APPENDIX E

INTERVIEW GUIDE

Questions

1. Do you believe the idea of “Made In” Canada has a positive, neutral or negative impact to your Canadian customer?
   a. Why do you believe that to be true?

2. Does Made In another country have a similar impact?

3. Do you believe there is value in using your print advertising to promote your Canadian content with regard to work your firm places or will place in Canada or the use of Canadian suppliers?
   a. If yes, what value do you receive?
   b. If no, why do you see no value?

4. Do you believe your Canadian customer sees value in work being placed in Canada by companies seeking to pursue Canadian defence programs?
   a. If yes, why do you believe this to be true?
   b. If no, why do you not think this to be the case?

5. Do you believe your Canadian customer is aware and conscious of where defence companies place or will place work on Canadian defence programs and their Canadian content?
   a. If yes, why do you believe this to be true?
   b. If no, why do you believe this to be true?

6. When creating your print advertisings do you include highlighting your Canadian content?
   a. If yes, why do you do this?
   b. If no, why not?

7. When creating you advertising do you focus equally on promoting all aspects of Canadian content such as work in Canada, use of Canadian suppliers, R&D, export or economic gains?
   a. If equal, why do you believe this to be true?
   b. If not equal, what elements do you stress?
8. When creating your advertising do you highlight specific aspects of Canadian content being placed in Canada for example design, build or support?
   a. If yes, where do you focus?
      i. And why do you focus on these?
   b. If no, why do you see no difference?

9. Do you attempt in your advertising to form an association between your company and a specific country?
   a. If yes, which country and how do you form this association in the print advertisements?
   b. If no, why do you not feel there is no value in attempting to form associations?

10. Do you believe there is value in associating your company/brand to a country?
    a. If yes, what value do you receive?
    b. If no, why is there no value?

11. Overall in your advertising what brand image are you attempting to create in the mind of your Canadian customer?
    a. How do you create that image through visuals and text of the advertisement?

12. When creating advertisements, do you believe it is more important to promote aspects of your company, product/service or how you place work in Canada and support the economy?

13. Does your firm place advertisements for both brand awareness (market awareness and keeping programs sold) and pursuit of a new program?
    a. If yes, does the focus of the advertisement change during the two phases with regard to associations to Canada and work being placed in Canada?
       i. If so, what are the changes?
    b. If no, why not?

14. Do you create unique Canadian advertising or do you use the same advertising for multiple markets?
    a. What advantages or disadvantages does this provide your company?
15. Do you believe the type of product or service being promoted, influences how you advertise the product in terms of country association, and the type of work being placed in Canada?
   a. If yes, what are the differences?
   b. If no, why not?