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FINAL REPORT

Ce rapport est aussi disponible en français sur demande.

The Antima Group/TNS Canadian Facts

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EXECUTIVE SUMMARY

Background

Since the government of the United States introduced the Western Hemisphere Travel Initiative (WHTI), Canadians have been confused about what documents they require in order to travel to the United States and when they need them (i.e. flying versus driving). In order to educate the Canadian public on the new requirements, an advertising campaign is planned to inform Canadians of what documents they need for travel to the United States, including passports and NEXUS/FAST cards.

This study was initiated in order to test three print advertising concepts, two radio scripts and an Internet site concept aimed at informing Canadians of the document requirements when travelling to the United States by land or sea.

Objectives

The specific research objectives for this study were to:

- gauge participants' reactions to the themes and messaging of the ads in terms of ease of understanding (clarity) and capacity to attract attention;
- collect feedback on the design/look, tone, and language;
- gauge participants' understanding of the campaign objectives and expected outcomes;
- determine if the ads have memorable impact in the minds of the audience; and,
- identify any suggestions for improvements.

Methodology and Specifications

This study involved the conduct of four focus groups; two in Montreal, conducted in French, on October 30, 2007 and two in Toronto, conducted in English, on November 1, 2007. The key criterion for participation in these focus groups was the participants had travelled to the United States in the past twelve months and were 18 years or older¹. In total, ten participants were recruited for each focus group with eight participating in each group. One group in each location was conducted with participants who have passports while the other group did not have valid passports.

Due to the feedback received following the focus groups in Montreal, changes were made to the concepts prior to the groups in Toronto. One of the print ads was eliminated, the other two were revised, and the radio ads were also adjusted. In addition, an Internet site concept was included for the Toronto testing.

Key Findings

Print Ads « Pas de papiers – Pas d'entrée » (No Documents – No Entry) – Montreal

In the French language groups the overall message was well received by focus group participants. They were able to successfully identify that two pieces of ID were required

¹ Given that this is qualitative research, participants were not selected using random or probability sampling methods. For this reason, as described in our interpretive note, results cannot be deemed representative of any wider population.

to enter the United States, a government issued photo id plus proof of citizenship. However, there was some confusion as to the status of the passport. They wondered why passports were not mandatory, and expressed some frustration at the ambiguity. Participants did not understand what NEXUS or FAST are, and for some, this introduced some confusion in the message. Some participants simply ignored it, since they reasoned that if they didn't know what it was, it didn't pertain to them; however, given the seriousness of the message, others wanted more information, and indicated they wanted to go to the website to find out. Participants reacted well to the suggestion of eliminating the last paragraph, which mentions the passport, and NEXUS and FAST programs.

No Documents – No Entry (Revised following Montreal groups) – Toronto

The intended message was well received by focus group participants. Some of the key information participants were able to gather after their initial viewing of the print ad included: changes were coming regarding requirements to enter the United States, participants were able to identify that 2 pieces of ID were required, government issued photo id, plus proof of citizenship. There was however some confusion among the different requirements for Land and Water compared to air travel. Participants felt it was necessary to have it explained in the same message that when travelling to the United States by air, a passport is required.

Lisez ceci avant de partir – Montreal

Focus group participants in Montreal indicated, unanimously, that they didn't feel this was as important a message as the No Documents – No Entry concept. They also felt that it was a little comical to tell them to read the notice before they left, when they would throw their newspaper out that day or soon after. The white on grey presentation also did not attract the attention very effectively when compared to the No Documents – No Entry concept. Participants also felt the two-column format was hard to read, and although they read the text, the message was more difficult to retain and seemed longer.

Avis Important – Montreal

Most participants found this concept to be too condensed and more difficult to read; however, some participants felt that the top banner: Avis Important, was very important in getting and maintaining their attention as an official announcement which would have ramifications for them.

Text Ad – Toronto

Those participants that preferred this concept felt this ad was softer and easier to read, in other words they felt it was more "Canadian." That said, even those who preferred this concept agreed that the No Documents – No Entry concept would grab their attention should they be flipping through a newspaper.

Radio Script One – Montreal and Toronto

Focus group participants indicated that radio script one was more clear than radio script two, in both languages, with rotation. In Toronto this was due to the fact that land and water was indicated early in the ad while in Montreal participants felt the sentences were more concise in the first script. It is interesting to note that participants indicated

that it was nearly impossible to remember the website www.canada.gc.ca however they had very easy recollection of the 1 800 O-Canada telephone number. Also, most participants liked that the government is going to continue to monitor the US requirements and keep Canadians informed. Finally, participants in Montreal mentioned (with some displeasure) that it was the English website which was read in the French ad, i.e. www.cbsa.gc.ca.

Radio Script Two – Montreal and Toronto

While participants achieved the same message recall, they felt that sentences in this script were longer than in script one therefore more difficult to follow. In the French groups, some participants felt that "une loi américaine" (an American law) was very effective in catching attention, but this did not arise when this ad was read first (in the second group). In the English groups, participants felt the land and water message was lost in this script. In fact some participants mentioned they didn't even hear it during this script and that they didn't catch it until radio script one was read (when the second version was read first.)

Internet Concept – Toronto

Most participants indicated they are most likely to 'Google it' when they are looking for travel documentation requirements. While many participants could see the potential value of creating a central depository for travel documents required, most felt it wasn't necessary.

Conclusions and Recommendations

During all focus groups, the majority of participants agreed that the Print Ad – No Documents – No Entry was the preferred option as it effectively communicated the desired messaging and was most successful at gaining the attention of the participants. Suggested changes to the text would be to add a bullet to the list stating that if you are travelling with a passport, which remains the preferred travel document for all international travel, that the other documentation is not required; and that for air travel a passport is required.

Radio script one was the option most preferred by focus group participants in both Montreal and Toronto. Participants felt that it best communicated the intended messaging. The key driver, especially among the English groups, was the location of the land and sea information in the script. Furthermore, most participants liked the idea that the Government was going to inform Canadians should the US requirements change.

In Montreal, participants also felt that Radio Script One more clearly communicated the message that two pieces of ID would be required after January 31, 2008 for land and sea crossing into the U.S.

Participants in Toronto nearly unanimously agreed that while it might be useful to have a central depository for required travel documents when travelling outside of Canada, it wasn't necessary. However, of the three names presented to participants, they selected www.canada.gc.ca.

RÉSUMÉ

Historique

Depuis que le gouvernement des États-Unis a instauré l'initiative relative aux voyages dans l'hémisphère occidental (IVHO), les Canadiens ne savent plus trop quels documents ils doivent avoir pour voyager aux États-Unis et dans quelles circonstances ils en ont besoin (avion vs voiture). Afin de renseigner le public canadien quant aux nouvelles exigences, une campagne publicitaire est prévue pour informer les Canadiens au sujet des documents dont ils ont besoin pour voyager aux États-Unis, y compris le passeport et les cartes NEXUS/EXPRES.

La présente étude avait pour but de tester trois concepts de publicité imprimée, deux textes radiophoniques et un concept de site Internet visant à informer les Canadiens au sujet des documents exigés lorsqu'ils voyagent aux États-Unis par voie terrestre ou maritime.

Objectifs de l'étude

Voici les objectifs précis de la présente étude :

- évaluer les réactions des participants quant aux thèmes et aux messages des publicités pour ce qui est de la facilité de compréhension (clarté) et la capacité d'attirer l'attention;
- recueillir les commentaires relatifs à la conception et l'apparence, au ton ainsi qu'au langage;
- évaluer la compréhension des participants quant aux objectifs de la campagne et les résultats prévus;
- déterminer si les publicités ont un impact durable dans l'esprit des participants;
- apporter des suggestions d'amélioration s'il y a lieu.

Méthodologie et spécifications

La présente étude a été effectuée au moyen de quatre groupes de discussion : deux à Montréal, menés en français le 30 octobre 2007, et deux à Toronto, menés en anglais le 1^{er} novembre 2007. Le principal critère utilisé pour pouvoir participer à ces groupes de discussion consistait à avoir voyagé aux États-Unis au cours des douze derniers mois et être âgé de 18 ans et plus². Au total, dix participants ont été recrutés pour chacun des groupes et huit y ont participé. À chaque endroit, un groupe comprenait des participants qui possédaient un passeport, et l'autre groupe, des participants qui ne possédaient pas de passeport valide.

À la suite des commentaires recueillis auprès des groupes de discussion menés à Montréal, des modifications ont été apportées aux concepts avant de tenir les groupes de discussion de Toronto. Une des publicités imprimées a été éliminée, les deux autres ont été révisées, et les publicités radiophoniques ont également été ajustées. De plus, un concept de site Internet a été ajouté dans les tests des groupes de Toronto.

² Étant donné qu'il s'agit d'une étude qualitative, les participants n'ont pas été choisis à l'aide de méthodes d'échantillonnage aléatoire ou probabiliste. Par conséquent, comme nous l'indiquons dans notre note explicative, les résultats ne peuvent être considérés comme représentatifs d'une population plus grande.

Synthèse des résultats

Publicité imprimée « Pas de papiers – Pas d'entrée » – Montréal

Dans les groupes de discussion de langue française, les participants ont bien reçu le message global. Ils ont déterminé avec succès que deux pièces d'identité étaient requises pour entrer aux États-Unis, soit une pièce d'identité avec photo émise par un gouvernement et une preuve de citoyenneté. Toutefois, le statut du passeport a soulevé un peu de confusion. Les participants se sont demandé pourquoi les passeports n'étaient pas obligatoires et ont exprimé une certaine frustration quant à cette ambiguïté. Ils n'ont pas compris ce qu'étaient NEXUS ou EXPRES et, pour quelques participants, ce manque de connaissance a entraîné une certaine confusion dans le message. Des participants ont simplement choisi de ne pas en tenir compte en se disant que s'ils ne savaient pas ce dont il s'agissait, cette notion ne s'appliquait pas à eux. Cependant, étant donné l'importance du message, des participants ont souhaité obtenir plus de renseignements et ont indiqué qu'ils voulaient visiter le site Web pour comprendre. Les participants ont bien réagi à la suggestion d'éliminer le dernier paragraphe qui mentionnait le passeport et les programmes NEXUS et EXPRES.

Pas de papiers – Pas d'entrée (concept révisé après la tenue des groupes de Montréal) – Toronto

Les participants aux groupes de discussion ont bien reçu le message visé. Voici quelques renseignements clés que les participants ont pu dégager après le premier aperçu de la publicité imprimée : des changements se préparaient au sujet des exigences d'entrée aux États-Unis, les participants ont déterminé que deux pièces d'identité étaient requises, soit une pièce d'identité avec photo émise par un gouvernement ainsi qu'une preuve de citoyenneté. Toutefois, une certaine confusion a régné quant aux différentes exigences qui existent pour les voies terrestre et maritime par rapport à la voie aérienne. Les participants ont jugé qu'il était nécessaire d'expliquer dans le même message qu'un passeport est requis lorsqu'on se rend aux États-Unis en avion.

Lisez ceci avant de partir – Montréal

Les participants aux groupes de discussion tenus à Montréal ont indiqué à l'unanimité qu'ils ne croyaient pas que ce message était aussi important que le concept *Pas de papiers – Pas d'entrée*. Ils ont également trouvé un peu drôle le fait de leur dire de lire l'avis avant de partir, alors qu'ils jettent leur journal après l'avoir lu ce jour-là ou peu de temps après l'avoir lu. La présentation blanc sur gris n'a pas non plus attiré l'attention de façon très efficace lorsqu'on la compare au concept *Pas de papiers – Pas d'entrée*. Les participants ont également estimé que le format sur deux colonnes ne simplifiait pas la lecture, et que même s'ils ont lu le texte, le message était plus difficile à retenir et a semblé plus long.

Avis important – Montréal

La plupart des participants ont estimé que ce concept était trop condensé et plus difficile à lire, mais certains participants ont signalé que le bandeau du haut « Avis important » s'avérait déterminant pour ce qui était d'attirer et de retenir leur attention à titre d'annonce officielle qui pourrait les toucher.

Publicité textuelle – Toronto

Les participants qui ont préféré ce concept ont trouvé que cette publicité se révélait plus souple et plus facile à lire; en d'autres mots, ils ont senti qu'elle était plus « canadienne ». Cela étant dit, même ceux qui ont préféré ce concept s'entendaient pour dire que le concept *Pas de papiers – Pas d'entrée* retiendrait leur attention s'ils feuilletaient un journal.

Premier texte radiophonique – Montréal et Toronto

Les participants aux groupes de discussion ont indiqué que le premier texte radiophonique était plus clair que le deuxième, et ce, dans les deux langues et en alternant l'ordre des textes. À Toronto, cela s'expliquait par le fait que les voies terrestre et maritime étaient indiquées très tôt dans la publicité, alors qu'à Montréal, les participants ont trouvé que les phrases étaient plus concises dans le premier texte. Il est intéressant de noter que les participants ont indiqué qu'il était presque impossible de se rappeler le site Web www.canada.gc.ca, alors qu'ils se souvenaient très facilement du numéro de téléphone 1 800 O-Canada. En outre, la plupart des participants ont apprécié le fait que le gouvernement continue de surveiller les exigences américaines et tienne les Canadiens informés. Par ailleurs, les participants de Montréal ont mentionné (avec un certain déplaisir) que c'était le site Web anglais qu'on mentionnait dans la publicité française, soit www.cbsa.gc.ca.

Deuxième texte radiophonique – Montréal et Toronto

Bien que les participants aient bénéficié du même rappel de message, ils ont jugé que les phrases de ce texte semblaient plus longues que celles du premier texte et, par conséquent, plus difficiles à suivre. Dans les groupes francophones, certains participants ont indiqué qu'« une loi américaine » s'avérait très efficace pour attirer l'attention, mais cet élément n'a pas été soulevé lorsque la publicité a été lue en premier (dans le deuxième groupe). Dans les groupes anglophones, les participants ont estimé que le message sur les voies terrestre et maritime se perdait dans ce texte. En fait, quelques participants ont mentionné qu'ils ne l'avaient même pas entendu pendant la lecture et qu'ils ne l'avaient remarqué que lorsque le premier texte radiophonique a été lu (lorsque la deuxième version a été lue en premier).

Concept Internet – Toronto

La plupart des participants ont indiqué qu'ils effectueraient très probablement une recherche sur Google s'ils voulaient connaître les exigences relatives aux documents de voyage. Bien que de nombreux participants aient pu voir la valeur possible d'un dépôt central pour les documents de voyage requis, la plupart ont signalé que ce n'était pas nécessaire.

Conclusions et recommandations

Dans tous les groupes de discussion, la majorité des participants ont convenu que la publicité imprimée *Pas de papiers – Pas d'entrée* constituait l'option préférée, étant donné qu'elle communiquait efficacement le message désiré et réussissait le mieux à attirer l'attention des participants. Quant aux modifications à apporter au texte, il a été suggéré d'ajouter un point à la liste indiquant que si l'on voyage avec un passeport – lequel demeure le document de voyage préféré pour tous les voyages internationaux –,

les autres documents ne sont pas requis et que pour les voyages en avion, un passeport est nécessaire.

Le premier texte radiophonique constitue l'option préférée des participants aux groupes de discussion, tant ceux de Montréal que de Toronto. Ils ont jugé que ce texte communiquait le mieux le message visé. L'élément clé, particulièrement dans les groupes anglophones, était l'endroit où l'information sur les voies terrestre et maritime se trouvait dans le texte. Par ailleurs, la plupart des participants ont aimé l'idée que le gouvernement informe les Canadiens si les exigences américaines venaient à changer.

À Montréal, les participants ont également jugé que le premier texte radiophonique communiquait clairement le message selon lequel deux pièces d'identité seraient requises après le 31 janvier 2008 pour les voyages effectués par voie terrestre et maritime aux États-Unis.

Les participants de Toronto ont convenu presque à l'unanimité que même si un dépôt central pourrait se révéler utile pour les documents requis lorsqu'on voyage à l'extérieur du Canada, il ne s'avérait pas nécessaire. Par ailleurs, parmi les trois noms de site présentés, les participants ont choisi www.canada.gc.ca.

1. BACKGROUND

The Western Hemisphere Travel Initiative (WHTI) is a U.S. law that will require all travellers, including U.S. and Canadian citizens, to present a valid passport or other secure document when travelling to the United States from within the western hemisphere. The new document requirements were implemented for air travellers to the United States in January 2007. Document requirements have not yet been implemented for those seeking to enter the United States at land or sea ports of entry.

Currently, Canadian citizens, including children, do not require a passport to enter the United States by land or water. Canadian citizens should, however, carry documents that demonstrate their identity and citizenship. The following documents are some accepted forms of identification:

- A birth certificate; and
- A driver's licence.

Oral declarations of identity and citizenship may be accepted, but it is recommended that travellers carry identification.

A valid Canadian passport, NEXUS card and Free and Secure Trade (FAST) card (for highway commercial travel only) are always acceptable travel documents to enter the United States by land or water.

Since the government of the United States introduced the Western Hemisphere Travel Initiative (WHTI), Canadians have been confused about what documents they require in order to travel to the United States and when they need them (i.e. flying versus driving). The passport uptake following the final WHTI air rule last January led to an unexpected and unprecedented increase in applications for passports on both sides of the border and a large number of complaints to Parliamentarians and members of Congress.

In order to educate the Canadian public on the new requirements, the Government of Canada conducted an advertising campaign during the summer of 2007. The goal of this campaign was to inform those wishing to travel to the United States that passports are not required until summer 2008 for land and sea travel. The second phase of this campaign is about to be launched in Fall 2007 and Winter 2008. The goal of the upcoming campaign is to inform Canadians of what documents they need for travel to the United States, including passports and NEXUS/FAST cards.

This study was initiated in order to test the following advertising concepts aimed at informing Canadians of the document requirements when travelling to the United States by land or sea:

- three print ads in Montreal and two in Toronto;
- Two radio scripts in both locations; and,
- An Internet site concept in Toronto only.

2. RESEARCH OBJECTIVES

The purpose for conducting this research was to obtain feedback on the English and French advertising concepts for the various media to help ensure a successful advertising campaign. The specific research objectives for this study were to:

- gauge participants' reactions to the themes and messaging of the ads in terms of ease of understanding (clarity) and capacity to attract attention;
- collect feedback on the design/look, tone, and language;
- gauge participants' understanding of the campaign objectives and expected outcomes;
- determine if the ads have memorable impact in the minds of the audience; and,
- identify any suggestions for improvements.

3. APPROACH AND METHODOLOGY

This study involved the conduct of four focus groups; two each in Toronto, ON and Montreal, QC. Participant recruitment was conducted between October 22, 2007 and October 29, 2007 using a recruiting screener (attached as **Appendix A**) that was reviewed and approved by the Canada Boarder Services Agency (CBSA). The key criterion for participation in these focus groups was the participants had travelled to the United States in the past twelve months and were 18 years or older.³ Additionally, one group in each location was made up of those who have a valid Canadian passport while the second group was conducted with participants who do no currently have a valid Canadian Passport. In total, ten participants were recruited for each focus group, totalling 40 potential participants, through the use of a proprietary consumer panel. There were eight participants in each of the focus groups totalling 32 participants overall. Each group had a mix of male and females and age categories.

During the course of the focus groups the moderators ensured that the ads were tested on a rotational basis. For example, during the first focus group in Toronto, print ad one was tested first followed by print ad two then the radio spots while during the second focus group, radio ad two was tested first followed by radio ad one then print ad two followed by print ad one. The reason this rotation is used is to ensure each ad is viewed with a fresh eye meaning participants are not already aware of the content of the ad thereby providing a true initial reaction for each ad.

Due to the valuable feedback received following the first two focus groups in Montreal, changes were made to the concepts prior to the two groups in Toronto. For example, the "Lisez ceci avant de partir" (Read this before you Leave) concept was not tested in Toronto while the text ad "Attention Canadian Citizens Travelling to the U.S." was tested in Toronto but not in Montreal. Furthermore, the No Documents - No Entry ad was modified after the Montreal groups for testing in Toronto. The report below will

³ Given that this is qualitative research, participants were not selected using random or probability sampling methods. For this reason, as described in our interpretive note, results cannot be deemed representative of any wider population.

evaluate each concept, regardless of the location the ad was tested. The following table describes what concepts were tested in Toronto and Montreal.

Concept Tested	Toronto December 1, 2007	Montreal November 30, 2007
No Documents – No Entry (Pas de papiers – Pas d'entrée)	✓	✓
Text Ad	✓	
Lisez ceci avant de partir		✓
Avis Important		✓
Radio Option One: Keeping Canadians Informed	✓	✓
Radio Option Two: A U.S. Law	✓	✓

All focus groups were conducted at specialized facilities that allowed for client observation of the sessions, as well as video and audio taping. In addition, consistent with standard industry practice, all participants who attended were provided with a cash honorarium of \$60. Each session lasted approximately two hours with the groups in Toronto being conducted in English and those in Montreal were conducted in French. A moderator's guide, which was developed with client input and approval, was used in all sessions to direct the flow of discussions. The moderator's guide is attached as **Appendix B**.

The key findings from the focus groups are presented in the following sections of this report:

- Section Four – Print Ads;
- Section Five – Radio Ads; and,
- Internet Site.

Interpretive Note: Although qualitative research in general, and focus groups in particular, are highly valuable for providing insight into the needs, attitudes and opinions of an organization's customers and prospects, the results cannot be deemed to be representative of any wider group of individuals than those who participated.

4. PRINT ADS

PAS DE PAPIERS – PAS D'ENTRÉE – (No DOCUMENTS – No ENTRY) (MONTREAL)

Initial Recall

During each focus group, respondents were shown a concept for about three to four seconds and were then asked to evaluate what they saw and what their recall was. Each respondent was provided a handout “questionnaire” to complete. Following the initial viewing of the ad respondents successfully recalled the following facts:

- The date (Jan 31, 2008) – many couldn't recall the exact date rather just January 2008;
- The « Pas de papiers – pas d'entrée » visual at the bottom; and,
- The headline: Avis aux Canadiens..."

Most participants felt the ad was an attention grabber and that they'd stop to read the ad if they were to see it in a newspaper. It was also evident among the participants that this ad was sponsored by the Government of Canada.



- « Ça pique la curiosité, nous fait vouloir lire »
(It tweaks your curiosity; makes you want to read it)

In-Depth Evaluation

Following their initial viewing of the ad, each respondent was given a paper handout of the print ad in order to read the ad in-depth. The following are some key points raised during the subsequent discussion:

- Message received: participants were able to identify that two pieces of ID were required, government issued photo id, plus proof of citizenship.

- “*Moi je suis surpris qu’ils ne parlent pas de passeport. Ils mentionnent le permis de conduire et carte de citoyenneté mais pas le passeport, non.*” (I’m surprised that they didn’t mention passports. They mention driver’s licences and citizenship cards, but not passports.)
- “*J’étais certaine qu’à partir de janvier ça prend absolument un passeport.*” (I was sure that starting in January, you absolutely had to have a passport.)

- The headline was well received. Particularly, the use of the phrase “Avis aux Canadiens” immediately communicated that this was an “official” announcement, which merited attention.
- In terms of specific text, there was some confusion as to the meaning of the following sentence: “*Les Canadiens de moins de 16 ans et ceux de 16 à 18 ans voyageant au sein d’un groupe supervisé...*”. Participants were able to understand the meaning; however, in both French groups they indicated that the sentences be re-formulated.
- Participants also did not understand what NEXUS or FAST programs are, and for some, this introduced some confusion in the message. Some participants simply ignored it, since they reasoned that if they didn’t know what it was, it didn’t pertain to them. However, given the seriousness of the message, others wanted more information, and indicated they wanted to go to the website to find out.
- Participants suggested stating that as of January 31, one needs **two pieces of ID: a, and b...** This suggestion was tested and also agreed upon by participants in the second group in Montreal.
- Participants in all groups, English and French, indicated that this concept was, by far, the most effective at getting the message across. Furthermore, participants indicated they would inform their friends and family of the information contained in the ad.

Participants in Montreal reacted well to the suggestion to eliminate the last paragraph, which mentions the passport, and NEXUS and FAST programs. This was only tested in Montreal and this paragraph was not included in the ad tested in Toronto.

No DOCUMENTS – NO ENTRY

(TORONTO)

Initial Recall

A modified version of this ad was tested in Toronto based on feedback received in Montreal. Again, respondents were shown the concept for about three to four seconds and were then asked to evaluate what they saw and what their recall was. Each respondent was provided a handout "questionnaire" to complete. Following the initial viewing of the ad respondents successfully recalled the following facts:

- o The date (Jan 31, 2008) – many couldn't recall the exact date rather just January 2008;
- o The No Entry visual at the bottom;
- o The headline: Attention Canadian Citizens;
- o 1-800-O-Canada; and,
- o Border on side.

- *"I saw a flat at the side, it catches your attention, saw the border."*
- *"I saw Canadian residents travelling to the US."*
- *"I saw the 1-800 O Canada."*



Most participants felt the ad was an attention grabber and that they'd stop to read the ad if they were to see it in a newspaper. It was also evident among the participants that this ad was sponsored by the Government of Canada.

- *"This one grabbed my attention, no documents, no entry."*

In-Depth Evaluation

Following their initial viewing of the ad, each respondent was given a paper handout of the print ad in order to read the ad in-depth. The following are some key points raised during the subsequent discussion:

- o Message received: participants were able to identify that two pieces of ID were required, government issued photo id, plus proof of citizenship.
- o There was some confusion as to the status of passport. Participants wondered why passports were not mandatory, and expressed some frustration at the ambiguity.

- *"This is telling us we need to have the proper documents and it tells you what info you need."*
- *"The message was more quickly conveyed and it was more interesting to look at."*

This was not a reflection of the specifics of the advertising, but the main message itself (contained in all the concepts shown).

- *"We need to be told air is different."*

- The headline was well received.

- *"I like it, it grabs your attention."*
- *"It does look government related and important."*

TEXT AD

(TORONTO ONLY)

Initial Recall

Again, respondents were shown a concept for about three to four seconds and were then asked to evaluate what they saw and what their recall was. Each respondent was provided a handout "questionnaire" to complete. Following the initial viewing (3-4 seconds) of the ad respondents successfully recalled the following facts:

- The date (January 2008); and,
- The headline: Attention Canadian Citizens.

- *"I noticed Attention Canadian Citizens travelling to the US."*
- *"I saw the date, January 2008."*
- *"It was something about if you travel to the US, in January 2008 something is happening."*

 Government of Canada Gouvernement du Canada

ATTENTION CANADIAN CITIZENS TRAVELLING TO THE U.S.

As of January 31, 2008, to enter the United States by land or water, the U.S. will require that you present two pieces of identification:

- A government-issued photo ID, such as a driver's license; **AND**
- Proof of citizenship, such as an original birth certificate.

Canadians under the age of 16, and those 16 to 18 travelling in a supervised group, **SUCH AS** a sports team, will only be required to present an original birth certificate.

The Government of Canada will keep Canadians informed as the United States brings forward more changes to the documents required to enter the U.S.

A passport remains the recommended travel document for travel outside of Canada.

 **Canada**

The initial reaction from some participants was that this ad was very formal and caused a variety of negative emotions such as anger and hassle from the Government.

- *"This has the same vibe as the immigration form you fill out on the plane."*
- *"This makes me feel peeved, more pain in the ..."*

In-Depth Evaluation

Following their initial viewing of the ad, each respondent was given a paper handout of the print ad in order to read the ad in-depth. The following are some key points raised during the subsequent discussion:

- The intended message was well communicated: participants again were able to identify that two pieces of ID were required, government issued photo id, plus proof of citizenship and that the ad was sponsored by the Government of Canada however many felt the "ribbon" at the bottom made them feel this was not from the government and could be from a tourism company.

- *"This is for land or sea, not air."*

- Participants felt the title should include by land and water. They felt this would increase their understanding of the ad.

- *"I would change it to say to the US by land or water."*

- There was still confusion regarding the requirements in the ad. Participants had difficulty determining if a passport was required in addition to (or instead of) two types of identification.

- *"People might assume a passport covers these two pieces of id, it's not clear though. I don't know if I bring a passport, do I still need these two pieces of id?"*

- Participants highlighted the absence of the government website and phone number and felt they should be there as a resource for those wishing to get more information.

- *"Put the website and phone number on it – not everyone has the Internet so the phone number is important."*

Those participants that preferred this concept felt this ad was softer and easier to read, in other words they felt it was more "Canadian." That said, even those who preferred this concept agreed that the first concept would grab their attention should they be flipping through a newspaper.

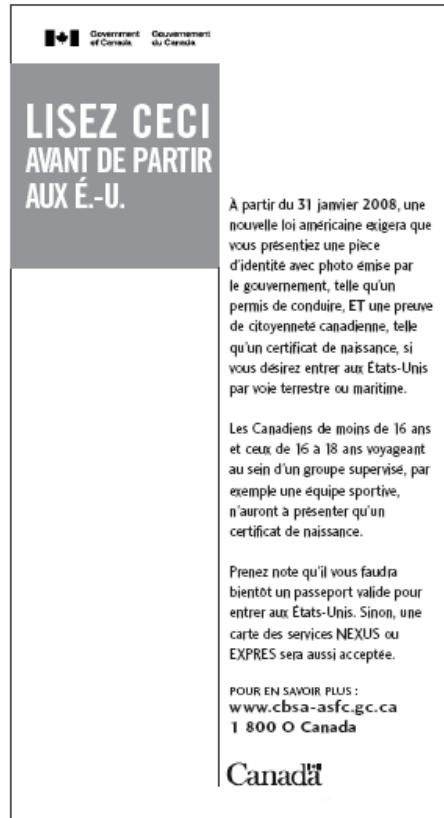
LISEZ CECI AVANT DE PARTIR (READ THIS BEFORE YOU LEAVE) (MONTREAL ONLY)

Initial Recall

- 3 seconds: Participants noted:
 - ‘Lisez ceci’;
 - The date (same as the other concept);
 - Gouvernement du Canada;
 - Lots of white space; and,
 - It’s a directive .

In-Depth Evaluation

- The main reaction to this concept was the fact that it is considered difficult to read. Participants felt the two-column format was hard to read, and although they read the text, the message was more difficult to retain and seemed longer.
- Some participants also did not like the directive tone of the headline as in “Read this.” These participants tended to ‘tune-out’ and paid less attention to the ad than the previous concept (No documents, No Entry).
- Participants also indicated, unanimously, that they didn’t feel this was as important a message as Concept A (Avis aux Canadiens). They also felt that it was a little comical to tell them to read the notice before they left, when they would throw their newspaper out that day or soon after. The white on grey presentation also did not attract the attention as effectively as the previous concept.
- All of the comments regarding the body of the text, given that it was unchanged, continue to apply.



AVIS IMPORTANT

(MONTREAL ONLY)

Initial Recall

- 3 seconds:
- ‘Avis important’;
- Large case letters; and,
- The ribbon and Canada word mark.

In-Depth Evaluation

- Most participants found the concept too condensed and more difficult to read, and much attention was spent talking about this visual aspect of the concept as opposed to the messaging itself (this is also a reflection of the order of testing).
- Some participants felt that the top banner: Avis Important, was very important in getting and maintaining their attention as an official announcement which would have ramifications for them; however, they also questioned why it was white on grey, instead of white on black, which would have been much bolder and effective at grabbing the readers' attention.
- **Moderator’s Note.** Had this concept been tested using a larger font, the reaction may have been more favourable.



- « *Ce qui est important n'est pas en valeur. C'est tout pris ensemble. T'a une feuille 8.5 par 11, mais l'écriture est toute petite. Ça ne m'attire pas. Si le format était plus grand, écriture plus grande.* » (What's important isn't highlighted. It's all mixed together. You have an 8½ by 11 sheet, but the writing is so tiny. It doesn't attract me. If the format were larger...)

5. RADIO SCRIPTS

The radio scripts for these focus groups (included as **Appendix C**) were not tested with the use of a professional radio announcer; rather, the focus group moderator read the two scripts to the participants⁴. Each script was read twice prior to conducting a discussion around the message recall and content, and the radio scripts were tested at the beginning of one group, and at the end of the next, in order to control for order bias.

Option One: Keeping Canadians Informed

Recall of the message for the first option was very high. Some of the key messages participants mentioned included:

- As of January 31, you need two pieces of id to enter the United States. The types of documents required include a driver's licence, with photo, plus proof of citizenship.
- Interestingly, French participants noted that there was no mention of the year (2008), which may have led to some confusion.
- In Montreal, participants preferred the first concept (one), since it was clearer and "crisper", and was effective at getting across all the key elements of the message, as discussed. Notwithstanding the moderator's reading of the script, they felt concept two was difficult to understand as the sentences were long and cumbersome.
- In Toronto, participants indicated that concept one was clearer than concept two, in both groups, with rotation, due to the fact that land and water was indicated early in the ad.
- As with the print ads, there was confusion in the French groups regarding the NEXUS and FAST programs. Similarly to the print ads, based on feedback in Montreal, this

- *"I got the message clearly; in fact I got it better than the print ad."*
- *"I got the fact that it's the US who requires two pieces of ID, it came out loud and clear in the radio, not as much in the print."*
- *"Ça prend le permis de conduire, une avec photo, une autre carte."* (You need a driver's licence, with photo, and another card...proof of citizenship.)

- *"This was clearer, when you put land and sea in the first few words so you can listen and remember."*

- *"Keeping us informed, it confuses me a bit but it reassures me that they will inform us if there are any changes."*
- *"Confident that the Canadian Government cares about their citizens so when we get there we will be informed to cross the border."*

⁴ Please note that even slight changes in pronunciation and/or inflection may have an impact on reactions to the concept, therefore, using a professional actor/announcer is preferred, but not used in this instance given time constraints. The moderators have taken care to interpret any reaction which may be the result of live reading of the concepts as opposed to listening to a professional pre-recorded message.

text was removed from the script prior to the Toronto groups.

- Participants mentioned that it was nearly impossible to remember the website www.canada.gc.ca however they had very easy recollection of the 1 800 O-Canada telephone number. In French, participants noted that it was the English website: www.cbsa.gc.ca, which was mentioned.
- Most participants like that the government is going to continue to monitor the U.S. requirements and keep Canadians informed.

Option Two: A U.S. Law

Participants had the same message recall for the second radio script; however, participants in Toronto felt the land and water message was lost in this script. In fact some participants mentioned they didn't even hear it during this version, they didn't catch it until version one was read (when the second version was read first.) The participants felt that sentences were longer and more difficult to follow.

Some participants felt that "une loi américaine" (an American law) was very effective in catching attention, but this did not arise when this ad was read first (in the second group.)

The French version of Option Two contained a very long sentence, which participants felt was difficult to discern (independent of any issues with the moderator's reading.)

6. INTERNET SITE

Participants 'Google it' when Searching for Information

Participants in Toronto were asked where they would turn to find information related to the required documents when travelling outside of Canada. The following lists where participants are most likely to turn, however most participants indicated they would "Google it":

- Google;
- Word of mouth, friends;
- Travel agent;
- Airport; and,
- Publications put out by government.

Some of the key words they would use when conducting a web search for required travel documents included:

- U.S. border crossing requirements;
- Documentation required for U.S.;
- Canada Passport;
- American customs;
- Canadian customs; and,
- Naturalization.

No need for a Travel Documents Website

Three options were presented to the participants as potential options for the name of a new travel document Internet site:

- www.cbsa.gc.ca;
- www.traveldocuments.gc.ca; and,
- www.canada.gc.ca.

None of the proposed names above were extremely well received by participants. They felt the 'gc.ca' made the names cumbersome and very difficult to remember. Most agreed however if they had to choose one they would select the www.canada.gc.ca site as a logical place to look for such information.

However, in terms of requirements of travel documentation when leaving Canada, focus group participants in Toronto indicated very clearly that there is no need for the development of a new website. While most agreed it might be a useful tool, they indicated that regardless of the existence of such a site they are still going to search for the information using a search engine.

- *"For me if I wanted the information, I won't remember a website name, I would look up the information."*
- *"There's no need for a new website, I'd just go to the website for Canada."*
- *"It's rare that I type in a URL."*

7. CONCLUSIONS AND RECOMMENDATIONS

Print Ad – No Documents – No Entry

Print ad Concept A: **No Documents – No Entry**, communicated the desired messaging clearly and effectively and was most successful at gaining the attention of the participants and communicating the message, in both English and French. Most participants agreed that the ad was an acceptable ad for the Government of Canada and had no issue with the wording or visuals.

Suggested changes to the text from **Montreal** participants were:

- o to add a sentence indicating that 2 pieces of identification will now be required, a government issued photo ID (such as Driver's licence) AND a proof of citizenship; and,
- o to remove the last paragraph mentioning that passports will *soon* be required and reference to NEXUS and FAST.

In **Toronto**, suggested changes to the text would be:

- o to add a bullet to the list stating that if you are travelling with a passport, which remains the preferred travel document for all international travel, and that the other documentation is not required; and,
- o that for air travel a passport is (still) required. This addition will ensure there is no confusion around the documentation requirements for each point of entry into the United States.

Radio Script

Option One: Keeping Canadians Informed was the script that communicated the intended messaging most effectively. The key driver, especially among the English groups, was the location of the land and sea information in the script. Participants felt this was an important piece of information for this ad and that in the second script it got lost at the end of a long sentence. Furthermore, most participants liked the idea that the Government was going to inform Canadians should the U.S. requirements change.

In Montreal, participants also felt that the Option One more clearly communicated the message that two pieces of ID would be required for land and sea crossings after January 31, 2008.

Website (tested only in Toronto)

While many participants in Toronto agreed that it might be useful to have a central depository for required travel document when travelling outside of Canada, nearly all agreed that it wasn't necessary. They indicated that they would most likely use a search engine to locate the required information and that they are very unlikely to enter a URL into their web browser. However, of the three names presented to participants, they selected www.canada.gc.ca.

Appendix A – Recruiting Screener

WHTI Advertising Campaign Qualitative Pre-testing – Focus Groups, Canada Border Services Agency

Hello, my name is _____ and I am calling from Research House Inc. on behalf of the Government of Canada. We are currently conducting research to test an upcoming advertising campaign. We are calling today to invite you to a focus group discussion scheduled for October 30/November 1. Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with the Government of Canada or Research House Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. You will also be asked to sign a form to acknowledge that you may be audio and/or video taped during the session. The session will last a maximum of two hours and you will receive a cash honorarium as a thank you for attending the session. May we have your permission to ask you some further question to see if you fit in our study?

1. Are you or is any member of your household or immediate family employed in or by, or ever been employed in or by:

	1		Ever	
	No	Yes	No	Yes
Market Research	()	()	()	()
Marketing	()	()	()	()
Public Relations or ad agency	()	()	()	()
Any media (Print, Radio, TV)	()	()	()	()
Canada Border Services Agency	()	()	()	()
Any other Department or Agency of the Government of Canada	()	()	()	()

IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE

2. Can you please tell me your age? Are you... (Need a good mix)

Younger than 18 – **THANK AND TERMINATE**

18 to 27 1
28 to 34 2
35 to 44 3
45 to 54 4
55 to 64 5
65 or older 6
Refuse 7 – **THANK AND TERMINATE**

3. Have you travelled to the United States in the past twelve months?

Yes 1
No 2 – **THANK AND TERMINATE**

4. Do you have a valid Canadian Passport?

Yes 1 – **RECRUIT FOR GROUP ONE**
No 2 – **RECRUIT FOR GROUP TWO**
Don't know 3 – **THANK AND TERMINATE**

5. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you, in voicing your opinions in front of others? Are you....

Very Comfortable	1 – MIN 50%
Fairly Comfortable	2
Not Very Comfortable	3 – THANK AND TERMINATE
Very Uncomfortable	4 – THANK AND TERMINATE

6. Have you ever attended a focus group or one-to-one discussion for which you have received a sum of money, here or elsewhere?

Yes	1 – MAX (50%)
No	2 – SKIP TO Q. 10

7. When did you last attend one of these discussions?

TERMINATE IF IN THE PAST 6 MONTHS

8. How many focus groups or one-to-one discussions have you attended in the past 5 years?

(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE

9. Would you please tell me the topics discussed?

IF RELATED TO AIR TRAVEL - THANK AND TERMINATE

10. Have you been invited to another of these focus groups or interviews in the near future?

Yes	1 – THANK AND TERMINATE
No	2

11. Record Gender? (DO NOT ASK) (need about a 50/50 split)

Male	1
Female	2

12. We would like to invite you to participate in this focus group. The focus group will last no longer than two hours and will take place at (see coordinates below). As appreciation for your participation in this research, you will be offered an honorarium of \$60. Would you be interested in participating in this focus group?

Yes	1 → INVITE
No	2 → THANK AND TERMINATE
Don't know / need to confirm	3 → SCHEDULE CALL BACK

IMPORTANT:

The session is two hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes.....1
No.....2 – TERMINATE

CBSA WHTI Creative Advertising Pre-test – Final Report

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the honourarium. Will you be able to bring picture ID?

Yes.....1
No.....2 – **TERMINATE**

Since we will be asking you to view certain items we would also like to insure you bring with you any items you may require such as reading glasses or contact lenses. The group discussion will last approximately two hours. I should also tell you that the groups will be audio and video taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

The focus groups will be held at: (Offer to provide directions)

Toronto Group 1: Thursday, November 1 at 5:30 pm.

Toronto Group 2: Thursday, November 1 at 7:30 pm.

Research Dimensions

30 Soudan Ave

6th Floor

416.486.6161

Fax: 486.6162

Montreal Group 1: October 30, at 5:30 pm.

Montreal Group 2: October 30, at 7:30 pm.

Ad Hoc Research

1250 Guy Street

Suite 900

514.937.4040

Fax: 935.7700

Questionnaire de recrutement

Pré-test qualitatif de la campagne publicitaire de l'IVHO – Groupes de discussion, Agence des services frontaliers du Canada

Bonjour/Bonsoir, mon nom est _____ et je vous appelle de Research House Inc. **de la part du Gouvernement du Canada.** Nous menons présentement une étude pour tester une campagne publicitaire prochaine. Nous vous téléphonons aujourd'hui car nous souhaitons vous inviter à participer à un groupe de discussion qui aura lieu le 30 octobre/1er novembre. Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec le Gouvernement du Canada ou avec Research House Inc. Toute information recueillie, utilisée et/ou dévoilée ne sera utilisée qu'à des fins de recherche seulement et sera traitée conformément aux exigences de la Loi sur la protection des renseignements personnels. Nous vous demanderons également de signer un abandon de recours par lequel vous reconnaîtrez être au courant qu'il se peut que l'on vous enregistre sur bande audio et/ou vidéo pendant la séance. La session durera un maximum de 2 heures et vous recevrez une somme en argent comptant en guise de remerciement pour votre participation. Puis-je vous poser quelques questions afin de voir si vous vous qualifiez à notre étude?

1. Est-ce que vous, ou une personne de votre foyer ou de votre famille immédiate travaille en ou pour ou a déjà travaillé en ou pour:

	1		Déjà	
	Non	Oui	Non	Oui
Recherche en marketing	()	()	()	()
Marketing	()	()	()	()
Relations publiques ou agence de publicité	()	()	()	()
Un média (presse écrite, radio, TV)	()	()	()	()
Agence des services frontaliers du Canada	()	()	()	()
Tout autre département ou agence du Gouvernement du Canada	()	()	()	()

SI "OUI" À UNE DES MENTIONS CI-DESSUS – REMERCIER ET TERMINER

2. Puis-je avoir votre âge exact, s.v.p? Êtes-vous...**(Besoin d'un bon mixte)**

Plus jeune de 18 ans – **REMERCIER ET TERMINER**

18 à 27 ans	1
28 à 34 ans	2
35 à 44 ans	3
45 à 54 ans	4
55 à 64 ans	5
65 ou plus	6
Refus	7 – REMERCIER ET TERMINER

3. Avez-vous voyagé aux États-Unis au cours des douze derniers mois?

Oui	1
Non	2 – REMERCIER ET TERMINER

4. Avez-vous un passeport canadien valide?

Oui	1 – RECRUTER POUR GROUPE UN
Non	2 – RECRUTER POUR GROUPE DEUX
Ne sait pas	3 – REMERCIER ET TERMINER

5. On demande aux participants d'exprimer leur opinion et leurs pensées. Dans quelle mesure

êtes-vous confortable d'exprimer votre opinion devant les autres? Êtes-vous....

Très confortable	1– MIN 50%
Assez confortable	2
Pas très confortable	3 – REMERCIER ET TERMINER
Pas du tout confortable	4 – REMERCIER ET TERMINER

6. Avez-vous déjà participé à un groupe de discussion ou à une entrevue face-à-face pour lequel vous avez reçu une somme d'argent?

Oui	1 – MAX (50%)
Non	2 – PASSER À LA Q. 10

7. A quand remonte votre dernière participation à une de ces discussions?

TERMINER SI AU COURS DES 6 DERNIERS MOIS

8. À combien de groupes de discussion ou d'entrevues face-à-face avez vous participé au cours des 5 dernières années?

(PRÉCISER) SI PLUS DE 5 – REMERCIER ET TERMINER

9. De quels sujets avez-vous discuté?

SI LIÉ AU VOYAGE EN AVION – REMERCIER ET TERMINER

10. Avez-vous été invité à participer à un de ces groupes de discussion ou entrevues face-à-face prochainement?

Oui	1 – REMERCIER ET TERMINER
Non	2

11. Noter le sexe? (**NE PAS DEMANDER**) (besoin d'un partage d'environ 50/50)

Homme	1
Femme	2

12. Nous aimerions vous inviter à participer à ce groupe de discussion. Le groupe de discussion ne durera pas plus de 2 heures et aura lieu à (voir les coordonnées ci-dessous). En guise de remerciement pour votre participation à cette recherche, nous vous remettrons un incitatif de 60\$. Seriez-vous intéressé à participer à ce groupe de discussion?

Oui	1 → INVITER
Non	2 → REMERCIER ET TERMINER
Ne sait pas / besoin de confirmer	3 → PRENDRE UN RENDEZ-VOUS POUR UN RAPPEL

IMPORTANT:

La session durera 2 heures mais nous demandons aux participants d'arriver 10 minutes à l'avance. Est-il possible pour vous d'être présent 10 minutes avant le début de la rencontre?

Oui.....1
Non.....2 – TERMINER

On demandera à tous les participants de cette étude de montrer une pièce D'IDENTITÉ AVEC PHOTO. Si vous n'avez pas cette pièce d'identité, vous ne pourrez pas participer à ce groupe et vous ne serez pas rémunéré. Êtes-vous en mesure d'avoir une pièce d'identité avec vous?

Oui.....1
Non.....2 – TERMINER

Puisque nous vous demanderons de passer en revue certains items, nous aimerions également nous assurer que vous apportiez tout item que vous pourriez avoir de besoin tels que des lunettes pour lire ou des verres de contacte. Le groupe de discussion durera environ 2 heures. Je dois aussi vous dire que la rencontre sera enregistrée sur bande audio et vidéo et ce pour fins de recherche et des membres de l'équipe de recherche observeront à partir d'une pièce voisine. Tout ce que vous direz restera strictement confidentiel.

[] COCHER AFIN D'INDIQUER QUE L'ÉNONCÉ A ÉTÉ LU AU RÉPONDANT.

Les groupes de discussion auront lieux à: (**Offrir de fournir des directions**)

Montréal Groupe 1: Mardi, le 30 Octobre à 18h00

Montreal Groupe 2: Mardi, le 30 Octobre à 19h30

Ad Hoc Recherche

1250, rue Guy

Bureau 900

514.937.4040

Téléc: 935.7700

Appendix B – Discussion Guides

Canada Border Services Agency WHTI Creative Advertising Pretest Discussion Guide – Final

N.B. This document serves as a guide for Moderator and Client to ensure a common understanding of the nature of information to be gathered through the focus group session. This is not a questionnaire and questions will not necessarily be asked verbatim by the Moderator. At the end of the focus groups, all of the questions posed in this guide will have been answered satisfactorily.

1. INTRODUCTION (10 minutes)

- Welcome participants
- Description of focus groups
- Specialized facilities (videotaping, one-way mirror and observers, etc.)
- No wrong answer – different opinions are what counts
- Independence of moderator
- Objectives of the focus group
 - Evaluate the effectiveness of the visual appearance of three print concepts
 - Evaluate the effectiveness of the messaging contained in the three print concepts
 - Evaluate the effectiveness of two radio scripts
- Roundtable introduction (first name only, residence, occupation)

2. WARM-UP: RECENT TRAVEL TO THE UNITED STATES (10 minutes)

Note to observers: purpose of this section is to get participants comfortable with their surroundings and expressing themselves, not necessarily to probe for information. Moderator will avoid deep probing at this stage.

- When is the last time you travelled to the U.S.? How did you go? (land, air, sea?)
- How was your experience crossing the border (or with the airport border clearance process)?
 - Going into the U.S.
 - Coming back into Canada

3. EVALUATION OF PRINT AD CONCEPT 1 (15 minutes)

Moderator instructions to group: I'm going to show you three different ideas or concepts for a newspaper advertisement. Just like any newspaper ad, you wouldn't normally stare at it for a long time, and it may or may not catch your eye. I'm going to ask you to look at it for only 2-3 seconds, which is how long you would normally glance at something if you were flipping through the paper.

After I show you the ad, I would like you to write the following things on the handout in front of you (questions will be on handout):

- What do you remember about the ad? Write down some key words.
- What did the ad tell you? What is the main message?
- How does this ad make you *feel? Why?*
- Who do you think is sponsoring this ad?
- Write down a number from 1 to 5 indicating whether you, personally, think the ad gets the message across "very clearly" (5) or "not at all" (1).

Please don't react openly or discuss the ad with others in the group until you have all finished, then we will turn the ads over and discuss them together.

Allow 2-3 minutes for participants to complete handout, then open discussion on each of the questions.

Call to action: (*Moderator will display the ad again for an additional 2-3 seconds*)

- What does this ad want travellers to do?
- Is this information important to you? Is it relevant to you?
- Is the ad telling you information you have heard before? And what new information did you learn?
- What do you think of the headline?
- Does the ad make you want to find out more information? Does it clearly indicate where you need to go to get additional information?
- Is the information provided easily understandable (from your point of view)? Are there things you did not understand?
- What is it (if anything) about the ad that is creating this reaction/lack of reaction? How could we improve the print ad?
- Is the ad catchy (taglines, visuals), would you notice the ad if you were looking through the newspaper? Why, why not?
- How effective do you think the ad will be in communicating the new requirements to travellers such as yourselves?
- Was there any wording in the ad you would change as an improvement?
- Do the text and image complement one another, does the image convey the same message as the text? Why, why not?
- Do you think it is important for the Government of Canada to advertise this topic?
- Is there anything missing?

4. EVALUATION OF CONCEPTS 2 AND 3 (20 minutes)

REPEAT ABOVE. ROTATE ORDER.

5. EVALUATION OF RADIO SCRIPTS (20 minutes)

ROTATE ORDER:

- o GROUPS 1 AND 3: AFTER PRINT AD
- o GROUPS 2 AND 4: BEFORE PRINT AD

Moderator instructions to group: I'm going to read a script for a radio advertisement which you may hear. Just like any radio advertisement, you'll hear it for the first time and then you may not hear it again for some time. I'll read it twice, then I would like you to answer the same questions on the handout.

Please bear in mind that I am not a professional announcer or actor, so focus on what I'm saying as opposed to any issues with my voice, pronunciation, or inflection.

AFTER READING, DEBRIEF ADAPTING SAME QUESTIONS AS IN Q3 FOR RADIO.

6. COMPARISONS AND GROUP CONCLUSION (5 minutes)

I'd like you to write down which of the three print ads, and two radio ads, you feel are the most effective at communicating the new identification requirements for entering the United States?

POLL ROOM AND PROBE RESPONSES.

7. OBSERVERS' QUESTIONS (5 minutes)

Observers will have the opportunity to have the moderator ask any remaining questions prior to the close of the group.

Thank and Close Group

Total duration: Approx. 85 minutes.

HANDOUT

What do you remember about the advertisement? Write down some key words.

What did the ad tell you? What is the main message?

Please write down key words describing how this ad makes you feel?

Who do you think sponsored this ad?

Circle a number from 1 to 5 indicating whether you, personally, feel the main message gets across “not at all”(1) or “very well” (5).

Message gets across:

Not at all

1

2

3

4

Very well

5

Agence des services frontaliers du Canada
Prétest d'une publicité créative portant sur l'IVHO
Guide de discussion – Version définitive

N.B. Le présent document a pour but de servir de guide au modérateur et au client afin d'établir une compréhension commune quant à la nature de l'information qui doit être recueillie pendant les séances des groupes de discussion. Il ne s'agit pas d'un questionnaire, et le modérateur ne formulera pas nécessairement ses questions mot à mot. À la fin de chaque séance, des réponses satisfaisantes auront été obtenues pour chacune des questions de ce guide.

1. INTRODUCTION (10 minutes)

- Souhaiter la bienvenue aux participants.
- Décrire le groupe de discussion.
- Décrire les installations spécialisées (enregistrement vidéo, miroir d'observation, observateurs, etc.).
- Expliquer qu'il n'y a pas de mauvaise réponse, étant donné que ce sont les opinions des participants qui comptent.
- Expliquer le rôle indépendant du modérateur.
- Objectifs du groupe de discussion :
 - évaluer l'efficacité de l'aspect visuel de trois concepts de publicité imprimée;
 - évaluer l'efficacité des messages contenus dans les trois concepts de publicité imprimée;
 - évaluer l'efficacité de deux textes pour la radio.
- Procéder à la présentation des participants (prénom seulement, lieu de résidence et profession).

2. DISCUSSION PRÉPARATOIRE : VOYAGES RÉCENTS AUX ÉTATS-UNIS (10 minutes)

Note aux observateurs : Le but de cette section consiste à permettre aux participants de se familiariser avec leur entourage et de s'exprimer, et non nécessairement à sonder pour obtenir de l'information. Le modérateur évitera de sonder les participants de manière approfondie à cette étape.

- À quand remonte votre dernier voyage aux États-Unis ? Comment y êtes-vous allé ? (transport terrestre, aérien ou maritime ?)
- Comment s'est déroulé votre passage à la frontière (ou le processus de passage à la frontière à l'aéroport) :
 - en entrant aux États-Unis ?
 - en revenant au Canada ?

3. ÉVALUATION DU CONCEPT DE PUBLICITÉ IMPRIMÉE 1 (15 minutes)

Instructions du modérateur au groupe : Je vais vous montrer trois idées ou concepts différents pour une publicité dans les journaux. Comme c'est le cas pour toutes les publicités dans les journaux, vous ne la regarderiez pas très longtemps en temps normal, et elle pourrait attirer ou non votre regard. Je vais vous demander de la regarder pendant seulement 2 à 3 secondes, soit le temps que votre regard se pose normalement sur quelque chose quand vous feuilletiez le journal.

Lorsque vous aurez regardé la publicité, je vous demanderais de répondre aux questions suivantes dans le document qui vous a été distribué (les questions figureront dans le document) :

- Que vous rappelez-vous de cette publicité ? Notez quelques mots clés.
- Qu'est-ce que cette publicité vous a dit ? Quel est son message principal ?
- Quel *sentiment* cette publicité suscite-t-elle ? *Pourquoi* ?
- Qui commandite cette publicité à votre avis ?
- Indiquez un numéro de 1 à 5 qui correspond à votre appréciation personnelle de l'efficacité de cette publicité à transmettre son message, (5) étant « très clairement » et (1) « pas du tout ».

Veuillez ne pas réagir ouvertement ni discuter de cette publicité avec les autres participants du groupe avant que vous n'ayez tous terminé. Nous la regarderons par la suite et en discuterons ensemble.

Accordez 2 à 3 minutes aux participants pour répondre aux questions et amorcez ensuite la discussion pour chacune des questions.

Appel à l'action : (*Le modérateur affichera de nouveau la publicité pendant 2 à 3 secondes de plus.*)

- Qu'est-ce que cette publicité veut que les voyageurs fassent ?
- Cette information vous semble-t-elle importante ? Vous semble-t-elle pertinente ?
- Est-ce que cette publicité vous donne de l'information que vous avez déjà entendue ? Et quelle nouvelle information avez-vous apprise ?
- Que pensez-vous du grand titre ?
- Cette publicité vous incite-t-elle à obtenir plus d'information ? Indique-t-elle clairement où vous devez aller pour obtenir de l'information supplémentaire ?
- Est-ce que l'information fournie est facile à comprendre (de votre point de vue) ? Est-ce qu'il y a des choses que vous n'avez pas comprises ?
- Quel aspect de cette publicité (s'il y en a) entraîne cette réaction ou fait qu'elle n'entraîne pas de réaction ? Comment pourrions-nous améliorer cette publicité imprimée ?
- Cette publicité est-elle accrocheuse (titres d'appel, images) ? Attirerait-elle votre regard si vous feuilletiez le journal ? Pourquoi ?
- Dans quelle mesure croyez-vous que cette publicité réussira à communiquer les nouvelles exigences aux voyageurs comme vous ?
- Est-ce qu'il a des mots que vous changeriez pour l'améliorer ?
- Le texte et l'image se complètent-ils ? Est-ce que l'image communique le même message que le texte ? Pourquoi ?

- Croyez-vous qu'il est important que le gouvernement du Canada publie cette information à ce sujet ?
- Y a-t-il quoi que ce soit qui manque ?

4. ÉVALUATION DES CONCEPTS 2 ET 3 (20 minutes)

RÉPÉTEZ L'ÉTAPE PRÉCÉDENTE EN PERMUTANT L'ORDRE DES QUESTIONS.

5. ÉVALUATION DES TEXTES POUR LA RADIO (20 minutes)

ROTATION DE L'ORDRE :

- GROUPES 1 ET 3 : APRÈS LA PUBLICITÉ IMPRIMÉE
- GROUPES 2 ET 4 : AVANT LA PUBLICITÉ IMPRIMÉE

Instructions du modérateur au groupe : Je vais vous lire le texte d'une publicité radiophonique que vous entendrez peut-être. Comme c'est le cas pour toutes les publicités à la radio, vous l'entendrez une première fois et vous pourriez ne pas l'entendre de nouveau pendant un certain temps. Je lirai le texte deux fois, et je vous demanderais ensuite de répondre aux mêmes questions dans le document qui vous a été distribué.

Veuillez tenir compte du fait que je ne suis pas un présentateur professionnel ni un comédien. Alors, concentrez-vous sur mon message et non sur les aspects de ma voix, de ma prononciation ou de mes intonations qui pourraient vous sembler inappropriés.

APRÈS LA LECTURE DU TEXTE, RECUEILLEZ L'INFORMATION EN ADAPTANT LES MÊMES QUESTIONS DE LA SECTION 3 POUR LA RADIO.

6. COMPARAISONS ET CONCLUSION DE LA SÉANCE (5 minutes)

Je vous demanderais de noter par écrit laquelle des trois publicités imprimées et laquelle des deux publicités radiophoniques sont les plus efficaces, à votre avis, pour communiquer les nouvelles exigences d'identification permettant d'entrer aux États-Unis.

SONDEZ LES PARTICIPANTS ET APPROFONDISSEZ LES RÉPONSES.

7. QUESTIONS DES OBSERVATEURS (5 minutes)

Les observateurs auront la possibilité de demander au modérateur de poser toute autre question avant la fin de la séance.

Remercier les participants et clore la séance

Durée totale : environ 85 minutes

DOCUMENT À DISTRIBUER

Que vous rappelez-vous de cette publicité ? Notez par écrit quelques mots clés.

Qu'est-ce que cette publicité vous a dit ? Quel est son message principal ?

Veuillez noter par écrit des mots clés décrivant les sentiments que cette publicité suscite ?

À votre avis, qui a commandité cette publicité ?

Encerclez un numéro de 1 à 5 qui correspond à votre appréciation personnelle de l'efficacité de cette publicité à transmettre son message, (5) étant « très clairement » et (1) « pas du tout ».

Le message est communiqué :

Pas du tout

1

2

3

Très clairement

4

5

Appendix C – Radio Scripts

Client : ASFC

Date : 30 octobre 2007

Produit : Message à l'intention des voyageurs

Description : **Version 1** (30 secondes)

Avis aux Canadiens se rendant aux États-Unis.

À partir du 31 janvier, vous devrez présenter une pièce d'identité avec photo émise par le gouvernement, comme un permis de conduire, ET une preuve de citoyenneté canadienne, comme un certificat de naissance, si vous désirez entrer aux États-Unis, par voie terrestre ou maritime.

Il vous faudra bientôt un passeport valide pour entrer aux États-Unis. Sinon, une carte des services NEXUS ou EXPRES sera aussi acceptée.

Plus de détails au www.cbsa.gc.ca et au 1 800 O Canada.

Un message du gouvernement du Canada.

Client : ASFC

Date : 30 octobre 2007

Produit : Message à l'intention des voyageurs

Description : **Version 2** (30 secondes)

Avis aux Canadiens se rendant aux États-Unis.

À partir du 31 janvier, une loi américaine exigera que vous présentiez une pièce d'identité avec photo émise par le gouvernement, comme un permis de conduire, ET une preuve de citoyenneté canadienne, comme un certificat de naissance, si vous désirez entrer aux États-Unis, par voie terrestre ou maritime.

Un passeport valide ou une carte de membre des services NEXUS ou EXPRES seront aussi acceptés.

Plus de détails au www.cbsa.gc.ca et au 1 800 O Canada.

Un message du gouvernement du Canada.

CLIENT: CBSA
PROJECT: WHTI Radio
DATE: 01/11/07

Option 1

Attention Canadian citizens travelling to the United States.

As of January 31st 2008, to enter the United States by land or water, the US will require you to present two pieces of identification: a government-issued photo ID, such as a driver's licence, PLUS proof of Canadian citizenship, such as an original birth certificate.

The Government of Canada will keep Canadians informed as the U.S. brings forward more changes to the documents required to enter the U.S.

A passport remains the recommended document for travel outside Canada.

For more information, visit www.canada.gc.ca or call 1 800 O-Canada.

A message from the Government of Canada.

CLIENT: CBSA
PROJECT: WHTI Radio
DATE: 01/11/07

Option 2

Attention Canadians citizens travelling to the United States.

As of January 31st 2008, a U.S. law will require you to present two pieces of identification: a government-issued photo ID, such as a driver's licence, **PLUS** proof of Canadian citizenship, such as an original birth certificate to enter the U.S. by land or water.

A passport remains the recommended travel document for travel outside Canada.

For more information, visit www.canada.gc.ca or call 1 800 O-Canada.

A message from the Government of Canada.