principal investigators for this study were Stephen Kiar, who moderated the focus groups in Vancouver, and Philippe Azzie, who moderated the Montreal focus groups. Both contributed to the final report.

Appended to this report are the following:

- The recruitment screener
- The moderator's guide
- The mini-questionnaire participants completed during the session
- Copies of the advertising concepts that were reviewed.

BACKGROUND INFORMATION

This section presents participants' feedback on their travel habits and experience at the border when travelling between Canada and the United States. This includes awareness of the NEXUS program and, among those aware of the program, reasons for not having joined the program.

Land Travel to U.S. for Personal Reasons, Air Travel for Business, Marine for Both

During the previous 12 months, all participants had travelled frequently by car or air into the United States. Consistent with the recruitment specifications, everyone had travelled at least eight times to the United States by land or air in the last year. Among participants in Vancouver who travelled to the U.S. by air, four had also travelled to the U.S. by water during the previous two years (two in the past year and two in the previous year). Only one marine traveller did so frequently, crossing the border by water approximately 8-10 times in the past year (worked on a boat as a deck hand). The other three participants have each travelled to the U.S. twice by water.

All but one of the air travellers travelled to the U.S. mainly or exclusively for business purposes, while all land travellers did so mainly for personal reasons. Most of those who travelled to the U.S. by water also did so for personal reasons, but one did so for business. The most frequently-identified personal reason for travel into the U.S. was shopping. Other purposes of visits included visiting friends or family and leisure activities, such as attending sporting events or camping and vacations.

Most recreational trips were short in duration, with many people crossing the border for day, overnight, or weekend trips. This was particularly true of participants in Montreal, but not only. Business travellers tended to be away for longer periods of time, but still usually for no more than a few days at a time. Longer or more extended trips to the U.S. tended to be vacations with family or friends.

Mixed Experiences When Crossing into United States

Participants have had mixed experiences when crossing the border into the U.S., although travel by land and water seemed to be quicker on the whole than travel by air. While some participants travelling by land indicated that their experiences crossing into the U.S. varied (i.e. some crossings were quick and easy, others were not), most said they were able to cross the border into the United States relatively quickly and trouble-free most, if not all, of the time. Participants in Montreal routinely said that it takes them about 10-15 minutes, at most, to cross the border. The average time identified by participants in Vancouver was somewhat longer, but not by much (15-20 minutes). A long delay was identified as being between 40-60 minutes, although this was seen to be a relatively rare occurrence.

Factors that were seen to influence experiences at land borders (specifically, the amount of time it takes to cross the border) included the border crossing used (i.e. frequently used vs. infrequently used by motorists; many lanes/officers vs. few lanes/officers, etc.), the time of day one crosses the border (e.g. often fast early in the morning), the day of the week (e.g. avoid weekends), and the time of year (e.g. greater likelihood of encountering delays on

holidays and weekends). Many participants, especially in Montreal, said they have a routine when crossing the border by which they cross at points and times of day that tend to ensure quick passage across the border. Some people reported listening to the radio or checking the Internet for border-crossing traffic information before embarking on their trip.

Air travellers were much more likely to describe their experiences with customs and security when flying into the U.S. as mixed, and this tended to be attributed to the number of factors that can come into play when travelling by air. Marine travel was described as relatively problem-free, with delays at the border attributed mainly to bottlenecks caused by seasonal travel (i.e. boat travel increases in the summer).

Main Difficulties/Delays – Line Ups, Interrogations

Participants reported a number of difficulties or issues that they encounter when crossing the border into the U.S. However, air travellers were much more likely to identify more than one difficulty, while land travellers tended to emphasize one only. Topping the list of difficulties experienced was line-ups. Many people noted that they can face long lines and wait times to enter the U.S. While air travellers were most likely to identify this problem, it was also the main problem or difficulty identified by land travellers. Among the latter, some explained that there are often not enough booths open, with one booth available for up to three lanes of vehicles. A couple of participants in Vancouver who travel by land also said that pulling off to purchase products at the duty free shop at the border can cause delays because other motorists are reluctant to allow these people to pull back into the line leading to the customs booth. Circumstances were sometimes identified as responsible for long lines and wait times. These include long weekends and peak travel periods (e.g. March break, summer vacation).

All other difficulties were identified primarily or exclusively by air travellers. These included the following:

- *Interrogations and searches:* Participants said they often face detailed questioning when crossing into the United States. At land border crossings, this can involve customs agents coming out of their booths to visually inspect vehicles while interrogating passengers. As part of this interrogation, customs officials want specific addresses where people will be staying while in the U.S. In airports, this often includes removing belts and shoes, as well as examining all electronic equipment. Some travellers (primarily air, but also land travellers) said that delays are sometimes caused by travellers ahead of them being questioned or searched.
- *New restrictions on liquids:* Related to the latter, a number of air travellers specifically identified the new restrictions on liquids and gels as causing delays. It was noted that travellers are routinely asked about what liquids and gels they are carrying, asked to show them, and asked either to dispense with them or package them in specific ways (i.e. in a clear plastic bag). All of this can lead to slow-downs and delays.
- *Visible minorities/foreign nationals:* Some air travellers reported that people who are members of visible minorities or who hold foreign passports are often subjected to lengthier or more detailed questioning when crossing into the U.S. To a few, this was a source of frustration. While they sympathized with these people, they felt

that such people should be pulled out of the line and interrogated aside so as not to hold up the passage of other travellers. A few of the participants were members of visible minorities, so this would cause delays for them personally.

- *One-way ticket travellers:* A few air travellers said that a one-way ticket into the U.S. is a guaranteed delay at the border because customs officials will interrogate them to know why they do not have a return ticket.
- *Secondary screening mark on boarding pass:* It was also noted that a secondary screening mark on one's boarding pass (i.e. SSSS) is a guaranteed delay because it means that you will be taken aside and interrogated and searched more thoroughly. One participant said that he once missed a flight because of the delay caused by this mark on his boarding pass. Another mentioned that he almost always has that mark on his boarding pass.

People who travel by water did not identify any major difficulties when crossing the border. The only difficulties identified were delays related to things like bringing in fruits and vegetables. In general, entering the U.S. by boat was seen to be essentially trouble-free.

Returning to Canada Generally Seen to be Easier, Except for Tax/Duties Issue

Most participants reported that returning to Canada from the U.S. was an easier experience, with the exception of the tax/duties issue (see below), and many felt that they had less of a sense of being interrogated upon their return. Conversely, some participants, especially air travellers, felt instead that crossing back into Canada was more difficult or at least more time consuming. It was felt that this was especially the case if one's flight originated from a point outside the United States (e.g. travel/flight started in Asia). In such cases, air travellers said that line-ups were long when crossing the border and that Canadian border officials could be quite pointed in their questions.

The main issue participants identified, even those who thought that returning was generally easier, related to bringing purchased goods back into Canada. Most participants felt that this can, and usually does, slow down re-entry into Canada. Some land travellers said that their longest delays have been when crossing back into Canada because either they or someone ahead of them is being interrogated and searched upon their return. In this vein, it was suggested that being behind a motor home at the border when returning to Canada can be an ordeal if a search of such a vehicle is being conducted without the customs official having pulled the vehicle aside.

Uneven Awareness of NEXUS – Low in Montreal, High in Vancouver

Awareness of the NEXUS program was noticeably uneven. It was quite limited in Montreal, where no more than two people in either group had heard of it, but was high in Vancouver, where all but one participant in both groups had at least heard of the program before the focus groups. That said, awareness of the program did not automatically translate into familiarity with program details. Most of those who had heard about NEXUS knew little beyond knowing that it is a program designed to speed up border crossing. Very few could identify specific elements of the program, and even this knowledge tended to be limited. One participant identified the cost of joining the program as \$50, another

described the application process as involving a lot of paperwork, and a third noted that the NEXUS pass applies only to the driver of a car, not to the vehicle.

Participants who had previously heard about the program had learned about it in various ways, none of which was identified by more than a few of them. This included customs signage when crossing the border by car (including the NEXUS lanes), NEXUS signs at the airport, friends, colleagues or family members (including one who is a member of NEXUS), and border officials. Some could not recall how they had come to hear about the NEXUS program.

Among those who were previously aware of NEXUS, no one had considered joining. Reasons included:

- Perceptions that the process to join is lengthy, with numerous steps and a significant amount of paperwork involved.
- Perceptions that the application process is intimidating, and asks for a lot of personal information.
- The fact that the pass applies to individuals, not vehicles, so that if one travels by car to the U.S. with non-members there is no advantage to being a member.
- Lack of motivation, based on lack of awareness of the benefits of the program.
- Lack of motivation, based on perceptions that delays at border crossings are not particularly onerous and/or can be managed.
- The belief that the program applies only to land travel (cited by air travellers).

REVIEW OF PRINT AD CONCEPTS

This section presents participant feedback on the potential ad concepts developed for use in print media, such as newspapers and magazines, and designed to increase awareness of the NEXUS program.

Participants were shown three different ad concepts or treatments, one at a time, and were asked for their impressions about each one. They were shown three variations (i.e. three ads) for each concept to help them understand how the approach would be used in an advertising campaign. For reporting purposes, the three concepts are designated as follows*:

- Concept A: *Tortoise and Hare/Le lièvre et la tortue*
- Concept B: *Tri-modal silhouettes/Trois modes en silhouettes*
- Concept C: *Tri-modal photos/Trois modes photos*

Overview of Findings

The *Tri-modal photos* concept emerged as the clear, albeit not unanimous favourite among the three print ad concepts presented to participants. It was chosen by a majority of participants (though not a majority in each group) and more than twice as often as the runner-up (*Tortoise and Hare*). Moreover, this concept was the only one preferred by members of both audiences (i.e. air and land travellers). The *Tortoise and Hare* concept was a distant second in terms of overall preference and was preferred almost exclusively by air travellers in Montreal. The *Tri-modal silhouettes* concept was a close third and preferred exclusively by air travellers in Vancouver. Taken together, preference for the Tri-modal concept in general (i.e. one or the other adaptation of this concept) significantly outweighed support for the *Tortoise and Hare* concept.

Asked why they preferred the *Tri-modal photos* concept, participants who favoured it tended to compare it to the *Tortoise and Hare* concept. They focused on the link between the pictures and the text, as well as the text in the body of the ad. While the pictures were not as attention-grabbing or captivating as those in the *Tortoise and Hare* concept, they were described as working well with the text and complementing it better than was the case with the *Tortoise and Hare* concept. In addition, the text in the body of the ad was generally regarded to be superior to the text in the *Tortoise and Hare* concept.

Organization of Section

When reading the sections on specific ad concepts, please keep in mind that in order to avoid duplication in reporting, all common feedback (i.e. feedback pertaining to or applicable to all three ad concepts) is reported on first, followed by feedback related to specific concepts (see section titled *Review of Specific Ad Concepts*, page 10).

*In the focus groups, the concepts were designated by the letters A, B, and C. The order of presentation of the concepts varied in each group, but the concepts identified as A, B, and C did not vary from group to group.

The section reviewing specific ad concepts is structured as follows. Feedback on the *Tri-modal photos* concept is presented first because it was the overall preferred option among participants. Because participants provided their feedback on the Tri-modal concepts in a comparative context (i.e. in relation to each other), it makes sense for reasons of flow and continuity to follow this with the presentation of feedback on the *Tri-modal silhouettes* concept. This will be followed, finally, by feedback on the *Tortoise and Hare* concept.

Comparison of Ad Concepts

This section reports on the three concepts presented to participants in a comparative context (i.e. in relation to one another), including their overall preference. It also presents feedback from participants relating to all three concepts – that is, issues common across the range of concepts shown.

***Tri-modal Photos* Concept Emerges as Overall Preference**

The *Tri-modal photos* concept emerged as the clear, albeit not unanimous favourite among the three print ad concepts presented to participants. It was chosen by a majority of participants (though not a majority in each group) and more than twice as often as the runner-up (*Tortoise and Hare*). Moreover, this concept was the only one chosen as the favourite by noticeable numbers of both air and land travellers. The *Tortoise and Hare* concept was a distant second in terms of overall preference and was preferred almost exclusively among air travellers in Montreal. The *Tri-modal silhouettes* concept was a close third and preferred exclusively among air travellers in Vancouver.

The *Tri-modal photos* concept was also the concept that a majority of participants said would be most effective in terms of raising awareness among Canadian travellers of the NEXUS program, and motivating them to visit the website or phone the toll-free number to learn more about NEXUS or apply for the program. That said, participants were more likely to identify the *Tortoise and Hare* concept as the one they would be most likely to notice in newspapers and magazines.

Asked why they preferred the *Tri-modal photos* concept, participants who favoured it tended to compare it to the *Tortoise and Hare* concept. They focused on the link between the pictures and the text, as well as the text in the body of the ad. While the pictures were not seen to be as attention-grabbing as those in the *Tortoise and Hare* concept, they were described as working well with the text and complementing it better than was the case in the *Tortoise and Hare* concept. In addition, the text in the body of the ad was generally regarded to be superior to the text in the *Tortoise and Hare* concepts. A few participants added that they prefer this concept because the text conveys the impression that the government is reaching out to them and trying to help them. The headline was also valued, both for being captivating (because of its size) and being to the point.

Perceived Strengths Common to All Concepts

Certain strengths identified by participants were common to all three concepts reviewed. For example, nearly all participants liked both headlines and taglines, and relatively few expressed a clear preference for one version over the other. This was especially the case in Montreal because the French versions of the taglines were much more similar than the

English versions. Some preferred the tagline in the *Tortoise and Hare* concept because of the personal/possessive emphasis (i.e. 'My fast track over the border and back!'), but on the whole, both taglines were considered strong and effective.

Other perceived common strengths identified by participants included the bolding of the toll-free number and NEXUS website address, the NEXUS logo, and the tagline below the NEXUS logo (i.e. 'Save time at the border').

While not identified specifically as strengths, all the ads tended to be viewed as clear and easy to understand, as well as appropriate in tone. Any specifications or clarifications regarding these issues (i.e. clarity and tone) are provided below in the sections dealing with specific concepts.

Perceived Weaknesses Common to All Concepts

Two perceived weaknesses were routinely identified by participants with respect to each of the concepts:

- *Lack of emphasis on joint nature of program:* At least a few participants in every group said that the ads do not make it sufficiently clear that the NEXUS program is a joint Canada/U.S. program. To the contrary, some said that the fact that on-line inscriptions are payable in U.S. dollars suggests that it is primarily an American-led program. The *Tortoise and Hare* concept was most likely to give participants the impression that NEXUS is an American-led program because the American flag, both in the main picture and at the bottom of the ad, is larger than the Canadian flag. The Tri-modal silhouettes concept was least likely to give this impression because the NEXUS logo is centered at the bottom of the page, suggesting cooperation between the two countries.
- *No reference in text to fact that NEXUS applies in both directions:* Another routinely identified weakness was the absence of reference in the text in the body of the ads to the fact that the NEXUS program applies in both directions (i.e. whether one is heading to or returning from the United States). It was felt that this could create some confusion since the headlines/taglines do mention that NEXUS applies in both directions. Some felt that the *Tortoise and Hare* concept was more likely to create confusion on this point because the picture shows the tortoise moving in only one direction (i.e. into the United States).

While more a criticism of the NEXUS program itself than of the ads per se, a number of participants did not like the fact that on-line inscriptions are payable in U.S. dollars only. Moreover, this was seen by some to conflict with information provided in the information brochure (see page 23). Many also queried the cost of membership in Canadian dollars compared to American dollars (\$80 CAN vs. \$50 U.S.) wondering why the difference was so large.

General Suggestions for Improving Ads

Some of the suggestions for improving the print ads that were offered most often were those that applied to the ads in general (i.e. two or more concepts). The following suggestions were routinely offered by participants and tended to be identified by participants in all groups:

- *Make NEXUS logo more prominent:* Related suggestions included making the logo larger, moving it to the top of the ads, and in the case of the *Tortoise and Hare* and *Tri-modal photos* concepts, centering the logo in the middle of the ad. Indeed, this was routinely identified as a strength of the *Tri-modal silhouettes* concept that should be incorporated into the other concepts.
- *Emphasize two-way traffic in body of text:* As noted above, a common criticism was the absence of reference in the text in the body of the ads to the fact that NEXUS applies when crossing into the United States and when returning to Canada. Participants routinely suggested that the words ‘or returning to Canada’ be inserted into the first sentence of the text in the body of the ads.
- *Increase font size of text in magazine ads:* This suggestion applied to the magazine ads for the *Tri-modal photos* concept and the *Tortoise and Hare* concept. Once again, this was identified as a strength of the *Tri-modal silhouettes* concept that should be incorporated into the other concepts.

Review of Specific Ad Concepts

Concept C: <i>Tri-modal Photos</i>

Positive Overall Reaction to *Tri-modal Photos* Concept

This concept tended to elicit positive reactions among participants in all groups and audiences, and those who did not react positively were much more likely to be neutral than negative. Indeed, when asked prior to the group discussion to rate their overall impression of this ad concept on a 5-point scale (1 = very unfavourable; 5 = very favourable), nearly all participants provided positive score (i.e. scores of 4 or 5).

Main Perceived Strengths of Concept – Text and Depiction of Three Modes of Travel

Participants routinely identified two things they liked about this concept: the text (both the headline/tagline and the text in the body of the ad) and the graphic depiction of the three different modes of travel (i.e. air, land, and marine):

- *Headline/tagline:* Many participants said they liked this aspect of the ad concept, describing it as simple, straightforward, and clear. Some also described it as strong, mainly because of the size of the banner at the top of the ads. In fact, the size of the headline/tagline was described by many as a strength of these ads.
- *Text:* The text in the body of these ads was also routinely described as one of their strengths. What participants liked about this text included the following:
 - The initial reference to the three modes of travel (i.e. air, land, marine).

- The reference to a lane being reserved (suggesting special service/treatment).
 - The call to action (i.e. 'Become a member of NEXUS...') and the impression that the Government of Canada is reaching out to help.
- *Depiction of three modes of travel:* Many participants also liked the graphic depiction of the three modes of travel. This was seen as lending emphasis to the reference in the text to these modes of travel, and also making it clear that NEXUS is all inclusive in that it applies to all modes of travel. That said, the actual pictures used to depict the three modes of travel were considered weak (see below).

Perceived strengths also identified relatively frequently included the banners at the top and bottom of the ads and the general formatting or on-page display, described by some as clean-looking. Some added that the way in which the ads are formatted helps focus attention. Specifically, it was suggested that the division of the ads into four rows helps focus attention and guide the reader successively from the headline/tagline to the photos, then to the text, and finally to the sponsors of the program (i.e. governments of Canada and the United States).

Quality of Pictures Used for Travel Modes – Main Perceived Weaknesses of Concept

Nearly all the criticism generated by this ad concept was directed at the pictures used to depict the various modes of travel:

- *Picture of airplane:* The picture of the airplane in these ads was often described as vague or blurry, or taken from a bad angle, with a few even describing it as ominous-looking. For instance, to a few participants this picture brought to mind the image of one of the planes that crashed into the twin towers on 9/11. Some said that there is no sense of movement in this photo (i.e. the plane seems frozen in space or static) and/or no sense of situation/location (i.e. is the plane taking off, landing?). This picture was the most criticized.
- *Picture depicting land travel:* This picture tended to be criticized not because it was unclear but because it was seen to be a poor depiction of heading to or from the U.S. by land. The main criticism was that unlike the other two photos, this one does not even depict a vehicle but instead shows what was described by some as a long, isolated stretch of highway.
- *Picture of boat:* The picture depicting marine travel was criticized because it was not seen as representative of the type of boat that would be used to cross the border between Canada and the United States. A number of participants said this craft looked more like a recreational speedboat one finds on lakes and rivers.
- *No depiction of border:* A commonly-made criticism applying to all three pictures used in this ad concept was that there is no depiction of the border between Canada and the United States in any of them. While it was acknowledged that this would be difficult to do regarding air travel, it was seen as something relatively easy to do regarding land and perhaps marine travel.

The only perceived weakness in this ad concept relating to text instead of pictures was seen to be the reference to NEXUS making border crossing a pleasure. Some said that the emphasis should be on saving time instead. Two reasons were given to explain why. First, this would help reinforce the message in the main headline/tagline where the emphasis is on speed (i.e. 'Your express lane over the border and back'). Second, some felt that the notion that crossing the border could ever be pleasurable was not only unrealistic but also unimportant. What matters to people is to be able to cross the border quickly and without any problems.

Main Message Described as Both Clear and Effective

There was near unanimity among participants about the main message this concept is trying to communicate. Participants across all groups understood the main message to be that membership in NEXUS ensures fast and simple crossing at the border, regardless of which mode of travel one is using. Some participants detected another key message in this ad concept, which was that membership in NEXUS accords certain privileges or advantages that others do not have. This message was seen to be conveyed in the phrase '... NEXUS has a reserved lane for you ...' There was also widespread agreement that these messages were conveyed effectively.

Better Pictures Would Improve Link Between Text and Graphics

There was general agreement that including better pictures in these ads would improve the extent to which the text and graphics work together and complement one another. Here, participants returned to their comments on the pictures used in this ad concept. In addition, a frequent criticism of these pictures was that there is no depiction of the border between Canada and the United States. This was the only way in which the graphics were seen to be at odds with the text. The latter (both in the heading and the text in the body of the ad) refers to crossing the border, but none of the pictures depict the border. Some, however, felt that the text and graphics worked well together in this regard because the pictures depict clear, unencumbered passage which complements the idea of an express lane.

Consensus that Tone of Ads is Appropriate

There was a consensus among participants that the tone of these ads is appropriate. It was felt that there is a call to action, but that it is not directive in any way. A few also suggested that the tone of the ad suggests that NEXUS members are special or privileged. In only one sense was the tone of the ad criticized by a few participants, though not because it was considered inappropriate. This had to do with the reference to NEXUS making crossing the border pleasurable. A few participants described this emphasis on pleasure as introducing a hedonistic note that was unrealistic and a little 'over the top'. They explained that travellers have no expectation that crossing the border will be a pleasurable experience. It is sufficient that it be a problem-free and quick experience.

Nearly All Think They Would Notice Ad in Newspaper or Magazine

Virtually all participants said they think they would notice this concept if they were looking through a newspaper or magazine. Most identified the top banner and headline as what would first attract their attention, while some said they would notice the banner at the

bottom of the ad containing the flags of both countries. Some said they would notice the NEXUS logo. Only a few said the pictures would attract their attention.

Asked specifically if they would pay attention to the flyer if it came to them by mail, most said they did not think so. Some explained that there is not enough information on the front of the flyer to grab their attention, while others said they are simply not in the habit of reading flyers received in the mail and almost automatically throw them out. That said, most said that if the flyer was handed to them in an airport or at a border crossing, they would pay attention to it and read it.

A few also said that they would be more likely to pay attention to the flyer if the tagline currently on the front (i.e. 'Your express lane over the border and back') were changed to refer to 'your exclusive lane' or 'your reserved lane'. A few also said that they would be more likely to pay attention to the flyer if the tagline on the front were replaced by the one on the inside (i.e. 'Crossing the border's a pleasure in the lane reserved for you'). In general, these suggestions were not broadly supported by other participants.

Concept Would Motivate Most to Seek More Information

In addition to noticing these ads in magazines and newspapers, most participants said these ads would encourage them to visit the NEXUS website or call the toll-free number. That said, air travellers were more likely to say they would do this than land travellers. Different reasons were given to explain why. Some of those who said they would visit the website or call the toll-free number said they would be curious about the benefits of membership in NEXUS. Some others said that the call to action (i.e. 'Become a member of NEXUS') and the idea of NEXUS would encourage them to take the next step. Some said the large heading at the top with the headline/tagline would peak their curiosity. Finally, some said they would look for more information because they travel frequently and the cost seems reasonable to them.

Those who said they would not take next steps either said they would want or need more information in the ads themselves before being motivated to take next steps (e.g. length or ease of application process) or said there is nothing in the ads that motivates them to look for more information. The latter tended to be land travellers.

Comparison of Ads Within *Tri-modal Photos* Concept

Participants did not tend to identify important differences or express strong preferences between the three ads in this concept group (i.e. magazine ad, newspaper ad and flyer). All three ads were described as clear and easy to understand, and as conveying the same message. Only two key differences were identified and they were between the magazine and newspaper versions of the ad. Participants were more likely to say they would notice the magazine version of the ad than the newspaper version because of the color in the former. On the other hand, a number of participants said they preferred the larger font size in the newspaper version and the greater prominence of the NEXUS logo, which is larger and placed higher up in the newspaper version of the ad. Finally, a few participants noted that there is a typographical error in the text in the body of the newspaper version of the ad (i.e. the word 'awnd' instead of 'and' in the last sentence of the main paragraph).

Suggestions for Improvement

Participants offered the following suggestions for improving these ads. Most of them apply to the concept or treatment in general, while a few apply to specific ads within this concept. General suggestions included:

- Include a clearer picture of an aircraft.
- Include picture of a car to depict land travel.
- Replace picture of motor boat with larger type of craft.
- Portray/depict border in some way in pictures.
- Replace reference to ‘pleasure’ in text with reference to ‘time saving’.
- Place headline/tagline in top banner on one line instead of two.
- Use same font size for the entire headline in top banner.
- Increase size of flags in banner at bottom of ads.
- Place NEXUS logo in center of ads.
- Use actual colors of Canadian flag in flag at the bottom of the magazine ad (i.e. white in the middle instead of blue).

Suggestions for improving the magazine version of the ad included increasing the font size of the text in the main body of the ad and increasing the size of NEXUS logo. The only suggestion specific to the newspaper version of the ad was to correct the typographical error in the text of the main body of the ad (i.e. replace ‘awnd’ with ‘and’ in the last sentence of the main paragraph).

Comparison of Tri-modal Concepts: Concept B
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Concept B (*Tri-modal silhouettes*) was a modified version of the Tri-modal concept. The text, including the tag line, was identical to that in the photo version, but the pictures/graphics and the formatting were different.

Widespread Preference for *Tri-modal Photos* Version of Concept

When asked to compare the two versions of the Tri-modal concept, there was widespread overall preference among participants for the *Tri-modal photos* version. Three reasons were generally provided to explain this preference:

- *Photos/pictures*: The most frequently given reason to explain this preference was the pictures used in the two versions. The pictures used in the *Tri-modal photos* version (though criticized, as noted above) were routinely described as superior in quality to those used in the *silhouettes* version because the former were actual pictures, while the latter were primarily outlines or silhouettes of three modes of transportation (i.e. plane, car, and boat).
- *Size of banner/headline*: A number of participants who preferred the *photos* version to the *silhouettes* version explained that they preferred the larger banner and larger-sized headline/tagline in the former.

- *General layout/format*: Another reason for preferring the *photos* version was the way in which the ad was laid out or formatted. As noted earlier, some felt that the layout of the *photos* version helped focus attention on the ad. Some participants re-iterated this perceived strength when comparing this version to the *silhouettes* version. They suggested that the *silhouettes* version was more distracting as an ad and more difficult to focus their attention on. The main reason it was described as more distracting was because the text seems to interfere with the pictures and divides them into two separate sections.

In one respect, however, the *silhouettes* version was clearly preferred to the *photos* version. This had to do with the location of the NEXUS logo. There was widespread agreement that the middle of the ad was a better location for the logo, and some added that this helped convey graphically that NEXUS is a joint program between the Canadian and U.S. governments. Some also felt that the *silhouettes* version was better than the *photos* version in that it includes the picture of a car and a more appropriate type of boat, even if only in outline. Finally, some preferred the larger font in the magazine ad for the *silhouettes* version.

In addition to being preferred, the *photos* version of the ads was more likely to be noticed in a newspaper or magazine according to most participants. The reasons they gave were the same as the reasons for their overall preference (i.e. quality of pictures, size of top banner and headline, formatting). However, most participants said they would be more likely to notice the *silhouettes* version of the mail-out flyer. It was described as more professional and less promotional looking than the *photos* version and printed on better quality paper. That said, its colors were routinely described as poor.

Although both versions of the *Tri-modal* concept were seen as communicating the same message, the *photos* version was seen by most participants as doing this more effectively and as doing a better job motivating them to take the next step (i.e. calling the toll-free number or visiting the NEXUS website). In explaining why, participants suggested that the text and graphics complemented each other better in this version, reinforcing the main message. Some re-iterated that they found the *silhouettes* version of the ads distracting.

Some, however, felt that the *silhouettes* version was more effective in communicating the main message and motivating them to take the next step because of the larger font in the magazine ad and the more prominently-featured NEXUS logo.

Concept A: <i>Tortoise and Hare</i>
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Mixed Reaction to *Tortoise and Hare* Concept

Overall reaction to this concept was mixed, though it was more likely to elicit positive or negative reactions among participants than neutral ones (i.e. people tended to either like or dislike it). Moreover, what participants liked or disliked about this concept tended to be the same things. Both positive and negative impressions of this concept tended to focus on the pictures, specifically the use of the fable of the tortoise and the hare to advertise the NEXUS program. Those who liked this approach described the picture as attention-

grabbing ('accrocheur' in French), as well as amusing, and felt that the use of the fable of the tortoise and hare was a clever way to advertise the NEXUS program.

Those who did not like this approach tended to feel that the use of animals in advertising was becoming too commonplace, with some adding that this approach reminded them of a Telus ad. Moreover, they felt that the use of the fable of the tortoise and hare was inappropriate because the moral of the fable does not work in this context. They explained that the moral of the fable is 'slow and steady wins the race' which is not the point of the NEXUS program. In short, the attempt to adapt this fable to advertise NEXUS was seen as confusing. It was suggested that the hare should be ahead of the tortoise. Finally, some of those who did not like this ad said that while it is amusing, the light-hearted approach it takes is not appropriate for an official program like NEXUS.

Participants were more likely to agree about the text in the ads, to which they tended to react positively. There was general agreement that the text itself, both in the headline/tagline and the body of the ads is clear and effective.

Main Perceived Strength of Concept – Headline/Tagline and Picture

Participants identified various things they liked about this concept, but the most frequently identified ones were the headline/tagline and the picture depicting the story of the tortoise and hare. Many participants said they liked the tagline in this concept because it is clear and concise. Some added that the personal as opposed to impersonal emphasis in it (i.e. *my* fast track ...) was also a strength of this concept. The attention-getting or captivating nature of the picture was also identified as one of its main strengths or one of the things that participants most liked about this concept, though many disagreed and considered the picture as a weakness (see below).

Other perceived strengths or things that people liked about this concept included:

- *Line depicting border*: A number of participants liked the inclusion of the dotted line and flags depicting the border between Canada and the United States.
- *Use of humour*: Some participants liked the humorous or light-hearted aspect of this concept. A few described this as simple and clear.

Main Perceived Weaknesses of Concept Relate to Picture/Motif

As noted, participants who did not like this concept tended to focus on the picture to explain why. Those who did not like the picture tended to emphasize the following:

- *Use of tortoise and hare fable*: The most frequently-identified perceived weakness of this concept was the attempted adaptation of the tortoise and hare fable to promote NEXUS. As noted, a number of participants felt that the use of the fable of the tortoise and hare was out of place because the moral of the fable does not apply in this context. This also led some to criticize the extent to which the text and graphics work well together (see below).
- *Depiction of flames on tortoise*: A number of participants did not like the inclusion of flames on the tortoise, describing it as 'gimmicky' or 'cheesy'.

- *Use of animals*: Some participants re-iterated their initial impression that the use of animals in advertising has become commonplace and does not attract their attention.
- *Lack of seriousness*: While some described the use of animals in this concept as ‘cute’ or ‘amusing’ they felt it was not an appropriate theme for promotion of an official government program.
- *Overemphasis on picture*: A few participants who described the pictures as captivating or attention-grabbing nonetheless did not like them. They explained that the use of these pictures seemed to be gratuitous (i.e. they were being used *only* to attract attention to the ad).

Graphical aspects other than the picture which participants did not like included:

- *Greater emphasis on U.S. than Canada*: Some participants did not like the fact that this concept, especially in the magazine ad, seemed to accord pre-eminence to the United States over Canada. This perceived pre-eminence was detected in the fact that the U.S. flag, both in the main picture and at the bottom of the page, is larger than the Canadian flag.
- *Placement of NEXUS logo*: Some did not like the fact that the NEXUS logo is not centred in the middle in the page. For some, this gave an unbalanced look to the ad, while a few others felt it also suggested the pre-eminence of the United States because the logo was above the American flag.

Main Message Clear, But Mixed Views on Effectiveness of Delivery

There was widespread agreement among participants about the main message this concept is trying to communicate. Participants in all groups understood the main message to be that membership in NEXUS ensures faster and simpler crossing at the border, saving time and (according to some) aggravation. However, there were mixed views on the extent to which the message was effectively conveyed. There was widespread agreement that the message was conveyed effectively through the text, specifically in the headline/tagline, the main text, and through the slogan below the NEXUS logo (i.e. ‘Save time at the border’). However, there were mixed views on the extent to which the message was conveyed effectively through the picture. While some felt that the message was conveyed effectively through the picture, others did not. Once again, the issue here was the extent to which the pictorial depiction of the fable of the tortoise and hare applies to NEXUS. It was suggested, for example, that the need to place flames on the tortoise, indicating speed, shows the extent to which the fable does not work and needs to be adapted. Once again, it was noted that the point of the fable is precisely that the tortoise is not fast. It was also suggested that the fable itself might not be as widely known as was once the case, and that this might confuse people unfamiliar with it (i.e. how is a tortoise faster than a hare?).

Some felt that the message was not effectively delivered because of the playfulness or lack of seriousness of the theme. As noted, the use of animals while described as cute or amusing by some but not appropriate in the context of NEXUS because it was seen as detracting from the importance of the message. Some disagreed with this, suggesting that the less serious, less official tone of the ad softens the image of the government.

Mixed Assessments of Complementary Nature of Text and Graphics

There were also mixed views on the extent to which the text and graphics in this concept work well together or complement each other. Once again, some suggested that the picture is at odds with the message because a tortoise is not faster than a hare and the allusion to the fable merely complicates the issue. Two other reasons were put forward to suggest that the text and graphics do not work well together:

- *Text and graphics at odds re border crossing:* Some participants felt that the text in the headline/tagline is at odds with the picture because it refers to crossing the border and coming back, while the picture depicts one-way movement across the border. The issue was further complicated for some by the fact that the text in the body of the ad also refers to one-way movement (i.e. 'heading over the U.S. border').
- *Perceived pre-eminence of United States in graphics:* As noted, some participants did not like the fact that this concept, especially in the magazine ad, seemed to accord pre-eminence to the United States over Canada through the greater size of the American flag. To some this seemed at odds with the text, which seemed to suggest that NEXUS is a joint Canada/U.S. program, though even this was not clear to many (as noted earlier).

Tone Appropriate to Most, But Some Think it Lacks Seriousness

There was a consensus among participants that the tone of these ads was appropriate in the sense that it was persuasive rather than directive. That said, some felt that the tone was inappropriate in that it lacks seriousness (through the use of animals), which detracts from the importance of the NEXUS program. Others disagreed, suggesting that the use of animals, while light hearted, is engaging.

Nearly All Think They Would Notice Ad in Newspaper or Magazine

Virtually all participants said they would notice or probably notice this concept if they were looking through a newspaper or magazine. Most cited a combination of the picture and the headings as what would attract their attention, but particularly the former. Some said they would be drawn by the flags of both countries, while a few said they would notice the NEXUS logo. A few felt that they might not notice this ad, explaining that the use of animals would suggest a Telus ad to them, which they would be inclined to ignore.

Asked specifically if they would pay attention to the flyer if it came to them by mail, most said they probably would not. In explaining why, some participants said that the flyer appeared to be the least serious adaptation or application of this concept. This included the use of multiple voice bubbles, the picture of the tortoise on his back (which was unclear to many), and the depiction of flames both on the tortoise and in the NEXUS logo. Some reiterated that if they received this they would think it was a Telus ad and simply throw it away. As was the case regarding the *Tri-modal* version of the flyer, others said they are simply not in the habit of reading flyers received in the mail and automatically throw them out. That said, most said that if the flyer was handed to them in an airport or at a border crossing they would look at it.

Concept Would Motivate Many to Seek More Information, But Not Most

While many participants said the ads would encourage them to visit the NEXUS website or call the toll-free number, most said they would not. Moreover, air travellers were much more likely to say they would seek additional information than land travellers. Most of those who said they would visit the website or call the toll-free number said that the ads would peak their curiosity. As was the case with the *Tri-modal* concept, some also indicated that the cost seems reasonable to them.

Those who said they would not seek more information most often explained that they would want or need more information in the ads themselves before being motivated to take the next step (similar to feedback received on the *Tri-modal* concept). Some said that the animal theme would not motivate them to take the next step because it suggests that the issue is not particularly important or serious. Some land travellers said that the delays they have experienced at border crossings are not so long that they would consider joining a program designed to speed up their passage.

Comparison of Ads Within *Tortoise and Hare* Concept

Participants did not tend to identify important differences or express strong preferences between the three ads in this concept group. Generally speaking, all three ads were described as clear and easy to understand and as conveying the same message. That said, participants did identify some differences and express some preferences.

The use of color tended to be an important factor in terms of noticeability, with participants more likely to say they would notice the magazine version of the ad than the newspaper version. The headline/tagline in the magazine version of the ad was also described as more eye-catching or captivating because of its size.

On the other hand, some participants preferred the format or layout of the newspaper version of the ad. Two aspects in particular were described by some as better done in the newspaper version. First, the NEXUS logo and tagline, though not in color, were described as more visible because they are larger and placed higher up in the ad. Second, the website address and toll-free phone number were in a larger font in the newspaper ad and therefore also more visible. Some participants also preferred the headline/tagline in the newspaper version because everything is placed on one line. A few indicated that because the headline in the magazine version is across two lines with the term NEXUS alone and in larger font on the first line, they did not notice the second line (i.e. 'My fast track over the border and back!'). According to them, the newspaper version does a better job highlighting the headline/tagline because everything is on one line. Finally, some said they liked the newspaper version because the flags of the two countries are the same size suggesting parity between the countries.

As noted above, some participants said that the flyer appeared to be the least serious adaptation or application of this concept and this tended to limit its effectiveness as an ad. This included the use of multiple voice bubbles, the picture of the tortoise on his back, and the depiction of flames both on the tortoise and in the NEXUS logo. The latter was described by one participant as giving a 'comic strip' dimension to the NEXUS logo.

Suggestions for Improvement

Participants made the following suggestions for improving these ads. As was the case with the *Tri-modal* concept, some of these apply to the concept or treatment in general, while others apply to specific ads.

General suggestions included the following:

- Place NEXUS logo in center of ads.
- Ensure all depictions of Canadian and U.S. flags are the same size.
- Remove voice bubble from ads (just use headings).
- Use larger font size in main text.
- Show complete picture of hare in ad.
- Remove flames from tortoise.
- Place hare ahead of tortoise.
- Change tagline to 'Save time at the border' or 'Avoid the line ups'.

Suggestions for improving the magazine version of the ad included:

- Reduce size of banner at top of ad.
- Reduce font size of 'NEXUS' in headline.
- Place entire headline on one line.
- Increase size of NEXUS logo.
- Increase for size for toll free number and website address.
- Use space in middle of page to add more information about NEXUS (e.g. more on requirements) and reduce the amount of white space in the ad.

Suggestions for improving the newspaper version of the ad included:

- Center the flags of Canada and the United States.
- Use larger font for the headline.

REVIEW OF INTERNET BANNER ADS

This section presents participant reaction to versions of the ad concepts designed for use on the Internet (i.e. as Web banner ads). The treatments for each concept were presented to participants all at once.

Tri-Modal Approach in General Preferred Among Banner Ad Concepts

Participants were divided in terms of their preference for a Web banner ad, though the Tri-modal concept in general (i.e. one or the other of the two versions) tended to be preferred to the *Tortoise and Hare* concept. Each adaptation had both its supporters and critics, and no single version emerged as clearly superior to the other two. Of the three options presented to participants, the *Tortoise and Hare* version was viewed as most likely to attract their attention on the Internet. This was because it begins with a graphic depiction of the Canada/U.S. border and a reference to NEXUS. Some also said that the tortoise would be very likely to attract their attention if it actually moved across the banner.

That said, as was the case with the print ads, the greater likelihood of noticing this concept did not necessarily translate into a greater likelihood of motivating participants to visit the NEXUS website. Some participants repeated that this advertising approach lacks seriousness, which detracts from its motivational power. Indeed, when asked which would be more likely to encourage or motivate them to visit the NEXUS site to learn more about the program, participants were more likely to choose one of the versions of the Tri-modal concept.

The *Tri-modal photos* concept was most likely to be chosen in this regard, though not by a majority of participants. The combination of clear, simple text and pictures of the various modes of transportation were most often identified to explain why. Some participants also described the graphics in this version as stronger and more eye-catching. As well, some participants who did not choose it as their preference or as most effective in terms of motivating them to visit the website said they would change their mind if the pictures used to depict the modes of travel were improved.

Suggested Improvements to Internet Banner Ads

Common suggestions for improving the Internet banner ads (i.e. suggestions applying to all versions) included using the actual colors of the Canadian flag in the flag at the end of the banner (i.e. red and white as opposed to entirely white), making the Canadian flag as large as the American flag, adding a reference to both personal and business travel in the banner, and placing the NEXUS logo at the beginning, not the end of the banner.

Specific suggestions for improving the *Tri-modal* versions of the banner ad included using better pictures to depict each mode of travel, identifying NEXUS at the start of the banner ad, and finding some way to depict the Canada/U.S. border graphically. Suggestions for improving the *Tortoise and Hare* version included having the turtle move along the banner and not cutting off words or texts as the banner streams by (as seems to be the case now). Related to this, some suggested that the banner begin with the complete tagline (i.e. 'NEXUS is my fast track over the border and back!').

REVIEW OF PROMOTIONAL MATERIALS

This section presents participant reaction to promotional materials developed for the NEXUS program. Materials reviewed included an information brochure with an application form, a flyer, and a business card. Due to time restrictions participants were asked to ignore the application form when reviewing the information brochure.

Overview of Findings

Overall reaction to the information brochure and the flyer was positive, while reaction to the business card was mixed. The flyer received the most uniformly-positive reception and was seen to include the type of information such a document should contain. It was seen as more motivational than the brochure, though the latter tended to be seen as more informational than motivational in purpose. While the brochure was more likely to be criticized than the flyer, criticism focused on information seen to be missing (i.e. additional information participants wanted), not on lack of clarity in current content. The brochure also raised some concerns or apprehensions among participants. Reaction to the business card was mixed, but primarily because it was not seen as a stand-alone promotional item. Participants viewed it more favourably in conjunction with (or even as part of) the other two documents.

Information Brochure

Overall Positive Impression of Information Brochure

Overall reaction to the information brochure was positive in all four groups. It was routinely described as clear, straightforward, and informative, without being overly long. Many said that the brochure answered questions they had when reviewing the ad concepts. Some added that including an application form in the brochure was a good idea. That said, participants did provide critical feedback, most of which related to information thought to be missing and/or concerns or apprehensions raised by the document. These are identified below.

Information Much More Likely to be Described as Missing Than Unclear

There was widespread agreement that the brochure clearly explains the NEXUS program. To the extent that there was lack of clarity, this had to do with information identified as missing as opposed to information described as unclear. There was one exception to this. Some participants drew attention to the list of acceptable documents under the heading 'Mandatory Documents' and described it as unclear or confusing. Specifically, it was unclear to them if NEXUS applicants must produce a document as proof of citizenship/admissibility/resident status, as well as a document as proof of residency status.

This confusion suggests lack of clarity regarding the distinction between citizens and permanent residents in the brochure. Indeed, some participants asked specifically about the difference between 'resident status' in the heading 'Acceptable proof of citizenship/

admissibility/resident status’ and ‘residency status’ in the heading ‘Acceptable proof of residency status’.

Some participants drew attention to a confusion or lack of clarity arising from apparently different information provided in the brochure on the one hand and the ads on the other. They noted that the ads state that on-line inscriptions are payable in U.S. dollars only, suggesting that it is possible to submit an on-line application for membership in NEXUS. However, the information brochure states near the top of page 3, under the heading ‘Application’ that ‘... *you cannot submit your application electronically* ...’ This was identified as an apparent contradiction.

Beyond this, participants identified information they would like to see added to the brochure in order to clarify or enhance their understanding of the NEXUS program and application process. This additional information included the following:

- Timelines: length of time from submission of application to approval/refusal.
- Approximate length of time of interview in enrolment centre.
- Location of enrolment centres.
- Whether an appointment can be made at the enrolment centres (to save time).
- Examples of ‘other requirements of NEXUS’ an applicant may fail to meet.
- Clear statement that applicants will be interviewed by both Canadian and U.S. officials (if this is the case).
- Clear statement that anyone 18 years of age or older must pay to become a member.
- Statement that membership applies to individuals, not vehicles.
- Explanation of permanent resident status.
- Explanation of where membership fees go (i.e. Canada, U.S., both?).
- Picture of pass (i.e. what it looks like).
- Identification of participating ports of entry.
- Information about renewal of membership (i.e. is one sent an automatic renewal form or must one initiate the process?).
- Information about whether the renewal process is the same as the initial application process.
- Are applicants who do not qualify told why?
- Is there an appeals process if one does not qualify?

Some Irritants and Concerns Identified

In addition to identifying additional information they would like to see included in the brochure, some participants (usually a few in each group) identified things they described as irritants or annoyances, as well as concerns or apprehensions raised by what they read in the brochure. The irritants/annoyances included the following:

- The need to be questioned for U.S. background checks.
- The non-refundable processing.
- The variance in cost (i.e. CAN \$80 vs. US \$50).
- The possibility of not qualifying.

The concerns or apprehensions raised included the following (usually articulated as questions):

- Are there any consequences that follow from not qualifying/being refused?
- Why the need for a digital photo of iris/fingerprints?
- What happens to information submitted (i.e. who else is it shared with? what happens to the information if application is rejected?)
- Is all information shared with the United States?

Finally, a few participants wondered what would happen if enrolment in NEXUS increased significantly. Specifically, they wondered what the advantage to being a member would be unless there was some limit on enrolment since increased membership would eventually lead to delays/line-ups once again. One participant suggested that it would be similar to lining-up to use an automatic bank machine instead of lining-up to deal with a bank teller.

Brochure Motivates Many Air Travellers, But Not Land Travellers

Nearly all air travellers said that the information brochure motivates them to take next steps such as visiting the NEXUS website, phoning the toll-free number, or even applying for the program. Conversely, most land travellers said that they were not motivated to take next steps. The main reason was the perception that the amount of time, on average, they spend crossing the border is not so long or inconvenient that they are motivated to apply for the program. Other land travellers said that it is not worth applying because they usually or frequently travel with friends and acquaintances and unless these people also applied there would be no advantage to applying themselves. Finally, some found the security measures as part of the application process to be excessive.

Asked how the brochure could be improved in this regard, some suggested adding more information on the benefits of membership. Some other participants said they would like statistics or information to convince him that it is worth applying (e.g. how much faster can one clear customs?).

Suggestions for Improving Information Brochure

Suggestions for improving the brochure (over and above the additional information identified above) are identified below. Note that each suggestion was made by no more than a few individuals:

- Place the words ‘Save time at the border’ on the cover of the brochure to make it more motivating.
- Add more information about the benefits of the program, or that is motivational, not simply informational.
- Add a table of contents.
- Add more details/information on benefits of becoming NEXUS member.
- Add address where application should be sent under heading ‘Where do I send my application?’ instead of the current sentence noting that addresses are indicated on the application form.
- Place information about possibility of not qualifying at the end of the brochure (i.e. move any negative information lower down in the brochure).

Flyer

Positive Reaction to Flyer

Reaction to the flyer was uniformly positive. It was routinely described as clear, concise, and to the point. There was also a consensus that it contains the kind of information one would expect to find in a flyer like this, that nothing in it is confusing or unclear, and that no important information is missing. Key information was seen to include the purpose of the program, who can apply, how much it costs, the fact that it is a joint Canada/U.S. program, and where to go/call for more information. Some added that the flyer is more informative than the print ads.

Flyer Described as More Motivational Than Brochure

In addition to being described as informative, there was a virtual consensus that the flyer is motivational and most described it as more motivational than the brochure. Reasons included the phrase ‘Save Time at the Border’ on the cover, the call to action (i.e. ‘Apply now’), the clear and concise enunciation of benefits regarding each mode of transportation (i.e. air, land, marine), and the statement that a NEXUS membership is valid for all three modes of transportation. Some also said it is more motivational (though perhaps less informative) because there is no reference to those aspects of the application process that might raise concerns among potential applicants (e.g. the interview, the possibility of not qualifying, the need to provide fingerprints/retinal scan).

Suggestions for Improving Flyer

Suggestions for improving the flyer were limited and made by no more than a few participants:

- Include a better version of the Canadian flag, showing it face on like the American one.
- Provide a bit more information on who can apply.
- Use different colors for each of the little stamp-like areas identifying each mode of transportation.
- Replace the expression ‘you’re in for one, in for all’ with something more commonplace to explain that NEXUS membership is good for all three modes of transportation.

Business Card

Business Card Seen to be Less Useful as Stand-Alone Item

Reaction to the business card was mixed. Most did not view it as a useful, stand-alone promotional tool, mainly because of the limited amount of information it contains. Some however, did think it was useful because, like most business cards, its purpose is to provide contact information, in this case a phone number and website address, and it can be carried around in one’s wallet. This was seen to be very convenient.

While most did not view it as a useful stand-alone promotional tool, many felt that it would be useful in conjunction with the other two promotional items (i.e. the brochure and the flyer). For example, it was suggested that it be included as a removable (i.e. tear-off) part of the information brochure or the flyer. Some also suggested that it be detachable from the mail-out item they were asked to review along with the print ad concepts.

Similarly, most did not think the card on its own would motivate them to visit the website or call the toll-free number to learn more about NEXUS. In this sense, the card was described as more informational than motivational and useful especially *after* someone has decided to apply for NEXUS or look for additional information. Many added, however, that in conjunction with the other promotional items, the card could play a more motivational role. Indeed, a number of participants felt that the items should be combined so that the informational and motivational elements of these items complement each other. This included making sure all three are available as a package or, as noted above, including the card as a detachable element in either the brochure or the flyer.

Related Issues

Most Likely Locations for Distributing Promotional Items

For each of the three promotional items reviewed, participants were asked where they would expect to find them. They tended to identify the same locations for each item. These routinely included airports, travel agencies, customs and immigration kiosks/offices, Air Canada Maple Leaf lounges, passport offices, post offices, pouches in the back of airplane seats, information racks at airport security stations, duty free shops, and travel insurance offices. The flyer was also seen as something that could be included as an insert in airline magazines.

These same locations were also seen as effective ways of distributing these products. Additional modes of distribution included combining this material with passport applications/renewal (a widely-supported suggestion) and making it available in CAA offices.

Likelihood of Taking Next Steps Varies by Mode of Travel

The likelihood of participants saying that they will call the toll-free number, visit the NEXUS website, or apply for membership differed starkly by mode of transportation used to travel to and from the United States. While some land travellers said they would take next steps of one sort or another, most said they would not. In explaining why, some said they did not face unreasonable delays at the border and so there was no real motivation to apply. Related to this, some others said they were dubious about the amount of time they would actually save by applying for the program. Finally, many felt that the fact that NEXUS membership applies to individuals, not vehicles significantly undermines its value to them since they often travel to the U.S. by car with different people (so could not benefit from NEXUS unless all of their travel partners were also members).

Others identified issues related to the application process itself, including the perceived inconvenience of having to go through the application and approval process, perceived excessive security measures, the cost, and the need to re-apply after five years.

On the other hand, most of the participants who travel by air expressed interest in the program and in taking further steps to learn more about it and possibly applying for membership.

APPENDICES

NEXUS Ad Concepts & Related Issues Recruitment Screener

Profile Characteristics:

- A set of 4 focus groups to be conducted, with two groups in each of Montreal (French) and Vancouver (English).
- Groups to be conducted with the following audiences:
 - All participants to be frequent trans-border travellers (i.e. between Canada and the United States), between the ages of 18-64 years.
 - Two groups to be conducted with frequent travellers who travelled to the U.S. by highway eight or more times in the previous 12 months (one group in each city).
 - Two groups to be conducted with frequent travellers who travelled to the U.S. by air or water.
 - In Vancouver, this would include those who travelled to the U.S by air or water in the previous 12 months.
 - In Montreal, this would include only those who travelled by air.
 - In terms of frequency, those travelling by air must have travelled to the U.S. eight or more times in the previous 12 months. It is expected that many of the air travellers will have done so for business reasons.
 - Marine travellers must have travelled to the U.S. at least four times in the previous 12 months.
- A total of 11 participants to be recruited for 7-9 to show per group for the sessions with highway travellers, and 10 participants to be recruited for 6-8 to show per group for the sessions with those who travelled to the U.S. by air or water.
- Participants who travelled by highway to be paid \$75, and air/marine travellers to receive \$150.
- At least half of all participants to have never previously attended a focus group or paid interview.
- Groups to be two hours in length, conducted in regular focus group facilities.
- Groups would be allocated as follows:

	Vancouver	Montreal
Date	May 28	May 29
	English	French
6:00 pm	Air/Marine	Highway
8:00 pm	Highway	Air

- The identity of client to be revealed (i.e. Government of Canada).

Recruitment Screener

Hello, my name is _____. I'm calling on behalf of Phoenix, a public opinion research firm. We've been commissioned by the Government of Canada to conduct a series of discussion groups with Canadians to explore issues related to international travel.

The discussion group will last approximately two hours. People who take part will be paid in cash for their time, and refreshments will be served. Your participation in the research is completely voluntary and your decision on whether or not to participate will not affect any dealings you may have with the Government of Canada. All information collected will be used for research purposes only in accordance with laws designed to protect your privacy.

May I ask you a few questions to see whether you qualify for the discussion group?

Yes	1	CONTINUE
No	2	THANK AND DISCONTINUE

IF RESPONDENT QUESTIONS VALIDITY OF THE RESEARCH, INVITE HIM/HER TO CALL MICHELE BITTAR-CYBANSKI OF THE CANADA BORDER SERVICES AGENCY (CBSA) OR HAVE MICHELE CALL THE RESPONDENT. MICHELE CAN BE REACHED AT 613-952-0346.

1. Do you, or does any member of your household or immediate family, work in any of the following fields? (READ LIST)

Advertising
Market research
The media (radio, television, newspapers, magazines etc.)
Government: federal or provincial department or agency
Travel/tourism industry
A domestic or international airline.

Yes	1	THANK AND DISCONTINUE
No	2	

AIR/MARINE GROUPS

Montreal only:

2. During the past 12 months, how many times have you travelled by air from Canada to the United States? (READ LIST)

Less than 8 times	1	THANK AND DISCONTINUE
8-10	2	
11-15	3	
16-20	4	
21+	5	

3. Are you currently enrolled in or a participant of the NEXUS program¹?

Yes	1	THANK AND DISCONTINUE
No	2	

4. What was the primary reason for most of your trips by air to the United States this past year? Was it mainly for personal or business reasons? (TRY FOR MIX)

Personal	1	GO TO QUESTION 13
Business	2	GO TO QUESTION 13

Vancouver only:

5. During the past 12 months, have you travelled by air or water from Canada to the United States? (TRY FOR APPROXIMATE SPLIT BETWEEN AIR AND WATER TRAVELLERS)

Air	1	GO TO QUESTION 6
Water	2	GO TO QUESTION 8
Both	3	CONTINUE WITH QUESTIONS 6-9
Neither	4	THANK AND DISCONTINUE

6. During the past 12 months, how many times have you travelled by air from Canada to the United States? (READ LIST)

Less than 8 times	1	THANK AND DISCONTINUE
8-10	2	
11-15	3	
16-20	4	
21+	5	

7. What was the primary reason for most of your trips by air to the United States this past year? Was it mainly for personal or business reasons? (TRY FOR MIX)

Personal	1	GO TO QUESTION 9
Business	2	GO TO QUESTION 9

8. During the past 12 months, how many times have you travelled by water from Canada to the United States? (READ LIST)

Less than 4 times	1	THANK AND DISCONTINUE
4-6	2	
7-10	3	
11-15	4	
16- 20	5	
21+	6	

¹ Read short description of NEXUS program if needed. Attached at end of screener.

9. Are you currently enrolled in or a participant of the NEXUS program²?

Yes	1	THANK AND DISCONTINUE
No	2	GO TO QUESTION 12

HIGHWAY GROUPS (both cities):

10. During the past 12 months, how many times have you travelled by car from Canada into the United States? (READ LIST)

Less than 8 times	1	THANK AND DISCONTINUE
8-10	2	
11-15	3	
16-20	4	
21+	5	
None	6	THANK AND DISCONTINUE

11. Are you currently enrolled in or a participant of the NEXUS program³?

Yes	1	THANK AND DISCONTINUE
No	2	

Ask Everyone:

12. Could you please tell me which of the following age groups you fall into...? (READ LIST; WANT GOOD MIX)

Less than 18	1	THANK AND DISCONTINUE
18-24	2	
25-34	3	
35-44	4	
45-54	5	
55-64	6	
65+	7	THANK AND DISCONTINUE

13. What is the highest level of education you have completed? (READ LIST IF NECESSARY; GET MIX)

Less than high school	1	THANK AND DISCONTINUE
High school	2	
Some college/technical school/CEGEP	3	
Graduated college/technical school/CEGEP	4	
Some university	5	
Graduated university	6	

² Read short description of NEXUS program if needed. Attached at end of screener.

³ Read short description of NEXUS program if needed. Attached at end of screener.

14. During the last 12 months, what was your total household income before taxes and deductions, from all sources? Was it...? (READ LIST; GET MIX)

Less than \$20,000	1
\$20,001 to 40,000	2
\$40,001 to \$60,000	3
\$60,001 to \$80,000	4
\$80,001 to \$100,000	5
More than \$100,000	6

RECORD GENDER BY OBSERVATION (TRY TO OBTAIN MIX OF GENDERS PER GROUP)

Female	1
Male	2

The discussion group will take place (DAY OF WEEK), May (DATE), at (TIME). It will last approximately two hours. As mentioned, people who attend will receive a cash payment of \$75 / \$150 for their time, and light refreshments will be served. Would you be willing to attend?

Yes	1	
No	2	THANK AND DISCONTINUE

Do you have a pen handy so that I can give you the address where the discussion group will be held? It will be held at _____. Please tell people you are there for a focus group. I would like to remind you that the group is at (TIME) on (DATE). If you use glasses for reading, please bring them with you.

The group will be taped for research purposes and members of the research team will be observing the discussion from an adjoining room. You will be asked to sign a waiver to acknowledge that you will be audio and/or video-taped during the session. All information collected will be used for research purposes only and administered in accordance with laws designed to protect your privacy.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call so that we can get someone to replace you. You can reach us at ____ at our office. Please ask for _____. Someone will call you the day before to remind you about the discussion group.

Could I please confirm your name and phone number?

RESPONDENT'S NAME: _____

HOME PHONE #: _____

FOCUS GROUP TIME/LOCATION: _____

Thank you.

NEXUS Description

NEXUS is a joint Canada-United States (U.S.) program to facilitate border crossing for low-risk, pre-approved travellers. It is administered by the U.S. Customs and Border Protection and the Canada Border Services Agency.

ADDITIONAL INFORMATION FRO RECRUITERS:

Recently, NEXUS harmonized its three programs (Air, Highway and Marine) into one, and is expanding the air mode across Canada (Toronto, Montreal, Ottawa, Edmonton, Calgary, Winnipeg, Halifax). Previously, NEXUS in the air mode was only available in Vancouver.

**Canada Border Services Agency:
Testing of NEXUS Ad Concepts & Promotional Materials**

**Moderator's Guide
Final Version**

Introduction (5 minutes)

- ❑ Introduce moderator/Phoenix
- ❑ Thanks for attending/value your being here
- ❑ Explain general purpose of focus group discussions:
 - Gauge *opinions* about issues/ideas/products
 - Not a knowledge test; no right or wrong answers (interested in opinions)
 - Okay to disagree; want people to speak up if hold different view
- ❑ Tonight, we're conducting research on behalf of the Government of Canada to review communications materials related to international travel.
- ❑ Looking for candour and honesty; comments treated in confidence; reporting in aggregate form only; observers behind one-way glass; taping for note-taking purposes only.
- ❑ Please turn off cell phones.
- ❑ Any questions? ACCEPT BRIEF QUESTIONS BUT DO NOT LINGER.
- ❑ Roundtable introduction: please tell us your first name and one of your favourite interests or hobbies.

Context: Border Crossing Patterns & Awareness of NEXUS (15 mins)

I'd like to start by asking you about your travel habits and experience when travelling between Canada and the United States.

ADJUST LANGUAGE BY GROUP TO FOCUS ON MODE OF TRANSPORTATION USED BY PARTICIPANTS (I.E. AIR, WATER OR HIGHWAY).

1. During the past 12 months, how often have you travelled from Canada to the United States by [car/air/water]? What tends to be the primary purpose of your visits?

Probe: -number of trips, duration, reason (i.e. business vs. pleasure)
2. How would you describe your experience with customs and security when crossing into the U.S. by [land/air/water]? Is it usually quick or slow, or does it vary a lot?
3. What are the main difficulties or issues you encounter when crossing into the U.S. by [land/air/water]? Anything else? FOCUS HERE IS ON DELAYS NOT QUALITY OF U.S. CUSTOMS.

4. How about crossing back from the U.S. to Canada? Is your experience similar? Are the difficulties or issues the same or different when going to or from the U.S.? FOCUS HERE IS ON DELAYS NOT QUALITY OF CANADIAN CUSTOMS.
5. When we contacted you for this research, we asked you if you are currently enrolled in the NEXUS program. Had you heard of NEXUS prior to being contacted for this research? (HAND COUNT).

IF YES:

6. What did you know about the program? Anything else? How did you learn about the program? Did you consider joining NEXUS? If so, why are you not a member? If not, why not?

NEXUS is a joint Canada-United States (U.S.) program to facilitate border crossing for low-risk, pre-approved travellers. It is administered by the U.S. Customs and Border Protection and the Canada Border Services Agency.

Reaction to Print Ad Concepts (40 minutes)

I'd like to turn to some ads being developed by the Government of Canada to increase awareness of NEXUS among Canadians. We're going to look at three different concepts or approaches that might be used for these ads and I'd like to obtain your impressions about each of them.

Before I show you the different concepts, I want to point out the following:

- I will show you one concept at a time, and there will be three examples of how it would be used in an advertising campaign. These applications include a magazine ad, a newspaper ad, and a mail-out flyer.
- The magazine ads will appear in color and the newspaper ads in black and white. Therefore, in order to approximate reality as much as possible, we will present colour versions of the magazine ad and black and white versions of the newspaper ad.
- When reviewing the mail-out flyer, please focus on the design, not the text. The text in the flyer has mainly been 'greeked' in. That is, the 'greek' is intended to show where the text will appear, but it is not meant to be read.
- After you see the first concept, I'll ask you to fill out a short questionnaire to record your overall reaction to it. Once everyone has completed the mini-questionnaire, we'll talk about the concept as a group. Following this, I'll show you the second and third designs and we'll do the same thing with them. Once we've reviewed all of the designs, I'll ask you to write down on the last page of the questionnaire which one you prefer.

HAND OUT COPIES OF THE QUESTIONNAIRE.

THE CONCEPTS WILL BE PRESENTED TO PARTICIPANTS AS CONCEPTS A, B, AND C. HOWEVER, IN ORDER TO CLEARLY DISTINGUISH BETWEEN THEM, THEY WILL BE KNOWN TO THE RESEARCH TEAM AS FOLLOWS:

- A. TORTOISE AND HARE
- B. TRI-MODAL HORIZONTAL (HORIZONTAL DISPLAY OF PLANE, HIGHWAY, BOAT)
- C. TRI-MODAL VERTICAL (VERTICAL DISPLAY OF PLANE, HIGHWAY, BOAT).

ORDER OF PRESENTATION TO BE ROTATED ACROSS FOCUS GROUPS. HOWEVER, DUE TO THEIR SIMILARITY, VARIATIONS ON TRIMODAL CONCEPT TO BE PRESENTED ONE AFTER THE OTHER (I.E. EITHER BEFORE OR AFTER TORTOISE AND HARE CONCEPT).

FOR EACH CONCEPT, PASS OUT COPIES OF MAGAZINE AD, NEWSPAPER AD & MAIL OUT FLYER. SHOW DISPLAY VERSION WHEN HAND OUT COPIES.

First Concept

Let's start with the first concept or design, which I'll call concept [A, B, C]. Please review the ads on your own, before we discuss them, and write down your impressions on the short questionnaire. Once people have finished doing this, we'll talk about it all together. I'm going to hand out three items... a magazine ad, a newspaper ad, and the mail out flyer.

ONCE PARTICIPANTS HAVE COMPLETED QUESTIONNAIRE, CONTINUE.

7. What is your overall impression of this ad concept? Why do you say that?

Probe: - positive/neutral/negative
 - reasons why

8. What do you like about it? Why? Anything else?

9. What do you not like about it? Why? Anything else?

10. Is the content clear and easy to understand? If not, why not?

Probe: -clear that NEXUS is joint government program (i.e. Canada/U.S)?

11. What message are the ads trying to communicate? Anything else? Do they communicate the message(s) effectively? Why/why not?

Probe: -clarify/catchiness of taglines
 -clarify/understanding of tortoise and hare theme

12. Do the text and graphics work well together and complement one another? If not, why not?

13. Is the tone of the ads appropriate?

Probe: -persuasive vs. directive in tone?

14. What about the tagline (READ TO PARTICIPANTS)? What's your impression of it?

15. Would you notice these ads if you were looking through a newspaper or magazine? That is, would they attract your attention? Why/why not?

16. Would you pay attention to the flyer if it came to you in the mail? Would you be likely to read it? Why/why not?
17. Do these ads encourage or motivate you to call the 1-800 number or visit the NEXUS website for more information? (GET HAND COUNT) Why/Why not?
18. Do they encourage you to apply for membership in NEXUS? Why/why not?
19. Do you have any suggestions on how these ads could be improved to make them more effective in terms of encouraging membership in NEXUS?

COLLECT ALL HANDOUTS. INTRODUCE NEXT CONCEPT.

IF FIRST CONCEPT WAS TORTOISE AND HARE, READ PREAMBLE 'A' AND REPEAT QUESTIONS 7-19. FOLLOWING THIS, READ PREAMBLE 'B', THEN ASK NEXT SET OF QUESTIONS. ADJUST LANGUAGE IN PREAMBLES AS NEEDED.

IF FIRST CONCEPT WAS VERSION OF TRI-MODAL DESIGN, READ PREAMBLE 'B' AS INTRO TO SECOND VERSION OF TRI-MODAL DESIGN, THEN ASK NEXT QUESTIONS. FOLLOWING THIS, READ PREAMBLE 'A' AS INTRO TO THIRD CONCEPT (I.E. TORTOISE AND HARE), THEN ASK QUESTIONS 7-19. ADJUST LANGUAGE IN PREAMBLES AS NEEDED.

PREAMBLE A:

Let's turn to the [next/last] concept which I will call concept [B/C]. Once again, please review the ads on your own and before we discuss them write down your impressions on the short questionnaire. Once people have finished doing this, we'll talk about it all together.

ONCE PARTICIPANTS HAVE COMPLETED QUESTIONNAIRE, CONTINUE.

PREAMBLE B:

The [next/last] concept approach is a modified version of the previous one. The text, including the tag line, is identical to that in the previous version. The main difference is the pictures, and there are also some differences in formatting.

ONCE PARTICIPANTS HAVE COMPLETED QUESTIONNAIRE, CONTINUE.

20. What is your overall impression of this ad concept? Why do you say that?

Probe: - positive/negative
 - reasons why

21. Do you like it more or less than the previous version you saw? Why?
22. Which approach would you be more likely to notice in a newspaper, magazine, or mail-out flyer? That is, which one attracts your attention more strongly? Why?

23. Does this version communicate the same message as the previous one? If not, how is it different? If so, which version does a better job of communicating the message effectively? Why?
24. Which version does a better job of encouraging or motivating you to call the 1-800 number or visit the NEXUS website? Why?

ONCE ALL THREE CONCEPTS ARE REVIEWED, PROCEED TO NEXT SECTION.

Internet Banner Ads (5 mins)

Let's now quickly look at versions of these ads designed for use on the Internet. These ads would appear in color as Web banner ads. There is one Web ad for each concept and I'm going to show you all three at once.

DISTRIBUTE ALL THREE VERSIONS. EXPLAIN HOW BANNER AD WOULD STREAM ACROSS COMPUTER SCREEN.

25. What's your overall impression of these banner ads? Why?
26. Which do you like the most? Why?
27. Which would you be most likely to notice on the Internet? Why?
28. Which would be most likely to encourage or motivate you to visit the NEXUS site to learn more about the program?
29. Do you have any suggestions on how these banner ad(s) could be improved?

Comparison of Ad Concepts (5 mins)

SHOW ADS FROM EACH CONCEPT ALL TOGETHER (THREE BOARDS IN TOTAL WITH ALL FOUR APPLICATIONS).

Let's have one last look at the concepts all together. I'd like you to write on your questionnaire which concept or approach you prefer. Once again, please do this without talking.

ONCE PARTICIPANTS HAVE COMPLETED QUESTIONNAIRE, CONTINUE:

30. Which of these concepts do you like the most? (HAND COUNT) Why?
31. Which of these concepts do you think would be most effective in terms of raising awareness among Canadian travellers of the NEXUS program, and motivating them to visit the website or phone the 1-800 number to learn more about NEXUS or apply for the program? Why do you say that?

ASK ABOUT WINNER:

NOTE: IF THERE IS NO CLEAR PREFERENCE, ADJUST LANGUAGE TO MAKE IT MORE COMPARATIVE.

32. What additional changes would you make to these ads to make them as effective as possible?

Probe: - aspects of other concepts to improve preferred option

Review of Promotional Materials (30 minutes)

I'm now going to show you some promotional materials developed for NEXUS. This includes an information brochure, with an application form, a short flyer, and a business card. I'd like to get your feedback on each one, with a focus on their content, not on their format or layout.

DISTRIBUTE ALL THREE PRODUCTS AT SAME TIME.

Information brochure (15 minutes)

Let's begin with the information brochure. Please read the brochure on your own, not including the application form, and we'll talk about it as a group when everyone is finished. When reading the document, please circle anything that is unclear to you.

GIVE PARTICIPANTS 5 MINUTES TO REVIEW BROCHURE. ONCE PARTICIPANTS ARE DONE, ASK FOLLOWING QUESTIONS.

33. What's your overall impression of this brochure? Why?

34. Does this brochure clearly explain the NEXUS program? Is anything unclear or potentially confusing? If so, what? Anything else?

Probe: - go through each section (e.g. Program benefits, Eligibility)

35. Is there any important information missing from the brochure? If so, what?

36. Does the brochure raise any concerns or apprehensions about joining NEXUS? If so, what? Is there anything the brochure could do to address or alleviate these concerns?

37. Does the brochure encourage or motivate you to visit the website or phone the 1-800 number to learn more about NEXUS? Why/why not? How could it be improved in this regard?

38. Where would you expect to find or see this brochure? What would be the most effective method for distributing it?

39. Do you have any suggestions on how this brochure could be improved?

Flyer (10 minutes)

Now let's turn to the short flyer,

40. What's your overall impression of this flyer? Why?

41. Is there anything unclear or potentially confusing in it? If so, what? Anything else?

Probe: - go through each section/heading

42. Does it contain the type of information you would expect to find in a flyer like this? Is there any important information missing? If so, what?

43. Does it encourage or motivate you to visit the website or phone the 1-800 number to learn more about NEXUS? Why/why not? How could it be improved in this regard?

44. Where would you expect to find or see this flyer? What would be the most effective method for distributing this product?

45. Do you have any suggestions on how this could be improved?

Business card (5 minutes)

46. What's your overall impression of this business card? Why?

Probe: - utility/usefulness as promotional tool

47. Does it encourage or motivate you to visit the website or phone the 1-800 number to learn more about NEXUS? Why/why not? How could this be improved?

48. Where would you expect to find or see this business card? What would be the most effective method for distributing this product?

49. Do you have any suggestions on how this could be improved?

Review of Application Form (20 mins) (Time Permitting)

I'd now like you to go back to the information brochure and read the application form. We do not need you to complete the form, but please circle anything that is unclear or potentially confusing for any reason.

SHOW PARTICIPANTS APPLICATION FORM. ASK THEM TO READ THE FORM. WHEN FINISHED, CONTINUE.

50. What is your overall impression of the application form and the related instructions?

Probe: -length

51. Is the information on the first page about each section of the application form clear and easy to understand? If not, what is unclear?

52. Are the questions in each section of the form clear and easy to understand? If not, what is unclear?

Probe: - go through each section

53. Do you think the application form would be easy to fill out? If not, why not?

Probe: - likelihood of completing form on-line
- preference for on-line vs. hard copy version

54. Do you have any concerns about providing any of the information required in the application form? If so, what information and why?

Probe: - concerns about privacy of information
- greater concern re privacy with on-line vs. hard copy version?

55. Do you have any suggestions on how the application form, and the instructions, could be simplified and made easier to complete?

Conclusion

56. After reviewing these materials, how many will call the 1-800 number or visit the NEXUS website for more information? (GET HAND COUNT).

57. Do you have any final comments or suggestions about anything we have discussed tonight?

THANK PARTICIPANTS. COLLECT MATERIAL.

Evaluation of Ad Concepts

Please answer the following questions about each ad.

Concept A:

1. Using the following 5-point scale, what's your overall impression of this ad?

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very unfavourable

Neutral

Very favourable

2. What do you like most about it?

3. What do you not like about it?

Concept B:

1. Using the following 5-point scale, what's your overall impression of this ad?

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very unfavourable

Neutral

Very favourable

2. What do you like most about it?

3. What do you not like about it?

Concept C:

1. Using the following 5-point scale, what's your overall impression of this ad?

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very unfavourable

Neutral

Very favourable

2. What do you like most about it?

3. What do you not like about it?

Comparison:

1. All things considered, which of the ad concepts do you like the most?

Concept A

☐

Concept B

☐

Concept C


☐

Thank you.

Concept A

NEXUS

My fast track over the border and back!




If you're heading over the U.S. border, why not fast track your travel with NEXUS—the fastest, simplest border clearance available. Whether you're travelling by air, land or marine, use the dedicated NEXUS express lanes there and back and save yourself valuable time.


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1 866 NEXUS-26 (639-8726)
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Children under 18 free


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United States
of America

NEXUS is my fast track over the border and back!



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NEXUS is my fast track





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We'll put you on track-fast!
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Government of Canada



United States of America

I'm always ahead of the pack.

Saving time at the border means more time for me!

Fast track your way with NEXUS.



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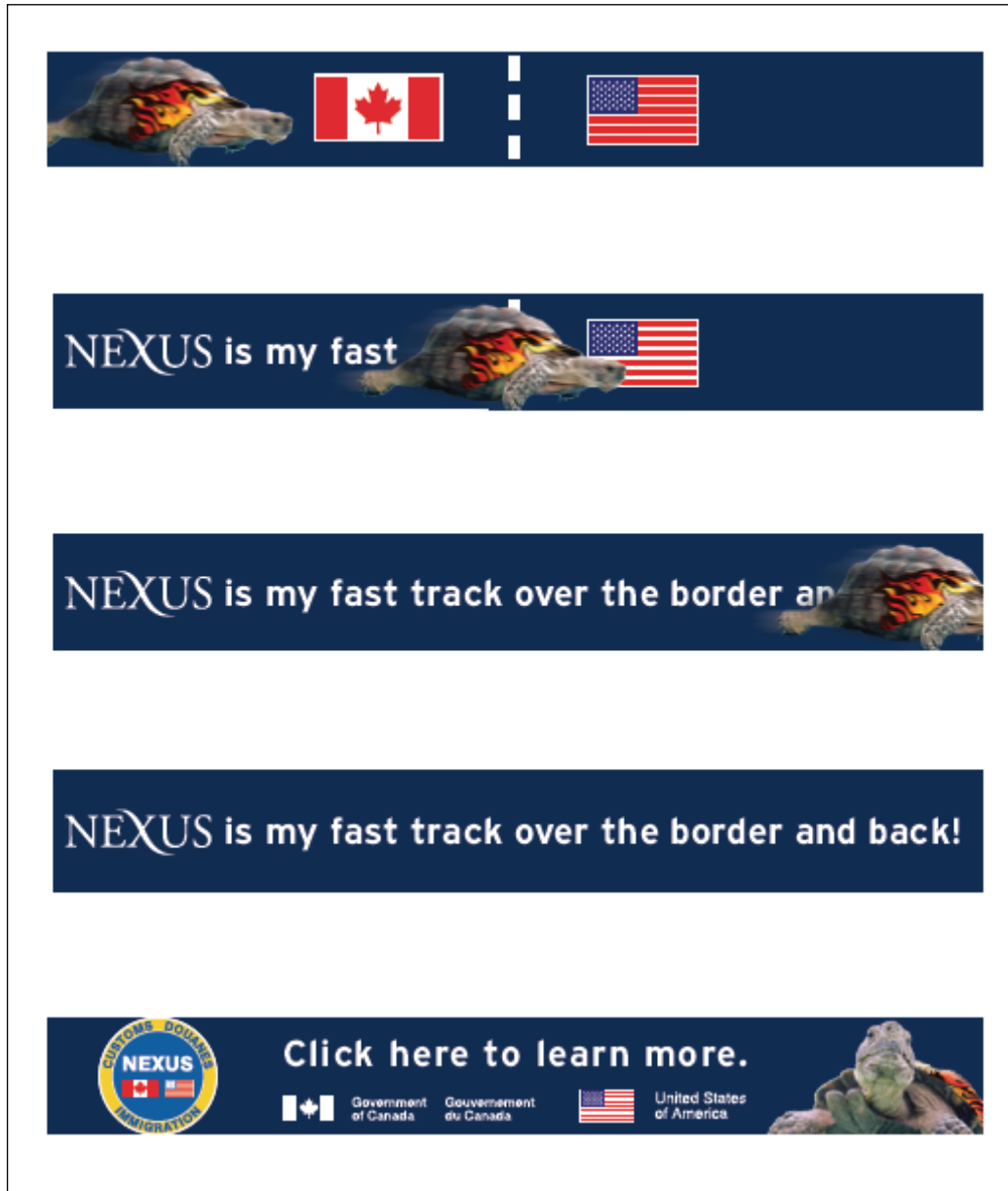
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Concept B

NEXUS

Your express lane over the border and back.




Whether you're heading to the U.S. by air, land or marine, NEXUS has a reserved lane for you that makes crossing the border and back a pleasure. Become a member of NEXUS and you'll be en route to the fastest, simplest border clearance available, each and every time you travel.


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du Canada



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of America

You're en route to saving time at the border.

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Crossing the border's a pleasure in the lane reserved for you.



Save time at the border


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Become a member of Nexus today.

Ming eugait alit lum dit prat amconsed magna faci te et loreet ad minim nulla aut ut nonse conum in el utet, conse dolestis esto od minci te faci ting eu faccum num luscilisi ex ercincp.












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Take your express lane



over the border and back



with NEXUS



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Concept C

NEXUS

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over the border and back.



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Crossing the border's a pleasure
in the lane reserved for you.

NEXUS

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Save time at the border



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Take your
express lane
over the border and back.

You're en route to saving time
at the border.

Become a member of NEXUS today.

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The banner is divided into three horizontal sections. The top section has a blue sky background with a white airplane silhouette on the left and the text "Take your express lane" in white. The middle section has a grey road background with a white car silhouette on the left and the text "over the border and back" in white. The bottom section has a blue water background with a white boat silhouette on the left and the text "with NEXUS" in white.

Take your express lane

over the border and back

with NEXUS



The bottom section of the banner is dark blue. On the left is the NEXUS logo, which is a circular seal with "CUSTOMS DOUANES" at the top, "NEXUS" in the center, and "IMMIGRATION" at the bottom. To the right of the logo is the text "Click here to learn more." in white. Below this text are the logos for the Government of Canada (a stylized maple leaf) and the United States of America (the American flag). To the right of the Canadian logo are the words "Government of Canada" and "Gouvernement du Canada". To the right of the American flag are the words "United States of America".

Click here to learn more.

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