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Background and Methodology

Background

In 2005, a ministers' roundtable led to a review of the role Parks Canada plays in its relationship with visitors. The following year, the focus of the organization's mission was determined to comprise three integrated components: protection, education and visitor experience. The following targets were set for 2007:

Update Parks Canada's positioning to ensure that it is an accurate and effective reflection of the organization's personality. This update is necessary in a number of respects:

- The importance of clearly conveying Parks Canada's integrated mandate, both internally and externally, in order to unite all aspects of the programs.
- The need to communicate clearly in a complex environment, involving a large number of partners and target audiences.
- The need to improve Parks Canada's communication due to incomplete understanding of their mission by Canadians.
- The need to increase Parks Canada's influence with audiences due to a decrease in visitor traffic, particularly at their National Historic Sites.
- The need to have solid positioning when it comes time to establishing partnerships with major world players in education, conservation and tourism.
- The usefulness of having a common vocabulary for better consistency in their communication.

Research Purpose

The main objective of the focus group research was to gauge impressions of National Park and Historic Site visitors towards styles of communication that will be used in the future by Parks Canada as part of the new brand positioning. The key objectives for the research were to explore the following communication pieces:

- Identify the key brand benefits of a National Park and National Historic Site experience.
- Test reaction to creative direction for the new brand essence in terms of how these make people feel, and what they take away from the messages.
 - Video presentation of overall tone of brand essence;
 - Four Mood Boards; and,
 - Three theme lines.

The theme lines had three key objectives:

- To communicate nature and culture (parks and historic sites);
- To communicate the diversity of the products offered by Parks Canada; and,
- To reflect the corporate objectives of the organization.

Methodology

In order to meet the research objectives, we conducted 8 focus groups, with two groups in each of the following cities: Halifax, Quebec City (in French), Toronto and Calgary.

Each focus group was two hours in duration and included eight participants; ten were recruited to ensure full participation. The focus groups were conducted among two different audiences: Canadians who have visited National Parks or Historic Sites at least once in the past three years, and those who have not.

Participants were provided with an incentive of \$75 to cover any travel or parking costs and to thank them for their participation in the research.

The following table outlines the schedule and locations of the focus groups:

| Location | Date | Target Audience |
|-----------------|-------------------------------|--|
| Calgary, AB | April 15th, 2008 | Those who have visited National Parks and Historic Sites in the past three years. |
| | | Those who have not visited National Parks or Historic sites in the past three years. |
| Halifax, NS | April 16 th , 2008 | Those who have visited National Parks and Historic Sites in the past three years. |
| | | Those who have not visited National Parks or Historic sites in the past three years. |
| Toronto, ON | April 22 nd , 2008 | Those who have visited National Parks and Historic Sites in the past three years. |
| | | Those who have not visited National Parks or Historic sites in the past three years. |
| Quebec City, QC | April 21 st , 2008 | Those who have visited National Parks and Historic Sites in the past three years. |
| | | Those who have not visited National Parks or Historic sites in the past three years. |

The findings discussed in this report are derived from an analysis of the qualitative content of focus group discussions. This means that they do not have the statistical validity and reliability associated with quantitative survey research. As such, the findings presented here should be treated as directional, rather than representative of the population as a whole.

Key Findings

Visiting Parks and Historic Sites

When asked why they visit parks and historic sites, most park visitors provided reasons that fell into four categories. Parks offer escape from the urban environment, giving a sense of peace and solitude away from the city; they offer opportunities for spending time with family and friends; enjoyable activities, such as sports, photography and bird watching; and learning opportunities. Non-visitors to parks suggested very similar reasons that others might have for visiting these places; very few non-visitors expressed a total lack of interest in visiting parks or historic sites.

When asked what kind of barriers exist to visiting parks and historic sites, non-visitors suggested both practical difficulties, such as lack of public transit to the sites, perceived high entry fees and limited recreational time; and also more attitudinal obstacles, such as low awareness of the existence of the sites and of what the sites have to offer, and low motivation due to limited family experience with the parks, an expectation of discomfort with outdoor facilities, and simply greater interest in other activities.

Parks Canada Brand

Parks Canada did not evoke clear brand recognition among participants, who often initially assumed that it referred exclusively to parks, rather than to historic sites, and failed to differentiate between Parks Canada parks and those managed by provincial governments. Despite this lack of clarity, many respondents expressed highly positive regard for the experience offered by Parks Canada. One finding that should be noted here is that participants generally had national parks in mind rather than historic sites when thinking about Parks Canada; indeed, in the course of the discussions they often made this association without considering the organization's wider remit unless specifically reminded by moderators to do so.

Although most participants had heard of Parks Canada, and were generally aware it is part of the federal government, few had seen advertising or information recently from Parks Canada, and those who had were more likely to have sought it out themselves in preparation for a visit. Perceptions of Parks Canada were primarily based on participants' own experience at parks, rather than information provided by the organization.

When asked what words they would use to describe Parks Canada, participants generally listed experiential attributes of sites, and activities to be enjoyed in the parks, rather than aspects of the organization. Most words were positive; "*relaxing*", "*awesome*", "*nature untouched*", "*generally well-kept*"; however, a few, non-visitors, suggested less positive terms such as "*antiquated*", "*expensive*", and "*poorly managed*".

More specifically, most park visitors expressed a belief that Parks Canada parks are well maintained, safe and clean, with rangers to assist if necessary. Although this was an attraction for some, there were a few who felt that the parks are sometimes excessively well cared for and thus insufficiently 'wild'; that they are designed more as monuments, and less for fun. Parks Canada's role as guardians of the country's nature, heritage and history also emerged for some participants. Finally, it should be noted that, among non-visitors to parks who held any impressions of Parks Canada, these were more likely to

relate to the organization itself, probably due to lack of experience with the parks and historical sites.

Video Evaluation

Current park visitors expressed positive reactions to the video, including inspiration to go and visit Canada's parks; pride in a beautiful country with rich heritage; awe at the scenes of beauty; surprise at the variety and diversity of what Parks Canada has to offer; a sense of 'something for everyone'; and overall enjoyment, relaxation and peace. Although many non-visitors also shared these impressions, they were more likely than visitors to mention perceptions of a lack of ethnic diversity depicted in the video, a disproportionate focus on nature rather than culture and history, and a message that parks are primarily for families and children.

The video text was generally thought to be too long, and although some participants thought the message was memorable and evocative, others were critical of its emotional tone and felt it failed to effectively communicate Parks Canada's role. The theme line "Freedom to Explore" used as part of the video text did not induce discussion in evaluating the video, despite its popularity when raised as a theme line. The musical soundtrack, Green Days' *Good Riddance (Time of Your Life)* was thought by some to be fitting, and by others to be boring and even inappropriate, particularly given its US progenitor.

Two central points of dissatisfaction, primarily among non-visitors involved, first, the disproportionate focus on nature rather than on culture and history; and second, the demographic characteristics of park visitors portrayed in the video. Participants felt more images of the cultural and historical sites would be welcome, as would the inclusion of individuals who are visible minorities and a less predominantly family-oriented focus.

Low initial awareness of the Parks Canada brand led to difficulty in determining whether the video was a good fit with the brand. Although a few participants suggested that the range of experiences depicted in the video was a good representation of the diversity of activities provided by the organization, others thought that the video was "typical" of those produced by other government and tourist organizations. They noted that the video could equally be used by travel agencies, mountain equipment and sports stores, among others.

To improve the video, participants suggested:

- A more coherent ordering of the images;
- Shortened use of static images;
- Less tight shots, or more footage of the full grandeur of scenes;
- Information on the location of the images;
- Inclusion of animals and Parks Canada rangers; and,
- Less sentimental tone.

Mood Board Evaluation

Overall Reactions

Similar to the video evaluation, visitors were more positive regarding the mood boards than were non-visitors. Visitors tended to say that the boards, particularly those with first

person perspective photography, captured the diversity and the sense of peace, discovery and adventure in the Parks Canada experience; they used words such as “*serenity*”, “*passion*”, “*introspection*”, “*adventure*”, “*invitation to discover*”. By contrast, non-visitors were more likely to say that such imagery was repetitive and unoriginal, and that nothing linked it directly with Parks Canada; examples included; “*looks like a tent commercial*”, “*boring*”, “*same, same, same.*”

The two historical images were widely seen as the weakest of the five boards; they suggested that more effective images – such as the Citadel in Halifax – could easily replace the tour guide and dancing images. Most popular were the canoe moving through the mist and the tent with the aurora borealis.

Reactions to specific mood boards

Canoe moving through the mist: the most popular image among visitors and non-visitors, suggesting adventure and exploration for you personally. The image and text evoked positive emotional reactions.

Tent with the aurora borealis: also a popular image, suggesting fun and exciting possibilities for adventure. The image was seen as contemporary, evoking a positive emotional response, but the text was not felt to be particularly appropriate.

Mix of images including canoe and polar bears: less liked, but some felt it conveyed a range of activities offered by Parks Canada. Others saw a lack of coherence in the imagery, and some thought it was less dramatic or overly “*staged*”.

Dancing (story of our nation): less popular than the three previous boards, although Quebec participants were more likely to be positive about it. The key message was thought to be that history can be fun, although some thought the image was confusing and reminded them of “*boring school visits*”; visible minority participants in Toronto wondered how it related to them.

Tour guide (story of our nation): least popular of all the boards; no participants saw it as effective or evocative. The image was thought to be staged and confusing, and participants were unsure whether the building was a Parks Canada site or not; many did not realize the woman shown was a Parks Canada employee.

Theme Lines

English

Participants were generally positive about the theme lines, and felt that one or more of the lines captured key elements of the Parks Canada experience.

Experience the wonder: Most popular of the English theme lines; the word “*experience*” was particularly well received. Participants felt that the theme related most effectively to the natural setting of Parks Canada parks, rather than to cultural and historic sites. However, others thought “*wonder*” was an inappropriate term, suggestive of a “*Disney feel*”.

Real. Inspiring: This was the least popular of the three lines; the period between the words was particularly poorly received, with some participants noting the “*fractured*” feel induced by the period. Other participants pointed to a perceived “*corporate feel*” to the line

and felt that this might be the type of tag-line used by a private sector corporation to advertize a product rather than the type of experience offered by Parks Canada. Although most participants liked the word “inspiring”, the word “real” was felt by some to be redundant and possibly even somewhat patronizing.

Freedom to explore: Current park visitors were much more positive about this line than non-visitors. Visitors liked “freedom” and “explore”, suggesting that it captured the size of Canada and the desire to find out more and to choose how they want to explore; they also found it to be a good fit with Parks Canada. However, they also recommended caution in stressing “freedom”, pointing to the dangers inherent in treating the parks’ wild setting with disrespect. By contrast, non-visitors pointed to the barriers to visiting parks that in fact limit their freedom to explore, although some also conceded that the line might inspire people to visit parks they had not experienced previously.

French

Only one of the French language lines was well received, with the others much less well received.

Des trésors à votre portée : Park visitors felt this line was well-suited to Parks Canada, calling up images of heritage and history and emphasizing the value of these “cultural riches”. They thought the theme line was appropriate for nature *and* culture, although some felt that they might have seen the line before.

En toute liberté : As in the Anglophone groups, participants liked the inspirational message of this line, but stressed the need to limit freedom, and noted the disconnect between this line and the reality of park regulations. It was also seen as more appropriate for natural sites than for history and culture.

Sources d’inspirations : The least popular of the three lines and again, more relevant to nature than to Parks Canada’s cultural activities.

Conclusions and Recommendations

The primary focus of the research is brand positioning, and our conclusions and recommendations are therefore related to this rather than wider perceptions of Parks Canada. The overall brand positioning exercise is intended to cover corporate objectives as well as the external image of the organization. It should therefore be noted that a limitation of the research is that it includes the views of park users and non-users from the general public but not the opinions of stakeholders or Parks Canada personnel.

The materials presented during the groups were not finished advertising products. They were designed, as a preliminary step towards advertising, to evoke the brand positioning that Parks Canada is seeking to communicate to the public. That said, reactions of the participants were, naturally, based on the aspects of the execution that appealed or did not appeal. Ultimately, even though the materials that were being assessed are not intended as final, the execution does have an impact upon the mood evoked. Our conclusions therefore address both the reactions of participants to the executions in terms of the brand essence being communicated and practical suggestions to keep in mind when developing future advertising or communications materials based upon these materials

Although the video was generally well received among park visitors, this was less the case for non-visitors. Participants mentioned a lack of demographic diversity and a greater emphasis on nature rather than culture and history. The text and to a lesser extent the soundtrack were also unpopular with some participants.

- The video should incorporate images of visible minorities, and a greater diversity individuals enjoying the parks
- More footage of cultural and historic sites should be incorporated into the video
- The text should be divided across screens and presented for a shorter period
- Could consider changing the musical soundtrack
- Could consider reviewing the perceived sentimentality of the text
- While not the target of this exercise, it would be very important to identify the locations being shown when considering future brand positioning or campaigns

The mood boards depicting the canoe moving through the mist and the tent with the aurora borealis are most popular, but the text does not necessarily maximize the message or the connection with Parks Canada. The mixed image mood board, although it successfully depicts a range of experiences possible with Parks Canada, is considered to be somewhat incoherent and staged. The dancing mood board highlights the fun of historical sites and balances the nature boards, but was excessively family-oriented and exclusive of visible minorities. Finally, the tour guide mood board was universally unsuccessful.

- Consider alternative text for the tent image
- Consider using more recognizable images of historic sites rather than people or use less “staged” images of children involved in cultural and historical activities for both the mixed image and the dancing boards
- Include images of visible minorities where there are people depicted in the boards

The English theme lines were generally well received, particularly “Experience the wonder”. “Freedom to explore” is popular with visitors, but they express caution about the limits on freedom in the parks. “Real. Inspiring” is less successful.

- Consider using either “Experience the wonder” or “Freedom to Explore” rather than “Real. Inspiring”.
- Consider the use of the word “freedom” within the context of the park regulations if using this.

Only one of the French theme lines was well received, « Des trésors à votre portée »; this was thought to be most appropriate to Parks Canada natural and cultural sites. « En toute liberté » was not disliked, but again caution was expressed about the regulatory realities of the parks. « Sources d’inspirations » was unsuccessful.

Detailed Findings: Visiting Parks and Historic Sites

Participants were asked about their experience of visiting parks and historic sites. Park visitors described why they visit these; non-visitors were asked why they felt *other people* visited such sites, and also what prevented them from doing so themselves

Park visitors

Many of those who visited national parks and historic sites were highly positive about their experiences. A clear sense emerged from the groups that many of those who visited parks had a “tradition” of doing so from their own childhood, and associated park visits with positive memories. Indeed, this was put into context in the non-visitors group in Toronto, in which several respondents from visible minority communities mentioned that they had little idea of where parks were or how to access them, having had no personal tradition of visiting as children.

Reasons given for visiting parks and historic sites can be broadly grouped into the following categories, which will be explored in more detail below:

- **Escape:** somewhere to get away from a range of aspects of the urban environment;
- **Relationships:** a place to go to spend time with family and friends;
- **Activities:** activities in parks including sports, photography and bird-watching; and,
- **Learning:** somewhere to find out more about the country’s past or about the natural world.

Escape

For many visitors, parks offer the opportunity of getting away from it all, and a chance to spend time in a “natural” environment. It is interesting to note that, in addition to wishing to escape city noise or pollution, participants in both the Calgary and Halifax groups mentioned light pollution and the darkness that parks can offer, which is seldom experienced elsewhere. Some participants described needing their “fix of nature” and the natural environment, noting the fact that parks allow people to get back to nature. As will be discussed later in this report, this sense of escape was clearly evoked by the mood boards depicting the tent and aurora borealis, and the canoe moving through the mist. Visitors also expressed appreciation for the fact that they can experience escaping to nature in a safe environment in parks with, for example, easily accessible walking trails.

“Nice place to go, well-kept. I grew up in the woods so it’s good to get your fix of nature in a nice well-kept place.”

« Une des premières idées qui nous vient en tête pour passer une journée au soleil c’est de se rendre dans des parcs nationaux pour observer les beautés de notre nature que l’on conserve. »

« Je vais dans les parcs pour relaxer toute seule, je ne recherche rien de particulier quand je m’y rends, simplement la tranquillité, et je la trouve à chaque fois. »

“To see the beautiful landscape, wildlife and nature”

“For me it’s about enjoying nature, listening to the sound of the wind, or animals”

Relationships

Although there were some participants who enjoyed visiting parks alone for the solitude and quiet this offers, many others placed considerable importance on relationships and the role of parks in allowing them to spend quality time with others. Some saw parks as very much a family activity; for example, an opportunity to take their children camping. Others had a tradition of visiting parks with friends in order to socialize and have fun, sometimes camping, and sometimes just spending a day out of the city. Those in the Calgary group also referred to the national parks close to the city as places where guests from elsewhere in the country or the world could be taken to see the natural beauty of Canada.

“I like the scenery and fresh air, but mostly to be with friends and family.”

“It’s sort of like a family tradition, going to Banff”

Activity

A third reason given for visiting parks was the activities that these often offer to visitors. As might be expected, this was particularly the case for parks visitors in the Calgary group, who were able to use national parks such as Banff or Jasper all year round, for skiing in the winter and camping in the summer. Walking and camping were similarly popular among participants, with some associating camping with their childhood. Other participants listed some less vigorous pastimes for which they enjoyed visiting parks, including photography and bird-watching.

“I’ve gone to parks to do photography and appreciate the landscape, mountain climbing and exercise.”

“I love camping, hiking on the trails, getting lost in the woods”

Learning

A final reason given for visiting parks and historic sites was to learn and have an educational experience. This was particularly the case in the Quebec City focus group, where visitors felt that historic sites allowed them to find out more about their country and their history, and to value this to a greater extent. For those visiting parks rather than historic sites, these also were perceived to offer a learning experience; participants appreciated the opportunity to teach their children how to camp and ‘survive’ in a natural environment, and to find out more about Canadian wildlife and the natural world.

“L’avantage des parcs c’est qu’on nous explique ce que sont les choses. En lisant les panneaux, on en apprend plus sur la nature qui nous entoure, celle qui constitue notre environnement direct. »

"For the kids to get educated. We got to the park for two weeks, camp out and learn how to survive."

"I think its important for kids to understand what nature is all about and have a respect for it."

Non-visitors

It is interesting to note here that relatively few non-visitors expressed a total lack of interest in visiting parks or historic sites, and indeed many were positive about the type of experiences they felt these offered. The main exception to this was in the Toronto non-visitor group, particularly among visible minority participants, some of whom had very little association with parks or tradition of visiting them; in fact, some said they seldom leave the city.

In general, many of the reasons given by non-visitors as to why others visited these sites were similar to those of the visitors themselves. These included:

- Peace, relaxing, getting away from the noise of the city and forgetting daily life;
- Activities including camping, fishing and walking;
- Seeing wildlife;
- Teaching children about nature; and,
- Taking visitors or people from out of town to see more of Canada.

Non-visitors gave a range of reasons for not visiting parks and historic sites. These included more 'practical' barriers, as well as other considerations such as the desire to spend time on their own personal interests.

'Practical' barriers

- The key barrier for a number of non-visitors was transportation; those without their own cars believed it to be difficult to travel to many parks and historic sites. As one Calgary participant mentioned, local parks were poorly served by public transit, and therefore not feasible for non-drivers who could not rent a car to visit.

"You can't travel there, for example, Headsmashed in Buffalo Jump, if someone doesn't drive and can't rent a car, and there is no bus that goes there."

"I probably would go if I had a car. I don't drive so I don't ever get out of the city much."

« Je ne voyage pas beaucoup, je ne sors que très rarement du Québec, il n'y a pas une tonne de parcs nationaux par chez nous. »

"For someone who doesn't have a car, getting out to those places is really hard"

- A second consideration for some participants was the perceived cost and the fees for visiting parks and historic sites, particularly for those on lower incomes. In some cases, participants considered that the “trade-off” between the money spent to visit parks and the benefits of the experience did not make it worth visiting.

“After considering time and money, do you want to go and look at a lake?”

“If your focus is to make ends meet and you don’t have a vehicle, you wouldn’t spend the money to rent a car”

- A lack of time – including limited vacation time, as well as simply extra time in everyday life being swallowed up by other commitments – was a third issue preventing some participants from visiting parks and historic sites.

“I run my own business and don’t have time to get away”

« Malheureusement pas assez souvent par manque de temps, ce n’est pourtant pas si loin de nous... »

Other barriers

- Some participants had little awareness of what parks and historic sites can offer, or indeed where to find these. This was particularly the case for the Toronto non-visitor group among visible minority participants, who had no family tradition of going to parks or historic sites in Canada. A lack of awareness was also apparent in the Quebec City and the Halifax groups.

« Je trouve qu’on connaît bien mal les endroits historiques de chez nous, on ne se rend que très rarement dans les bureaux pour les découvrir plutôt que de simplement se promener pour admirer le beau temps. »

« On a l’impression que ce n’est pas accessible, mais pourtant ce l’est. »

“Some people just don’t know what there is on offer.”

- Other participants associated visiting parks in particular with perceptions of discomfort or inconvenience sufficient to deter them from visiting. Again, this was particularly true of the Toronto group, in which participants listed such issues as a perceived lack of parking spaces and basic washroom facilities, and mosquitoes.

“I don’t go to many parks. You can never find a parking spot, its really crowded and the washrooms are really bad.”

“There’s mosquitoes this size [gestures]! So its not all good.”

- Finally, some participants were simply not interested in visiting parks or historic sites and preferred to spend their time on other activities.

« Nous, on cherche les terrains de golf pendant les vacances et les parcs n'offrent pas ça - c'est une question d'intérêts prédéterminés. »

"I'm just such a city person!"

Parks Canada Brand

Participants were asked about a range of aspects of the Parks Canada brand; what they had heard about the organization, its main attributes and the kind of experience and benefits it offers. As Ipsos Reid often finds when asking the general public about their perceptions of a public sector organization, people are far more knowledgeable about what is delivered in terms of services and their experiences of these than they are about the mandate of an organization, or its aims and objectives. For example, this lack of clarity was often demonstrated by those participants who were unaware that Parks Canada has responsibility for a large number of historic sites of national importance. These participants tended to frame the discussion only in terms of parks, unless specifically reminded that historic sites were also being discussed, which may be a feature of the name of the organization.

As might also be expected, there was often a lack of differentiation between Parks Canada parks and those managed by provincial governments, particularly in Ontario, and in relation to SEPAQ in Quebec (Société des établissements de plein air du Québec). Examples of this were Cap Tourmente in Quebec, and Fort York (managed by the City of Toronto). Overall, Parks Canada as an organization did not emerge as having a clear brand, differentiated from other organizations managing parks and heritage sites. Nonetheless, park visitors in particular were highly positive about the experience they felt that Parks Canada offers.

« J'avais trouvé ça très cher à Cap Tourmente pour observer les oies »

"In Toronto, a park is like Algonquin or Tobemory. It's difficult for a Torontonians to make a distinction between national and provincial parks"

"I've camped in Ontario parks and it's the same experience [as Parks Canada], nothing different."

Awareness of the organization

Most participants had heard of Parks Canada as an organization, although there were a few in the Toronto non-visitors group who had never heard of it. Participants were generally aware that Parks Canada is part of the federal government, although there were some who appeared unsure about this. Few participants had recently seen or heard information from Parks Canada, including advertising on television or in magazines. Those who had seen information from Parks Canada had generally looked for and obtained this prior to or at the time of visiting a park or historic site. Some participants believed they had seen Parks Canada television advertising, although they were often

unsure whether this was specifically for Parks Canada, or created by provincial organizations. There were also participants who had seen information on the Internet about Parks Canada, inserts in Readers Digest or in Nova Scotia's *Doers and Dreamers* guide. Some mentioned recent high profile television advertising campaigns by provinces, such as Ontario (*There's No Place Like This* campaign), Travel Alberta or Nova Scotia as a contrast to a perceived lack of information from Parks Canada.

"On the Internet and I think there's a commercial"

« La SÉPAQ est mieux connue que Parcs Canada j'ai l'impression, parce qu'il y en a plus vu qu'on est au Québec. »

"Commercials, information in 'Doers and Dreamers'"

"I think I have seen TV commercials for them"

"They have done a good job promoting themselves"

"Not well broadcast or advertised. If you were going to a national park in the States, they are advertised on the road. It would be nice to know ahead instead of just arriving there"

Reflecting their close proximity to well-known parks such as Banff and Jasper, those in the Calgary group had seen a range of news items involving parks including fire bans, controversy over four-wheel driving and using dirt bikes in the parks, and whether or not park rangers should be armed. A few participants did mention that Parks Canada's mandate included conservation and protecting the national heritage; however, for most, it was images of parks rather than historic sites that were top of mind when discussing Parks Canada.

"It was on the news; they took all the guns away from the rangers but then recently gave them back."

Most park users therefore based their perceptions of Parks Canada on their own personal visits to parks, rather than on information provided by the organization. For the Calgary park visitors group, the role of park rangers as 'ambassadors' for the Parks Canada brand emerged as particularly important. Participants in this group were very positive about their interaction with rangers for a range of reasons, including rangers' knowledge of the park and local conditions – such as whether there is snow on the trails – and their friendly and helpful dealings with park visitors. For those park visitors in the Calgary group, rangers were therefore very much the public face of the organization, and key to their perceptions of it. In addition, some participants pointed to word of mouth as playing a role in finding out about parks to visit and what these could offer.

"The rangers are friendly – anytime I've met a ranger, they have always been happy and helpful."

"For me, it was more about the people I meet instead of what I get from TV."

Perceptions of Parks Canada

Participants were asked which words they would use to describe Parks Canada. In some groups (Halifax and Quebec), participants suggested that well-known local parks and historic sites such as Kejimikujik or the Plains of Abraham encapsulated Parks Canada as a whole for them. Others described the emotions and feelings evoked by the parks, using words such as “*relaxing*” and “*beautiful*”, or lauded the high standards of maintenance typically found at Parks Canada sites. The chart below shows some of these ‘top of mind’ words:

- Words that describe the organization, the work it does and ‘symbols’ of Parks Canada
- Words that relate to emotions evoked by Parks Canada
- Words around places and the activities that you can do in parks
- ‘Negative’ words about Parks Canada.

| The organization, its work and symbols | | Emotions | Places and activities |
|--|--|------------------|----------------------------------|
| Government | Qualité de l'information impressionnante | Beautiful | La Redoute Dauphine |
| Regulations | Generally well-kept | Security | Les Plaines D'Abraham |
| Accessibilité pour les handicapés | Très bien entretenu | Awesome | Keji(mkujik) |
| Not for profit | | Relaxing | Vacances |
| Information | | Relaxation | Wildlife |
| Pas trop cher | Clean, well-maintained | Culture | Fishing |
| Commodité d'accès | | Évasion | Nature Forestry, Beaver fishery |
| Two loons | | Nature untouched | Trees, mountains, lakes |
| Drapeau | | | |
| | | Negative | Under-managed |
| | | Poorly managed | Cher |
| | | Antiquated | Not well broadcast or advertised |
| | | Expensive | |

Other aspects of parks mentioned by participants included “*nature*”, “*forestry*”, “*fishing*”, “*mountains*”, “*trees*” and “*wildlife*”, again relating to their understanding of what the parks offer. Although many of the words related to positive impressions or experiences, a minority of participants was less positive, using words such as “*antiquated*”, “*poorly managed*”, “*expensive*” and “*not well broadcast*”.

Looking now at more specific aspects of perceptions of Parks Canada and the experience it offers, a key theme running through the park visitors groups was that the parks are generally seen to be well-maintained, and managed at a high standard. An assumption emerged among visitors, both overt and implicit, that Parks Canada sites offer a safe, clean and well-regulated place to go, with clear usage guidelines, and rangers available to help out if needed.

« En se rendant dans les parcs nationaux, on sait vers quoi on se dirige, on sait que ce sera agréable. »

For many participants, this was an attraction; an opportunity to have contact with nature, but within certain limits, and in a place where people could feel comfortable. A few participants did feel that at times, Parks Canada sites can be almost too well-kept; for example, one Quebec City participant felt that the sites were actually a little too well maintained and not 'wild' enough. Similarly, a participant in Toronto believed that Ontario provincial parks were more fun, family-oriented and a place to 'get your hands dirty', whereas Parks Canada was more like a 'monument'. Overall however, park visitors were highly complimentary about the experience offered in the parks, and the maintenance.

"They are well-kept and well-managed and you're always comfortable going."

Related to this, some participants also saw Parks Canada as guardians of the country's nature, heritage and history. This role includes protecting and preserving land that could otherwise easily be destroyed by, for example, cutting down trees, failing to protect endangered species or development. Similarly, and as might be expected in a historic city, the Quebec City groups in particular mentioned the heritage role of Parks Canada, associating the organization with promoting '*la patrimoine*' and sites such as the Plains of Abraham and la Redoute Dauphine. The cost of going to Parks Canada sites was an issue for some participants, informing perceptions of the organization both among park visitors and those who had not recently visited. The entry fees for Banff and Jasper were raised in the Calgary groups, and participants in Quebec City mentioned additional fees for wood for heating, fire permits and fishing permits. That said, others in the Quebec City groups believed the parks to be reasonably priced.

"I'd call them conservationists, preserving our heritage, which is important"

« Les coûts sont trop élevés pour les familles.

– Non, moi je trouve que c'est parfois surprenant à quel point c'est abordable. »

Non-visitors to parks were somewhat more likely than park visitors to hold an image of Parks Canada that actually referred to the organization itself. This is perhaps to be expected, given that this group has had less recent contact or personal involvement with parks. For example, some made reference to national government lands, or to the government providing an asset for tourism. It should be noted, however, that some other non-visitors to parks had formed no real image or perception at all of Parks Canada, and of the experience offered by its sites. This was particularly the case among the Toronto non-visitors group, where, as mentioned, some participants had not previously heard of Parks Canada.

"I really like them, they protect the areas that need protection and there are quite a number of them. Protecting that land against development is a big thing."

Video Evaluation

The video evaluation saw opinions divided between those who already visit parks and historic sites, and those who do not. Among current park visitors, the video tended to evoke positive emotions and memories of places they had visited, as well as thoughts of sites they had not seen and wanted to visit in future. By contrast, those who do not currently visit parks were generally less positive about the video for a range of reasons, including a lack of ethnic diversity; a focus on nature rather than culture and history; and a sense among some that parks were for families and children, but not for everyone else. We look in more detail at these themes below.

Overall feelings evoked by the video

Many participants, particularly current visitors, found that the video evoked a range of positive feelings in them. These included:

- Inspiration to go out and visit what Canada has to offer. This was a particularly strong emotional driver, both for current visitors and for non-visitors, who could see what they are missing”;
- A sense of national pride in living in a beautiful country, and in its heritage;
- Awe at some of the scenes of beauty in the video, with the scene of the aurora borealis and the tent standing out to several participants, and a sunset scene noted by others;
- Surprise at the variety and diversity of what is available in Canada and what Parks Canada can offer;
- A sense that there is something there for everyone; and,
- Overall general feelings of happiness, enjoyment, relaxation, contentment and peace.

There was general agreement among participants about the message that Parks Canada is aiming to convey through the video; that Canada is a beautiful and diverse country, and that people should go out there and enjoy it. As one participant in the Quebec City groups described it, the video makes you want to leave the city and go out into nature. Others felt that the video was aimed at inspiring Canadians to go and have experiences that they had not previously considered, such as going to a glacier, or going to see other parts of the country they had not previously seen. Although there was a broad consensus about the *aim* of the video, participants held mixed views about the extent to which they felt that this had succeeded. Indeed, despite the range of emotions described above, there was a minority of participants who had little personal emotional response to the video, with those in the Toronto non-visitors group most likely to express this opinion.

“I loved it because it was showing the wonders of Canada and the beautiful landscape of Canada. It has everything, winter and summer”

« Oui, ça semblait bien représenter ce qu'est Parcs Canada. »

“It's saying, 'this is yours, go out and enjoy it!'”

“The scenes are reflecting on life, very spiritual. The two people crossing a mountain bridge I liked. Its very family oriented, something for everybody even if you haven't got a family yourself.”

“All inclusive. There is something for every kind of person and all ages. And I really liked the different visual perspectives. I felt warmth and pride.”

An initial reaction shared by many participants was a strong desire to know where the photos were taken.

« On aimerait savoir où sont ces endroits, plus de détails sur les lieux. C'est bien beau, mais on n'a aucune idée c'est où. »

« Ils auraient dû indiquer quels étaient les endroits montrés ! »

Video text

The video text was less well-received by participants than other aspects of the video. Criticism of the text was based on both the amount of text shown, and also, to a lesser extent, the words in the text. There was a general sense across the groups that the text was too long and that too much was included on one page. Some participants felt that the text was shown on screen for too long a period, longer than required to read it. Several participants suggested that the text could be split up into smaller elements so that it could be shown on more screens, but also more quickly, rather than using two full screens of text.

« Mais le texte est trop long! Il faudrait plutôt une référence pour qu'on puisse aller en lire davantage, comme un site Internet, peut-être. »

"I remember there were words, but I don't remember what they said"

There were participants who did feel that the text communicated ideas to them; for example, one participant in the Toronto group liked that the text referred to caretakers and to the land as a treasure, which was then illustrated in the subsequent images. Another participant, in Halifax, noted that the reference to forefathers and following in their footsteps stood out in their mind. By contrast, non-visitors in the Toronto group and to a lesser extent in Calgary were particularly critical of the video text; words used to describe the text included “schmaltzy,” “cheesy” and “wordy.” Overall, with the exception of a few participants, the text was generally felt to add little to the experience of watching the video or indeed in effectively communicating Parks Canada’s role. It is also interesting to note here that although ‘Freedom to Explore’ was relatively popular with participants when discussed as a theme line, it was not mentioned as part of the evaluation of the video.

“I found the word ‘raw’ to be scary; I think of rocks that I wouldn't want to climb on or bugs. I didn't like the idea of finding yourself.”

“The text at the beginning was really good – I connected with it.”

Video music

Similar to the text, the video’s musical soundtrack – an instrumental version of Green Day’s *Good Riddance (Time of your Life)* – was not identified as a significant component of the video. Among those who did mention it, opinion was divided over the music used in

the video. Some participants felt that it evoked positive emotions, such as playing a guitar around a campfire. Others felt that the music was generally well chosen and fitted in with Parks Canada; this was particularly the case in the Quebec groups. By contrast, some participants were less positive about the music chosen; they felt that the music was too boring, especially given the length of the video, and suggested that other music, for example, classical music, would be more appropriately matched with scenes of beauty. Some participants recognized the soundtrack as a Green Day song, and a few questioned why a song by a US band was chosen to help showcase what Canada has to offer, when music by a Canadian band could be used instead.

« La musique est bien choisie. Elle me fait penser 'Parcs Canada'. »

“That song always makes me feel sad for some reason.”

“Thought it was funny to use a Green Day song – they’re a US band! Would be really nice to use a Canadian band.”

“I was struck immediately by the music and how terrible it was. It almost sounds like a tune but isn’t. I wanted some lyrics.”

“Classical music would go with the vast shots [of landscape], an orchestra.”

“It made me feel national pride, you just need a Canadian band!”

Nature and culture

A key theme to emerge in the video evaluation was a perceived lack of balance between the natural and the cultural aspects, with some participants feeling that the video had too few images of cultural and historic sites. Perhaps predictably, park visitors who already enjoy and engage with nature and outdoor pursuits were less likely to raise this as an issue. However, participants – particularly in the non-visitor groups – who were more interested in culture and historic sites felt that the video included far more images of nature. Those more interested in history and culture than in exploring parks, engaging in sporting activities or camping were therefore more likely to feel that the experiences shown were “not for them”, and did not reflect their interests.

“I would have liked to see more of the historical stuff.”

“There’s not enough historical sites, it’s more about enjoying the outdoors.”

« Les images de la nature sont super, mais le volet historique y est mal exploité. »

“I found it a bit intimidating, I would have liked to have seen more of the historical stuff. The sports were high risk extreme sports.”

« Je n’ai pas senti le côté culturel m’interpeller, la nature était exploitée davantage. Ça s’adresse surtout aux amateurs de la nature, peu aux amateurs de l’histoire et de la culture. »

Demographic of people shown

The demographic characteristics of individuals shown in the video reinforced some participants' sense that the video was not aimed at them. Participants in several groups, particularly those in Toronto, noted the lack of ethnic diversity in the video, which appeared to show no-one from a visible minority; one Halifax participant perceived that those in the pictures were all blue-eyed blondes. Some felt that if greater ethnic diversity was not included in the video, people from communities without a tradition of going to parks in Canada would not see themselves there, and might conclude that these experiences were for others rather than them.

A second point relating to the demographics of the video was the perception by some participants that the images were predominantly family oriented, and not aimed at those who did not have children. Consequently, some participants without children were left feeling somewhat excluded by the images, giving rise to an assumption that parks are well-developed for families, but not for everyone.

« On y voit aussi beaucoup d'enfants, ça démontre que tout est plus développé pour la famille, on ne dirait pas que ça s'adresse à tout le monde. »

"I found a disconnect with the pictures. Everybody was doing sports and that's not my thing."

There were also participants who believed that the images were somewhat stereotypical in their depictions of younger people engaging in active sports (skiing for example), couples camping together and families having fun. As one participant put it, those in the images were shown "two by two", with few images of people enjoying parks alone. Another felt like they had "seen it all before", with kids having fun and youngsters taking a hike; there were older participants who perceived the video to be less aimed at them and more focused on younger people. That said, it should be also be noted that some participants were positive about the depictions of people, enjoying the fact that they were smiling and looking happy, and feeling that a range of different types of people were shown.

"Because of the activity shown, some would appeal to the older generation."

"Gives you the feeling that camping is more for couples than for families."

Video's 'fit' with the Parks Canada brand

Participants sometimes found it difficult to say whether the video was a good fit with Parks Canada's brand as an organization, as they had little prior idea about what the brand represents. Some participants who did feel they had an impression of the Parks Canada brand saw the video as a good fit with Parks Canada, as it shows a wide range of experiences offered by Parks Canada, and includes images from across the country.

« Je trouve que c'est fidèle à ce que Parcs Canada est vraiment. »

"Some of the imagery I didn't really connect to Parks Canada. The little child swimming in the water didn't really make me think of Parks Canada."

However, there were other participants who felt that the video was somewhat 'typical' of those produced by either the federal government or other public sector organizations, such as provincial tourist boards. This point of view was shared by those who were more positive about the video and by those who were less positive. For example, participants in both the Toronto groups perceived the video as similar to the Government of Ontario's 'Yours to Discover' ad campaign, and suggested that it was very 'government' in its style. Quebec City participants also believed that if shown as a commercial, the video could equally relate to SÉPAQ as to Parks Canada, and that the images were ones that could just as likely be seen in tourist offices.

« La vidéo pourrait aussi bien être pour la SÉPAQ. On ne pourrait pas voir la différence vu que rien n'est identifié à nulle part, on ne peut distinguer que ce sont des endroits régis par Parcs Canada. »

"It looks like it comes from government because everything is nice."

A Halifax participant described how they felt the video was 'more of the same' in terms of its style and content, compared to other federal and provincial government videos.

A minority of participants felt disappointed by the video, and believed that this did not live up to their expectations of what Parks Canada would produce. Again, the Toronto groups were least positive in this regard, particularly some of those in the non-visitor group who thought that the video had been made on a limited budget, and that better quality images could have been selected.

Video's fit with other organizations

In addition to the public sector organizations detailed above, participants were also asked which other organizations or corporations the video could be used for. The organizations most frequently mentioned by participants were mountain equipment or sports stores; this is likely to relate to the key scenes from the video that tended to stay top of mind for people, such as the tent with the aurora borealis, also used in the mood boards. Other types of organization mentioned by participants included:

- Travel agencies;
- Other countries, for example television advertising in Australia;
- Pharmaceutical companies;
- Organizations encouraging immigrating to Canada; and,
- Producers of SUVs or other off-road vehicles.

"I know it sounds cynical, but if you take the words out at the beginning it could be an ad for a pharmaceutical company."

"Scene with a boat could be used for an outfitting company."

Suggestions for improvement

Participants made a range of suggestions for improvement to the video:

- **Ordering of images;** the length of the video (2 minutes and 46 seconds) and the wide diversity of images left some participants feeling that there was too much to take in and remember. This was heightened by the fact that some saw no clear ordering to the images, and felt that they appeared at random. One suggestion was to order these by seasons, working through the year which would allow the parks to be showcased at all times of year, and provide structure and coherence to the images.
- **Use of static images;** while some participants liked the use of static 'snapshot' images in the video and the camera zooming in on these, others felt that these made the pace of the video too slow. This was particularly the case in the Toronto groups, in which some participants found the video too long, with too great a length of time spent on each image. As one participant put it, 'people have short attention spans.'
- **'Tight shots' and shot selection;** several participants believed that many of the images shown in the video were too 'tight' and close-up, and failed to adequately illustrate the full grandeur of mountains or other scenes of natural beauty. There were also participants who disliked the number of images of people in the video, feeling that this gave an impression of seeing other people's holiday photos. By contrast, other participants liked this aspect of the video, and were highly positive about the idea of not just showing nature, but also showing how you could be there yourself.
- **Location of the images;** although the objective of the video evaluation was to get an impression of overall emotions and reactions, rather than to give a detailed understanding of the location of the images taken, many participants were distracted by the fact that they were not given this information in the video.
- **No animals or Parks Canada rangers;** participants in several groups noted the lack of animals in the video and felt that it would benefit from including these. Participants in the Calgary visitors group also mentioned that including Parks Canada rangers in the video would place this in more of a Parks Canada specific context, rather than just showing the beauty of Canada.
- **'Tone' of the video;** there were participants in both the Toronto and the Calgary groups who found the video 'schmaltzy' in tone and overly sentimental, which resulted in them disengaging from the video.

Mood Board Evaluation

Focus group participants were asked about their reactions to five mood boards, in terms of their initial reactions – how they made them feel; what Parks Canada is aiming to say with them; and how well the five images fit together as a group. We look first here at overall reactions to the five boards, before describing reactions to each mood board individually in more detail.

Initial reaction to mood boards

As was the case with the video evaluation, park visitors tended to be more positive towards the mood boards than those who do not currently visit parks. Visitors were more likely to pick up on depictions of peace, discovery and adventure in the boards, particularly by means of the first person perspective photography shown in the two ads that include canoes. Indeed, many of the positive words (shown in the chart below) visitors associated with the mood boards were also those that they associate with visiting parks and their overall experience of doing so. Overall, many felt that the mood boards did reflect the diversity of the Parks Canada experience, and that they made them want to know more.

“Shows there is something for everyone in national parks, everyone can find what they are looking for.”

“I thought it was interesting that two of them [texts] were questions. The style is informal and friendly. It makes you feel like you are there.”

“They reflect the diversity in the national parks.”

By contrast, non-visitors were generally less positive about the mood boards, although this was by no means the case for all participants in the non-visitor groups. Some felt that they had seen this type of image many times before, and that nothing linked these specifically to Parks Canada and the experience it could offer. Others pointed out that as with the video, there were no visible minorities or older people in the mood boards. Those in the Quebec City non-visitors group tended to be more positive about the boards, mentioning that they felt these covered themes around both nature and culture and tradition.

“The two historical mood boards don’t reflect more than 50% of the population, what about the immigrant population?”

« Je ne me sens pas interpellé par les images à part un sentiment général de vacances. »

“Makes me see what I missed when I was a kid, shows you what you can do.”



Initial Reactions to Mood Boards

Park Visitors

Unknown Learning Spirit Enjoyment
 Peaceful Serenity Something for everyone
 Intrigued Historic Discovery Passion Diversity
 First person perspective Beautiful Fun Cool Energy Invitation to discover
 Cultural Serenité Nature
 Don't feel involved Safe Adventure Introspection History
 A bit intense Makes you feel you are there Sense of enjoyment Tranquil

Non-Visitors

Looks like a tent commercial Limited budget Nothing tells you its Parks Canada
 Same, same, same Only two are of parks I had nothing Kind of boring Captions are 'overthink'
 Nature Traditions Inquisitive Rarely take time to appreciate quiet
 Culture See what I missed as a kid Pick your passion
 Pas interpellé par les images Déjà vu un peu
 Hilarious

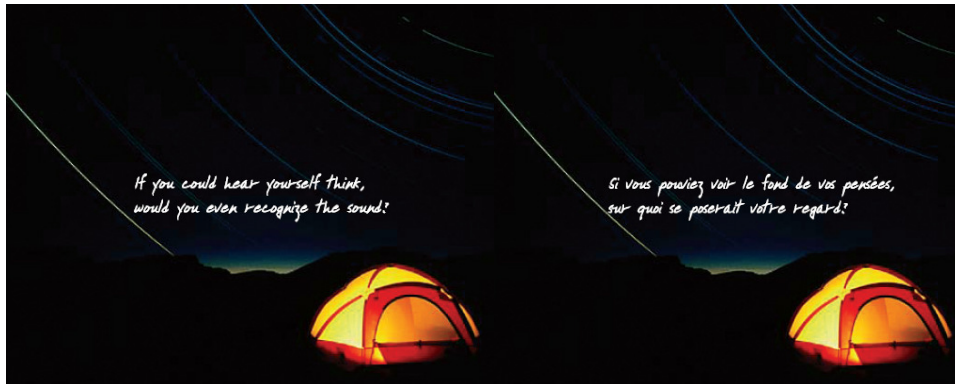
Most participants, both in the visitors and non-visitors groups, felt that the two 'historical' images (those showing a tour guide and dancing) did not belong with the other three images and were by far the weakest element of the five boards. While participants generally understood that these had been included to reflect Parks Canada remit of natural and historic sites, they often believed that more effective images were available to portray this, for example, images of well-known historic places like the Citadel in Halifax. By contrast, the images showing the canoe moving through the mist and the tent with the aurora borealis were the most popular among many participants. The first person perspective of the canoe and the mist were felt to evoke an image of personal discovery, while the tent was believed to draw participants in to being part of a unique experience of seeing the aurora borealis. Views about the text used on the mood boards were mixed; for example, some participants found this inspiring, and others disliked being told which questions to ask and what to think.

Canoe moving through the mist



| Message/Take-away theme | Strengths | Weaknesses |
|---|---|--|
| <ul style="list-style-type: none"> • This was a popular image among both visitors and non-visitors • Key message: that you personally can be there, explore new places and have new experiences | <ul style="list-style-type: none"> • The first person perspective used in the canoe that gives many participants a feeling of actually being there or wanting to be there. Also evokes memories of canoeing trips for some • Image gives a sense of relaxation, peace and tranquility – adventure but also serene • ‘Timeless’ and ‘beautiful’ image that people tend to find inspiring • Many think text appropriate for image due to mist | <ul style="list-style-type: none"> • Only a few participants mentioned weaknesses: ‘New world’ evoked image of conquest of First Nations; and another felt that the text would fit better with images of a mountainside of impressive landscape |

Tent with the aurora borealis



| Message/Take-away theme | Strengths | Weaknesses |
|---|--|--|
| <ul style="list-style-type: none"> This was also a popular image, although somewhat less than the canoe Key message: makes you feel you want to be there, you can have an adventure, fun and exciting | <ul style="list-style-type: none"> Together with the image of the canoe in the mist, this was the most popular image overall The image was felt to be 'powerful' and evoked a range of emotions including adventure and excitement Image also brought back positive memories for some visitors of their own camping experiences A more 'contemporary feel' than some of the other images | <ul style="list-style-type: none"> The text was seen as a weakness by some respondents, heavy-handed and less appropriate to the picture than that used on other mood boards, for example 'Not every new world has been discovered' The image of the tent confused some people who were not easily able to tell what it was Some found the image uninteresting Reminded some of an ad for an outdoor equipment store or a screensaver Some found the image 'lonely', reflecting the fact that they did not want to be alone with their thoughts but surrounded by friends or family |

Mix of images including canoe and polar bears



| Message/Take-away theme | Strengths | Weaknesses |
|--|---|--|
| <ul style="list-style-type: none"> This left a strong impression on relatively few participants To those who liked it, the images conveyed the range of activities offered by Parks Canada, including sports, history and wildlife | <ul style="list-style-type: none"> A minority felt that the range of pictures in the mood board gave more information about the range of Parks Canada activities Gives a more well-rounded view of what Parks Canada is about than the other images | <ul style="list-style-type: none"> Image did not make a strong impression on participants; although the canoe was generally felt to work well there was a perceived lack of coherence with the combination of other images Some found this mood board to be 'too busy' and felt that it did not make sense Less 'dramatic' than the single shots of the tent or canoe Picture of the children in costume looks 'staged' Unable to see what the girl on the bottom right of board is doing |

Dancing (story of our nation)



| Message/Take-away theme | Strengths | Weaknesses |
|---|--|--|
| <ul style="list-style-type: none"> This image was less popular than the previous three mood boards, although more popular than the image of the guide Key message: history can be fun, can see what our ancestors did | <ul style="list-style-type: none"> This mood board was more popular in Quebec than elsewhere; participants there tended to take a sense of pride and heritage from the image Other participants found that the image inspired curiosity in them to know what was going on A sense of fun and enjoyment came through for some participants; woman draws you into the image This mood board was seen as a balance to other more nature-oriented boards | <ul style="list-style-type: none"> Some did not like the image because they could not work out what it was aiming to show It reminded others of 'boring' school visits and educational activities that they would have little interest in visiting Too family-oriented for some participants Some felt that the image looked 'staged' Visible minority participants in the Toronto group wondered where they would fit in 'the story of our nation' and whether this image represented them |

Tour guide (story of our nation)



| Message/Take-away theme | Strengths | Weaknesses |
|---|--|---|
| <ul style="list-style-type: none"> • This was the least popular of all of the five mood boards and no participant in any group felt that this mood board was effective or spoke to them • Key message: none | <ul style="list-style-type: none"> • None | <ul style="list-style-type: none"> • Many respondents did not understand what the image was trying to convey • Some felt a sense of watching something that did not involve them • The image appeared 'staged' and unnatural to many • Some wondered why the third person in the image was only half in the shot • Participants were unsure as to whether the building in the image was a Parks Canada site or not |

Theme Lines

Focus group participants were asked to evaluate three theme lines in the light of what they know about Parks Canada:

- Experience the wonder
- Real. Inspiring
- Freedom to explore

- En toute liberté
- Des trésors à votre portée
- Sources d'inspirations

Due to the differences in the wording and meaning for participants of the English and French language theme lines, we will evaluate these from each language in turn.

Overall reactions – English language theme lines

Overall reactions to the theme lines among park visitors and non-visitors were generally positive. Indeed, non-visitors in particular had a more favourable reaction towards the theme lines than when discussing either the video or the mood boards. Many participants felt that one or more of the theme lines did capture key elements of the experience they perceived Parks Canada to offer, including visiting memorable and sometimes awe-inspiring landscapes and the opportunity to discover and explore new places. One drawback to the theme lines was that some participants felt they had seen or heard them before for other campaigns or products and that this could potentially detract from their impact when used in a Parks Canada context.

In general, '*Experience the wonder*' was the most popular theme line among the groups particularly among Toronto and Calgary park visitors and Calgary and Halifax non-visitors. '*Freedom to explore*' was also popular across many of the six Anglophone focus groups, although to a greater extent with park visitors than with non-visitors. The third theme line, '*Real. Inspiring.*' was received least positively by participants, although there were some who did prefer this theme line over the others.

Experience the wonder

Many participants liked the word 'experience' in this context, as placing them directly in a beautiful or awe-inspiring natural setting. This theme line was felt to work better with nature than with the cultural or heritage aspects of Parks Canada's remit. Indeed, 'wonder' was perceived to be far more suited to an admiration of spectacular natural beauty than to visiting a historic site. One participant described how this theme line evoked their own previous experiences where they had visited a setting of natural beauty, while another felt that this reminded them of seeing things like a child for the first time.

Images evoked by '*Experience the wonder*' included:

- Mountains, such as the Rockies;
- Driving through a national park in a rainstorm;

- Trees, animals and other things you don't see in a city;
- Cliffs, skylines and the Cabot trail;
- The aurora borealis.

While many participants liked this theme line, there were others who felt that the word 'wonder' was inappropriate for a Parks Canada experience. This was particularly the case for several participants who mentioned that 'wonder' had a *"Disney feel"* to it and that the word had been overused, detracting from its impact. This was particularly the case in the Halifax visitors group where 'wonder' was not felt to be a powerful word and due to over-usage lack the capacity to inspire. Another participant felt that wonder was not the right word for parks and instead evoked more of a 'Ripley's Believe it or Not sideshow' type impression. There was also a question as to whether all parks could be described as 'wonder'; for example, while Jasper or the Cabot Trail might be characterized as such, this would not be applicable to others.

Participants made several suggestions as to how this theme line could be adapted including:

- Experience Canada;
- Experience the undiscovered;
- Experience the New World;
- Experience the adventure;
- Experience the discovery.

"It's like 'just do it'; it says a lot."

"Liked it, it made me think of things I'd already experienced."

"I just think about the nature, trees and northern lights, I don't think of the heritage."

Real. Inspiring.

Overall, this theme line was the least popular among the three tested and certain elements of it were felt to work better than others. Firstly, a clear division emerged between reactions to the word 'real' and reactions to 'inspiring', with participants preferring inspiring but expressing more skepticism about the use of the word 'real.' The period used to punctuate between the two words was felt to detract rather than add to the impact of the theme line. Some participants believed that the period fractured the two words, disconnecting them and preventing the theme line from flowing. As one participant put it, both words had a lot of meaning behind them, which was effectively 'cut off' by the use of the period, where a comma would have been more appropriate. Another participant found that this punctuation made the theme line sound 'corporate' or relating to a product rather than expressing the type of experience offered by Parks Canada, while another believed the expression sounded sarcastic.

The word 'real' was felt to be redundant by some participants who did not understand how any experience could *not* be real, with 'natural' suggested as one better choice. Others in Toronto disliked that they perceived they were being told what was real and inspiring

rather than working this out for themselves. By contrast, some participants did like the use of the word 'real' and felt it fitted well with the natural experiences offered by Parks Canada. Others made a distinction between the reality of the natural world and other 'fake' experiences including:

- Watching TV and movies;
- Fake lights of the city;
- Anything man-made.

Some participants felt that this theme line did not evoke any reaction in them at all, particularly without further context. Others thought that it would be appropriate for Parks Canada if used with 'strong' images such as the canoe through the mist and the tent with the aurora borealis from the mood boards.

"I think it fits with many of the natural images."

"Both big words with a lot of meaning behind them, but cut off by the periods."

"Inspiring is futuristic, Parks Canada is more historic."

Freedom to explore

This theme line was the most divisive of park visitors compared to non-visitors. Current park visitors responded far more positively than non-visitors and this may relate to a sense that they already feel they have more opportunities to explore and fewer barriers to doing so, a freedom that some non-visitors do not perceive they have. As their views diverged, we look at the views of visitors and non-visitors in turn.

Generally, park visitors liked both 'freedom' and 'explore' as elements of the theme line. Some took a sense of empowerment from the words, that they themselves can find the way successfully. The theme line also captured a sense of the size of Canada and its wide-open spaces for participants; that this is all waiting out there for them and that they are free to go and find it. Positive interpretations of the theme line among park visitors included:

- Inviting you to take part and enjoy what is out there;
- Good fit with Parks Canada – you'll get there and do it;
- Explore as a powerful word that invokes a desire to find out more;
- Free to choose the way you want to explore.

"Freedom, you know, the wide open spaces. They are there for us to enjoy and explore."

"Need the freedom and there is responsibility in what you do. You'd be afraid that somebody would take that freedom to the extreme."

"Explore is a powerful word, makes me curious, I want to explore."

Despite their overall positive attitude towards this theme line, park visitors did have some reservations about it. For some participants, freedom had some negative as well as positive connotations. Primary among these were safety considerations, with some feeling that too much freedom could in fact be a problem in this context and the need to stress that boundaries should also be in place. One park visitor gave the example of friends who had become lost in the wilderness after breaking through trails and going to other areas. Others wondered whether 'freedom' in a Parks Canada context would involve using a range of vehicles, for example bikes, which were usually subject to rules and regulations. While 'freedom' was therefore seen to be a good fit with Parks Canada, park visitors were also concerned that there should also be responsibility in case people took this freedom to an extreme that was dangerous for themselves or others.

Non-visitors to parks were generally less positive about this theme line than park visitors. The Calgary group in particular focused on the barriers to visiting parks that meant that they were not in fact free to explore; these included the cost of visits, available time and transportation. As one participant said, they might be free to explore, but they would need to be able to get there first. The size of the country was also mentioned as a barrier to explore, and the difficulty of those living in the east in getting out to parks in the west. Other non-visitors in the Toronto group mentioned that this theme line was appropriate for Parks Canada but that other organizations such as corporations had already used it or variations on a theme, for example, relating to cars or off-road vehicles.

“Sense of freedom is pretty cool, it would inspire people to go to a park who have never been to one.”

“Don’t like the word freedom much in this context; I like explore, something more directed towards parks. Freedom could be cars, etc.”

Despite their less positive reaction compared to park visitors, there were non-visitors who felt that this theme line worked well for Parks Canada. As with the park visitors, some among this group perceived that the theme line would inspire people to go out and explore parks including those who had never previously been to one. One participant felt that this was more related to parks than the other theme lines, while for another it served as a reminder not to take for granted the type of experiences parks can offer.

Theme lines – Quebec City

- Des trésors à votre portée
- Sources d’inspirations
- En toute liberté

There were generally less positive reactions to the three (French language) theme lines in the Quebec City groups than in the groups held in Calgary, Toronto and Halifax. Overall, ‘*Des trésors à votre portée*’ was the most popular theme line particularly in the park visitors group, while ‘*Sources d’inspirations*’ emerged as the least popular in both the visitors and non-visitors groups. The final theme line ‘*En toute liberté*’ was somewhat more popular among non-visitors than visitors.

Des trésors à votre portée

Among park visitors, this theme line was generally felt to be well-suited to Parks Canada. It evoked images of heritage and history, and a sense that these are precious and should be preserved; for one participant, this meant feeling lucky to have these cultural riches. Several also found that the theme line had connotations of discovery and doing something new. Similarly, some non-visitors also felt a “*sense of something precious,*” of tradition and of things waiting to be discovered and that the theme line was equally appropriate for nature as well as culture. A few participants did however feel that they had already seen a similar line before.

«Ça vient me chercher plus que les autres, c'est plus invitant et ça convient bien à Parcs Canada.»

«Oui, ça convient à Parcs Canada, ça représente l'amalgame de choses qu'on nous y offre.»

« Celle là est plus facile à associer aux sites de Parcs Canada. Elle se lie à toutes les images présentées.»

Sources d'inspirations

This was the least popular of the three theme lines, in both the visitor and non-visitor groups. Many participants did not take anything at all from this theme line, while others mentioned that this would be better suited to a person than an organization, or to advertisements for other products or campaigns. This was also felt by several to be more relevant to nature than to Parks Canada's cultural activities.

« Non, ça ne clique vraiment pas! »

« C'est vide de sens pour moi, qu'est-ce qu'ils tentent de nous dire vraiment? »

« Ça pourrait être approprié pour plusieurs autres publicités que celles pour Parcs Canada. »

En toute liberté

As was the case in the Anglophone focus groups, several participants mentioned that while freedom to explore and discover could be inspirational, it also required some limitations. As one participant described it, this theme line could give the impression that you can do whatever you like in national parks, while another mentioned that it does not reflect the reality of the rules that you have to follow in Parks Canada sites. Again, some participants felt that this theme line was more appropriate for natural sites than for heritage or culture.

« Ça ne pourrait pas être accompagné de toutes les images qui nous ont été présentées, seulement celles qui illustrent la nature. »

« Il faudrait ajouter qu'en toute liberté, c'est quand même avec du respect. En lisant cette phrase, ça me donne l'impression que je peux faire ce que je veux, mais ce n'est pas le cas du tout dans les parcs nationaux. »

Appendix I – Screener

English

INTERVIEWER NOTE: Read screener exactly as written; should there be any problems, consult your supervisor immediately

RECRUITING IN QUEBEC CITY IS TO BE CONDUCTED IN FRENCH – PLEASE ENSURE RESPONDENTS SPEAK FRENCH FLUENTLY.

Hello, my name is _____ and I'm calling from Ipsos-Reid – a public opinion research company. We have been asked by the Government of Canada, to conduct a public opinion study. For this project we would like to invite people between the ages of 18 and 65 years of age to participate in a discussion group.

The group will last approximately 90 minutes and participants will be provided with a \$75.00 honorarium to recognize his/her time and participation. As well, sandwiches and refreshments will be served. Participation in the research is completely voluntary. All information collected in the discussion group will be used for research purposes only in accordance with laws designed to protect your privacy.

Is there someone between the ages of 18 and 65 living in this household?

Yes **[CONTINUE]**

NO **[THANK AND TERMINATE]**

May I speak to the person who is between 18 and 65 years of age?

[REPEAT INTRO]

Would you be interested in participating in one of these groups, which would be held at a location in _____ on _____.

| Location | Time and date | Composition | Language |
|---|--------------------------|------------------------------------|----------|
| Calgary Ipsos Reid, 635 8th Avenue SW, Suite 600. 403-237-0066. | April 15, 2008 5:30pm | Group 1 – Park or Site Visitors | English |
| Calgary | April 15, 2008 7:00pm | Group 2 – Non- visitors | English |
| Halifax CRA, 7051 Bayers Rd, Suite 400. 902- 722-3100. | April 16, 2008 5:30pm | Group 1 – Park or Site Visitors | English |
| Halifax | April 16, 2008 7:00pm | Group 2 – Non- visitors | English |
| Quebec City SOM 2136, Sainte-Foy Road Suite 200 Sainte-Foy, Quebec Tel: (418) 687-8025 | April 21, 2008 5:30pm | Group 1 – Park or Site Visitors | French |
| Québec City | April 21, 2008 7:00pm | Group 2 – Non- visitors | French |
| Toronto Ipsos Camelford Graham, 2300 Yonge Street, Suite 1001. 416-440-1016. | April 22, 2008 5:30pm | Group 1 – Park or Site Visitors | English |
| Toronto | April 22, 2008 7:00pm | Group 2 – Non- visitors | English |

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



Now, I would like to ask you a few questions to see if you qualify to attend.

1. Do you or does anyone in your household work in any of the following areas?
(READ LIST) IF "YES" TO ANY, THANK AND TERMINATE –

- A. An advertising agency
- B. A market research company
- C. The media, that is for TV, Radio or a newspaper
- D. The Government of Canada

2. Have you participated in a focus group in the last year? **[IF "YES" - THANK AND TERMINATE. AIM TO HAVE THREE QUARTERS OF PARTICIPANTS WHO HAVE NEVER ATTENDED A FOCUS GROUP]**
[INTERVIEWER RECORD GENDER, DO NOT ASK]
Male/Female **(50/50 Soft Quota)**

3. In the last 3 years have you visited a National Park or National Historic Site?

- Yes – **CONTINUE TO Q4**
- No – **CONTINUE TO Q6**
- (Don't Know/Refused) – **CONTINUE TO Q5**

4. In which province and what is the name of the park or site? (Verify that Park or Site is listed on flysheet).

Province: _____

Name of Park or Site: _____

Don't Know – **CONTINUE TO Q5**

IF PARK OR SITE DOES NOT MATCH ON THE LIST, CONTINUE TO Q5.

5. In the last 3 years, have you visited any of the following National Parks or National Historic Sites? **[READ LIST APPROPRIATE FOR THE CITY PROVIDED ON THE LIST – SEE BOLD ITEMS FOR QUICK REFERENCE]**
IF YES CONTINUE TO Q7, IF NO CONTINUE TO Q6

6. Do you strongly agree, somewhat agree, somewhat disagree or not at all agree with the following statements.

I am interested in visiting a National Park or National Historic Site

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Not at all Agree
- (Don't Know/Refused)

I am likely to visit a National Park or National Historic Site in the next few years.

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Not at all Agree
- (Don't Know/Refused)

IF STRONGLY, SOMEWHAT AGREE OR SOMEWHAT DISAGREE TO BOTH, RECRUIT FOR NON-VISITORS GROUP. IF NOT AT ALL AGREE OR DON'T KNOW/REFUSE, PARK AND HOLD, BUT DO NOT RECRUIT UNTIL FURTHER NOTICE.

7. Tell me a little bit about your favourite television show.

[ELIMINATE THOSE WHO CANNOT EXPRESS THEMSELVES CLEARLY]

[Record response - please ensure that Group 1 is with participants who have visited a National Park or a National Historic Site in the last 3 years. Group 2 is with participants who have not visited either in the last 3 years.]

Thank you, you qualify to participate in the groups - as part of the discussion you may need to read some printed materials, if you wear glasses for reading can you please remember to bring them to the group so that you can read the materials.

At the facility, you will be asked to produce photo identification, so please remember to bring something with you. (INTERVIEWER NOTE: If respondent says they do not have photo ID, then any other form of ID will do).

NAME: _____

DAYTIME PHONE NUMBER: _____

EVENING PHONE NUMBER: _____

We are reserving a special place for you at this session. There will only be a few people attending, so if for any reason you cannot attend, please call (FIELD SUPERVISOR PHONE NUMBER) as soon as possible so that we can select someone else to take your place. Also, someone from our office will be calling you back to confirm these arrangements.

THANK YOU VERY MUCH!
WE LOOK FORWARD TO SEEING YOU THERE.

RECRUITED BY: _____

CONFIRMED BY: _____



French

NOTE À L'INTERVIEWER : Lire le questionnaire exactement tel qu'il est écrit. En cas de problèmes, consulter votre superviseur immédiatement.

LE RECRUTEMENT DANS LA VILLE DE QUÉBEC DOIT SE FAIRE EN FRANÇAIS – ASSUREZ-VOUS QUE LES RÉPONDANTS PARLENT LE FRANÇAIS COURAMMENT.

Bonjour, ici _____ d'Ipsos-Reid, une firme professionnelle de sondage d'opinion publique. Nous avons été mandatés par le gouvernement du Canada pour mener une étude d'opinion publique et nous souhaitons inviter des personnes de 18 à 65 ans à participer à un groupe de discussion.

La rencontre durera environ une heure et demie et les participants recevront une somme de 75 \$ en guise de remerciement. Des sandwiches et des rafraîchissements seront également servis. La participation à l'étude est entièrement volontaire, et tous les renseignements recueillis lors de la rencontre seront strictement utilisés à des fins d'étude, conformément aux lois relatives à la protection de la vie privée.

Y a-t-il quelqu'un dans votre foyer qui a entre 18 et 65 ans?

Oui **[CONTINUER]**

Non **[REMERCIER ET CONCLURE]**

Pourrais-je parler à la personne qui a entre 18 et 65 ans?

[REPRENDRE L'INTRO]

Seriez-vous intéressé à participer à une de nos rencontres qui aura lieu à _____ le _____?

| Lieu de la rencontre | Date et heure | Composition | Langue |
|---|--------------------------|---|----------|
| Calgary Ipsos Reid, 635, 8th Avenue SW, Suite 600 403 237-0066 | 15 avril 2008 17 h 30 | Groupe 1 – Visiteurs de parcs ou de lieux historiques nationaux | Anglais |
| Calgary | 15 avril 2008 19 h | Groupe 2 – Non- visiteurs | Anglais |
| Halifax CRA, 7051, Bayers Rd, Suite 400 902 722-3100. | 16 avril 2008 17 h 30 | Groupe 1 – Visiteurs de parcs ou de lieux historiques nationaux | Anglais |
| Halifax | 16 avril 2008 19 h | Groupe 2 – Non- visiteurs | Anglais |
| Québec SOM 2136, chemin Sainte- Foy Bureau 200 Sainte-Foy (Québec) Tél. : 418 687-8025 | 21 avril 2008 17 h 30 | Groupe 1 – Visiteurs de parcs ou de lieux historiques nationaux | Français |
| Québec | 21 avril 2008 19 h | Groupe 2 – Non- visiteurs | Français |
| Toronto Ipsos Camelford Graham, 2300, Yonge Street, Suite 1001 416 440-1016. | 22 avril 2008 17 h 30 | Groupe 1 – Visiteurs de parcs ou de lieux historiques nationaux | Anglais |
| Toronto | 22 avril 2008 19 h | Groupe 2 – Non- visiteurs | Anglais |

Oui **CONTINUER**
Non **REMERCIER ET CONCLURE**

J'aimerais maintenant vous poser quelques questions pour vérifier si vous êtes admissible à cette rencontre.

1. Est-ce que vous-même ou un autre membre de votre foyer travaillez dans l'un des domaines ou des endroits suivants? (**LIRE LA LISTE**) **SI « OUI » À L'UN OU L'AUTRE, REMERCIER ET CONCLURE**

- A. Une agence de publicité
- E. Une firme d'études de marché
- F. Les médias, comme la télévision, la radio ou un journal
- G. Le gouvernement du Canada

2. Avez-vous participé à un groupe de discussion au cours de la dernière année? **[SI « OUI » – REMERCIER ET CONCLURE. VISER À OBTENIR TROIS QUARTS DE PARTICIPANTS QUI N'ONT JAMAIS PARTICIPÉ À UN GROUPE DE DISCUSSION] [INTERVIEWER, INSCRIRE LE SEXE, NE PAS DEMANDER]**
Homme/Femme (**Quota souple 50/50**)

3. Au cours des trois dernières années, avez-vous visité un parc national ou un lieu historique national?

- Oui – **PASSER À LA Q4**
- non – **PASSER À LA Q6**
- (Ne sait pas/Refus) – **PASSER À LA Q5**

4. Dans quelle province se trouve le parc ou le lieu historique et quel est son nom? (Vérifier si le nom du parc ou du lieu historique est inscrit sur la feuille volante).

Province : _____

Nom du parc ou du lieu historique : _____

Ne sait pas – **PASSER À LA Q5**

SI LE PARC NATIONAL OU LE LIEU HISTORIQUE NE FIGURE PAS SUR LA LISTE, PASSER À LA Q5.

5. Au cours des trois dernières années, avez-vous visité l'un ou l'autre des parcs nationaux ou des lieux historiques nationaux suivants? **[LIRE LA LISTE APPROPRIÉE À LA VILLE INSCRITE SUR LA LISTE – VOIR LES ÉLÉMENTS EN CARACTÈRES GRAS POUR REPÉRER RAPIDEMENT]**
SI OUI, PASSER À LA Q7. SI NON, PASSER À LA Q6.

6. Êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou pas du tout d'accord avec chacun des énoncés suivants :

Je suis intéressé à visiter un parc national ou un lieu historique national

- Fortement d'accord
- Plutôt d'accord
- Plutôt en désaccord
- Pas du tout d'accord
- (Ne sait pas/refus)

Il est probable que je visite un parc national ou un lieu historique national au cours des prochaines années

- Fortement d'accord
- Plutôt d'accord
- Plutôt en désaccord
- Pas du tout d'accord
- (Ne sait pas/refus)

SI FORTEMENT D'ACCORD, PLUTÔT D'ACCORD OU PLUTÔT EN DÉSACCORD AVEC LES DEUX ÉNONCÉS, RECRUTER DANS LE GROUPE DE NON-VISITEURS. SI PAS DU TOUT D'ACCORD OU NE SAIT PAS/REFUS, METTRE EN ATTENTE, MAIS NE PAS RECRUTER JUSQU'À AVIS CONTRAIRE.

7. Parlez-moi un peu de votre émission de télévision préférée.

[ÉLIMINER LES PERSONNES QUI NE S'EXPRIMENT PAS CLAIREMENT]

[Inscrire la réponse - veuillez vous assurer que le Groupe 1 comprend les participants qui ont visité un parc national ou un lieu historique national au cours des trois dernières années et que le Group 2 comprend les participants qui n'en ont visité aucun au cours des trois dernières années.]

Merci. Vous êtes admissible à notre groupe de discussion. Lors de la rencontre, il se peut que vous ayez à lire certains documents imprimés. Donc, si vous devez porter des lunettes de lecture, n'oubliez pas de les apporter.

Au lieu de rencontre, on vous demandera de présenter une pièce d'identité avec photo. Nous vous prions donc d'en apporter une avec vous. (NOTE À L'INTERVIEWER : Si le répondant dit qu'il n'a pas de carte d'identité avec photo, lui dire que n'importe quelle pièce d'identité fera l'affaire).

NOM : _____

NUMÉRO DE TÉLÉPHONE – JOUR : _____

NUMÉRO DE TÉLÉPHONE – SOIR : _____

Nous vous réservons une place à cette rencontre. Comme il y aura un nombre restreint de participants, si vous ne pouvez vous présenter pour une raison ou pour une autre, veuillez composer le (NUMÉRO DE TÉLÉPHONE DU SUPERVISEUR DE TERRAIN) le plus tôt possible pour que nous puissions trouver quelqu'un pour vous remplacer. Un membre de notre personnel vous rappellera afin de confirmer le rendez-vous.

MERCI BEAUCOUP!
À BIENTÔT.

RECRUTÉ PAR : _____

CONFIRMÉ PAR : _____

Appendix II – Moderator’s Guide

English

Introduction (5 Minutes)

- Moderator introduction:
 - Name
 - Occupation – researcher/moderator
 - Work for Ipsos Reid
- Length of the session (1½ hours)
- Audio/video recording of the session
- One-way mirror and colleagues observing from the back room
- Discussion and results are confidential; reported in aggregate; individuals not identified
- Participation is voluntary
- Role of moderator:
 - To ask questions
 - Not an expert
 - Objective and unbiased, with no vested interest
 - To ensure that all material is covered within the given timeframe
- Role of participants:
 - To actively participate
 - To speak openly and frankly about opinions
 - Not expected to be experts
 - No right/wrong answers and no need to reach consensus
 - To be respectful and speak one-at-a-time
- Participant introductions
 - Name
 - Occupation
 - Anecdote

Benefits of Parks and Historic Site Visits (10 Minutes)

What do you like to do in your spend time? Do you have any hobbies? What are they?
[PROBE FOR OUTDOOR ACTIVITIES AND KEEP II BRIEF]

I would like to spend some time talking about why people go to National Parks or National Historic Sites.

[VISITOR GROUP]

Why do you go to the parks or historic sites?

- PROBES - Enjoy getting away from the city? Exercise? Activities? Interested in the history? Family activities?

Who do you go with? What time do you usually go? How often do you go?

[NON-VISITOR GROUP]

Why do you think other people go to parks or historic sites?

What is preventing you from going to park or historic site?

- PROBES – Time, Money, Location, No transportation, Uninformed on location
- Psychological Barriers – Not something I do

The Parks Canada Brand (10 Minutes)

- Now, I'd like to spend some time discussing Parks Canada.
- Before tonight, had any of you seen, heard or read anything about Parks Canada? [TRY AND FIND OUT IF THEY ARE AWARE THAT PARKS CANADA IS PART OF THE GOC]
- What words would you use to describe Parks Canada? What are the main attributes of Parks Canada?
- What sort of image do you think Parks Canada should project?

Video Evaluation (25 Minutes)

I would like to show you a video about Parks Canada. It is about 3 minutes long.

Which images do you remember? Which caught your attention?

How did it make you feel? Did it make you feel happy, inspirational, excited...?

If you happened to see this at home while watching TV, do you think you would know who sponsored the video? As in who paid for it?

What is the main message? That is, what is the video trying to say?

- Is the message convincing? Is it worth remembering?
- Who is this intended for?
- Is it for families, older people, tourists, outdoorsy/sports people
- Would you do anything as a result of seeing this video? What would you do specifically?

Mood Board Evaluation (15 Minutes)

NOTE: ORDER OF MOOD BOARDS WILL BE ROTATED FOR EACH GROUP.

Today we're going to be looking at some images and discussing what we think about them, how they make us feel, and what they represent to us.

I'm going to show you one image at a time, and I'd like to have a discussion about each image individually.

For each image, I'll be handing out a printed copy to each of you. There will be space on these sheets for you to write down your impressions of the image.

When you receive your copy, the first thing I'd like you to do is take a look at the image and immediately write down your initial, gut reaction to it. This could be a word, a thought, a feeling, a memory, etc. – for now, I'm really just interested in your immediate reaction. Please record these reactions on the right-hand side of the image.

[HAND OUT COPIES OF FIRST IMAGE]

- Tell us – what did you write down as your initial reaction? **[RECORD ANSWERS ON NOTEBOARD]**
 - Adjective?
- What is it about the image that makes you react the way you did? **[RECORD ANSWERS ON NOTEBOARD]**

[REPEAT ABOVE FOR EACH IMAGE]

Theme Line Evaluation – Text Only (20 Minutes)

Next, we're going to be discussing some phrases, which I will distribute to you. As you read these phrases, I'd like you to think of them in light of what you know about Parks Canada.

[DISTRIBUTE THEME LINE HANDOUT]

Thinking of how well each phrase conveys the feeling of Parks Canada, I'd like each of you to rank these phrases in order of your preference. Please rank the four phrases from 1 to 4, and write down the ranking next to each phrase.

- “Do something amazing today”
 - Who ranked this phrase as number 1?

- “Experience the wonder”
 - Who ranked this phrase as number 1?

- « Follow your own path »
 - Who ranked this phrase as number 1?

- “Freedom to explore”
 - Who ranked this phrase as number 1?

- “[TOP-RANKED THEME]” -- why did this phrase rank so highly?
 - Can you elaborate on that? How does this phrase make you feel?
 - And what is it about this phrase that makes you feel this way?
 - What's better about this phrase, as compared to the other two phrases?
 - What is it about this phrase that reflects the images we've looked at?

- “[BOTTOM-RANKED THEME]” -- why did this phrase rank lowest?
 - Can you elaborate on that? How does this phrase make you feel?
 - And what is it about this phrase that makes you feel this way?
 - What's worse about this phrase, as compared to the other two phrases?
 - Does this phrase at all reflect the images we've looked at?

- Based on what you think these phrases are meant to express, what other words or phrases would you suggest that might convey this message even more effectively?

[RECORD ANSWERS ON NOTEBOARD]

Conclusion (5 Minutes)

Do you have any final comments regarding what we've discussed this evening?

Does what you have seen and heard tonight change how you think about Parks Canada?

In what way?

That's all the time we have together this evening.

Thanks to all of you for your participation and contributions, and for cooperating so well in answering my many questions.

Your incentives will be handed to you as you leave.

(I'd like to ask you please to not speak about the things we've discussed here today as you leave the premises. There is another group waiting just outside to begin their session.

French

Introduction (5 minutes)

- Présentation du modérateur :
 - Nom
 - Fonction – chercheur/modérateur
 - À l'emploi d'Ipsos Reid
- Durée de la rencontre (1 ½ heure)
- Enregistrement audio et vidéo de la rencontre
- Miroir d'observation et collègues dans la salle attenante
- Les discussions et les résultats sont confidentiels; feront l'objet d'un rapport une fois compilés; les personnes ne sont pas identifiées
- La participation est volontaire
- Rôle du modérateur :
 - Poser des questions
 - Pas un expert
 - Objectif et impartial, n'a aucun intérêt direct
 - Veille au bon déroulement de la rencontre et à faire en sorte que le tour de la question soit fait dans le temps alloué
- Rôle des participants :
 - Participer activement
 - Parler ouvertement et exprimer leur opinion en toute franchise
 - Pas besoin d'être des experts
 - Pas de bonnes/mauvaises réponses et aucun consensus nécessaire
 - Être respectueux et parler une personne à la fois
- Présentation des participants
 - Nom
 - Profession
 - Anecdote

Avantages des visites de parcs et de sites historiques (10 minutes)

Qu'est-ce que vous aimez faire dans vos temps libres? Avez-vous des passe-temps? Quels sont-ils? [SONDER BRIÈVEMENT POUR DES ACTIVITÉS DE PLEIN AIR/CULTURELLES]

J'aimerais que nous parlions de ce qui pousse les gens à fréquenter des parcs nationaux ou des sites historiques nationaux.

[GROUPE DE VISITEURS]

Pourquoi visitez-vous des parcs ou des sites historiques?

- SONDER – Aime s'évader de la ville? Exercice? Activités? Intérêt pour l'histoire? Activités familiales?

Avec qui les visitez-vous? À quel moment les visitez-vous habituellement? À quelle fréquence les visitez-vous?

[GROUPE DE NON-VISITEURS]

Selon vous, pourquoi les gens visitent-ils des parcs ou des sites historiques?

Qu'est-ce qui vous empêche de visiter des parcs ou des sites historiques?

- SONDER – Temps, argent, endroit, pas de transport, ne sait pas où ils se trouvent
- Barrières psychologiques – Ce n'est pas quelque chose que je fais

La marque Parcs Canada (10 minutes)

Nous allons maintenant parler un peu de Parcs Canada.

- Avant ce soir, aviez-vous vu, lu ou entendu quoi que ce soit sur Parcs Canada? [ESSAYER DE SAVOIR SI LES PARTICIPANTS SAVENT QUE PARCS CANADA FAIT PARTIE DU GOUVERNEMENT DU CANADA]
- Quels mots utiliseriez-vous pour décrire Parcs Canada? Quelles sont les principales caractéristiques de Parcs Canada?
- D'après vous, quel genre d'expérience offre Parcs Canada?
- D'après vous, quels sont quelques-uns des avantages que vous pouvez tirer d'une expérience de Parcs Canada?

Évaluation de la vidéo (20 minutes)

J'aimerais vous montrer une vidéo sur Parcs Canada. Elle dure environ 3 minutes.

Pendant la discussion, veuillez garder à l'esprit que les concepts que je vous montrerai aujourd'hui ne seront pas utilisés tels quels. Par exemple, le logo de Parcs Canada serait ajouté et une légende indiquant l'endroit pourrait être incluse. Nous souhaitons donc connaître votre réaction et vos impressions générales concernant le ton et le style dans l'ensemble.

De quelles images vous souvenez-vous? Lesquelles ont attiré votre attention?

Quels sentiments vous inspirent-elles?

SONDER – Vous inspirent-elles du bonheur, de l'enthousiasme, de l'excitation...?

Quel est le principal message de la vidéo? En d'autres mots, qu'est-ce qu'elle essaie de dire?

- SONDER – Le message est-il convaincant? Vaut-il la peine qu'on le retienne?
- SONDER – Que dit la vidéo sur Parcs Canada?
- Est-ce une chose à laquelle vous vous attendriez de la part de Parcs Canada?

- SONDER – Pourquoi? Qu'est-ce qui fait que la vidéo ne convient pas à Parcs Canada? Et qu'est-ce qui fait qu'elle lui convient?

À votre avis, cette vidéo pourrait-elle être utilisée pour une autre organisation ou entreprise?

- SONDER – Laquelle? Pourquoi estimez-vous qu'elle pourrait être utilisée pour autre chose?

À qui est-elle destinée?

- SONDER – Est-ce aux familles, aux personnes âgées, aux touristes, aux amateurs de plein air/sports?

Feriez-vous quoi que ce soit après avoir vu cette vidéo? Que feriez-vous en particulier?

Évaluation de l'album d'images (25 minutes)

Nous allons maintenant regarder des images, et je vous demanderai ce que vous en pensez, les sentiments qu'elles vous inspirent et ce qu'elles représentent pour vous.

Je vais vous montrer les cinq images en même temps, et nous allons en discuter ensemble.

MONTRER LES 5 IMAGES SUR LES TABLEAUX.

Je vous demanderais d'abord de regarder les images et de noter aussitôt votre toute première réaction sur la feuille de papier devant vous. Il peut s'agir d'un mot, d'une réflexion, d'une émotion, d'un souvenir, etc. Pour l'instant, je veux simplement connaître votre réaction immédiate.

- Dites-nous – quelle est la première réaction que vous avez notée? **[INSCRIRE LES RÉPONSES SUR LE TABLEAU]**

- Adjectif?

- Qu'est-ce qui fait que les images vous font réagir ainsi? **[INSCRIRE LES RÉPONSES SUR LE TABLEAU]**

En ce qui concerne toutes les images que vous venez de voir, quelle en est la signification dans l'ensemble selon vous?

D'après vous, qu'est-ce que Parcs Canada essaie de dire avec ces images?

À votre avis, ces images pourraient-elles s'appliquer à une autre organisation? Ou s'agit-il d'images que seul Parcs Canada peut utiliser?

Nous allons maintenant jeter un coup d'œil à chacune des images séparément.

MONTRER CHAQUE IMAGE SÉPARÉMENT ET POSER LES QUESTIONS SUIVANTES – FAIRE LA ROTATION DES IMAGES D'UN GROUPE À L'AUTRE.

Quels sentiments cette image vous inspire-t-elle? SONDER – bonheur, intérêt, curiosité.

Qu'est-ce qu'elle tente de vous dire? Le message véhiculé par cette image seule est-il différent de celui que véhiculent toutes les images ensemble?

Cette image est-elle bien assortie aux autres? Ou est-elle différente? En quoi?

Évaluation du slogan – Texte seulement (25 minutes)

Nous allons maintenant parler de quelques phrases que je vais vous distribuer. À mesure que vous lisez les phrases, je vous demanderais d'y songer à la lumière de ce que vous savez de Parcs Canada.

[DISTRIBUER LA FEUILLE DE SLOGANS]

- « Des trésors à votre portée »
- « Sources d'inspiration »
- « En toute liberté »

Pour chaque slogan, poser les questions suivantes – SLOGANS AU HASARD :

Quels sentiments cette phrase vous inspire-t-elle? Et qu'est-ce qui fait que cette phrase vous inspire ces sentiments?

Quel genre de sentiment est-elle censée évoquer?

En quoi cette phrase illustre-t-elle les images que nous avons vues? Dans quelle mesure ce slogan convient-il à ce que nous avons dit de Parcs Canada?

RÉPÉTER POUR CHAQUE SLOGAN

À la lumière de ce que ces phrases veulent exprimer selon vous, quels autres mots ou phrases suggèreriez-vous pour véhiculer ce message d'une manière encore plus efficace?

Conclusion (5 minutes)

Avant de conclure, avez-vous des commentaires à formuler sur notre discussion de ce soir?

Est-ce que ce que vous avez vu et entendu ce soir change votre opinion de Parcs Canada? De quelle manière?

Voilà qui met fin à notre rencontre de ce soir.

Merci à tous d'y avoir participé et d'avoir si bien collaboré en répondant à mes nombreuses questions.

Vos chèques vous seront remis à la sortie.

(Au moment de quitter les lieux, je vous demanderais de ne pas parler de la teneur de notre discussion de ce soir. Un autre groupe attend la prochaine rencontre à l'extérieur.