

HF5832 R62

Robert Sylvestre Marketing Limitée

Report on the group surveys "Awareness"
campaign Consumer and Corporate Affairs Canada.

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.R62
1978

An
Company

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INTRODUCTION

HIGHLIGHTS

REPORT ON THE GROUP SURVEYS

"AWARENESS" CAMPAIGN

CONSUMER AND CORPORATE AFFAIRS CANADA

DETAILED RESULTS

1. General reaction

2. Detailed study of use

3. The slogan

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INTRODUCTION

Objective of the Survey

The main objective of the survey was to obtain the reaction of consumers to two different communication concepts presented in the form of print ads.

It is hoped that the results of the survey will serve to test Consumer and Corporate Affairs Canada logo identification, influence the choice of either of the two communication concepts, (inspector versus consumer) and help choose between the three French and four English umbrella themes.

Procedure

In order to achieve the survey's objective, two anglophone and two francophone groups were exposed to two 12" x 18" black and white print ads, mounted on cardboard. The one ad called "Consumer" showed a lady holding a bag of groceries in front of her. The other ad, "Inspector", was shot in a supermarket and showed a male inspector checking a food scale with his weights.

The body copy of the English and French ads just mentioned can be found in the appendix at the back of this report. Initially, the survey participants viewed the two ads from a distance that allowed them to see the photographs in bold print but not close enough to read the body copy.

After noting their reactions, both ads were circulated for a second, closer look, though they were once again asked not to read the body copy.

A discussion followed, after which time the body copy of the ads was read by the participants and their impressions on this was noted as well. Finally, each of the umbrella themes, printed in bold characters on large, white cartons, were presented one after the other and reactions were solicited to these as well.

Al Farrell headed up the English speaking groups while Robert Sylvestre headed up the French speaking ones. The latter compiled and wrote this report. Mr. Jim Mintz of Consumer and Corporate Affairs Canada observed the groups in question.

Description of the Groups

The first group discussion was held in Toronto on April 3rd at 7:00 p.m. and was made up of four men and four women. Of the four women, two were housewives, one an office employee and the other a businesswoman. Of the men, two were professionals, one a technician and the other a journeyman.

The group in Halifax met on April 4th at 7:00 p.m. and comprised of 9 people of which four were men and five were women. The male group was made up of three specialized technicians and an engineer. Two of the women were housewives with part-time jobs, another two were office workers and a fifth worked in a store.

Five women and four men made up the Montreal group that met on April 6th at 7:00 p.m. and for this particular group, the facilities of the Groupe Centre were used. Three of the women were housewives, one was a specialized technician and one an office worker. There were also two office workers among the men, a salesman and a specialized technician.

The fourth and final group discussion was held in Québec City on April 10th. Of the five men, two were specialized technicians, two non-specialized and the fifth, a sales representative. Among the women, there were three housewives and two technicians.

Constraints

The standard limitations that apply to the results of a survey through group interviews also apply to this project. Because of the limited samplings, the reference recruitment method and the influence plays within the groups, the results of these qualitative studies cannot be automatically attributed to the entire population.

HIGHLIGHTS

- Because of the clarity of the message delivered in the "Inspector" advertisement, a preference for this advertisement was expressed by most of the respondents in all groups.
- The federal government was identified as the sponsor by most members of the groups except in Montreal where the provincial and federal government were divided almost equally.
- In the French groups the error in identification of the department was greater than the error as to the level of government. In fact, a good number of respondents thought it was the Department of Health. In French, the name "Consommation et Corporation Canada" was not known and had never been used by the respondents who always refer to the "protection des consommateurs".
- The information communicated by the advertisements was judged sufficiently valuable to justify their publication. The confidence that the work of Consumer and Corporate Affairs Canada can give to consumers justifies letting them know of it and encouraging them to remember it, according to the respondents.
- The use of a number of proper names in the French copy created confusion. In addition certain respondents felt that the protection came from the combined efforts of the department rather than from the work of any particular individual.

- In the English copy the use of a large number of metric terms in one of the advertisements caused negative reactions. The suggestion of writing to the government with complaints was received rather coldly.
- The man in the advertisement corresponded well to the image of an "inspector". The woman was seen as being sophisticated and of an above average socio-economic level by the English groups while the majority of French respondents thought her average.
- In the English slogans the words "build", "building" "strong" and "stronger" caused certain interpretation difficulties. The Toronto group favoured the slogan "Building confidence in the marketplace", while Halifax preferred "Together we can build a stronger marketplace".
- In French the slogan "Le marché on y voit, voyez-y!" was preferred in Québec because it expressed the idea of the effort of the individual being needed to apply the work of the government. By contrast, in Montreal the expression "voyez-y" had an authoritarian ring judged to be negative. The simpler form of the slogan "Le marché, on y voit!" is the one that probably presents the least risks.

DETAILED RESULTS

1. General Reactions

The two ads were shown to the participants at a great enough distance not to allow the smaller print of the body copy to be read and yet for a long enough period to allow a good understanding of the ads in question. They had, however, been removed during this initial discussion. They were also informed that, in their final versions, these ads could well be shown in full colour.

The initial reaction to the two ads was good and evoked no negative comments.

Message

Without the benefit of the copy, the "Inspector" approach communicated its message much more clearly to the participants than that of the "Consumer". In many cases, the latter's message did not come across.

In the English groups as in the French groups, the majority of people interpreted the "Inspector" ad as being a government inspector checking a scale with his weights to ensure a just and proper weighing for consumers who buy food products. The idea of protection, the fact that our interests are being looked after, or the supervision carried out by the government were additional interpretations given by the participants and were judged as reassuring elements that the public would like to be made aware of.

The "Consumer" ad did not succeed in communicating the message found in the body copy through either the illustration, the slogan or the theme. The majority interpreted this ad as being a very happy consumer because she had been well served by her grocer or because she had taken advantage of a sale item displayed by the manager or store owner. Mr. Brown or M. Dubois were both thought to be the managers of the store where the consumer had just shopped profitably. Only a few in the English and French groups caught the link between the two ads, guessing the consumer to be pleased because she'd been assured of a true and honest weighing thanks to the work of the inspector.

Some secondary messages were caught and that were attributed to both ads. One opinion expressed in Montreal was that of good food products and good health. This was felt even more strongly in Quebec because of the generous display of fruit and vegetables in the illustration. This led some of the English-speaking participants to speak out in favour of having the government concentrate on checking the quality of fruit and vegetables sold, rather than checking scales.

Control of prices was another item brought up by some participants in the English groups as being more important than control of weights and measures. Similar opinions were expressed in the French groups. Some individuals in the English groups became so convinced of the importance of controlling quality and prices that they ended up by doubting the effectiveness or value of checking scales altogether.

While still in secondary messages, some respondents associated the presence of the scales with the advent of the metric system. (However, this had no connection with the negative reaction caused by the various metric measures found in the English copy of the "Inspector" ad.)

Sponsor Identification

In Toronto, Halifax and Quebec, the federal government was generally identified as being the sponsor of the ads, whereas in Montreal, the respondents were divided fifty-fifty between Quebec and Ottawa. (It should be noted here that at that particular time, the ads were no longer visible to them.)

The ensuing comments showed that it was the bar-leaf emblem that allowed the respondents to most readily identify the federal government. Reference to this emblem was fairly frequent as no one seemed to remember seeing the word Canada. In other words, the emblem identified the sponsor more positively than the word Canada appearing twice, i.e. in both English and French versions of the sponsor's logo. This fact was reinforced in Quebec where the majority of respondents thought the sponsor to be the Department of Health and Welfare. A very few in Montreal felt the same way. This confusion of federal departments did not occur in either Toronto or Halifax, where, especially in the latter city, Consumer and Corporate Affairs Canada is well known and has a fine reputation. The Torontonians, however, were unsure of the link between Consumer and Corporate Affairs Canada, the bar-leaf logo and the message of the ad. In Montreal and

and Quebec, the respondents never spoke of "Consommation et Corporations Canada", but rather of the "Ministère de la Consommation", "L'Office du Consommateur", "La Protection du Consommateur", "La Loi du Consommateur".

In all four groups, the identification of the sponsor was made more readily in the "Inspector" ad where the theme, the logo, the illustration and the sponsor were more logically tied in together. In the "Consumer" ad, the visual message was not as clear and positive identification of the sponsor was more difficult, resulting in a confusion of federal departments, as was the case with the Quebec group.

Some respondents in the English groups made a connection between the bar-leaf logo and Loto-Canada.

One or two persons in an English group even saw the ads as a strategy by the Liberal government to deliver a political message.

Generally speaking, the role of Consumer and Corporate Affairs Canada is seen as one of... "big brother is watching over you", a place to direct your complaints and where you can get advice on how to correct the situation. In Halifax, some criticism was directed at Consumer and Corporate Affairs Canada in limiting its role to giving advice on steps to follow in the event of a complaint. In Quebec, the federal government was associated more with the development of national projects and policies while the provincial government was seen as more concerned with consumers themselves and practical applications. (This observation tended to give the impression that federal programs are seen as abstract and removed from the individual.)

Likes and Dislikes

What impressed the majority of the respondents the most about the "Inspector" ad was the impression of seriousness of the inspector at his work. He was easily identified as being an inspector, even though a few saw him as either the store owner or an employee checking the scales. One person even interpreted the illustration as being a sport-check made by the inspector on the store manager.

On the negative side, the Montreal group found the headline copy as being too long and the illustration too busy. Some respondents in Toronto had difficulty in making out the inspector's weights, confusing them with canned goods or batteries. Questions were also raised as to why it took so many weights to check the scale.

And in Montreal as well as in Quebec, the unilingual sign "Fruits and vegetables" appearing in the "Inspector" ad was remarked upon.

At first, the "Consumer" ad made a favourable impression in Montreal for its headline and visual simplicity. However, this was not the case in other groups where it was less liked due to its ambiguity or perhaps the difficulty in getting the message. Some would have preferred to see a back-ground in the ad to create some depth and dimension to the consumer. Some respondents in Montreal and Quebec objected to the stereotype housewife with her food parcel. Another criticism of the illustration was the prominence of the fruit and vegetable

bag over the consumer. There were shared feelings between the ladies of the Quebec group and those of the Toronto and Halifax group that the consumer came from a better educated, higher socio-economic background and appeared somewhat artificial with her "toothpaste commercial smile". On the other hand, their male counterparts saw the woman as a pleasant, ordinary and typical Mrs. Everyday coming from a middle socio-economic background.

The slogans seemed to have left no permanent impression and as noted in the discussion of Montreal group, they were referred to as only "On veille sur vous", "On y voit".

2. Detailed Study of the Ads

"Inspector" Ad

The second, closer study of this ad did nothing to take away from the clarity of the message to the effect that the government inspected such scales in order to give the consumer what he pays for.

Among the advantages seen for this ad was that the respondents were able to pick out the message simply from the illustration, the headline and the logo.

Several even stated as having learned something new in reading the ad as they hadn't been aware of the fact that inspectors visited stores and checked their scales. To some others, the ad evoked questions such as "What happens once the inspector leaves the store?", "Who fixes the scales when they need repairing?", "Does the inspector put a sticker on the scale at the time of inspection?", "How often does the inspector check the scale?" and "Does the government charge the store for the inspection?".

Even those persons who learned nothing new from the message because they were already aware of the existence of inspectors felt the ads were well worth publishing to remind people that these inspections really do take place and especially to inform those persons that were not at all aware of them. These inspections carried out by the government could only serve to inspire confidence and reassure consumers when doing their shopping.

A great number in all the groups suggested that the inspector wear a uniform or some identification which would define his role more readily to the reader.

In total, the central figure was easily identified as an inspector. His look of concentration and apparent diligence towards his work made him appear typical. There was also a definite air of assurance about him.

The headline "We make sure you get what you pay for" lacked credibility to several respondents who wondered how the government could be absolutely sure this was so. Besides, the government can't control all the elements that go into getting what a consumer pays for. It was pointed out, for example, that the weighing of some foods was done so quickly, often removing the product before the scale had even stopped moving, that one was never to sure of what one was getting. The copy of this particular ad appears to do more harm than good. The attention of the readers is then immediately drawn to the metric measures, already considered an unpopular move by consumers. It is their opinion that there is no real basis for switching to the metric system except for the financial advantage of a few individuals. The respondents wondered why the government and Consumer and Corporate Affairs Canada in particular bothered spending money on publicizing the change to the metric system, especially in view of its unpopularity. A typical example stated was the switch to litres in milk cartons which only resulted in a price increase for the consumers.

The part of the ad copy requesting consumers to complain when they felt they weren't getting what they'd paid for, also presented

a credibility problem. Many believed any attempt to receive an answer from the government would end in frustration. The respondents also felt that Consumer and Corporate Affairs Canada would probably be swamped by thousands of letters and would never have the time to answer them all. The general consensus was that, in the event of a complaint to be lodged, it would be preferable to settle it directly with the store manager, and only involve Consumer and Corporate Affairs Canada in the event that no settlement could be made with the manager.

The majority of the French respondents admitted they wouldn't have bothered reading the ad copy if they had seen it while leafing through a magazine. The main reason given for this was because it was felt the message came through quite clear with the body copy.

The headline "Dormez en paix, nous veillons sur vos intérêts" was judged as an exaggeration mainly because the "Dormez en paix" was a bit strong. On the contrary, the respondents felt it was necessary for them to continue looking after their own interests. The part "Nous veillons sur vos intérêts" was therefore considered quite acceptable.

The ad in general was considered believable, especially in view of the fact that several respondents admitted having seen an inspector in some stores.

The body copy itself was acceptable except maybe for the use of names which seemed to create a confusion with their liberal use throughout the copy. It was felt that this attempt at personalization was not realistic since the protection

offered by the Consumer and Corporate Affairs Canada comes not from one individual but rather from the whole government department.

They were more inclined to believe that a large, anonymous force could give them the best security and protection over that of a single individual. The use of proper names was therefore judged irritating.

According to the participants, this ad was mainly aimed at consumers in general and at retail store owners.

"Consumer" Ad

The majority of the respondents viewed this ad as a consumer having just done her shopping and is thanking her grocer for the low prices or for some special item on sale. Other interpretations were... the consumer saying thank you to the grocer for having helped her with her bag of groceries, or her pleasure at having been able to buy fresh fruit and vegetables.

The prevalent feeling in the feminine faction of all the groups was that the happy, smiling face of a consumer just having done her shopping was unrealistic. It was felt that in reality this happy attitude would not be evident. On second examination, the anglophone groups concurred with their French counterparts that the consumer seemed to be advertising toothpaste.

A criticism of this ad was its commonplace approach and that it looked typical of a grocery store advertisement running on a Wednesday. It was this lack of originality that had respondents admitting they probably wouldn't bother reading the ad.

The English respondents had no negative comments about the body copy as they had had with the "Inspector" ad.

All agreed that in order to understand the message, the copy would have to be read. Some French respondents objected to the approach of trying to arouse one's curiosity and then ending it with an anticlimatic copy.

Some anglophones who accepted the link between Mr. Brown, the "Inspector", and the "Consumer" wondered how she could have been aware of Mr. Brown's work. It was perhaps due to this that some Quebec respondents objected to the personification of a single individual rather than emphasizing the work of the government department.

It was suggested in Quebec that the headline "Merci M. Dubois" be changed to "Le marché, on y voit" because of the somewhat patronizing "merci", as if Mr. Everyone was thanking his great protector, the Consumer and Corporate Affairs Canada.

The English body of the "Inspector" ad that requests consumers write the government with their complaints was met with great scepticism. It was felt that this would not be effective in getting answers from the government.

All groups were in agreement that one of the most attractive features of both ads was the coupons. Even if these were only to request additional literature, it still remains a strong feature of the ads. It was mainly the women in the groups that said they would use these coupons to get the listed brochures.

In comparing the two ads, there was no question of the preference for the "Inspector" ad, mainly due to the clarity of its message that made it unnecessary in reading the copy. Also the illustration was judged more original and attractive than the "Consumer" one. Only a small minority in the Montreal group showed a preference for the "Consumer" ad, feeling the simplistic visual and copy approach was preferable to the more complex one of the "Inspector" ad.

3. The Slogans

"A marketplace you can trust - you have our work on it"

(The slogan appearing on the two advertisements discussed with the English groups.) Respondents felt that the first part of the slogan summarized the message. They felt the second part was there only to justify a play-on-words which didn't add much to the significance of the phrase. The respondents rejected this second part.

Some respondents questioned whether "a marketplace you can trust" could really exist, while others expressed doubt that the government was really working for them. This scepticism was brought about by the belief that if anyone wrote to the government to complain, they'd probably only receive a brochure in response.

In spite of these objections, however, the majority easily understood the sense of the message to be that "the government assures that stores are trustworthy".

"A strong marketplace - you have our work on it"

The exact sense of the word "strong" was not clearly understood by the respondents. They wondered whether it mean "just", "honest" or the "financial strength" of the retailers. One person even suggested the word meant that the stores were made of concrete.

"Building confidence in the marketplace"

This slogan was preferred in Toronto. Some people asked why it was necessary to establish confidence, and others felt it was just the role of Mr. Brown.

It was suggested that the word "building" might be eliminated to leave the expression "Confidence in the marketplace".

"Together we can build a stronger marketplace"

This slogan was preferred in Halifax above the others because, in conjunction with the Consumer and Corporate Affairs Canada emblem, they found it the most significant, bringing notions of "hope" and "the implication of everyone concerned", namely consumers, retailers and government.

They objected to the expression "build a stronger marketplace" because they imagined retailers making the marketplace financially stronger for their own benefit. Several suggestions were made to replace the word "stronger" by expressions such as "fair", "fairer" or "better".

Altogether the respondents found certain difficulties with the slogan and none of them had an automatic popular appeal. Difficulties were caused according to the different meanings that could be attributed to the words "build", "building", "strong" or "stronger".

"Marketplace"

In Halifax this word was immediately associated with the T.V. program. But following this, it was quickly appreciated that it signified more than a place where one could buy merchandise. In Toronto, they thought first of a place where you can buy products. But as the discussion advanced they enlarged the meaning to include shopping for all sorts of products and services.

"Le marché, on y voit!"

This slogan, in conjunction with the picture of the inspector or the consumer, tended to make respondents think of the store itself where one could buy fruit and vegetables. However, this was not the only interpretation and the sense of all the products and services sold in Canada was easily understood. This last interpretation of the word "marché" emerged naturally when the slogan was presented by itself.

The meaning above all attributed to this slogan was to the effect of "we keep an eye open - we protect the interests - we're interested in everything - we have our eye on the marketplace and on inflation to see that prices don't increase too much".

"Le marché, on y voit, voyez-y!"

This slogan had the advantage of encouraging the consumer to look after his own business rather than placing it entirely in the hands of the government. The tool Consumer and Corporate Affairs Canada offers to give good protection must be employed by individuals.

Because of this interpretation, the Quebec group favoured this slogan in preference to the first. In Montreal, even though they recognized the sense of participation, they rejected the command "voyez-y" as being a little offensive.

They couldn't believe that everyone must look after his own interests.

Apart from offering certain interesting positives aspects, this second version of the slogan seems to us to present the risk that its negative effects could surpass its advantages.

"Ensemble, nous faisons marcher le marché"

From the start, this slogan brought negative reactions from both groups who thought that the approach was too "commercial", that it read badly and that it was unpleasant to the ear. In addition, they found it difficult to connect the sense of the slogan with the messages of the two advertisements.

APPENDIX

CCAC
"Awareness" program
FOCUS GROUP DISCUSSION OUTLINE
Docket #1117
March 29, 1978

LOGISTICS

Focus group to be made up of half men and half women, of which half again will be housewives.

Age group to be between 25 and 55 years of age.

Mixed socio-economic (blue and white collar, professionals).

None to be recruited from research houses or ad agencies or any that have been exposed to focus group testing within the last year.

DISCUSSION OUTLINE

STEP 1:

- a) Show 2 ads at a distance and get some reaction.
- b) Probe for (i) sponsor (ii) federal identification (iii) CCAC.
- c) Message: What does it say? Who is it addressed to? Why is sponsor publishing this ad?
- d) Probe for likes and dislikes.
- e) Probe again for (i) main message (ii) secondary message.

STEP 2:

AD 1

Detailed discussion on Ad 1:

- a) Message.
- b) Headlines.
- c) Interest in reading copy..
- d) Read copy. Get comprehension and credibility. What has been learned. Value of message. Who is it addressed to?
- e) Likes and dislikes.
- f) How people relate to ad and people in ad.

STEP 3: AD 2

Repeat as for Ad 1.

STEP 4: Comparison of two ads

- a) Preference
- b) Which is easiest to understand?
- c) Which has most impact?
- d) Probe for appeal and interest in reading copy.

STEP 5: Compare slogans (one by one on boards)

- a) Meaning.
- b) Impact.
- c) Likes and dislikes.
- d) How easy to remember?
- e) How well does it summarize work of department?
- f) Are you learning anything from it?
- g) Meaning of "marketplace".

STEP 6: Discussion of benefit themes. Get quick reaction of how much perceived through slogan.

Consommation et Corporations
Dossier 1117
le 23 mars 1978

Annonce no 1

Merci,
monsieur Dubois

(photo Madame Y, sac de provisions dans les bras)

(logo)

Texte: Grâce à M. Jacques Dubois, Mme Hamel est sûre qu'elle en a pour son argent. M. Dubois est un des inspecteurs du ministère de la Consommation et des Corporations Canada; il est chargé de vérifier les balances.

Que vous achetiez des oeufs, de l'essence ou du tissu, vous pouvez dormir en paix! Nos inspecteurs sillonnent le marché pour faire en sorte qu'il marche bien. Ils veillent sur vos intérêts.

Si vous voulez mieux savoir ce que nous faisons pour vous, remplissez le coupon ci-joint et retournez-le-nous le plus tôt possible.

Le marché, on y voit!

Coupon:

Retournez à:

Consommation et Corporations Canada

Place du Portage

HULL (Québec)

K1A 0C9

☐ Veuillez me faire parvenir de plus amples renseignements
au sujet de vos services.

NOM: _____

ADRESSE: _____

CODE POSTAL: _____

Consommation et Corporations
Dossier 1117
Annonce n° 2
le 20 mars 1978

Dormez en paix,
Monsieur Leclerc veille
sur vos intérêts.

(photo inspecteur vérifiant balance.)

(logo)

Texte: Grâce à M. Leclerc, vous pouvez être sûr d'en avoir
pour votre argent. Que vous achetiez des oeufs, de l'essence
ou du tissu, vous pouvez dire merci à M. Leclerc,
Mme Dubois et Mlle Latraverse. Ce sont là des inspecteurs
du ministère de la Consommation et des Corporations qui
sont chargés de vérifier les balances, les compteurs et
les pompes.

Si vous voulez mieux savoir ce que nous faisons pour vous,
remplissez le coupon ci-joint et retournez-le nous le plus
tôt possible.

Le marché, on y voit!

CCAC
Ad copy
THIRD DRAFT
Docket #1117
Mar.23/78

Head: WE MAKE SURE YOU GET WHAT YOU PAY FOR.
(Illustration - inspector checking scales)

Logo: Bar-leaf

Body copy: A kilogram of steak. A litre of milk. A gallon of gas. An hour of kilowatts. A metre of fine, white silk...we make sure you get exactly what you pay for.

We've got inspectors out in the market to make sure of it.

But you're the best inspector - if you believe someone is selling you short, complain, and if you get no satisfaction, then we'd like to hear about it.

Or maybe you'd like to know more about what we do for you.

Just fill in the coupon and mail it to us.

(Coupon)

Slogan: A strong marketplace - you have our work on it!

Coupon copy:

To:

Consumer and Corporate Affairs Canada

Place du Portage

Hull, Québec

K1A 0C9

Please send me information on: (greek for
6 boxes)

Name: _____

Address: _____

CCAC

Ad copy (second version)

THIRD DRAFT

Docket #1117

Mar.23/78

Head: "Thank you, Mr. Brown."

(Illustration - lady with grocery bag)

Logo: Bar-leaf

Body copy: Thanks to Mr. Brown, Mrs. Jones is sure she gets what she pays for. Whether she buys eggs, gas or fabrics, she can rest easy! Our inspectors cover the marketplace to make sure it's working well for all of us. They're looking after our interests.

Mr. Charles Brown is one of the inspectors from Consumer and Corporate Affairs Canada; he checks scales to make sure they're accurate.

If you would like to know more about the ways we work for you, just fill in the coupon and send it to us.

SLOGANS

Anglais:

- "A marketplace you can trust - you have our work on it".
- "A strong marketplace - you have our work on it".
- "Building confidence in the marketplace".
- "Together we can build a stronger marketplace".

Français:

- "Le marché, on y voit!"
- "Le marché on y voit, voyez-y!"
- "Ensemble, nous faisons marcher le marché".



**Consommation et
Corporations
Canada**

**Consumer and
Corporate Affairs
Canada**

Grâce à M. Jacques Dubois, Mme Hamel est sûre qu'elle en a pour son argent. M. Dubois est un des inspecteurs du ministère de la Consommation et des Corporations Canada; il est chargé de vérifier les balances.

Que vous achetiez des oeufs, de l'essence ou du tissu, vous pouvez dormir en paix! Nos inspecteurs sillonnent le marché pour faire en sorte qu'il marche bien. Ils veillent sur vos intérêts.

Si vous voulez mieux savoir ce que nous faisons pour vous, remplissez le coupon ci-joint et retournez-le-nous le plus tôt possible.

Le marché, on y voit!

Retournez à:
Consommation et Corporations Canada
Place du Portage
HULL (Québec) K1A 0C9
Veuillez me faire parvenir de plus amples renseignements au sujet de vos services.
☐ ercht erehw evitibih ☐ ylsuovbo ti. Muidem
☐ fo enon. noitis otoht ☐ wla. Ypoc elb nitno
☐ ylsuovbo ti. Muidem ☐ dlouw srengise esnep
Nom: _____
Adresse: _____
Code postal: _____



**Consommation et
Corporations
Canada**

**Consumer and
Corporate Affairs
Canada**

Grâce à M. Leclerc, vous pouvez être sûr d'en avoir pour votre argent. Que vous achetiez des oeufs, de l'essence ou du tissu, vous pouvez dire merci à M. Leclerc, Mme Dubois et

Mlle Latraverse. Ce sont là des inspecteurs du ministère de la Consommation et des Corporations Canada qui sont chargés de vérifier les balances, les compteurs et les pompes.

Si vous voulez mieux savoir ce que nous faisons pour vous, remplissez le coupon ci-joint et retournez-le-nous le plus tôt possible.

Le marché, on y voit!

Retournez à:
Consommation et Corporations Canada
Place du Portage
HULL (Québec) K1A 0K9

Veuillez me faire parvenir de plus amples renseignements au sujet de vos services.

☐ creht crehw exilbih ☐ ylsuohb ti. M
☐ fo enon, noitis onoh ☐ l osla. Ypoc ell
☐ ylsuohb ti. Muidem ! l allouw srengse

Nom: _____
Adresse: _____
Code postal: _____



Consumer and
Corporate Affairs
Canada

Consommation et
Corporations
Canada

Thanks to Mr. Brown,
Ms. Jones is sure she gets what
she pays for. Whether she buys
gas or fabrics, she can rest
easy! Our inspectors cover the
marketplace to make sure it's

working well for all of us. They're
looking after our interests.

Mr. Charles Brown is one of
the inspectors from Consumer
and Corporate Affairs Canada;
he checks scales to make sure
they're accurate.

If you would like to know
more about the ways we work for
you, just fill in the coupon and
send it to us.

A marketplace you can trust—you have our work on it.

To:
Consumer and Corporate Affairs Canada
Place du Portage
Hull, Québec K1A 0G9
Please send me information on:
<input type="checkbox"/> ylsuoqyba ti. Muidem <input type="checkbox"/> lo it. Muidem itrev
<input type="checkbox"/> tam tæc rof sezis eb <input type="checkbox"/> draohyek eht no nsee
<input type="checkbox"/> fo enon, noitis onoh <input type="checkbox"/> osla. Ypoc eht nitow
Name: _____
Address: _____
_____ Postal Code _____



Consumer and
Corporate Affairs
Canada

Consommation et
Corporations
Canada

A kilogram of steak. A litre
of milk. A gallon of gas. An hour
of kilowatts. A metre of fine,
white silk... we make sure you get
exactly what you pay for.

We've got inspectors out in

the market to make sure of it.

But you're the best inspector
—if you believe someone is selling
you short, complain, and if you
get no satisfaction, then we'd like
to hear about it.

Or maybe you'd like to know
more about what we do for you.

Just fill in this coupon and
mail it to us.

A marketplace you can trust—you have our work on it.

1. Name (in block letters)
2. Address (street, city, province, postal code)
3. Telephone (area code and number)
4. E-mail (if applicable)
5. Signature
6. Date
