



Selling the Canadian Identity

Molson Breweries has attracted a great deal of attention with its "I Am Canadian" advertising campaign. The original sixty second commercial featured a rant by a young man defining what it means to be Canadian based on many light-hearted images of Canada that included a lumberjack, the beaver, and the maple leaf. The campaign generated a huge amount of publicity and a significant increase in sales of Molson products.

Use the sources on the previous page to answer the following questions:

1. The symbolism in Source I is most clearly focused on questions of
 - A. economics
 - B. geography
 - C. identity *
 - D. culture

2. From the perspective of the cartoonist in Source I
 - A. Canada is unlikely to influence American economic policy *
 - B. Canada should be exporting more goods to the United States
 - C. America is likely to take-over Canadian resources
 - D. America has a strong economic relationship with most countries

3. Information in Source I could **best** be used to support the position
 - A. American consumers prefer to purchase foreign-made goods
 - B. Purchasing imported goods is destroying the American economy
 - C. Some modern economies are global in nature *
 - D. Canadian industry cannot compete with global producers

4. The irony in Source I is a consequence of
 - A. the contradiction between what is being promoted and what is being worn *
 - B. the contradiction between the American and Canadian economic positions
 - C. the inference that Americans don't purchase Canadian products
 - D. the inference that Canadians don't purchase American products

5. Information in Source II could **best** be used to illustrate
 - A. the significance of natural symbols in Canadian culture
 - B. the importance of safeguarding national symbols
 - C. the impact of economic forces on cultural heritage
 - D. the relationship between market forces and collective identity *

6. In both sources, consumer actions are being influenced by
- A. appeals to support international trade
 - B. appeals to national identity *
 - C. consumer advocacy groups
 - D. consumer rights legislation
7. Taken together, the sources **best** raise the issue
- A. To what extent do consumer actions reflect economic development?
 - B. To what extent do economies depend on domestic industrial development?
 - C. To what extent should Canadians support free trade with America?
 - D. To what extent do consumer actions reflect individual and collective identity? *
8. Based on information from the sources, a student investigating the impact of marketing on consumerism would most likely conclude
- A. there is no evidence to suggest that consumers are influenced by advertising
 - B. consumer purchases are strongly linked to where the products were made
 - C. marketing strategies that target images of identity have been successful *
 - D. promotions to “buy American” or “buy Canadian” are unlikely to succeed