

Appendix 6

Annual report on the Government of Canada's advertising – Key information

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 14-18.

Advertising Activity

Chapter 3

Summary of Campaigns

In fiscal year 2003-2004, the Government of Canada invested \$69.8 million to inform Canadians of programs, services and initiatives. Following are highlights from four major government campaigns of 2003-2004. For more in-depth information about these campaigns, please see the Appendix of this report.

University of Life

In March 2004, the Department of Foreign Affairs and International Trade (Foreign Affairs Canada) undertook a campaign entitled "University of Life." The campaign was designed to promote the Department's International Youth Programs, a series of programs to provide Canadian youth aged 18 to 30 with opportunities to work and travel abroad. The specific objectives of the campaign were to raise awareness of the program and its opportunities, and to encourage Canadian youth in the target age group to visit the Web site, learn more about the programs and to participate in them.

The organization developed two bilingual advertisements, one with the English text leading and the other with the French text leading. The advertisements were produced in four sizes, according to the intended area of placement: subways in metropolitan areas (20" X 28"); transit shelters (4' X 6'); inside buses and streetcars (35" X 11") and in restaurants and bars (13" X 17").



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. In addition, after the campaign ended, traffic to the Web site remained high, with 20,000 visits recorded in April 2004.

Canadian Forces Recruitment

From April 2003 to March 2004, the Department of National Defence undertook an advertising campaign to help recruit close to 10,000 personnel for the Regular Force and Reserve Force. The campaign primarily targeted Canadian youth between the ages of 16 and 34, as well as those who influence youth in their career choices, such as parents and career counselors in colleges and universities. It aimed to convey two key messages:

- The Canadian Forces is a unique employer with many possibilities to offer youth who are looking for a (new) career.
- The Canadian Forces is hiring for full- and part-time openings in more than 100 different occupations.

The campaign involved a mix of print, radio, out-of-home, television and cinema advertising at the national and regional levels. The advertisements were created to build on previous advertisements and more accurately reflect a particular Canadian Forces occupation (such as pilot), or target a specific audience (such as engineers studying at university). In fall 2003, a 60-second spot ran on movie theatre screens across Canada, reaching an estimated audience of 9.9 million people. A 30-second spot also ran at movie theatres and reached an audience of about 1.6 million people. In early 2004, the 30-second spots were aired on television in French and English during prime time on conventional networks and on specialty, Aboriginal and multi-lingual channels. The national campaign also used a combination of print media, such as campus newsletters, student handbooks and directories,

and daily and community newspapers. The regional campaign involved black and white print advertisements in community and daily papers, 30-second radio advertisements for recruiting events, and advertisements placed on rink boards, in transit shelters, inside buses and on the Internet. To support the campaign, more than one million recruiting information aids were produced and distributed.

Pre-testing was one part of the campaign evaluation. New advertisements were tested with focus groups to assess their effectiveness, and this testing achieved positive results. All advertising was also based on a 2000-2001 baseline survey and subsequent tracking surveys. In the final analysis, advertising proved to be an effective tool to help achieve recruitment goals. The target of recruiting 5,423 individuals into the Regular Force was exceeded, with an intake of 5,488 recruits. More than 3,500 new Primary Reserve recruits were also enrolled.

Smoking Cessation 2003-2004

During the 2003-2004 fiscal year, Health Canada continued its smoking cessation social marketing campaign begun in January 2003, to encourage smokers to quit. The campaign, which ran the duration of the 2003-2004 fiscal year, primarily targeted adult smokers aged 40 to 54, in both urban and rural areas across Canada, and was slightly skewed to those of a lower socio-economic status.

The campaign had the following objectives:

- To increase the number of ex-smokers aged 40-54 over a three-year period.
- To increase the average number of quit attempts made by smokers aged 40-54.
- To increase the number of smokers accessing Health Canada's smoking cessation resources.

The media strategy included the use of television, print and on-line media. Television spots aired during key periods for quit attempts, on both conventional and specialty networks. A partnership with the Canadian Broadcasting Corporation (CBC) and its French counterpart, Société Radio-Canada (SRC), also produced two 15-second spots for a three-week national campaign blitz around the New Year period. During this time, banner advertisements also appeared on the CBC and SRC Web sites. As part of a partnership with *Reader's Digest / Sélection du Reader's Digest*, which included a double-page spread in both magazines, a banner advertisement was also placed on the *Reader's Digest / Sélection* Web sites.

To evaluate the campaign, four recall surveys were conducted, each with 800 smokers from the target group. The results of the evaluation indicated that, among those who remembered seeing one of the advertisements in the previous 12 months, 75 percent felt that the advertisements were effective, and 84 percent said that they were believable. Also among these respondents, 67 percent said that the advertisements made them think about quitting. These results were further supported by the large number of orders placed for smoking cessation resources, as well as the number of visits to the www.gosmokefree.ca Web site (691,512 hits between February 2003 and January 2004).

Services for Children (National Child Benefit)

In May 2003, Human Resources Development Canada (Social Development Canada) launched a Government of Canada campaign to inform Canadians about the government's programs and services for children and their families. The campaign, aimed at the general public, ran for four months, until the end of August 2003. The campaign highlighted the National Child Benefit as one of the Government of Canada's services for children and families. The advertising included an offer for a guide entitled *Services for Children: Guide to Government of Canada Services for Children and their Families*.

A mix of television, radio, print and Web campaign components was designed to create broad awareness. Thirty-second spots aired on television and radio, targeted to French, English, Aboriginal and ethno-cultural audiences. Black and white print advertisements ran in daily newspapers, as well as in community, official language minority, multilingual and Aboriginal print, and a full-colour advertisement ran for one placement in targeted English and French magazines. The Web part of the campaign involved a banner, text or button advertisement with a link to the children's portal on the Canada Site.

The campaign evaluation was based on a national, random telephone survey of 1,000 members of the Canadian general public to measure awareness, recall and the impact of the advertisements. Unaided recall of the advertisements indicated that the audience had generally understood and retained the main messages of the campaign. Moreover, in response to the advertising, the number of public inquiries per month about Government of Canada services for children increased, and the Services

for Children icon was the most popular icon on the Canada Site home page for the period between May 20 and July 8, 2003. Perhaps most significant was the volume of Internet traffic to the children's section on the Canada Site. During the campaign, a total of 77,444 hits were registered, for an average of 25,814 hits per month (compared with 7,337 hits in the month before the campaign).

Public Notices are announcements, including those placed in the *Canada Gazette*, that deal with tenders, recruitment, public hearings, business hours, addresses and contact information. Such notices may be placed with the media directly by organizations.

EXPENDITURES BY ORGANIZATION

Department/Agency	Thousands of Dollars	Department/Agency	Thousands of Dollars
Health Canada	\$15,818 *	Environment Canada	\$232
Department of Finance Canada (including Canada Savings Bonds)	\$9,661	Canada Economic Development for Quebec Regions	\$206
National Defence	\$7,290	Fisheries and Oceans	\$183
Social Development Canada	\$6,461	National Battlefields Commission	\$179
Human Resources and Skills Development Canada	\$4,885 *	Library and Archives Canada	\$162
Canada Revenue Agency	\$4,813	Canadian Nuclear Safety Commission	\$157 *
Natural Resources Canada	\$4,655	Royal Canadian Mounted Police	\$129
Communication Canada	\$3,925	Canadian Space Agency	\$128
Canadian Heritage	\$2,491	Public Service Human Resources Management Agency of Canada	\$107
Agriculture and Agri-Food Canada	\$1,630 *	Canadian Environmental Assessment Agency	\$85 *
Indian and Northern Affairs Canada	\$886	Canadian Centre for Occupational Health and Safety	\$83
Transport Canada	\$576	Canadian Institutes for Health Research	\$51 *
Western Economic Diversification Canada	\$530	Office of the Commissioner for Federal Judicial Affairs	\$34 *
Department of Foreign Affairs and International Trade (Foreign Affairs Canada) (International Trade Canada)	\$487	Canadian Transportation Agency	\$33
Industry Canada	\$481	Public Service Commission of Canada	\$32 *
Atlantic Canada Opportunities Agency	\$477 *	Canadian Grain Commission	\$31 *
Public Works and Government Services Canada	\$445 *	Statistics Canada	\$30
Parks Canada	\$358	National Round Table on the Environment and the Economy	\$26
Canadian Radio-Television Telecommunications Commission	\$330 *	Canadian Artists and Producers Professional Relations Tribunal	\$25 *
National Research Council Canada	\$298	Financial Consumer Agency of Canada	\$16
Office of the Governor General's Secretary	\$297 *	Infrastructure Canada	\$13
Natural Sciences and Engineering Research Council of Canada	\$288	Law Commission of Canada	\$9
Canadian Food Inspection Agency	\$261 *	Indian Residential Schools Resolution of Canada	\$7
Social Sciences and Humanities Research Council of Canada	\$240	Citizenship and Immigration Canada	\$2
National Film Board of Canada	\$237	Total	\$69,780 **

Organizational expenditures for Government of Canada advertising include planning, creative, production, and media placement of advertisements. These expenditures are for April 1, 2003, to March 31, 2004.

For purposes of this report, in cases of multi-departmental advertising campaigns, expenditures have been associated to the campaign lead organizations, rather than individual contributing government organizations.

* A portion, or, all of the expenditure represents public notices.

** Figures do not add up due to rounding.

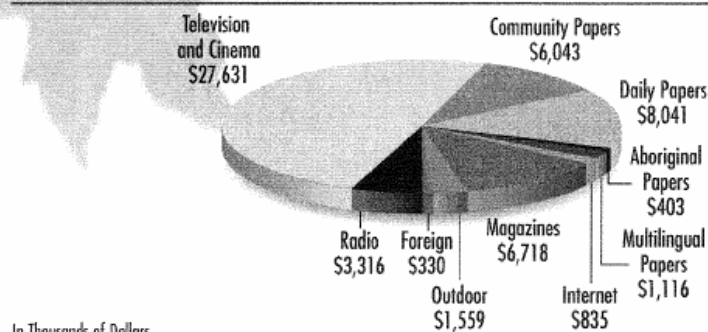
SUPPLIERS USED BY THE GOVERNMENT OF CANADA

These suppliers were used during the 2003-2004 fiscal year.

24/7 Real Media Canada	Mediaplus Advertising
Acart Communications Inc.	Metro Media Plus
ACR Communications Inc.	Nation Media + Design Ltd.
Accurate Design & Communication Inc.	Origami
Allard-Johnson Communications Inc.	Pattison Outdoor Advertising
Apropos Marketing Communications Inc.	Pierre Normand-Communication
Armada Inc.	Platine
BCP Ltd.	Pairier Communications Ltd.
Bristol Group Inc.	Publicis BLD inc.
Brown Communications Group Inc.	Publicis Canada Inc.
Charabia Interactif Inc.	Publicité Day Inc.
Communications Voir Inc.	Publicité Fuel Inc.
Cooper, Spearing and Stone Advertising	Robert Design Group
Côté-Larouche	Scott Thornley + Company Inc.
Delta Média Inc.	Séguin Labelle Communication
Les Doyneurs de Souris	Spirit Creative Advertising & Promotion Inc.
Focus Strategies and Communications Inc.	Spoutnik
Genex Communications inc.	TMP Worldwide
Gilles Fréchette	Top Advertising Inc.
Gordongroup	Triamedia
Graphissimo	Tribute.ca
Groupe Everest	TQS
Le Groupe PBQ inc.	Vector Media
HR MacMillan	Viacom Outdoor Canada
Hudson Design Group	Vickers & Banson Companies Inc.
Imagik Design Communications	Vision4
Manon Tissot	Vox Communication
Mario Godbout Design Inc.	
McKim Communications Limited	
Média/I.D.A. Vision Inc. *	

* During the 2003-2004 fiscal year, Média/I.D.A. Vision Inc. was the Government of Canada's Agency of Record.

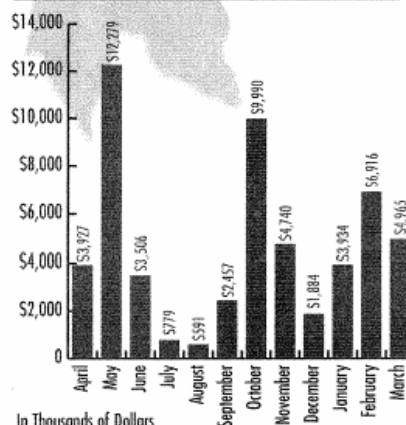
MEDIA PLACEMENT BY TYPE



In Thousands of Dollars

Figures represent media placed through the Government of Canada's Agency of Record (Média/L.D.A. Vision). Effective June 1, 2004, new processes were put into place to enable the tracking and reporting of placements in minority official language media. Future reports will therefore indicate specific amounts of official language minority media placements.

MEDIA PLACEMENT BY MONTH 2003-2004



In Thousands of Dollars

Figures represent media placed through the Government of Canada's Agency of Record (Média/L.D.A. Vision).

Contracts and ADV Numbers

During the 2003-04 fiscal year:

- 356 advertising contracts were awarded by PWGSC; and
- 976 ADV (advertising) numbers were issued.

An ADV (advertising) number is a number issued by PWGSC to a Government of Canada organization once (an) advertisement(s) has been reviewed for its compliance with Acts of Parliament and government standards and policies. The number, in conjunction with the awarding of a contract, authorizes the government's Agency of Record to purchase the advertising time or space on behalf of a government organization for that specific advertisement.

The following took place:

- May 2003, the Child Benefit and Smoking Cessation campaigns.
- October 2003, the Canada Savings Bond campaign.
- March 2004, moratorium on Government of Canada advertising.