

## **Appendix 7**

### **Annual report on the Government of Canada's advertising – Major campaign details**

Source: Public Works and Government Services Canada, *A Year of Renewal: Annual Report on the Government of Canada's Advertising 2003-04*, Spring 2005, pp 25-36.

## Campaign Highlights and Results

<b>Title</b>	<b>University of Life</b>
<b>Department</b>	Department of Foreign Affairs and International Trade (DFAIT) (Foreign Affairs Canada)
<b>Campaign Dates</b>	March 2004
<b>Advertising Agency</b>	McKim Communications Limited
<b>Objectives</b>	<ul style="list-style-type: none"><li>• To raise awareness among youth aged 18-30 about DFAIT's International Youth Programs, and about opportunities to work and travel abroad.</li><li>• To encourage the target group to visit the International Youth Programs Web site, to learn more about the program and, ultimately, to participate in it.</li></ul>
<b>Target Audience</b>	Youth aged 18 to 30
<b>Media Placement</b>	Bilingual posters, one version with English leading and one with French leading, placed in the following locations: <ul style="list-style-type: none"><li>• Subways in metropolitan areas for four weeks (20" X 28" vertical interior posters) in Tier 1 markets.</li><li>• Transit shelters for four weeks (4' X 6' transit posters, 50% of which were placed in the interior of the transit shelters, and 50% on the exterior)—for 25 gross rating points (GRPs) in Tier 1 and Tier 2 markets.</li><li>• Interior transit cards (35" X 11" standard posters inside buses and streetcars) in Tier 1 and Tier 2 markets, at 1/4 showing.</li><li>• Restaurants/bars (13" X 17" mini-boards with postcard boxes) in Tier 1 markets.</li></ul>
<b>Evaluation</b>	<ul style="list-style-type: none"><li>• A total of six focus groups tested the poster. The testing, which occurred in Vancouver, Toronto and Montreal, indicated that the creative had low impact. This resulted in the development of a new creative. A second round of focus testing indicated that the creative elements were successful. Four focus test groups were conducted in Toronto and Montreal for the second set of testing.</li><li>• A survey was commissioned about youth attitudes and work abroad programs. The survey, which involved 1,200 telephone interviews with young Canadians aged between 18 and 35, confirmed the approach to drive the target audience to a Web site. Results of the survey indicated that over nine in ten young Canadians (93%) say they have access to the Internet and 79% say that have used the Internet for career and job information. Among university educated and high-income respondents, Internet access reaches 98%.</li><li>• As a result of the campaign, traffic to the International Youth Programs Web site increased almost threefold, from 13,398 visits in January 2004 to 32,724 visits in March 2004.</li><li>• After the campaign ended, traffic to the Web site remained high, at 20,000 visits in April 2004.</li></ul>

<b>Campaign Costs</b>	Production	\$78,801
	Media placement	\$313,971
	Evaluative research	\$136,553

## University of Life

UNIVERSITY OF LIFE

L'ÉCOLE DE LA VIE

TRAVEL & WORK ABROAD  
VOYAGER ET TRAVAILLER À L'ÉTRANGER

www.canada123go.ca

1-877-go123go

Canada

Department of  
Foreign Affairs and  
International Trade  
(Foreign Affairs Canada)

<b>Title</b>	<b>Canadian Forces Recruitment</b>
<b>Department</b>	Department of National Defence
<b>Campaign Dates</b>	April 2003 to March 2004
<b>Advertising Agency</b>	Acart Communications Inc. (April to November 2003) Publicis Canada Inc. (December 2003 to March 2004)
<b>Objectives</b>	<ul style="list-style-type: none"> <li>To assist the Canadian Forces (CF) in hiring close to 10,000 Regular Force and Reserve Force personnel. To achieve this objective, at least 100,000 people would have to be enticed to contact the CF for more information.</li> </ul>
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>The CF is a unique employer with many opportunities to offer youth who are looking for a (new) career.</li> <li>The CF is hiring for full- and part-time openings in more than 100 different occupations.</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Canadian youth aged 16-34, specifically the sub-group of 18- to 24-year old.</li> <li>Youths' influencers—their parents, teachers, guidance counsellors, friends, community leaders and so on.</li> <li>For some of the occupations, advertisements were targeted to youth who study specific programs at colleges and universities across Canada, or who already possess some of the skill set required for that occupation.</li> </ul>
<b>Media Placement</b>	<ul style="list-style-type: none"> <li>Several new print and radio advertisements were created to build upon pre-existing advertisements. They were created either to reflect more accurately a particular occupation (e.g., pilot) or to target a specifically defined audience (e.g., engineers studying at university).</li> </ul> <p><b>National</b></p> <p>Television</p> <ul style="list-style-type: none"> <li>The 30-second "New Defenders—Generic" spot ran 1,165 times during prime time from January 12 to February 22, 2004, on English and French conventional networks, specialty channels, and Aboriginal and multilingual stations geared to the target audience.</li> </ul> <p>Cinema</p> <ul style="list-style-type: none"> <li>The 60-second "New Defenders—Generic" spot ran across Canada on 467 movie theatre screens from September 26 to October 2, 2003, and on 2,573 movie theatre screens from October 3 to 30, 2003, reaching an estimated audience of 9,971,544.</li> <li>The 30-second spot ran on 349 monitors at 57 theatres over the same four-week period in October 2003, reaching an audience of about 1,643,453.</li> </ul>

#### Print

- A combination of print media was used from September to December 2003 to reach the target audience at the high school, college, university and/or professional levels on a national scale. Media included Web sites for job postings, trade/association publications, campus newspapers, student handbooks/directories, student magazines, engineering handbooks, yellow pages, campus signage, youth/influencer publications, and daily/community newspapers.
- In addition, targeted advertisements ran that were aimed at attracting candidates to particular distressed occupations (11 non-commissioned-member trades and 8 officer trades), as did advertisements aimed at highlighting subsidized education programs.

#### Regional

##### Navy Rural Recruitment Campaign

- In April/May, black and white advertisements were placed in 82 community and daily papers across Ontario, and a 30-second, program-specific spot ran on 66 radio stations, to entice high school students to attend Navy recruiting events at their schools.
- Local and regional advertisements were placed for 42 recruiting centres and 283 Reserve Force units across the country.
  - Recruiting centres and detachments: Print, radio, and out-of-home (outdoor) advertisements promoted local attraction events and hours of operation, and filled in the national campaign on an as-needed basis. In total, 225 local and regional requests for advertising were placed, including:
    - 300 print placements;
    - 800 radio spots;
    - 2 rink boards;
    - 3 baseball murals; and
    - 155 Internet spots.
  - Reserves (part-time employment): Local print, radio, out-of-home (outdoor) and Internet advertisements promoted Reserve employment opportunities, attraction events and hours of operation. In total, 820 requests for local and regional advertising were placed, including:
    - more than 1,000 print placements;
    - 870 radio spots;
    - 2,400 interior bus cards;
    - 29 transit shelters;
    - 3 rink boards;
    - 77 posters; and
    - 2,200 direct mail pieces.
- To support the campaign, more than 1 million individual recruiting information aids were produced and distributed. These included:
  - 72 new military occupation fact sheets with 1,400,000 copies produced;
  - A Royal Military College brochure, with 65,000 copies distributed;
  - 65,000 distributed copies of the applicant kit folder; and
  - 5,500 distributed copies of the pilot poster.

## Evaluation

### Pre-testing

- As new advertisements were developed, they were focus-tested to assess their effectiveness. Results from the focus groups held in the 2003-2004 fiscal year that took place in Winnipeg and Quebec City, were positive, and led to the production of several new advertisements.
- All advertising was based on a baseline survey, conducted in 2000-2001, and its subsequent tracking surveys. In 2003-2004, the tracking survey was not conducted, as no significant changes had been observed over the course of the past three years. However, it will be picked up again. The baseline and tracking surveys were used primarily to find out what the target audience thought of the CF, what they were looking for in a career, and what perceptions they already had about a career in the CF. Some of the information gathered from the surveys used to develop advertising, included the following:
  - General impressions of the CF are positive, in that eight out of ten respondents respect the CF.
  - It is currently an employee's market. In terms of recruiting for the CF, the Department of National Defence needs to look at what the target audience values as career drivers, and at what they believe about a career in the CF.
  - The target audience's views on careers in general include a large amount of confidence in finding full-time employment. However, they still have strong concerns about debt load after completing their post-secondary education. Most importantly, they have a strong, shared value: quality time spent with family and friends.
  - Deterrents to a career in the CF were also tracked. The two major deterrents are fear of combat/death, and the perceived notion of the "commitment trap."

### Results

- As one of the tools used to support CF recruiting, advertising helped to achieve the Department's recruitment goals.
- Last year, the Regular Force's recruitment target of 5,423 was exceeded, with an intake of 5,488 recruits.
- More than 3,500 new Primary Reserve recruits were enrolled.


<b>Campaign Costs</b>	Production:	\$990,000
	Media placement:	\$6,300,000
	Evaluative research:	\$37,600

# Canadian Forces Recruitment

National Defence / Les Forces armées canadiennes

**THE CANADIAN FORCES RESERVES**

**LA RÉSERVE DES FORCES CANADIENNES**



**PART-TIME CAREER OPPORTUNITIES**

Be part of our team and take pride in your career. In the Canadian Forces Reserves, we:

- Are dedicated to serving Canada at home and abroad
- Work in a challenging environment
- Learn leadership skills

Take up the challenge of working in today's Reserves. Just look at what we offer you!

- A wide range of career opportunities
- Practical hands-on experience
- Help with paying for your education
- Voluntary overseas missions

**STRONG. PROUD. TODAY'S CANADIAN FORCES.**

**DES POSSIBILITÉS DE CARRIÈRES À TEMPS PARTIEL**


Faites partie de l'équipe de la Réserve des Forces canadiennes. C'est avec dignité et fierté que nous sommes :

- au service des Canadiens, autant au pays qu'à l'étranger
- appelés à relever des défis passionnants
- engagés à développer nos compétences en leadership


Une carrière au sein de la Réserve, c'est bien plus qu'un simple emploi. Nous vous offrons :

- de nombreuses possibilités de carrières
- l'occasion d'apprendre en travaillant
- de vous aider à payer vos études
- de participer à titre volontaire à des missions à l'étranger

**DÉCOUVREZ VOS FORCES DANS LES FORCES CANADIENNES.**



[www.forces.gc.ca](http://www.forces.gc.ca)



Department of  
National Defence

<b>Title</b>	<b>Smoking Cessation 2003-2004 ("Bob/Martin" Campaign)</b>
<b>Department</b>	Health Canada
<b>Campaign Dates</b>	January 2003 to March 2004
<b>Advertising Agency</b>	BCP Ltd.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To increase the number of ex-smokers aged 40-54, over a three-year period.</li> <li>• To increase the average number of quit attempts made by smokers aged 40-54.</li> <li>• To increase the number of smokers accessing Health Canada's smoking cessation resources.</li> </ul>
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>• Quitting is possible. It will often take more than one attempt, but it is possible.</li> <li>• Health and lifestyle will improve upon a person quitting smoking, and the benefits make it worth the effort.</li> <li>• Help to quit smoking is available. Getting help makes quitting easier and increases the chance of success.</li> </ul>
<b>Target Audience</b>	<p>Primary</p> <ul style="list-style-type: none"> <li>• Adult smokers aged 40-54, urban and rural, across Canada, slightly skewed to those of low socio-economic status, with women and men targeted equally.</li> </ul> <p>Secondary</p> <ul style="list-style-type: none"> <li>• Recent quitters aged 40-54 who want to remain smoke-free, including those of low socio-economic status.</li> <li>• Adult smokers aged 25-39.</li> <li>• Media.</li> <li>• Health care professionals.</li> </ul>
<b>Media Placement</b>	<p>Television</p> <ul style="list-style-type: none"> <li>• Eight 30-second television spots aired sequentially in bursts related to key periods for quit attempts, from January 2003 until March 31, 2004. The spots aired nationally on both conventional and specialty networks. Airtime was split 50/50 between prime time and off-prime time. (Additional regional air time was purchased in Atlantic Canada, Manitoba and Saskatchewan to support the helpline pilot projects in those provinces.) While on air, the average gross rating points (GRP) level was 100 GRPs/week. Six of these advertisements aired during the 2003-2004 fiscal year.</li> <li>• Television network partnership with the Canadian Broadcasting Corporation (CBC) and Société Radio-Canada (SRC): Two 15-second spots were produced for a three-week national campaign blitz that took advantage of the peak period for quit attempts surrounding the New Year, and drove smokers toward taking action. On CBC, the approximate number of GRPs came to 290 over the three-week period. On SRC, the number totalled 700 GRPs.</li> </ul> <p>Web</p> <ul style="list-style-type: none"> <li>• In addition, banner advertisements were placed on the CBC and SRC Web sites during the partnership.</li> <li>• A Google keyword buy was negotiated to promote the campaign micro-site from its launch on November 15, 2003, through the holiday season to January 15, 2004.</li> <li>• A banner was placed on the <i>Reader's Digest</i> and <i>Sélection du Reader's Digest</i> Web sites (February and March 2004).</li> </ul>



## Evaluation

### Print

- Partnership with *Reader's Digest / Sélection du Reader's Digest* included a double-page spread in February 2004 and March 2004 issues.

### Other Activities

The *Reader's Digest* partnership also included the following.

- Health Canada's self-help guide to quitting smoking was distributed along with a letter to members of the target audience who had requested smoking cessation information (*Reader's Digest / Sélection* database: 49,649 English, 14,242 French).
- A letter was delivered, poly-bagged with the *Reader's Digest* magazine, to doctors informing them of Health Canada's cessation resources and encouraging them to use/distribute them to patients (Canadian Medical Association distribution database: 32,000 English and 8,000 French).

### Method

- Four recall surveys were conducted; each of the samples contained 800 smokers aged 40-54 and was split roughly 50/50 in terms of male and female participants.

### Results

- Aided recall varied from 24% to 60%, and averaged 42% for all eight ads.
- Among those who remember seeing one of the advertisements in the preceding 12 months, a significant majority considered the advertisements to be both effective (75%) and believable (84%).
- Among those who remember seeing one of the advertisements in the preceding 12 months, 67% said that the advertisements made them think about quitting smoking.
- The campaign led adult smokers to use the access channels suggested in the advertisements (the [www.gosmokefree.ca](http://www.gosmokefree.ca) Web site, 1 800 O-Canada, the smokers' help line or the booklet).
- Thoughts about quitting increased throughout the campaign, particularly with the latter advertisements.
- The survey indicated that the campaign messages were communicated to, and understood by, the target audience.

### Tracking

Calls to 1 800 O-Canada, orders for cessation resources, and visits to the [www.gosmokefree.ca](http://www.gosmokefree.ca) Web site were directly correlated to campaign activity:

- 21,200 tobacco cessation-related calls were received at 1 800 O-Canada;
- 25,427 On the Road to Quitting self-help booklets were ordered; and
- During the first year of the campaign, the [www.gosmokefree.ca](http://www.gosmokefree.ca) Web site received the following numbers of hits (February 2003 to January 2004):
  - 691,512 to the home page;
  - 312,985 to the quitting page;
  - 90,000 to the Bob/Martin campaign Web site; and
  - 81,000 to the E-quit and 72,000 to the On the Road to Quitting Web-based cessation resources.

<b>Campaign Costs</b>	Production	\$193,730
	Media placement	\$6,359,513
	Research	\$236,777

## Smoking Cessation 2003-2004

**BOB  
EX-SMOKER**



Health Canada

<b>Title</b>	<b>Services for Children (National Child Benefit)</b>
<b>Department</b>	Government of Canada campaign with the participation of many government organizations, led by Human Resources Development Canada (Social Development Canada)
<b>Campaign Dates</b>	May to August 2003
<b>Advertising Agency</b>	Vickers & Benson Companies Inc.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>To inform Canadians about the Government of Canada's programs and services for children and families, including the National Child Benefit.</li> </ul> <p>The fulfilment piece for the campaign was the first edition of <i>Services for Children: Guide to Government of Canada Services for Children and their Families</i>.</p>
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>There are a variety of programs to support children and families.</li> <li>The Government of Canada helps ensure that children are healthy, safe, secure and ready to participate in society.</li> </ul>
<b>Target Audience</b>	General public
<b>Media Placement</b>	<p>The media mix of television, radio, print and Internet advertisements was designed to create broad awareness, and delivered 95% reach<sup>3</sup> of all Canadians over 18 years of age.</p> <p>Television</p> <ul style="list-style-type: none"> <li>The 30-second television spot aired from May 1 to June 15, 2003, on English and French networks (50% prime time, 1,000 GRPs), specialty channels (200 GRPs), and Aboriginal and multilingual television (20-30 spots per week).</li> </ul> <p>Radio</p> <ul style="list-style-type: none"> <li>The 30-second radio spot aired from May 1 to May 25, 2003, in measured French and English national markets (600 GRPs). In addition, 25 spots per week aired in non-measured English and French, Aboriginal and official language minority markets.</li> </ul> <p>Print</p> <ul style="list-style-type: none"> <li>Black and white 1/4- or 1/3-page print advertisements were placed in English and French dailies, and weekly and monthly community, official language minority, multilingual and Aboriginal newspapers. The advertisements ran on three Saturdays in the dailies, and once in the other newspapers, between May 10 and June 30, 2003.</li> <li>The four-color, full-page print advertisement ran for one placement in targeted English and French magazines (July issues).</li> </ul>

<sup>3</sup> Reach is defined as the percentage of a target audience reached once by a media vehicle or media schedule.

## Evaluation

### Web

- Internet banner/button/text advertisements (five in English and five in French) were placed on 10 relevant Web sites, such as *Today's Parent*, and provided a direct link to the children's portal on the Canada Site ([canada.gc.ca](http://canada.gc.ca)). These advertisements ran from May 20, 2003, until the end of August 2003.
- An icon on the home page of the Canada Site also provided a direct link to the children's cluster. The icon was present from May 20 to July 8, 2003.

### Method

- Pre-testing included four two-hour focus groups. Two sessions were held in Winnipeg and two in Montreal. Demographic groups interviewed were: lower income with kids; middle/upper income (1/2 with kids and 1/2 without).
- The campaign was evaluated using the Government of Canada's common quantitative evaluation tool, and was based on a national, random, telephone survey with 1,000 members of the Canadian general public. The objective was to measure awareness, recall and impact of the advertisements.

### Results

- 32% saw or heard at least one advertisement.
- 56% of those who saw the advertisement recalled seeing the advertisement on television, 31% recalled seeing it in a newspaper, and 13% recalled hearing it on the radio.
- Unaided recall of the main messages of the advertisements tended to revolve around the ideas that children/families need help, that information is available about services for children and their families, and that the Government of Canada is helping low-income families.

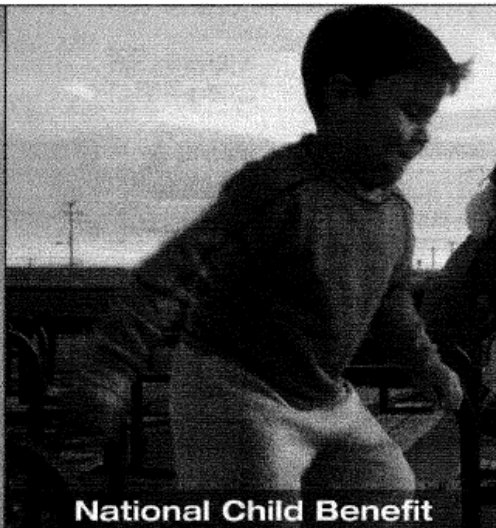
### Response Rate

- During the campaign, public inquiries about Government of Canada services for children averaged 2,610 per month. (Before the start of the campaign, enquiries averaged 1,685 per month.)
- The children's cluster received 77,444 hits during the campaign, for an average of 25,814 hits per month (compared with 7,337 hits in the month before the campaign).
- Between May 20, 2003, and the end of August 2003, the banner/button/text advertisements were viewed by 1.3 million Canadians, of whom 17,000 clicked on the advertisement to view the children's cluster.
- Between May 20 and July 8, 2003, the Services for Children icon was the most popular icon on the Canada Site home page, receiving 8,504 hits.

## Campaign Costs

Production	\$500,000	(2002-2003)
	\$157,878	(2003-2004)
Media placement	\$6,303,036	
Evaluative research		
Testing concepts	\$42,589	
Testing rough-cut ads	\$19,003	
Post-testing	\$26,349	

## Services for Children



### National Child Benefit

For our children to be happy and healthy, they need many things. Some are free, but many are not. The National Child Benefit (NCB) gives financial support to low-income families. This helps parents work towards a brighter future for their children. And it also helps to reduce child poverty in Canada.

To find out more about all our services for children and their families and to receive your guide:

- 1-800-O-Canada (1-800-622-6232)
- Toll-free 1-800-463-7726
- [canada.gc.ca](http://canada.gc.ca)
- Service Canada Access Centres



Canada

Government of Canada  
campaign with  
the participation of  
many government  
organizations, led  
by Human Resources  
Development Canada  
(Social Development  
Canada)

