

*Testing Creative Concepts Related
to the Services for Business Campaign*

U1400-060081/001/CY

Submitted to:

Industry Canada

November 2005

The full report is available in both official languages upon request to Industry Canada



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METHODOLOGY

The first round of focus groups were held on the 17th of October. Four two-hour focus groups were conducted in Montreal and Toronto on October 17th. The Montreal groups were conducted in French, those in Toronto in English. Ipsos-Reid recruited 10 participants for each group. Participants in one set of groups included self-employed individuals and small and medium-sized business operators, while the other was made up of Trusted Third Parties, that is, business intermediaries to whom businesses often look for information (e.g. accountants, lawyers, financial planners, etc.).

The second round of groups took place in Halifax, Sudbury and Saskatoon on the 24th of October, with 2 in each city. In Halifax and Sudbury participants in one set of groups included self-employed individuals and small and medium-sized business operators, while the other was made up of Trusted Third Parties, that is, business intermediaries to whom businesses often look for information (e.g. accountants, lawyers, financial planners, etc.). In Sudbury, an effort was made to recruit bilingual participants in both groups.

In Saskatoon one group was made up of Aboriginal self-employed individuals and small and medium-sized business operators, the other of general public self-employed individuals and small and medium-sized business operators.

Ipsos-Reid worked in close consultation with local recruiters who have close ties to the business community to recruit small and medium-sized business owners and Trusted Third Party participants for these focus groups. Sample was derived from a combination of purchased lists and proprietary panels. On most occasions participants were recruited by telephone, however, in some instances, such as for Aboriginal participants in Saskatoon, some recruiting was done in person.

Three family concepts for the advertising were tested. Examples of each can be found in the appendix. The order in which the concepts were presented was rotated in each group.

RESEARCH OBJECTIVES

Industry Canada is leading a government-wide advertising campaign entitled Services for Business. The Services for Business campaign's objectives are to increase awareness and contact levels by 5 to 10 percent by the completion of the advertising campaign's first year (2005-2006). Keeping this objective in mind, the main purpose of this research was to:

- Gauge potential business clients'/users' perceptions of the various advertising concept families;
- To measure reaction to the various elements of the advertising concepts such as business to business (B2B) / trade publication print ads, TV DOTS (closed-captioning), web banners, newspaper banners, etc.;
- Assess reaction to and interest in the regional business services guides; and,
- Query groups about the proposed media plan (websites, trade association publications, TV, etc.).

BACKGROUND

Ipsos-Reid presented a preliminary report on the findings of the first round of focus group testing of creative concepts related to the Services for Business Campaign to Industry Canada on October 18th. Findings in that report reflected the results of Toronto and Montreal groups held October 17th.

On October 25th Ipsos-Reid presented Industry Canada with an update of the key findings based upon the outcome of the second round of focus groups, held in Halifax, Sudbury and Saskatoon on October 24th. Both those reports are attached in the Appendices.

This report brings together the findings from the two waves of focus group research.

KEY FINDINGS

The Campaign

- The idea of the Services for Business Campaign was well received. Even upon their initial exposure, participants immediately understood that the ad was about the service offerings of the Government of Canada for businesses and had absorbed the call to action: *They want us to get in touch, to call, click or visit, to come see what they have for us.*
- Participants see this campaign very much as a drive to the web. Interestingly, to many participants, contact channels other than the web are redundant -- to the point where the "visit" was taken by some to refer to a web site at first -- although they concede that perhaps it is good to have these other means of contact there for others or that the telephone would provide a good adjunct to web should they not be able to find what they are looking for online. Halifax participants were less likely to dismiss the other channels and to feel it was important to offer them all.
- They see the campaign as an appropriate activity for the Government of Canada.
- What was less clear to participants was what exactly Canada Business is: *Is this new? Is it replacing something? What or who is Canada Business? Qui est l'équipe en arrière? Des experts? – ils devraient nous le dire...*
- They want to be informed that this is a new offering that pulls together existing Government of Canada holdings in a new way: easy to access, easy to use, well-organized environment.
 - That said some participants in Sudbury questioned the value of "yet another portal."

The Creative

- Of the three concepts tested, concept B (text only) was the preferred option in nearly all of the SME groups. They liked its simplicity and directness and the fact that it speaks to their needs. That said the word "TRUST" did not evoke the right connotations. "RELIABLE" and "ACCURATE" are common suggestions to replace it. There was much less of an issue with the word "FIABLE".
 - The Trusted Third Parties in Montreal were more divided in their views while those of Sudbury and Halifax leaned toward Concept C.
 - Supporters of Concept C were captivated by the "intriguing" presentation of the DOTS and web banner.
- Concept B also had the most effective call to action in the eyes of respondents because of the vertical presentation of the Call-Click-Visit contact information.
- The images included in the other concepts tended to limit participants' interest as they narrowed the target audience by excluding some types of businesses. Conversely, the text in Concept B highlighted more universal service attributes.
- Also, while many participants, particularly in the SME groups, felt the ads were targeted to them, some participants felt that the target audience should be better defined and more specifically addressed. This was particularly true among the Aboriginal participants.
- The signature of the Campaign should be made more evident; bigger Canada word mark.

The Media Plan

- The most popular mediums for airing the ad include print ads in B2B publications and the use of DOT spots(closed-captioning) during business or news programming, while Internet banners tended to be unpopular.
 - In Sudbury, participants recommended direct email and outreach (information sessions, presentations, personal visits) as effective ways of reaching them.

The Services for Business Guide

- The *Services for Business* Guide was very well received. Participants, particularly in the SME groups, were enthused about the breadth of information offered and appreciated the format. Most participants would want to take it home with them.
- While participants generally liked the Guide covers, the Quebec versions did not get good reviews in Montreal as overall they were felt to be dated and staid.
 - The use of the large-type watermark to identify the region was appreciated.

CONCLUSIONS AND RECOMMENDATIONS

The Campaign and Services for Business Guide

The idea of the Services for Business Campaign was well received. They see the campaign as an appropriate activity for the Government of Canada. Most participants saw the campaign as a drive to the Web and indicate that that is where they would follow-up. The *Services for Business Guide* is *very* well received – particularly by SMEs.

- While the campaign will undoubtedly create some activity for the call centre and for the service centres, it is the Web site that will see the most traffic. Participants will turn to the other service channels if they cannot find what they want online. It will be important for all service channels to support one another and provide a seamless service experience.
- The Campaign and brochure create very high expectations of Canada Business among participants in terms of the delivery of information. If the offering is not right the first time they visit, they will not come again.
- Industry Canada should include outreach to its delivery partners and other stakeholders in the roll out of its campaign as they will need to be informed and onside
- Industry Canada might want to consider incorporating an earned media campaign to complement its roll out (ideal headline: Government giving businesses what they want...)

There is some confusion about what Canada Business is. Participants want to be informed that this is a new offering that pulls together existing Government of Canada holdings in a new way: easy to access, easy to use, well-organized environment.

- Focus testing conducted when Canada Business was being formed suggested that the identifier should always include a descriptive tagline; perhaps such a tagline could be incorporated into the creative.

The Creative

Of the three concepts tested, Concept B (text only) was the preferred option in nearly all of the SME groups. That said the word "TRUST" did not evoke the right connotations.

Concept C was a runner-up, favoured by some Trusted Third Parties and by those who liked specific elements of it.

- Industry Canada should implement Concept B, but should:
 - Replace the word "TRUST" in the English creative
 - Consider incorporating elements from Concept C: more colour (the red across the bottom of Concept C) and the intrigue of the presentation of the DOTS and web banner
 - Ensure the Call-Click-Visit contact information is always presented vertically
 - Carefully consider using the import/export staccato text in the rotation of the ads. It might be more appropriate to use this text in specialized trade and sector magazines aimed at audiences with an interest in importing and/or exporting
 - Make the signature of the Campaign more evident; bigger Canada word mark
 - Use the large water mark to identify the region on the brochure covers

The Media Plan

The most popular mediums for airing the ad include print ads in B2B publications and the use of DOT spots during business or news programming, while Internet banners tended to be unpopular.

- Industry Canada should consider:
 - Primarily focusing its media buy on print, especially B2B publications, and DOT spots

DETAILED FINDINGS

Lightening Round Exposure

At the outset of the groups, participants were given one or two minutes to look at all three versions (Concepts A, B and C) of the unilingual B2B ad. In the latter set of groups, these ads were presented mocked-up in a B2B magazine.

Based on this limited exposure, participants understood immediately:

- The purpose of the ad (to let them know of the services available to business)
- Who the ad was from (the Government of Canada)
- What they were expected to do (follow up by clicking, calling or visiting)

"Supplying useful information to business" (Toronto Trusted Third Party)

« Ça fait: on est ouvert, venez vers nous, par Internet ou téléphone » (Montreal Trusted Third Party)

« Il n'y a aucun doute: c'est du gouvernement du Canada » (Montreal Trusted Third Party)

"It's a resource" (Halifax Trusted Third Party)

"It was a Government of Canada ad" (Toronto Trusted Third Party)

"A message for anyone who needs help to call, click" (Sudbury Trusted Third Party)

- They were less clear on:
 - Who or what Canada Business is
 - Most did not retain the full web site address. No one retained the phone number. However most were completely unconcerned by this: they feel they would either simply note these in a real-life situation or search the web using the words Canada Business/Entreprises Canada and find the information.

"It's Canada Business. What is Canada Business?" (Saskatoon SME)

« Entreprise Canada est-ce que c'est un département spécifique du gouvernement du Canada? » (Montreal Trusted Third Party)

*"I would just find it on Google, I remember it was from the Government of Canada"
(Halifax Trusted Third Party)*

« Non, mais en allant sur Google on va le trouver » (Montreal SME)

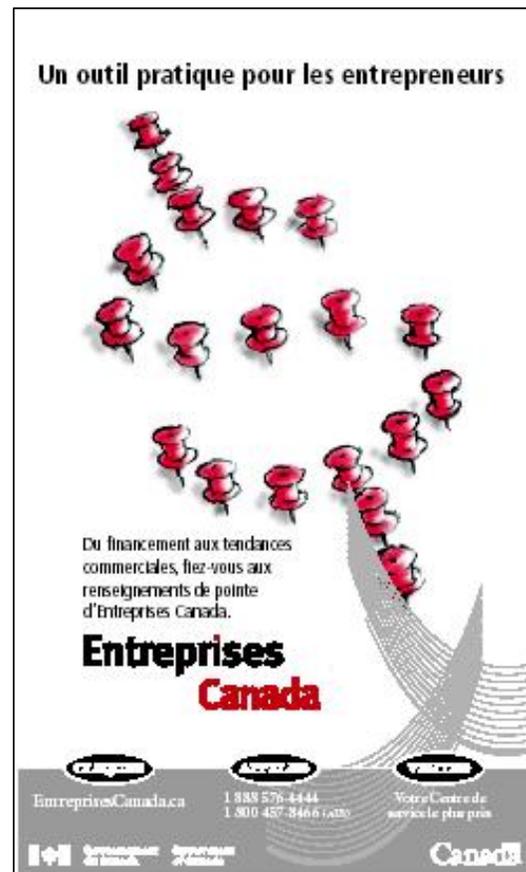
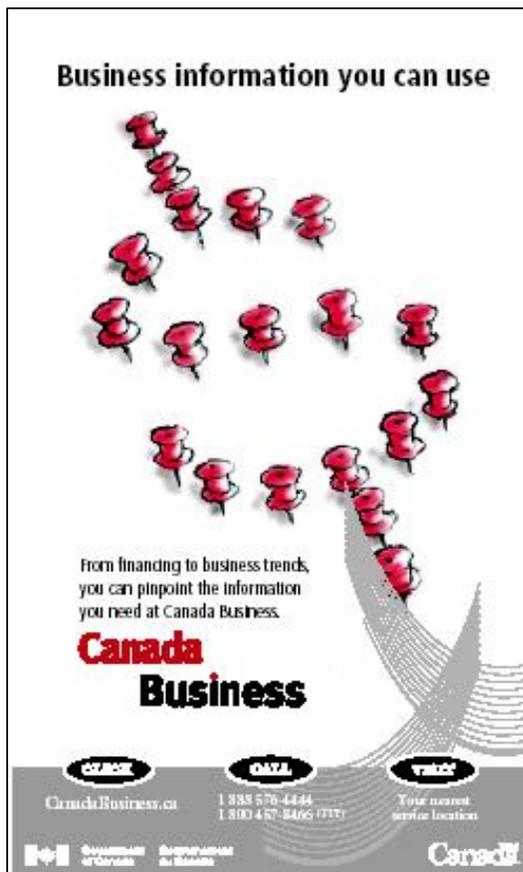
In terms of preferred concepts, based on the quick exposure to the B2B ad in the lightening round, SME participants favoured Concept B (TRUST). Trusted Third Party participants were more divided. They favoured Concepts B and C with a slight lean towards Concept B.

Concept A

This concept was much disliked in Toronto, where participants had difficulty with the drawings of the business tools, but appreciated by some participants in Halifax and Montreal for being approachable and universal (tools everyone uses), and for its creativity. That said, the “unsophisticated” business tools indicated to some participants that the offering was intended for start-ups or young entrepreneurs. In Montreal, the Trusted Third Parties felt it was addressed to SMEs rather than them.

*« Est-ce que ça s'adresse à quelqu'un qui veut se partir en affaires ou qu'il l'est déjà?
Va m'accrocher si je pars en affaires, moins accrocheur pour un professionnel »
(Montreal SME)*

The least favourite execution was the pencil and sharpener. The favourite was the pushpins but several participants felt that the dollar sign meant that the offering was about financing.



Pros

- Seen as friendly, approachable
- Interesting treatment, like the visuals they support the text
- More colourful than Concept B
- Memorable and attention-grabbing
- Attractive, clean and well-proportioned

"Simple and easy to recognize" (Halifax Trusted Third Party)

"Design seems weak, but concept is good" (Toronto Trusted Third Party)

"Caught my eye, it's out of the box" (Toronto Trusted Third Party)

"Very non-typical Government advertising, leading edge, do a double take, not a bad thing" (Toronto SME)

Cons

- Less serious
- Not clear
- Executions seen as ambiguous and unattractive
- Question mark had wrong connotations

"What do tacks have to do with business?" (Sudbury Trusted Third Party)

"Confusing, not attractive" (Toronto SME)

"The paperclip reminds me of government. Paperclips mean bureaucracy, offices, the symbol is more connected with government than business" (Halifax Trusted Third Party)

"I'm looking for answers -- not questions!" (Sudbury Trusted Third Party)

« Le signe de dollars avec les punaises, pour moi c'est le financement. Le crayon c'est quelque chose de plus cérébral. Pour moi ce serait un site plus spécifique au financement. » (Montreal SMEy)

« C'est quoi qui pourrait m'intéresser? Qu'est-ce que tu veux m'offrir? » (Montreal Trusted Third Party)

Concept B

Overall

Of the three concepts tested, concept B was the preferred option among SMES. The Trusted Third Parties in Montreal were more divided in their views while those of Sudbury and Halifax leaned toward Concept C. Participants liked that it was simple and direct. They appreciated the large-type words that drew their attention to key characteristics of the offering: TRUST, NOW, IN ONE PLACE/ FIABLE, IMMÉDIATEMENT, AU MÊME ENDROIT.

Several participants did not like use of the word "trust," as it evoked wrong connotations (political overtones). Moreover, a few felt that trust and the federal government were not the right fit or that the lack of clarity on who/what Canada Business is does not lead them to trust. There was much less of an issue with the word "fiable." Some suggestions for other words to highlight in the ad: In French: "simple" "rapide." In English: "reliable" "accurate".

Of the three Concept families, Concept B was seen as the most memorable and most appropriate. Participants were also more likely to say that this concept would encourage them to seek information for their businesses, or for their clients.

“ I want an **information**
source I can
TRUST ”

Financing. Business trends. And more.
Canada Business has the answers
entrepreneurs are calling for.

**Canada
Business**

Canada Business.ca
1 888 576 4444
1 800 457 8466 (ext.)

Your nearest
service location

Canada

« Il me faut une
source d'**information**
FIABLE »

Financement. Tendances commerciales.
Et plus. Entreprises Canada a les réponses
que les entrepreneurs réclament.

**Entreprises
Canada**

EntreprisesCanada.ca
1 888 576 4444
1 800 457 8466 (ext.)

Votre Centre de
service le plus près

Canada

Pros

- Simple, direct, clear, compelling
- All in one place was a very appreciated statement (Finally!)
- Effective call to action in the eyes of respondents because of the vertical presentation of the Call-Click-Visit contact information

"Very noticeable, informative" (Toronto Trusted Third Party)

"More motivating" (Toronto Trusted Third Party)

"An attention grabber" (Toronto Trusted Third Party)

"A lot more targeted, I could feel who the audience was more" (Toronto Trusted Third Party)

"It's more concise and I'm not guessing what you're trying to tell me." (Saskatoon Aboriginal SME)

« Moins de couleurs, c'est une force pour moi, mot précis » (Montreal SME)

« Quand j'ai besoin d'un renseignement ou d'un service, je porte moins d'importance au graphisme, moi je trouve ça correct quand c'est simple mais je mettrais plus de couleurs, surtout pour distinguer les contacts » (Montreal Trusted Third Party)

« Tout est au même endroit et ça peut être fait « now » -- tout de suite. On perd pas de temps » (Montreal SME)

"It's about business. It's about right now...you want to be able to give your clients resources they require. It's stressing business words." (Saskatoon Aboriginal SME)

"I like it: "in one place", convenient" (Toronto Trusted Third Party)

Cons

- The overall look was felt to be too drab and lacking in colour. Many participants suggested that the red used in Concept C ought to be applied in this concept
- Those who disliked it felt it lacked visual interest and/or human interest

" A little too busy for me, I'm drawn to graphics" (Halifax Trusted Third Party)

« Moins de couleur mais en même temps c'est plus sobre » (Montreal SME)

« Va rejoindre les gens, comme monsieur l'avocat et le fiscaliste car il n'y a pas de flafa, pour moi va me laisser de glace, je suis quelqu'un de très humain, j'ai besoin de voir des humains, il faut que je m'amuse » (Montreal Trusted Third Party)

"I am cynical when I see trust and the Government of Canada" (Toronto Trusted Third Party)

"Word trust with Canada Business you're pushing it a little. I would personally use NOW" (Saskatoon SME)

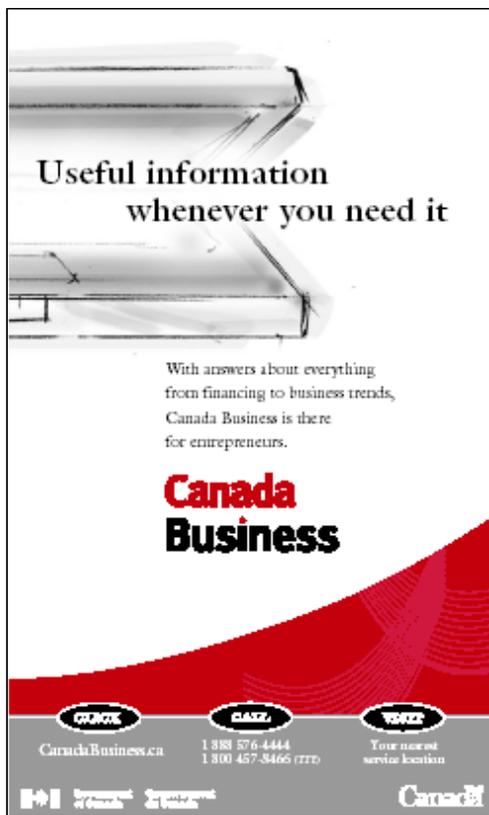
"When you have to tell me to trust you, I'm wary!" (Halifax Trusted Third Party)

Concept C

Overall

While the concept had its followers, especially because of the laptop image -- that is indeed where I can get trusted info, in one place, immediately – the other images (packing box and cash register) were not as resonant with some participants. That said, for some participants the images made it more clear SMEs were being addressed. Moreover, several participants appreciated links between visuals and supporting text.

When asked for suggestions, participants had trouble coming up with alternative images.



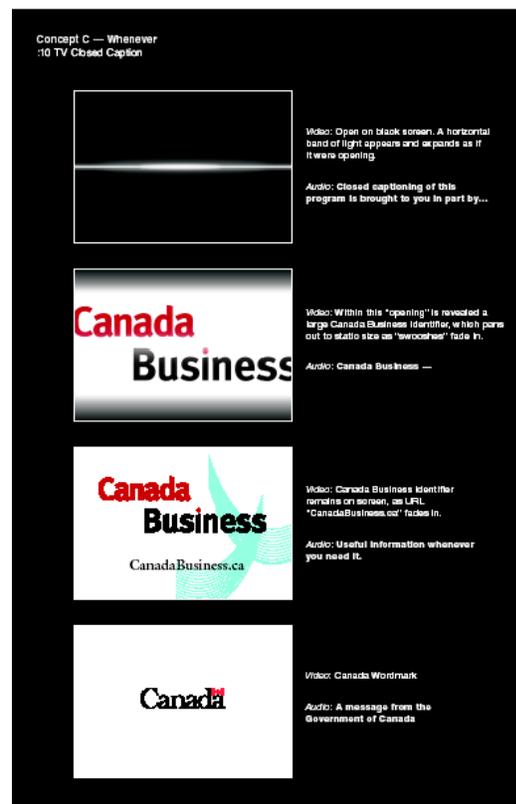
Many supporters of Concept C said that it was the “captivating” and “intriguing” presentation of the TV DOT spot and the web banner that earned their support.

They like how the DOT spot started on a black screen and opened like an eye. They felt this would capture their attention.

Similar comments were made about the opening laptop in the web banner treatment.

« Attirer l’attention sur un écran noir c’est bien, il y a plus de couleurs aussi »(Montreal Trusted Third Party)

« J’aime le concept avec le portable. Si je suis devant la télé ça va sûrement attirer mon attention » (Montreal SME)



Pros

- Some participants appreciated the additional visual interest provided by the business images (laptop, packing box, cash register)
- The DOT and web banner treatments (sliding open to reveal) were felt to be interesting and provocative by nearly all participants
- This concept was the most colourful
- The upward swoosh on the creative was mentioned by a few participants as representing business growth/health

"The ad itself would catch my attention more" (Toronto Trusted Third Party)

"The colour grabs my attention more" (Toronto Trusted Third Party)

"It really stands out, attractive." (Toronto SME)

"It says what you are advertising clearly" (Halifax Trusted Third Party)

Cons

- Seen as 'not creative'
- The packing box image was not favoured in Montreal as it connotes import/export, which does not reach them
- Sudbury and Toronto SMEs felt the cash register did not speak to them but acknowledged it would to others
- The Call, Click, Visit was not prominent enough

"Bland, boring and very annoying." (Saskatoon Aboriginal SME)

"The cash till, a service that is catered to small mom and pop operations, if I wanted that it would be great, it's very limited." (Toronto Trusted Third Party)

« Les 3 cliquez, visitez, appelez --on ne les voit pas assez » (Montreal SME)

"Doesn't punch up the site or what is on the site, they are hiding their address." (Toronto, SME)

"Description (body text and tag) is quite good, but images didn't speak to me at all" (Toronto Trusted Third Party)

Overall Comments - Creative

Print Ad Text

The examples provided in the print ads of the types of information on offer were not always understood to be speaking to the breadth of the information available. Participants in all groups mentioned they would like to see the ads contain more information.

- In Montreal and Sudbury, import/export was problematic as it made participants think the offering did not apply to them

While many participants, particularly in the SME groups, felt the ads were targeted to them, some participants felt that the target audience should be better defined and more specifically addressed; this was particularly true among the Aboriginal participants. It is important that the ads clearly address them as entrepreneurs.

- When SME group in Montreal asked how to broaden appeal, one participant suggested more of a business cycle approach: Start-up, Growth, Expansion. This was broadly approved.

"Put people on them, entrepreneurs" (Sudbury SME)

*« Le fait que je ne sais pas à qui ça s'adresse. À qui ils veulent donner cette info? »
(Montreal SME)*

Multiple Executions

Many participants in Montreal were not certain that seeing only one of the three executions would provide them with enough information.

- Suggestion was made that all three executions of Concept B should be placed in same B2B pub a few pages apart

Campaign Signature/Source

Many participants felt that the connection to the Government of Canada should be played up and suggested that using the Canada word mark font could accomplish this.

- Several participants suggested that the Canada word mark needs to be made more prominent.

"Get a more prominent signature" (Sudbury SME)

- That said, in Montreal, some suggested that the initial focus on the word Canada, in both the DOTS and the web banner, was excessively “Canadian”, a sort of sales job, given the redundancy with the Canada word mark. They would be happier with an initial focus on the word Entreprises.

Call-Click-Visit

Participants were unanimous in preferring the vertical presentation of the Call-Click-Visit contact information.

« J’aime le téléphone, le site Internet, tout de suite a la portée de l’oeil car ils sont un par-dessus l’autre. » (Montreal Trusted Third Party)

Brochure Cover

The brochure cover was appreciated in Toronto, Halifax and Sudbury but did not get good reviews in Montreal where it was felt to be dated and staid.

- SMEs and Self employed participants in Montreal, Sudbury and Halifax preferred the cover in Concept B
- The large-scale watermark identifying the region was liked
- The upward swoosh was an element that several participants appreciated

"I like the pamphlet (Concept B) a lot better" (Halifax SME)

Individual Elements

Participants were taken through several common elements of the advertising campaign to assess their understanding of them.

DOT Spot (Closed Captioning)

- They understand and are accustomed to the use of DOT spots.
- They suggested, prior to the discussion of the media plan, that the DOT spots needed to be shown during appropriate programming (business, news, etc).

Il faut que je sois déjà dans l'ambiance, comme dans le journal Les Affaires, mais pas pendant un soap (Montreal SME)

- They felt the call to action/contact information could be clarified if rather than showing the logo at the outset followed by the web address, the web address was displayed from the start.
- No participant had any difficulty in determining that the web address was in fact a web address.
- Some participants in Sudbury noted that this is not a medium that lends itself to follow-up, prompting another participant to give a testimonial to the power of the DOT spot in her own advertising.

Web Banner

- The Internet banner is a different matter: while the call to action is clear (they all know to click), their dislike of the medium itself nearly ensures they would quickly shut it down before even reading it.

(Internet banners) "I hate them!" (Toronto Trusted Third Party)

Ces affaires là, ça me gosse. Si je suis sur le site de RDS pour voir le Canadien et que je vois ça, je pèse sur le x pour le fermer (Montreal Trusted Third Party)

Proposed Media Plan

No part of the proposed media was rejected as inappropriate.

Many participants felt that the most effective way to reach them was via advertising in print B2B publications and through the TV DOTS on news and business programming.

"Print ads are the most effective" (Halifax Trusted Third Party)

"Print ads are just better" (Halifax SME)

The least effective way to reach them would be the Internet banner. Only a few participants admitted to EVER clicking through on web banners. It is not that they do not understand the call to action, they do. But their dislike of the medium itself nearly ensures they would quickly shut it down before even reading it. That said, several Aboriginal entrepreneurs indicated that they do click through on banner ads.

"My son said never to click on one (a banner ad)! You could get a virus" (Halifax Trusted Third Party)

"Banner ads are a waste, they are annoying" (Saskatoon SME)

Other suggestions provided by participants included direct email and outreach to Trusted Third Parties and other delivery partners. Town halls, info fairs, presentations, personal visits were also mentioned.

"If you want to give out information do a seminar...invite us to a seminar" (Sudbury Trusted Third Party)

Services for Business Guides

In order to simulate a realistic exposure to the guide, participants were given five minutes to quickly leaf through it and asked for feedback.

Overall participants in all groups were very interested in the guide and most said they would want to take it home with them.

They appreciated the headline style with succinct capsules of information and felt that more would be available to them on the web should they seek it. Most participants felt this was a publication that was destined for the web/would work best on the web.

Aboriginal participants said they would probably want to have both the Western guide and the Aboriginal guide.

Guide Content

Some (especially the Trusted Third Parties in Sudbury) were dismayed that there was not more information or tools (checklist for start-ups, for example) in the guide.

Many sections were mentioned in the discussion of what about the Guide had captured their attention.

- No one in Montreal mentioned HR or Doing business with governments but the latter was popular in Toronto and the former was mentioned in Sudbury
- In Toronto, the suggestion was made that a section where people could access all government forms might be useful
- The title for the section on sector information does not work well in French (Tirer parti de l'information sectorielle)

"I would follow to the website" (Halifax SME)

"This is laid out better than previous government guides -- the way programs are. Described and bolding is used -- goes to the resource, program -- that's what you need." (Toronto Trusted Third Party)

Trusted Third Parties' Use of Guide

Most Trusted Third Party participants said they would use the brochure to help their clients. Some said they would recommend the brochure to their clients, or consider passing it on to them, while a few half-jokingly said they might keep it for themselves so as to ensure their clients' dependence on them.

"This is something I would keep in my drawer or in my desk or something, it gave me about 15 different ideas, things I might be able to help someone out with." (Toronto Trusted Third Party)

"I would take this guide and mark it up, customize it for my clients" (Toronto Trusted Third Party)

"Excellent, so much information, a great resource" (Toronto Trusted Third Party)

« Surtout pour nous en premier et ensuite dire à nos client que ça existe » (Montreal Trusted Third Party)

"I would stock a couple hundred. It's a good starting point with basic info." (Halifax Trusted Third Party)

Trusted third parties in Sudbury (several of whom could be considered delivery partners -- or even competitors -- as opposed to part of the target audience, i.e. 2 participants worked for the Regional Business Centre and two were Economic Development Officers for the City of Sudbury) felt that the guide did not contain much they did not already have access to and felt the guide was too vast and unspecific to assist their clients without interpretation and tailoring.

"I wouldn't leave it in my office, there's better things...it needs to be more proactive information." "There are lots of topics, not enough information." (Sudbury Trusted Third Party)

"This is essentially a paper version of a portal." (Sudbury Trusted Third Party)

APPENDIX I: SCREENERS

Self Employed, Small and Medium Sized Business Owners

Good morning/afternoon/evening, my name is _____ and I am calling from the Ipsos-Reid Corporation, a national marketing research organization. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by sitting down and talking with people. We are preparing to conduct a series of these discussions on behalf of the Government of Canada and I would like to speak to the senior decision-maker in your organization who is responsible for communicating with government and/or the public on behalf of your organization. Is there a person available who fits this description?

Yes – May I speak with that person
No – Thank and terminate

If not currently available – May I get the name of that person and a time when I would be able to contact them?

When speaking to the appropriate potential participant:

Good morning/afternoon/evening, my name is _____ and I am calling from Ipsos-Reid a national public opinion research firm. We are calling on behalf of Industry Canada and I would like to invite you to attend a discussion group on Government of Canada service offerings to business. Participation is voluntary and all your answers will be kept confidential. They will be used for research purposes only. We are simply interested in hearing your opinions – no attempt will be made to sell you anything. The format is a “round table” discussion lead by a research professional.

Before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix of people attending the groups. May I ask you a few questions?

1. Are you a member of the First Nations, Metis or Inuit? (e.g.: native Indian from a specific band Cree, Micmac, or Objibway)
Yes (IN SASKATOON ONLY: CONTINUE FOR POSSIBLE RECRUIT FOR ABORIGINAL GROUP, \$150 incentive, recruiting 12 for 8 to show; but track for all centers)
No CONTINUE
2. Do you partly or wholly own your business?
Yes (CONTINUE FOR POSSIBLE RECRUIT, TO FILL THE SELF-EMPLOYED QUOTA)
No (CONTINUE FOR POSSIBLE RECRUIT, TO FILL SME QUOTA)
3. Are you a senior decision-maker in your organization who is responsible for communicating with government and/or the public on behalf of your organization?
Yes (CONTINUE FOR POSSIBLE RECRUIT)
No THANK AND TERMINATE?

IF Q 2 AND Q3 = NO, TERMINATE

4. And approximately how many full-time staff does your organization currently employ in Canada (RECORD NUMBER)
(ENSURE A GOOD MIX)
-SELF EMPLOYED: Partly or wholly own their business, 4 employee or less
-SMALL BUSINESS: 1-49 employees
-MEDIUM BUSINESS: 50-199 employees

5. (SUDBURY ONLY) Do you consider yourself bilingual in French and English?
Yes
No

- 6.. Would you be comfortable to read French materials and discuss them?
Yes
No

(ENSURE SEVERAL BILINGUAL PARTICIPANTS IN EACH OF SUDBURY'S 2 GROUPS)

7. Would you be interested in participating in one of these discussions which would be held at a location in _____ on _____?

Location	Moderator	Dates and Times	Address	Group Composition
Toronto	Mike Colledge	October 17, 2005, 7:30 pm	Consumer 1255 Bay Street, 3rd Floor Toronto, ON	Self-employed individuals, small and medium size business owners
Montreal	Alexandra Evershed	October 17, 2005, 7:30 pm	Contemporary Research Centre 1250 Guy Suite 802 Montreal, QC	Self-employed individuals, small and medium size business owners
Halifax	Mike Colledge	October 24, 2005, 7:30 pm		Self-employed individuals, small and medium size business owners
Saskatoon	Marc Beaudoin	October 24, 2005, 7:30 pm		Self-employed individuals, small and medium size business owners
Saskatoon	Marc Beaudoin	October 24, 2005,		Aboriginal self-employed individuals, small and medium size business owners
Sudbury	Alexandra Evershed	October 24, 2005, 7:30 pm		Self-employed individuals, small and medium size business owners

Yes (CONTINUE FOR POSSIBLE RECRUIT)

No (THANK AND TERMINATE)

(INTERVIEWER RECORD GENDER, DO NOT ASK) (AIM FOR MIX)

Male

Female

8 Do you or does anyone in your household work in any of the following areas? (READ LIST) IF "YES" TO ANY OR IF REFUSED - THANK AND TERMINATE

- An advertising agency
- A market research company
- The media, that is for TV, radio or a newspaper
- The Government of Canada

- 9 Are you familiar with the concept of a focus group?
IF YES CONTINUE
IF NO, EXPLAIN FOLLOWING " a focus group consists of eight to ten participants and one moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined."
10. Have you ever attended a focus group session?
Yes CONTINUE
NO SKIP TO Q 3
11. If yes: Have you attended a focus group session in the past 6 months?
Yes CONTINUE
No SKIP TO Q3
12. If yes: What was the topic of the last focus group discussion you attended (within the past 6 months)
SPECIFY (If related to Government services, information or issues, TERMINATE, if not, CONTINUE)
13. How comfortable are you in expressing your views in public?
Very Comfortable
Somewhat Comfortable
Somewhat Uncomfortable (THANK AND TERMINATE)
Very Uncomfortable (THANK AND TERMINATE)
14. Can you please provide me with your job title and a brief description of your responsibilities as they pertain to communicating with the government and/or the public on behalf of your organization?
RECORD TITLE _____
15. Which of the following best describes your company's main line of business?
IF LAWYERS, ACCOUNTANTS, CHAMBER OF COMMERCE REPS, CONSIDER RECRUITING FOR THE TRUSTED THIRD PARTY GROUPS
Hi-tech
Manufacturing
Retail/Grocery
Financial
Transportation
Service Business / Industry
Other SPECIFY _____
(ENSURE A GOOD MIX – DO NOT RECRUIT ANY MORE THAN 2 PARTICIPANTS FROM RETAIL/GROCERY SECTOR TO ANY GROUP)

16. Which of the following age categories do you fall into? (READ LIST – ENSURE A GOOD MIX IN ALL GROUPS)

Under 18 (THANK AND TERMINATE)

18-34

35-54

55-65

66 and over (THANK AND TERMINATE)

(ENSURE A GOOD MIX IN ALL GROUPS)

Great! You qualify to participate in these groups. The session will be 2 hrs in length. We are reserving a special place for you at this session. There will only be a small number of participants attending, so if for any reason you cannot attend, please call (FIELD SUPERVISOR NUMBER, PHONE NUMBER) as soon as possible, so that we can select someone else to take your place. Please refrain from sending anyone in your place. As a token of our appreciation for attending these groups you will receive a participation fee of \$100.00 (\$150 for Aboriginal participants). Please arrive 15 minutes prior to this time for registration and bring your reading glasses with you if you need them, as you will be asked to review written material.

Trusted Third Parties

Good morning/afternoon/evening, my name is _____ and I am calling from the Ipsos-Reid Corporation, a national marketing research organization. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by sitting down and talking with people. We are preparing to conduct a series of these discussions on behalf of the Government of Canada and would like to speak to professionals who help businesses and individuals manage their business. Participation is voluntary and all your answers will be kept confidential. They will be used for research purposes only. We are simply interested in hearing your opinions – no attempt will be made to sell you anything. The format is a “round table” discussion led by a research professional.

1. Are you the person in your organization responsible for offering business related advice to established businesses or self-employed individuals?

Yes – **(SKIP TO Q.3 AND CONTINUE FOR POSSIBLE RECRUIT)**

No - **(CONTINUE)**

2. May I speak to the person in your organization responsible for offering business related advice to established businesses or self-employed individuals?

Yes **(CONTINUE FOR POSSIBLE RECRUIT)**

No **(THANK AND TERMINATE)**

3. Would you be interested in participating in one of these discussions which would be held at a location in _____ on _____?

Location	Moderator	Dates and Times	Address	Group Composition
Toronto	Mike Colledge	October 17, 2005, 5:30 pm	Consumer 1255 Bay Street, 3rd Floor Toronto, ON	Trusted third parties
Montreal	Alexandra Evershed	October 17, 2005, 5:30 pm	Contemporary Research Centre 1250 Guy Suite 802 Montreal, QC	Trusted third parties
Halifax	Mike Colledge	October 24, 2005, 5:30 pm		Trusted third parties
Sudbury	Alexandra Evershed	October 24, 2005, 5:30 pm		Trusted third parties

Yes (**CONTINUE FOR POSSIBLE RECRUIT**)

No (**THANK AND TERMINATE**)

(INTERVIEWER RECORD GENDER, DO NOT ASK) (AIM FOR MIX)

Male

Female

4. Before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix of people attending the groups. May I ask you a few questions?

Yes – (**CONTINUE FOR POSSIBLE RECRUIT**)

No – (**THANK AND TERMINATE**)

5. Do you or does anyone in your household work in any of the following areas? (**READ LIST**) **IF "YES" TO ANY OR IF REFUSED - THANK AND TERMINATE**

An advertising agency

A market research company

The media, that is for TV, Radio or a newspaper

The Government of Canada

Are you familiar with the concept of a focus group?

IF YES CONTINUE

IF NO, EXPLAIN FOLLOWING " a focus group consists of eight to ten participants and one moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined."

6. Have you ever attended a focus group session?
 Yes CONTINUE
 NO SKIP TO Q 7
7. If yes: Have you attended a focus group session in the past 6 months?
 Yes CONTINUE
 No SKIP TO Q7

If yes: What was the topic of the last focus group discussion you attended (within the past 6 months)

SPECIFY (If related to Government services, information or issues, TERMINATE, if not, CONTINUE)

8. How comfortable are you in expressing your views in public?
 Very Comfortable
 Somewhat Comfortable
 Somewhat Uncomfortable **(THANK AND TERMINATE)**
 Very Uncomfortable **(THANK AND TERMINATE)**

(ENSURE A GOOD MIX IN ALL GROUPS)

9. As part of your professional responsibilities are you sometimes called upon to provide businesses and individuals who are already in business or considering starting their own companies with business related advice or information on such matters as taxation, regulatory information, export/import information, general information on how to start a business or other similar types of advice or information?

Yes **(CONTINUE FOR POSSIBLE RECRUIT INTO INTERMEDIARIES GROUPS)**

No **(THANK AND TERMINATE)**

10. And how often are you called upon to provide business related advice or information?

(NOTE TO INTERVIEWER: ensure a good mix of all three categories)

On a daily basis **(CONTINUE FOR RECRUIT INTO INTERMEDIARIES GROUP)**

On a weekly basis **(CONTINUE FOR RECRUIT INTO INTERMEDIARIES GROUP)**

On a monthly basis **(CONTINUE FOR RECRUIT INTO INTERMEDIARIES GROUP)**

Every once and a while **(THANK AND TERMINATE)**

11. **(SUDBURY ONLY)** Do you consider yourself bilingual in French and English?

Yes

No

12. Would you be comfortable to read French materials and discuss them?

Yes

No

(ENSURE SEVERAL BILINGUAL PARTICIPANTS IN EACH OF SUDBURY'S 2 GROUPS)

13. Can you please provide me with your official job title and a brief description of your responsibilities? (NOTE TO INTERVIEWER –we are specifically targeting accountants, lawyers, Chamber of Commerce representatives, financial advisors, heads of business associations etc – we don't want clerical or administrative staff)

RECORD OFFICIAL TITLE _____

DESCRIPTION OF JOB: _____

ENSURE A GOOD MIX OF PROFESSIONS FOCUS ON ACCOUNTANTS (At least 2 per group) and Lawyers (At least 1 per group)

Great! You qualify to participate in these groups. The session will be **2 hrs** in length. We are reserving a special place for you at this session. There will only be a small number of participants attending, so if for any reason you cannot attend, please call **(FIELD SUPERVISOR NUMBER, PHONE NUMBER)** as soon as possible, so that we can select someone else to take your place. Please refrain from sending anyone in your place. As a token of our appreciation for attending these groups you will receive a participation fee of \$100.00. Please arrive 15 minutes prior to this time for registration and bring your reading glasses with you if you need them, as you will be asked to review written material.

APPENDIX II: QUESTIONNAIRE DE RECRUTEMENT

Travailleurs autonomes et propriétaires de petites et moyennes entreprises

Bonjour/Bonsoir, ici _____ de la Société Ipsos-Reid, une firme nationale d'études de marché. Nous sommes une maison professionnelle de sondages d'opinion publique qui recueille l'opinion des gens. De temps à autre, nous le faisons en organisant des rencontres avec un certain nombre de personnes pour discuter de différents sujets. Nous organisons présentement une série de rencontres de ce genre pour le compte du gouvernement du Canada. J'aimerais parler à l'un des principaux décideurs de votre organisation qui est responsable de communiquer avec le gouvernement et/ou le public au nom de votre organisation. Est-ce qu'une personne correspondant à cette description est disponible présentement?

Oui – Puis-je lui parler?

Non – Remercier et conclure

Si pas disponible pour le moment – Puis-je avoir le nom de cette personne et savoir à quel moment je peux la joindre?

Une fois le participant potentiel en ligne :

Bonjour/Bonsoir, ici _____ d'Ipsos-Reid, une firme nationale de sondages d'opinion publique. Je vous appelle pour le compte d'Industrie Canada et j'aimerais vous inviter à prendre part à un groupe de discussion sur les services que le gouvernement du Canada offre aux entreprises. Votre participation est volontaire et toutes vos réponses seront tenues strictement confidentielles. Vos commentaires seront utilisés uniquement à des fins de recherche. Nous voulons simplement connaître votre opinion et je tiens à vous assurer que nous ne vendons rien. La discussion se déroulera sous forme de « table ronde » animée par un professionnel de la recherche.

Avant de vous inviter à cette rencontre, je dois vous poser quelques questions pour m'assurer que les groupes seront composés de personnes de tous les horizons. Puis-je vous poser quelques questions?

1. Faites-vous partie des Premières nations, des Métis ou des Inuits? (p. ex. : êtes-vous un Amérindien d'une communauté précise comme les Cris, les Micmac ou les Objibway?)

- Oui (À SASKATOON SEULEMENT : CONTINUER POUR UN RECRUTEMENT POSSIBLE DANS LE GROUPE DES AUTOCHTONES, mais noter pour tous les centres)**
- Non CONTINUER**

2. Votre entreprise vous appartient-elle en totalité ou en partie?

- Oui (CONTINUER POUR UN RECRUTEMENT POSSIBLE POUR
REEMPLIR LE QUOTA DE TRAVAILLEURS AUTONOMES)**
**Non (CONTINUER POUR UN RECRUTEMENT POSSIBLE POUR
REEMPLIR LE QUOTA DES PME)**

3. Êtes-vous l'un des principaux décideurs de votre organisation qui est responsable de communiquer avec le gouvernement et/ou le public au nom de votre organisation?

- Oui (CONTINUER POUR UN RECRUTEMENT POSSIBLE)**
Non REMERCIER ET CONCLURE?

SI Q 2 ET Q3 = NON, CONCLURE

4. Et environ combien d'employés à temps plein votre organisation compte-t-elle actuellement au Canada (INSCRIRE LE NOMBRE)

(ASSURER UN BON MÉLANGE)

-TRAVAILLEURS AUTONOMES : entreprise appartenant au participant en totalité ou en partie, 4 employés ou moins

-PETITES ENTREPRISES : 1 à 49 employés

-MOYENNES ENTREPRISES : 50 à 199 employés

5. **(SUDBURY SEULEMENT)** Est-ce que vous vous considérez bilingue (français et anglais)?

- Oui**
Non

6. Est-ce que vous seriez à l'aise de lire des documents en français et d'en discuter?

- Oui**
Non

(RECRUTER PLUSIEURS PARTICIPANTS BILINGUES POUR CHACUN DES DEUX GROUPES DE SUDBURY)

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

Lieu	Modérateur	Dates et heures	Composition du groupe
Toronto	Mike Colledge	le 17 octobre 2005	Travailleurs autonomes et propriétaires de petites et moyennes entreprises
Montréal	Alexandra Evershed	le 17 octobre 2005	Travailleurs autonomes et propriétaires de petites et moyennes entreprises
Halifax	Marc Beaudoin	le 17 octobre 2005	Travailleurs autonomes et propriétaires de petites et moyennes entreprises
Saskatoon	Mike Colledge	le 26 octobre 2005	Travailleurs autonomes et propriétaires de petites et moyennes entreprises
Saskatoon	Mike Colledge	le 26 octobre 2005	Travailleurs autonomes et propriétaires de petites et moyennes entreprises membres de communautés autochtones
Sudbury	Alexandra Evershed	le 26 octobre 2005	Travailleurs autonomes et propriétaires de petites et moyennes entreprises

Oui (**CONTINUER POUR UN RECRUTEMENT POSSIBLE**)

Non (**REMERCIER ET CONCLURE**)

(**INTERVIEWER, INSCRIRE LE SEXE, NE PAS DEMANDER**) (**TENTER D'OBTENIR UN MÉLANGE 50/50**)

Homme

Femme

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

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

9. Connaissez-vous le concept des groupes de discussion?

SI OUI, CONTINUER

SI NON, EXPLIQUER CE QUI SUIT « Un groupe de discussion est composé de huit à dix participants et d'un modérateur. Dans le cadre d'une rencontre de deux heures, les participants sont appelés à discuter de nombreux enjeux liés au sujet étudié. »

10. Avez-vous déjà participé à un groupe de discussion?

Oui CONTINUER

NON PASSER À LA Q 3

11. Si oui : Avez-vous participé à un groupe de discussion au cours des six derniers mois?

Oui CONTINUER

Non PASSER À LA Q 3

12. Si oui : Quel était le sujet du dernier groupe de discussion auquel vous avez participé (au cours des six derniers mois)

PRÉCISER (S'il portait sur des services, des renseignements ou des enjeux gouvernementaux, CONCLURE, si non, CONTINUER)

13. Dans quelle mesure êtes-vous à l'aise d'exprimer votre point de vue en public?

Très à l'aise

Plutôt à l'aise

Plutôt mal à l'aise **(REMERCIER ET CONCLURE)**

Très mal à l'aise **(REMERCIER ET CONCLURE)**

14. Pourriez-vous me dire quel est le titre de votre poste et me donner une brève description de vos responsabilités liées aux communications avec le gouvernement et/ou le public au nom de votre organisation?

INSCRIRE LE TITRE _____

15. Lequel des énoncés suivants décrit le mieux le principal secteur d'activité de votre entreprise?

SI AVOCATS, COMPTABLES OU REPRÉSENTANTS DE CHAMBRE DE COMMERCE, ENVISAGER DE RECRUTER POUR LES GROUPES DE TIERS DE CONFIANCE

Technologies

Fabrication

Commerce de détail/Épicerie

Finances

Transport

Service aux entreprises/industries

Autre PRÉCISER _____

(S'ASSURER D'UN BON MÉLANGE – NE PAS RECRUTER PLUS DE DEUX PARTICIPANTS DU SECTEUR COMMERCE DE DÉTAIL/ÉPICERIE PAR GROUPE)

16. À laquelle des catégories d'âge suivantes appartenez-vous? (LIRE LA LISTE – S'ASSURER D'UN BON MÉLANGE DANS TOUS LES GROUPES)

Moins de 18 ans **(REMERCIER ET CONCLURE)**

18 à 34 ans

35 à 54 ans

55 à 65 ans

66 ans et plus **(REMERCIER ET CONCLURE)**

(S'ASSURER D'UN BON MÉLANGE DANS TOUS LES GROUPES)

Excellent! Vous êtes admissible à notre groupe de discussion. Nous vous réservons une place à cette rencontre qui durera **deux heures**. Comme il n'y aura que très peu de participants, nous vous prions de nous aviser le plus tôt possible au **(NUMÉRO DU SUPERVISEUR DE TERRAIN)** si vous ne pouvez être présent pour quelque raison que ce soit. Ainsi, nous pourrions vous trouver un remplaçant. Nous vous prions de ne pas envoyer quelqu'un d'autre à votre place. Vous recevrez une somme de 100 \$ en guise de remerciement pour votre participation. Veuillez arriver 15 minutes avant l'heure prévue pour avoir le temps de vous inscrire. Veuillez en outre apporter vos lunettes de lecture car vous aurez des documents à lire lors de la rencontre.

Tiers de confiance

Bonjour/Bonsoir, ici _____ de la Société Ipsos-Reid, une firme nationale d'études de marché. Nous sommes une maison professionnelle de sondages d'opinion publique qui recueille l'opinion des gens. De temps à autre, nous le faisons en organisant des rencontres avec un certain nombre de personnes pour discuter de différents sujets. Nous préparons actuellement des rencontres de ce type pour le compte du gouvernement du Canada et nous souhaitons parler à des professionnels qui aident les organisations et les particuliers à gérer leur entreprise. Votre participation est volontaire et toutes vos réponses seront tenues strictement confidentielles. Vos commentaires seront utilisés uniquement à des fins de recherche. Nous voulons simplement connaître votre opinion et je tiens à vous assurer que nous ne vendons rien. La discussion se déroulera sous forme de « table ronde » animée par un professionnel de la recherche.

1. Êtes-vous la personne de votre organisation qui est responsable de donner des conseils d'affaires pour le démarrage d'entreprises ou de bureaux de travailleurs autonomes?

Oui – **(PASSER À LA Q.3 ET CONTINUER POUR UN RECRUTEMENT POSSIBLE)**

Non - **(CONTINUER)**

2. Puis-je parler à la personne de votre organisation qui est responsable de donner des conseils d'affaires pour le démarrage d'entreprises ou de bureaux de travailleurs autonomes?

Oui **(CONTINUER POUR UN RECRUTEMENT POSSIBLE)**

Non **(REMERCIER ET CONCLURE)**

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

Lieu		Dates et heures	Composition du groupe
Toronto	Mike Colledge	Le 17 octobre 2005	Tiers de confiance
Montréal	Alexandra Evershed	Le 17 octobre 2005	Tiers de confiance
Halifax	Marc Beaudoin	Le 17 octobre 2005	Tiers de confiance
Sudbury	Alexandra Evershed	Le 26 octobre 2005	Tiers de confiance

Oui **(CONTINUER POUR UN RECRUTEMENT POSSIBLE)**

Non **(REMERCIER ET CONCLURE)**

(INTERVIEWER, INSCRIRE LE SEXE, NE PAS DEMANDER) (TENTER D'OBTENIR UN MÉLANGE)**Homme****Femme**

4. Avant de vous inviter à cette rencontre, je dois vous poser quelques questions pour m'assurer que les groupes seront composés de personnes de tous les horizons. Puis-je vous poser quelques questions?

Oui – **(CONTINUER POUR UN RECRUTEMENT POSSIBLE)**

Non – **(REMERCIER ET CONCLURE)**

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

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

6. Connaissez-vous le concept des groupes de discussion?

SI OUI, CONTINUER

SI NON, EXPLIQUER CE QUI SUIT « Un groupe de discussion est composé de huit à dix participants et d'un modérateur. Dans le cadre d'une rencontre de deux heures, les participants sont appelés à discuter de nombreux enjeux liés au sujet étudié. »

7. Avez-vous déjà participé à un groupe de discussion?

Oui CONTINUER

NON, PASSER À LA Q 7

8. Si oui : Avez-vous participé à un groupe de discussion au cours des six derniers mois?

Oui CONTINUER

Non PASSER À LA Q7

9. Si oui : Quel était le sujet du dernier groupe de discussion auquel vous avez participé (au cours des six derniers mois)

PRÉCISER (S'il portait sur des services, des renseignements ou des enjeux gouvernementaux, CONCLURE, si non, CONTINUER)

10. Dans quelle mesure êtes-vous à l'aise d'exprimer votre point de vue en public?

Très à l'aise

Plutôt à l'aise

Plutôt mal à l'aise **(REMERCIER ET CONCLURE)**

Très mal à l'aise **(REMERCIER ET CONCLURE)**

(S'ASSURER D'UN BON MÉLANGE DANS TOUS LES GROUPES)

11. Dans le cadre de vos responsabilités professionnelles, êtes-vous parfois appelé à conseiller ou à renseigner des entreprises ou des particuliers qui sont déjà en affaires ou qui songent à se lancer en affaires sur des questions telles que la fiscalité, les règlements, l'exportation/importation ou le démarrage d'une entreprise en général, ou encore à donner d'autres types de conseils ou de renseignements sur les affaires?

Oui (**CONTINUER POUR UN RECRUTEMENT POSSIBLE DANS LES GROUPES D'INTERMÉDIAIRES**)

Non (**REMERCIER ET CONCLURE**)

12. Et à quelle fréquence êtes-vous appelé à donner des conseils ou des renseignements sur les affaires? (**NOTE À L'INTERVIEWER : s'assurer d'obtenir un bon mélange des trois catégories**)

Quotidiennement (**CONTINUER POUR UN RECRUTEMENT DANS LE GROUPE DES INTERMÉDIAIRES**)

Chaque semaine (**CONTINUER POUR UN RECRUTEMENT DANS LE GROUPE DES INTERMÉDIAIRES**)

Chaque mois (**CONTINUER POUR UN RECRUTEMENT DANS LE GROUPE DES INTERMÉDIAIRES**)

À l'occasion (**REMERCIER ET CONCLURE**)

13. (**SUDBURY SEULEMENT**) Est-ce que vous vous considérez bilingue (français et anglais)?

Oui

Non

14. Est-ce que vous seriez à l'aise de lire des documents en français et d'en discuter?

Oui

Non

(RECRUTER PLUSIEURS PARTICIPANTS BILINGUES POUR CHACUN DES DEUX GROUPES DE SUDBURY)

15. Pouvez-vous me donner le titre officiel du poste que vous occupez et une brève description de vos responsabilités? (**NOTE À L'INTERVIEWER – Nous ciblons plus précisément les comptables, avocats, représentants de chambre de commerce, conseillers financiers, directeurs d'associations d'affaires, etc. – nous ne voulons pas de personnel de bureau ou administratif**)

INSCRIRE LE TITRE OFFICIEL _____

DESCRIPTION DU TRAVAIL : _____

S'ASSURER D'OBTENIR UN BON MÉLANGE DE PROFESSIONS, ET D'AVOIR DES COMPTABLES (au moins 2 par groupe) et des avocats (au moins un par groupe)

Excellent! Vous êtes admissible à nos groupes de discussion. Nous vous réservons une place à cette rencontre, qui durera **deux heures**. Comme il n'y aura que très peu de participants, nous vous prions de nous aviser le plus tôt possible au **(NUMÉRO DU SUPERVISEUR DE TERRAIN)** si vous ne pouvez être présent pour quelque raison que ce soit. Ainsi, nous pourrions vous trouver un remplaçant. Nous vous prions de ne pas envoyer quelqu'un d'autre à votre place. Vous recevrez une somme de 100 \$ en guise de remerciement pour votre participation. Veuillez arriver 15 minutes avant l'heure prévue pour avoir le temps de vous inscrire. Veuillez en outre apporter vos lunettes de lecture car vous aurez des documents à lire lors de la rencontre.

APPENDIX III: MODERATORS' GUIDES

Self Employed, Small and Medium Sized Business Owners

Explain to participants:

- Ipsos-Reid Group
- the length of session (2 hours)
- taping of the discussion
- one-way mirror and colleagues viewing in back room
- results are confidential and reported in aggregate/individuals are not identified/participation is voluntary/
- the role of moderator is to ask questions, timekeeper, objective/no vested interest
- role of participants: not expected to be experts, no need to reach consensus, speak openly and frankly about opinions, no right/wrong answers

Get participants to introduce themselves and speak about their line of business/profession etc....

A: Lightening Round On B2B Print Ad Across All Three Concepts

(15 Minutes)

I am going to hand you out three different versions of an ad. I am going to give you one minute to look at them, decide on your favourites. Please number them one, two and three and then flip them over.

Now I am going to give you a quick questionnaire to fill in for each. I don't need long answers, just a few words for each.

The questions are:

- What is this ad about?
- What is it asking you to do?
- What was the website address on the ad?
- What was the phone number?

- Who is this ad from?

Please fill them in individually and we will discuss your answers in a moment.

[MODERATOR: ASK FOR SHOW OF HAND ON FAVOURITES, DISCUSS ANSWERS TO THE QUESTIONNAIRE]

B: Creative (60 Minutes)

(MODERATOR MAKE SURE TO HAVE VISUAL GROUPINGS POSTED (AND HIDDEN) PRIOR TO BEGINNING OF GROUPS - ROTATE ORDER CONCEPTS ARE PRESENTED IN FOR EACH GROUP)

The Government of Canada has done research that suggests that most entrepreneurs are not aware of the wealth of business information that is available to them from the Government of Canada.

This evening I am going to show you various visual elements of a proposed advertising campaign designed to draw attention to the Government of Canada's information and services for business. Let's say for the purposes of our discussion tonight that these were going to be running starting very soon.

[FLIP BOARD FOR FIRST FAMILY TO BE DISCUSSED. REPEAT FOR FAMILY B AND C. ALLOW 15 MINUTES PER CONCEPT-EXPLAIN THAT THE CONCEPTS ARE DRAFTS]

[IF THE WORD TRUST COMES UP AS AN ISSUE, PROBE]

[IF RESPONDENTS LIKE CONCEPT B BECAUSE OF THE VERTICAL PRESENTATION OF CALL. CLICK, VISIT OPTIONS, PROBE AS TO WHETHER THIS WOULD MAKE A DIFFERENCE IN THEIR OPINIONS OF CONCEPTS A AND C]

[IF IMAGES IN CONCEPTS A AND C ARE LESS POPULAR, PROBE AS TO WHETHER THIS MAY BE DUE TO THE CURRENT DRAFT EXECUTION]

Ok, so let's not waste too much time, I'd like you to have a look at this first grouping. Feel free to get up and have a closer look, please don't discuss the visuals amongst yourselves, once you have had an opportunity to look them over you can return to your seat. Now please fill out the questionnaire I am handing out.

Now lets discuss this family of advertisements.

- What is the purpose of this ad campaign?
- What are its strengths?
- What are its weaknesses?
- Do you think it would capture your attention? Is it memorable?
- Would you do anything as a result of seeing these ads? What do they want you to do?
- Did you notice that one of the ads was presented three different ways?

[MODERATOR POINT OUT DIFFERENT EXECUTIONS OF B2B AD]

- How are they different?
- What do you think of these variations on the ad? Like? Dislike?

[ONCE ALL THREE CONCEPTS HAVE BEEN PRESENTED, TAKE 15 MINUTES TO TALK ABOUT COMMON ELEMENTS AND TO COMPARE AND CONTRAST FAMILIES]

Lets take a closer look at some of the elements that run across these three concepts.

[MODERATOR, TAKE RESPONDENTS THROUGH DOTS RE CALL TO ACTION; WEB BANNER RE WHETHER ACTION REQUIRED (CLICK THROUGH) IS OBVIOUS; BILINGUAL AD RE TOO CROWDED OR NOT]

So now that you have had a chance to look at each family of ads I would like you to tell me which one you like the best and why. **[MODERATOR GET TO VOTE WITH SHOW OF HANDS FOR FAVOURITE]**

As you know, advertising is not inexpensive. Is this something that the Government of Canada should be spending money on? Why/why not?

C: Services For Business Guides (30 Minutes)

I would now like to discuss a regional guide that will be available to business and provides examples of the types of information and services offered by the Government.

[HANDOUT REGIONAL GUIDES]

Picture yourself standing in your accountant's office waiting to see him or her. You have five minutes to kill. There is a brochure on the table. Pick it up and have a look. Don't worry about reading it all, just flip through and read whatever draws your attention. I am going to give you those five minutes to take a look and then I want to talk about it.

[MODERATOR ALLOW 5 MINUTES TO READ]

- So would you take the brochure when you left, or would you leave it for the next person?
 - Why/Why not?

- What do you think the purpose of this brochure is?
- What grabbed your attention/what did you stop to read?
- Did you learn anything new?
 - Such as?

- Was there anything you didn't understand?
- Would you be interested in reading more of this brochure based on what you see here?
 - Why/Why not?

- Would you follow up and go to a website or call for more information?
 - Why/Why not?

- Do you have any suggestions for the distribution of this guide?
 - Should it be provided at certain locations, mailed to you, etc?

[IF TIME PERMITS MODERATOR CARRIES OUT SECTION D]**D: Proposed Media Plan (5 Minutes)**

These ads that are being developed are going to be run on website banners on CBC, CTV, Globe and Mail and other selected business sites, trade association publications like Profit, Canadian Business, Macleans, sponsorship messages on television (This program brought to you by...) on Newsworld, CTV Newsnet during business and news programming, and with print ads in daily and community newspapers.

- Do you think you would see these ads?
- Which method is most likely to reach you?

Conclusion (5 Minutes)

We are just about done. You have given us a lot of really valuable feedback. Do you have any final comments? Thanks for taking the time to participate in this discussion.

Lightening Round Questionnaire: The questions are:

1. What is this ad about?

2. What is it asking you to do?

3. What was the website address on the ad?

4. What was the phone number?

5. Who is this ad from?

Concept # _____

6. Please write down a few words that come to mind that describe this family of advertisements.

Using a scale of 1 to 10 please mark the family of advertisements (circle your response) on the following:

Not very memorable					Very memorable				
1	2	3	4	5	6	7	8	9	10
Not appropriate					Is very appropriate				
1	2	3	4	5	6	7	8	9	10
Would not encourage me to seek information for my businesses					Would encourage me to seek information for my businesses				
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Trusted Third Parties

Introduction (5 Minutes)

Explain to participants:

- Ipsos-Reid Group
- the length of session (2 hours)
- taping of the discussion
- one-way mirror and colleagues viewing in back room
- results are confidential and reported in aggregate/individuals are not identified/participation is voluntary/
- the role of moderator is to ask questions, timekeeper, objective/no vested interest
- role of participants: not expected to be experts, no need to reach consensus, speak openly and frankly about opinions, no right/wrong answers

Get participants to introduce themselves and speak about their line of business/profession etc...

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[Handout Regional Guides]

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attention. I am going to give you that five minutes to take a look and then I want to talk about it.

[MODERATOR ALLOW 5 MINUTES TO READ]

- So would you take the brochure when you left, or would you leave it for the next person?
 - Why/Why not?

- What do you think the purpose of this brochure is?
- What grabbed your attention/what did you stop to read?
- Did you learn anything new?
 - Such as?

- Was there anything you didn't understand?
- Would you be interested in reading more of this brochure based on what you see here?
 - Why/Why not?

- Would you follow up and go to a website or call for more information?
 - Why/Why not?

- Would you use this brochure in dealings with your clients?
 - Why/Why not?

- Would you pass this brochure on to your clients?
 - Why/Why not?

- Do you have any suggestions for the distribution of this guide?
 - Should it be provided at certain locations, mailed to you, etc?

[IF TIME PERMITS MODERATOR CARRIES OUT SECTION D]

D: Proposed Media Plan (5 Minutes)

These ads that are being developed are going to be run on website banners on CBC, CTV, Globe and Mail and other selected business sites, trade association publications like Profit, Canadian Business, Macleans, sponsorship messages on television (This program brought to you by...) on Newsworld, CTV Newsnet during business and news programming, and with print ads in daily and community newspapers.

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Conclusion (5 Minutes)

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APPENDIX IV – GUIDES DU MODERATEUR

Travailleurs autonomes et propriétaires de petites et moyennes entreprises

Introduction (5 minutes)

Expliquer aux participants :

- Ipsos-Reid
- Durée de la rencontre (2 heures)
- Enregistrement de la rencontre
- Miroir d'observation et collègues dans la salle attenante
- Les résultats sont confidentiels et seront compilés sous forme statistique/les personnes ne sont pas identifiées/la participation est volontaire.
- Le rôle du modérateur consiste à poser des questions et à veiller au bon déroulement de la rencontre. Le modérateur est objectif/n'a aucun intérêt direct.
- Le rôle des participants : pas besoin d'être un expert, aucun consensus n'est requis, exprimer leur opinion ouvertement et en toute franchise, pas de bonnes/de mauvaises réponses.
- Demander aux participants de se présenter et de parler de leur profession/de leurs loisirs, etc.

A : Évaluation éclair de la pub écrite pour les publications affaires sur les trois concepts (15 minutes)

Je vais vous passer trois versions différentes d'une publicité. Je vais vous donner une minute pour les regarder et choisir vos préférées. SVP numérotez-les de 1 à 3 (1 étant votre préférée) et tournez-les face vers le bas.

Maintenant, je vais vous donner un court questionnaire à remplir.

Les questions sont :

- De quoi parle cette pub?
- Que vous demande-t-elle de faire?
- Quelle est l'adresse du site Web sur la pub?
- Le numéro de téléphone?
- Qui signe cette pub?

Veuillez le remplir individuellement et nous discuterons de vos réponses dans un moment.

[MODÉRATEUR : DEMANDER UN VOTE À MAINS LEVÉES POUR ÉTABLIR LES PRÉFÉRENCES. DISCUTER DES RÉPONSES AU QUESTIONNAIRE.]

B : Concepts (60 minutes)**(MODÉRATEUR, S'ASSURER D'AVOIR LES CONCEPTS AFFICHÉS ET CACHÉS AVANT LE DÉBUT DE LA RENCONTRE – FAIRE LA ROTATION DE L'ORDRE DANS LEQUEL LES CONCEPTS SONT PRÉSENTÉS DANS CHAQUE RENCONTRE)**

Le Gouvernement du Canada a fait de la recherche qui indique que la plupart des entrepreneurs ne sont pas au courant de la richesse de l'information en matière d'affaires que détient le gouvernement de Canada et qui leur est offerte.

Je vais vous montrer plusieurs éléments visuels d'une campagne de publicité qui servirait à attirer l'attention des entrepreneurs sur les services et l'information du gouvernement du Canada destinés aux entreprises. Pour les fins de notre discussion de ce soir, disons que cette campagne débutera très bientôt.

[DÉVOILER LE PREMIER CONCEPT ET DISCUTER. RÉPÉTER L'EXERCICE POUR LES DEUX AUTRES CONCEPTS. ALLOUER 15 MINUTES PAR CONCEPT,]

D'accord, ne perdons pas trop de temps. J'aimerais que vous preniez connaissance de ce premier regroupement. Sentez-vous bien à l'aise de vous lever pour aller les regarder, mais SVP gardez vos commentaires pour vous pour l'instant. Une fois que vous avez regardé les concepts, retournez à votre place pour remplir le questionnaire que je suis en train de distribuer.

Maintenant, discutons de ce regroupement de publicités.

- Selon vous, quel est l'objectif de cette campagne?
- Quelles sont ses forces?
- Quelles sont ses faiblesses?
- Pensez-vous que cette campagne retiendrait votre attention? La trouvez-vous marquante?
- Est-ce que vous feriez quoi que ce soit à la vue de cette campagne? Si oui, qu'est-ce que vous feriez? Que veulent-ils que vous fassiez?
- Avez-vous remarqué qu'une de ces pubs est présentée de trois différentes façons?

[MODÉRATEUR, ATTIRER L'ATTENTION DES PARTICIPANTS SUR LES TROIS EXÉCUTIONS DE LA PUB POUR PUBLICATION D'AFFAIRES]

- En quoi sont-elles différentes?
- Que pensez-vous de ces variations? Aimez? N'aimez pas?

[UNE FOIS LES TROIS CONCEPTS PRÉSENTÉS, PRENDRE 15 MINUTES POUR DISCUTER DES ÉLÉMENTS QU'ILS ONT EN COMMUN ET FAIRE LA COMPARAISON DES TROIS CONCEPTS.]

Regardons de plus près les éléments que ces trois concepts ont en commun.

[MODÉRATEUR, PRÉSENTER LES « POINTS » POUR DÉTERMINER SI L'ACTION DÉSIRÉE EST CLAIRE; LA BANNIÈRE INTERNET, POUR DÉTERMINER SI LES

PARTICIPANTS SAVENT QUOI FAIRE (CLIQUER DESSUS); LA PUB BILINGUE POUR DÉTERMINER S'ILS LA TROUVENT TROP TASSÉE.]

Alors, maintenant que vous avez vu les trois familles de publicités, je veux que vous me disiez laquelle est votre préférée et pourquoi. **[MODÉRATEUR, DEMANDER UN VOTE À MAINS LEVÉES POUR ÉTABLIR LA PRÉFÉRÉE]**

C : Guide des services aux entreprises (30 minutes)

J'aimerais maintenant que l'on discute d'un guide régional qui sera mis à la disposition des gens d'affaires. Ce guide donne des exemples du genre d'information et de services offerts par le gouvernement du Canada.

[DISTRIBUER LES GUIDES]

D'accord, faites semblant que vous êtes dans la salle d'attente du bureau de votre comptable et que vous devez attendre 5 minutes avant votre rendez-vous. Il y a une brochure sur la table. Prenez-la et regardez-la. N'essayez pas de tout lire, ne faites que la feuilleter et lire ce qui retient le plus votre attention. Je vous donne 5 minutes et ensuite on va en discuter.

[MODÉRATEUR, ALLOUER 5 MINUTES POUR LA LECTURE DU GUIDE]

D'accord, qu'est-ce que c'est que cette brochure?

- Quelle est sa raison d'être?
- Qu'est-ce qui a le plus retenu votre attention/qu'avez-vous pris le temps de lire?
- Avez vous appris des choses?
 - Quoi?
- Est-ce qu'il y avait des choses que vous ne compreniez pas?
- Seriez-vous intéressé à en lire davantage compte tenu de ce que vous avez vu jusqu'à présent?
 - Pourquoi? / Pourquoi pas?
- Est-ce que vous iriez plus loin? Iriez-vous sur le site Web? Appelleriez-vous pour plus d'information?
 - Pourquoi? / Pourquoi pas?
- Est-ce que vous prenez la brochure avec vous quand vous quittez le bureau ou vous la laissez pour le prochain?
 - Pourquoi? / Pourquoi pas?

[SI LE TEMPS LE PERMET, LE MODÉRATEUR ENCHAÎNE AVEC LA SECTION D]

D : Plan médiatique (5 minutes)

Ces pubs qu'on a regardées ensemble paraîtront sur Internet sur des sites comme Radio-Canada et des sites d'affaires, dans des publications spécialisées comme les Affaires, Magazine PME et L'Actualité et dans les journaux quotidiens et communautaires, et serviront de messages de commandite à la télévision (Cette émission est présentée par...) sur RDI, TQS ou TVA durant la programmation d'affaires et les nouvelles.

- Pensez-vous que vous les verriez?
- Quelle méthode risque d'être la meilleure pour vous rejoindre?

Conclusion (5 minutes)

On a presque fini. Vous nous avez beaucoup aidés avec vos commentaires ce soir. Avant de conclure, avez-vous des commentaires à formuler sur notre discussion de ce soir? Merci d'avoir pris le temps de participer à cette discussion.

Évaluation éclair

7. De quoi parle cette pub?

8. Que vous demande-t-elle de faire?

9. Quelle est l'adresse du site Web sur la pub?

10. Le numéro de téléphone?

11. Qui signe cette pub?

Concept numéro _____

12. Veuillez écrire quelques mots qui vous viennent à l'esprit pour décrire ce regroupement de publicités.

Sur une échelle de 1 à 10, veuillez évaluer chacun des aspects suivants (veuillez encercler votre réponse) :

Pas très marquante					Très marquante				
1	2	3	4	5	6	7	8	9	10
Pas appropriée					Très appropriée				
1	2	3	4	5	6	7	8	9	10
Ne m'encouragera pas à demander de l'information pour mon entreprise					M'encouragera à demander de l'information pour mon entreprise				
1	2	3	4	5	6	7	8	9	10

Tiers de confiance

Introduction (5 minutes)

Expliquer aux participants :

- Ipsos-Reid
- Durée de la rencontre (2 heures)
- Enregistrement de la rencontre
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- Quelles sont ses forces?
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 - Pourquoi? / Pourquoi pas?
- Est-ce que vous prenez la brochure avec vous quand vous quittez le bureau ou vous la laissez pour le prochain?
 - Pourquoi? / Pourquoi pas?
- Utiliseriez-vous cette brochure pour aider vos clients?
 - Pourquoi? / Pourquoi pas?
- La remettriez-vous à vos clients?
 - Pourquoi? / Pourquoi pas?

[SI LE TEMPS LE PERMET, LE MODÉRATEUR ENCHAÎNE AVEC LA SECTION D]

D : Plan médiatique (5 minutes)

Ces pubs qu'on a regardées ensemble paraîtront sur Internet sur des sites comme Radio-Canada et des sites d'affaires, dans des publications spécialisées comme les Affaires, Magazine PME et L'Actualité et dans les journaux quotidiens et communautaires, et serviront de messages de commandite à la télévision (Cette émission est présentée par...) sur RDI, TQS ou TVA durant la programmation affaires et les nouvelles.

- Pensez-vous que vous les verriez?
- Quelle méthode risque d'être la meilleure pour vous rejoindre?

Conclusion (5 minutes)

On a presque fini. Vous nous avez beaucoup aidés avec vos commentaires ce soir. Avant de conclure, avez-vous des commentaires à formuler sur notre discussion de ce soir?
Merci d'avoir pris le temps de participer à cette discussion.

Évaluation éclair

13. De quoi parle cette pub?

14. Que vous demande-t-elle de faire?

15. Quelle est l'adresse du site Web sur la pub?

16. Le numéro de téléphone?

17. Qui signe cette pub?

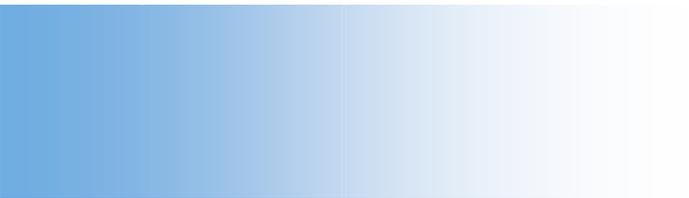
Concept numéro _____

18. Veuillez écrire quelques mots qui vous viennent à l'esprit pour décrire ce regroupement de publicités.

Sur une échelle de 1 à 10, veuillez évaluer chacun des aspects suivants (veuillez encercler votre réponse) :

Pas très marquante					Très marquante				
1	2	3	4	5	6	7	8	9	10
Pas appropriée					Très appropriée				
1	2	3	4	5	6	7	8	9	10
Ne m'encouragera pas à demander de l'information pour mon clients					M'encouragera à demander de l'information pour mon clients				
1	2	3	4	5	6	7	8	9	10

APPENDIX VI: FOCUS GROUP FINDINGS - PRELIMINARY (OCTOBER 18, 2005)



**Testing Creative Concepts Related to
the *Services for Business Campaign*
Focus Group Findings – Preliminary**

October 18, 2005
U1400-060081/001/CY



Outline

- Methodology
- Research Objectives
- Key Findings
- Detailed Findings

2



Methodology

- The first round of focus groups were held on the 17th of October. Four two-hour focus groups were conducted in Montreal and Toronto on October 17th. The Montreal groups were conducted in French, those in Toronto in English. Ipsos-Reid recruited 10 participants for each group.
 - Participants in one set of groups included self-employed individuals and small and medium-sized business operators, while the other was made up of trusted third parties, that is, business intermediaries to whom businesses often look for information (e.g. accountants, lawyers, financial planners, etc.).

3



Methodology

- The second round of groups took place in Halifax, Sudbury and Saskatoon on the 24th of October, with 2 in each city.
 - In Halifax and Sudbury participants in one set of groups included self-employed individuals and small and medium-sized business operators, while the other was made up of trusted third parties, that is, business intermediaries to whom businesses often look for information (e.g. accountants, lawyers, financial planners, etc.).
 - In Sudbury, an effort was made to recruit bilingual participants in both groups.
 - In Saskatoon one group was made up of Aboriginal self-employed individuals and small and medium-sized business operators, the other of general public self-employed individuals and small and medium-sized business operators.
- Ipsos-Reid recruited 10 participants for each group except for the Aboriginal group where 12 participants were recruited.
- The order in which the concepts were presented was rotated in each group.

4



Research Objectives

- Industry Canada is leading a government-wide advertising campaign entitled *Services for Business*. The *Services for Business* campaign's objectives are to increase awareness and contact levels by 5 to 10 percent by the completion of the advertising campaign's first year (2005-2006). Keeping this objective in mind, the main purpose of this research is to:
 - Gauge potential business clients'/users' perceptions of the various advertising concept families;
 - To measure reaction to the various elements of the advertising concepts (B2B / trade publications, TV DOTS, web banner, newspaper banner, etc.);
 - Assess reaction to and interest in the regional business services guides; and,
 - Time permitting, to query groups about the proposed media plan (website banners, trade association publications, TV, etc.).

5



Key Findings - General

- Overall, the idea of the *Services for Business* Campaign was well received.
 - Even upon their initial exposure, participants immediately understood that the ad was about the service offerings of the Government of Canada for businesses and had absorbed the call to action: *They want us to get in touch, to call, click or visit, to come see what they have for us.*
- They see this campaign very much as a drive to the web.
 - Interestingly, to nearly all the participants, contact channels other than the web are redundant -- to the point where the "visit" was taken by some to refer to a web site at first -- although they concede that perhaps it is good to have these other means of contact there for others.
- What was less clear to participants was what exactly Canada Business is: *Is this new? Is it replacing something? What or who is Canada Business? Qui est l'équipe en arrière? Des experts? – ils devraient nous le dire...*
 - They want to be informed that this is a new offering that pulls together existing Government of Canada holdings in a new way: easy to access, easy to use, well-organized environment.
- The *Services for Business* Guide was very well received.
- The Campaign and brochure create very high expectations of Canada Business among participants in terms of the delivery of information.

6



Key Findings - Creative

- Of the three concepts tested, concept B (text only) was the preferred option in three of the four groups. They liked it's simplicity and directness and the fact that it speaks to their needs.
 - The trusted third parties in Montreal were more divided in their views.
- This concept also had the most effective call to action in the eyes of respondents because of the vertical presentation of the Call-Click-Visit contact information.
- The images included in the other concepts tended to limit participants' interest as they narrowed the target audience by excluding some types of businesses. Conversely, the text in Concept B highlighted more universal service attributes.
- While Toronto participants liked the Ontario version, the brochure cover did not get good reviews in Montreal. Overall it was felt to be dated and staid.
- In Montreal, when import/export is used in the text of the ad, participants indicated they felt the ad was not addressed to them – immediate disconnect.
- The most popular mediums for airing the ad include print ads in B2B publications and the use of DOT spots during business or news programming, while Internet banners tended to be unpopular.

7



Detailed Findings



Lightening Round Exposure

- At the outset of the groups, participants were given one or two minutes to look at all three versions (Concepts A, B and C) of the unilingual B2B ad.
- Based on this limited exposure, participants understood immediately:
 - The purpose of the ad (to let them know of the services available to business)
 - Who the ad was from (the Government of Canada)
 - What they were expected to do (follow up by clicking, calling or visiting)
- They were less clear on:
 - Who or what Canada Business is
- They did not retain the web site address or phone number – but most were completely unconcerned by this: they feel they would either simply note these in a real-life situation or search the web using the words Canada Business/Entreprises Canada and find the info.

9



Concept A

Business information you can use

From financing to business trends, you can pinpoint the information you need at Canada Business.

Canada Business

CanadaBusiness.ca 1 888 278-4444 1 800 457-3466 (toll free)

Government of Canada Department of Industry Canadi

Un outil pratique pour les entrepreneurs

Du financement aux tendances commerciales, liez-vous aux renseignements de pointe d'Entreprises Canada.

Entreprises Canada

EntreprisesCanada.ca 1 888 278-4444 1 800 457-3466 (toll free)

Government of Canada Department of Industry Canadi

10



Concept A

- Much disliked in Toronto, where participants had difficulty with the drawings of the business tools, but appreciated by some participants in Montreal, especially among the Trusted Third Parties, for being approachable and universal (tools everyone uses), and for its creativity. The least favourite execution was the pencil and sharpener. The favourite was the pushpins but participants felt that the dollar sign meant that the offering was about financing. In Montreal, the Trusted Third Parties felt it was addressed to SMEs rather than them.
- Pros
 - Interesting treatment, like the visuals they support the text
 - More colour than Concept B
 - Memorable and attention-grabbing
- Cons
 - Less serious
 - Not clear
 - Executions ambiguous and unattractive (Toronto)

11



Concept B

“ I want an **information**
source I can

TRUST ”

Financing. Business trends. And more.
Canada Business has the answers
entrepreneurs are calling for.

Canada
Business


CanadaBusiness.ca


1 888 576 4444
1 800 457 8466 (ext.)

Your nearest
service location




« Il me faut une
source d'information

FIABLE »

Financement. Tendances commerciales.
Et plus. Entreprises Canada a les réponses
que les entrepreneurs réclament.

Entreprises
Canada


EntreprisesCanada.ca


1 888 576 4444
1 800 457 8466 (ext.)

Votre Centre de
service le plus près




12



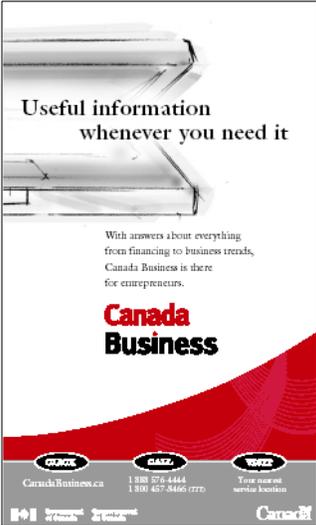
Concept B

- Overall
 - Of the three concepts tested, concept B was the preferred option in three of the four groups -- the trusted third parties in Montreal were more divided in their views. Participants liked that it was simple and direct. They appreciated the large-type words that drew their attention to key characteristics of the offering: TRUST, NOW, IN ONE PLACE/ FIABLE, IMMÉDIATEMENT, AU MÊME ENDROIT. Several participants, especially in Toronto, did not like use of the word "trust," as it evoked wrong connotations (in Toronto: relationship language, political overtones; in Montreal: a few felt that trust and the federal government were not the right fit (sponsorship/Gomery) or that the lack of clarity on who/what Canada Business is does not lead them to trust. Some suggestions for words to replace "Trust": From Montreal, "simple" "rapide." From Toronto, "reliable" "accurate"
- Pros
 - Simple, direct, clear, compelling
 - All in one place was a very appreciated statement (*Finally!*)
 - Effective call to action in the eyes of respondents because of the vertical presentation of the Call-Click-Visit contact information
- Cons
 - The overall look was felt to be too drab and lacking in colour. Many participants suggested that the red used in Concept C ought to be applied in this concept
 - Those who disliked it felt it lacked visual interest and/or human interest

13



Concept C



**Useful information
whenever you need it**

With answers about everything
from financing to business trends,
Canada Business is there
for entrepreneurs.

Canada
Business

1 800 376-4444
CanadaBusiness.ca
1 800 457-3466 (t.777)
Tous nos services
sont en français








**Les bonnes réponses,
au bon moment**

Avec une solution à tout,
du financement aux
rendreurs commerciales,
Entreprises Canada est là
pour les entrepreneurs.

Entreprises
Canada

1 800 376-4444
EntreprisesCanada.ca
1 800 457-3466 (t.777)
Vous pouvez
nous parler en français






14



Concept C

- Overall
 - While the concept had its followers, especially because of the laptop image -- *that is indeed where I can get trusted info, in one place, immediately* – the other images (packing box and cash register) were not as resonant with participants. When asked for suggestions, participants had trouble coming up with alternative images. Suggestions: an account book or a computer monitor.
- Pros
 - Some participants appreciated the additional visual interest provided by the business images (laptop, packing box, cash register)
 - In Montreal, a few Trusted Third Parties liked this Concept for its tagline : Les bonnes réponses au bon moment
 - The DOT treatment (starting at the black screen and sliding open to reveal) was felt to be interesting and provocative by nearly all participants
 - This concept was the most colourful
 - The upward swoosh on the creative was mentioned by a few participants as representing business growth/health
- Cons
 - Aside from the laptop the images were not felt to be especially compelling or relevant. Packing box in particular was not favoured in Montreal as it connotes import/export, which does not reach them
 - The Call, Click, Visit was not prominent enough

15



Overall Comments

- Participants were unanimous in preferring the vertical presentation of the Call-Click-Visit contact information.
- The brochure cover was appreciated in Toronto (*I like the green!*) but did not get good reviews in Montreal where it was felt to be dated and staid.
 - SMEs and SEs in Montreal preferred the cover in Concept B
 - The upward swoosh was an element that Montreal participants appreciated
- The examples provided in the print ads of the types of information on offer were not always understood (in Montreal) to be speaking to the breadth of the information available. Participants in all groups mentioned they would like to see the ads contain more information.
 - In Montreal, import/export was especially problematic as it made participants think the offering did not apply to them
 - When SME group in Montreal asked how to broaden appeal, one participant suggested more of a business cycle approach: Start-up, Growth, Expansion. This was broadly approved.
- Many participants in Montreal were not certain that seeing only one of the three executions would provide them with enough information.
 - Suggestion was made that all three executions of Concept B should be placed in same B2B pub a few pages apart
- It is important that the ads clearly address them as entrepreneurs.

16



Individual Elements

- Participants were taken through several common elements of the advertising campaign to assess their understanding of them.
 - They understand and are accustomed to the use of DOT spots. They suggested, prior to the discussion of the media plan, that they needed to be shown during appropriate programming (business, news, etc). They felt the call to action/contact information could be clarified if rather than showing the logo at the outset followed by the web address, the web address was displayed from the start. No participant had any difficulty in determining that the web address was in fact a web address.
 - The Internet banner is a different matter: while the call to action is clear (they all know to click), their dislike of the medium itself nearly ensures they would quickly shut it down before even reading it.
 - For both the DOTS and the web banner, some participants in Montreal suggested that the initial focus on the word Canada was excessively “Canadian”, a sort of sales job, given the redundancy with the Canada word mark. They would be happier with an initial focus on the word Entreprises.

17



Proposed Media Plan

- No proposed media were rejected as inappropriate.
- Many participants felt that the most effective way to reach them was via advertising in print B2B publications and through the TV DOTS on news and business programming.
- The least effective way to reach them would be the Internet banner.
 - Only two participants (both in Montreal) admitted to EVER clicking through on web banners. It is not that they do not understand the call to action, they do. But their dislike of the medium itself nearly ensures they would quickly shut it down before even reading it.

18



Services for Business Guides

- In order to simulate a realistic exposure to the guide, participants were given five minutes to quickly leaf through it and asked for feedback.
- Overall participants in all groups were very interested in the guide.
- Most participants said they would want to take it home with them.
 - They appreciated the headline style with succinct capsules of information and felt that more would be available to them on the web should they seek it.
- Many sections were mentioned in the discussion of what captured their attention.
 - No one in Montreal mentioned HR or Doing business with governments but the latter was popular in Toronto
 - In Toronto, the suggestion was made that a section where people could access all government forms might be useful
 - Most participants felt this was a publication that was destined for the web/would work well on the web.
 - The title for the section on sector information does not work well in French (Tirer parti de l'information sectorielle)
- Trusted third party participants said they would use the brochure to help their clients. Some said they would recommend the brochure to their clients, or consider passing it on to them, while a few half-jokingly said they might keep it for themselves so as to ensure their clients' dependence on them.

APPENDIX VII: FOCUS GROUP FINDINGS – UPDATE OF KEY FINDINGS (OCTOBER 25, 2005)



Testing Creative Concepts Related to the *Services for Business* Campaign
Focus Group Findings – Update of Key Findings

October 25, 2005
U1400-060081/001/CY



Outline

- Methodology
- Research Objectives
- Background
- Key Findings

2



Methodology

- The first round of focus groups were held on the 17th of October. Four two-hour focus groups were conducted in Montreal and Toronto on October 17th. The Montreal groups were conducted in French, those in Toronto in English. Ipsos-Reid recruited 10 participants for each group.
 - Participants in one set of groups included self-employed individuals and small and medium-sized business operators, while the other was made up of trusted third parties, that is, business intermediaries to whom businesses often look for information (e.g. accountants, lawyers, financial planners, etc.).

3



Methodology

- The second round of groups took place in Halifax, Sudbury and Saskatoon on the 24th of October, with 2 in each city.
 - In Halifax and Sudbury participants in one set of groups included self-employed individuals and small and medium-sized business operators, while the other was made up of trusted third parties, that is, business intermediaries to whom businesses often look for information (e.g. accountants, lawyers, financial planners, etc.).
 - In Sudbury, an effort was made to recruit bilingual participants in both groups.
 - In Saskatoon one group was made up of Aboriginal self-employed individuals and small and medium-sized business operators, the other of general public self-employed individuals and small and medium-sized business operators.
- The order in which the concepts were presented was rotated in each group.

4



Research Objectives

- Industry Canada is leading a government-wide advertising campaign entitled *Services for Business*. The *Services for Business* campaign's objectives are to increase awareness and contact levels by 5 to 10 percent by the completion of the advertising campaign's first year (2005-2006). Keeping this objective in mind, the main purpose of this research is to:
 - Gauge potential business clients'/users' perceptions of the various advertising concept families;
 - To measure reaction to the various elements of the advertising concepts (B2B / trade publications, TV DOTS, web banner, newspaper banner, etc.);
 - Assess reaction to and interest in the regional business services guides; and,
 - Time permitting, to query groups about the proposed media plan (website banners, trade association publications, TV, etc.).

5



Background

- Ipsos-Reid presented a preliminary report on the findings of the first round of focus group testing of creative concepts related to the *Services for Business* Campaign to Industry Canada on October 18th.
 - Findings in that report reflected the results of Toronto and Montreal groups held October 17th.
- This report provides a quick update of the key findings based upon the outcome of the second round of focus groups, held in Halifax, Sudbury and Saskatoon on October 24th.
- Overall, findings from the second series of focus groups, including the group held with Aboriginal business people, supported the initial feedback received.
- The key findings presented herein are therefore quite similar but have been adjusted where necessary to reflect both rounds of focus groups.

6



Background

- Ipsos-Reid presented a preliminary report on the findings of the first round of focus group testing of creative concepts related to the *Services for Business Campaign* to Industry Canada on October 18th.
 - Findings in that report reflected the results of Toronto and Montreal groups held October 17th.
- This report provides a quick update of the key findings based upon the outcome of the second round of focus groups, held in Halifax, Sudbury and Saskatoon on October 24th.
- Overall, findings from the second series of focus groups, including the group held with Aboriginal business people, supported the initial feedback received.
- The key findings presented herein are therefore quite similar but have been adjusted where necessary to reflect both rounds of focus groups.

6



Key Findings - General

- What was less clear to participants was what exactly Canada Business is: *Is this new? Is it replacing something? What or who is Canada Business? Qui est l'équipe en arrière? Des experts? – ils devraient nous le dire...*
 - They want to be informed that this is a new offering that pulls together existing Government of Canada holdings in a new way: easy to access, easy to use, well-organized environment.
 - Trusted Third Parties in Sudbury (several of whom could be considered delivery partners -- or even competitors -- as opposed to part of the target audience, i.e. 2 participants worked for the Regional Business Centre and two were Economic Development Officers for the City of Sudbury) felt they knew what was being offered: a portal. Several strongly disliked the very idea of a portal (nothing they don't already have, too vast, no interpretation or tailoring).
- Also, while many participants, particularly in the SME groups, felt the ads were targeted to them, some participants felt that the target audience should be more defined and more specifically addressed.
 - This was particularly true among the Aboriginal participants.

8



Key Findings - General

- The *Services for Business* Guide was very well received
 - Except in the Trusted Third Party Group in Sudbury where some participants felt that it was “just a print version of a portal.”
 - Aboriginal participants said they would probably want to have both the Western guide and the Aboriginal guide.
 - Participants, particularly in the SME groups, were enthused about the breadth of information offered and appreciated the format.
 - Most participants would want to take it home with them.
- The Campaign and brochure create very high expectations of Canada Business among participants in terms of the delivery of information.
 - If the offering is not right the first time they visit they will not come again.

9



Key Findings - Creative

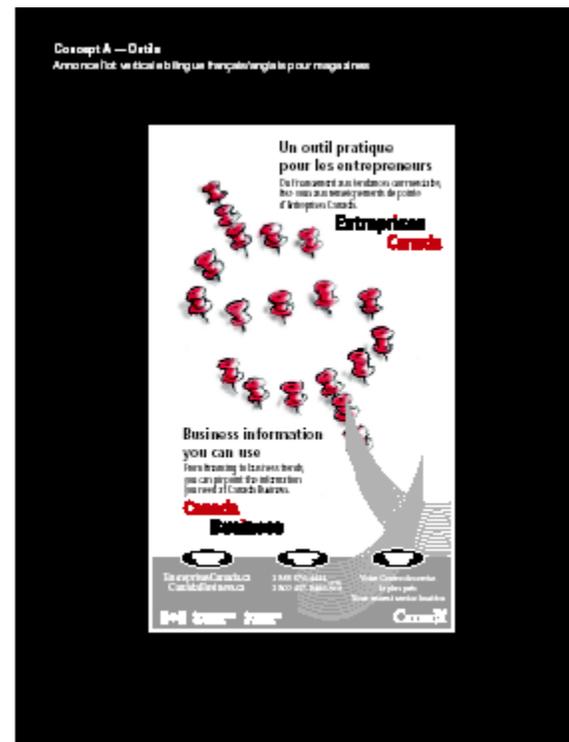
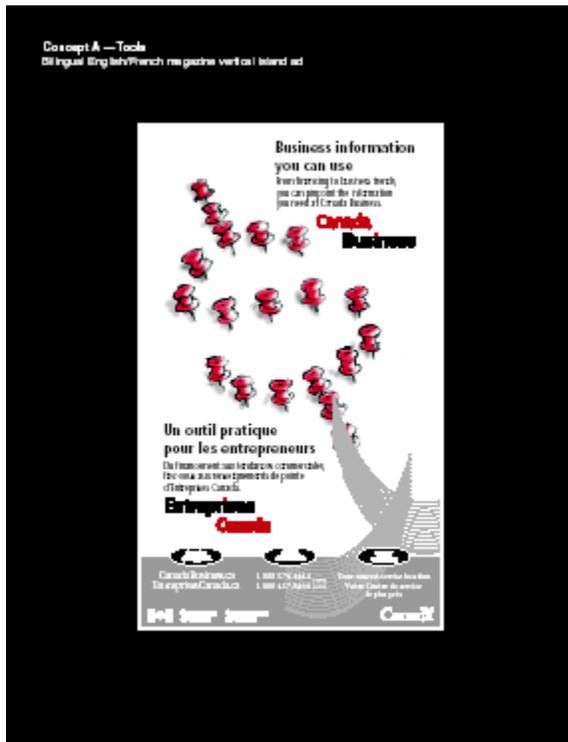
- Of the three concepts tested, concept B (text only) was the preferred option in nearly all of the SME groups. They liked its simplicity and directness and the fact that it speaks to their needs. That said, the word “TRUST” did not evoke the right connotations. “RELIABLE” and “ACCURATE” are common suggestions to replace it.
 - The trusted third parties in Montreal were more divided in their views while those of Sudbury and Halifax leaned toward Concept C.
 - Supporters of Concept C were captivated by the “intriguing” presentation of the DOTS and web banner.
- Concept B also had the most effective call to action in the eyes of respondents because of the vertical presentation of the Call-Click-Visit contact information.
- The images included in the other concepts tended to limit participants’ interest as they narrowed the target audience by excluding some types of businesses. Conversely, the text in Concept B highlighted more universal service attributes.

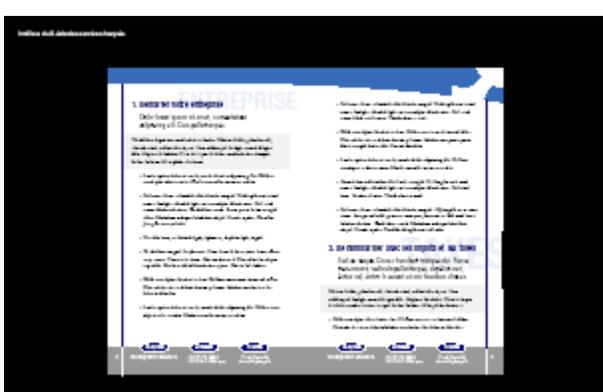
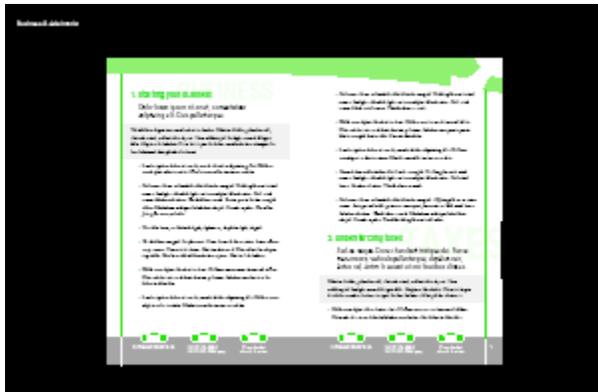
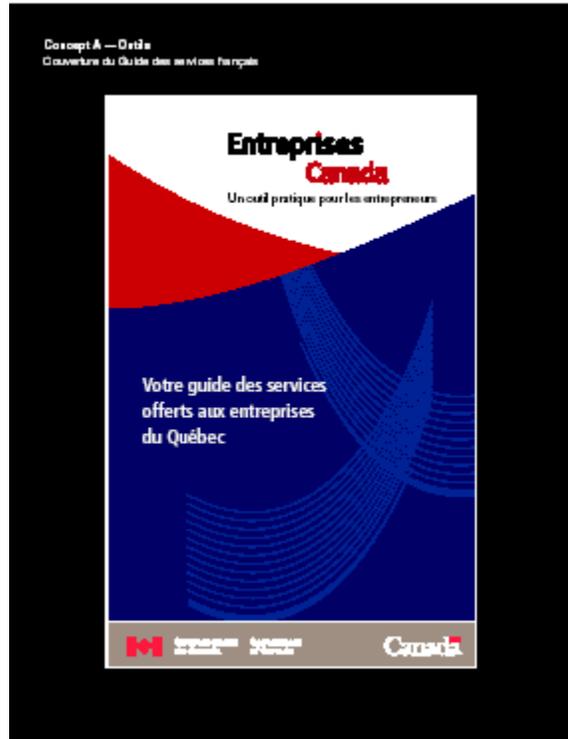
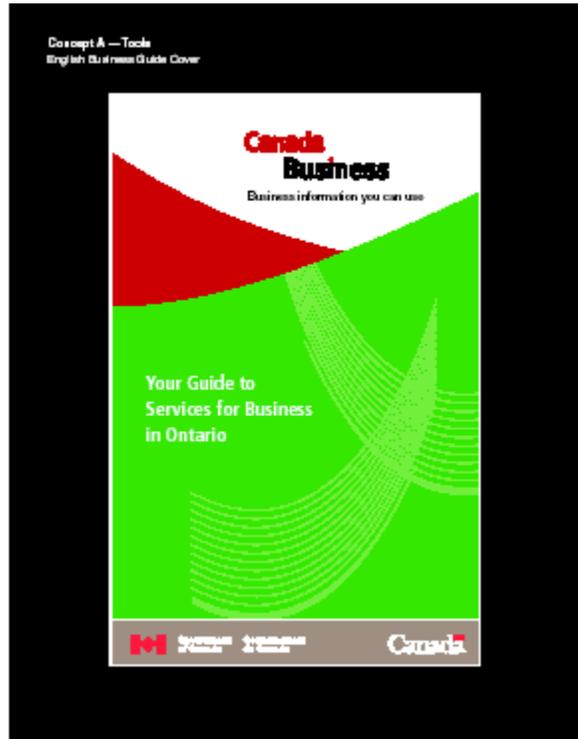
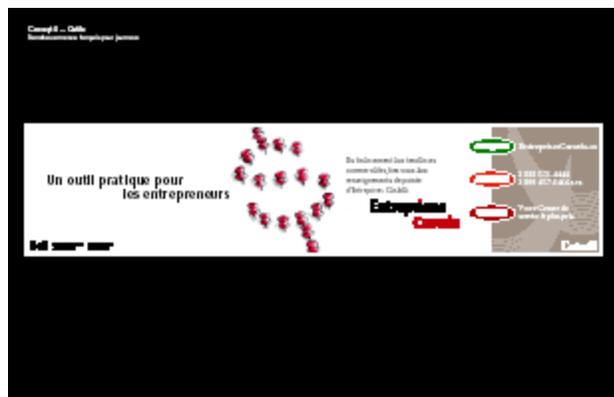
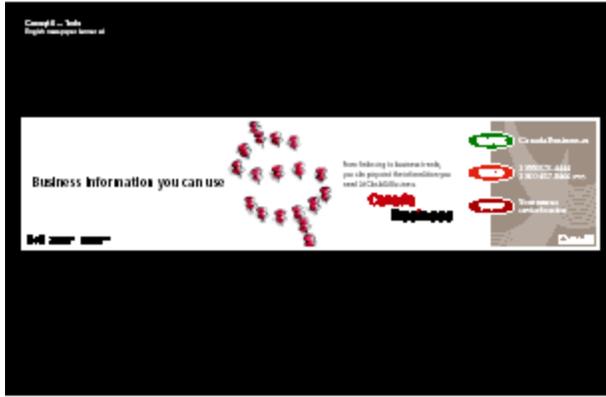
10



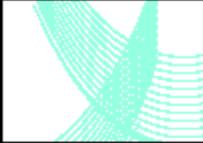
Key Findings - Creative

- While participants generally liked the Guide covers, the Quebec versions did not get good reviews in Montreal. Overall they were felt to be dated and staid.
 - The use of the large-type watermark to identify the region was appreciated.
- In Montreal, when import/export is used in the text of the ad, participants indicated they felt the ad was not addressed to them – immediate disconnect. Many SMEs in Sudbury felt the same way.
- The signature of the Campaign should be made more evident
 - Bigger Canada word mark
- The most popular mediums for airing the ad include print ads in B2B publications and the use of DOT spots during business or news programming, while Internet banners tended to be unpopular.
 - In Sudbury, participants recommended direct email and outreach (information sessions, presentations, personal visits) as effective ways of reaching them.





Concept A — Tools
: 30 TV Channel Caption



VIDEO : Canada soutient les entreprises locales et les petites entreprises grâce à des programmes et des services adaptés à leurs besoins.

VIDEO : Comme explorer ce site et les programmes adaptés à vos besoins.



VIDEO : Canada soutient les entreprises locales et les petites entreprises grâce à des programmes et des services adaptés à leurs besoins.

VIDEO : Canada Business —



VIDEO : Canada soutient les entreprises locales et les petites entreprises grâce à des programmes et des services adaptés à leurs besoins.

VIDEO : Canada Business —



VIDEO : Canada soutient les entreprises locales et les petites entreprises grâce à des programmes et des services adaptés à leurs besoins.

VIDEO : Un message de gouvernement au Canada.

Concept A — Outils
Sous-titres (caption) — 30 s



VIDEO : Les outils offerts par le gouvernement du Canada aident les entreprises locales et les petites entreprises à prospérer et à croître.

VIDEO : Les outils offerts par le gouvernement du Canada aident les entreprises locales et les petites entreprises à prospérer et à croître.



VIDEO : Les outils offerts par le gouvernement du Canada aident les entreprises locales et les petites entreprises à prospérer et à croître.

VIDEO : Entreprises Canada —



VIDEO : Les outils offerts par le gouvernement du Canada aident les entreprises locales et les petites entreprises à prospérer et à croître.

VIDEO : Entreprises Canada —



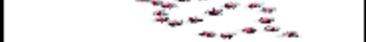
VIDEO : Les outils offerts par le gouvernement du Canada aident les entreprises locales et les petites entreprises à prospérer et à croître.

VIDEO : Un message de gouvernement au Canada.

Concept A — Tools
Business Web



Frame 1: Red push pins appear, one-by-one, forming a curve.



Frame 2: Image zooms out to show a dollar sign made of push pins.

Financing. Business trends. Pinpoint what you need.

Frame 3: Push pins disappear, and headline runs in from right to left.



Frame 4: Headline disappears, and the word "Canada" appears, filling frame.



Frame 5: "Canada" zooms out to reveal graphic identity, tagline and Canada wordmark.

Concept A — Outils
Business Web



Cadre 1: Des punaises rouges apparaissent une à une, en formant une courbe.



Cadre 2: L'image s'éloigne, et on découvre que les punaises forment un symbole de dollar.

Du financement aux tendances commerciales, fiez-vous

Cadre 3: Les punaises disparaissent, faisant place à un titre qui entre dans le cadre en allant de droite à gauche.

Cadre 4: Le titre disparaît, remplacé par le mot « Canada » qui remplit tout le cadre.



Cadre 5: Le mot "Canada" s'éloigne, dévoilant le logo, le slogan et le mot-symbole Canada.

Concept B

Concept B — Besoins
English magazine vertical island ad

“ I want an **information source** I can **TRUST** ”

Financing, Business leads. And more.
Canada Business has the answers
entrepreneurs are calling for.

Canada Business

CanadaBusiness.ca
1.800.976.4444
1.800.437.9444 ext.

Your Canada service location

1-800-976-4444 Canada

Concept B — Besoins
Annuaire l'île vertical a française pour magazines

« Il me faut une **source d'information** **FIABLE** »

Financement, Tendances commerciales.
Et plus. Entreprises Canada a les réponses
que les entrepreneurs réclament.

Entreprises Canada

EntreprisesCanada.ca
1.800.976.4444
1.800.437.9444 ext.

Votre Centre de service le plus près.

1-800-976-4444 Canada

Concept B — Besoins
English magazine vertical island ad

“ I need **reliable information** and I need it **NOW** ”

Financing, Regulations. And more.
Canada Business has the answers
entrepreneurs are calling for.

Canada Business

CanadaBusiness.ca
1.800.976.4444
1.800.437.9444 ext.

Your Canada service location

1-800-976-4444 Canada

Concept B — Besoins
Annuaire l'île vertical a française pour magazines

« J'ai besoin de savoir — **IMMÉDIATEMENT** »

Financement, Réglementation. Et plus.
Entreprises Canada a les réponses que
les entrepreneurs réclament.

Entreprises Canada

EntreprisesCanada.ca
1.800.976.4444
1.800.437.9444 ext.

Votre Centre de service le plus près.

1-800-976-4444 Canada

Concept B — Needs
English magazine vertical island ad

“I've got to have all the information I need
IN ONE PLACE”

Inform. market trends. Taxes. And more.
Canada Business has the answers
entrepreneurs are calling for.

Canada Business

CanadaBusiness.ca
1 800 370-4444
1 800 457-8444 (fran.)

Your source for the latest
Your source for the latest

100% FREE! 100% FREE!

Concept B — Besoins
Arrière-plan: vertical et français pour magazines

« Je veux trouver toute mon information
AU MÊME ENDROIT »

Tendances du marché. Fiscalité. Et plus.
Entreprises Canada a les réponses que
les entrepreneurs réclament.

Entreprises Canada

EntreprisesCanada.ca
1 800 370-4444
1 800 457-8444 (fran.)

Votre source de service la plus près
Votre source de service la plus près

100% GRATUIT! 100% GRATUIT!

Concept B — Needs
Bilingual English/French magazine vertical island ad

“I want an information source I can
TRUST”

« Il me faut une source d'information
FIABLE »

Canada Business **Entreprises Canada**

Inform. market trends. Taxes. And more.
entrepreneurs are calling for.

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Concept B — Besoins
Arrière-plan: vertical et bilingue français/anglais le pour magazines

« Il me faut une source d'information
FIABLE »

“I want an information source I can
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Entreprises Canada **Canada Business**

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Votre source de service la plus près
Your source for the latest

100% GRATUIT! 100% GRATUIT!

Concept 02 — Needs
: 30 TV Global Caption

Frame 1: The words 'Canada Business' appear in red and black. A green hand icon is partially visible.

Frame 2: The words 'Canada Business' appear in red and black. A green hand icon is fully visible.

Frame 3: The words 'Canada Business' appear in red and black. A green hand icon is fully visible.

Frame 4: The word 'Canada' appears in black.

Text:

Frame 1: **INFO:** The words 'Canada Business' appear on the screen to let viewers know the service is available. **AUTO:** The words 'Canada Business' appear on the screen to let viewers know the service is available.

Frame 2: **INFO:** The words 'Canada Business' appear on the screen to let viewers know the service is available. **AUTO:** The words 'Canada Business' appear on the screen to let viewers know the service is available.

Frame 3: **INFO:** The words 'Canada Business' appear on the screen to let viewers know the service is available. **AUTO:** The words 'Canada Business' appear on the screen to let viewers know the service is available.

Frame 4: **INFO:** The word 'Canada' appears on the screen to let viewers know the service is available. **AUTO:** The word 'Canada' appears on the screen to let viewers know the service is available.

Concept 02 — Needs
Scale-Stage, Global — 30 sec

Frame 1: The words 'Entreprises Canada' appear in red and black. A green hand icon is partially visible.

Frame 2: The words 'Entreprises Canada' appear in red and black. A green hand icon is fully visible.

Frame 3: The words 'Entreprises Canada' appear in red and black. A green hand icon is fully visible.

Frame 4: The word 'Canada' appears in black.

Text:

Frame 1: **INFO:** The words 'Entreprises Canada' appear on the screen to let viewers know the service is available. **AUTO:** The words 'Entreprises Canada' appear on the screen to let viewers know the service is available.

Frame 2: **INFO:** The words 'Entreprises Canada' appear on the screen to let viewers know the service is available. **AUTO:** The words 'Entreprises Canada' appear on the screen to let viewers know the service is available.

Frame 3: **INFO:** The words 'Entreprises Canada' appear on the screen to let viewers know the service is available. **AUTO:** The words 'Entreprises Canada' appear on the screen to let viewers know the service is available.

Frame 4: **INFO:** The word 'Canada' appears on the screen to let viewers know the service is available. **AUTO:** The word 'Canada' appears on the screen to let viewers know the service is available.

Concept 02 — Needs
Web Server

Frame 1: The headline 'I want an information source I can TRUST' is displayed.

Frame 2: The word 'TRUST' is displayed in a large font.

Frame 3: The headline 'Import-export rules. Government contracting. And more.' is displayed.

Frame 4: The word 'Canada' is displayed in a large font.

Text:

Frame 1: **Frame 1:** The headline appears as if typed into browser. The word 'TRUST' appears larger.

Frame 2: **Frame 2:** The word 'TRUST' comes in to fill frame and disappears.

Frame 3: **Frame 3:** The headline runs in from right to left.

Frame 4: **Frame 4:** The headline disappears, and the word 'Canada' appears, filling frame.

Concept 02 — Needs
Browser Web

Frame 1: The headline 'Il me faut une source d'information FIABLE.' is displayed.

Frame 2: The word 'FIABLE' is displayed in a large font.

Frame 3: The headline 'Import-export. Marchés publics. Et plus.' is displayed.

Frame 4: The word 'Canada' is displayed in a large font.

Frame 5: The headline 'Entreprises Canada' is displayed in a large font.

Text:

Frame 1: **Frame 1:** The headline appears, with the word 'FIABLE' appearing larger.

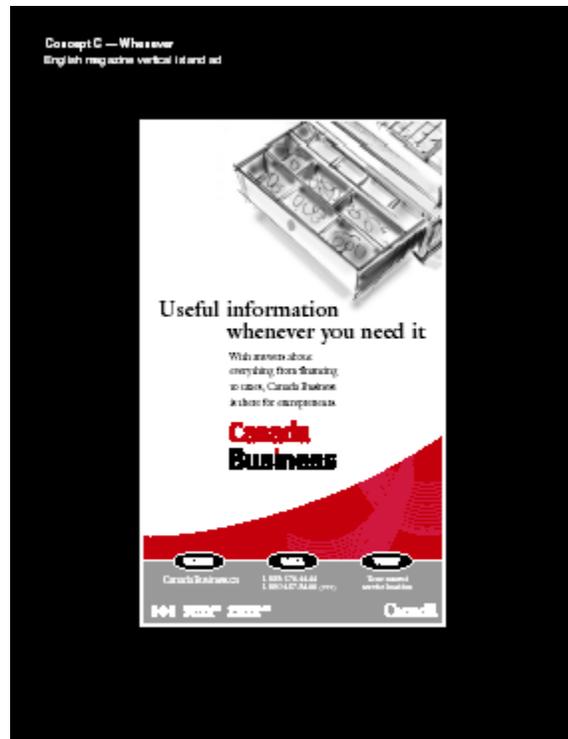
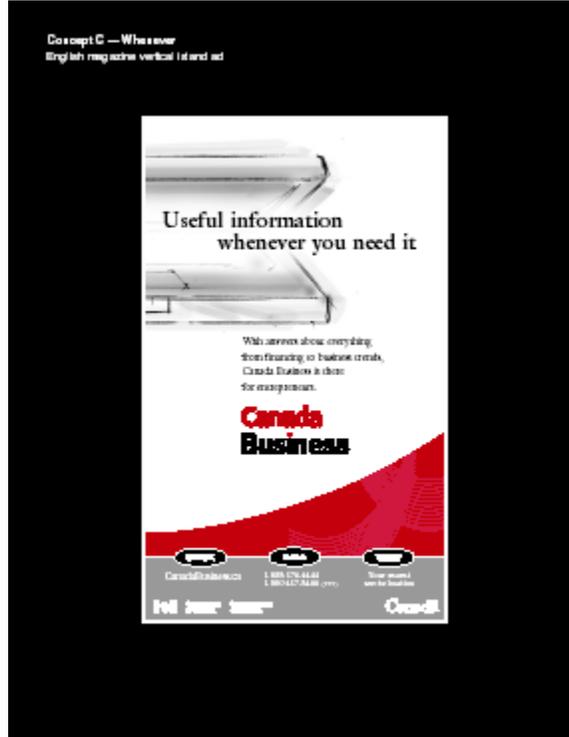
Frame 2: **Frame 2:** The word 'FIABLE' comes in to fill frame and disappears.

Frame 3: **Frame 3:** The headline runs in from right to left.

Frame 4: **Frame 4:** The headline disappears, and the word 'Canada' appears, filling frame.

Frame 5: **Frame 5:** The headline 'Entreprises Canada' appears, with the word 'Canada' appearing larger.

Concept C



Concept C — Au bon moment
 Annonce (tit. vertical et français pour réponses)



Les bonnes réponses, au bon moment

Avec une solution à tout, de l'exportation aux ventes commerciales, Entreprises Canada est là pour les entreprises.

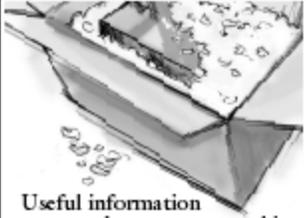
Entreprises Canada

1 888 074-0444
 1 888 074-0444 (TTS)
 1 888 074-0444 (TTS)

1-888-074-0444
 1-888-074-0444
 1-888-074-0444

Canada

Concept C — Whenever
 English (magazine vertical / island ad)



Useful information whenever you need it

With answers about everything from exporting rules to business trends, Canada Business is there for entrepreneurs.

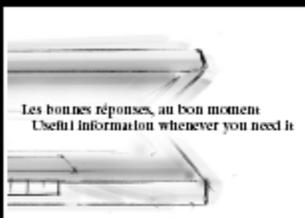
Canada Business

1 888 074-0444
 1 888 074-0444 (TTS)
 1 888 074-0444 (TTS)

1-888-074-0444
 1-888-074-0444
 1-888-074-0444

Canada

Concept C — Au bon moment
 Annonce (tit. vertical et bilingue français/anglais le plus magazine)



Les bonnes réponses, au bon moment
 Useful information whenever you need it

Avec une solution à tout, de l'exportation aux ventes commerciales, Canada est là pour les entreprises.

With answers about everything from exporting rules to business trends, Canada Business is there for entrepreneurs.

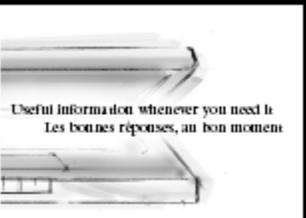
Entreprises Canada **Canada Business**

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 1 888 074-0444 (TTS)
 1 888 074-0444 (TTS)

1-888-074-0444
 1-888-074-0444
 1-888-074-0444

Canada

Concept C — Whenever
 Bilingual English/French magazine vertical / island ad



Useful information whenever you need it
 Les bonnes réponses, au bon moment

With answers about everything from exporting rules to business trends, Canada Business is there for entrepreneurs.

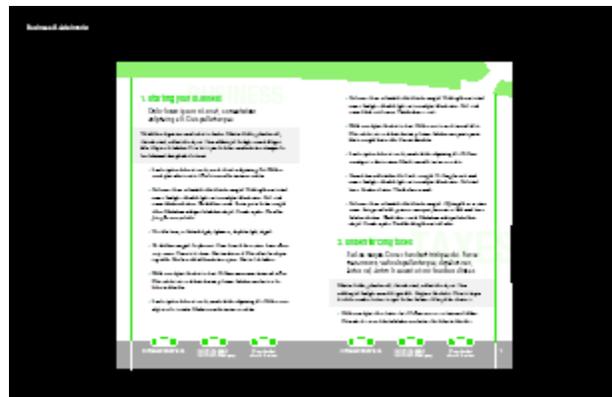
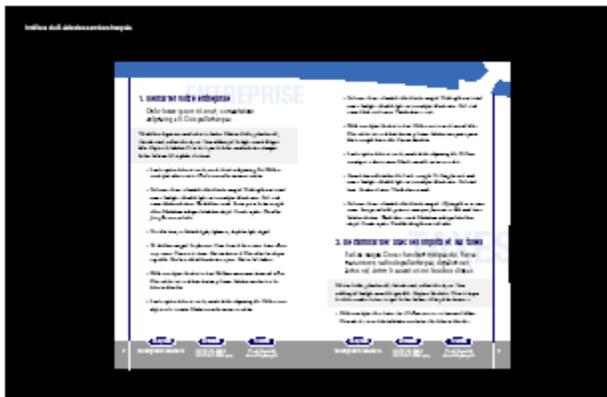
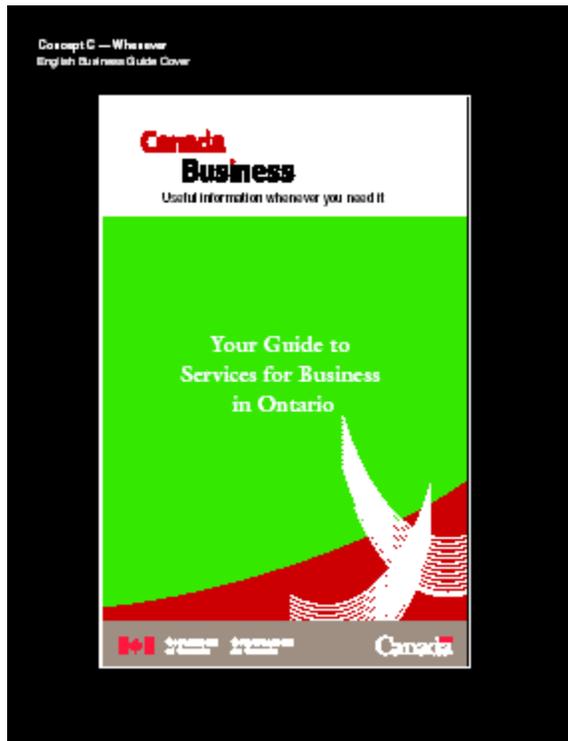
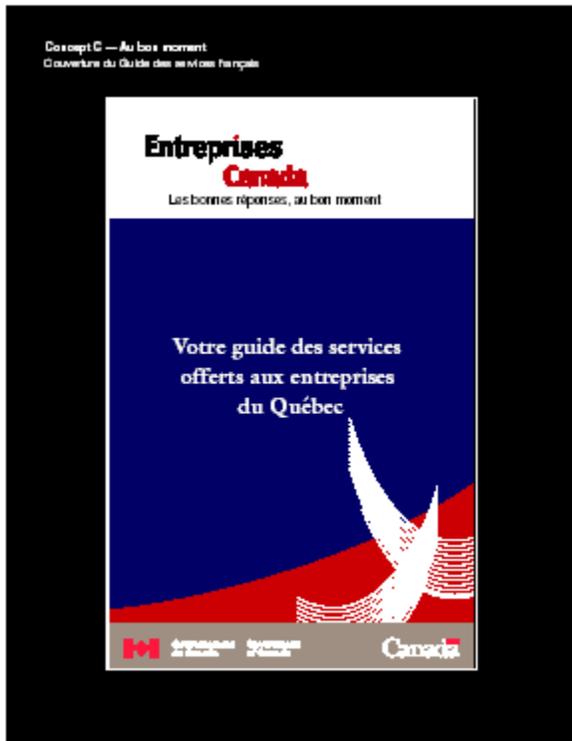
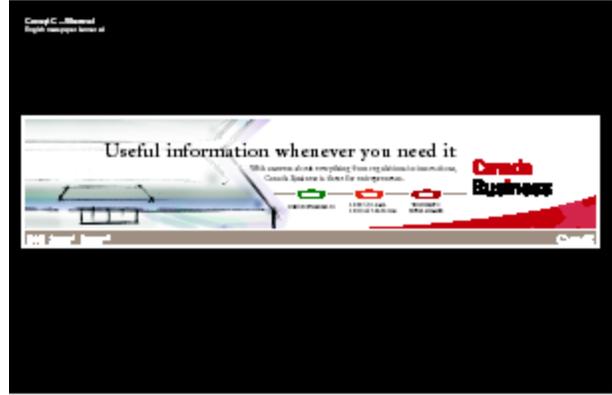
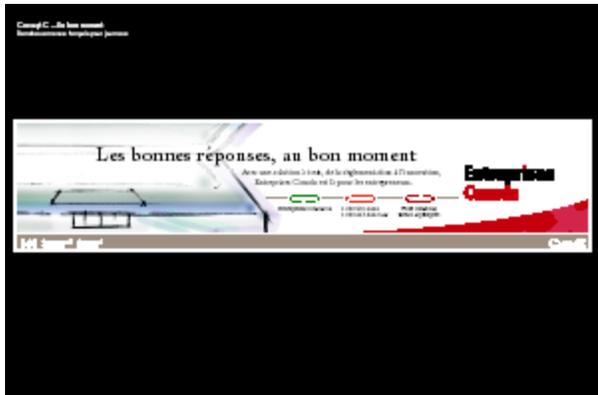
Avec une solution à tout, de l'exportation aux ventes commerciales, Canada est là pour les entreprises.

Canada Business **Entreprises Canada**

1 888 074-0444
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1-888-074-0444
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 1-888-074-0444

Canada



Concept C — Au bon moment
Soundstage animation — MM 10 sec

Frame 1: Au début, l'écran est noir, une seule ligne blanche horizontale apparaît, puis prend ses proportions comme si elle voulait s'étaler pour révéler quelque chose.

Frame 2: Le logo « Entreprises Canada » apparaît, puis se transforme en un logo « Canada » en gros caractères, plus transparent, avec une ligne graphique qui se met en place.

Frame 3: Le logo « Entreprises Canada » apparaît à l'écran, dans le coin inférieur gauche, puis se transforme en un logo « Canada » en gros caractères, plus transparent, avec une ligne graphique qui se met en place.

Frame 4: Le logo « Entreprises Canada » apparaît à l'écran, dans le coin inférieur gauche, puis se transforme en un logo « Canada » en gros caractères, plus transparent, avec une ligne graphique qui se met en place.

Concept C — Whenever
TV Global Caption

Frame 1: Open on black screen, a horizontal line of light appears and expands as if it were opening.

Frame 2: Canada captioning of the program is revealed in the parting...

Frame 3: When the repair is needed a large Canada Business Center opens and is filled with the "recovery" line.

Frame 4: Canada Business is revealed.

Concept D — Au bon moment
Reveals Web

Cadre 1 : Apparition d'un ordinateur portable; l'image est petite et l'ordinateur est fermé.

Cadre 2 : Gros plan sur l'ordinateur qui commence à s'ouvrir.

Les bonnes réponses, au bon moment

Cadre 3 : Le slogan sort de l'ordinateur ouvert et grossit jusqu'à remplir le cadre.

Canada

Cadre 4 : Le titre disparaît, remplacé par le mot « Canada » qui remplit tout le cadre.

Entreprises Canada est là pour les entrepreneurs.

Cadre 5 : L'image s'éloigne, dévoilant le logo, le slogan et le mot-symbole Canada.

Concept D — Whenever
Web Server

Frame 1: Laptop computer appears small and closed.

Frame 2: Laptop zooms in and begins to open.

Useful information whenever you need it

Frame 3: Tagline pops out of open laptop and zooms in to fill frame.

Canada

Frame 4: Headline disappears, and the word "Canada" appears, filling frame.

Canada Business is there for entrepreneurs.

Frame 5: "Canada" zooms out to reveal graphic identity, tagline and Canada wordmark.