

EXECUTIVE SUMMARY

Nielsen is pleased to present this report to the Bank of Canada summarizing the results of the qualitative research exploring communications messaging that will accompany the release of Bank of Canada's next \$10 bank note featuring Viola Desmond.

To gather feedback on the communications messages, Nielsen conducted a series of eight focus groups in four cities across Canada: Moncton, NB (November 6, 2017); Quebec City, QC (November 7, 2017); Toronto, ON (November 8, 2017); and, Edmonton, AB (November 9, 2017). In each city, one focus group was conducted with members of the general population who regularly use cash (cash users); and, one was conducted with those who regularly handle cash as part of their job (cash handlers). The focus groups in Quebec City were conducted in French, as was the cash user group in Moncton while the rest were conducted in English.

The key findings from the research are presented below.

- **Reaction to the communications messages was generally very positive.** Participants felt that the information was generally clear, concise and that the language was appropriate and easily understood. Indeed, by the time all of the messaging was reviewed, participants indicated that their initial curiosities about the note were answered clearly and in sufficient detail.
- **With respect to the taglines, a preference emerged for the option that encapsulated both the theme of the note and the innovative approach of this design – “A New Direction for Canada’s Bank Notes”.**
- **Reaction to the messaging on the new security features was also very well received.** The names of the features corresponded to the descriptions. Participants, including cash handlers, felt that they learned how to easily verify the authenticity of this bank note.
- **In terms of the future issuance of bank notes, participants understood the Bank’s proposed messages describing its approach to issue a new bank note every few years.** This approach was felt to be particularly useful to integrate new, improved, security features at the time of issuance.

Other general findings also emerged during the focus group discussions:

- **The bank note was generally well received.** Participants welcomed the distinctiveness of the note and its modern design, particularly as it relates to the orientation, as well as the choice to feature an iconic Canadian woman.
- **The change in orientation was seen as an innovative, unique progression in Canadian bank note design while still maintaining a distinctly Canadian feel.**
- **The theme of the note was understood and felt to be particularly relevant,** with participants expressing ideas such as “rights” and “equality”.
- **While participants appreciated information about the bank note, at times they cautioned that the Bank should avoid any corporate-type marketing approach to raising awareness about the note.** This view was attributed to both the Bank’s position as a government entity and to the seriousness of the note’s theme of rights and social justice.