

Canadian Youth Connection Forum

Testing of the Canada Career Week Pilot Marketing Campaign for the Marketing and Client Research Unit, Service Canada Initiative

Summary Report

September 29, 2005

From September 13 - 23, 2005 members of the Canadian Youth Connection forum (CYC) were asked to provide feedback on a promotional campaign that the Marketing and Client Research Unit are currently developing for Canada Career Week. Specifically, members were asked to rate the "What's up?/Quoi d'neuf?" slogan proposed by the Unit, and to give their opinion about how effective they think promotional posters and certain promotional items would be with students in grades 11 and 12.

The "What's up?/Quoi d'neuf?" slogan

Thirty-two CYC members took part in the consultation. Twelve (38%) strongly approved of the "What's up?/Quoi d'neuf?" slogan, giving it a rating of at least 4 out of 5. Another 4 participants (13%) rated it at 3.5. While these participants found the slogan appropriate to the context, they were concerned that it might be too general to really capture the attention of youth.

This was also the main concern mentioned by several of the 11 other participants (34%) who gave the slogan a rating of 3 out of 5. However, a few did note that the slogan is appropriate for the target audience, as it is a phrase very common among youth of all cultures.

Four participants (13%) did not like the slogan at all. Three of the four rated the slogan 2 out of 5, and one rated it at 1 out of 5. One participant did not respond to the question.

A further poll was conducted on the forum from September 22 to September 28 to determine whether youth preferred the slogan "What's up?/Quoi d'neuf" or the more trendy "Wuts up?/Quoi d'9?" Eighty-nine percent of participants on the English forum and 80% on the French forum felt the original slogans were more appropriate for the campaign.

Members were asked to suggest other slogans which they thought might be more appealing for youth. These suggested slogans can be seen in the appendix.

Promotional Posters

Fifteen participants (47%) indicated that seeing a "What's up?/Quoi d'neuf?" promotional poster at their school would definitely peak their interest in the campaign.

Another fifteen said that it would depend on the poster; it would have to be bold and colourful and contain eye-catching graphics to attract the attention of youth. Posters

must also include sufficient information that can be easily read while walking past the poster.

Only two participants (6%) felt that posters would be completely ineffective as a promotional strategy.

The popularity of graphics was further confirmed in a poll conducted on the forum from September 21 to September 28 in which CYC members were asked to indicate which of three posters they preferred. The most popular poster (57%) had the brightest colours and contained a graphic (a girl jumping into the air).

Wristbands as Promotional Items

Twenty participants (63%) thought that giving away wristbands would be a great way to promote the “What’s up?/Quoi d’neuf?” campaign to youth.

Twelve participants (37%) were against this idea. Some felt that the wristbands have been “overdone,” and would not appeal very much to youth. Several were strongly opposed to the idea because they felt it would be taking advantage of the popularity of an item that was originally introduced to raise funds for cancer research.

Members were invited to suggest other possible promotional items that they felt would be popular among youth. Their suggestions are included in the appendix.

Appendix – Participant Suggestions for Alternate Slogans and Promotional Items

Question: Can you think of any other slogans appropriate for this kind of campaign that you think might be more appealing to youth? If so, please provide us with your suggestions.

- “That’s real”.
Your career – that’s real.
Searching for a job? That’s real.
Life – that’s real.
I think a lot of youth are overwhelmed by the fantasy life that is created by media, video games, the news, magazines, as well as by the expectations (physical, academic, real world) placed on young women and young men. Youth want something substantial, something tangible that they can relate to.
By appealing to a sense of reality, a reality that grade 11 and 12 students are becoming more aware of, you can catch their eye in a more meaningful way.
Finding a job isn’t about being cool or hip...it’s about life and being real.
- I’d suggest something a little more relevant, like perhaps “What’s working for you?” While it may not be as catchy as “What’s up?” it makes considerably more sense. Youth, especially those actively looking for a job or information about find a job, will be attracted by the word “working”.
- Some slogans along the same lines that I can suggest are: The Down-lo, What’s shakin’
- Well I thought of the slogan Go for it! and another one that’s Take A Chance!
- Browsing through the Canada Career Week website, I noticed the slogan “Seek Change, Find Direction.” I propose slogans like, “Find Your Way,” “Take control,” “Explore the Opportunities.” I believe that these reflect an emotional connection to youth today. Most youth typically face two challenges, school and work, which creates much uncertainty. I think that these slogans emulate a realistic confidence that help is out there for Canada’s young adults.
- One slogan that I would recommend would be “Do You Know Your Prospects?”. In my opinion, this slogan has the virtue of reflecting the nature of the campaign (careers). In addition, this slogan also has the virtue of having an element of intrigue to it. That is, the slogan is neither a common day phrase nor a self-explanatory inquiry. To fully understand the slogan, people will need to further investigate any promotional advertisement bearing that slogan, which will likely occur due to the inherent curiosity of the human species.
- I would suggest using a jargon like “sup?” or “zup” so that youth can relate to the saying and make it more hip than “what’s up?”
I have heard “what’s the score” being used a lot among high school youth in my community. This is essentially the same as “what’s up” but it may not be recognized as meaning the same thing nationally.

- I believe that the slogan “Is it hot?” might be a more appealing alternative because the word “hot” is just so hot now. It attracts the reader and makes them want to read on because they are wondering “what’s hot?” as being “hot” now is very important in our society. “Is it hot?” also implies “is your job or job search hot or not?” which also means is your job or career search doing well, or not so well, inviting the reader to start getting interested in the campaign.
- Yes. For example: Where do you want to go?; Follow your own road to success: youth.gc.ca; Your future starts here! Youth Employment Strategy; Education today, for success tomorrow; Make poverty history. Get a job, now!; Make history: educate now!; What’s up! Youth gc.ca is waiting for you!
- I think some other slogans might be whata doin? or even whata plannin? or whata gonna do?
- “Y.E.S.: Where do you want to go?” While identifying the program(s) involved, this slogan suggests that the program will help the students achieve any ambitions or resolve any work-related curiosities they may have.
- If the slogan What’s up would be changed, some ideas I had were,
 - All you need to know
 - Say what?
- Questions tend to work well, as this slogan shows. A more appropriate one might be “Where are you going?” or “What’s your aim?” These are more easily associated with a career path. Even one such as “Going somewhere?”
- Oui. « On s’y retrouve » ; « choisir, c’est trippant ». En fait, des slogans qui font référence à faire un choix, trouver, s’orienter.
- Profession : passionné. Choisis ta passion. Si exceptionnel (avec la permission d’Andrée Waters).
- ‘Good To Go’ – can refer to the successful help that government resources can provide the youth.
- It would be a good idea to combine the slogan with something more specific, for example: “What’s up with careers/jobs/school, etc.?” Another good idea would be: “Where’s my career?”
- May something like, “Yea, you really can!” I think Canadians are pretty Nationalistic, so something like “You CAN work!” Maybe it will have a psychological effect of CAN = Canada, who knows, if it doesn’t its still a good slogan. When I was in high school I didn’t really feel like working because I didn’t think I could get a job I enjoyed. (just a bit of feedback from a student).
- Quelle est la meilleure façon de faire ? Qu’est ce qui donne du succès ? Quel plaisir vais je satisfaire ?

Question: Do you have alternative suggestions for other youth-friendly items? How about having a toque, with “What’s up?” on it?

- A toque is a nice idea, given the upcoming season. Wrist sweat bands are big right now and could be embroidered with the logo on them. Also, cell phone carriers and mp3 carriers are popular.
- Toques are definitely a good idea. I'd also suggest t-shirts, stickers, and temporary tattoos.
- I like the toque idea but here are a few other ideas as well: Frisbees, hacky sacks, waterbottles, yo-yos, baseball shirts, lanyards.
- I really like small notepads or note cubes with logos and slogans on the side. They are extremely useful and almost all students will use them on a day to day basis. Note cubes like these (<http://www.promocan.com/LineNames.htm?CD=11908&ID=130759>) can either accommodate logos either on the side of the cube or on each piece of paper. There are many options with this promotional item, and they are relatively inexpensive.
- In my view, frisbees and plastic mugs featuring the "What's Up?" slogan are youth-friendly items that would also be quite popular.
- Pretty much any clothing item has good potential. Whether it's t-shirts or headgear, students (especially post-secondary) are almost always okay with more clothes to wear thus increasing exposure. The design will ultimately determine the level of exposure.
- ...some items that youth might use that we can distribute with the slogan on it would be: pens, pencils, mice/mousepads, backpacks, mugs, headphones (would be excellent if they were iPod compatible), binders/file folders.
- "slap" wristbands; buttons; funky bumper stickers; key chain clips that go around your neck; old style baseball t-shirts.
- Toques are a good item, but could be too costly for mass production. There are a lot of students that would probably not wear it either. Items like t-shirts are always popular, as are items like Frisbees, flashlights and water bottles. In terms of cost effectiveness and reaching a very large audience, these items don't work as well.
- Trucker hats (but they have to be the fitted ones) or fitted t-shirts would be cool. I personally think that toques are gross and there are too many toques on the market, which means that the "What's Up?" ones probably wouldn't be worn at all.
- Yes, for example a head band for the ladies, and a key chain cord or cellular phone cord for the guys.
- Some other alternative suggestions for youth-friendly items would be a neckless with the slogan on it, fabric wristbands with the slogan on it.

- I don't think toques with 'What's Up?' would be a big hit as many young people in school generally locate or stylize their own gear. Uniquely designed bookmarks might be a hit, with students having the incentive to grab more than one. Bookmarks in typical youth-directed ad form (ex: design centered around photos of other youth) would not be as fun too look at, and consequently not so appealing.
- Toque is good, gloves, shirt, charm clips for purses or to clip on a belt.
- I think clipboards would be a great idea, everywhere around campus students would bring their clipboards to class to write their notes on, since they are more convenient. I like the idea of having those patches you can put on backpacks, or even pens, you can never have too many pens. I like the idea of those durable water bottles, very handy for the student on the go.
- A toque would also be good (provided it was distributed around wintertime). Other popular items may be messenger bags, bucket hats or the wool wristbands that are quite popular.
- Un porte-clé en nylon (qui ressemble souvent à ce genre : http://www.motoshop-online.com/catalog/product_info.php?products_id=2354).
- Je reviens sur mon idée de la sonnerie pour téléphone. Si elle est assez bonne pour que les jeunes la reconnaissent, ça sera un très bon coup de pub. Sinon, un pin (petit macaron d'environ 2,5 centimètres de diamètre) avec le slogan. Les pins sont aussi plus abordables que les bracelets. Et tout aussi populaire. Si vous faites un petit concours, vous pourriez donner de petites clés USB (les plus petites ne sont pas trop chères) marquées « Quoid'neuf ? »
- A toque would definitely be cool, as well as other items that you can wear (i.e. t-shirts, socks). Pens, notepads, post-its, pins with the logo on it (for lapels), etc.
- Frisbee? I-Tunes download (I have no idea how in the world you could brand that though)? I guess a toque would work in winter time but it wouldn't be my first choice if I was offered it (who really wants to wear a government slogan on their head..). A nice pen will stick around for a very long time.
- I believe items such as cell phone covers, original key chains, compact mirrors or brushes or even tiny change purses would do great. These are things we don't see alot of in terms of promotional items and are a bigger than the average pen/pencil, sticker or note pad we might get from other campaigns.
- A toque is a good idea. Maybe a fleece throw or neck warmer would be nice too.
- L'idée des tuques est très bonne, mais personnellement, je préférerais me balader avec une tuque qui porte un logo plutôt qu'un slogan. Ainsi, serait-il possible d'inclure un logo lors de cette campagne ? Sinon, les sacs-à-dos, sont toujours une valeur sûre.

- I think long socks would be nice. They are the trend of our school and it's just really unique to have "what's up" on your long socks. Canadian youth are in love with anything that stands out and is special. I could almost see people wearing shorts showing everybody socks.
- No one would wear a toque like that, things that are small or personal is what kids like to have, so wristbands are good, notepads, sticky notes, or something like a water-bottle, that's about all I can think of off the top of my head, I'm sure if you walk through a hall of a high school you can spot 5-10 trends and things kids have that they have/wear on a regular basis.
- Des colliers avec des pendentifs, des tee-shirts avec le gros logo Quoi de neuf ? imprimé en rouge fushia. Cette couleur est très attirante. Des parapluie aussi avec le logo, des gros badges, des manteaux (avec la neige qui arrive, pas trop vite quand même !)
- Headbands or wrist bands, like the sports ones, made of cloth, like the one basket ball players wear. Those would be cool and less expensive than hats, but just as good or better!
- I don't think a toque is a great idea, I wouldn't want to wear something on my hair. I say for university students, coffee cups (those plastic tall ones that they sell at Second Cup/Starbucks) are a great idea. Students drink coffee and they can carry it around, and it's not that expensive if it is plastic. And I'm telling you, all of us drink coffee/tea!!! We need it. Another good suggestion are clipboards, because they are sold at such expensive prices and students really need clipboards for certain events or classes.
- Other suggestions : pens, pencils, paper, tee-shirts, hoodies, etc.
- Necklaces, toques, tees, baseball caps, binders, notebooks.
- My suggestions are binders with the slogan silk-screened on them, pens, stickers, or locker mirrors with the logo printed on them.