

A Year of Review



annual report
on the
Government of Canada's
Advertising
2002/03

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Message from the Minister

In early 2002, the media and the public raised serious concerns over the Government of Canada's management of certain communication activities. As a result, the Government of Canada initiated a complete review and overhaul of these activities, which included advertising.

This report covers an important period of renewal for the Government of Canada's advertising activities. This renewal included a thorough review of advertising practices and policies, consultations with our stakeholders and ended with the introduction of changes to the way the Government of Canada manages its advertising activities—changes that will ensure transparency, accountability, value for money and increased competition.

The accomplishments of fiscal year 2002/03 resulted from the invigorating dynamism that often occurs when Canadians, their government and a particular industry engage in productive, creative discussion.

We are laying the groundwork and foundation on which to build a better system. This first report on advertising demonstrates the Government of Canada's commitment to increasing accountability and transparency. I invite you to read this report to gain an overview of what's been accomplished to date and a sense of what to expect in government advertising in the future.



A large, stylized handwritten signature in black ink, positioned above a horizontal line.

The Honourable Ralph Goodale
Minister of Public Works and
Government Services,
Minister Responsible for Communication Canada
and Chair of the Cabinet Committee on
Government Communications

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Executive Summary

In 2002, the Government of Canada embarked on a year of renewal to strengthen the procurement and management of its advertising activities.

Prime Minister Jean Chrétien initiated this process in May 2002, when he asked the President of the Treasury Board to make recommendations on how specific communication activities—including advertising—could be better managed. The Treasury Board responded with a review focusing on four guiding principles:

- value for money;
- stewardship;
- flexibility; and
- transparency.

On December 17, 2002, the government announced changes to the way it would manage advertising. In February 2003, the Honourable Ralph Goodale, Minister of Public Works and Government Services (PWGSC), Minister Responsible for Communication Canada and Chair of the Cabinet Committee on Government Communications, released a discussion paper that became the basis for March consultations with stakeholders across Canada.

On April 28th, 2003, Minister Goodale announced the renewal of the government's advertising practices. To emphasize this commitment to openness and transparency, Minister Goodale added that Communication Canada would publish an annual report on advertising for fiscal year 2002/03.

The first chapter of this report gives an overview of advertising within the Government of Canada. It includes:

- why government advertises (to inform the public about their rights and responsibilities, policies, programs, services and initiatives);
- activities considered advertising (advertising planning and strategic advice, creative work, advertising-related research and media placement);
- policies and Acts that guide Government of Canada advertising;
- key departments and agencies involved in government advertising and their roles and responsibilities; and
- the six steps involved in a government advertising campaign.



The second chapter describes the objectives of the advertising renewal process, which are to:

- increase value for money in the expenditure of government advertising dollars;
- ensure that the procurement of advertising services is, and is perceived to be, open, transparent and fair;
- encourage competition by a wide variety of qualified suppliers;
- provide departments with a range of procurement options;
- build capacity within government to better manage the advertising function; and
- introduce specific measures to increase transparency and accountability.

It also describes the proposed changes resulting from the consultations and review:

- elimination of assigning one advertising agency per organization;
- use of a single Agency of Record;
- Canadian content; and
- conducting an internal audit in 2005.

The third chapter provides summaries of the following key Government of Canada campaigns:

- Spring 2003 Tax Filing;
- Smoking Cessation 2003;
- Canada Site Campaign;
- Canada Savings Bonds;
- Canada's Permanent Resident Card; and
- Climate Change.

This chapter also lists advertising expenditures by organization, advertising agencies that were engaged by the Government of Canada, and provides details on its media-buy investment.

The fourth chapter outlines the implementation of advertising renewal with plans for revising procedures and guidelines. It also covers:

- introduction of a tri-level set of procurement tools;
- adoption of modern agency remuneration;
- retention of an Agency of Record;
- continued publication of an annual report on advertising;
- strengthened ties and dialogue with the private sector;
- establishment of an Advertising Coordination Centre within Communication Canada; and
- improved internal advertising expertise and capacity within the public service.

In closing, this chapter describes Communication Canada's newly established Advertising Coordination Centre, which will:

- assist departments and agencies with their campaigns, strategic focus and direction;
- provide training courses;
- share best practices and lessons learned;
- develop additional criteria and mechanisms to better evaluate advertising campaigns;
- increase the public reporting function of advertising activities;
- update the internal advertising reporting system as well as the Advertising Intranet Web site;
- develop advertising documentation best practices; and
- encourage the development of a Community of Practice for public servants responsible for their respective departments' and agencies' advertising activities.

Advertising Overview

Why Does the Government of Canada Advertise?

“... the public has a fundamental right to know what its government is doing and why—all the time. And the government has a fundamental duty to inform and engage the public—in good times and bad. Reliable, two-way, interactive communications are essential to a properly functioning democracy that depends upon the on-going informed consent and involvement of citizens.”
Minister Ralph Goodale

The government has a duty to tell its citizens about its initiatives, decisions and priorities. Government organizations¹ advertise to inform Canadians and non-Canadians about their rights and responsibilities, government policies, programs, services and initiatives, or about dangers and risks to public health, safety or the environment, such as tobacco cessation or climate change.

Treasury Board’s Contracting Policy defines government advertising as:

“...All activities involved in the purchase, by or on behalf of the government, for the development and production of advertising campaigns and associated space or time in print or broadcast media, or in other mass media, such as outdoor and transit advertising. It also includes any collateral materials such as posters, counter displays, and printed material such as inserts that are a direct extension of an advertising campaign. Public Service Announcements are also considered advertising. Public relations, special events, direct marketing and promotion activities that are

an extension or form part of an advertising campaign are included in the definition of advertising. Paid announcements such as public notices regarding tenders, sales, public hearings, offers of employment, and business hours and addresses may be placed directly with the media by departments and agencies.”

Contracting Policy Clause 16.13.5

From a government perspective advertising activities include:

- A. **Advertising planning and strategic advice:** includes the market research involved in the development of advertisements and advertising campaigns.
- B. **Creative work:** associated with the design, production or modification of advertising materials.
- C. **Advertising-related research:** advertising pre-testing and post-release evaluative research, measurement of advertising campaign value and effectiveness.
- D. **Media placement:** buying space or time in any media in order to insert government advertisements.

Advertising has an important place in the communication function of the Government of Canada. As a means of communicating with the public, advertising plays a key role in helping the government to respond to citizens’ needs.

¹ For the purpose of this report, the term organization(s) shall mean all departments and agencies listed in Schedule I, I.1 and II of the Financial Administration Act.

Government of Canada Advertising Policies and Acts

When undertaking an advertising campaign, each organization is responsible for ensuring that it adheres to all stipulated procedures, policies and Acts.

THE FOLLOWING POLICIES AND ACTS OF PARLIAMENT APPLY TO GOVERNMENT OF CANADA ADVERTISING:

- Financial Administration Act,
- Official Languages Act,
- Communications Policy of the Government of Canada,
- Common Services Policy,
- Contracting Policy, and
- Federal Identity Program.

Deputy heads of organizations lead, and are responsible for, the overall management of communications. Assistant Deputy Ministers and Directors General of Communications must ensure that the activities of their communications staff, at headquarters and in regional offices, conform to the requirements of relevant policies and Acts and engage all other relevant organizations in the process.

The Government of Canada's Advertising Plan

The Government of Canada's Advertising Plan is developed by Privy Council Office (PCO) in collaboration with Communication Canada and other departments. It reinforces the importance of focusing on service and information in government advertising and on improving the overall quality and effectiveness of campaigns.

The Plan focuses on key government themes from the Speech from the Throne, as well as other government priorities.

Coordination



The advertising process chart on the next page shows the key roles and responsibilities of organizations involved in government advertising.

Although advertising campaigns are developed, implemented and funded by individual organizations, the overarching Government of Canada advertising plan provides the direction to focus on key government themes.

There are accountability measures in place to ensure that advertising across the government is well coordinated, effectively managed and responsive to the diverse information needs of the public, and that it provides good value for money.

ADVERTISING PROCESS

Privy Council Office (PCO)

- Reviews and provides advice and oversight to organizations
- Determines if campaigns need to be reviewed by GAC
- Consults with the Cabinet Committee on Government Communications on major campaigns
- Develops annual advertising plan

Government Advertising Committee (GAC)

- Meets regularly to review and advise from a corporate perspective on major advertising campaigns

Communication Canada (CC)

- Member of GAC
- Serves as central coordinator for advertising
- Advises on the planning, implementation and evaluation of advertising campaigns, including the Advertising Campaign Evaluation Tool
- Manages the advertising reporting system
- Reviews advertising requirement from organizations before commencement of procurement process
- Participates in procurement process
- Issues ADV numbers enabling organizations to proceed with media buy
- Liaises with advertising industry, including the Agency of Record
- Integrates and develops government-wide campaigns
- Monitors and reports on government advertising activities
- Provides training and development services

Public Works and Government Services Canada (PWGSC)

- Receives advertising requirement from CC
- Manages procurement/contracting process and issues contract for organization to advertising agency and Agency of Record

Advertising Agency

- Provides strategic advice
- Produces creative components and media plan
- Sends media plan to AOR for placement

GoC Organization (Department / Agency)

- Defines advertising requirement and initiates campaigns
- Informs PCO of requirement during planning stage
- Submits advertising plans to CC
- Sends financial commitment to CC for contracting of requirement
- Sends copy of ads to CC
- Approves creative components and media plan
- Approves payments to advertising agency and AOR

Agency of Record (AOR)

- Purchases all advertising space and time (media placement) for organization after having received approval from CC

The Six-Step Process for a Government Advertising Campaign

Government of Canada advertising campaigns are developed and implemented through a six-step process. Each requirement has its own approval process.



- 1. Strategic Planning Phase:** Organizations plan their advertising campaigns according to their mandates, programs, products and services. These campaigns must respond to the findings of needs analyses, and must take into account relevant policies, Acts and government priorities.
- 2. Procurement Phase:** Organizations define their specific advertising requirement and consult with Communication Canada and PWGSC to select the right procurement tool for choosing an appropriate advertising agency. An advertising agency is selected and issued a contract.
- 3. Production Phase:** Organizations work with their selected advertising agency to design concepts, pre-test, create, focus-test and receive the final advertising campaign materials. PCO, the GAC* and Communication Canada are consulted.
- 4. Media Plan:** Organizations review media plans developed in conjunction with their advertising agency and in consultation with other organizations to ensure compliance with applicable policies and Acts. Communication Canada reviews and advises the organization on the media plan and authorizes it to proceed with the campaign and media plan.
- 5. Media Placement and Campaign Launch:** After receiving appropriate approval from Communication Canada through the issuance of an ADV number, the Agency of Record (AOR) buys the time and space for placement of advertisements. Public-relations and media-relations events take place as per the organization's communications plan.
- 6. Evaluation and Close-out:** Organizations work with Communication Canada to evaluate the impact and value of their advertising campaign. PWGSC issues public opinion research contracts related to this evaluation. Evaluation results are shared with other organizations and used for future campaign development.

* GAC – The Government Advertising Committee is an interdepartmental committee chaired by PCO that meets on a weekly basis to review all major advertising initiatives being developed by organizations. GAC's objective is to improve the planning, implementation and coordination of government advertising initiatives.

Chapter 2

Advertising Renewal

Improving Communications with Canadians

In September 2001, Communication Canada was created with the mandate to improve communications between the Government of Canada and Canadians through the provision of government-wide communications advice, products and services, which support the Government's communications initiatives.

*"Canadians should know about the programs and services that concern them and how to access them. Canadians should also know how they and their fellow citizens in other sectors, regions, demographic groups and situations benefit, in order to understand competing public priorities and their scope, rationale, and delicate balance."
Minister Ralph Goodale*

The introduction of the Government of Canada's Communications Policy in April 2002 further emphasized the government's commitment to ensure that communications across the Government of Canada are well coordinated, effectively managed and responsive to the diverse information needs of the public.

The Communications Policy provides government organizations with specific requirements in 31 areas of communications management, including advertising.

Communications Activities Review

In early 2002, concern was raised in Parliament, by the media and by the public over the government's management of a number of communications activities. By May 2002, these queries led the Prime Minister to ask the President of the Treasury Board to make recommendations on how sponsorship, advertising and public opinion research could be better managed by the Government of Canada to ensure value for money. Given the fundamental differences in sponsorship, advertising and public opinion research, three separate reviews were undertaken.

The reviews focused on four guiding principles: value for money; stewardship; flexibility; and transparency.

Advertising Renewal Process

On December 17, 2002, the Government of Canada announced that it would be making changes to the way it managed advertising. Overall, these changes will increase competition for government advertising business and improve the value of what government receives for its advertising investments.

Specifically, the changes included:

- eliminating the practice of assigning one advertising agency per organization;
- eliminating the mandatory requirement for a single Agency of Record for media buying activities;



THE OBJECTIVES OF ADVERTISING RENEWAL WERE TO:

- increase value for money in the expenditure of government advertising dollars;
- ensure that the procurement of advertising services is, and is perceived to be, open, transparent and fair;
- encourage competition by a wide variety of qualified suppliers;
- provide departments with a range of procurement options to meet their needs;
- build capacity within government to better manage the advertising function; and
- introduce specific measures to increase transparency and accountability.

- eliminating the requirement that advertising firms doing business with the Government of Canada be 100 percent Canadian-owned; and
- conducting a comprehensive internal audit to be done in 2005.



At the time of the announcement, Minister Goodale made a commitment to consult industry stakeholders on how to implement the proposed changes in a manner that was transparent, fair and focused on value for money from a quality and cost perspective.

In March 2003, the Government of Canada conducted consultations with the advertising industry and other interested stakeholders to discuss these proposals for the renewal of government advertising activities.

Representatives from advertising agencies and Government of Canada organizations attended consultation sessions in Toronto, Winnipeg, Vancouver, Halifax and Montreal. In addition, written submissions were also received from a number of interested parties.

“Our industry appreciated the opportunity to provide our views on how the Government of Canada should reform its advertising practices.”

Jacques Duval, Chairman of the Institute of Communications and Advertising

To further substantiate the findings of the advertising renewal process, other studies were undertaken during fiscal year 2002/03. These include the following:

- **The Key Functions Document**
Research was conducted on an advertising centre of expertise within the Government of Canada. The resulting document describes in detail the main function of a government “Centre of Expertise” for advertising within Communication Canada.
- **Government of Canada Advertising Renewal**
Released in February 2003, this discussion paper, which is available on Communication Canada’s Web site, gathered ideas, views and concerns from stakeholders on Canadian content, agency selection, agency remuneration, Agency of Record, building government capacity and strengthening transparency.

The Association of Canadian Advertisers contributed to the research done by the government as part of its review of advertising, and the results of this research will benefit our entire membership.

Ron Lund,

President of the Association of Canadian Advertisers

- **A Review of Media Agency of Record Assignments**

The document consisted of lessons learned and recommendations for an AOR, with input from the private and public sector.

- **Agency Remuneration Options**

A discussion paper was produced to study the various methods Canadian advertising agencies are remunerated.

- **Consultation on Agency Remuneration: A Summary**

Feedback from the advertising industry on various proposed agency remuneration options was obtained for use within the Government of Canada.

- **Report of the Central Office of Information for the United Kingdom (U.K.)**

The Government of Canada report summarized advertising functions and practices of the Central Office of Information for the U.K.

- **Summary of Ontario Government Advertising Review Board**

The Government of Canada reported on the main functions of the Government of Ontario’s Advertising Review Board.

- **The Advertising Government of Canada Intranet Web Site Review and Recommendation Document**

This document presented results from a review of the Advertising Web site with users’ input and recommendations on enhancing the site.

The review and consultation processes led to the April 2003 announcement by Minister Goodale implementing changes to the way advertising is managed in the Government of Canada.

Following the in-depth consultations, it was felt that the most cost-effective approach for the placement of Government of Canada advertising would be to retain a single Agency of Record.

Chapter 3

Advertising Activity

Summary of Campaigns

The Government of Canada invested more than \$110 million in 2002/03 to keep Canadians informed of programs, services and initiatives. It continued to produce significant and innovative advertising campaigns while the advertising renewal process was in development. Following are some key campaign highlights from the past year. More details of these campaigns, as well as print advertisements, can be found in the appendix of this report.

Spring 2003 Tax Filing Campaign

Every spring, millions of Canadians file their income taxes with the Canada Customs and Revenue Agency (CCRA). In recent years, the CCRA's NETFILE service has become a popular and convenient way for Canadians to file their taxes online, with more than two million Canadians using NETFILE to file their taxes in 2002 alone. CCRA launched a major advertising campaign in the spring of 2003 to:

- increase Canadians' awareness of and intent to use electronic services related to tax information and filing during the tax filing season;
- inform tax filers of an easier, faster source of tax information available 24 hours a day, 7 days a week; and
- enhance the Government of Canada's and the CCRA's commitment to service and innovation.

These objectives were achieved through the use of radio spots airing on mainstream and minority language radio stations and with 30-second television spots airing on mainstream and ethnic television stations. The television spots, entitled "Walkies," featured a woman and her playful dog. After using the CCRA's Web site to conveniently obtain information and file her taxes, the woman has more time for other aspects of life, like walking her dog.

Several post-campaign evaluations were conducted for this effective campaign. Results included:

- 47 percent of respondents recalled seeing the television advertisement, and
- 73 percent of respondents who saw the advertising were aware they could go to CCRA's Web site to find out how to file online—a considerable increase from the 41 percent who were aware of this prior to the campaign.



Smoking Cessation 2003

Health Canada launched its 2003 smoking cessation campaign in January to encourage smokers to quit smoking. The campaign which featured the fictional characters Bob (in English advertisements) and Martin (in French advertisements) is based on a successful campaign developed for the State of Arizona, USA. Bob and Martin represent two average Canadians and were created to influence smokers who are considering quitting. The television advertisements are the first in a series that will follow Bob and Martin over the next two years as they quit smoking.

The campaign's primary audience was urban and rural Canadian smokers aged 40–54. The campaign conveys the following key messages to smokers:

- While it may take more than one attempt, quitting is possible.
- Health and lifestyle will improve upon quitting. The health benefits make quitting smoking worth the effort.
- Help to quit smoking is available. Getting help makes quitting easier and increases the chance of success.

The campaign included television, print and online components.

To evaluate the first year of the campaign, 1,865 Canadians between the ages of 20 to 54 were surveyed. Results indicated that 78 percent of Canadians and 87 percent of smokers recalled seeing any advertising about quitting, how to quit or the benefits of quitting, 44 percent of Canadians and 45 percent of smokers recalled the Bob/Martin advertisements (aided), 70 percent of smokers thought the ads were effective in their message and 68 percent of smokers felt the advertisements impacted their thoughts about quitting smoking.

Additionally, within its first two months on air, this campaign resulted in the distribution of 5,788 step-by-step guides to quitting smoking (On the Road to Quitting), 20,000 people accessing the on-line version of the "On the Road to Quitting" step-by-step guide, 9,000 subscribers to Health Canada's on-line e-quit program and 131,000 visitors to Health Canada's www.gosmokefree.ca Web site. This campaign will continue to run throughout 2003/04.

Canada Site Campaign

Finding information on the Government of Canada is convenient and easy with the Canada Site. Located at canada.gc.ca, the Canada Site is the primary Internet portal for information on the Government of Canada, its programs, services, new initiatives and products, and for information about Canada.

To build awareness of Government of Canada online services and increase traffic to the Canada Site, Communication Canada ran a major advertising campaign for four weeks in the fall of 2002 and for six weeks in the winter of 2003. The fall campaign included two weeks of television advertising in major markets, four weeks of Internet banner advertising on major Canadian Web sites and one print advertisement inserted in weekly, ethnic and cultural newspapers, in English, French and 33 other languages. The winter campaign included six weeks of television advertising on national English and French networks and three weeks of radio advertisements in urban and rural markets.

Post campaign results were positive, with recall rates increasing from the fall to the winter. Overall campaign recall increased from 40 to 46 percent, and recall of the television advertising from 32 to 38 percent. Awareness of canada.gc.ca increased from 50 to 54 percent. Forty percent of those who saw the advertisements said that they were more likely to visit canada.gc.ca in the future. An effective media mix and repetition of the advertisements contributed to these results.

Canada Savings Bonds

Since 1946, Canadians have been purchasing Canada Savings Bonds knowing that their savings are safe and secure and guaranteed by the Government of Canada. Originally sold as War Savings Certificates and Victory Bonds to help finance the war effort, they became Canada Savings Bonds after World War II and are now held by some 4.5 million Canadians.

Given the popularity of Canada Savings Bonds among Canadians, the Government of Canada through its special operating agency Canada Investment and Savings, launches an advertising campaign on an annual basis to inform Canadians that the bonds are available for purchase. This year's campaign targeted Canadians 25 years and older and focused on the following key messages:

- Savings with Canada Savings Bonds gives you the security you need to get what you want out of life.
- Canada Savings Bonds are guaranteed by the Government of Canada.

The campaign included print advertisements, television spots, media promotion and online messaging. The print components utilized a wide range of media, including point of sale material, newspaper inserts, full-page advertisements in magazines, direct mailing, posters and billboards. Ten and 30-second national television advertisements appeared on various stations and an edumercial was also produced.

The 2003 Canada Savings Bonds campaign proved to be particularly effective. In post-campaign testing, 48 percent of Canadians who were surveyed indicated that they saw or heard at least one advertisement in this campaign.

Canada's Permanent Resident Card

As of December 31, 2003, permanent residents of Canada will need a permanent resident card for re-entry into Canada following international travel aboard a commercial carrier. To ensure permanent residents were made aware of the need to obtain a permanent resident card, a three-phase advertising campaign was created and launched by Citizenship and Immigration Canada in 2002/03.

The three phases included:

- launching the permanent resident card to the public (June 2002);
- launching the application process for the card (September–October 2002); and
- informing permanent residents that this card is required for re-entry into Canada (November 2002 to March 2003).

Launched in June 2002, the campaign included print advertisements, posters, brochures, a kit distributed to travel agents and informational videos. The print advertisements appeared in travel publications, daily newspapers, ethnic publications and official language equivalents.

Post-campaign evaluation results indicated that, at the height of the campaign, 39 percent of permanent residents and 53 percent of travel agents surveyed were able to recall the advertisements. The advertisements were also effective in stimulating word of mouth, which is a significant factor in reaching this target audience.

Climate Change

One of the Government of Canada's major priorities in 2002/03 was to raise awareness of climate change and the *Climate Change Plan for Canada*. On behalf of the Government of Canada, Natural Resources Canada and Environment Canada produced a national advertising campaign, which ran from September 2002 to March 2003, that targeted both the general public and the industry.

The objective of the campaign was to encourage Canadians to take action and reduce greenhouse gas emissions, and included reminding Canadians of the "little things" they could do in terms of energy conservation.

The campaign components included print advertisements, which appeared in daily and community newspapers across Canada, ethnic publications and official language equivalents, and national magazines. Radio and television advertisements also aired in all Canadian markets. The three television advertisements included:

- the spot "Scientists," which raised awareness of the seriousness of climate change;
- "Balanced Plan," which raised awareness of the Climate Change Plan for Canada; and
- "Little Things," which raised awareness of the actions Canadians can take to reduce their energy consumption.

To measure recall of and reaction to the advertisements, including message retention and attribution, the campaign was post-tested at three points in the period.



Organizational Responsibilities

The Communications Policy of the Government of Canada requires that organizations listed in Schedule I, I.1 and II of the Financial Administration Act provide advertising plans and financial forecasts to Communication Canada for review and contract for advertising services through PWGSC, and also adhere to the requirements of the Treasury Board Contracting Policy and Common Services Policy in all advertising procurement.

Accordingly, each organization is responsible and accountable for its own management of the advertising contract, proper administration and financial documentation, payments, file management and quality control of the advertising products.

The following charts and graph depict the Government of Canada advertising investments for fiscal year 2002/03:

EXPENDITURES BY ORGANIZATION

Department/Agency	Thousands of Dollars	Department/Agency	Thousands of Dollars
Health Canada	\$27,500	Canadian Radio-Television Telecommunications Commission	\$278
Natural Resources Canada	\$21,169	Public Service Commission of Canada	\$274
Communication Canada	\$12,561	Treasury Board of Canada, Secretariat	\$269
Finance Canada, Department of (including Canada Savings Bonds)	\$10,857	Fisheries and Oceans	\$265
National Defence	\$8,884	Office of the Governor General Secretary	\$230
Human Resources Development Canada	\$5,369	Western Economic Diversification Canada	\$217
Citizenship and Immigration Canada	\$4,938	Canadian Institutes for Health Research	\$215
Canadian Heritage	\$3,009	Social Sciences and Humanities Research Council of Canada	\$213
Canada Customs and Revenue Agency	\$2,893	Canadian Transportation Agency	\$108
Justice Canada, Department of	\$1,549	Canadian Centre for Occupational Health and Safety	\$94
Environment Canada	\$1,362	Canadian Grain Commission	\$81
Transport Canada	\$1,358	National Library of Canada	\$67
Industry Canada	\$1,346	Canadian Artists and Producers Professional Relations Tribunal	\$55
Indian and Northern Affairs Canada	\$1,298	Privy Council Office	\$51
Agriculture and Agri-Food Canada	\$1,045	Statistics Canada	\$42
Department of Foreign Affairs and International Trade	\$870	Canadian Space Agency	\$39
Atlantic Canada Opportunities Agency	\$833	Canadian Food Inspection Agency	\$18
National Research Council Canada	\$515	Veterans Affairs Canada	\$15
Natural Sciences and Engineering Research Council of Canada	\$455	Canadian Human Rights Commission	\$6
Canada Economic Development for Quebec Regions	\$429	Public Works and Government Services Canada	\$2
Parks Canada	\$294	Correctional Service Canada	\$1
		Total	\$111,074

Organizational expenditures for Government of Canada advertising include planning, creative and production and media buy of the advertisements. These expenditures are for April 1, 2002, to March 31, 2003.

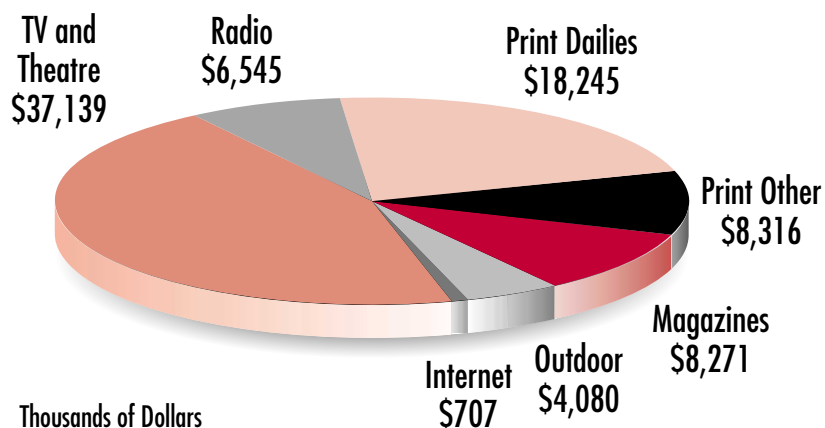
ADVERTISING AGENCIES ENGAGED BY THE GOVERNMENT OF CANADA

Advertising Agency

ACR Communications Inc.
Acart Communications Inc.
Allard Johnson Communications Inc.
Apropos Marketing Communications Inc.
Armada Inc.
BCP Ltd.
Bowen and Binstock Advertising Ltd.
Bristol Group Inc.
Brown Communications Group
Compass Communications Inc.
Cooper, Spearing and Stone Advertising
Côté Larouche Communication Marketing
Day Advertising Group Inc.
Delta Media Inc.
Everest Communication Marketing
Everest Versant Ouest
Focus Strategies and Communications Inc.
Fuel Advertising Inc.
Goodman Communications Inc.
Gordon Creative Group
Groupaction
H3 Creative Inc.
Mario Godbout Design
McKim Communications
NIWRI Consultants Ltd.
Parson Advertising
Poirier Communications Ltd.
Scott Thornley + Company Inc.
Spirit Creative and Advertising and Promotion Inc.
Vector Media
Vickers & Benson Companies Ltd.
Vision 4 Consortium

Advertising agencies engaged by Government of Canada organizations during the 2002/03 fiscal year.

INVESTMENT BY MEDIA TYPE



Total investment of Government of Canada advertising by media purchased for the 2002/03 fiscal year.

“Print Other” includes community, ethnic, native, cultural and student newspapers.

“Outdoor” includes posters, public transit and billboard advertisements.

The data in this chapter* is based on information submitted to Communication Canada by:

- organizations for projects that are identified as advertising as per the definition in the Contracting Policy;
- Public Works and Government Services Canada; and
- the Government of Canada’s Agency of Record (Média I.D.A. Vision Inc.).**

* Figures in this report have been rounded off.

** see Role of Agency of Record on page 22.

Chapter 4

The Road Ahead

Implementing the Government of Canada Advertising Renewal

Looking ahead, advertising renewal will be an ongoing process because Government of Canada advertising policies and processes must be flexible and effective. Fiscal 2002/03 was a year for preparing the foundation that will enable us to move on. We can now concentrate on developing and revising procedures and guidelines that will ensure advertising is acquired in an open, accountable manner. Our efforts will result in improved transparency for the public and better value for their advertising dollar.

Communication Canada will continue to consult with both the advertising sector and government organizations, and will address their concerns and integrate their ideas into the process. As we implement these changes, we will be ready to make further improvements.

While advertising services are now acquired in a similar manner as other communication services from the private sector, the following are highlights of changes announced in April 2003.

The 100 percent Canadian-owned rule has been eliminated, thereby increasing the number of firms eligible to provide advertising services to the Government of Canada and also giving the government greater access to a larger talent pool and expertise. The new standard requires 80 percent of the work to be done in Canada, by Canadians. This will allow more firms to compete for contracts and will result in a wider range of creative options and consequently better value to the Government of Canada, due to increased competition.

The government will introduce a tri-level set of procurement tools, based upon the value of the advertising work to be done. This will increase the openness, fairness and the competitiveness of the government's selection process for advertising firms. Specifically:

- Projects valued at less than \$75,000 (not including the media buy) will be awarded through standing offers, by using a list of pre-approved firms that can be called upon as required.
- Projects, valued from \$75,000 to \$750,000 (not including the media buy) will be awarded to firms on a supply arrangement, under which pre-qualified firms will compete for available contracts.
- Large projects valued at more than \$750,000 (not including the media buy) will be awarded to firms following a project specific request for proposal (RFP) process, which will be published on the electronic tendering system.



"The Association of Canadian Advertisers, which represents major advertisers in Canada and of which the Government of Canada is a member, is impressed by the commitment of the government to model its practices on those of the advertising industry in Canada."

*Ron Lund,
President of the Association of Canadian Advertisers*

With respect to agency remuneration, the Government of Canada intends to adopt modern industry trends and practices and move toward a payment model based on hourly rates. The government will also explore other models, as appropriate, such as retainers and payment-by-results. The key goal will be to achieve value for money, and over time, review the remuneration experience.

On the matter of an Agency of Record to serve as a single point to manage all media buys for government advertising, the Government of Canada will retain the use of a single Agency of Record but will more explicitly define the scope of work for this assignment, with a payment system in line with private-sector industry practices.

THE ROLE OF THE AGENCY OF RECORD IS TO:

- centralize all media advertising placement (i.e. non-creative) activity and information;
- use the collective volume buying power to benefit all Government of Canada advertising initiatives through expert negotiation;
- maximize cost efficiencies and cost effectiveness;
- verify the airing and printing of all media space and time purchased pursuant to a media contract; and
- analyze and evaluate unsolicited media proposals and make recommendations.

In fiscal year 2003/04, Communication Canada will retain the current Agency of Record for the transition period to a new Agency of Record, strengthen ties and improve dialogue with the private sector, and establish an Advertising Coordination Centre.

Finally, efforts have already begun to strengthen internal advertising capacity and expertise within the public service of the Government of Canada. The key areas where improvements have been introduced are coordination and planning, advisory services, training and development for capacity building, and accountability and transparency.

Building Capacity

Communication Canada has established an Advertising Coordination Centre, which will:

1. Assist Government of Canada organizations that are undertaking advertising campaigns, primarily by providing advice along a range of issues, such as the effective use of advertising and basic operational and budget details;
2. Provide strategic focus and direction to organizations at the planning stage, based on the Coordination Centre's experience and knowledge of advertising trends, solutions and media planning techniques. This will result in a better balance and improved effectiveness of government advertising overall;
3. Provide training courses to public servants who manage advertising projects;
4. Give employees from other government organizations rotational assignment opportunities within the Coordination Centre, thereby providing a greater mix of knowledge and skills that can be taken back to their own organizations;

"... transforming more government business managers into truly knowledgeable communication specialists, so they know more about their subject-matter and can have better professional relations with their private sector counterparts."

Minister Ralph Goodale

5. Share best practices and lessons learned horizontally across organizations, including regional offices, who also manage advertising projects;

6. Develop additional criteria and mechanisms to better evaluate advertising campaigns, the results of which will be made widely available to other Government of Canada organizations for use in creating more effective campaigns. Pre-testing of creative elements will also be more widely used. The evaluations will play a major role in accountability and transparency;

“We welcome the government’s desire to conduct its advertising business with greater openness and transparency and support the general principles of the reform put forward by the Minister.”

Jacques Duval, Chairman of the Institute of Communications and Advertising

7. Increase the public reporting function of Government of Canada advertising activities with the release of an annual report on the government’s advertising;
8. Update the government’s internal advertising reporting system to allow for reporting whenever additions or changes are made to organizational plans. This central reporting system will allow the Government of Canada to analyze and prioritize requirements, maximize investment, and ensure a coordinated and consistent approach to its advertising;
9. Develop standardized advertising documentation best practices for adoption by all Government of Canada organizations;

10. Update the Government of Canada Advertising Intranet Web site as a source of online learning, best practices and information-sharing for public servants; and
11. Introduce a Community of Practice to enable public servants to network and share best practices.



AUDITOR GENERAL OF CANADA— REPORT ON ADVERTISING, 2003

The Government of Canada has already initiated a number of changes and anticipates implementing further enhancements based on the Auditor General’s recommendations, expected in late 2003, as part of the improvements to the management of the advertising function.

An Invitation to Readers



Communication Canada believes that the only valid communication is two-way communication. This report makes every effort to inform Canadians about the advertising processes and procedures that apply to government advertising—from the purpose of advertising within the Government of Canada, to the responsibility centres involved, to the outcome of recent campaigns, and most important, to the new procedures that were developed during 2002/03.

So tell us what you think of this report. Did it provide information that was new to you? Did it answer some of your questions about how the Government of Canada advertises?

Send your comments to:

Communication Canada
Advertising Coordination Directorate
Ottawa, ON
K1A 1M4

Telephone:
(613) 992-1692

Fax:
(613) 952-1167

E-mail:
info@communication.gc.ca.

Government of Canada Campaign Highlights and Results

EVALUATING CAMPAIGNS

In the fall of 2002, the Cabinet Committee on Government Communications re-stated its desire for a greater use of pre- and post-evaluations of advertising campaigns, as required by the Communications Policy of the Government of Canada.

The post evaluations are required for, but not limited to, all campaigns that exceed \$400,000 in media buy, as well as those that are horizontal in nature (involving more than one organization). For these campaigns, the Advertising Campaign Evaluation Tool (ACET) has been developed as a means of providing the Government of Canada with a benchmark measure to consistently evaluate the effectiveness of major advertising campaigns.

To support policies, program services and initiatives, major advertising campaigns continued to be produced during the 2002/03 fiscal year. The following are highlights of Government of Canada campaigns featured in Chapter 3 of this annual report.



TITLE: SPRING 2003 TAX FILING CAMPAIGN

Department: Canada Customs and Revenue Agency (CCRA)

Campaign Dates: March 24 to April 14, 2003
Three-week campaign with an additional two weeks on minority-language radio stations only

Objectives:

- Increase awareness of, and intent to use, electronic services related to tax information and filing during the filing season
- Provide an easier, faster source of tax information available 24/7
- Enhance perception of the Government of Canada’s and CCRA’s commitment to service and innovation

Target Audience:

- Internet users
- Primary target: 25–34 year-olds
- Secondary target: 35–44 year-olds

Media: Radio

- One 30-second spot (English and French)
- *Mainstream Radio*: 2,200 total gross rating points (GRPs) from March 24 – April 13 (three week campaign) in Vancouver, Toronto and Montreal (English and French)
- *Minority Language Radio Stations*: Reach plan of March 24 – April 28 (five week campaign) in 17 markets

Television

- One 30-second spot (English and French)
- Three-week campaign (March 24 – April 13)
 - Mainstream Television*
 - 250–400 GRPs weekly
 - 43 markets; networks, affiliates and specialty channels
 - 70% prime time
 - Total of 32,750 GRPs for three-week campaign
 - Ethnic Television Stations*
 - Six networks: CJNT in Quebec; OMNI, CFMT and Teletatino in Ontario; TalentVision and Fairchild in the western provinces

Evaluation: Advertising Campaign Evaluation Tool

Method

- 1,022 Canadians surveyed by telephone
- Post-campaign

Results

- 47% of respondents recalled seeing the television advertisement
- Those who saw the advertisement had a significantly higher level awareness of messages contained in the advertisement than those who had not; e.g. 42% of those who saw the advertisement were aware they could track their tax refund on the CCRA Web site; only 25% of those who had not seen the advertisement were aware of this feature.

Pre- and Post-Campaign Awareness Surveys

Method

- Two telephone surveys (part of a weekly national omnibus survey); one the week before the campaign, one the week after
- Common questions on both surveys
- 1,300 Canadian adults surveyed

Results

- Post campaign results showed significant increases in awareness of key messages from pre-campaign period among those who reported seeing the advertisement; e.g. before the campaign, 41% were aware you could find out how to file online on the CCRA’s Web site, while 73% were aware after the campaign.

Campaign Costs:	Creative Testing (focus groups)	
	• Stage One	\$37,184
	• Stage Two	\$35,060
	Pre-campaign awareness survey	\$40,098
	Production	\$434,981
	Media Placement	
	• 2002/03 fiscal year	\$1,328,127
	• 2003/04 fiscal year	\$2,193,430
	Evaluation	
	• Advertising Campaign Evaluation Tool or (ACET)	\$23,655
	• CCRA Post-campaign	\$52,323

(see advertisement below)



**SPRING 2003
TAX FILING
CAMPAIGN**

Canada Customs and
Revenue Agency (CCRA)

TITLE:	SMOKING CESSATION 2003 (BOB/MARTIN)
Department:	Health Canada
Campaign Dates:	January to March 2003
Objectives:	<ul style="list-style-type: none"> • Increase the number of ex-smokers aged 40–54 • Increase the number of smokers aged 40–54 who attempt to quit at least once • Increase the average number of quit attempts made by smokers aged 40–54 • Increase the number of smokers accessing Health Canada’s smoking cessation resources
Key Messages:	<ul style="list-style-type: none"> • Quitting is possible. While it may take more than one attempt, it is possible. • Health and lifestyle will improve upon quitting. The health benefits make quitting smoking worth the effort. • Help to quit smoking is available. Getting help makes quitting easier and increases the chances of success.
Target Audience:	<p>Primary</p> <ul style="list-style-type: none"> • Adult smokers aged 40–54, urban and rural across Canada <p>Secondary</p> <ul style="list-style-type: none"> • Recent quitters aged 40–54 who want to remain smoke-free • Adult smokers aged 25–39 • The media • Health care professionals
Media:	<p>Print</p> <ul style="list-style-type: none"> • Booklets (“On the Road to Quitting”) were distributed through 1 800 O-Canada. • Advertisements ran in daily and weekly community papers (in Atlantic Canada to support the Atlantic Smokers’ Helpline pilot project*). <p>Television</p> <ul style="list-style-type: none"> • During 2002/03, four television advertisements (two English, two French) aired nationally on both conventional and specialty networks. Air time was split 50/50 between prime and off prime. (Additional air time was purchased in Atlantic Canada to support the Atlantic Smokers’ Helpline pilot project*.) <p>Online</p> <ul style="list-style-type: none"> • A Google keyword buy to promote our Web-based cessation materials and tools ran from February 17 until March 31, 2003. Statistics as of March 17, 2003: the Google buy generated about 4,100 visitors.
Evaluation:	<p>Method</p> <ul style="list-style-type: none"> • 1,865 Canadians aged 20–54 were surveyed by telephone, including 1,001 smokers and 864 non-smokers. <p>Results</p> <ul style="list-style-type: none"> • 78% of Canadians and 87% of smokers recalled seeing any advertising about quitting, how to quit or the benefits of quitting; 88% of smokers aged 40–54 recalled seeing such advertising (unaided recall). • Canadians recalled a wide variety of images and messages from advertising about quitting, how to quit or the benefits of quitting. • A substantial number—44% of Canadians and 45% of smokers, aided—recalled seeing the “Bob/Martin” advertisement; 49% of smokers aged 40–54 recalled this advertisement. Of these, 46% of both the general population and smokers said the advertisement was produced by the Government of Canada; 41% of smokers aged 40–54 said the advertisement was produced by the Government of Canada. • Among both the general population and smokers who have seen this advertisement, the largest proportion said its main point was to convince people to quit smoking.

Campaign Costs:	Production (<i>includes production of eight English advertisements and eight French advertisements, which will be aired throughout 2002/03 and 2003/04</i>)	\$950,000
	Media placement	\$4,700,000
	Research	\$300,000
	* Atlantic Pilot project	\$300,000

(see advertisement below)

I JUST GOT A NEW LINE ON QUITTING.



BOB. HE SMOKES TOO.

It's called the Smokers' Helpline and it's got real people who talk to you one-on-one and can give you tools to help you quit.

I know I have the will to quit. Now I have the power too.

THINKING OF QUITTING?

[CALL THE SMOKERS' HELPLINE TODAY.]
1 877 513-5333

www.GoSmokefree.ca

**SMOKING
CESSATION
2003**

Health Canada

TITLE: CANADA SITE CAMPAIGN

Department: Communication Canada

Campaign Dates: Fall 2002 and winter 2003

Objective: To build awareness of Government of Canada online services and increase traffic to the Canada Site (canada.gc.ca).

Key Messages: canada.gc.ca is the place to go to find information about jobs, health, starting a business, climate change, and other Government of Canada information and services.

Target Audience: General population

Media: Fall 2002, October 28 to November 24

Television

- One English advertisement and one French advertisement aired in major markets for two weeks beginning October 28, 2002.

Print

- One insertion was placed in weekly, ethnic and cultural newspapers, in English, French and 33 other languages.

Online

- Internet banner advertising ran on major Canadian Web sites for four weeks beginning October 28, 2002.

Media: Winter 2003, January 2 to February 16

Television

- One English advertisement on CTV and one French advertisement on TVA aired in major markets for six weeks beginning January 2, 2003.

Radio

- One English advertisement and one French advertisement aired in urban and rural markets for three weeks beginning January 27, 2003.

Evaluation: Method

- Separate telephone surveys of 1,000 people each across Canada occurred for both the fall and winter campaigns.

	Fall Campaign	Winter Campaign
Campaign recall	40%	46%
TV ad recall	32%	38%
Awareness of canada.gc.ca	50%	54%

Results from the winter survey show marked increases in recall rates and awareness of canada.gc.ca.

Other findings:

- 40% of those who saw the advertisements indicated they were more likely to visit canada.gc.ca.
- 28% rated positively the Government of Canada’s performance in providing information online (up from 20% in fall 2002), 34% gave a neutral rating and 22% said they do not know.
- 34% rated positively the Government of Canada’s performance in providing information in general (up from 29% in fall 2002) and 31% gave it a neutral rating.
- 80% believed it is important for the Government of Canada to provide information and services online.
- 70% agreed that the Government of Canada should advertise to inform Canadians about its services.
- Those who recalled the advertising were more likely to rate positively Government of Canada provision of services online and information in general.

Campaign Costs:

Fall 2002	
• Production	\$250,000
• Media placement	\$1,600,000
• Evaluative research (post-campaign surveys)	\$50,000
Winter 2003	
• Production	\$60,000
• Media placement	\$1,110,000
• Evaluative research (post-campaign surveys)	\$30,000

(see advertisement below)

Services and info on-line

Where can I...

- find out about getting a job?
- search for health information on-line?
- learn about starting a business?
- find information about climate change?

The Government of Canada's Web site has information about these subjects and more. It's there for you. **canada.gc.ca**

1 800 O-Canada (1 800 622-6232)
TTY / TDD: 1 800 485-7735
canada.gc.ca
Service Canada Access Centres

Canada

**CANADA SITE
CAMPAIGN,
FALL 2002 AND
WINTER 2003**

Communication Canada

TITLE: CANADA SAVINGS BONDS

Department: Finance Canada

Campaign Dates: October 2002 – March 2003

Key Messages:

- Saving with Canada Savings Bonds (CSB) gives you the security you need to get what you want out of life.
- Canada Savings Bonds are guaranteed by the Government of Canada.

Target Audience: Canadians (aged 25–75, with a focus on those aged 25–54)

Media:

Print

- Point-of-sale material (monthly tent cards and rate sheets)
- Inserts for payroll subscribers as well as all campaign directors
- Material for sales force
- Direct mailing in October (letters), ongoing direct campaigns throughout the year to customers (S45, RRSP, etc.), campaign directors, sales force and FI staff (direct and electronic)
- Twelve 1/3-page insertions in daily newspapers (national, all dailies Toronto, Vancouver and Montreal) and seven 1/4-page insertions in ethnic daily (national minority language) newspapers
- Magazines (full-page advertisement in eight magazines for December and 4-page advertorial in *Macleans* and *L'actualite* (CSB Stories Contest))
- 25 posters (Toronto and Montreal)
- 25 billboards (Vancouver and Halifax)

Television

- 30-second national English/French advertisement with 600 GRPs for five weeks (prime, news, hockey and specialty TV and ethnic TV)
- 10-second national English/French advertisement with 150–300 GRPs for three and a half weeks (prime time and news) with closed captioning
- 30-minute English edumercial in Ontario (Toronto Star TV (GTA)), 118 occasions over nine and a half weeks
- 30-minute French edumercial in Quebec (TVA Chats), 44 occasions over seven and a half weeks
- 30-second advertisement on ethnic TV in Toronto, Vancouver and Montreal, 60–80 spots over five weeks

Media Promotion

- Airtime campaign on YTV for eight and a half weeks
- Airtime campaign on TVA for eight and a half weeks
- Various sites on Rogers Media Online for seven weeks (English and French)

Online

- Monthly HTML and text messaging

Evaluation:

Advertising Campaign Evaluation Tool

Method

- 250 Canadians across the country surveyed by telephone
- Survey conducted in November 2002

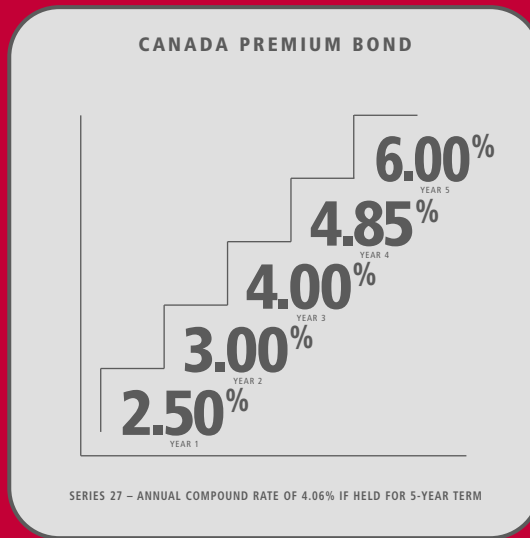
Results

- Seen or heard at least one advertisement in campaign: 48%
- TV advertisement recall: 23%
- Print advertisement recall: 17%
- Magazine advertisement recall: 3%
- Billboard recall: 7%
- Infomercial recall: 3% (in targeted cities, Toronto and Montreal)

Campaign Costs:	Production	\$2,200,000
	Media placement	\$7,800,000
	Evaluative research	\$72,000

(see advertisement below)

Canada



**two words:
guaranteed returns**

**CANADA
SAVINGS BONDS**

Finance Canada



- Canada Premium Bonds are cashable once a year, on the anniversary of the issue and for 30 days thereafter
- Canada Savings Bonds are cashable at any time
- No fees
- Start with as little as \$100
- Both are RRSP and RRIF eligible
- Guaranteed by the Government of Canada
- Perfect for the secure part of your savings
- Buy online, by phone, by payroll, or

wherever you bank or invest

For current bondholders:

- Holders of unmatured Canada Savings Bonds Series 46–50, 54, 60, 66 and 72, and Canada Premium Bonds Series 9, please check our web site or call for important details regarding your bonds
- CSB Series 45 matures November 1, 2002

to buy direct visit www.csb.gc.ca or call 1 888 773-9999.

New Canada Savings Bonds
the way to save. guaranteed.

buy yours now.

The Minister of Finance may end the sale of bonds at any time. Series 27 & 78 available only until November 1, 2002, subject to change without notice.



TITLE: CANADA'S PERMANENT RESIDENT CARD

Department: Citizenship and Immigration Canada (CIC)

Campaign Dates: June 2002 – March 2003

Objectives: To run a three-phase advertising campaign for the permanent resident card (PR card) designed to meet the following objectives:

- Launch the permanent resident card to the public.
- Launch the application process for the card.
- Inform permanent residents that the PR card is required for re-entry into Canada following international travel as of December 31, 2003.

Key Messages:

- The Immigration and Refugee Protection Act helps protect the safety and security of Canada.
- A new more secure, durable and convenient proof of residency card is being introduced for permanent residents living in Canada.
- The card is required for re-entry into Canada following international travel aboard a commercial carrier as of December 31, 2003.

In the third phase of the campaign, CIC also advertised in travel publications, asking travel agents to inform clients who are permanent residents of the requirement for the card. The travel advertisement reinforced these same messages.

Target Audience: Permanent residents living in Canada. Permanent residents are people who have applied and been accepted to live in Canada.

Media:

Print

- Posters, brochures and tabletop brochure stands
- PR card kit distributed to travel agents (included brochures and a poster)

Other

- Informational videos

Publication Type	Number of Publications	Number of Ad Insertions	Time Frame
Travel publications	6 (3 English, 3 French)	4 – weeklies 2 – monthlies 1 – bi-monthly	February 27 to March 31
Dailies (English/French)	116	3 per phase	June 2002 to March 2003
Official Language Equivalents	55	4 per phase	June 2002 to March 2003
Ethnic Publications	201 (41 different languages)	2-4 per phase	June 2002 to March 2003

Evaluation:

Method

- Recall surveys among both permanent residents and travel agents. Six waves of survey among permanent residents (approximately 140 surveyed in each wave). One survey for travel agents (1,500 surveyed).

Results


- Unaided and prompted ad recall peaked in November 2002 at 40% and 39%, respectively.
- The advertisement was effective in stimulating word of mouth—a significant factor in helping CIC reach its target audience. In March 2003, 58% of permanent residents said they heard about the card for the first time through word of mouth.
- Three in four travel agents recalled seeing magazine and newspaper advertising for the permanent resident card.

Campaign Costs:	Production	\$744,094
	Media placement	\$3,045,482
	Evaluation	\$228,138

(see advertisement below)

Important Message for Canada's Permanent Residents

Permanent Resident Card will soon be mandatory.



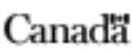
Save time and money; obtain your Permanent Resident (PR) Card before you travel.


- ◆ **Who needs the new PR Card?** Permanent residents (landed immigrants) returning to Canada by airplane, boat, train or bus must have a PR Card. Canadian citizens do not need a PR Card.
- ◆ **When does the PR Card become mandatory?** Permanent residents returning to Canada as of December 31, 2003, by airplane, boat, train or bus, must show their PR Card to carrier personnel when boarding to prove their permanent resident status in Canada. The PR Card replaces the IMM 1005 Record of Landing form, which will no longer be valid for travel purposes. If you are a permanent resident returning to Canada without a valid PR Card as of December 31, 2003, you will not be permitted to board an airplane, boat, train or bus en route to Canada. You will be referred to the closest Canadian embassy or consulate to obtain a limited use travel document. This will result in travel delays and extra costs for you.
- ◆ **Becoming Canadian.** Many permanent residents who can become Canadian citizens are encouraged to apply for their citizenship.
- ◆ **How can you get a PR Card?** Application kits are available through Citizenship and Immigration Canada's web site (www.cic.gc.ca) or by calling the PR Card Call Centre (1 800 255-4541).

Applications are being processed based on your year of landing. Check the chart to see in which month you should apply, and apply early. For example, if your year of landing was 1998, you should submit your application in May 2003.

If you have missed your application period, please submit your application as soon as possible.

YEAR OF LANDING	WHEN TO SUBMIT YOUR APPLICATION
2000 - 2002	January to April 2003
1996 - 1999	May 2003
1992 - 1995	June 2003
1988 - 1991	July 2003
1983 - 1987	August 2003
1973 - 1979	September 2003
Before 1973	ANYTIME





For information or application kits:
 ☎ 1 800 255-4541
 TTY / TDD: 1 888 536-6582
 🌐 www.cic.gc.ca

CANADA'S PERMANENT RESIDENT CARD

Citizenship and
Immigration Canada (CIC)

TITLE:**CLIMATE CHANGE****Department:**

Natural Resources Canada (NRCan)/Environment Canada

Campaign Dates:

September 2002 – March 2003

Objectives:

- Raise awareness of climate change and the *Climate Change Plan for Canada*.
- Engage Canadians to tackle the challenges of climate change by taking action and reducing greenhouse gas emissions.

Target Audience:

General public and industry

Media:

Print

- Twenty-three half-page or banner advertisements were inserted in all of Canada's daily newspapers between September 26 and December 7, 2002.
- Two advertisements were inserted in ethnic publications and official language equivalents between September 28 and October 15 and between November 15 and December 14, 2002.
- One advertisement was inserted in all Canadian community newspapers (1,114 papers) in the last week of March 2003.
- Three advertisements appeared in national magazines.

Radio

- Two radio advertisements were aired in all markets in Canada, including l'Association de la radio communautaire (ARC) stations, between October 28 and November 17, 2002.

Television

- Three television advertisements were aired in all Canadian markets:
 - “Scientists” advertisement, to raise awareness of the seriousness of climate change, aired between November 14 and December 3, 2002;
 - “Balanced Plan” advertisement, to raise awareness of the *Climate Change Plan for Canada*, aired between December 4 and December 15, 2002; and
 - “Little Things” advertisement, to raise awareness of the actions Canadians can take to reduce their energy consumption, aired between March 10 and March 30, 2003.

Evaluation:**Advertising Campaign Evaluation Tool**

Method

The campaign was post-tested at three points in that period using the ACET, conducted via telephone. The objective of the testing was to measure recall of and reaction to the advertising, including message retention and attribution, and to identify relevant regional and demographic differences.

The first post-test (between September 28 and October 1, 2003, 2,765 Canadians surveyed) looked at the launch of the print advertisements, which ran in daily newspapers September 26–28, 2003.

Results

- Although 38% of those surveyed were aware of some climate change advertising (there were campaigns from other governments and from industry in the same time period), Canadians had minimal unprompted recall of the specific advertisements.
- About one in ten (11%) were able to recall the specific advertisement when prompted.
- Only 2% were able to link the advertisements back to the Government of Canada.

The second post-test (between November 25 and December 2, 2003, 1,501 Canadians surveyed) focused on a TV advertisement, a 2/3-page and banner print advertisements in major dailies.

Results

- Almost one in four Canadians (24%) could recall the TV advertisement when prompted.
- 8% could recall the 2/3-page advertisement, and 7% the banner advertisement.
- The advertising message of urgency in the need to address climate change was most effective for those who saw the TV advertisement (48%) and banner print advertisement (43%).
- Recognition of the Government of Canada producing the advertisements was strongest among those seeing the banner advertisement (44%), followed closely by TV (42%) and the 2/3-page print advertisement (37%).

The third post-test (between March 26 and March 31, 2003, 2,510 Canadians surveyed) focused on a TV advertisement, which ran for the last three weeks in March, and a print advertisement, which ran in 1,114 community newspapers. The advertisements sought to promote the *Climate Change Plan for Canada* and Government

of Canada information sources, to raise awareness of the Plan's target for individual Canadians, and to remind Canadians of the "little things" they could do in terms of energy conservation.

Results

- Almost four in ten Canadians (39%) recalled, on an aided basis, some element of the TV and/or print advertisements; however, very few (3%) recalled the advertisements without prompting.
- Aided recall of the TV advertisement was 31%.
- Aided recall of the print advertisement was 12%, which is a good level of recognition for this medium.
- Overall, recognition of the Government of Canada as producing these advertisements was low (8% of those recalling the TV advertisements; 2% of those recalling the print advertisements).

Campaign Costs:

Production	\$1,512,209
Media placement	\$15,302,200
Evaluative ACET research	\$133,000

(see advertisement below)

Taking action on climate change
Together, we can do it.



How many Canadians does it take to change a light bulb?



One.

Whether it's switching to energy-efficient light bulbs, turning down the thermostat or reducing car idling, every one of us can do our part. These are just some of the many ways to reduce energy use and the greenhouse gases that cause climate change. Help preserve our environment and clean air, and save money, too.



The *Climate Change Plan for Canada* calls on all Canadians to reduce individual greenhouse gas emissions by 20% or about one tonne per person. Take the one tonne challenge. To find out more, call 1 800 O-Canada (1 800 622-6232), TTY 1 800 483-7735 or visit climatechange.gc.ca.


 Government of Canada / Gouvernement du Canada
 Canada

CLIMATE CHANGE

Natural Resources Canada (NRCan) / Environment Canada

