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**NORTHWEST TERRITORIES
1990 PRINT ADVERTISING EXECUTIONS:
AN EXPLORATORY LOOK**

November, 1989

Prepared for:

CAMP ASSOCIATES ADVERTISING LIMITED

On behalf of:

'TRAVEL ARCTIC

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INTRODUCTION

A. Background and Intent

Camp **Associates Advertising Limited** is interested in examining response to proposed **creative executions** for the 1990 Travel Arctic **print** advertising campaign. The goal of this advertising **campaign is** to increase **consideration** of vacation trips to the **Northwest Territories**.

Davidson-Peterson Associates was commissioned by Camp Associates Advertising to provide a qualitative study of the response to the executions by potential **visitors**. In addition to **general** adventure traveler **groups**, we **also explored** the views of **big game hunters**, learning more about their hunting and the types of ads that appeal to them.

Four new print executions and two executions examined last year were **targeted** toward the general **adventure traveler**. Then, to **stimulate the** interest of **big game hunters**, one execution with three **alternate images** and one collage of **various hunting images** from magazines were shown.

This report contains a **summary** of **the findings** of this qualitative assessment.



B. Research Objectives `

The overall goal of **this** qualitative research has been to provide support **to** Camp Associates **in making their** final selections of **the** executions **to** be used **in** the 1990 Travel Arctic print campaign. In so **doing**, we have addressed several **specific** objectives:

- ... To explore the **ideas** and **impressions** that the general adventure traveler has of adventure **travel** and **to** learn how much knowledge **they** have about the Northwest Territories;
- ... To determine the key motivations for **big** game hunters and learn of the stages involved **in** the planning of a **big** game hunt;
- ... To provide guidance based on reactions **to** the executions shown to both the general adventure travelers and the big game hunters; and
- ... To **detail** reactions **to** the ads and the copy for each of the **executions**.

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C. What Was Done

On October 9, two focused groups were conducted in the New York area while **two** were done in Denver on October 10, 1989. In each of these cities, one session was done with younger prospects, those under 40, and the other session with older respondents 40 - 65 years of age.

In order to **qualify** for the sessions, group **participants must:**

- ... Be involved in travel decisions for the household;
- ... Have taken a vacation trip of **at least** 300 miles from home during the past two years;
- ..* Have qualified for at least one of these three conditions:
 - . Have traveled 300 miles to go sport fishing in pursuit of record fish; or
 - . Have expressed **interest in** taking one of seven adventure vacation **trips** described in the screening questionnaire during the next five years; or
 - . Have taken or expressed interest **in taking** a hunting **trip** for big game animals (three to four respondents **in** each group).
- ... **During** the last six months, have read at **least** one of **eight** magazines in which Travel Arctic advertising **will** appear; and
- ..0 **Report** annual household income of \$50,000 or more.



On October 11, 1989, one' focused group session was conducted in Milwaukee with big game hunters to address issues related to hunting motivation and the **trip** planning process. In order to qualify for this group, participants must have met the first **two** conditions previously described for the general adventure traveler and must have taken or planned to take a hunting trip for **big** game animals within two **years' time**. Also, qualified participants must have read within the past six months at least **one** of five hunting magazines in which Travel **Arctic** ads **will** appear.

Copies of the moderators' guides and the screening questionnaires used to conduct the basic traveler and hunting focused groups may be found in the Appendix to this report. Black and white copies of the print executions and associated copy may be found there as well.



D. A Cautionary Note

As with all qualitative research efforts, the findings reported here should be **viewed** as informed hypotheses **rather** than confirmed facts.



HIGHLIGHTS OF THE FINDINGS:
A MANAGEMENT SUMMARY



**HIGHLIGHTS OF THE FINDINGS:
A MANAGEMENT SUMMARY**

Camp Associates Advertising is in the process of preparing new print advertising executions for Travel Arctic designed to intrigue prospective U.S. visitors to consider a trip to the Northwest Territories. Davidson-Peterson Associates was commissioned to show six prospective executions -- both image and copy -- to prospective visitors. Our goal has been to explore communications effectiveness and to suggest which alternatives, with what modifications, **will** be most effective in presenting the Northwest Territories! story to the U.S. traveling public.

Four focused groups were conducted -- two -in the New York area on October 9, and two in Denver on October 10, 1989.

Participants were travel decision-makers who had taken or plan to take an adventure travel vacation such as to see the midnight sun, to trek in the Andes or to visit the Amazon. In each session, some also reported having taken or planning to take a hunting trip in search of big game animals.

In addition, to address issues specifically related to the big game hunting decisions and desired image communications, a **group** was conducted with hunters in Milwaukee, on October 11.



Our analysis of the findings from these focused group sessions may be summarized as follows:

A. The Six Executions for General Tourism

... The three strongest executions among these six alternatives appear to be:

. "Do in a day. . .";

. "Come up for endless sunshine..."; and

. "Double take".

... "Do in a day. . ." has broad appeal, reaching both women and men more effectively than some of the others. The image and copy communicate that the experience one would encounter in the Northwest Territories would be remote and isolated -- but not harsh. The image and copy both suggest that the visit will be warmer than prospective visitors anticipate.

For some the headline is a little confusing and it should be reviewed. Some of the **"cuter" copy might also** be revised to be more direct in its communications.

... "Come up for endless sunshine. . ." presents a truly unique appeal for the Northwest Territories -- an iceberg which cannot be seen elsewhere and therefore suggests an appealing reason to visit.

Viewers can easily identify with the image and visualize themselves in the boat. Again, clothing suggests that the environment is not so cold as would be expected.

Directly confronting the perception of cold with the copy reinforces the positive response to the execution. The direct statement about the midnight sun is clearly understood and intriguing to many. And, the variety of activities presented suggests an interesting visit to the Northwest Territories.



- ... Jr Double take is a beautiful strong image with good stopping power. Men seem more likely to respond favorably to this image, fearing that their wives would have little interest in a visit to such a remote area.

Modifying the copy to include more details on other activities, **accommodations**, etc. will likely soften the tone and broaden the execution's appeal.

- ... "Whoever said it's lonely at the top. ..11 appeals more strongly to older viewers than to younger ones.

- . For the older viewers, caribou are clearly identified with the Arctic and are unique and special to the Northwest Territories. These prospects wish to see these animals -- not to hunt them.

Copy **points** also focus on attributes likely of more interest to the older travelers -- creature comforts, cultural experiences, national parks and reserves where **animals** can be viewed.

- . For the younger viewers who may be interested in more physical activity this execution is not so appealing.

We would suggest that a stronger **image** of caribou be found to tap **their** appeal to older prospects interested in **visiting** the Northwest Territories on tours rather **hikes** or hunts.

- ... Most viewers cannot identify **with** the "Still as it was ..." image. The setting **is** too **remote** for some; too undifferentiated from a pretty sunset on a lake anywhere for others.

While the warm colors combat the perception of cold, the idea that the **image** reflects the **midnight sun is** not communicated clearly.

Viewers are unable to relate the copy to the **visual image** and are put off by **its** cleverness.



- .. . The image for "High lights" is viewed as a photographic **trick which might** have been executed anywhere. Some are sufficiently confused by the "**bubbles**" that **they would look into** the COPY: nest **would not**.

The copy is not clearly connected to the image. Interestingly, though, some of the descriptions of activities used here are more appealing than those used in other executions.

- ... In ~~the~~ copy for all executions, there is a **need for clearer descriptions** of:
- . **The midnight sun** -- an **appealing idea**, but not well understood when other descriptors are used;
 - . The **specific** terms of the **prices quoted** -- **with** or without airfare, per **person**, double occupancy, **etc.**; and
 - . The range of accommodations and the availability of both familiar and exotic foods.

B. The Big Game Hunting Issues

- .0. One of the key motivations for deer **hunting** and then for trophy **big game hunting is** for hunters to **rise to** the challenge of defeating the animal. **Hunters gain great satisfaction** from using their skills to **outwit** and **defeat** the animal.
- ... Hunters also enjoy the experiences of the natural environment during **hunting**. They like being outdoors, seeing and **appreciating** all types of animals. Further, the camaraderie of the men who choose **to hunt together is an important benefit** of this type of hunting.
- ... In planning a big game **hunt, hunters first select** the animal they wish to hunt and then the area **in which they will hunt that** animal. If the animals are available in a broad geographic area, **they will select the area in which they believe they will have the best success in their hunt**.



These **selections** are made with the help of conversations with fellow hunters as well as from information they find in hunting magazines and **in** videos of **various types of hunts**.

It **is** at this stage of the game hunt selection that **the** Northwest Territories advertising should be targeted.

- ... The most effective images for the big game hunting advertising will be those which show a single, proud, majestic, trophy caribou challenging the hunter from the page.

The **image** should also **include** at least a hint of the terrain in which the animal lives.

- ... The copy should focus on the most important animals -- the, caribou. Some further explanation of the two different types might be included. When prices are quoted, more information concerning what is included in that price needs to appear. And, hunters would appreciate some clarification on the U.S. rules on what trophies they may bring home.

- . . . Once **the animal** and area have been selected, the hunter searches for an outfitter to take **him** on the hunt. At **this** stage hunters look for advertisements **in** hunting magazines and send for **videos** from chosen outfitters as well as search out references from other hunters.

The outfitter selection decision is taken very seriously. Hunters are searching for the individual who has a good record of professionalism, hard work, success rates for his hunters, and the provision of good equipment for the hunt.

- ... It is at this stage in the hunt selection process that hunters are looking for **images in** advertisements **which** show dead animals and often the hunters who shot them. They want to see what others have done **with** a particular outfitter and to visualize themselves **in** the same scene or setting.



- ... The planning process for big game hunters typically lasts more than a year. To book a hunt with a particularly effective outfitter or to **hunt** for animals where there are strong limits on the number of permits may require as long as three or four years in the decision process.

Detailed findings follow.



THE FINDINGS IN DETAIL



I. SETTING THE STAGE: SOME GENERAL VIEWS

Introduction

The purpose of this chapter is to set the stage for our later analysis of the proposed advertising executions by suggesting some general framework **views** held by those who saw the executions. In so **doing**, we **will** cover three issues:

- ... Adventure travel characteristics;
- ... Impressions of the Northwest Territories; and
- ... Some general needs related to copy communications.

We'll begin with a look at adventure travel characteristics.

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A. Adventure Travel Characteristics

As we have seen in previous **studies** among prospects for travel to the Northwest Territories, adventure travel is viewed as involving some level of non-life-threatening risk. Most expect to have to **exert** physical energy on an adventure travel vacation. They expect to be **in** the out-of-doors expending physical efforts **in** hiking, climbing, rafting, etc. And, they believe those activities include some level of risk. Guides or escorts are often deemed necessary to control such risks.

"Someplace with danger, where you are going to be taking a few chances along the way." (Younger, New York)

"...you put it on the edge. ..life on the line." (Younger, New York)

"Something that presents a challenge, a controlled challenge, white water rafting with a professional guide. .." (Older, New York)

"...a little bit of risk taking . . . yet, you're not totally out of control. . ." (Older, Denver)

"Climbing mountains, or swimming rivers, or hunting." (Older, Denver)

"I think of physical activities. . . outdoors. ..hunting, camping, fishing, packing. . those kinds of things." (Younger, Denver)

"White water rafting." (Younger, New York)



Some prospects feel that adventure vacations require significant travel to destinations not easily accessible.

Exotic adventure travel would include **safaris in Africa, visits to the Amazon in Brazil, or to the outback in Australia.**

Such adventure travel **is** usually to destinations which friends and associates may not have **visited** and part of the reward **is** going somewhere new, somewhere others have not **visited**.

Some adventure travel can, of course, be experienced closer to home -- so long as some type of risk **is** involved. **Trips in the U.S.** which some think would qualify as adventure travel include **white** water rafting, **hiking** or **climbing in** areas of the U.S. Rocky Mountains. But adventure travel **may** be more exciting if it involves the additional risks of visiting a more exotic foreign destination.

"(Someplace) **Off** the beaten path . . . I would suspect you would **find it in** the back woods of Africa or South America. " (Younger, New York)

"**I think it** could be considered adventurous if...**it** took some sort of unusual effort to get there. " (Younger, New York)

"...places you haven't been that you always wondered about. . ." (Older, New York)

"**Running a wild river in** Idaho, right **here,** closer to home for a three or four day trip, that is adventure." (Older, Denver)

"**I think** of adventure **travel as being in a jungle** or **going** down the Amazon, . . . **getting to a remote** area . . . **trying** to get off the beaten path. .." (Younger, Denver)



Adventure travel also differs from other types of vacations in that creature comforts are not so key. Those who take adventure vacations do not anticipate that they will be staying in luxurious hotels or finding interesting nightlife and evening activities which they would encounter in more traditional vacation destinations. Many do, however, need to have cabins or lodges rather than tents.

Those who seek trophies in fishing or hunting on their vacations see these trips as adventure travel because they require physical exertion in a wilderness area. And, guides may be necessary to control for the dangers and risks about which the participant may not be aware.

"...you wouldn't find a Marriott. .." (Younger, New York)

"... someplace where you are really out of civilization. . ." (Younger, New York)

"...it has something to do with relying on ones self and . . . not being coddled . . . in a nice hotel with all the amenities. . ." (Older, Denver)

"Whenever I go to a place that I don't know, I get a guide to take me there." (Older, Denver)

"It's not the Waldorf Astoria, but these guys on hunting or fishing trips can sure make it comfortable." (Older, Denver)

"You can be fishing while they prepare the camp, they prepare the food. . ." (Older, Denver)



B. Impressions of the "Northwest Territories

Knowledge of the Northwest Territories among potential visitors is extremely limited -- and sometimes incorrect. Most

recognize that the Northwest Territories are in Canada -- but few seem clear on exactly where. Initial responses position the Northwest Territories **in** western Canada, perhaps **including** Alberta or British Columbia. Others know that the **Territories** are north of these provinces, but place them just east of Alaska. Few really conceptualize that the Northwest Territories include all the land mass north of the provinces.

As a result of this lack of knowledge, they visualize a territory **which** would include the heavily forested areas of the Canadian Rockies -- rather than tundra and **Arctic** coastline.

"North of Vancouver and to the east of Alaska."
(Younger, New York)

"British Columbia." (Older, New York)

"Alberta, British Columbia." (Older, Denver)

"~ Northwest **side** of Canada." (Older, Denver)

"East of Alaska, isn't that where the Northwest Territories **are**?" (Older, Denver)

"...it's the western side bordering Alaska or the Yukon **territory**..." (Younger, Denver)

"...I understand that the flowers and the mountains and the scenery **is** just magnificent and unusual." (Older, Denver)

"Lots of trees." (Older, Denver)



Perhaps the **strongest** perception of the area **is** that of **incredible cold**. We have seen **in the past that** U.S. residents regard all of Canada as cold. Thus, **the Northwest** Territories must be **very cold** -- even **just** based on the name and **not** the correct location.

Another key impression is that the Northwest Territories include vast expanses of wilderness and desolation. While they may have the wrong impressions of the terrain, they know the area is huge and very sparsely populated. They anticipate that there are very few towns, probably served only by small private airplanes and that the road system would not permit easy access to many parts of the Territories.

"Cold. Snow, **wilderness.**" (Older, New York)

"**Wilderness.**" (Younger, New York)

"**I don't think** there is much **civilization** up there -- any **cities.**" (Younger, New York)

"... it must be 50 **miles** to your nearest **neighbor.**" (Younger, New York)

"**You're not talking about Wyoming here, you're** talking about something even less densely **populated.**" (Younger, New York)

"**I don't imagine** there **is that** much developed highway **like** we are accustomed to. I **imagine** you probably go by bush **pilots.**" (Older, Denver)

"**I can't** believe **they have** enough highways to really tour the Northwest Territories by highway." (Older, Denver)



C. General Copy Communications Needs

Several communications ideas emerged from potential **visitors'** responses to several of the proposed executions. These issues are ones which **should** be addressed within the context of the copy for each of the proposed advertisements.

The midnight sun is a phenomenon unique to the Arctic and is particularly appealing to many prospective visitors. For **most** the appeal **is simply** experiencing a natural phenomenon which they have read about *or* studied. The concept of continuous daylight and no darkness **is intriguing in** itself. For some totally dedicated fishermen, the **idea** of being able to **fish during** hours not **available** farther south has a **unique** appeal.

The phrase, "**midnight sun**", communicates **this** concept most clearly. Potential **visitors** clearly recognize what that means. And, they make the connection to **midnight** sun when they are told the sun comes up **in** the **spring** and sets **in** the fall -- though even **this** clear description may **miscommunicate** with some.

Prospects do not understand the phrase, "**a single day spans three seasons.**" They tend to see this as a climactic explanation of how the **temperatures** could reach 80 degrees -- **it's** spring in the morning, summer at mid-day, and fall **in** the evening.



We would suggest using-the phrase, "midnight sun," specifically or explaining the phenomenon simply. This phenomenon is one of the key appeals -- but because it **is** so strange to U.S. residents it is not understood from more subtle phrasing.

"I think they try to dispel that (the cold) when they say 'A single day spans three seasons. '"
(Younger, New York)

"A misleading statement in here is 'A single day that spans three seasons -- spring thru autumn. ' Now, I picture getting up in the morning and it being chilly, being warm in the afternoon and it is really cool at **night.**" (Younger, New York)

"If they say spring through autumn I would think that some **time during** the course of a day that it would get **warm.**" (Older, New York)

"It's always daylight, that is something Unusual. " (Older, New York)

"They should play up more the midnight sun . . .the fact that coming up to the arctic is an adventure. " (Older, New York) -

"I finally .underst_od what they meant **from a** single day from **spring** to autumn, the fact that **the sun doesn 't set.** " (Older, New York)

"... the sun never goes down.. say **it** flat out and not be so **poetic** about **it.**" (Older, New York)

"The big key here is if it is 80 degrees UP there I can fish all day with the midnight **sun.**"
(Older, Denver)



Since U.S. prospects **view** the Northwest Territories as a desolate wilderness and most proposed **images** reinforce that fact, it is important to tell the reader about accommodations possibilities in each execution. Of those evaluated, some have clearer descriptions than others. **But** a clear description of the lodging types -- camping, lodges, etc. -- needs to appear *in* each execution to reassure the readers.

"It makes it sound **as if** they are **going** to drop you off **in** the **middle** of nowhere and **you'll** be on your own **until** you shoot off the **flares** and they come back for **you.**" (Younger, New York)

"**You** got some sense of a lodge or outpost. That to me **is** certainly not a **resort.**" (Younger, New York)

"**It doesn't** look like you have to go to the Northwest **Territories** to sleep **in** that **tent.**" (Older, New York)

"**I like** to have a **cabin** there at minimum." (Older, Denver)

"**Facilities** wouldn't be as modern as they are **here.**" (Younger, Denver)



Meals and food emerged as topics of interest in these conversations, though they have not been mentioned so extensively in the past. **Some** assurances that all meals are not reindeer stew over the campfire **will** also help readers to see how they could enjoy a vacation **trip** to the Northwest Territories. It does not appear that food needs **to** be the subject of the minor **images in** the executions. However, within the copy some assurances that both interesting and familiar foods are available would likely strengthen the executions.

"It says modern facilities. That denotes indoor cooking." (Younger, New York)

"What about food? Do you have to rough it and hunt your own?" (Younger, Denver)

"If you're going for two weeks you can fish and hunt every day, and you're eating it, but it can get old after two weeks. ..you want a restaurant." (Younger, Denver)

"My greatest concern. ..is that I think food enhances a vacation. So the idea of going to this place and having to eat 'Yak' stew around the fire and this is the only choice you've got. (Doesn't appeal to me) If you don't like it then you are hungry." (Older, Denver)

When prices are quoted in the copy, they should be more specific than they are in these executions. The primary question is whether airfare is included. But it **also** seems important to state that the price is per person, double occupancy, or whatever specific information makes the terms clear.

"Based on what I know of travel, just between here and California. ..it cost about \$2,000. so if I look at this, probably around \$1,500 just to get there and back." (Younger, New York)



"Does the \$2,300 include airfare?" (Younger, New York)

"I have one question, is this for One Or TWO? \$2,300 pp that would be one of my first questions that wouldn't be clear by reading it." (Younger, Denver)

"It does say from major U.S. city ^{so I} would read that to mean including airfare." (Younger, Denver)



Interim Summary

The findings of this chapter may be summarized as follows:

- ... For most participants, adventure travel involves some type of non-life-threatening physical risk. Such travel is more adventurous if the destination is more exotic -- but physical activity is usually required. The creature comforts will not be luxurious.
- ... U.S. prospects know little about the Northwest Territories -- location, geography, attractions. They do expect that the area is a vast, sparsely-populated wilderness. And, that it will be very cold. The physical characteristics expected are mountains and trees -- not tundra or Arctic coastline.
- ... Copy **points** that should be included in all versions are:
 - . A clear explanation of the **midnight sun** phenomenon **since** the idea **is intriguing** and appealing to prospects;
 - . Mentions of the **types** of accommodations **which** may be expected;
 - . "Reassurance that **familiar** food as well as **exotic** food **will** be available; and
 - . A clear statement of the terms associated **with** the **prices** quoted.

Let's turn now to reactions to the **specific** executions.



II. THE SIX EXECUTIONS

Introduction

The purpose of this chapter **is** to review reactions to each of the **six** proposed executions shown to prospects **during** these focused group discussions. The executions to be discussed are:

- ... **"Do in a day what took some men a lifetime"**
(waterfall);
- ... **"Come up for endless sunshine. And the occasional cold snap"** (iceberg);
- ... **"Double Take"**;
- ... **"Whoever said it's lonely at the top was obviously misdirected"** (caribou herd);
- ... **"Still as it was. . ."**; and
- .0. **"High Lights"**.

We'll begin with a look at "Do in a day..."

A. "Do in a day what took some men a lifetime"

1. Image Impressions

Many viewers identify with the image -- visualizing a way to escape from life's tensions to an isolated, remote, beautiful environment. Remoteness and isolation are communicated by the fact that there are no guard rails or cement pathways at this beautiful natural waterfall scene.



The resistance to visitation inherent in visitor perceptions of the prevailing temperatures in the Northwest Territories is attacked directly. The visitors in the scene are wearing light summer clothes -- and they do not look cold. Such an image is important to dispelling the fears that even in summer, parkas will always be necessary.

The presence of women broadens the appeal. As we will see, some of the images seem to focus on more masculine appeals. In this case, the presence of women implies that the rigors of the trip will not be so difficult that women cannot participate. The awesome beauty of the scene is also appealing to women. And the clean, clear, pure image of the waterfall strikes a responsive chord with women.

Some conclude from the way the people are groomed and dressed that there are reasonable accommodations nearby -- but others are concerned about this issue.

It should be noted that while this image was very appealing to three of the four groups to whom it was shown, the older group in Denver did not like it at all. They felt it was not uniquely different from scenes and settings that they could find in other areas -- likely in the Colorado Rockies. For them, the image did not describe adventure travel and did not communicate a special image for the Northwest Territories.



"It's not roped off as a regular tourist attraction. " (Younger, New York)

"I like the picture. . the awesome beauty of it all. " (Older, New York)

"This is beautiful." (Older, Denver)

"You don't see the poles. . the concrete and everything else. It is a natural mini Niagara." (Younger, Denver)

'Untouched.'" (Younger, Denver)

"You can almost see your reflection in the water. " (Younger, Denver)

"It shows people not dressed in parka's, hats and gloves. It shows the ground not covered in snow so it gets rid of the idea that it is as cold as you think." (Younger, New York)

"There is more warmth in that picture just by their dress. ...you don't see a picture of someone who is shivering wearing a pair of shorts. (Older, Denver)

"I feel that it is the type of vacation that would appeal to males and females. . ." (older, New York)

"If you look at the pictures of the people and the way they are dressed. . .it looks like these people are coming home to a warm bed at night." (Older, Denver)

"The picture would never attract my attention to go to the Northwest Territories." (Older, Denver)

"That could be a lot of places. . ." (Older, Denver)

111 don't see any adventure here that I would like." (Older, Denver)



2. copy Issues

Several questions emerge from the copy for **this** execution:

- ... Some are confused by the **headline** -- not understanding the historical reference implied.

"**I don't know** what the connection **is** **'To** do in a day what took some men a lifetime. ' I still have not figured that **out.**"
(Older, Denver)

- ... Most gather from the copy that there are a lot of activities in which they might engage on a trip to this area. Others do not. The difference is likely that the older prospects are not intrigued with the idea of white water rafting *or* tracking.

"...the copy... outlines a lot of different activities. " (Older, New York)

"**I love** this picture and this definitely seems like there are a lot of activities, especially the line **'the** only difficult part is deciding what to do next. '"
(Younger, New York)

- ... Mentioning the Explorer's Guide clarifies for some just what they will receive when they call the 800 number listed. That helps some make the decision to call for information.

"**The** text in here tells me that I am **going** to get an explorers guide. It tells me what I am going to be receiving. I like that. " (Older, Denver)



... **"Free wheeling" is a stumbling block** for some, likely based on the perception that there are few roads in the Northwest Territories as well as a lack of understanding of the term itself.

"I don't believe this free wheeling **along** the highways." (Older, Denver)

We would also suggest a review of the phrases relating to **"shake a stick at"** as being too **cute**. And the tag line reference to 'sextant' may not be widely understood by readers.



B. "Come up for endless sunshine. And the occasional cold snap"

1. Image Impressions

The dramatic image of an iceberg communicates that the Northwest Territories will offer the visitor a truly unique vacation experience. Icebergs are, of course, something totally unknown anywhere in the U.S. and therefore intensely interesting to those seeking an adventure experience. The image definitely presents a reason to visit the Northwest Territories.

Viewers can easily identify with the image since they can visualize themselves in the boat with other visitors. This image also communicates a group experience well, moving away from the completely independent experience shown in some of the other executions.

While to some the image appears frigid, for many more the dress and clothing convey the impression that visitors would be chilly but comfortable during this experience.

The dramatic and different image also appears to have strong stopping power, intriguing prospects into reading the copy. Some viewers are also intrigued by the small photograph of a polar bear.



"...how many places" can you see a glacier? That is the appealing part -- **it is something unique.**" (Younger, New York)

"...**You're** not going to see ice floes around **here.**" (Older, New York)

"...**you** see several **people in** a boat -- **in** a social **kind** of gathering, rather than one guy wondering where he **is.**" (Younger, New York)

III **would** be sitting on the back of the boat with a fishing **rod.**" (Younger, New York)

"**The** idea of **having** four people **there,** something you can do as a group is much more appealing than one individual. . .ll (Younger, New York)

"**It would** be a turn off **to me.** I **don't** necessarily want to see cold icebergs and cold Water." (Older, Denver)

"**The iceberg immediately says cold.**" (Older, Denver)

"...yet they **don't** make you feel cold at **all.**" (Younger, Denver)

"**The** iceberg, the cold, the **husky,** eskimo . . . **That's** appealing to me. It goes with that sense of adventure. . ." (Older, Denver)

They show the polar bear there which means you may even see **some.**" (Yonger, Denver)



2. copy Issues

Readers are drawn into the copy of this execution. The direct confrontation of the **"cold"** issue leads them to respond favorably to the execution. They are amazed and intrigued that summer temperatures can reach 80 degrees.

As mentioned, the direct comment on the midnight sun is easily understood and adds interest to the prospective experience to be encountered in the Northwest Territories.

Further, the broad variety of activities mentioned helps to broaden the image from a single **day's** activity to include other occupations for a longer visit to this distant land.

"They immediately address the cold issue. . ."

(Younger, New York)

" . . . it doesn't attack but it relates to your worst fear -- how cold would it be." (Younger, Denver)

"It looks extremely cold yet. . . they explain they have 80 degree temperatures a good portion of the year." (Younger, New York)

"Eighty degrees not uncommon. . . that makes me wonder. . ." (Older, New York)

"The words are very catchy. . . Camping out under the midnight sun. . ." (Younger, Denver)

"They give you some choices. . ." (Younger, New York)



c. "Double take"1. Image Impressions

The 'Double take' image is beautiful and very dramatic, with good stopping power. Viewers say the image would grab **their attention** and intrigue them to read the copy.

The majesty of the mountain and the absolute quiet of the lake suggest to most a remote and isolated area in a vast wilderness. Those who are interested in such total isolation and true remoteness from civilization are intrigued by this image. Men are most likely to respond favorably to this experience -- though they report that their wives would have **little** or no interest **in this** experience. **That** perceived rejection by women is likely related to the absence of any hint of creature comforts in the image.

The vastness of the image impression also raises some questions among viewers about the distance one would have to travel to reach this area.

"**I think it's a beautiful** picture. The blue comes out and **it** attracts you **with** the green. **It** really makes you want to read what that **is** about. (Older, Denver)

"**The scenery in this** picture definitely **stands out.**" (Older, New York)

"**This really shows it would be a man's holiday.**" (Older, New York)

"I think if my **wife** had seen that and read **this**, her first words would be '**what** am I supposed to **do?**' **It's** not geared to **everyone.**" (Older, New York)



"I just wonder how 'long the **flight is** to go up **there.**" (Older, Denver)

"**Visually** it is **nice** but it **isn't** a very **couple** oriented **picture.**" (Older, Denver)

"**How far** are we talking about? Is it **ten hours?**" (Older, Denver)



2. copy Issues

The addition of more details on activities, accommodations, and how one could experience this wilderness will improve the communication for this execution. Simplifying some of the concepts and providing more direct communication of **specifics** will strengthen this version of the **"Double take"** execution.

"This leaves a lot more to the imagination than the other copies do. The other copies at least gave you some type of itinerary that you could do for a week. " (Older, Denver)

"I would like it if there were more things to go along with it." (Younger, Denver)



D. 'Whoever said it's 'lonely at the top was obviously misdirected'

1. Image Impressions

The older prospects in both New York and Denver were far more likely to be intrigued by this image than were their younger counterparts. Older travelers may be more intrigued with the passive experience of watching the caribou while younger ones are more interested in physical activities while on an adventure vacation.

... Those who favor this **image** see it as **unique to the Arctic** and therefore uniquely intriguing. Caribou are **identified with the Arctic** and the **idea of being able to see so many caribou is** appealing to these prospects.

"**That's** the Arctic. (Older, Denver)

"**Now, that's Canada!**" (Older, Denver)

"...**this** I would be interested **in** reading about and possibly **going.**" (Older, Denver)

"**That's** by far the best one, that grabs me. " (Older, Denver)

"**That picture interests** me more than **any** of the **others.**" (Older, New York)

... Those who do not **identify with the** image see it as perhaps appealing **to** others -- hunters or camera buffs or people who really want to see the animals. For themselves, it **may not** suggest sufficient activity for an adventure travel vacation. After you look at the caribou for an hour, then what do **you** do?

"**That** picture **doesn't** grab me. . . . If I had this for a week -- between this and a blanket toss -- nothing makes it **appealing.**" (Younger, New York)



"If you were 'hunting big game, that would be all you would want to see. **With** 4,000 elk **runni** g around, you have a shot at getting one of them. But then it **is not family oriented.**" (Younger, New York)

"**It seems like it is more for camera buffs** -- to take pictures of the **wildlife**, the glaciers and so **forth.**" (Younger, New York)

"**...how** long do you want to **sit** and look at that? An hour maybe, two hours. I **don't think** the whole day you want to **spend** looking at the **caribou.**" (Younger, New York)



2. copy Issues

The copy for this execution is targeted to those prospective visitors who wish to experience the Northwest Territories in a more passive mode. Somewhat more emphasis is placed here on the cultural **aspects of a visit, viewing the traditional activities such as blanket tosses and drum dances.**

The discussion of animals focuses on those **which** can be **viewed** in areas such as national parks or reserves. That negates the appeal to hunters, who take from those phrases that animals are protected rather than hunted. But **it** increases the appeal to those older travelers who **wish** a passive **viewing** experience, not an **active** hunting one.

And the accommodations reference to 'bedding down at any one of the many **lodges**' focuses more than other executions on the creature comforts -- likely of more concern to the older **visitors.**

It would appear that an execution illustrating the caribou herd as a unique attraction for the Northwest Territories should be pursued.

"I think more of the activities **are...less** active, more **passive.**" (Younger, New York)

"**This** certainly **doesn't** encourage hunting or fishing. . . **Normally** National Parks. . . **are** there to protect the animals, not to allow hunters **in.**" (Younger, New York)

"I think this **would** be more appealing because it says '**bed down.**' That means you **won't** be sleeping in a camp site some **place.**" (Younger, New York)



E. "Still as it was . . ."

1. Image Impressions

The beautiful "Still as it was. . ." image communicates the quiet, peace and tranquility of the setting. At the same time, however, it is viewed as desolate and stark -- an experience that is not widely appealing. There is some recognition that those who truly wish to be alone might be attracted by this image, but most cannot see themselves in this setting.

The warm colors and lack of ice on the water suggest a warmer scene than what is expected in the Northwest Territories.

Importantly, however, the fact that this image is taken late at night during the midnight sun period is not clearly communicated. When prospects are told that the image is neither dawn nor sunset, but rather a time during the middle of the night, many are more intrigued with the image.

Yet for many this image is not unique. Indeed it is described as generic, a place you could find anywhere, and not identified with the Northwest Territories.



"Tranquil ity. " (Younger, New York)

" Peaceful. " (Older, Denver)

"Quietness. " (Younger, Denver)

"'Beyond the warmth and glow Of what we know' . . .says total desolation, cold stark . . . Tundra -- **it's** not very **inviting.**" (Younger, New York)

"I get the feeling of isolation and loneliness. .." (Younger, New York)

"...**they** are trying to make it more enticing. **It's** not **all** snow and ice. . . . The picture portrays a little bit of warmth with the red, yellow and the **sunset.**" (Younger, New York)

"I don't see any ice on that Water. . ." (Older, New York)

"I think it is **just**a beautiful picture **of** a **sunset.**" (Older, Denver)

"That places it immediately if YOU say **midnight sun.**" (Older, Denver)

"We all assumed it was a **sunset.**" (Older, Denver)

"...it could be **anywhere.**" (Younger, New York)

"...when I first looked at that picture I thought that could be just about **anywhere.**" (Younger, New York)

"It's too **generic.**" (Older, Denver)



2. copy Issues

The copy here is viewed as too clever, too wordy, not communicating enough about the experience which the visitor would encounter in the Northwest Territories. Little relationship is seen between the ideas in the copy and those communicated by the image.

"It doesn't come together. It doesn't connect."
(Older, Denver)

"It's too clever." (Younger, Denver)

"It's too wordy." (Younger, Denver)

**"I just don't think the picture and this g"
together."** (Younger, Denver)



F. "High lights"1. Image Impressions

The "High lights" image is seen as too artistic, a photography **trick** which could have been executed anywhere. Despite the presence of the children and the **Inukshuk**, viewers are so distracted by the major portion of the image that they do not identify **it** with the Northwest Territories.

Some say the **image** would encourage them to stop and look more carefully -- but only because they want to know what the **"bubbles"** are -- not because **they're** intrigued to consider the experience to be found in the Northwest Territories.

"Looks like something that is done with photography. It **doesn't** look like it was anything **real**." (Younger, New York)

"Fancy photography." (Older, New York)

"...it's too artistic. . . ." (Younger, Denver)

"You could go to Phoenix, Arizona and see something very similar to that. That to me **doesn't** specify northwest Canada." (Younger, New York)

"I find it confusing. There is some kind of bubbles or **something**." (Younger, New York)

"I might stop and **say**, 'what the heck is that.' ... It's ambiguous at first. Maybe if you take a **closer** look." (Younger, New York)

"Somebody in the photography room messed it **up**." (Older, Denver)



2. copy Issues

Readers do not see a clear connection between the image and the copy. Interestingly, some readers focus on the **phrases** describing ridgewalking and rafting **and** conclude that this execution provides a better explanation of the variety of activities there are to do in the Northwest Territories. And, some seem more interested in the explanation of culture in this execution.

On balance, however, this version does not seem to communicate the Northwest Territories' experience strongly.

"I think this **copy** is the best of the three but I **don't** see this as representative of that **picture.**" (Younger, New York)

- "What you read here doesn't go with that Picture at all." (Older, New York)

"I liked the words, but it didn't flow with the picture." (Older, Denver)

"This one seems to be listing more activities than the other **ones.**" (Younger, New York)

"It gives you more activities than the other ones. You can hike and raft ride in canyons. That is appealing." (Younger, New York)

"Ridgewalk..raft ride. That is **adventure.**" (Younger, New York)

"It says adventure to me. They are strange children, a different culture. . ." (Older, Denver)

"It's not enticing at all **tome.**" (Younger, Denver)

"It doesn't appeal to **'e*'**" (Younger, Denver)



Interim Summary

The findings of this chapter may be summarized as follows:

- ... The strongest of the proposed executions appear to be "**Do in a day...**", "**Come Up for endless sunshine. ..**", and "**Double take.**"

Each of these images has good stopping power and will intrigue viewers into reading the copy.

- . "**Do in a day. . .**" has a broad appeal, communicates that the Northwest Territories experience will take place in an isolated, remote environment, but that that environment is not so harsh and cold as would be anticipated. For some the headline is confusing, and some of the 'clever copy' may be a negative. More direct communication would improve the execution.
- . "**Come up for endless sunshine. ..**" is seen as truly unique to the Northwest Territories and suggests a strong reason for making the trip. The copy provides information on activities and communicates the unique attraction of the midnight sun as well as the warm temperatures to be expected.
- . "**Double take**" is so dramatic that it stops the viewer and intrigues him/her to read further. The copy needs to be simpler and more focused on the experiences the visitor can have in the area.
- ... '**Whoever said it's lonely. . .**' generates more positive response from older travelers than from younger ones. Both the caribou herd image and the copy illustrate passive, less arduously participative activities which likely appeal more strongly to the older prospect. In future executions, it appears likely that a caribou image should be selected and copy written specifically to appeal to these travelers.



- ... "Still as it was ..." is a less dramatic and unique image and has less stopping power. Some see it as generic -- not specific to the Northwest Territories. What is unique is the timing of the photograph at night during the midnight sun period, but that is not communicated to viewers.
- ... "Highlights" as we saw in last year's research is not effective in intriguing viewers into reading the copy.

Let's turn now to a look at some of the special big game hunting issues.



III . THE BIG GAME HUNTING ISSUES

Introduction

The purpose of this chapter is to address some of the issues surrounding **hunters'** decisions to embark on a hunting trip where the goal is trophy animals.

In each of the four basic focused group discussions, several of the participants qualified by having taken big game hunts in the recent past or planning to do so in the next several years. Upon conclusion of the basic discussions, these hunters were asked to remain with the moderator to discuss images for print advertising executions targeted to hunters. In addition, a single focused group discussion, lasting more than three hours, was held with big game hunters **in** Milwaukee.

Using our findings from these discussions, in this chapter we will address three topics:

- ... Hunting patterns;
- ... Planning for a **big** game hunting trip; and
- ... Evaluation of hunting images.

We'll begin with a look at some basic hunting patterns.



A. Basic Hunting Patterns

The truly dedicated hunters are likely to have begun hunting in their childhood and develop a passion for the activity as they grow into adulthood. While those we spoke with in Milwaukee may hunt for birds or other animals, their primary orientation for home-state hunting is deer. Most of them eagerly anticipate deer season all year long.

"I was paid to shoot crows at eight years old."
(Hunter, Milwaukee)

"When, was eight years old my Mom bought me my first rifle. " (Hunter, Milwaukee)

"I was 14 or 15 before I had my own gun..= = It's just something you started out of curiosity when you were younger and just got to love it. It's more of an obsession now." (Hunter, Milwaukee)

"Hunting means everything to me." (Hunter, Milwaukee)

Many also hunt with both rifle and bow so as to extend the period when they can be in the woods deer hunting. For some, bow hunting also increases the challenges they derive so much pleasure from in their hunting.

"...bow season is so much better because you have such a longer time to do it in. Gun season -- you seem to wait all year for it. When it comes, it goes by so fast." (Hunter, Milwaukee)

"The bow is part Of YOU. .o. It takes more practice." (Hunter, Milwaukee)



Other reasons for their dedication to hunting include the chance to get away from everything and to truly appreciate the natural environment. They report deriving great joy from the closeness they attain to animals and birds in their natural habitat. And, for many, the camaraderie and closeness with hunting companions is a real benefit of the hunting experience.

"...I get away from **everything.**" (Hunter, Milwaukee)

"**There** are times I **don't** even care if I take a shot. I just like to be out **there.**" (Hunter, Milwaukee)

"**It's** a **gathering** of the **clan.**" (Hunter, Milwaukee)

"**It's** like a holiday." (Hunter, Milwaukee)

"I hunt with another **guy.** **We've** hunted for 10 - 15 years **together.**" (Hunter, Milwaukee)

But the primary reason for hunting appears to be mastering the challenges of man against animal. Hunters enjoy tracking and outwitting the deer they are searching for and derive great personal satisfaction from overcoming the odds and defeating their chosen prey. Bow hunters especially pass up some shots simply to continue to hunt for the animal they have chosen for this season.

"**If** we **don't** get the particular buck we are after we **don't** shoot. . . . Last year I passed up several bucks. I **didn't** get the one I **wanted.**" (Hunter, Milwaukee)



"It's more of a challenge. (It starts out with) I want to get a deer. . . . It might take him two years. . . . Then, I want to shoot a big doe. Now, he'll get his big doe. The next year he won't settle for that. He wants a buck."
 (Hunter, Milwaukee)

"I like the tracking mostly. .00 I wait all season for just one shot. I practice and practice and practice." (Hunter, Milwaukee)

"I enjoy a challenge. . . ● specially with bow hunting. . . . Feeling like you accomplished something. . . . it's just another world out there. (Hunter, Milwaukee)

Hunters then travel to other areas with different species to hunt to extend their hunting season and increase the challenge to their hunting skills. When they feel comfortable that they have mastered the challenges of hunting deer in their own state, they look forward to the increased challenges presented by hunting for different species in new terrains.

"I like to hunt grizzly or big brown bear in Alaska. The challenge is I want to do it with a hand gun too." (Hunter, Milwaukee)

"I would like to bow hunt mountain lion."
 (Hunter, Milwaukee)

"I wanted to get good at white tail hunting before I went on to elk." (Hunter, Milwaukee)



The big game selected **initially** are likely to be those in other areas of the U.S., closer to home than the Northwest *Territories*. Most of the Milwaukee hunters for their first big **game** experience hunted elk, mule deer or antelope often in Wyoming or Colorado. Sometimes they begin without the benefit of guides, expecting that if they can hunt effectively at home without guides, they will not need them. Most discover that they would have been far more successful with a local **guide**. On subsequent hunts in new territories they are therefore more likely to employ the services of a local outfitter or guide.

"I hunted mule deer in Colorado and Wyoming."
(Hunter, Milwaukee)

"If I ever go out there again I would hire an outfitter or a guide." (Hunter, Milwaukee)

"A lot of animals you can't hunt in Canada unless you have a guide." (Hunter, Milwaukee)

"You almost have to have a guide. . . . A guide can keep you moving into the proper areas." (Hunter, Milwaukee)

The goal for many is to hunt the full season in Wisconsin and then to plan a big game hunt as often as possible -- usually at least once a year.



B. Planning a Big Game Hunt

The initial decision made is the type of animal to hunt. The types of big game the Milwaukee hunters are looking forward to hunting include big horn sheep, grizzly or brown bear, mule deer in the wilderness, elk with a bow, **mountain** lion, and caribou. When they have decided what they will hunt for next, then they identify the state, province or area in which they will hunt that animal. Naturally, the specific area depends first on where the animal is found but secondarily on where hunting that animal is believed to be most successful.

"What you are going to hunt is first, then where the best place to hunt it would be." (Hunter, Milwaukee)

"You...try to find the best place to get the best shot at the biggest one you can get." (Hunter, Milwaukee)

"...you look at the animal you want to get and you go where you have to go." (Hunter, Milwaukee)

In selecting the animal and the area, hunters gather information from other hunters, from a voracious reading of magazines and other publications devoted to the sport of hunting, and from video tapes available in sports stores. Hunters appear to be constantly on a quest for information to guide their decisions on the next animal to hunt and the place where they will go to hunt it.

"...you spend months and maybe a year going through magazines looking for write-ups or writing the guides and getting the information." (Hunter, Milwaukee)

"Reading and videos." (Hunter, Milwaukee)



The final decision to be made is the selection of an outfitter and guide to book the hunt with. Again, the search for information begins with other hunters and their experiences with particular outfitters. Magazines and videos also offer information on particular outfitters.

References are requested from specific outfitters and telephone calls are sometimes made to those hunters who did not **"get"** an animal during the hunt. Prospective hunters want to know that the outfitter is professional, dedicated and provides reliable equipment and advice. Game wardens and biologists in the selected area may also be contacted for references on particular outfitters.

"Someone who knows what he is **doing."** (Hunter, Milwaukee)

"Good equipment." (Hunter, Milwaukee)

"I've been on a few trips where he (the **outfitter**) will bust his butt for you. You may never see an animal but if he is out there working as hard as he can for you, as far as **I'm** concerned **that's** a good outfitter." (Hunter, Milwaukee)

"When you **get** references from any of Your outfitters, ask them for the ones who **didn't** get anything. You can call **them.**" (Hunter, Milwaukee)



Since the best outfitters are often booked way in advance, **the** outfitter selection decision may well be made more than three years before the hunt. Because of the requirements for licenses, tags and other registrations with governments, most hunters expect to book a hunt at least a year in advance.

Thus, the first decisions on what and where to hunt are likely to be made more than a year, perhaps more than two to three years, in advance of the final hunt.

"I think if you are planning to go with an outfitter you can make your plan a year in advance. . . a good outfitter, often they are booked three years in advance." (Hunter, Milwaukee)

"We had to make a down payment on a hunt a Year in advance. You start early." (Hunter, Milwaukee)

"Big horn sheep in Wyoming -- a non-resident (doesn't have a chance)....It'sridiculous." (Hunter, Milwaukee)



C. Evaluation of Hunting Images

The Northwest Territories advertising is targeted to generate interest in hunting caribou in the area. **That is** one of the initial decisions -- selection of species, selection of **area** -- which hunters make **in** the process of deciding on a big game hunting trip.

The strongest image for intriguing hunters into the Northwest Territories! advertisement seems to be a **single, live, trophy caribou.** Hunters see the single, proud animal as a symbol of the challenge of those which remain to be taken. The emotional response which needs to be generated is: **"he's mine."**

In the image the **animal needs to appear truly majestic, looking directly out of the photograph at the hunter so-that he communicates the challenge of the hunt.** The rack and paddles should be in full view so that the animal is clearly identified as a trophy buck.

"It shows the horns very well." (Hunter, Milwaukee)

"It is a non trophy animal -- very marginal. It doesn't have very big antlers." (Hunter, Denver)



"It's the **single** picture that **gets you** interested to send away for a brochure. . ." (Hunter, New York)

"...if you see three, **what's** the big deal, you see one alone, **that's mine**. Every hunter feels **that's mine**." (Hunter, New York)

"It's a **game** animal. ..it's **bold**, standing out there. ..it's almost **defying you**." (Hunter, New York)

In addition, hunters appreciate knowing something about the terrain in which the animal is found. So, the image should include some hints of the terrain -- tree cover, ground cover, mountains or flat land, etc. The image of a caribou with his head down which we used shows sufficient terrain. However, the **animal's** head is down so that he does not convey the challenging impression that is required. He looks like an **"easy mark"**.

"You can see what you are going to be hunting. It's telling you **the terrain**." (Hunter, Milwaukee)

"A lot of times you want to see what the terrain looks like. " (Hunter, Milwaukee)

"I think it gives you more of a **feel for** the terrain." (Hunter, Denver)

"That is **why I don't like it** because the head is down. " (Hunter, Denver)

"I think that **guy** had his head up, this one **would be good**." (Hunter, Denver)



In developing copy for **these** executions, several issues ought to be considered:

... Caribou are the key animals associated with northern Canada. The emphasis should be on these most critical animals, with others mentioned only peripherally.

'lCaribou. **That's** the first thing I thought **of.**" (Hunter, Milwaukee)

"Caribou tells you you are north a long ways." (Hunter, Milwaukee)

. . . Hunters do not understand the differences between the two types of caribou described in the copy for last **year's** execution. Perhaps some further information on the distinctions would be of interest to hunters.

"It's nice to know there are three different **species.**" (Hunter, Milwaukee)

... when prices are included, some clarification is necessary concerning just what the price includes. Hunters are well aware that the licenses, tags and fees can be major expenditures and they wish to know whether they are included. Further, they question whether air transportation is included for the hunter.

"Well, for \$1,200 -- it probably doesn't include any of the bush plane fees. Airfare can be very expensive." (Hunter, Denver)

"Package prices -- does that indicate to you that it includes **everything?**" (Hunter, Denver)

"For \$1,200 do you get the whole package?" (Hunter, New York)



... More information may well be necessary on the rules governing returning trophy animals to the U.S.. If a species is endangered, will the U.S. permit the hunter to bring his trophy home?

"**Wolf is an endangered** species. Not Up there it **isn't**, but how do you get it back **here?**" (Hunter, Milwaukee)

Hunters at later stages in the hunt selection decision -- finding a specific outfitter to take them on a hunt -- are more likely to be attracted by a dead animal, even with the hunter standing over him. During the process of finding an outfitter, hunters are particularly interested in the success rates of the outfitters. They want information such as the percent of hunters who shot an animal, the size and type of animals shot.

"We want him dead." (Hunter, Milwaukee)

"**Nicely posed with a hunter behind him.**"
(Hunter, Milwaukee)

"I don't think you need a **live** picture to show there is something left out **there.**" (Hunter, Milwaukee)

For outfitters, then, a dead animal with facts about recent hunts will be most effective in interesting prospective hunters. For the Northwest Territories, however, the **image** selected should show the live animal, challenging the hunter.



Summary

The findings of this chapter may be summarized as follows:

- ... The primary motivation for deer hunting -- and for trophy game hunting -- seems to be to pit **man's** skills against the **animal's**. Hunters take great pride in competing with and defeating the animal in the wilderness.

Other important appeals include the opportunity to be involved in the natural environment and to share the experience with chosen friends.

- ... In selecting the next big game hunt, hunters first choose the animal to hunt and then the area in which they believe that hunt will be most successful. At this early stage of the selection process, hunters are avid readers of hunting magazines and viewers of videos on various types of hunts.

Once the animal and area have been selected, hunters search for an outfitter to take them. In this decision, hunters are looking for outfitters who are successful, who work hard for the hunter, who are professional, and who provide appropriate equipment. At this stage they also look at hunting magazines and videos, but they also telephone references as well as the game personnel in their chosen area. This decision is a critical one and one which is carefully researched.

- ... The image which will attract hunters to the animal and to the Northwest Territories initially is one of a majestic, proud, trophy animal, shown live in his natural environment. During the outfitter selection stage, hunters are more interested in seeing images of dead animals and the hunters who shot them to demonstrate the success of particular outfitters.



APPENDICES



DAVIDSON-PETERSON ASSOCIATES, INC.
136 East 56th Street
New York, NY 10022

#220-02-89

MODERATOR'S GUIDE: ADVENTURE TRAVEL

I. Standard Introduction: name, occupation, spouse's occupation, children's ages, hobbies and interests.

II. Interest In Adventure Travel

As **you know, we're** going to be talking about travel tonight -- and specifically what might be called **"adventure travel."**

... **What** does the phrase, **"adventure travel"**, mean to you? What is adventure travel? What destinations would you include in adventure travel? What types of activities? What types of trips?

... What is appealing to you about adventure travel?
Why would you be interested in taking a trip like that? **What's** in it for you?

- . Testing your skills
- . Doing something other people have not done
- . Challenging yourself
- . Seeing something really different
- . Experiencing another **culture/way** of life
- . Achieving records -- fish **size/trophy** animal
- . Experiencing a completely different environment
- . Seeing new nature species, etc.

... What drawbacks are there to adventure travel?
What are some of the problems you might encounter on this type of trip?

111. Northwest Territories

Now I'd like to shift to a specific location -- the Northwest Territories in Canada.

- ... First, what comes to mind when I say, **"Northwest Territories"**? What images does that evoke? What do you see in your **mind's** eye?
- ... Where are the Northwest Territories? Where are they located in Canada?
- ... What appeals to you, if anything, about a trip to the Northwest Territories? What would be special or fun about going there? **Why?**
- ... What would be the drawbacks of a trip to the Northwest Territories? What problems might you encounter on such a trip?
- ... What would a trip to the Northwest Territories be like? What would you do or see there? What would it look like?
- ... If you were to go, when would you go? Why then? Who would go with you? On what type of trip?

IV. Print Executions (10),

Now, I'm going to show you some possible advertisements for travel to the Northwest Territories.

- ... **What's** your initial reaction to that? What does **it** make you think of?

- ... What is the main idea they're trying to get across? What else are they telling you?

- ... What is the mood or feeling of the ad? How do you feel when you look at it?

- ... **Headline:** What does that mean? What does it say to you?

- ... **Tagline:** What does that mean? What does it say to you?

- ... How about the illustrations? Can you imagine yourself in that scene or setting? Why or why not?

... How likely would you be to stop and read this ad
if you came across it in one of the magazines you
read? Why do you feel that way?

... How likely would you be to call or write for
further information after you had read this ad?
Which would you do? **Why?**

REPEAT FOR EACH AD

V. Overall

Now, looking at all of these executions, which one is most appealing to you? Why do you feel that way?

... Which one gets your attention most dramatically? Why that one?

... Which one would you be most likely to read through and send for information from? Why?

... How intriguing is this whole idea of traveling to the Northwest Territories? what are the appeals of a trip like the ones described in these ads? What are the drawbacks?

-

MODERATOR'S GUIDE: BIG GAME HUNTERS

I. Standard Introduction: Name, occupation, spouse's occupation, children's ages, **community**.

II. Hunting Initiation (warm-up)

As you know, **we're going** t. be **talking about** hunting tonight -- specifically about big game hunting. But first **I'd** like to discuss some more general issues about hunting.

... First, please **think back** to the very first time you went hunting. Tell me a little bit about that trip. How long ago was that?



Began as a child:

... How important was that first trip to you?
Were you old enough/experienced enough to
carry a gun? What were you hunting for?
For how long had you been awaiting that
trip?

... **Who** did you go with? **What** was Your
father's role? Was he an avid hunter? An
occasional one? How important was hunting
to him at that time? Who taught you?

-

Began as an adult:

... How did you come to go hunting the first
time? Whose idea was it? **Why** did you
decide you wanted to hunt then? What were
you hunting for? How successful were
you? How did you feel about the trip
after it was over? **Why?**



111. Hunting Patterns Today

Let's turn now to your typical hunting schedule these days.

... What do you hunt most often? Why that **animal/bird**? What else do you hunt occasionally or less often? **Why don't** you do that more often?

... Tell **me** about your last hunting trip -- not for big game.

. Where did you go? Why there? How often do you go back to that area? To that particular camp? Cabin or accommodation? Why is that the case?

. How much of your regular hunting is tradition? Same area? Same companions? Same time of year? Days of week? etc.

. Did you hire a **guide/outfitter**? **Why?**
Why not?



IV. Hunting Motivations/Gratifications

... Why do you hunt? What are the special rewards or pleasures you derive from regular hunting trips?

- . Being **outdoors/in** nature

- . Testing myself/my abilities

- . Being with other men in a **special** camaraderie situation -- male bonding

- . **Learning/teaching** woods skills -- tracking

- . Having a rack or trophy to mount, hang, and boast about

- . Bringing home the meat

- . Enjoying the **excitement/rush** of outwitting the animal/making a kill

- . Exhilaration of danger



... When non-hunting friends ask you why you hunt, what do you tell them? Does what you say differ depending on whether the other person is a man or a woman? **Why?**



V. Big Game Hunting

Now I'd like to turn to big game hunting. **Let's** talk first **about** the types of hunting that are appealing.

... **What's** your dream hunt? Where would you go? **What** would you hunt for? **Why** is that your dream? **What's** special about hunting _____?

<u>Hunt</u>	<u>Where</u>	<u>Benefits</u>
. Big Horn Sheep	. us. Rockies	. Terrain/climate
. Caribou	. U.S. Plains	. Challenge skills
. Bear ."	. Alaska	. Animal's speed/
. Elk	. NWT/Yukon	swiftness
. Antelope	. Quebec	. Animal's size
. Moose	. Africa	. Trophy quality
. Mule deer		. To say I did it
. African animals		. Difficulty/ease of hunt



... Dreams aren't always possible. What big game would you like to hunt that's a little more realistic? Where would you go? What's special about hunting _____?

<u>Hunt</u>	<u>Where</u>	<u>Benefits</u>
. Big Horn Sheep	. Us. Rockies	. Terrain/climate
. Caribou	. U.S. Plains	. Challenge skills
. Bear	. Alaska	. Animal's speed\
. Elk	. NWT/Yukon	swiftness
. Antelope	. Quebec	. Animal's size
. Moose	. Africa	. Trophy quality
. Mule deer		. To say I did it
. African animals		. Difficulty/ease of
		hunt
		. Accessible
		. Less expensive

... What big game is really popular these days? Why?



VI. Recent/Prospective Trip

All of you have hunted big game in the past two years or intend to do so in the next two years. I'd like to talk more specifically about planning those trips.

. . . Now, tell me a little more about that hunt/planned hunt.

Travel party: How many went/are going? For how long?
Length of stay
Type of hunting done/planned
Location of hunt
cost

... Typically, how long before you go on a hunt do you begin to think about it seriously? Plan it? The guide/outfitter you will use?



. . . **What decision is** made first -- the species **you're** hunting or the **area you're going to?** How do you go about deciding each of those? What else did you consider? **Why** select what you did?

. . . What information do you collect in the process of planning this type of hunt? Where do you turn for that? Why there?

... When **you're** deciding what game to hunt, how important are? What about choosing where to hunt? Which **outfitter/guide** to use?

<u>Species</u>	<u>Location</u>	<u>Outfitter/Guide</u>
. Friends/relatives	. Prior Visits	. Prior experience
. Media articles	. Friends/relatives	. Recommendations/
. Hunting clubs	. Media stories	friends/rela
. Record books	. Hunting clubs	tives
. Advertising	. Record books	. Media stories
	. Trophies taken	. Advertising
	. Advertising	. Record Books



... How important is the cost of the trip? What are you willing to spend to go on this kind of hunting trip?

. \$2, 000?

. \$2,250?

. \$2,500?

. **\$3,000?**

TRY TO GET A RANGE OF AMOUNTS WILLING TO SPEND



VII . Imaging

SHOW COLLAGE

Here are some pictures taken from hunting magazines.

Let's talk about them.

... Which one do you find most intriguing?
why? What does it tell you about the
hunting experience **you'd** have there? How
do you identify yourself with this image?

... In gathering information about new
locations/hunts, which would you look at
most carefully? **Why?** What does it tell
you about the hunt **you'd** have there?

... Which other pictures do you find
intriguing? **Why?**



SHOW FIRST EXECUTION

- ... **What's** your initial reaction to this ad?
- ... **What's** the main idea?
- ... **What's** the mood or feeling of this scene?
- ... What does this tell you about the hunt
you'd have here? What else?
- ... Can you imagine yourself in this
scene/setting? How?
- ... How intrigued are you in getting more
information?
- ... **What's** confusing or hard to understand
about the words? How believable is it?

REPEAT FOR SECOND EXECUTION



... Which of these would you be most likely to
read? why?

... How intrigued are you by this approach to
gather more information? Why?

. . . How appealing is this whole idea of
traveling to the Northwest Territories?
What are the special appeals of a hunt
like this one? What are the drawbacks?



DAVIDSON-PETERSON ASSOCIATES, INC.
136 East 56th Street
New York, NY 10022

#220-02-89

SCREENING QUESTIONNAIRE

SPEAK TO HEAD OF HOUSEHOLD

Hello, I'm _____ from Davidson-Peterson Associates, a national marketing research firm headquartered in New York. I'm talking with people in this area about vacation travel and I'd like to ask you a few quick questions.

1. First, do you or does any member of your household work for an advertising agency, a market research firm or a company involved in the travel industry such as an airline, a hotel or a travel agency?

YES () — (TERMINATE) 1 2 3 4 5 6 7 8 9
NO ()

2. Are you personally involved in the decisions concerning where to go for vacation or pleasure trips?

YES ()
NO () — TERMINATE UNLESS You CAN SPEAK WITH INDIVIDUAL WHO MAKES SUCH DECISIONS

1 2 3 4 5 6 7 8 9

3. In the past two years how many vacation or pleasure trips have you taken on which you traveled at least 300 miles from your home?

_____ # TIMES

IF NONE, TERMINATE 1 2 3 4 5 6 7 8 9

4. Have you ever taken a vacation or pleasure trip where you traveled at least 300 miles from your home to go sport fishing -- perhaps in pursuit of record fish?

YES () — CHECK QUOTAS
NO ()

- 5a. In the past two years have you taken a hunting trip on which you were going for big game animals such as trophy elk, antelope or caribou?

YES () (SKIP TO Q.6) — CHECK QUOTAS
NO () (ASK Q.5b)

IF "NO" ASK:

- 5b. Within the next two years are you planning a hunting trip for big game?

YES () — CHECK QUOTAS
NO ()

6. Over the next five years, how interested would you be in taking a vacation which involves - (READ OFF FIRST ITEM). Would you say you would be very interested, somewhat interested, or not interested?

	<u>VERY</u> <u>INTERESTED</u>	<u>SOMEWHAT</u> <u>INTERESTED</u>	<u>NOT</u> <u>INTERESTED</u>
Going to a remote area to see wildlife and animals you would never see near home	()	()	()
Walking to the base of Mt Everest	()	()	()
seeing the midnight sun	()	()	()
Taking a safari to Treetops Lodge in Kenya	()	()	()
Going to a wilderness area which can only be reached by floatplane	()	()	()
Treking in the Andes	()	()	()
Exploring the tundra	()	()	()

MUST BE "INTERESTED" IN AT LEAST ONE

1 2 3 4 5 6 7 8 9

7. I'm going to name some magazines. As I mention each one please tell me whether you have read or looked at that magazine in the past six months or so? (READ LIST, CHECK ALL THAT APPLY)

	<u>YES</u>	<u>NO</u>
AMERICAN WEST	()	()
ENDLESS VACATION	()	()
FIELD & STREAM	()	()
NATURAL HISTORY	()	()
OUTSIDE	()	()
SUNSET	()	()
TRAVEL & LEISURE	()	()
TRAVEL HOLIDAY	()	()

MUST "READ" AT LEAST ONE TO QUALIFY.
IF ALL "NO" TERMINATE

1 2 3 4 5 6 7 8 9

8. Into which of the following age categories do you belong?

UNDER 20	() -- TERMINATE	1 2 3 4 5 6 7 8 9
20 - 29	() - MAY QUALIFY FOR GROUP A	
30 - 39	() - MAY QUALIFY FOR GROUP A	
40 - 49	() - MAY QUALIFY FOR GROUP B	
50 - 65	() - MAY QUALIFY FOR GROUP B	
65 AND OVER	() -- TERMINATE	1 2 3 4 5 6 7 8 9

9. Which of the following describes your **current** living situation?

- I AM THE ONLY ADULT INMY HOUSEHOLD ()
- I AM MARRIED AND LIVING WITH MY SPOUSE ()
- I AM LIVING WITH OTHER ADULTS, NOT MY PARENTS ()
- OR OTHER FAMILY MEMBERS ()

10. Into *which* of the following categories does your **total** annual household **income** fall?

- UNDER \$50,000 () -- TERMINATE 1 2 3 4 5 6 7 8 9
- \$50,000 - \$64,999 () -- TRY TO GET A SPREAD
- \$65,000 -\$79,999 () -- TRY TO GET A SPREAD
- \$80,000 ANDOVER () -- TRY TO GET A SPREAD

11. What is the **occupation** of the chief wage earner or head of household?

_____ White collar ()
 Blue Collar ()

In what industry is that?

12. What is the highest level of schooling you **completed**?

- GRADE SCHOOL ()
- SOME HIGH SCHOOL ()
- HIGH SCHOOL GRADUATE ()
- TECHNICAL SCHOOL ()
- SOME COLLEGE ()
- COLLEGE GRADUATE ()
- GRADUATE WORK ()

13. RECORD SEX MALE ()-1 FEMALE ()-2

14. INVITE TO PARTICIPATE

- Scheduled for GROUP A ()-1
- GROUP B ()-2

DATE: _____ TIME: _____

RECONFIRMED BY: _____

DAVIDSON-PETERSON ASSOCIATES, INC.
136 East 56th Street
New York, NY 10022

#220-02-89

SCREENING QUESTIONNAIRE
BIG GAME HUNTERS

SPEAK TO HEAD OF HOUSEHOLD

Hello, I'm _____ from Davidson-Peterson Associates, a national marketing research firm headquartered in New York. We're talking with people in this area about vacation travel and I'd like to ask you a few quick questions.

1. First, do you or does any member of your household work for an advertising agency, a market research firm or a company involved in the travel industry such as an airline, a hotel or a travel agency?

YES () — (TERMINATE) [1 2 3 4 5 6 7 8 9]
NO ()

2. Are you personally involved in the decisions concerning where to go for vacation or pleasure trips?

YES ()
NO () -- TERMINATE UNLESS You CAN SPEAK WITH INDIVIDUAL WHO MAKES SUCH DECISIONS

[1 2 3 4 5 6 7 8 9]

3. In the past two years how many vacation or pleasure trips have you taken on which you traveled at least 300 miles from your home?

_____ # TIMES

IF NONE, TERMINATE [1 2 3 4 5 6 7 8 9]

- 4a. In the past two years have you taken a hunting trip on which you were going for big game animals such as trophy elk, antelope or caribou?

YES () (SKIP TO Q.5)
NO () (ASK Q.4b)

IF "NO" ASK:

- 4b. Within the next two years are you planning a hunting trip for big game?

YES () -- CONTINUE
NO () -- TERMINATE

[1 2 3 4 5 6 7 8 9]

5. I'm going to name some magazines . As I mention each one please tell me whether you have read or looked at that magazine in the past six months or so? (READ LIST, CHECK ALL THAT APPLY)

	<u>YES</u>	<u>NO</u>
AMERICAN HUNTER	()	()
FIELD & STREAM	()	()
NATURAL HISTORY	()	()
PETERSON'S HUNTING	()	()
SAFARI	()	()

MUST "READ" AT LEAST ONE TO QUALIFY.
IF ALL "NO", TERMINATE

1 2 3 4 5 6 7 8 9

6. Into which of the following age categories do you belong?

UNDER 20	()	-- TERMINATE	1 2 3 4 5 6 7 8 9
20 - 29	()	CONTINUE	
30 - 39	()	-- CONTINUE	
40 - 49	()	-- CONTINUE	
50 - 65	()	-- CONTINUE	
65 AND OVER	()	TERMINATE	1 2 3 4 5 6 7 8 9

7. What is the occupation of the chief wage earner or head of household?

_____ white collar ()
Blue Collar ()

In what industry is that?

8. What is the highest level of schooling you completed?

GRADE SCHOOL	()
SOME HIGH SCHOOL	()
HIGH SCHOOL GRADUATE	()
TECHNICAL SCHOOL	()
SOME COLLEGE	()
COLLEGE GRADUATE	()
GRADUATE WORK	()

9. RECORD SEX MALE ()-1 FEMALE ()-2

10. INVITE TO PARTICIPATE

DATE: _____ TIME: _____

RECONFIRMED BY: _____

Do in a day what took some men a lifetime.

Namely, Hudson, Franklin, Mackenzie, Dempster, among others. Trailblazers of the Far North. In search of the fabled Northwest Passage. The first to open Canada's last frontier. The Northwest Territories.

Back then, modern transportation meant eight ambitious dogs, a hand-made sled, and one very long whip.

Thank heavens for progress. Because today, we have more aircraft than you can shake a stick at. So you can fly in almost anywhere. (Even above the treeline, where there are no sticks to shake.) Or free wheel along our highways which, by the way, stretch to the coast.

Come track the routes that remain virtually untouched to tundra blooms, thundering falls, and granite gorges under days unbroken for months on end. Raft-ride our rivers. Canoe our lakes. The only difficult part is deciding what to do next.

And, while modern facilities are now a foregone conclusion, the legends and lore of our native peoples linger on. in the beat of their drum. Carved in stone. Or retold in the tapestry of their quillwork.

But, to make a long story short, our free Explorers' Guide can map out all you need to know. An escorted week in the wilds from a major U.S. city averages \$2400 U.S. And, oh yes, YOU can leave your sextant at home.

Call the 'Arctic Hotline: 1-800-661-0788'

Or write: TravelArctic

Yellowknife, N. W.T., Canada

XIA 2L9

Caption: Emerald rivers paved the way for early explorers

Caption: Wildlife above and beyond.