

FINAL  
REPORT

**Focus Testing the Creative for the 2007-2008  
International Youth Program Advertising  
Campaign**

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## **EXECUTIVE SUMMARY**

Environics Research is pleased to submit the following topline summary of findings to Foreign Affairs and International Trade Canada (DFAIT) regarding a series of focus groups among youth in four cities across Canada to evaluate creative materials to be used in an advertising campaign to promote International Youth Programs (IYP).

**Methodology.** Environics conducted a total of eight focus groups with Canadians between the ages of 18 years and 24. Three pairs of sessions were conducted in English in Toronto (Dec. 8), Halifax (Dec. 10) and Vancouver (Dec. 15) and one pair of sessions was conducted in French in Montreal (Dec. 13).

In each city, one session was conducted with students and one session was conducted with non-students. All participants were screened to be at least somewhat interested in living, working or studying abroad. The sessions were each approximately two hours in length and each consisted of 8 to 10 participants.

**Living and Working Abroad:** The vast majority of participants exhibited a lot of enthusiasm about the idea of going abroad to live, work or study or to travel on a longterm basis. Students and those who had had some post-secondary education tended to be somewhat more comfortable with the idea of going abroad than were non-students who had gone directly into the workforce after high school. The latter sometimes felt that they lacked the money or qualifications to live or work abroad.

Most participants had not yet taken any active steps to live abroad. If they were to do so, most said that they would inform themselves through the Internet by doing a search on “google” and typing in key words such as “work and travel” or the name of the country they wanted to live in. “Googling” is now clearly the pre-eminent way in which this segment gets information.

**Preferred URLs and 1-800-numbers:** Participants were shown five different possible URLs that would be used in advertising for international youth programs. The current [www.canada123.ca](http://www.canada123.ca) URL elicited very mixed comments. The consensus was that it made people think that it was all about travel WITHIN Canada or that it was a tourist information site for visitors from abroad coming to Canada. It was noted that this was the only URL of

the five that were tested that did not include “gc.ca” and therefore it was seen to be less trustworthy.

The [www.international.gc.ca](http://www.international.gc.ca) URL was quite favourably received. It was regarded as short and easy to remember and it was also seen as clearly being a Canadian government site which gives it enhanced credibility. However, a number of people also felt that it was too “broad” a URL and that just the word “international” on its own was a bit vague. The similar [www.international.gc.ca/experience](http://www.international.gc.ca/experience) URL was described as being a bit more precise than just “international.gc.ca” and would take people to a site that might be more specifically about Canadians’ potential experiences abroad. The URL [www.experienceinternational.gc.ca](http://www.experienceinternational.gc.ca) was one that many participants ranked highly both in terms of memorability and in terms of likelihood of visiting. The fact that it is all one word makes it easy to remember and a number of people felt that “it says what it is”.

The fifth URL tested [www.mobili-T-international.gc.ca](http://www.mobili-T-international.gc.ca) did not test well at all and was frequently described as looking like the URL for a mobile phone company.

The vast majority of participants said they would be more likely to dial 1-800-O Canada when presented with two phone number options. However, it should be noted that very few participants would call a number in the first place. In this age group, going to a website is almost invariably the first thing that anyone would do to seek out information. They would only call a 1-800 number if they had already gone on-line and had a very specific query.

**Television Ad Reaction:** Reaction to the television ad that was shown was extremely positive. Seeing the ad elicited universally positive feelings among the participants and most said that seeing it would make them go to the website to get more information. The messages that participants got from the ad included: that living abroad is fun and exciting, that “this could be you”, that there are opportunities for young Canadians and that the Government of Canada can help people realize their dream of living and working abroad. Virtually all participants felt that the ad was directed at younger people who are at a stage of their lives where going abroad to live and work is still a practical possibility.

**Print Ad Executions:** Participants were shown a series of eight print ads all designed to promote the International Youth Programs that the Government of Canada participates in. All in all, opinion on the print ads was quite split and there was no clear consensus as to

which three of the eight ads would be the best ones to use. However, it was clear that Ad# 8 depicting an Asian work team in an office and Ad #3 depicting sumo wrestlers did not score well. Ad #1 (sheep rush hour) tested quite well. It was regarded as funny and whimsical and amusing and many said they would remember it because of the humour in it. Ad #2 (power lunch) had somewhat higher ratings than the others. Many participants liked the fact that this ad showed a Canadian interacting with local people at a lunch counter.

Participants were also shown some other versions of Ads 1 and 2 that featured some very slight graphic variations. Overall, the vast majority preferred the version of the ad that had the headline diagonal as opposed to straight and horizontal. They also preferred to have some separation between the URL and the text at the bottom as in version “a” and “b”. There was no consensus as to whether the font size had to be slightly larger as in versions “b” and “c” or if it could be left as is.

**Website Ad and Banner Preferences:** The participants were virtually unanimous in stating that they would never click on a website ad if it was only a picture of a man in a café since they would not trust it. They would be afraid that it would lead to spam or to a commercial website or a dating service. If the words “travel and work abroad” appear on the picture, it makes a big difference and many would then be far more likely to click on the picture.

On a similar note, the web 360 banner was shown in three versions, one with no government branding, one with just the Canada word mark and one with the Canada word mark and the DFAIT insignia. The consensus was that people would avoid putting their cursor on the banner if it had no government branding at all. Most people preferred having the website URL explicitly spelled out so that they know where they are going and so they are more likely to remember the URL if they want to go back to it in the future.

### **Statement of Limitations**

The objectives of this research initiative are exploratory and therefore best addressed qualitatively. Such research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative and cannot be projected to the general population.

## RÉSUMÉ ANALYTIQUE

Environics Research est heureux de présenter à Affaires étrangères et Commerce international Canada (MAECI) ce résumé des principaux résultats issus d'une série de séances de discussion menées auprès de groupes de jeunes dans quatre villes au Canada, afin d'évaluer des éléments de création conçus pour une campagne publicitaire visant à promouvoir les Programmes internationaux pour les jeunes (PIJ).

**Méthodologie.** Environics a organisé un total de huit séances de discussion auprès de Canadiens et de Canadiennes âgés de 18 à 24 ans. Trois paires de séances se sont déroulées en anglais à Toronto (8 déc.), Halifax (10 déc.) et Vancouver (15 déc.) et deux séances se sont déroulées en français à Montréal (13 déc.).

Dans chaque ville, une séance a été faite avec des étudiants et l'autre avec des non étudiants. Tous les participants sélectionnés manifestaient au moins un certain intérêt à vivre, travailler ou étudier à l'étranger. Chaque séance était d'une durée d'environ deux heures et comprenait de huit à dix participants.

**Vivre et travailler à l'étranger :** les participants, en majorité, manifestaient beaucoup d'enthousiasme à l'idée d'aller vivre, travailler ou étudier à l'étranger ou de faire de longs voyages. Les étudiants et ceux qui possédaient une scolarité de niveau postsecondaire, ont eu tendance à être plus à l'aise à l'idée d'aller à l'étranger que les non étudiants qui étaient directement entrés sur le marché du travail après leurs études secondaires. Les membres de ce dernier groupe étaient parfois d'avis qu'ils n'avaient pas assez d'argent ou ne possédaient pas les qualifications requises pour vivre ou pour travailler à l'étranger.

La plupart des participants n'avaient pas encore activement fait des démarches pour aller vivre à l'étranger. S'ils avaient à le faire, la plupart ont affirmé qu'ils se renseigneraient par le truchement d'Internet, en effectuant une recherche sur « Google » et en tapant des mots tels que « travail et voyage » ou le nom du pays où ils voulaient vivre. Le moteur de recherche « Google » est nettement le moyen le plus utilisé par ce groupe pour obtenir de l'information.

**Adresses URL et numéros sans frais préférés :** Cinq adresses URL différentes qui seraient utilisées pour faire la promotion des programmes internationaux pour les jeunes ont été montrées aux participants. L'adresse actuelle [www.canada123.ca](http://www.canada123.ca) a suscité des commentaires mitigés. Le consensus était que cette adresse incitait les gens à penser qu'il s'agissait de voyages à L'INTÉRIEUR du Canada ou qu'il s'agissait d'un site Web d'information s'adressant aux visiteurs étrangers visitant le Canada. Il a été noté que, parmi les cinq adresses URL mises à l'essai, elle était la seule qui ne comprenait pas le suffixe « gc.ca » et, par conséquent, elle a été jugée moins digne de confiance.

L'adresse URL [www.international.gc.ca](http://www.international.gc.ca) a été passablement bien accueillie. Elle a été considérée à la fois courte et facile à mémoriser, ainsi que clairement identifiée comme un site Web du gouvernement canadien, ce qui lui confère une crédibilité accrue. Cependant, bon nombre de personnes ont aussi été d'avis qu'il s'agissait d'une adresse URL trop « générale » et que le mot « international » seul était un peu vague. L'adresse suivante [www.international.gc.ca/experience](http://www.international.gc.ca/experience) a été décrite comme étant un peu plus précise que « international.gc.ca » seul et qu'elle pourrait diriger les gens vers un site Web se rapportant plus spécifiquement aux possibilités d'expériences à l'étranger pour les Canadiens et les Canadiennes. Plusieurs participants ont donné une cote élevée à l'adresse URL [www.experienceinternational.gc.ca](http://www.experienceinternational.gc.ca), à la fois en termes de mémorabilité et de probabilité de visite. Le fait qu'elle soit écrite en un seul mot la rend facile à mémoriser et bon nombre de personnes ont été d'avis « qu'elle dit bien de quoi il s'agit. »

La cinquième URL mise à l'essai [www.mobili-T-international.gc.ca](http://www.mobili-T-international.gc.ca) n'a pas donné du tout de bons résultats et elle a souvent été décrite comme l'adresse d'une société de téléphone cellulaire.

La vaste majorité des participants ont affirmé qu'ils seraient plus enclins à appeler le numéro 1-800-O Canada lorsque mis en présence de deux choix de numéros de téléphone. Cependant, on doit noter que très peu de participants composeraient quelque numéro que ce soit. Dans ce groupe d'âge, la visite d'un site Web est invariablement la première chose que l'on ferait pour chercher des renseignements. Les membres de ce groupe composeraient uniquement un numéro 1-800 s'ils avaient déjà été en ligne et avaient une demande très spécifique à soumettre.

**Réaction à la publicité télévisée :** La réaction à l'annonce télévisée qui a été montrée a été extrêmement positive. Le fait de voir l'annonce a suscité une réaction positive chez tous les participants et la plupart ont affirmé qu'elle les inciterait à visiter le site Web pour obtenir plus de renseignements. Les messages que les participants ont retenus de l'annonce comprenaient : que le fait de vivre à l'étranger est amusant et excitant, que « cela pourrait être vous, » qu'il existe des possibilités pour les jeunes Canadiens et Canadiennes et que le gouvernement du Canada peut aider les jeunes à concrétiser leur rêve de vivre et de travailler à l'étranger. Pratiquement tous les participants ont été d'avis que l'annonce s'adressait à des personnes plus jeunes qui sont arrivées à l'étape de leur vie où le fait d'aller vivre et travailler à l'étranger est concrètement une possibilité.

**Annonces imprimées :** Les participants ont été invités à regarder une série de huit annonces imprimées qui avaient toutes été conçues pour promouvoir les Programmes internationaux pour les jeunes auxquels participe le gouvernement du Canada. À tout prendre, l'opinion au sujet des annonces imprimées a été assez divisée et il ne s'est dégagé aucun consensus clair quant à savoir quelles seraient les trois meilleures à utiliser parmi les huit. Toutefois, il a été clair que l'Annonce n° 8 décrivant une équipe de travail dans un bureau en Asie et que l'Annonce n° 3 présentant des lutteurs de sumo, n'ont pas obtenu des cotes élevées. L'Annonce n° 1 (L'heure de pointe – mouton) a obtenu de bonnes cotes. Elle a été jugée drôle, saugrenue et amusante et un grand nombre de participants ont affirmé qu'ils s'en souviendraient en raison de l'humour dont elle faisait preuve. L'Annonce n° 2 (Le déjeuner d'affaires) a obtenu des cotes un peu plus élevées que les autres. Un grand nombre de participants ont aimé le fait que cette annonce montrait les interactions d'un Canadien assis à un comptoir pour repas avec la population locale.

Les participants ont aussi pu regarder d'autres versions des Annonces n° 1 et n° 2 qui présentaient de très légères variations graphiques. Dans l'ensemble, la vaste majorité a préféré la version de l'annonce qui arborait le titre en diagonale plutôt qu'à la verticale ou l'horizontale. Ils ont aussi préféré qu'il y ait une séparation entre l'adresse URL et le texte situé dans la partie inférieure, comme dans les versions « a » et « b. » Il n'y a pas eu de consensus quant à savoir si la taille des polices de caractère devait être légèrement plus grande, à l'instar des versions « a » et « b, » ou, plutôt, qu'elle ne devait pas être changée.



**Préférences en matière d'annonce Web et sur bandes publicitaires :** Les participants ont été quasi unanimes à affirmer qu'ils ne cliqueraient jamais sur une annonce Web si elle présentait seulement la photo d'un homme sur une terrasse, puisqu'ils n'auraient pas confiance. Ils auraient peur que cela débouche sur des pourriels ou, encore, d'être dirigés vers un site Web commercial ou un site de rencontres. Si les mots « voyager et travailler à l'étranger » figurent sur la photo, cela fait une grande différence et un grand nombre des participants auraient alors beaucoup plus tendance à cliquer la photo.

Sur une note semblable, la bande publicitaire Web 360 a été montrée en trois versions, une ne présentant pas la signature du gouvernement du Canada, une n'arborant que le mot Canada et la dernière présentant à la fois le mot Canada et la signature du MAECI. Le consensus a été que les gens éviteraient de déplacer leur curseur par-dessus la bande publicitaire si elle n'affichait aucune identification du gouvernement. La plupart des gens ont préféré que l'adresse URL du site Web soit affichée explicitement pour qu'ils sachent où ils seront dirigés et qu'ils aient plus tendance à se souvenir de l'URL au cas où ils souhaiteraient la visiter de nouveau dans l'avenir.

### **Limites**

Les objectifs de cette initiative de recherche sont de nature exploratoire et, par conséquent, il est préférable de les examiner de façon qualitative. Ce type de recherche jette un regard sur la gamme des opinions présentes au sein d'une population, plutôt que sur la pondération de ces opinions, ce que mesurerait une étude quantitative. Les résultats d'une recherche de ce type doivent être considérés comme des indications, mais ils ne peuvent pas être extrapolés à l'ensemble de la population.

## **INTRODUCTION**

Environics Research is pleased to submit this focus group report to Foreign Affairs and International Trade Canada (DFAIT). This project consisted of a series of focus groups with Canadian youth to evaluate creative materials to be used in an advertising campaign to promote International Youth Programs (IYP).

## **Background**

Currently, DFAIT offers a variety of reciprocal IYP programs with 40 other countries to encourage people between the ages of 18 and 35 to travel and work abroad. The International Youth Programs provide support for a variety of travellers, both students and non-students. Through one of these programs, young Canadians and youth from other countries can gain the skills, training and cultural experience that are sought after in Canada and the global marketplace. These programs include the Working Holiday Programs, the Young Workers' Exchange Programs, the SWAP Working Holiday and Co-op Education Programs.

DFAIT would like to increase participation in and general knowledge and awareness of these programs through a multimedia advertising campaign. This advertising campaign to promote IYP is planned from December 2007 to March 31, 2008.

The campaign's primary objectives are as follows:

- Increase general knowledge and awareness of the IYP by 15%
- Increase participation in IYP by 10%
- Achieve an overall IYP advertising recall of 25%

One call to action that will be implicit in the advertising will be for young people to visit [www.canada123go.ca](http://www.canada123go.ca) or call 1-877-go123go for more information.

## **Research Purpose and Objectives**

The overall purpose of this research is to obtain feedback from the target audience of Canadian youth between the ages of 18 and 24 on the proposed creative treatments. The creatives and materials to be evaluated included the following:

- Five proposed domain names (the existing [www.canada123go.ca](http://www.canada123go.ca) and four alternatives);
- Two 1-800 phone number options
- One 30-sec TV spot - “This Could be You”
- Eight print ad concepts all displaying settings in Asia and Oceania
- Banner and 360 website advertisements in hard copy

The primary objective of the research is therefore as follows:

- To determine which one of the five proposed URLs and which of the two proposed 1-800 numbers elicits the best response from the target audience.
- To assess reaction to the “This Could be You” TV ad and determine the extent to which it succeeds in encouraging the target audience to consider living or working abroad and visiting the website.
- To assess reactions to eight different print ad executions and to determine which two out of the eight print ads would be the most suitable ones to use as part of the multimedia ad campaign.
- To assess reaction to a variety of proposed website-based advertisements in order to determine which is the most suitable to be used in the campaign.

## Methodology

Environics conducted a total of eight focus groups with Canadians between the ages of 18 years and 24. Three pairs of sessions were conducted in English in Toronto (Dec. 8), Halifax (Dec. 10) and Vancouver (Dec. 15) and one pair of sessions was conducted in French in Montreal (Dec. 13). In each city, one session was conducted with students and one session was conducted with non-students. All participants were screened to be at least somewhat interested in living, working or studying abroad. The sessions were each approximately two hours in length and each consisted of 8 to 10 participants.

Location	Dates	Group Composition	Language
Toronto	Saturday, Dec. 8 – 11:00am and 1:30pm	11am – Students 1:30pm – Non-students	English
Halifax	Monday, Dec. 10 – 5:30pm and 8:00pm	5:30pm – Students 8pm – Non-students	English
Montreal	Thursday, Dec. 13 – 6pm and 8pm	5:30pm – Students 8pm – Non-students	French
Vancouver	Saturday, Dec. 15 – 12:00pm and 2:30pm	11am – Students 1:30pm – Non-students	English

Derek Leebosh, Senior Associate – Public Affairs, of Environics Research Group, acted as Project Director and moderated focus groups in Toronto, Halifax, Vancouver and Montreal.

All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA).

## **DETAILED FINDINGS**

### **1. Attitudes towards Working, Living and Studying Abroad**

The vast majority of participants exhibited a lot of enthusiasm about the idea of going abroad to live, work or study or to travel on a longterm basis. Students and those who had had some post-secondary education tended to be somewhat more comfortable with the idea of going abroad than were non-students who had gone directly into the workforce after high school. The latter sometimes felt that they lacked the money or qualifications to live or work abroad.

Many participants in Toronto and Vancouver were born abroad themselves or were children of immigrants had a particular desire to live or work in the countries where they had extended family connections or where they knew the language.

The main reasons given for wanting to work or live abroad were as follows:

- Experience a new culture
- Personal growth and getting to know themselves
- Adventure
- Get away from home
- Learn a new language
- Get to know the country of their ancestors
- Doing at while young before they have too many commitments
- Making a contribution by working with NGOs in developing countries

They were much less likely to mention practical considerations such as learning new skills or doing it for reasons that would benefit them monetarily in the future. Some had already lived abroad or had looked into co-op or exchange programs through their schools.

### **2. Current Sources of Information on Living Abroad**

Most participants had not yet taken any active steps to live abroad. If they were to do so, most said that they would inform themselves through the Internet by doing a search on “google” and typing in key words such as “work and travel” or the name of the

country they wanted to live in. “Googling” is now clearly the pre-eminent way in which this segment gets information.

In addition to mentioning Google, several participants also spontaneously mentioned that they would go to the Government of Canada website to get information or that they would go to the website of the government of whatever country they planned to visit. There were also some mentions of going to websites such as Lonely Planet.

It should be noted that students in particular were often quite familiar with the Government of Canada website and had used it for various purposes. It was noted that any site that is governmental is more trustworthy because there is some quality control and no fear of being sold anything or getting a lot of “spam”.

Students in the sessions also tended to mention that they would look for information through their schools and go to counsellors or academic advisors or to the campus student travel agency to find out more. Some would also ask friends or acquaintances who had already travelled a lot.

### **3. Assessment of URLs and 1-800 Numbers**

#### **a. URL Assessment**

Participants were shown five different URLs and asked to write down what came to mind when they saw each one and to indicate which one would be the easiest to remember and which they would be most likely to visit. It should be stressed that these URLs were appraised in isolation and not in the context of any topical advertising.

It should be noted that virtually all students and about half of the non-students were aware of the fact that any website that ends in gc.ca is a Government of Canada website and furthermore, there was a consensus that any website that is associated with the gov't is far more trustworthy than one that is not. Many of them reported having visited numerous Government of Canada websites in the past to do research or to get SIN numbers or passport information etc... and they were almost always very satisfied with the experience. Spending time on the Internet is often an obstacle course of spam

and java loops and sites that are all about selling things or seem “shady”. As a result, any association with the government is a very positive thing.

[www.canada123go.ca](http://www.canada123go.ca)

This URL elicited very mixed comments. The consensus was that it made people think that it was all about travel WITHIN Canada or that it was a tourist information site for visitors from abroad coming to Canada. Several people said that anytime they saw a URL that contained numerals, it looked less trustworthy to them. In Toronto and Halifax in particular, this URL was described by some participants as being “gimmicky” or “cheesy”. Many also thought that, because there was no gc.ca in the URL, it sounded like it might be for a travel agency or for some sort of commercial enterprise that was trying to sell something. In Vancouver and Montreal, participants were somewhat more positive about this URL and thought it was “catchy” and easy to remember – despite still assuming that it was about domestic travel and that it was a commercial site.

In each group, it was noted that this was the only URL of the five that were tested that did not include “gc.ca” and therefore it was seen to be less trustworthy. If the extension at the end of the site could be “gc.ca” instead of just “.ca”, many participants felt that it would go a long way towards making them feel more comfortable about visiting it because they would then know that it was a Government of Canada site.

[www.mobili-T-international.gc.ca](http://www.mobili-T-international.gc.ca)

This site was a complete non-starter. Virtually all participants associated this URL with a cell-phone company. In fact Mobile T is a major mobile phone company in the US. It was seen as being hard to remember and as the least likely URL for people to want to visit. It was also noted that URL’s have to be as simple as possible if people are going to ever find them. Any URL that is awkward to pronounce, includes hyphens and a single capital letter and a word such as “mobile” that is not actually a word – is very unlikely to be recalled or to be visited and there would be a high chance of misspelling the URL and not even getting to the site.

[www.international.gc.ca](http://www.international.gc.ca)

This URL was quite favourably received. It was regarded as short and easy to remember and it was also seen as clearly being a Canadian government site which gives it enhanced credibility. However, a number of people also felt that it was too

“broad” a URL and that just the word “international” on its own was a bit vague. It might lead people to a site that would be about anything international and that a lot of searching within the site might be necessary in order to find any information about living, working and studying abroad programs.

[www.international.gc.ca/experience](http://www.international.gc.ca/experience)

This URL was described as being a bit more precise than just “international.gc.ca” and would take people to a site that might be more specifically about Canadians’ potential experiences abroad. However, many participants did not like a URL that included a slash “/” since it was both harder to remember and also made it look like it was a secondary site to something bigger and therefore likely to be smaller and less comprehensive.

[www.experienceinternational.gc.ca](http://www.experienceinternational.gc.ca)

This URL was one that many participants ranked highly both in terms of memorability and in terms of likelihood of visiting. The fact that it is all one word makes it easy to remember and a number of people felt that “it says what it is”. Participants want to live abroad for the experience and so this site made them think that it would be likely to have information that they would find useful. Some thought it might also include the personal experiences of Canadians who had lived abroad and taken part in various programs. The only criticisms were that in English the site might make more sense in reverse as “internationalexperience” and one person noted that in French it ought to have an “e” at the end. But these were rare criticisms.

#### **b. Assessment of 1-800 Phone Numbers**

The vast majority of participants said they would be more likely to dial 1-800-O Canada when presented with these two options. However, it should be noted that very few participants would call a number in the first place. In this age group, going to a website is almost invariably the first thing that anyone would do to seek out information. They would only call a 1-800 number if they had already gone on-line and had a very specific query.

*1-800-O Canada*



1-800 O-Canada was well-known as the general Government of Canada information number and several participants had called it before or had seen it promoted. It was regarded as trustworthy and credible. However, some feared that it was such a generic number that dialling it would lead to endless touch-tone menus and being transferred over and over.

#### *1-877-go123go*

The 1-877-go123go number was seen as much more commercial and sounded like it was probably a travel agency. One again having too many numbers and letters was seen to make a number less memorable.

#### **4. Reaction to “This Could be You” Television Ad**

Reaction to the television ad that was shown was extremely positive. Virtually all of the participants had nothing but good things to say about the ad and how it inspired them to want to live abroad.

##### **a. Perceived message**

The messages that participants got from the ad were very much the messages that were intended. These included: that living abroad is fun and exciting, that “this could be you”, that there are opportunities for young Canadians and that the Government of Canada can help people realize their dream of living and working abroad.

The only negative note that was sounded about the perceived audience was from a very small number of participants who felt that the ad might be glamorizing the living and working abroad experience and making it look more upscale and white collar than it really is. It was noted that working abroad can often mean living in rural areas or in developing countries and having to “rough it” or do more manual labour.

##### **b. Perceived audience**

Virtually all participants felt that the ad was directed at younger people who are at a stage of their lives where going abroad to live and work is still a practical possibility.

There were also some comments about it being directed at young professionals or at people who had just finished school but had not yet launched their careers or that it was directed at young people who are adventurous who want to have an exciting and personally enriching experience.

**c. Feelings generated**

Seeing the ad elicited universally positive feelings among the participants. Some of the most common words used to describe this were “excited”, “motivated”, “empowered”, “happy” and “makes me want to get in the next flight”.

**d. Call to action**

Most participants said that if they saw the ad a couple of times it would at the very least make them think about living or working abroad. Many said that they would also visit the website that was mentioned at the end of the ad.

**5. Print Ad Executions**

In this exercise, participants were shown a series of eight print ads all designed to promote the International Youth Programs that the Government of Canada participates in. They were asked to write down a few words to describe their reactions to each ad and to circle which three out of the eight they thought were the best and most appropriate ones to use in a promotional campaign.

All in all, opinion on the print ads was quite split and there was no clear consensus as to which three of the eight ads would be the best ones to use. However, it was clear that Ad# 8 depicting an Asian work team in an office was quite unpopular and Ad #3 depicting sumo wrestlers did not score well and that Ads #1 (sheep rush hour) and #2 (power lunch) had somewhat higher ratings than the others.

Some of the ads had similar themes and it was clear that one or the other would be most appropriate, but not both. For example, Ad # 1 showing a herd of sheep in New Zealand and Ad # 7 showing a kangaroo in Australia both highlight wildlife and appeal to people who are attracted by depictions of a more rural setting. Participants felt by a

wide margin that given the choice between Ad# 1 and Ad# 7 - # 1 showing the sheep was preferable.

Similarly, Ad #2 (power lunch) and Ad #6 (Chinese hotpot) both have a culinary theme and show people at a lunch counter in Japan (#2) and a Chinese hot pot (#6). Both of these ads touch on the theme of cultural experience and show food and it was noted that experiencing local food is a big part of the experience of living abroad. Ad #2 was the clear winner in comparison with Ad #6 because it showed people and showed a Caucasian and presumably Canadian person drinking soup beside a Japanese colleague. People can therefore put themselves in the picture. Ad #6 only shows the food and seems more detached.

Ad #4 (office view) and Ad #5 (afternoon shift) both depict a beach setting, but given the choice most participants felt that #5 was the better one to use to promote this program. While Ad #4 has brighter colours and looks like a nicer beach, participants felt that it was unrealistic as a depiction of living and working abroad and looked more like it belonged in a holiday brochure. Ad #5 in contrast, showed someone actually doing a job and also showed a less idyllic beach setting and that made it seem more realistic.

**a. Print Ad Executions – Specific Assessments**

Some specific comments on the ads were as follows:

*Ad #1 – Rush hour (Sheep)*

This ad was regarded as funny and whimsical and amusing. Many said they would remember it because of the humour in it. It was often thought to be Scotland as opposed to New Zealand and it also appealed to those participants who don't necessarily want a purely urban experience abroad, but also want to experience nature.

*Ad #2 – Power lunch (Japanese lunch counter)*

Many participants liked the fact that this ad showed a Canadian interacting with local people at a lunch counter. People who wanted a more fast paced urban experience abroad were attracted to it as well. Some participants in Toronto and Vancouver in particular noted that it was also easy to have a similar meal in a major city in Canada.

*Ad #3 – Sat. night (sumo)*

While some people were amused by the idea of spending a Saturday night at a sumo match in Japan, in general the view of this ad was that it was a bit too stereotypical of Japan. Also, while a few participants were attracted to the image, many found the idea of going to a wrestling match distasteful.

*Ad #4 – Office view (beach)*

As mentioned above, the consensus was that this ad looked too much like it came from a brochure for a holiday in the Caribbean. People liked the fact that the colours were very bright and that the beach looked nice – but it was not regarded as a realistic depiction of actually living abroad. Many people also found the flag that takes up a lot of the image to be distracting.

*Ad #5 – Afternoon shift (lifeguard)*

While beach in this ad was not as bright and colourful and idyllic as in #4, many people liked the image of a lifeguard since it was a depiction of someone doing a job. Also, the fact that the beach was deserted appealed to the fact that many participants had a wistful desire to live abroad in order to do some introspection. In Vancouver, some people felt that this looked like a typical beach in BC, and in Halifax they thought it looked like a Nova Scotia beach.

*Ad #6 – Lunch-break (Chinese hot pot)*

This ad lagged behind many of the others in terms of how participants reacted to it. Since there are no people in the ad, many participants thought it could have been a picture in a cookbook or a promotion for a Chinese restaurant. Also, the image of communal eating elicited mixed reactions. As was the case with Ad#2, there were comments about how ubiquitous Asian food now is in urban Canada – and the fact that this ad lacks the human touch present in Ad #2, makes it less attractive.

*Ad #7 – Neighbour (kangaroo)*

Opinions of this ad were quite mixed. Some people like kangaroos and associate them immediately with Australia and liked the colours. But, others found it a very solitary image and also wondered just how often a person might live near a kangaroo in

Australia. It was noted that Ad #1 was a better example of an ad that captured wildlife and a rural setting.

*Ad #8 – New team (Asian office)*

This ad elicited by far the most negative reaction of any of the ads. Most participants want to live and work abroad because they want fun and excitement and a cultural experience. The image of a drab office setting was not attractive at all. It was also noted that there are now so many Asians in large Canadian cities that this could have easily been an office in Markham, Richmond or Brossard.

**b. Graphic variations**

Participants were also shown some other versions of Ads 1 and 2 that featured some very slight graphic variations. Overall, the vast majority preferred the version of the ad that had the headline diagonal as opposed to straight and horizontal. They also preferred to have some separation between the URL and the text at the bottom as in version “a” and “b”. There was no consensus as to whether the font size had to be slightly larger as in versions “b” and “c” or if it could be left as is.

**6. Website Ad and Banner Preferences**

Finally, participants were shown some examples of ads for the IYP website that might appear as website banner ads or as a standard website ad.

**a. Web Interactive TV Ad**

Firstly, they were shown an example of website that featured just a small picture of a man sitting in a café. If they click on the man, the TV ad that was previously shown then appears on the PC screen. The participants were virtually unanimous in stating that they would never click on the ad if it was only a picture of a man in a café since they would not trust it. They would be afraid that it would lead to spam or to a commercial website or a dating service. If the words “travel and work abroad” appear on the picture, it makes a big difference and many would then be far more likely to click on the picture. Though even in this case, some participants volunteered that they would be even more likely to click on the picture if there was a “Canada” word mark in it so that they knew that it was a government sponsored link.

**b. Web 360 Banner Ad**

On a similar note, the web 360 banner was shown in three versions, one with no government branding, one with just the Canada word mark and one with the Canada word mark and the DFAIT insignia. The consensus was that people would avoid putting their cursor on the banner if it had no government branding at all. Once again there is too much “junk” on the Internet that people are afraid of being exposed to. While it may not be necessary to have the entire DFAIT letterhead on the banner, having the Canada word mark is essentially to getting young people to trust the banner ad and put their cursor over it.

Another version of a banner ad featured the kangaroo image from Ad #7. This version of the banner also actually had [www.canada123go.ca](http://www.canada123go.ca) spelled out in it – whereas in the 360 version it is never spelled out, but is an automatic link. Most people preferred having the website URL explicitly spelled out so that they know where they are going and so they are more likely to remember the URL if they want to go back to it in the future.

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APPENDIX A  
DISCUSSION GUIDE

December 7, 2007

**Environics Research  
Discussion agenda for Focus Groups  
DFAIT – IYP Creative Test  
PN6241**

**Introductions (10 minutes)**

Welcome to the group. We want to hear your opinions. Not what you think other people think – but what you think!

Feel free to agree or disagree. Even if you are just one person among ten that takes a certain point of view, you could represent many Canadians who feel the same way as you do.

You don't have to direct all your comments to me; you can exchange ideas and arguments with each other too.

You are being taped to help me write my report, but let me assure you that what you say here is totally confidential, nothing you say will be attributed to you as an individual. There may also be a few people observing us on the other side of the two-way mirror to get a first hand appreciation of your views.

I may take some notes during the group to remind myself of things also.

The host/hostess will pay you your incentives at the end of the session.

Let's go around the table so that each of you can tell us your name and a little bit about yourself, such as what kind of work you do or where you go to school and something about your favourite past time.

**Attitudes towards working, living and studying abroad (15 minutes)**

As you may know from the questions we asked you when we invited you to these sessions, we are going to be talking about the topic of working, studying or living abroad.

Let's go around the table and you can each tell me about whether you have ever thought about living or working or studying abroad and why you would like to do it.



**PROBE:** What sort of experience would you like to have? What parts of the world? How do you benefit?

Have any of you actually looked into doing this?

Where would you go for information on working and living and studying abroad?

Are there particular websites you would consult? Which ones?

What about agencies or organizations?

What about government?

**Website URLs and phone numbers (15 minutes)**

I want to show you some possible website URLs that would be taking you to a site that would give people information about study and work abroad programs.

Here are five URLs: *SHOW CARD WITH EACH*

I am also going to give you a piece of paper with the FIVE URLs on it and I want you to jot down what each URL makes you think of when you see it? In other words, if you saw this URL what sort of site would you imagine it taking you to?

I also want you to circle the one that would be easiest to remember and that you would be most likely to visit.

***MODERATOR WILL ASK PARTICIPANTS TO READ OUT THEIR ASSOCIATIONS WITH EACH URL***

[www.canada123go.ca](http://www.canada123go.ca)

[www.international.gc.ca](http://www.international.gc.ca)

[www.international.gc.ca/experience](http://www.international.gc.ca/experience)

[www.experienceinternational.gc.ca](http://www.experienceinternational.gc.ca)

[www.mobili-T-international.gc.ca](http://www.mobili-T-international.gc.ca)

How do these compare with one another in terms of which one you would be most likely to visit?

Which one is easiest to remember?

Here are also two 1-800 numbers. What would you expect to find at each of them and which one would you be more likely to call?

1-877-go123go

1-800-O Canada

### **TV Ad Reaction (10 minutes)**

I am going to show you an ad that you might see on television and I want you to watch it twice. Then I want you to write down your answers to four questions about it:

*What is the message of the ad?*

*What sort of person do you think the ad is directed at?*

*When you see the ad, how does it make you feel?*

*What specific details do you remember about the ad?*

Let's discuss what people wrote about each of these questions:

What is the message of the ad?

What sort of person do you think the ad is directed at?

When you see the ad, how does it make you feel?

What specific details do you remember about the ad?

**PROBE:** Website URL? Who sponsored the ad? 1-800 number?

Are there any things about the ad that you particularly like? Anything you found problematic?

If you saw this ad, would it make you do anything? What?

**PROBE:** Look into studying or working abroad? Go to the website? Call the 1-800 number?

### **Print Ads – 8 executions (20 minutes)**

I am now going to show you a series of eight different print ads that are on the same topic. They are each numbered from 1 to 8 so that we can refer to them.

For each of the eight can you write down, how it makes you feel when you see it and whether it appeals to you personally.

Also, I want you to circle the three out of eight that you like the best and write a 1 or a 2 or a 3 beside each one of those top three so that we know which was your favourite, second favourite and third favourite.

Let's go over each of the eight versions of the ad and I'd like to hear about how many people picked it as one of their favourites and why? And how it made people feel?

Ad #1 – Rush hour (Sheep)

Ad #2 – Power lunch (Japanese lunch counter)

Ad #3 – Sat. night (sumo)

Ad #4 – Office view (beach)

Ad #5 – Afternoon shift (lifeguard)

Ad #6 – Lunch-break (Chinese hot pot)

Ad #7 – Neighbour (kangaroo)

Ad #8 – New team (Asian office)

Overall, do you think one ad execution works better than the others? Why?

Where would you expect to see these ads?

**PROBE:** magazines? Posters in offices (i.e. school guidance and job placement centres, travel agencies, government offices etc...)

Here are some other versions of the print ad. You will note that everything is the same in the image, but the design is a bit different. What do you think of these versions compared to the one we were just looking at?

Is one preferable to the other? Why?

Original version

Version A

Version B

Version C

### **Website TV-style ads (10 minutes)**

As you all know, many times when you go to a website, there are ads promoting other websites etc...

I am going to give you each two pages that are an example of this.

#### *DISTRIBUTE WEBSITE EXAMPLE WITH BOTH VERSIONS*

What ad do you see on this website page? If you saw this picture of a man on a terrace, do you think you would click on it? Why? Why not? Does it make you curious?

If you saw the version where it is just the picture, what would you expect it to lead you to?

What about the version with words on it?

Is it necessary that the picture have the words "Travel and Word Abroad" on it for you to check it out? Do you trust it more?

If you do click on the picture you will get the entire TV ad that I showed you earlier appearing on the screen of your computer.

### **Website 360 banner ads (10 minutes)**

Sometimes when you go to a website, there are also banner ads promoting other websites etc... where just moving your mouse over the banner might cause some other images to pop-up

Given that we are not actually all sitting in front of a computer, it's a bit difficult to show you this exactly as it would be on a website, but I am going to give you each three pages. The band at the top is the first thing you would see and then if you passed the mouse over it, all the other bands would appear.

*DISTRIBUTE WEB 360 PAGES – This could be you*

If you saw this cover page, do you think you would click on it? Why? Why not? Does it make you curious?

Is it important to you that the initial banner include the Government of Canada logo etc...?

What about this version? *SHOW VERSION WITH LOGO - Kangaroo*

Is it better to have the actual URL on it [www.canada123go.ca](http://www.canada123go.ca)?

**IYP Website expectations (10 minutes)**

As we have discussed, these ads and banners are all by Foreign Affairs and International Trade Canada and they are trying to attract people like you to their website for information or to call their 1-800 number. Do they accomplish this?

If you went to the [www.canada123go.ca](http://www.canada123go.ca) website what would you expect to find there?

Do you think it would be helpful to you if you were looking into working or studying abroad?

**THANK YOU FOR YOUR PARTICIPATION**

Le 7 décembre 2007

**Environics Research**  
**Programme de la discussion en séance de groupe**  
**MAECI – Test d'éléments de création pour le Programme d'échanges**  
**internationaux pour les jeunes (IYP)**  
**PN6241**

**Introduction (10 minutes)**

Je vous souhaite la bienvenue à cette séance de groupe. Nous voulons entendre vos opinions. Pas ce que vous pensez que d'autres pensent, mais bel et bien ce que vous pensez !

Soyez tout à fait à l'aise d'être d'accord ou en désaccord. Même si vous êtes la seule personne sur dix qui adopte un certain point de vue, vous pourriez représenter un grand nombre de Canadiennes et de Canadiens qui sont exactement du même avis que vous.

Vous n'avez pas à m'adresser tous vos commentaires; vous pouvez échanger des idées et des arguments entre vous aussi.

Vous êtes enregistrés et observés, ce qui m'aidera à rédiger mon rapport, mais laissez-moi vous donner l'assurance que tout ce que vous dites ici demeurera strictement confidentiel; rien de ce que vous dites ne pourra vous être attribués individuellement. Il est possible que quelques personnes vous observent derrière le miroir sans tain, afin d'entendre directement vos points de vue.

Il est aussi possible que je prenne des notes pendant la discussion afin de mieux me souvenir de certaines choses.

L'hôte/l'hôtesse vous remettra la mesure incitative à la fin de la séance.

Faisons d'abord un tour de table pour que chacun et chacune d'entre vous puissiez nous dire votre nom et, brièvement, quelque chose à votre sujet, notamment le genre de travail que vous faites ou l'endroit où vous allez à l'école, ainsi que votre passe-temps préféré.

**Attitudes à l'égard du travail, de la vie et des études à l'étranger (15 minutes)**

Comme vous le savez peut-être, à partir des questions qui vous ont été posées lorsque nous vous avons invités à ces séances, nous allons discuter du travail, des études ou de la vie à l'étranger.

Faisons un tour de table pour que chacun et chacune d'entre vous puissiez me dire si vous avez déjà ou non pensé à vivre, à travailler ou à étudier à l'étranger et pourquoi cela vous plairait.

**SONDER** : Quel genre d'expériences aimeriez-vous faire ? Dans quelles parties du monde ? Comment en bénéficieriez-vous ?

Est-ce que quelqu'un parmi vous a déjà examiné cette possibilité ?

Où chercheriez-vous à obtenir de l'information sur le travail, la vie et les études à l'étranger ?

Est-ce qu'il y a des sites Web que vous consulteriez tout particulièrement ?

Qu'en est-il des agences ou des organismes ?

Qu'en est-il du gouvernement ?

**Adresses URL de sites Web et numéros de téléphone (15 minutes)**

Je veux vous montrer certaines des adresses possibles qui vous dirigeraient sur un site Web qui vous donnerait de l'information au sujet de programmes d'études et de travail à l'étranger. Voici les cinq adresses URL : *MONTRER LE CARTON AVEC CHACUNE*

Je vais aussi vous remettre une feuille de papier sur laquelle sont inscrites les CINQ ADRESSES URL et je veux que vous écriviez, pour chacune des adresses, ce qui vous vient à l'esprit quand vous la regardez. En d'autres mots, si vous aperceviez cette adresse, vers quel type de site imagineriez-vous que vous vous dirigez ?

Je veux aussi que vous encercliez celle dont vous vous souviendriez le plus facilement et que vous visiteriez le plus probablement.

*LE/LA MODÉRATEUR(RICE) DEMANDERA AUX PARTICIPANTS DE LIRE LES ASSOCIATIONS QU'ILS ONT FAITES AVEC CHAQUE ADRESSE URL.*

[www.canada123go.ca](http://www.canada123go.ca)

[www.international.gc.ca](http://www.international.gc.ca)

[www.international.gc.ca/experience](http://www.international.gc.ca/experience)

[www.experienceinternational.gc.ca](http://www.experienceinternational.gc.ca)

[www.mobili-T-international.gc.ca](http://www.mobili-T-international.gc.ca)

Comment se comparent-elles les unes aux autres, en termes d'être celle que vous visiteriez le plus probablement ?

Quelle est celle dont on se souvient le plus facilement ?

Il y a aussi deux numéros de téléphone sans frais 1-800. Qu'est-ce que vous attendriez de retrouver au bout du fil pour chacun de ces numéros et quel est celui qui vous appelleriez le plus probablement ?

1-877-go123go

1-800-O Canada

### **Réaction à l'annonce télévisée (10 minutes)**

Je vais maintenant vous montrer une annonce que vous avez peut-être vue à la télévision et je veux que vous la regardiez à deux reprises. Ensuite, je veux que vous répondiez par écrit à quatre questions s'y rapportant :

*Quel est le message de cette annonce ?*

*À quel genre de personne pensez-vous que s'adresse cette annonce ?*

*Quand vous voyez cette annonce, que ressentez-vous ?*

*Quels sont les détails spécifiques dont vous vous rappelez au sujet de l'annonce ?*

Discutons de ce que les gens ont écrit en réponse à chacune de ces questions :

Quel est le message de cette annonce ?

À quel genre de personne pensez-vous que s'adresse cette annonce ?

Quand vous voyez cette annonce, que ressentez-vous ?

Quels sont les détails spécifiques dont vous vous rappelez au sujet de l'annonce ?

**SONDER** : Adresse URL du site Web ? Qui est le commanditaire de l'annonce ? Le numéro 1-800 ?

Est-ce qu'il y a des choses dans cette annonce qui vous plaisent tout particulièrement ?

Est-ce qu'il y a quelque chose qui vous semble problématique ?

Si vous aperceviez cette annonce, vous inciterait-elle à faire quelque chose ? Quoi ?



**SONDER** : Examiner la possibilité d'étudier ou de travailler à l'étranger ? Visiter le site Web ? Appeler le numéro sans frais 1-800 ?

**Annonces imprimées – 8 exécutions (20 minutes)**

Je vais maintenant vous montrer une série de huit annonces imprimées différentes qui portent sur le même sujet. Elles sont numérotées de 1 à 8 pour que vous puissiez vous y référer.

Pour chacune des huit, pourriez-vous écrire ce que vous ressentez quand vous la voyez et si, personnellement, elle vous plaît ou non ?

De plus, je veux que vous encercliez les trois que vous aimez le plus parmi les huit et que vous inscrivez le chiffre 1, 2 ou 3 à côté de vos trois préférées, afin que nous sachions laquelle a été votre annonce préférée, votre deuxième préférée et votre troisième préférence.

À mesure que nous passons en revue chacune des huit versions de l'annonce, j'aimerais savoir combien de personnes l'ont choisie parmi leurs annonces préférées et pourquoi. Et, ce que les gens ont ressenti en la voyant ?

Annonce N° 1 – L'heure de pointe (mouton)

Annonce N° 2 – Le déjeuner d'affaires (casse-croûte japonais)

Annonce N° 3 – Le samedi soir (sumo)

Annonce N° 4 – Le bureau (plage)

Annonce N° 5 – Le quart de l'après-midi (sauveteur)

Annonce N° 6 – La pause du déjeuner (ragoût chinois)

Annonce N° 7 – Le voisin (kangourou)

Annonce N° 8 – La nouvelle équipe (bureau en Asie)

Dans l'ensemble, pensez-vous qu'une annonce fonctionne mieux que les autres ? Pourquoi ?

Où pensez-vous que vous retrouveriez ces annonces ?

**SONDER** : magazines ? Affiches dans des bureaux (c.-à-d. centres d'orientation scolaire et centres de placement, agences de voyages, bureaux du gouvernement, etc.)

Voici encore d'autres versions de l'annonce imprimée. Vous remarquerez que tout est identique sur l'image, mais la conception est légèrement différente. Que pensez-vous de ces versions comparativement à celles que nous venons tout juste de regarder ?

Est-ce qu'une est préférable à l'autre ? Pourquoi ?

Version originale

Version A

Version B

Version C

### **Annonces Web de style télévisuel (10 minutes)**

Comme vous le savez tous, il arrive souvent que l'on retrouve sur des sites Web des annonces faisant la promotion d'autres sites Web, etc.

Je vais remettre deux pages à chacun d'entre vous, elles présentent des exemples.

#### *DISTRIBUER L'EXEMPLE DE SITE WEB EN DEUX VERSIONS*

Quelle annonce voyez-vous sur cette page d'un site Web ? Si vous aperceviez cette photo d'un homme sur une terrasse, pensez-vous que vous la cliqueriez ? Pourquoi ? Pourquoi pas ? Qu'est-ce qui vous rend curieux ?

Si vous aperceviez la version où on retrouve seulement la photo, où penseriez-vous qu'elle vous dirigerait ?

Qu'en est-il de la version où on retrouve aussi des mots ?

Est-il nécessaire de retrouver les mots « Voyagez et travaillez à l'étranger » sur la photo pour que cela vous incite à aller voir ? Est-ce que cela vous inspire davantage confiance ?

Si vous cliquiez sur la photo, vous verriez apparaître l'annonce télévisée en entier que je vous ai montrée plus tôt sur l'écran de votre ordinateur.

### **Annonces sur bandeaux publicitaires Web 360 (10 minutes)**

Parfois, lorsque vous visitez un site Web, vous retrouvez également des annonces sur bandeaux publicitaires qui font la promotion d'autres sites Web, etc.... et le simple fait de déplacer le curseur de votre souris au-dessus du bandeau fait apparaître d'autres images.

Étant donné que nous ne sommes pas tous assis directement devant un ordinateur, il est plus difficile de vous montrer exactement ce que vous retrouveriez sur un site Web, mais je vais distribuer trois pages à chacun et chacune d'entre vous. Le bandeau dans la partie supérieure représente la première chose que vous verriez et, ensuite, si vous déplacez le curseur de votre souris par-dessus, tous les autres bandeaux apparaîtraient.

#### *DISTRIBUER LES PAGES WEB 360 – Ce pourrait être vous*

Si vous aperceviez cette page titre, pensez-vous que vous la cliqueriez ? Pourquoi ? Pourquoi pas ? Cela vous rend-il curieux ?

Est-ce qu'il est important pour vous que le premier bandeau publicitaire affiche le logo du gouvernement du Canada logo, etc.... ?

Qu'en est-il de cette version ? *MONTRER LA VERSION AVEC LE LOGO - Kangourou*

Est-il préférable d'y retrouver l'adresse URL proprement dite [www.canada123go.ca](http://www.canada123go.ca) ?

### **Attentes à l'égard du site Web du Programme d'échanges internationaux pour les jeunes (10 minutes)**

Comme nous venons d'en discuter, toutes ces annonces et tous ces bandeaux publicitaires proviennent d'Affaires étrangères et Commerce international Canada. Ces derniers tentent d'inciter des gens tels que vous à visiter leur site Web pour y obtenir de l'information ou à appeler leur numéro 1-800. Est-ce qu'ils y parviennent ?

Si vous visitiez le site Web [www.canada123go.ca](http://www.canada123go.ca), que vous attendriez-vous d'y retrouver ?

Pensez-vous que cela vous serait utile si vous examiniez la possibilité de travailler ou d'étudier à l'étranger ?

**MERCI DE VOTRE PARTICIPATION**

APPENDIX B  
SCREENER

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**research house inc.**

1867 Yonge St., 2nd Floor, Toronto (416) 488-2333

**PN 6241 – DFAIT International Youth Programs Creative Testing**

DRAFT 1

Respondent Name: \_\_\_\_\_

Home #: \_\_\_\_\_

Business #: \_\_\_\_\_

Group #: \_\_\_\_\_

Recruiter: \_\_\_\_\_

RECRUIT 12 PER GROUP

<b>TORONTO</b>		<b>HALIFAX</b>	
<b>GROUP 1</b>	<b>GROUP 2</b>	<b>GROUP 3</b>	<b>GROUP 4</b>
Students (18-24)	Non-students (18-24)	Students (18-24)	Non-students (18-24)
Sat. Dec. 8	Sat. Dec. 8	Mon. Dec. 10	Mon. Dec. 10
at 12:00 pm (noon)	at 2:30 pm	at 5:30pm	at 8 pm
<b>MONTREAL</b>		<b>VANCOUVER</b>	
<b>GROUP 5</b>	<b>GROUP 6</b>	<b>GROUP 7</b>	<b>GROUP 8</b>
Students (18-24)	Non-students (18-24)	Students (18-24)	Non-students (18-24)
Thurs. Dec. 13	Thurs. Dec. 13	Sat. Dec. 15	Sat. Dec. 15
at 5:30pm	at 8pm	at 12:00 pm (noon)	at 2:30pm

**\*NB: Groups 5 and 6 will be held in Montreal in French. There will be a French version of the screener to be used for those sessions. Incentives will be \$70**

**RECRUIT 12 FOR EACH SESSION – Gender split of 7 women/5 men per group.**

**All must be at least somewhat interested in long-term travelling, studying or working abroad.**

Hello, my name is \_\_\_\_\_ from Research House Inc.; we are calling today to invite participants who are Canadian citizens and between the ages of 18 and 24 to attend a focus group discussion **we are currently conducting on behalf of the Department of Foreign Affairs and International Trade.**

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 department. 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 waiver to acknowledge that you may be audio and/or video taped during the session and will also participate in Qualitative Central. The session will last a maximum of 2 hours and you will receive a cash gift of \$70 as a thank you for attending the session. May we have your permission to ask you or someone else in your household some further question to see if you/they fit in our study?

**YES – CONTINUE**

1.a Are you or is any member of your household or your immediate family employed in:

	<b>No</b>	<b>Yes</b>
Marketing Research, Public Relations firm, or Advertising agency	( )	( )
The Media (Radio, Television, Newspapers, Magazines, etc.)	( )	( )
The Department of Foreign Affairs and International Trade	( )	( )
Consular services (i.e. for an embassy or consulate)	( )	( )

**IF YES TO ANY OF THE ABOVE -- TERMINATE**

1.b Are you a Canadian citizen?

Yes      **CONTINUE**  
 No      **THANK AND TERMINATE**

2. How interested would you say you are in living, travelling, working or studying abroad sometime in the next few years? Are you? **READ. INT. NOTE:** We are looking for people who would be interested in medium to long-term travel abroad – not people who might want to travel to the US for a couple of hours or who would like to go to a resort for a week.

Very interested  
 Somewhat interested  
 Not very interested      **THANK AND TERMINATE**  
 Not at all interested      **THANK AND TERMINATE**

3. We have been asked to group participants by age. So that we may do this accurately, may I please have your exact age? \_\_\_\_\_ **WRITE IN**

Under 18 years.....1 – **TERMINATE**  
 18 - 19 years.....2 –  
 20 – 21 years.....3 - **GET MIX OF AGES**  
 22-24 years.....4 -  
 25 years or older....5 - **TERMINATE**  
 DK / NA.....6 – **TERMINATE**

4. **INDICATE:**                                  Female                  **7 PER GROUP**  
    Male                      **5 PER GROUP**

5. Are you now attending a college or university as a full-time student or would you say you are in the workforce?

No, in workforce.....1                      **SKIP TO Q. 7 and SCREEN FOR INCLUSION IN GROUPS 2,  
 4, 6 OR 8**  
 Yes, student.....2                          **CONTINUE and SCREEN FOR INCLUSION IN GROUPS 1,  
 3, 4 OR 7**

**ASK ALL STUDENTS**

6. What school do you attend, what degree will you get in the coming year and what do you specialize in?

---

---

**ASK ALL NON-STUDENTS IN WORKFORCE**

7. How would you describe your current employment status? Are you...? **READ?**

Working full-time ( ) 8 minimum

Working part-time ( )

Looking for work ( )

**IF EMPLOYED AT ALL, ASK:**

8. What is your current occupation?

\_\_\_\_\_

Type of Job      Type of Company

**IF ANY CONNECTION TO STANDARD OR PROJECT RELATED OCCUPATION IN Q. 1a – TERMINATE**

**ASK ALL NON-STUDENTS IN WORKFORCE**

9. Could you please tell me, what is the last level of education that you have completed?

Some High School.....1- **TERMINATE**

High School.....2

Some College / University.....3 **GET MIX**

Completed College / University.....4

**ASK ALL**

10. Do you currently have access to, and use, the Internet on a regular basis?

Yes.....1

No.....2 **TERMINATE**

11. 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% PER GROUP**

Comfortable.....2

Fairly Comfortable.....3



Not Very Comfortable.....4 – **THANK AND TERMINATE**

Very Uncomfortable.....5 – **THANK AND TERMINATE**

**Focus Group History**

12. 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

No.....2 – **SKIP TO Q. 15**

13. How many focus group or one –to-one discussions have you attended in the past 5 years?

\_\_\_\_\_  
**(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE**

14. Would you please tell me the topics discussed?

\_\_\_\_\_  
\_\_\_\_\_

**IF FOREIGN POLICY RELATED ISSUES - THANK AND TERMINATE**

**ASK ALL**

15. Sometimes participants are also asked to write out their answers on a questionnaire during the discussion. Is there any reason why you could not participate?

Yes.....1 - **THANK AND TERMINATE**

No.....2 - **CONTINUE**

NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.
---

**IMPORTANT:**

The session is 2 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 - **CONTINUE**

No.....2 – **THANK AND TERMINATE**

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 incentive fee. Are you going to bring along your ID?

Yes            1 - CONTINUE  
No             2- THANK AND TERMINATE

If you use glasses for reading, or if you use a hearing aid, please bring them with you.

The group discussion will last approximately two hours and we offer each participant a \$70.00 cash gift as a token of our appreciation. I should also tell you that as part of the normal process for a focus group the groups will be video-taped or audio- taped and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential and will be administered in accordance with the privacy act.

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

TIME:            2 HOURS

**Toronto – Sat. Dec. 8<sup>th</sup> – 12:00-2:00pm; 2:30pm-4:30pm**

Research House

1867 Yonge Street, 2nd Floor

Tel: 416.488.2328

**Halifax – Mon. Dec. 10<sup>th</sup> - 5:30pm-7:30pm; 8pm-10pm**

Focal Research

7071 Bayers Road, Suite 326

Tel: 902.454.8856

**Montreal – Thurs. Dec. 13<sup>th</sup> – 5:30pm-7:30pm; 8pm-10pm**

Ad Hoc Research

1250 Guy Street, Suite 900

514.937.4040

**Vancouver – Sat. Dec. 15<sup>th</sup> – 12:00-2:00pm; 2:30pm-4:30pm**

Vancouver Focus / JMI FOCUS

1156 Hornby Street,

604.682.4292

APPENDIX C  
STIMULI

---

**WRITTEN EXERCISE**

**TV Ad**

**What is the main message of this ad?**

---

---

**What kind of person is this ad directed at?**

---

---

**When you see this ad, how does it make you feel?**

---

---

**What specific details do you remember from the ad?**

---

---

## EXERCICE ÉCRIT

### *Annonce télévisée*

**Quel est le principal message de cette annonce ?**

---

---

**À quel genre de personne cette annonce s'adresse-t-elle ?**

---

---

**Quand vous voyez cette annonce, que ressentez-vous ?**

---

---

**Quels sont les détails spécifiques dont vous vous rappelez au sujet de l'annonce ?**

---

---

### **Ad Concept Written Exercise**

For each of the ad concepts below, please write what it evokes for you and how it makes you feel.

Then circle the three that you think are the most attractive and number the one you like best "1", your second favourite "2" and your third favourite "3".

**Ad #1**

**Ad #2**

**Ad #3**

**Ad #4**

**Ad #5**

**Ad #6**

**Ad #7**

**Ad #8**

### **Exercice écrit sur le concept publicitaire**

Pour chacun des concepts publicitaires ci-dessous, veuillez s'il vous plaît écrire ce qu'il évoque pour vous et ce que vous ressentez en le voyant.

Ensuite, veuillez encercler les trois concepts qui vous paraissent les plus attrayants et numérotez les en inscrivant le chiffre « 1 » sur celui que vous préférez, le chiffre « 2 » sur le deuxième et le chiffre « 3 » sur votre troisième concept préféré.

**Annonce N° 1**

**Annonce N° 2**

**Annonce N° 3**

**Annonce N° 4**

**Annonce N° 5**

**Annonce N° 6**

**Annonce N° 7**

**Annonce N° 8**

1

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Ça pourrait être votre heure de pointe.*

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VOYAGER ET TRAVAILLER À L'ÉTRANGER**



Foreign Affairs and  
International Trade Canada

Affaires étrangères et  
Commerce international Canada

**Canada**

1



*This could be your power lunch.  
Ça pourrait être votre repas d'affaires.*

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**Canada**



*This could be your Saturday night.  
Ça pourrait être votre samedi soir.*

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International Trade Canada

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*This could be the view from your office,  
Ça pourrait être la vue de votre bureau.*

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This could be your afternoon shift.  
Ça pourrait être votre poste d'après-midi.

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This could be your lunch break.  
Ça pourrait être votre casse-croûte.

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*This could be your neighbour.  
Ça pourrait être votre voisin.*



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*This could be your new team.  
Ça pourrait être votre nouvelle équipe.*

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VOYAGER ET TRAVAILLER À L'ÉTRANGER**



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International Trade Canada

Affaires étrangères et  
Commerce international Canada

**Canada**

1a

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Ça pourrait être votre heure de pointe.*

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1a



2a

*This could be your power lunch.  
Ça pourrait être votre repas d'affaires.*

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**Canada**

2a

# 1b

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Ça pourrait être votre heure de pointe.*

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# 1b

2b

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Ça pourrait être votre repas d'affaires.*

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**Canada**

2b

1c

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Ça pourrait être votre heure de pointe.

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**Canada**

1c

2c

This could be your power lunch.  
Ça pourrait être votre repas d'affaires.

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**TRAVEL & WORK ABROAD**  
**VOYAGER ET TRAVAILLER À L'ÉTRANGER**

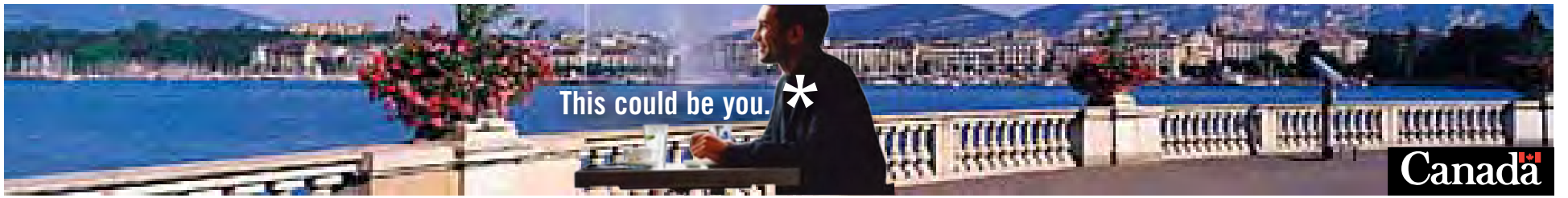


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International Trade Canada

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Commerce international Canada

**Canada**

2c



This could be you. \*

Canada





This could be you. \*

Foreign Affairs and International Trade Canada  
Affaires étrangères et Commerce international Canada

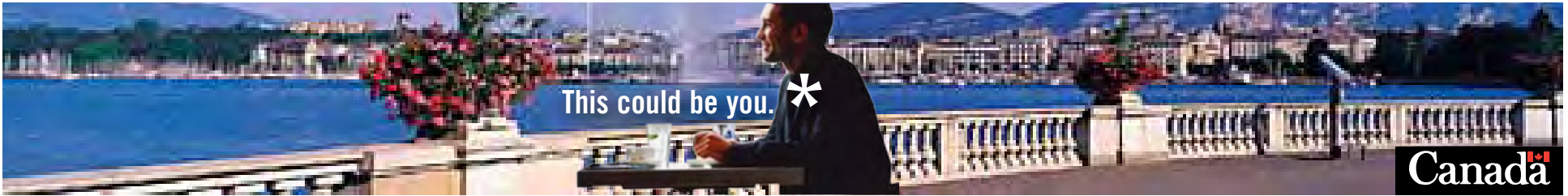
Canada



This could be your city. \*

\* This could be your flat.

Canada



This could be you. \*

Canada



This could be your city. \*

\* This could be your flat.

Canada

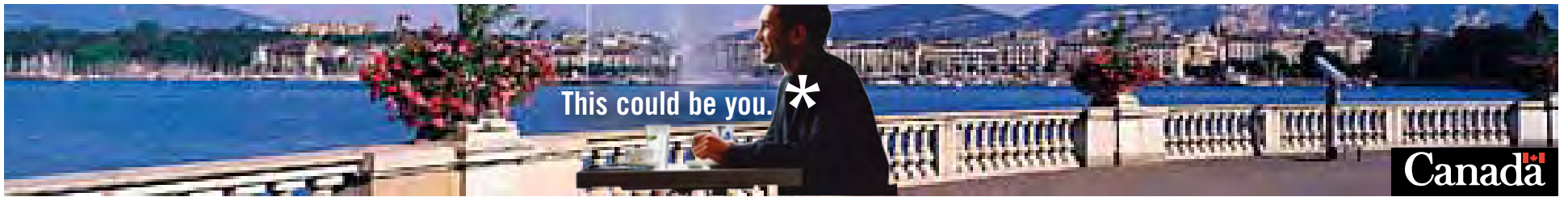


\* This could be your bus.

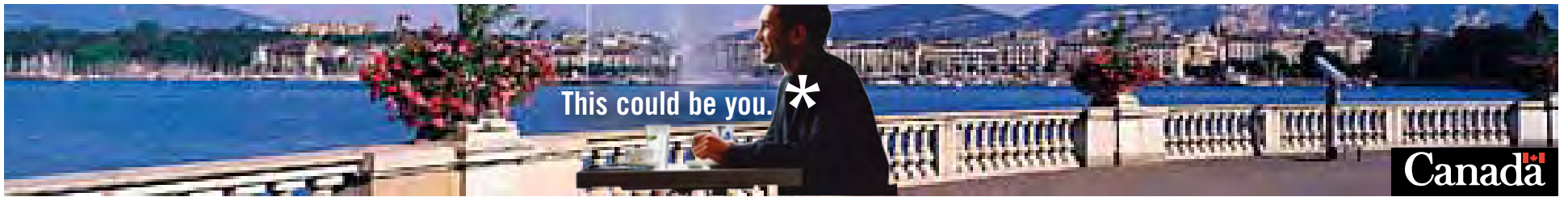
\* This could be your day off.

Canada











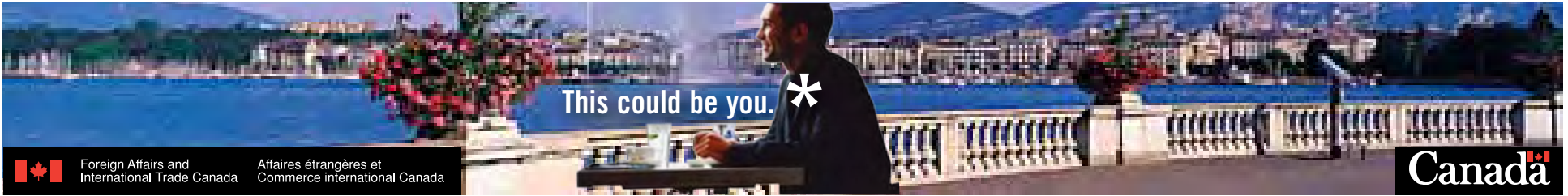
This could be you. \*



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Commerce international Canada

Canada



Foreign Affairs and  
International Trade Canada

Affaires étrangères et  
Commerce international Canada

Canada



Foreign Affairs and  
International Trade Canada

Affaires étrangères et  
Commerce international Canada

Canada



This could be you. \*

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Canada

This could be your city. \*

This could be your flat. \*

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Canada

\* This could be your bus.

\* This could be your day off.

Foreign Affairs and International Trade Canada / Affaires étrangères et Commerce international Canada

Canada

This could be you. \*

Foreign Affairs and International Trade Canada / Affaires étrangères et Commerce international Canada

Canada

This could be your city. \*

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Canada

\* This could be your bus. \*

This could be your day off.

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Canada

\* This could be your Friday night. \*

This could be your office building.

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Canada



This could be you. \*

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Canada

This could be your city. \*

This could be your flat. \*

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Canada

This could be your bus. \*

This could be your day off. \*

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Canada

This could be your Friday night. \*

This could be your office building. \*

This could be your parking space. \*

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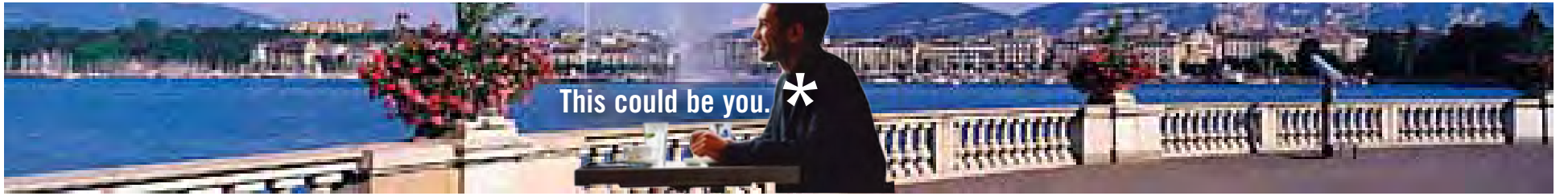
Canada

This could be your street. \*

This could be your corner store. \*

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This could be you. \*



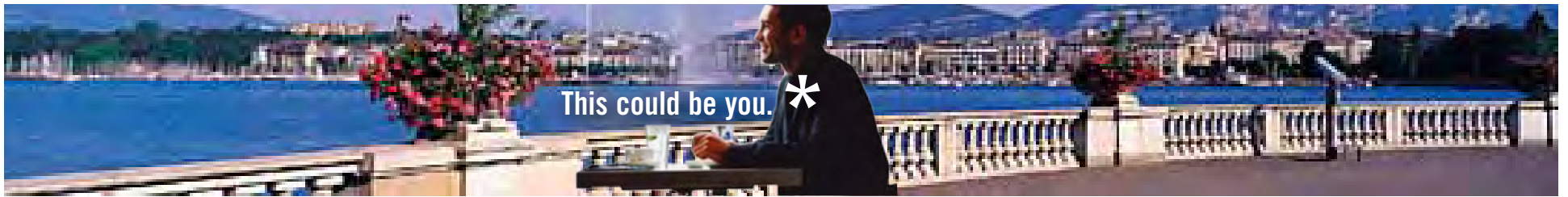


This could be you. \*



This could be your city. \*

\* This could be your flat.



This could be you. \*



This could be your city. \*

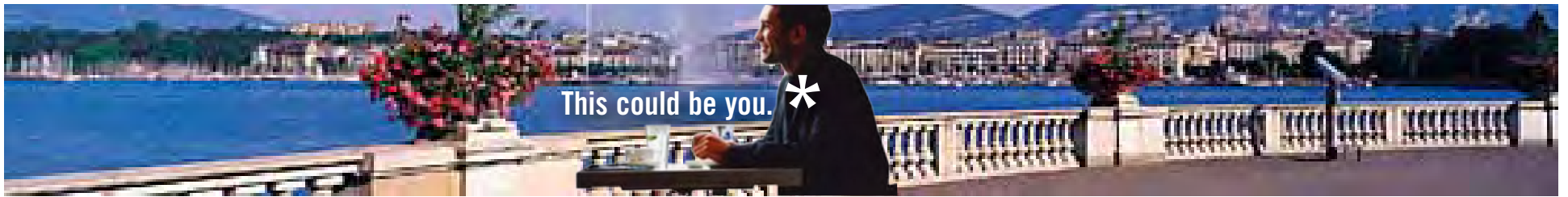
\* This could be your flat.



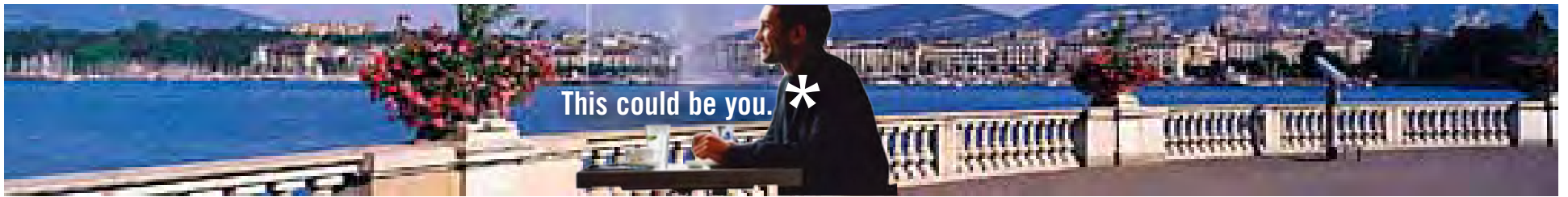
\* This could be your bus.

\* This could be your day off.









This could be you. \*



This could be your city. \*

\* This could be your flat.



\* This could be your bus.

\* This could be your day off.



\* This could be your Friday night.

\* This could be your office building.

\* This could be your parking space.



\* This could be your street.

\* This could be your corner store.

A YOUNG MAN HAVING HIS COFFEE ON A TERRACE.

WHEN THE VIEWER CLICKS ON THE BANNER, THE YOUNG MAN BEGINS SPEAKING TO THE CAMERA.



MUSIC:  
Evocative contemporary with youth appeal

ANNOUNCER (V.O.)

Have you ever thought about traveling and working abroad? Think about it.

HIS VOICE CARRIES OVER THE FOLLOWING SERIES OF FOOTAGE EXCERPTS.



This could be the city.

OPEN ON A BREATHTAKING SHOT OF DOWNTOWN TOKYO.



CUT TO A SHOT OF A CHARMING PARIS STREET SEEN FROM ABOVE.



This could be the view from your window.

CUT TO A SHOT OF A LIVELY SQUARE IN COPENHAGEN AT NIGHT.



This could be your Friday night...

CUT TO A SHOT OF A LONDON STREET IN THE MORNING.



*Agilvy* Montréal



CUT TO A NEWSPAPER  
STAND ON A STREET IN  
BERLIN.



... and your Monday morning.

CUT TO A SHOT OF A  
PARISIAN CAFE.



This could be your coffee  
break.

CUT TO EXTERIOR SHOT OF  
BUILDING IN PARIS.



This could be your workplace.

CUT TO AN INTERIOR  
SHOT OF AN OFFICE  
SPACE IN PARIS. A GROUP  
OF COLLEAGUES ARE  
DISCUSSING A PROJECT  
AROUND A TABLE. ZOOM  
IN ON A 20-YEAR OLD  
CANADIAN IN THE GROUP.



This could be you.

SUPER:  
TRAVEL AND WORK ABROAD.  
SUPER:  
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1-877-go123go



An amazing work experience  
abroad is closer at hand than  
you think.

LOGOS:  
Canada wordmark



A message from the  
Government of Canada.

*Opilvy* Montréal



ighbour.

This could be



ighbour.

This could be

This could be  
your neighbour.





ighbour.

This could be



This could be  
your neighbour.



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ighbour.

This could be

This could be  
your neighbour.

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eighbour.

This could be

This could be  
your neighbour.

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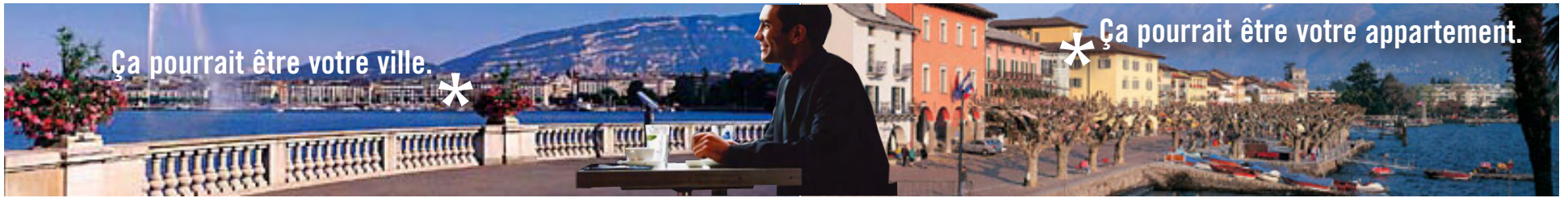
Canada



Ça pourrait être vous. ✱



Ça pourrait être vous. ✱



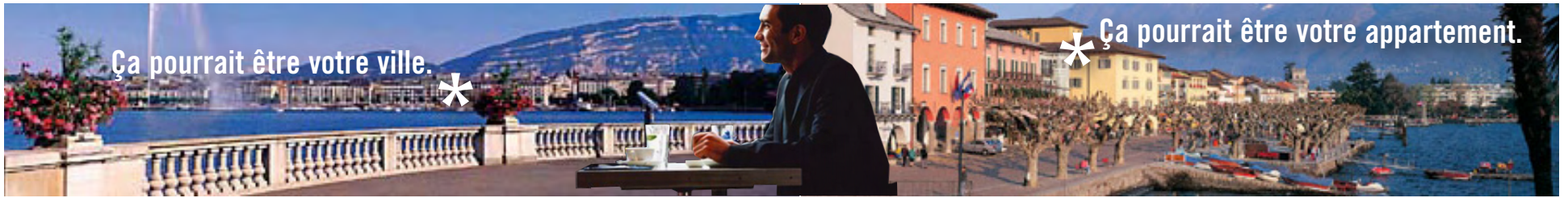
Ça pourrait être votre ville. ✱

Ça pourrait être votre appartement. ✱





Ça pourrait être vous. ✱



Ça pourrait être votre ville. ✱

✱ Ça pourrait être votre appartement.



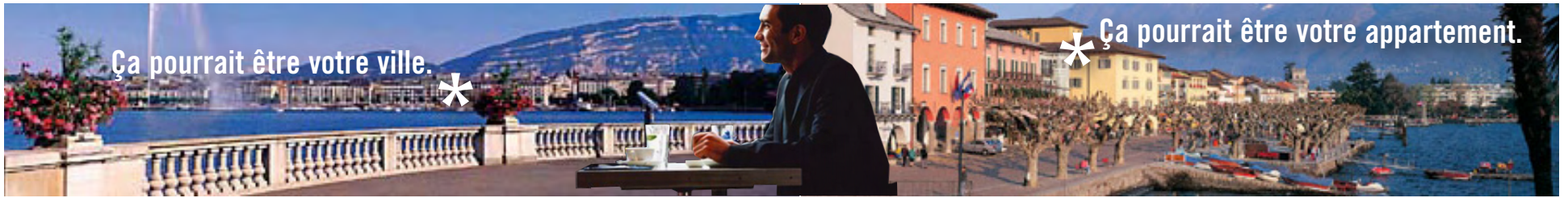
✱ Ça pourrait être votre autobus.

✱ Ça pourrait être votre journée libre.





\* Ça pourrait être vous. \*



\* Ça pourrait être votre ville. \*

\* Ça pourrait être votre appartement. \*



\* Ça pourrait être votre autobus. \*

\* Ça pourrait être votre journée libre. \*



\* Ça pourrait être votre vendredi soir. \*

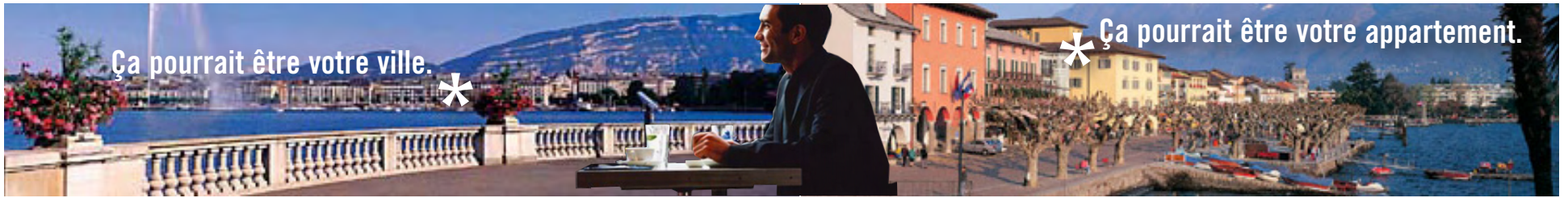
\* Ça pourrait être votre bureau. \*

\* Ça pourrait être votre stationnement. \*





Ça pourrait être vous. \*



Ça pourrait être votre ville. \*

\* Ça pourrait être votre appartement.



\* Ça pourrait être votre autobus.

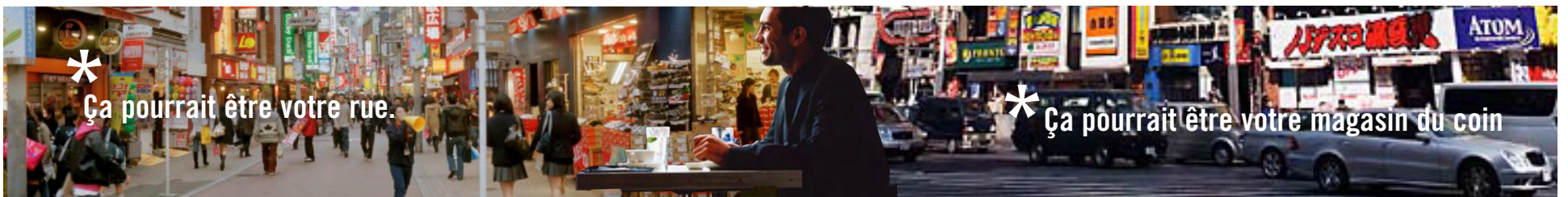
\* Ça pourrait être votre journée libre.



\* Ça pourrait être votre vendredi soir.

\* Ça pourrait être votre bureau.

\* Ça pourrait être votre stationnement.



\* Ça pourrait être votre rue.

\* Ça pourrait être votre magasin du coin



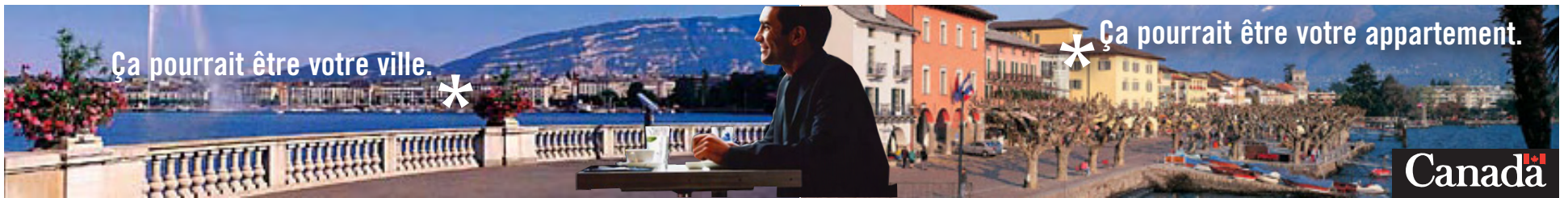
Ça pourrait être vous. ✱

Canada



Ça pourrait être vous. \*

Canada



Ça pourrait être votre ville. \*

Ça pourrait être votre appartement. \*

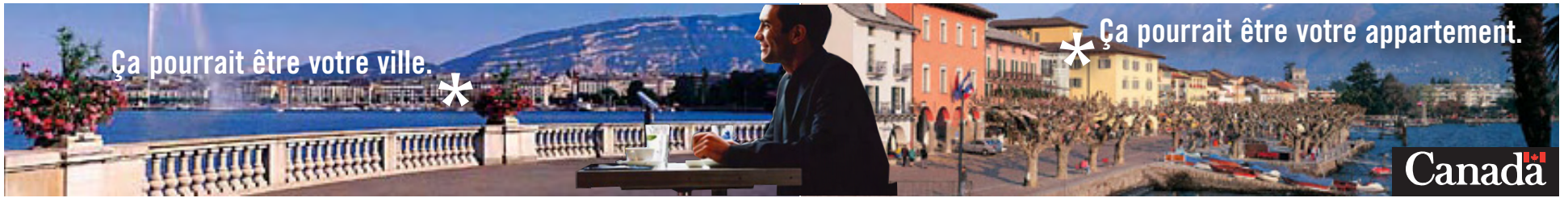
Canada





Ça pourrait être vous. \*

Canada



Ça pourrait être votre ville. \*

Ça pourrait être votre appartement. \*

Canada



\* Ça pourrait être votre autobus.

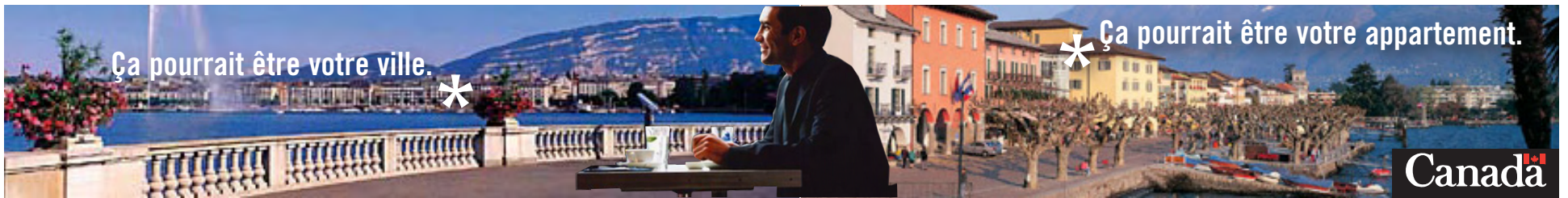
\* Ça pourrait être votre journée libre.

Canada



Ça pourrait être vous. \*

Canada



Ça pourrait être votre ville. \*

Ça pourrait être votre appartement. \*

Canada



Ça pourrait être votre autobus. \*

Ça pourrait être votre journée libre. \*

Canada



Ça pourrait être votre vendredi soir. \*

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### Top 10 Travel Deals - Week of December 05, 2007

#### **\$29 - Toronto to Fort Myers, return (last minute)**

Snap up this last-minute deal to sunny Florida before it sells out!  
 Source: [RedTag.ca](#)

#### **\$79 - 30% off flights across Canada & the USA**

Hurry! Book by midnight MST December 12 for over 30% off airfares  
 Source: [WestJet.com](#)

#### **\$229 - Vancouver to Hong Kong - Winter Sale Fares**

Book by December 15 for bargain fares to Hong Kong this winter  
 Source: [OasisHongKong.com](#)

#### **\$629 - Montreal to Puerto Plata, 1 week all-inclusive vacation (last-minute)**

Act fast for an incredible deal at the 3\* Paraiso del Sol. Departs December 15  
 Source: [FlightCentre.ca](#)

#### **\$388 - Edmonton to Puerto Plata, 1 week all-inclusive vacation (last-minute)**

Hurry! This amazing deal to the 3.5\* Lifestyle Tropical departs December 11  
 Source: [TargetVacations.ca](#)

#### **\$578 - Ottawa to Ft Lauderdale, 1 week breakfast-plan vacation (inc car)**

Get savings on sunlight at the 3\* Ramada Hollywood Beach Resort. Departs January 6  
 Source: [Nolitours.com](#)

#### **\$219 - Blue Mountain Season Pass - early booking: \$100 off**

Book by December 21 and save big off your Blue Mountain 2007-2008 Season Pass  
 Source: [BlueMountain.ca](#)

#### **\$375 - Romance Package at downtown Calgary spa hotel**

Enjoy a romantic night with that special someone - impress without breaking the bank!  
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#### **US\$263 - 7 night Greek Islands and Turkey, no charge for singles**

Book early for big savings on Turkey & Aegean Islands cruises. Apr - Oct 2008  
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#### **\$148 - 20% off train travel in Britain**

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