

DFAIT Creative Concept Testing for the Travel.gc.ca Website

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and International Trade**

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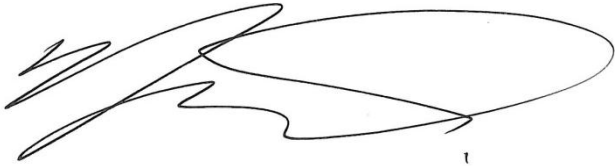
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Executive Summary



Executive Summary

Research Objectives

- To measure the effectiveness of creative artwork and campaign messages.
- To determine the level to which the creative artwork and campaign messages resonates with the intended target audience.
- To test the language for clarity, credibility, and overall impact. It is important that participants are able to clearly understand the information provided in the materials.
- To understand what participants perceive to be the main message(s) communicated by the materials.
- To test the materials content for effectiveness as calls to action.
- To gather suggestions for potential changes to make the content more effective at reaching the target audience.

Executive Summary (Cont'd)

Approach

- A total of eight (8) online focus groups; four each in English and French.
- Groups were conducted over a two day period; October 10-11, 2012. On each day, English and French groups were conducted concurrently at 4:30 and 6:30pm
- Four population segments were targeted:
- Canadians 24-54, skewed towards women
 - Multicultural communities, defined as those who have family residing outside of Canada
 - Snowbirds – those 50 years plus who spend at least 3 months of the winter south of the border
 - Youth, 18-24 years who are independent travelers, i.e. travel outside of Canada without their parents, either alone or with their peers
- One group in each official language was conducted with each segment.
- All participants must be Canadian citizens and have an interest in travelling outside of Canada within the next seven years.
- All participants were recruited from TNS' Online Panel and were provided an incentive of \$50.

Executive Summary (Cont'd)

Recommendations

- **Suitcase** would be the recommended concept to proceed with if DFAIT is required to select one for advertising for the new Travel.gc.ca website.
 - The creative and vibrant visuals were seen as a pleasant change from the Government's usual "business-like" approach to advertising.
- The slogan "Travelling abroad? Travel Safe. Travel.gc.ca" was seen as simple, clear, and to the point.
- The concept and executions clearly communicate it is a Government of Canada ad, as long as the watermark/logo is included. This leads to a high degree of trust.
- An online and mobile advertising approach would be most effective;
 - Airport ads would attract minimal interest.
- Suggestions for improvements include:
 - Leveraging the positive aspects of the other two concepts, specifically providing more comprehensive travel information (as opposed to focusing only on safety).
 - Improving the implementation of web takeover ads so that it blends in more seamlessly with the host website (minimizing clutter and disjointedness).



This cost of this research was \$44,137.95

DFAIT will use the results to improve the creative concepts so that the Travel.gc.ca website resonates with the target audience in the intended manner.

Sommaire de Gestion

Sommaire de gestion

Objectifs de la recherche

- Mesurer l'efficacité des éléments créatifs et des messages de la campagne.
- Déterminer le degré de résonance des éléments créatifs et des messages de la campagne auprès de l'auditoire cible.
- Vérifier le niveau de langage du point de vue clarté, crédibilité et impact dans l'ensemble. Il est important que les participants puissent comprendre clairement l'information transmise dans le matériel publicitaire.
- Comprendre ce que les participants perçoivent comme étant le ou les messages principaux transmis dans le matériel publicitaire.
- Vérifier le contenu du matériel publicitaire quant à son efficacité à inciter les gens à agir.
- Recueillir des suggestions de changements potentiels qui rendraient le contenu plus efficace et qui permettraient de mieux atteindre l'auditoire cible.

Sommaire de gestion (suite)

Approche

- Un total de huit (8) groupes de discussion en ligne : quatre en français et quatre en anglais.
- Les groupes se sont déroulés sur une période de deux jours, soit les 10 et 11 octobre 2012. Chaque jour, les groupes français et anglais ont été menés simultanément à 16 h 30 et à 18 h 30
- Quatre segments de la population ont été ciblés :
 - Des Canadiens de 24 à 54 ans, en mettant l'accent sur les femmes
 - Les communautés multiculturelles, définies comme étant celles qui ont de la parenté vivant à l'extérieur du Canada
 - Les touristes hivernants (Snowbirds) – ceux de 50 ans et plus qui passent au moins 3 mois de l'hiver au sud de la frontière
 - Des jeunes adultes de 18 à 24 ans qui sont des voyageurs indépendants, c.-à-d. qu'ils voyagent à l'extérieur du Canada sans leurs parents, soit seuls ou avec d'autres jeunes adultes
- Un groupe dans chacune des langues officielles a été mené auprès de chaque segment.
- Tous les participants devaient être des citoyens canadiens et être intéressés à voyager à l'extérieur du Canada au cours des sept prochaines années.
- Tous les participants ont été recrutés par l'entremise du Panel en ligne de TNS et ont reçu une récompense de 50 \$.

Sommaire de gestion (suite)

Recommandations

- **Valise** serait le concept que le MAECI recommanderait s'il devait sélectionner un concept pour annoncer le nouveau site Web Voyage.gc.ca.
 - Les visuels créatifs et dynamiques ont été vus comme représentant un agréable changement par rapport à l'approche habituellement « très sérieuse » du gouvernement en matière de publicité.
- Le slogan « Voyagez-vous à l'étranger? Voyagez en toute sécurité. Voyage.gc.ca » a été perçu comme étant simple, clair, et droit au but.
- Le concept et les exécutions communiquent clairement qu'il s'agit d'une publicité du gouvernement du Canada pourvu que le filigrane/logo soit inclus, ce qui entraîne un haut niveau de confiance.
- Une approche publicitaire en ligne et sur mobile serait des plus efficaces :
 - Les publicités dans les aéroports susciteraient un intérêt minimal
- Les suggestions d'améliorations sont les suivantes :
 - Exploiter les aspects positifs des deux autres concepts, en fournissant spécifiquement plus d'information détaillée sur les voyages (par opposition à mettre l'accent seulement sur la sécurité).
 - Améliorer l'implantation des publicités sur le Web de façon à ce qu'elles s'intègrent avec plus de fluidité sur le site d'origine (minimisant ainsi l'encombrement et l'incohérence).



Le coût de cette recherche a été de 44 137,95 \$

Le MAECI utilisera les résultats pour améliorer les concepts créatifs de manière à ce que le site Voyage.gc.ca rejoigne le public cible de la manière prévue.



Objectives, Approach, Methodology

Research Objectives

- To measure the effectiveness of creative artwork and campaign messages.
- To determine the level to which the creative artwork and campaign messages resonates with the intended target audience.
- To test the language for clarity, credibility, and overall impact. It is important that participants are able to clearly understand the information provided in the materials.
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Approach

- A total of eight (8) online focus groups; four each in English and French.
- Four population segments were targeted:
 - Canadians 24-54, skewed towards women
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- One group in each official language was conducted with each segment.
- All participants must be Canadian citizens and have an interest in travelling outside of Canada within the next seven years.
- All participants were recruited from TNS' Online Panel and were provided an incentive of \$50.

Methodology

- All eight focus groups were conducted over a two day period; October 10-11, 2012. On each day, English and French groups were conducted concurrently at 4:30 and 6:30pm.
- A total of 42 Canadians participated in the eight groups, ranging from 3 to 8 participants in a group.*

Group	Date	Participants
General Population, 25-54 yrs (English)	October 10, 4:30 pm	1 Male, 4 Females
General Population, 25-54 yrs (French)	October 10, 4:30 pm	2 Males, 4 Females
Multicultural (English)	October 10, 6:30 pm	4 Males, 1 Female
Multicultural (French)	October 10, 6:30 pm	1 Male, 2 Females
Snowbirds (English)	October 11, 4:30 pm	4 Females
Snowbirds (French)	October 11, 4:30 pm	2 Males, 6 Females
Youth (English)	October 11, 6:30 pm	1 Male, 6 Females
Youth (French)	October 11, 6:30 pm	4 Females

**Please note that the target of six to eight participants was not achieved in five of the eight groups as the fieldwork dates were moved up by over one week resulting in the recruitment period being shortened by eight days.*

Interpretive Note: Although qualitative research (e.g. in depth interviews, focus groups) is highly valuable for providing insight into the needs, attitudes and opinions of an organization's target audience, customers and prospects, the results cannot be deemed to accurately reflect the views of any wider group of individuals than those who participated.

Travelling Tendencies and Travel Information



Travelling Tendencies

- The majority of respondents claim to travel for pleasure or to visit family, although some also travel for business purposes.
- Travel destinations varied considerably. Examples of locations included Canada (provinces outside their residence), the United States, Mexico, Cuba, Dominican Republic, Columbia, England, and other countries in Europe.
- Typical information that people look for when travelling are:
 - Accommodations
 - Prices on flights/accommodations/ car rentals
 - Attractions in destination
 - Currency and exchange rate
 - Weather conditions
 - Some mentioned travel advisories or warnings

"hotel reservation, flights, car rentals, where to go, what to see"
– Multicultural, English

"How safe the destination is, Price, What there is to do down there." 25-54 yrs, English

"I make most of my travel decisions based on price, ease of getting to the destination, and it must be a place I haven't been before" – 25-54 yrs, English

Travel Information

- Typically, most people get their travel information off the internet by simply using Google. However, specific mentions of websites used included:

- CAA
- Hotels.com
- Expedia.ca
- One person mentioned using DFAIT

"The internet is pretty good - sites like DFAIT help a lot with foreign locations and discount sites help with finding deals." - 25-54 yrs, English

- In general, most people do not currently use the Government of Canada as a source of travel information, but mentioned that they would be open to the idea of it.
- Most people claimed that it is very easy to find travel information using the aforementioned methods for searching.
- People tend to trust the information they find on these websites, but also rely on recommendations from family or friends.

"I didn't travel to any destination that raised my concern, therefore I didn't check with Gov of Canada web site." Multicultural, English

"On the internet, I usually find all the info I need. For accommodations, we can rely on Hotels.com, Expedia and others." - Snowbird, English



The Concepts

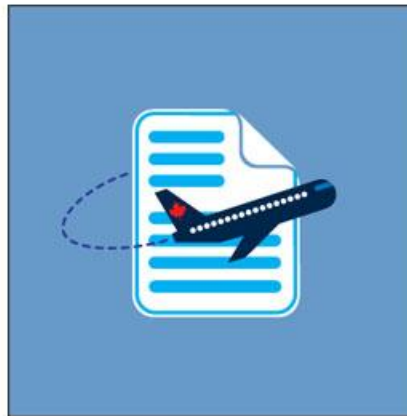
Creative Materials

- There were three concepts evaluated; *Checkmark*, *Icon*, and *Suitcase*.
- For each concept, three executions were tested: an animated banner ad, print/online ad, and a “website takeover” ad.
- The concepts were shown together for initial impressions, then each shown independently in sequential order.

1. Checkmark



2. Icon

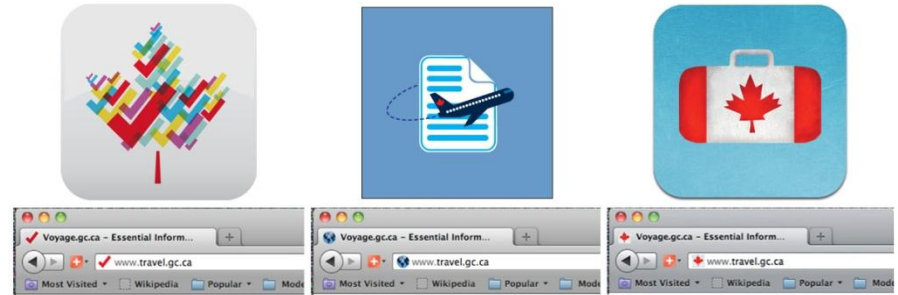


3. Suitcase



First Impressions of the Creative Concepts

- All three concepts were liked by some participants and disliked by others. However, overall, the *Suitcase* concept received the most positive reaction from participants.
- The *Checkmark* concept was the most polarizing as the 25-54 year old segment generally disliked it (confusing, distracting) while some in the youth segment were more positive (creative, different).
- Many considered the *Icon* concept “boring”, although the simplicity of the concept appealed to some.

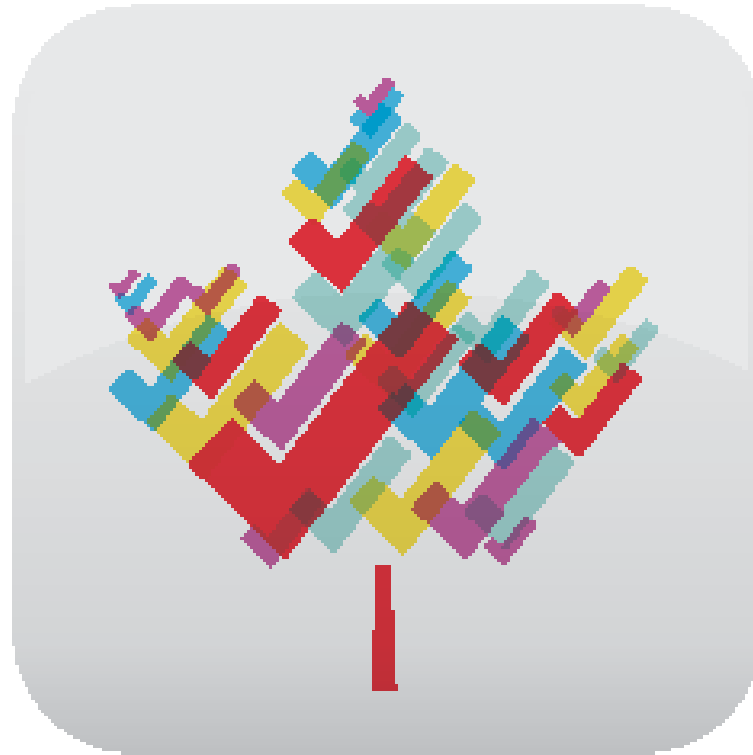


“I like the first (Checkmark) image it's very different and creative” – Youth, English

“The first image (Checkmark) is very confusing. It took awhile to determine it was a Maple Leaf - the colors are also pretty bad. The second (Icon) is better but boring and unattractive. What object is the plane flying around?” – 25-54 yrs, English

“The suitcase immediately catches my eye because it says ‘Canada’ and ‘travel’...” – Multicultural, English

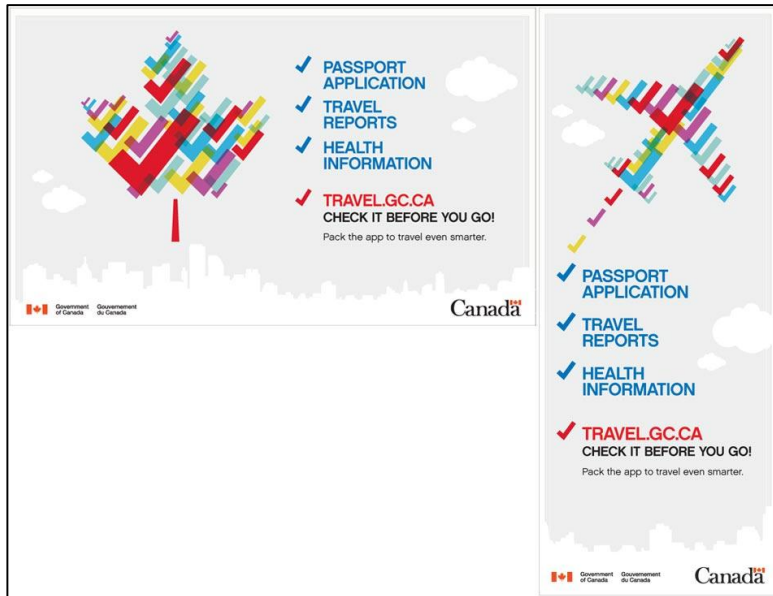
CHECKMARK



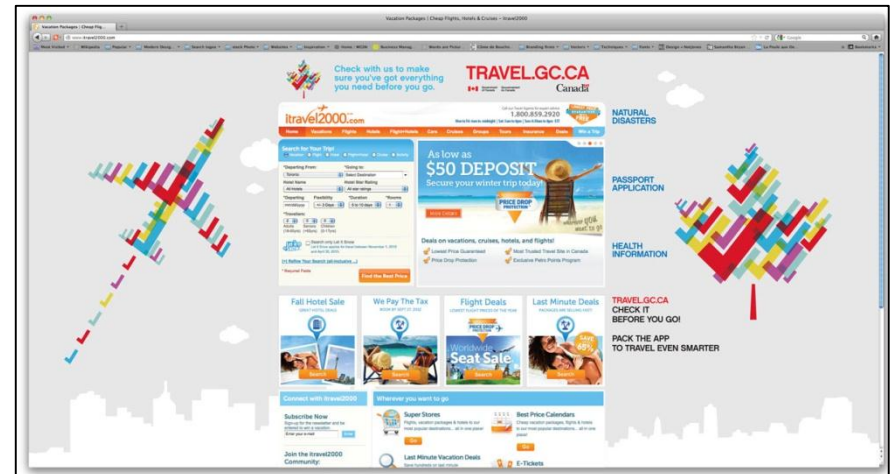
Three Executions of the Checkmark Concept

#1. Animated banner in "Flash"

#2. Horizontal and Vertical Print & Online Image



#3. Web takeover



Strengths of the Checkmark Concept



- ☑ Interesting and simple concept.
- ☑ Creative and use of different colours (all groups except 25-54 yrs).
- ☑ The “skyline” was appealing; some felt it was too ambiguous - should use recognizable Canadian architecture.
- ☑ “Drawing” power at the airport is mixed; snowbirds and youth would be likely to look, 25-54 yr olds and multicultural would be less likely (it’s too late once at the airport).
- ☑ Provides a lot of useful information.
- ☑ Tagline is easily recognizable.
- ☑ Message is easy to comprehend.
- ☑ Easily identified as a Government of Canada ad due to the watermark and logo.
- ☑ Trustworthy because it is from the Government of Canada.

*“The colors, Love the eye catching color and symbols”
– Youth, English*

*“I really like that one. I would go without hesitation to this site” –
Snowbird, English*

*« Les couleurs, la continuité des crochets c'est beau» -
Youth, French*

*“Like it - tells you in simple terms that this is a ‘one stop shop’ for all the info you’ll need for trip prep” –
Multicultural, English*

“I actually think it's more fun than what I would expect from the Government of Canada” – Youth, English

Weaknesses of the Checkmark Concept



- ❌ Too visually distracting, unappealing / too many colours in the checkmarks; not consistent with Canada (particularly the 25-54 yr segment).
- ❌ Some participants (25-54 yrs and Multicultural) thought the images were unprofessional.
- ❌ Many participants in the 25-54 yr segment felt like they would not stop to read this concept, or take action.
- ❌ Website takeover was viewed negatively by most participants (all groups except Snowbirds) – too cluttered and confusing.

"Not in this format (to look at it in the airport), the checked logos distract from the message" – Multicultural, English

"I rarely take action on ads, and as just mentioned get peeved that my tax dollars are being wasted. If this is an online resource, spend the money on making sure the website pops up on the first 1/3 of the search results" – 25-54 yrs, English

« Je mettrais la feuille d'érable officielle plus grosse et je laisserais tomber la feuille stylisée de plusieurs couleurs » – Snowbirds, French

"I think it is too visually overwhelming personally. I like the checkmarks but its a bit hard to concentrate on the writing when the leaf is so bright and so much going on in it" – Youth, English

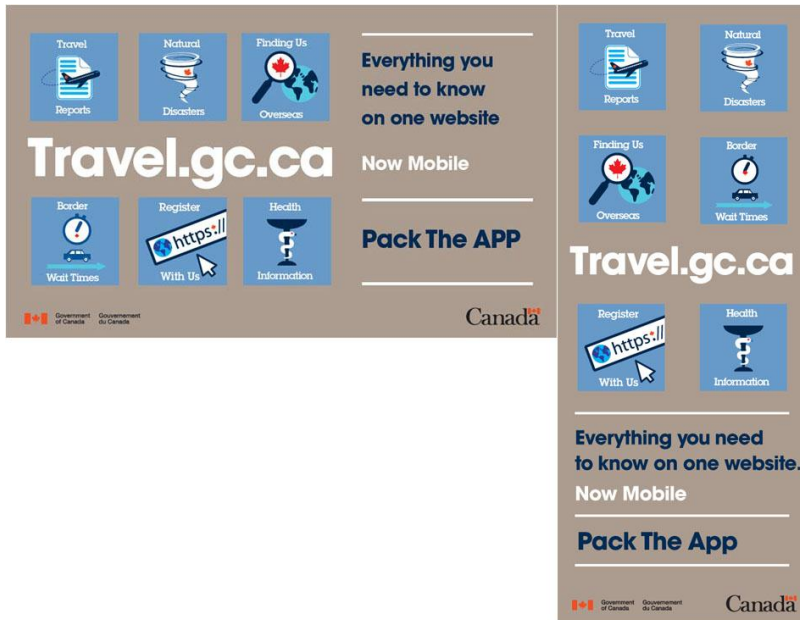
ICON



Three Executions of the Icon Concept

#1. Animated banner in "Flash"

#2. Horizontal and Vertical Print & Online Image



#3. Web takeover



Strengths of the Icon Concept



- ✓ The simplistic look and colour scheme of this concept (particularly for the Snowbirds group).
- ✓ It's informative.
- ✓ The icons were viewed positively by some, others commented it was too "cartoony" (Youth).
- ✓ The Youth segment singled out the App as a positive.
- ✓ Website takeover was viewed slightly more positively than the other concepts.
- ✓ Many would look at the web takeover ad while in the airport.
- ✓ Tagline is clear.
- ✓ Message is easy to understand (all English groups).
- ✓ The concept is more in line with expectations for Government of Canada ads (except for Youth).
- ✓ Easily identifiable as a Government of Canada ad due to the watermark/logo.
- ✓ Information is trustworthy since it is from the Government of Canada.

«j'aime l'information mais le design est simpliste» – 25-54 years, French

"A bit boring but much cleaner and easier to follow" – 25-54 yrs, English

"No it looks more like Expedia or some other travel site. I think it's the cartoyness as I've mentioned before" – Youth, English

"Everything you need to know for travelling is on one website. and yes that message comes through clearly to me" – Multicultural, English

« le gouvernement est clairement identifié, les informations sont offertes sur des sujets variés, l'information disponible pour les frontières peut aider des personnes» – Snowbirds, French

Weaknesses of the Icon Concept



- ✘ The animated banner ad was confusing to some (too fast) and would not attract many looks.
- ✘ The colour scheme was viewed negatively by most participants (except for Snowbirds).
- ✘ Nothing about this concept seems “Canadian”.
- ✘ The tagline was less clear for some of the French participants (particularly 25-54 yrs and Youth groups).

"Much clearer than the last (Checkmark). Boring colors though. The grey backdrop is pretty dull" – 25-54 yrs, English

"I felt like this ad was all business and no pleasure. The gravel colored banner is not very interesting" – Youth, English

«plusieurs autres application aussi on un logo semblable on peut se tromper» – 25-54 years, French

"The colouring is the one thing I do not like. It is too drab" – Multicultural, English

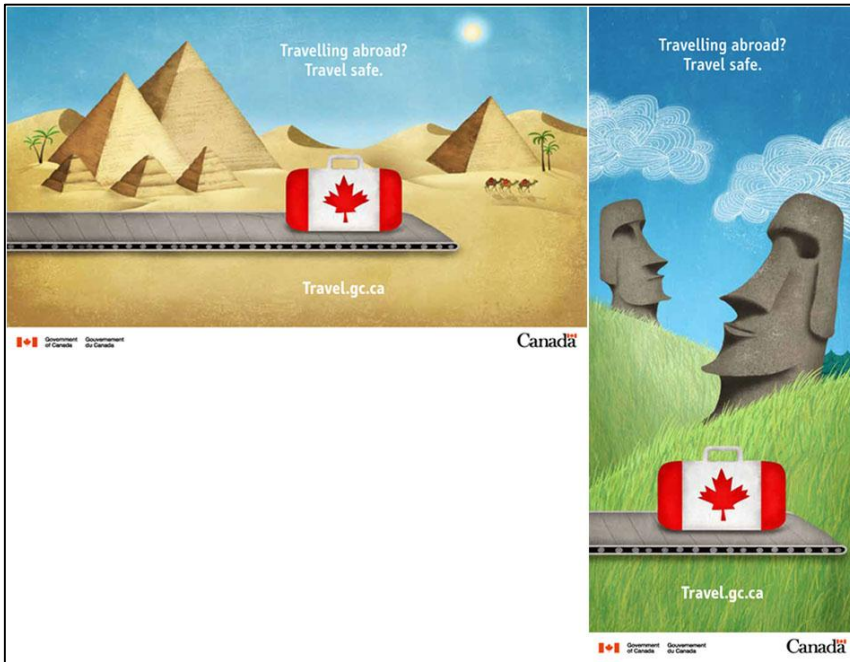
SUITCASE



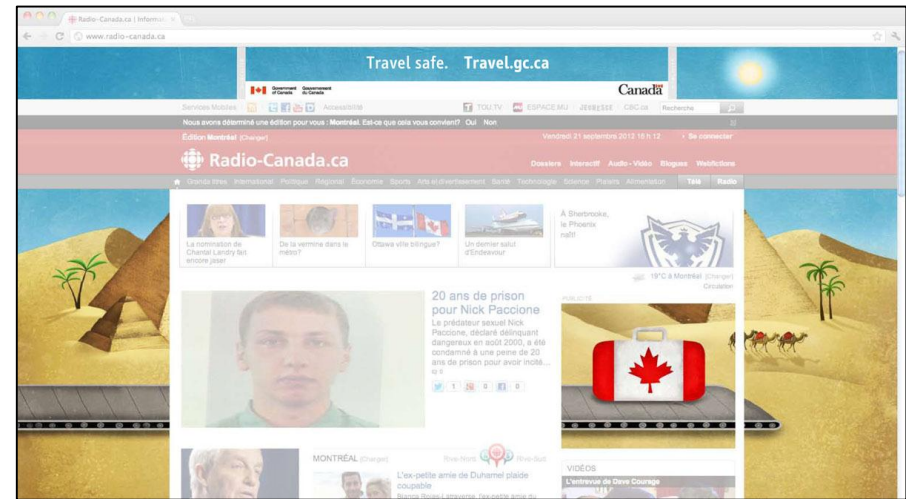
Three Executions of the Suitcase Concept

#1. Animated banner in "Flash"

#2. Horizontal and Vertical Print & Online Image



#3. Web takeover



Strengths of the Suitcase Concept



- ☑ Considered the most creative and visually appealing of the concepts.
- ☑ The animated banner was well-received.
- ☑ The print ads were viewed positively as it was colourful and creative.
- ☑ The ads are not what would be expected from the Government of Canada; however, this is a positive.
- ☑ Identifiable as a Government of Canada ad due to the watermark/logo but not as obvious as the other two concepts.
- ☑ Information is trustworthy as it is from the Government of Canada.
- ☑ Tagline was well-received ("short and sweet"); the message of safety was clear to all.
- ☑ Many would be drawn to this ad if they see it at the airport and also to visit the website.

"I like the moving suitcase and the sound of an airport. It makes you think about travelling. The only negative is as said before - appears to be only for safety." – 25-54 yrs, English

"I like this one the best, fun and easy to understand and to the point" – Youth, English

«Plus visuel, plus animé, meilleur contraste de couleurs, pas trop d'informations écrites» – Snowbird, French

"The ad design draws you in so I would stop to look and, out of curiosity, would probably check out the site" – Multicultural, English

Weaknesses of the Suitcase Concept



- ✘ Many felt this concept could be more informative, as it actually had the least information about the website.
- ✘ The focus is on safety only.
- ✘ The website takeover was viewed negatively (disjointed, confusing); the Government of Canada was not easily identifiable as the sponsor of the ad on the website takeover.

"The tag line only focuses on 'safe', and doesn't include many of the other important factors that the 'icon' one alluded to." – 25-54 yrs, English

"I REALLY don't think this website takeover does the ad concept justice" – Youth, English

"I think design wise it is very nicely done, but it needs more information on what exactly I can find on this site" – Multicultural, English



COMPARATIVE ANALYSIS OF THE CONCEPTS

The Best Liked Concept

- ☑ All three concepts had their merits; however, on balance the **Suitcase** concept was the most popular and best liked. **Visual appeal** was the Suitcase's biggest asset, while the only real criticism was that it only focuses on safety and ignores other important aspects of travel.
- ☑ Both the Checkmark and Icon concepts were liked by some and disliked by others.
 - The most positive aspect of the Checkmark concept was the comprehensive list of important information, and the biggest issue is the visual (cluttered, confusing)
 - The lack of visual appeal is also the biggest issue with the Icon concept. Similarly, comprehensive travel information was its biggest appeal.



"Suitcase because only of its colour. As far as clarity of information goes, the checkmark one was best" – Multicultural, English

"Mine was suitcase because it was fun looking and drove the point of traveling which this website is all about" – Youth, English

« le 3eme il est plus explicite sans qu'on ait à visiter on peut s'imaginer ce dont il est question » – Snowbird, French

"Third one (Suitcase) stands out better because of the Maple Leaf" – 25-54 years, English

The Concepts on Mobile

Checkmark



Icon



Suitcase



The Mobile App is Popular

- ☑ The Checkmark and Suitcase mobile app icons were equally popular, and a few also liked the Icon concept (the image of the plane relates to travel).
- ☑ Most (except for Snowbirds) indicated they would download the App.
- ☑ The expectation is that the App would offer the same information available on the website.

"The second one (Icon) doesn't look like it relates to Canada" – 25-54 yrs, English

"Love the (checkmark) maple leaf one best for that, suitcase just behind that" – Youth, English

"I would not download the app because I use my phone for phone calls only" – Snowbirds, English

«le plus clair est le 2e...mais mon oeil est plus attiré vers le 3e symbole» – Youth, French

"I would hope to be able to get country specific information as well as specifics on safety/security and country information/guidelines" – 25-54 yrs, English



Recommendations



Moving Forward...

- **Suitcase** would be the recommended concept to proceed with if DFAIT is required to select one for advertising for the new Travel.gc.ca website.
 - The creative and vibrant visuals were seen as a pleasant change from the Government's usual "business-like" approach to advertising.
- The slogan "Travelling abroad? Travel Safe. Travel.gc.ca" was seen as simple, clear, and to the point.
- The concept and executions clearly communicate it is a Government of Canada ad, as long as the watermark/logo is included. This leads to a high degree of trust.
- An online and mobile advertising approach would be most effective;
 - Airport ads would attract minimal interest.
- Suggestions for improvements include:
 - Leveraging the positive aspects of the other two concepts, specifically providing more comprehensive travel information (as opposed to focusing only on safety).
 - Improving the implementation of web takeover ads so that it blends in more seamlessly with the host website (minimizing clutter and disjointedness).





Appendices



TNS Presentation Title

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Appendix A: Recruiting Screener, English and French



TNS Presentation Title

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Recruiting Screener – DFAIT, Testing of Creative for Government of Canada Travel Website

Segments:

1. Canadians, 25-54 years, skewed women (70/30)
2. Snowbirds, 50 years or older, who live at least 3 months south of the border. This would include countries other than the U.S. such as those in Central or South America and the Caribbean.
3. Multicultural Canadians, who travel (or may travel) outside of Canada to visit family
4. Youth, 18-24 years, who travel (or may travel) outside of Canada without their parents

Sample Requirement:

English national representative by region: West, Ontario, Quebec (Montreal), Atlantic

French: Quebec, and if available to target by language (Ontario, New Brunswick, Manitoba)

Hello. TNS has been engaged by the Government of Canada to conduct focus groups to **evaluate promotion materials for a new Government of Canada travel website**. We are currently looking to find qualified participants to take part in these focus groups. Your participation in this research is completely voluntary. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. We would appreciate it if you could spare about 3 minutes of your time to answer a few questions to see if you qualify for the online focus group.



1. Have you or anyone in your household ever been employed in:

- Marketing or market research -- **TERMINATE**
- Advertising -- **TERMINATE**
- Any Media (Print, Radio, TV) -- **TERMINATE**
- The Federal government -- **TERMINATE**
- None of the above

2. Are you a Canadian citizen?

- Yes
- No -- **TERMINATE**

3. How interested are you in travelling anywhere outside of Canada within the next seven years? This would include trips to the United States.

- Not interested at all -- **TERMINATE**
- Somewhat interested
- Very interested

4. In what age group do you fall?

- Under 18 years -- **TERMINATE**
- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 49 years
- 50 to 54 years
- 55 to 64 years
- 65 years or older
- Decline -- **TERMINATE**

5. Would you consider yourself to be a part of any of the following ethnic or cultural communities?

- An Asian community
- An African community
- A Latin American or Caribbean community
- American
- British or Irish
- Another European community
- Other Ethnic or Cultural community
- None of the above – **SKIP TO Q7**

6. Have you in the past or do you plan in the future to travel outside of Canada to visit relatives or friends?

- Yes
- No

IF YES TO Q6, CLASSIFY AS SEGMENT 3

ONLY ASK Q7 IF Q4 = "50 YEARS OR OLDER"

7. Do you reside in a warmer climate outside of Canada for a period of three months or longer during the winter? This could include the U.S., Central or South America or the Caribbean.

- Yes
- No

IF YES TO Q7, CLASSIFY AS SEGMENT 2



ONLY ASK Q8 IF Q4 = "18 TO 24 YEARS"

8. Have you in the past or do you plan in the future to travel anywhere outside of Canada without your parents or family? This would include travel on your own, or with your friends.

- Yes
- No

IF YES TO Q8, CLASSIFY AS SEGMENT 4

9. Are you:

- Male
- Female

10. Which of the following best represents your annual household income?

- Under \$30,000
- \$30,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or higher
- Decline

11. What is the highest level of education you have completed?

- Secondary or High School
- Technical or CEGEP College
- Community College
- University
- Post-Graduate
- Other



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

- Yes
- No -- **SKIP TO Q16**

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

- Within the past six months – **TERMINATE**
- More than six months ago

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

- Five or less
- More than five – **TERMINATE**

15. Were any of the topics discussed related to advertising by the Government of Canada?

- Yes -- **TERMINATE**
- No

16. Have you been invited to attend any other focus group discussions or interviews in the near future?

- Yes -- **TERMINATE**
- No

We are in the process of qualifying people for an online focus group for the **Government of Canada** to be conducted via the Internet regarding promotional materials for a new travel website. If you are available and selected to participate in the online focus group, you would be provided with an **incentive of \$50** for your time and participation.

Would you be interested in participating in our online focus group? It will be in the form of an online focus group discussion that would take place on <**DATE**> at <**TIME**>. The focus group will last 90 minutes. To qualify for your incentive of \$50, we would just require that you log in on <**DATE**> at <**TIME**> to answer the questions posed by the moderator and to interact with the other participants.



17. You can be assured that we are not trying to sell you anything now or during the online focus group and we will not ask for any personal information. Would you be willing to participate?

- Yes
- No -- **TERMINATE**

18. What is your first name and the initial of your last name? You will be identified in the discussion by an alias of your choice, or by using your first name and last initial. For example, William Brown would be William B.

ENTER NAME: _____

19. Please provide us an email address to contact you in case you are chosen to participate. (Type in email address)

Email Address: _____

Confirm Email Address: _____

NOTE TO PROGRAMMER: MAKE EMAIL ADDRESS AND CONFIRMATION MUST MATCH TO MOVE ON.

If selected, you will be sent an email confirming the online focus group date and time, as well as instructions for logging into the session. This notification will be sent 2-3 days ahead of the online focus group.

Thank you, these are all the questions we have for you today!



PROGRAMMER INSTRUCTION:

Segment	Qualification Criteria
<p>1. Canadians, 25-54 years, skewed women (70/30)</p>	<p>Q4 = 18 to 24 years, 25 to 34 years, 35 to 44 years, 45 to 49 years, or 50 to 54 years</p> <p>Q9 = approx. female (70%) and male (30%)</p> <p>Balanced by income (Q10) and education (Q11)</p>
<p>1. Snowbirds, 50 years or older, who live at least 3 months south of the border</p>	<p>Q4 = 50 to 54 years, 55 to 64 years, 65 years or older</p> <p>Q7 = Yes</p> <p>Balanced by income (Q10) and education (Q11)</p>
<p>1. Multicultural Canadians, who travel (or may travel) outside of Canada to visit family</p>	<p>Q5 = British or Irish, Another European community, An Asian community, An African community, A Latin American or Caribbean community, Other Ethnic or Cultural community</p> <p>Q6 = Yes</p> <p>Balanced by income (Q10) and education (Q11)</p>
<p>1. Youth, 18-24 years, who travel (or may travel) outside of Canada without their parents</p>	<p>Q4 = 18 to 24 years</p> <p>Q8 = Yes</p>



Questionnaire de recrutement – MAECI, Test du créatif pour le site Web de voyage du gouvernement du Canada

Segments :

1. Canadiens, 25-54 ans, plus de femmes (70/30)
2. Touristes hivernants (Snowbirds), 50 ans ou plus, qui passent au moins 3 mois au sud de la frontière. Il peut s'agir de pays à l'extérieur des États-Unis comme ceux en Amérique centrale ou en Amérique du Sud et dans les Caraïbes
3. Canadiens multiculturels, qui voyagent (ou voyageront peut-être) à l'extérieur du Canada pour visiter leur famille
4. Jeunes adultes, 18-24 ans, qui voyagent (ou voyageront peut-être) à l'extérieur du Canada sans leurs parents

Échantillon requis :

Anglais : représentatif à l'échelle nationale par région : Ouest, Ontario, Québec (Montréal), Atlantique

Français : Québec et, si on le peut, cibler par langue (Ontario, Nouveau-Brunswick, Manitoba)

Bonjour. TNS a été mandatée par le gouvernement du Canada pour mener des groupes de discussion **afin d'évaluer le matériel promotionnel d'un nouveau site Web de voyage du gouvernement du Canada**. Nous recherchons actuellement des participants qui se qualifieront pour participer à ces groupes de discussion. Votre participation à cette recherche est entièrement volontaire. Toute l'information recueillie, utilisée et/ou divulguée sera utilisée uniquement à des fins de recherche et elle sera traitée selon les exigences de la *Loi sur la protection des renseignements personnels*. Nous vous serions reconnaissants de nous accorder 3 minutes de votre temps pour répondre à quelques questions pour que nous puissions déterminer si vous vous qualifiez pour le groupe de discussion en ligne.



TNS Presentation Title

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1. Est-ce que vous-même, ou un membre de votre ménage, avez déjà travaillé dans l'un des domaines suivants ?

- Marketing ou études de marché -- **TERMINEZ**
- Publicité -- **TERMINEZ**
- Médias (imprimé, radio, télé) -- **TERMINEZ**
- Gouvernement fédéral -- **TERMINEZ**
- Aucune de ces réponses

2. Êtes-vous un(e) citoyen(ne) canadien(ne)?

- Oui
- Non -- **TERMINEZ**

3. Dans quelle mesure seriez-vous intéressé(e) à voyager n'importe où à l'extérieur du Canada au cours des sept prochaines années? Cela comprendrait des voyages aux États-Unis.

- Pas du tout intéressé(e) -- **TERMINEZ**
- Plutôt intéressé(e)
- Très intéressé(e)

4. Dans quel groupe d'âge vous situez-vous?

- Moins de 18 ans -- **TERMINEZ**
- 18 à 24 ans
- 25 à 34 ans
- 35 à 44 ans
- 45 à 49 ans
- 50 à 54 ans
- 55 à 64 ans
- 65 ans ou plus
- Refus de répondre -- **TERMINEZ**

5. Vous considérez-vous comme faisant partie d'une des communautés ethniques ou culturelles suivantes?

- Asiatique
- Africaine
- D'Amérique latine ou des Caraïbes
- Américaine
- Britannique ou Irlandaise
- Une autre communauté européenne
- Une autre communauté ethnique ou culturelle
- Aucune de ces réponses – **PASSEZ À Q7**

6. Avez-vous déjà voyagé, ou avez-vous l'intention de voyager, à l'extérieur du Canada pour visiter de la parenté ou des ami(e)s?

- Oui
- Non

SI OUI À Q6, CLASSEZ COMME SEGMENT 3

POSEZ SEULEMENT Q7 SI Q4 = « 50 ANS OU PLUS »

7. Demeurez-vous dans un climat plus chaud, à l'extérieur du Canada, pour une période de trois mois ou plus pendant l'hiver? Il peut s'agir des États-Unis, de l'Amérique centrale ou de l'Amérique du Sud, ou des Caraïbes.

- Oui
- Non

SI OUI À Q7, CLASSEZ COMME SEGMENT 2

POSEZ SEULEMENT Q8 SI Q4 = « 18 À 24 ANS »

8. Avez-vous déjà voyagé, ou avez-vous l'intention de voyager, n'importe où à l'extérieur du Canada sans vos parents ou votre famille? Cela comprendrait les voyages que vous feriez ~~faites~~-seul(e) ou avec vos ami(e)s.

- Oui
- Non

SI OUI À Q8, CLASSEZ COMME SEGMENT 4

9. Êtes-vous de sexe :

- Masculin
- Féminin

10. Laquelle des tranches de revenu suivantes représente le mieux le revenu annuel de votre ménage?

- Moins de 30 000 \$
- 30 000 à 49 999 \$
- 50 000 à 74 999 \$
- 75 000 à 99 999 \$
- 100 000 \$ ou plus
- Refus de répondre

11. Quel est le plus haut niveau de scolarité que vous avez terminé?

- Secondaire
- CÉGEP ou École technique
- Collège communautaire
- Études universitaires
- Études universitaires supérieures
- Autre

12. Avez-vous déjà participé à un groupe de discussion ou à un entretien face à face, ici ou ailleurs, pour lequel vous avez reçu un montant d'argent?

- Oui
- Non -- **PASSEZ À Q16**

13. À quand remonte la dernière fois que vous avez participé à une de ces discussions?

- Au cours des six derniers mois – **TERMINEZ**
- Il y a plus de six mois

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

- Cinq ou moins
- Plus de cinq – **TERMINEZ**

15. Est-ce que l'un des sujets discutés portait sur de la publicité du gouvernement du Canada?

- Oui -- **TERMINEZ**
- Non

16. Avez-vous été invité(e) à participer à d'autres groupes de discussion ou à des entrevues dans un avenir prochain?

- Oui -- **TERMINEZ**
- Non

Nous sommes à la recherche de personnes pouvant se qualifier pour un groupe de discussion en ligne pour le **gouvernement du Canada**. Ce groupe de discussion aura lieu sur Internet et portera sur du matériel promotionnel pour un nouveau site Web de voyage. Si vous êtes disponible et si vous êtes sélectionné(e) pour participer au groupe de discussion en ligne, nous vous remettrons une **prime incitative de 50 \$** pour vous remercier de votre temps et de votre participation.



Seriez-vous intéressé(e) à participer à un groupe de discussion en ligne qui se tiendrait le <**DATE**> à <**HEURE**>. Le groupe de discussion durera 90 minutes. Afin de vous qualifier pour votre prime incitative de 50 \$, il vous faudrait ouvrir une session le <**DATE**> à <**HEURE**> pour répondre aux questions posées par la modératrice et interagir avec d'autres participant(e)s.

17. Nous vous donnons l'assurance que nous n'essaierons pas de vous vendre quoi que ce soit maintenant ou au cours du groupe de discussion en ligne, et nous ne vous demanderons pas de nous fournir des renseignements personnels. Accepteriez-vous de participer?

- Oui
- Non -- **TERMINEZ**

18. Quel est votre prénom et l'initiale de votre nom de famille? Vous serez identifié(e) dans la discussion par un pseudonyme de votre choix ou par votre prénom et l'initiale de votre nom de famille. Par exemple, Pierre Tremblay serait Pierre T.

INSCRIVEZ LE NOM : _____

19. Veuillez nous fournir une adresse courriel afin que nous puissions communiquer avec vous si vous êtes sélectionné(e) pour participer. (Inscrivez votre adresse courriel)

Adresse courriel : _____

Confirmez l'adresse courriel : _____

NOTE AU PROGRAMMEUR : L'ADRESSE COURRIEL ET CELLE DE CONFIRMATION DOIVENT ÊTRE LES MÊMES.

Si vous êtes sélectionné(e), vous recevrez un courriel confirmant la date et l'heure du groupe de discussion en ligne ainsi que des instructions qui vous permettront d'ouvrir la session. Cet avis vous sera envoyé 2 ou 3 jours avant le début du groupe de discussion en ligne.

Cela met fin aux questions que vous voulions vous poser aujourd'hui. Nous vous remercions.



INSTRUCTIONS POUR LE PROGRAMMEUR :

Segment	Critères de qualification
<p>1. Canadiens, 25-54 ans, plus de femmes (70/30)</p>	<p>Q4 = 18 à 24 ans, 25 à 34 ans, 35 à 44 ans, 45 à 49 ans, or 50 à 54 ans</p> <p>Q9 = femmes (70 %) et hommes (30 %) environ</p> <p>Équilibré par le revenu (Q10) et la scolarité (Q11)</p>
<p>1. Touristes hivernants (Snowbirds), 50 ans ou plus, qui passent au moins 3 mois au sud de la frontière</p>	<p>Q4 = 50 à 54 ans, 55 à 64 ans, 65 ans ou plus</p> <p>Q7 = Oui</p> <p>Équilibré par le revenu (Q10) et la scolarité (Q11)</p>
<p>1. Canadiens multiculturels, qui voyagent (ou voyageront peut-être) à l'extérieur du Canada pour visiter leur famille</p>	<p>Q5 = Britannique ou Irlandaise, Une autre communauté européenne, Une communauté asiatique, Une communauté africaine, Une communauté d'Amérique latine ou des Caraïbes, Une autre communauté ethnique ou culturelle</p> <p>Q6 = Oui</p> <p>Équilibré par le revenu (Q10) et la scolarité (Q11)</p>
<p>1. Jeunes adultes, 18-24 ans, qui voyagent (ou voyageront peut-être) à l'extérieur du Canada sans leurs parents</p>	<p>Q4 = 18 à 24 ans</p> <p>Q8 = Oui</p>



Appendix B: Discussion Guide, English and French



TNS Presentation Title

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DFAIT

Creative Concept Testing for Government of Canada Travel Website Advertising, Final (TARGET 90 MINUTE SESSION)

INTRODUCTION

Hi! My name is _____ and I'll be your moderator for this online focus group we're conducting for the Government of Canada.

I'm glad you'll be joining us. I'm an independent researcher with TNS, and not affiliated in any way with the topics we'll be discussing. I hope you'll be very open and outspoken about your opinions and responses, whether these are positive or negative. There is no right or wrong answers and all information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act.

Please take part in the discussion by responding to the questions as well as by reading the responses of other participants and building on their answers. You can agree or disagree, but elaborate with as much description as possible. I'm looking for your unique perspective and your thoughtful involvement and insights. By the way, don't worry about any typos, spelling or grammar mistakes.

The questions I post will indicate my name - _____ - and will show up in **blue**. (If you see a **green** message, it's a private one from me to you.) It's important that you answer ALL questions.

You will notice that my questions are posted in **bold** with a "Reply" button to the left. When you want to respond to me or to anyone else, just hit the "Reply" button to the question or comment you are directly responding to. You'll see that responses indent once or more, depending on which comment you respond to. You will need to answer each question before you can go on to the next questions.

Please look at comments that have been entered by other participants. New comments will be indicated by number under the "MOD" column and these will appear to the right of the question number in the navigation frame. Read through these and comment, as you like, and be sure to respond to any additional probes that have been added to your own responses. **THE MORE THOROUGHLY YOU ANSWER EACH QUESTION AND ALL OF THE PARTS OF EACH QUESTION, THE FEWER FOLLOW-UP PROBES THERE WILL BE!**



The discussions today will revolve around your reactions and opinions about some promotional materials for a new Government of Canada travel website.

1. Before we get started, do you have any questions for me?
2. Let's quickly introduce ourselves to get started.
 - Let us know your first name, in which province you live and your favourite travel destination!

TRAVEL EXPERIENCES

3. When was the last time you travelled outside of Canada?
4. What was the last country you've travelled to? What other countries have you travelled to in the past?
5. Do you typically travel for pleasure, business or to visit family or friends?
6. Do you have any plans to travel outside of Canada in the foreseeable future?
 - When do you plan to travel?
 - To which country or countries?
 - Will it be for pleasure, business or to visit family or friends?



7. What **types of information** do you typically need or look for when planning to travel outside of Canada? **PROBE BELOW IF NOT MENTIONED.**

What about...

- Travel document requirements such as passport or visa information?
- Travel Health information (i.e. vaccinations)
- Travel reports, advisories and updates
- Country information such as local customs and culture?
- Transportation information such as how to get there and how to get around once you're in the country?
- Border wait times?
- Personal border exemptions and restrictions
- Canadian government or consular contact information?

8. How easy or difficult is it to find the travel information you are looking for?

- Is there any type of important information that you need that is hard to find? Are there any gaps?

9. And where do you go to find your travel information (i.e. what sources)?

10. Referring back to the sources you mentioned, how much do you trust the travel information that you receive?

- Is it credible?
- Do you think it's current?

ASK Q11 IF "GOVERNMENT" NOT MENTIONED IN Q9.

11. Do you ever turn to the Government of Canada for travel information? **IF YES ASK:**

- a. Can you recall which department or agency specifically?
- b. Where would you normally get this information (i.e. website, email, phone call)?
- c. For those of you who don't use the Government of Canada, why not?

Good discussion everyone, I'd now like to move on to the next part of our discussion.



EVALUATION OF CREATIVE CONCEPTS

The Government of Canada is creating a new travel information website, which will bring together all of the travel information currently provided by various government departments into a single website. The Government of Canada will be undertaking some promotional activities to inform all Canadians of this new website.

For the remainder of our discussion I'd like to get your opinions and feedback on the advertising concepts being considered.

There are three concepts being considered. The icons will be applied throughout the advertising campaign including on social media (e.g. Facebook profile picture) and to a mobile app.

Please take a minute to look at the following image. I'll then have some specific questions to get your thoughts on it.

INSERT IMAGES OF CHECKMARK, ICON AND SUITCASE ON ONE FILE (SIX IMAGES IN TOTAL)

- What's your first impression of the ad?
- What do you like / dislike about it?

INSERT CONCEPT ONE CHECKMARK

SHOW FIRST EXECUTION (ANIMATED BANNER)

12. What's your first impression of the ad?

- What stood out to you? PROBE
- What specifically do you like about this ad?
- Is there anything you don't like about it?

13. What about visual appeal? PROBE about the images, colours, sizing, etc.

14. If you saw this ad online or at the airport would you stop to read it - and take action?
- If not, why not?

SHOW SECOND EXECUTION (PRINT HORIZONTAL AND VERTICAL ON ONE IMAGE)

ASK Q12-14 AGAIN FOR SECOND EXECUTION

SHOW THIRD EXECUTION (INTERNET WEB TAKEOVER – ONE IMAGE)

ASK Q12-14 AGAIN FOR THIRD EXECUTION

THEN ASK:

Thinking about this concept in general please answer the following questions.

15. Is it clear that the ad is from the Government of Canada?
- Is the Government of Canada easily identifiable?
 - a. If so, what exactly on the ad helped you to quickly identify the Government of Canada as the originator?
 - b. If not, what would make the ad easily identifiable as one from the Government of Canada?
16. Is the ad consistent with what you would expect to see from the Government of Canada?
- Why, why not?
17. Is the ad easy to understand?
- a. If not, why? **PROBE** on language, wording
- What do you think of the tagline?

18. What is the main message you think the ad is trying to communicate?

- Is that message coming through clearly?
 - a. If not, why?

19. Would you trust the information provided in this ad?

- Why, why not?

Thanks very much for your candid comments. I'd now like you to look at another ad concept and then get your reactions to it.

INSERT CONCEPT NUMBER TWO. REPEAT Q12-19 FOR ICON CONCEPT.

There's one last ad concept I'd like your opinions on. Please take a minute to look it over.

INSERT CONCEPT NUMBER THREE. REPEAT Q12-19 FOR SUITCASE CONCEPT.

Again, thank you very much for all your feedback on the three concepts. To close off the discussion, I'd like you to look at the three concepts together.

SHOW IMAGES OF THREE CONCEPTS (GROUPING #5)

20. Of the three ad concepts, which one do you like the best and why?

21. Which one do you like the least and why?

22. Which do you feel succeeds best in drawing attention to the new Travel.gc.ca site and would you visit the website?



23. Would you download the app?

- If yes, what type of information would you expect to get from the app?

24. To end the discussion, can you give me one suggestion that you think would be the most effective way to increase the impact of these ads?

Well, we've come to the end of our discussion for the day. I'd like to sincerely thank you for taking the time to be here and for your honest opinions. Your incentive for your participation will be sent within the next couple of weeks. Thanks again and have a great rest of the day.



MAECI

Test d'un concept créatif pour le site Web de voyage du gouvernement du Canada, Ébauche v1 (CIBLE : SÉANCE DE 90 MINUTES)

INTRODUCTION

Bonjour. Mon nom est _____ et je serai votre modérateur pour ce groupe de discussion en ligne que nous menons pour le gouvernement du Canada.

Merci de vous joindre à nous. Je suis un chercheur indépendant chez TNS, et je ne suis associé d'aucune façon aux sujets dont nous allons discuter. J'espère que vous serez franc et transparent lorsque vous nous ferez part de vos opinions et de vos réponses, qu'elles soient positives ou négatives. Il n'y a pas de bonnes ou de mauvaises réponses et toute l'information recueillie, utilisée et/ou divulguée ne servira qu'à des fins de recherche et elle sera traitée selon les exigences de la Loi sur la protection des renseignements personnels.

Veuillez prendre part à la discussion en répondant aux questions, en lisant les réponses des autres participants et en commentant leurs réponses. Que vous soyez d'accord ou en désaccord, développez le propos en ajoutant le plus de commentaires possible. Ce que je recherche, c'est votre perspective unique, votre opinion consciencieuse et vos points de vue. En passant, ne vous inquiétez pas des coquilles, des fautes d'orthographe ou de grammaire.

Les questions que j'afficherai seront précédées de mon nom _____ et elles seront en **bleu**. (Si vous voyez un message en **vert**, il s'agira d'un message privé que je vous adresse personnellement.) Il est important que vous répondiez à TOUTES les questions.

Vous remarquerez que mes questions apparaissent en **caractères gras** avec un bouton « Réponse » à gauche. Lorsque vous voulez me répondre ou répondre à un autre participant, cliquez simplement sur le bouton « Réponse » pour la question ou commentaire auquel vous répondez directement. Vous constaterez que les réponses sont en retrait d'un espace ou plus, selon le commentaire auquel vous répondez. Vous devrez répondre à chaque question avant de pouvoir passer aux questions suivantes.



Veillez lire les commentaires qui ont été soumis par d'autres participants. Les nouveaux commentaires seront indiqués par un chiffre dans la colonne « MOD » et ils seront affichés à la droite du numéro de la question dans le cadre de navigation. Lisez-les et commentez-les comme bon vous semble, et assurez-vous de répondre aux questions additionnelles qui auront été ajoutées à vos propres réponses. **PLUS VOUS RÉPONDEZ FRANCHEMENT ET SINCÈREMENT À CHAQUE QUESTION ET À TOUTES LES PARTIES DE CHAQUE QUESTION, MOINS IL Y AURA DE QUESTIONS DE SUIVI!**

Les discussions aujourd'hui porteront sur vos réactions et vos opinions au sujet de matériel promotionnel pour un nouveau site de voyage du gouvernement du Canada.

1. Avant de commencer, avez-vous des questions à me poser?
2. Faisons vite les présentations.
 - Dites-nous quel est votre prénom, dans quelle province vous habitez et quelle est votre destination de voyage préférée.

EXPÉRIENCES DE VOYAGE

3. À quand remonte la dernière fois que vous avez voyagé à l'extérieur du Canada?
4. Quel est le dernier pays que vous avez visité? Quels sont les autres pays que vous avez visités dans le passé?
5. Voyagez-vous habituellement pour le plaisir, par affaires ou pour visiter des parents ou amis?
6. Planifiez-vous voyager à l'extérieur du Canada dans un avenir rapproché?
 - Quand avez-vous l'intention de voyager?
 - Dans quel(s) pays?
 - Ferez-vous ce voyage pour le plaisir, par affaires ou pour visiter des parents ou amis?

7. Quels sont les **types d'information** dont vous avez habituellement besoin ou que vous recherchez lorsque vous planifiez un voyage à l'extérieur du Canada? **SONDEZ CI-DESSOUS SI NON MENTIONNÉ.**

Qu'en est-il...

- Des informations concernant les documents de voyage requis comme les passeports ou les visas?
- Des informations de santé-voyage (c.-à-d. les vaccins)?
- Des conseils aux voyageurs, des mises en garde et des mises à jour?
- Des informations sur le pays comme les coutumes locales et la culture?
- Des informations sur le transport comme comment s'y rendre et comment se déplacer une fois arrivé au pays?
- Des temps d'attente à la frontière?
- Des exemptions et restrictions personnelles à la frontière?
- Des informations quant à la façon de joindre le gouvernement ou le consulat canadien?

8. Dans quelle mesure est-il facile ou difficile de trouver de l'information que vous recherchez sur les voyages?

- Y a-t-il un certain type d'information importante dont vous avez besoin qui est difficile à trouver? Y a-t-il des lacunes?

9. Et où allez-vous pour trouver de l'information sur les voyages (c.-à-d. quelles sont vos sources d'information)?

10. En faisant référence aux sources d'information que vous avez mentionnées, dans quelle mesure trouvez-vous que l'information qu'on vous donne sur les voyages est fiable?

- Est-elle crédible?
- Pensez-vous qu'elle est à jour?

POSEZ Q11 SI ON NE MENTIONNE PAS « LE GOUVERNEMENT » À Q9.

Vous tournez-vous vers le gouvernement du Canada pour obtenir de l'information sur les voyages? **SI OUI, POSEZ :**

- a. Pouvez-vous vous souvenir de quel ministère ou organisme gouvernemental en particulier?
- b. Où obtiendriez-vous habituellement cette information (c.-à-d. site Web, courriel, appel téléphonique)?
- c. Pour ceux et celles qui ne se tournent pas vers le gouvernement du Canada, pourquoi pas?

Bonne discussion à tous. J'aimerais maintenant passer à la partie suivante de notre discussion.



ÉVALUATION DES CONCEPTS CRÉATIFS

Le gouvernement du Canada est en train de créer un nouveau site d'information sur les voyages qui réunira, dans un même site Web, toute l'information sur les voyages qui est fournie actuellement par divers ministères. Le gouvernement du Canada va entreprendre des activités promotionnelles afin d'informer tous les Canadiens au sujet de ce nouveau site Web.

Pour cette partie de notre discussion, j'aimerais obtenir vos opinions et commentaires au sujet des concepts publicitaires qui font l'objet d'une étude.

Veillez prendre un moment pour regarder l'image/la vidéo suivante. J'aurai ensuite des questions précises à vous poser pour savoir ce que vous en pensez.

INSÉREZ LE PREMIER CONCEPT

12. Quelle est votre première impression de la publicité?

- Qu'est-ce qui a attiré le plus votre attention ? **SONDEZ**

13. Qu'est-ce qui vous plaît spécifiquement au sujet de cette publicité?

14. Y a-t-il quelque chose qui vous déplaît?

POSEZ Q15 SI NON MENTIONNÉ À Q13 OU Q14

15. Voici quelques points que j'aimerais qu'on aborde.

- La publicité est-elle facile à comprendre?
 - a. Si non, pourquoi? **SONDEZ** au sujet de la langue, du texte
- Qu'en est-il de la présentation visuelle? **SONDEZ** au sujet des images, couleurs, taille des images, etc.
- Que pensez-vous du slogan?



16. Selon vous, quel est le message principal que la publicité essaie de transmettre?
 - Est-ce que ce message vous semble clair?
 - a. Si non, pourquoi?
17. Auriez-vous confiance en l'information transmise par cette publicité?
 - Pourquoi, pourquoi pas?
18. Si vous voyiez cette publicité en ligne ou à l'aéroport, vous arrêteriez-vous pour la lire – et y donneriez-vous suite?
 - Si non, pourquoi pas?
19. La publicité est-elle cohérente avec ce que vous vous attendriez à voir de la part du gouvernement du Canada?
 - Pourquoi, pourquoi pas?
20. Est-il clair que la publicité provient du gouvernement du Canada?
 - Est-ce facile d'identifier le gouvernement du Canada?
 - a. Si oui, qu'est-ce qui vous a aidé à identifier rapidement le gouvernement du Canada comme étant à l'origine de cette publicité?
 - b. Si non, qu'est-ce qu'il manque à cette publicité pour qu'on l'identifie facilement comme provenant du gouvernement du Canada?

Je vous remercie beaucoup de vos commentaires. J'aimerais maintenant vous montrer un autre concept publicitaire et voir ce que vous en pensez. Je vais vous donner une minute pour le regarder.

INSÉREZ LE DEUXIÈME CONCEPT. RÉPÉTEZ LES Q12-20 POUR CE CONCEPT.

Il ne reste qu'un concept publicitaire au sujet duquel j'aimerais avoir vos commentaires. Prenez une minute pour le regarder.

INSÉREZ LE TROISIÈME CONCEPT. RÉPÉTEZ LES Q12-20 POUR CE CONCEPT.



Encore une fois, merci de nous avoir fait part de vos opinions et commentaires concernant les trois concepts. Pour mettre fin à la discussion, j'aimerais que vous regardiez les trois concepts ensemble.

21. Des trois concepts publicitaires, quel est celui qui vous plaît le plus et pourquoi?

22. Quel est celui qui vous plaît le moins et pourquoi?

23. Lequel, selon vous, réussit le mieux à attirer l'attention vers le nouveau site Voyage.gc.ca et le visiteriez-vous vous-même?

Et, pour terminer, pouvez-vous me donner une suggestion qui, selon vous, pourrait augmenter sensiblement la portée de ces publicités?

Nous voici donc rendus à la fin de notre discussion pour la journée. J'aimerais vous remercier sincèrement d'avoir pris le temps de vous joindre à nous et de nous avoir fait part de vos opinions. Votre prime de participation à cette discussion vous sera envoyée au cours des prochaines semaines. Encore une fois, merci, et bonne journée!

