

Respect

Excellence

Integrity

Leadership

Honouring Our Commitment

Annual Report on

GOVERNMENT OF CANADA ADVERTISING ACTIVITIES

2007-2008



Public Works and
Government Services
Canada

Travaux publics et
Services gouvernementaux
Canada

Canada



Honouring Our Commitment

Annual Report on

GOVERNMENT OF CANADA ADVERTISING ACTIVITIES

2007–2008

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Message from the Minister

I am pleased to present the annual report on Government of Canada Advertising Activities for 2007–2008.

The Government of Canada is committed to an open, fair and democratic process of government. Advertising enables the government to keep Canadians informed about the policies that affect them, the programs and services that serve them and the public health, safety and environmental actions that could harm or protect them.

Reporting on how government advertising is managed and how much it is costing taxpayers speaks to our commitment to transparency.

In 2007–2008, federal institutions led important advertising campaigns on safety and security, the environment, service to Canadians and public health, among other priority areas. For example, the Department of Public Safety and Emergency Preparedness launched “72 Hours—Is Your Family Prepared?” to inform Canadians of the proper steps to take to prepare for emergencies. Environment Canada, Transport Canada and Natural Resources Canada worked together on the ecoACTION Plan campaign to let Canadians know about tax incentives and rebates to encourage the use of eco-friendly transportation and energy options. Through its “Service to Canadians” campaign, the Department of Human Resources and Social Development made sure the public was aware of the programs and services available to them. Health Canada’s “Healthy Eating” initiative focused on the importance of good nutrition and physical activity to maintain a healthy lifestyle. The campaign included the new edition of *Canada’s Food Guide to Healthy Eating*—a favourite publication among Canadians.



The world of communications is evolving rapidly. Public Works and Government Services Canada (PWGSC) is committed to helping federal institutions stay abreast of emerging advertising trends and technologies. PWGSC continues to organize specialized information sessions and workshops to assist the government advertising community communicate as effectively as possible with Canadians from coast to coast to coast.

I am particularly pleased to report that two Government of Canada campaigns received special recognition in 2007–2008. The Department of National Defence and the Royal Canadian Mounted Police were given prestigious marketing awards for their recruitment campaigns. Congratulations to everyone involved with these initiatives.

Our hard work over many years to reform and revitalize the management of government advertising is now paying dividends. Last year, the government got satisfactory ratings in two separate audits of advertising and now the government is receiving accolades from the advertising industry. Rest assured that we shall remain vigilant in our commitment to maintain sound and fiscally responsible government operations.

Christian Paradis

Minister of Public Works and Government Services

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About the Report

This sixth annual report on federal advertising provides information on the process used to manage government advertising, annual expenditures, and the major campaigns undertaken in 2007–2008 to support government priorities. All reported figures are exclusive of GST.

Chapter 1 summarizes the major Government of Canada advertising activities of 2007–2008 and their link to government priorities. It describes the government advertising management process, including the procurement of advertising services.

Chapter 1 also outlines how Public Works and Government Services Canada (PWGSC) is supporting the federal advertising community through training, working tools and the sharing of best practices.

Chapter 2 details 2007–2008 advertising expenditures by government institutions¹ and by media.

Chapter 3 features the two Government of Canada advertising campaigns that received special recognition in 2007–2008 and three other national campaigns.

The report has three appendices:

Appendix I lists the advertising campaigns that were undertaken in 2007–2008 to support the government's priorities.

Appendix II describes the advertising management process in the Government of Canada—from campaign planning through to evaluation—and outlines the roles and responsibilities of specific institutions that oversee advertising.

Appendix III presents a glossary of advertising-related terms.

Did you know...

To produce this annual report, 107 government institutions were required to submit advertising expenditure reports in 2007–2008. These institutions are listed in the Financial Administration Act under schedules I, I.1, and II.

¹ For the purposes of this report, the term institution(s) refers to all departments and agencies listed in Schedules I, I.1 and II of the *Financial Administration Act*. In addition, the names of the departments and agencies listed in this report are those as identified in the *Financial Administration Act*.

Chapter 1:

The Management of Government of Canada Advertising

A Commitment to Communicate

The Government of Canada is committed to “provide the public with timely, accurate, clear, objective and complete information about its policies, programs, services and initiatives. In the Canadian system of parliamentary democracy and responsible government, the government has a duty to explain its policies and decisions, and to inform the public of its priorities for the country. Information is necessary for Canadians—individually or through representative groups or Members of Parliament—to participate actively and meaningfully in the democratic process. It is required for access to government programs and services. The public has a right to such information.”

—*Communications Policy of the Government of Canada*

Benefits to Canadians

Through advertising, Canadians learn first-hand about government policies, programs and the array of services available to individuals, families and businesses. The public has access to information, directly from their government, on issues of importance to them—messages about their rights, responsibilities and protections. Advertising equips Canadians to make informed choices about their health, safety, security and general well-being.

The Government of Canada defines advertising as: “any message conveyed in Canada or abroad and paid for by the government for placement in media such as newspapers, television, radio, Web, cinema and out-of-home.”

The Priorities of the Government

Here is a sampling of the campaigns undertaken in 2007–2008 to support key government priorities:

A Safe and Secure Canada

The Canada Border Services Agency launched a campaign to educate the public on the NEXUS program. NEXUS is a Canada-United States initiative designed to expedite the border clearance process for low-risk, pre-approved travellers into both countries.

The Department of National Defence continued the national recruitment campaign it launched in 2006–2007. This campaign is aimed at increasing regular and reserve personnel and public awareness of the Canadian Forces as an employer of choice.

The Department of Public Safety and Emergency Preparedness also contributed to a safe and secure Canada with its campaign “72 Hours—Is Your Family Prepared?”. The campaign was first introduced in 2006–2007. It is intended to improve Canada’s ability to respond to an emergency by mobilizing Canadians to take practical steps to prepare in advance. The primary goal is to encourage Canadians to have an emergency kit on hand to sustain themselves and their families for a minimum of 72 hours.

Putting People First

The Department of Human Resources and Social Development (Service Canada) continued its “Service to Canadians” campaign to promote the government’s one-stop service delivery network across Canada. The campaign lets people know what specific programs and services are available and how to access them.

The Canada Revenue Agency launched the “Tax Relief Measures for Canadians” campaign to ensure that Canadians were aware of the new tax cuts available to them in the 2007 tax year.

The Department of Human Resources and Social Development unveiled the “Plan and Save” campaign to encourage families to save for their children’s education. People were informed about the federal programs and tax measures available to support access to post-secondary education, including the Canada Education Savings Grant, the Canada Learning Bond and the Canada Student Loans Program.

A Healthy Environment

Environment Canada launched the ecoACTION Plan to provide a healthy environment for Canadians. This campaign encouraged individuals to use public transit, introduced a rebate incentive for Canadians purchasing

fuel-efficient vehicles and included an ecoENERGY retrofit incentive program for energy-wise home renovations. Canadians were informed about the Government of Canada plan to address air pollution and greenhouse gas emissions, as well as other environmental issues. It provided information on the benefits of the plan, existing and new consumer incentives, including a transit tax credit, and actions Canadians can take to protect the environment.

Healthy Canadians

Health Canada had two campaigns during 2007–2008 that were targeted at improving the health of Canadians. The “Healthy Eating” campaign promoted the importance of healthy eating by encouraging people to use tools like *Eating Well with Canada’s Food Guide* and Nutrition Facts labels to make healthy food choices. The campaign promoted family involvement in the healthy eating process and greater physical activity. Health Canada also launched a multi-year “National Anti-Drug Strategy” aimed at drug prevention among youth 13-15. The campaign in 2007–2008 focused on equipping parents with information about the dangers of illicit drugs and encouraging them to talk to their teens and to set boundaries and consequences around drug use.

A Strong, United Canada

Canadian Heritage celebrated an important event in Canada’s history. The 400th anniversary of Quebec City campaign highlighted the national significance of the founding of Quebec and provided information on the planned celebrations across the country. Canadians were also encouraged to visit the Quebec 400 Web site to learn about the history and culture of Quebec City.

A list of all major campaigns undertaken in 2007–2008 is provided in Appendix I.

A SYSTEM OF CHECKS AND BALANCES

The Government of Canada has a rigorous and well-coordinated approach to planning, approving, executing and evaluating advertising campaigns:

- Institutions are responsible for planning and implementing their advertising activities. They must also evaluate the effectiveness of large advertising campaigns and report on results;
- The Privy Council Office works with institutions to develop proposals for advertising campaigns based on government priorities. These priorities form the basis of the Government of Canada Advertising Plan;
- The Government of Canada Advertising Plan is presented to the Operations Committee of Cabinet for approval;
- Once the Plan is ratified by the Cabinet Committee on Plans and Priorities, the Treasury Board Secretariat secures funding approval from the Treasury Board;
- Public Works and Government Services Canada manages the contracting process; provides advice and guidance to institutions and issues project and media authorization numbers.

A Commitment to Open, Fair and Transparent Procurement

The Government of Canada uses a variety of procurement methods to contract for advertising services. In June 2007, Public Works and Government Services Canada implemented new contracting tools that federal institutions can use to procure these services. These include:

- Standing Offers for advertising production services of \$100,000 or less;
- Supply Arrangements to award contracts to pre-qualified advertising suppliers for production services for well-defined campaigns over \$100,000; and,
- Full competition through MERX to request proposals from advertising agencies for large-scale, multi-component advertising projects usually spanning more than one year.

During the year, 104 advertising contracts were issued on behalf of institutions to acquire advertising planning and production services for a variety of campaigns. Of these, 86 percent were awarded through the Standing Offers. Another 9 percent were awarded through the Supply Arrangements and finally, 5 percent through public tenders posted on MERX.

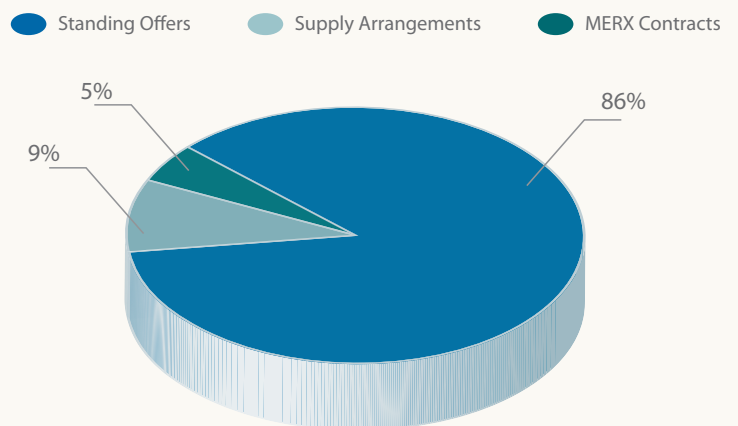


Table 1—Government of Canada Advertising Services Suppliers for 2007–2008

National Standing Offers	Regional Standing Offers	National Public Notice Standing Offers	National Aboriginal Set-Aside Standing Offers	Supply Arrangements	Supply Arrangements for Aboriginal Set-Aside
Quiller & Blake Advertising Compass Communications Ogilvy Montréal Inc. Allard Johnson Communications Acart Communications Inc.	British-Columbia Region <ul style="list-style-type: none"> • Grey Worldwide (main) • Wasserman & Partners (backup) Prairies and Territories <ul style="list-style-type: none"> • McKim Cringan George (main) • Brown Communication Group (backup) Ontario Region <ul style="list-style-type: none"> • Axmith McIntyre Wicht (main) • Quiller & Blake Advertising (backup) Quebec Region <ul style="list-style-type: none"> • PALM Arnold Communication Inc. (main) • Amalgame-Créativité Stratégique (backup) Atlantic Region <ul style="list-style-type: none"> • Compass Communications (main) • PALM Arnold Communication Inc. (backup) 	Day Advertising Acart Communications Inc.	Poirier Communications First Communications Group	Acart Communications Inc. Allard Johnson Communications Arnold Worldwide HBS Manifest Communications Inc. Marketel/McCannErickson Ogilvy & Mather Ogilvy Montréal Inc. OSL Communications Inc. PALM Arnold Communication Inc.	Poirier Communications Spirit Creative Advertising and Promotion

A detailed description of the Government Procurement Process is contained in Appendix II.

A Commitment to Transparency

In 2007–2008, the government built on the work it started in 2006 to improve government operations, including advertising. To strengthen the public reporting of government advertising activities, enhancements were made to the Advertising Information Management System (AdMIS) to make it easier for departments to report and validate their advertising expenditures.

To ensure the highest standards of transparency are maintained, information on the contracting process, the evaluation criteria and the results are available publicly on the following Web sites:

- Approved funding for advertising initiatives is posted on the Treasury Board of Canada Secretariat's Web site: <http://www.tbs-sct.gc.ca>;
- Information on all advertising-related contracts is posted on the Business Access Canada Web site: <http://www.contractscanada.gc.ca>. Government institutions must also post advertising contracts over \$10,000 on their respective Web sites;
- Information on all public opinion research for which a contract was awarded is located at: <http://www.porr-rrop.gc.ca>.

A Commitment to Continuous Improvement Through Learning

The Government of Canada is equally committed to improving the quality of its advertising activities. PWGSC contributes to this by offering a variety of training and information sessions, best practices and tools to assist federal institutions to develop meaningful, well-managed and effective advertising.

Over the course of the year, close to 500 participants attended 32 information sessions and workshops offered by PWGSC's Advertising Coordination and Partnerships Directorate. Some of the sessions offered were:

- Media Buying with the Agency of Record;
- The Importance of Radio in Your Media Mix;
- Advertising Contracting Tools;
- Advertising to Ethnic and Aboriginal Audiences;
- Partnering Information Session;
- Transformational Changes and Policy Shifts in Supporting Partnering;
- The Advertising Management Information System coaching;
- The Government Advertising Process;
- Partnering 101;
- The Ins & Outs of Partnering;
- Government of Canada Partnering for Industry Canada's Marketing Network.

NEW MEDIA FORUM

In March 2008, Public Works and Government Services Canada hosted a New Media Forum. This full-day session was open to all government employees involved in advertising, marketing, communications, public opinion research and information technology activities. Participants were given the opportunity to hear from experts in the fields of online advertising, new media marketing, radio and television. The goal of the session was to provoke thinking and discussion on how to use new and emerging media technologies to communicate with Canadians.

Presenters included representatives from academia, the private sector, and media associations. They drew on past experiences, discussed current campaigns and gave examples of ways to apply new and leading-edge approaches to public sector advertising. The session ended with a panel discussion.

The New Media Forum fuelled ideas and offered practical solutions to some of the latest challenges facing advertisers. The session achieved its goal to provide insight on how the Government of Canada can incorporate new media into its communications activities in the future.

Did you know...

The Government of Canada is advertising on the Internet more than ever.

In 2007–2008, the government placed 8.8 percent of its advertising on the Internet, compared to 0.8 percent in 2004–2005.

Within Reach

In 2006–2007, Public Works and Government Services Canada (PWGSC) introduced an online newsletter entitled *Within Reach*. It is published quarterly and distributed to over 500 public servants in the advertising and communications community. *Within Reach* has become a tool for the community to share information and best practices in advertising and partnering. Each issue features articles, news, tips and announcements of upcoming events and information sessions offered by PWGSC. Members of the government advertising and partnering community as well as experts from academia and the private sector have contributed articles.

The 2007–2008 editions included articles on the changing face of Canada and the implications on public sector advertising; the media habits of some ethno-cultural groups; the importance of integrated marketing communications; the effective use of government blogs; and how to get greater visibility and return on investment for government Web sites. Readership of this newsletter continues to grow.

Consultative Committee on Advertising and Official Language Minority Media

PWGSC established a Consultative Committee on Advertising and Official Language Minority Media. This committee was created to support the government's commitment to work with Canadian official language minority media associations to increase awareness within federal institutions of the importance of reaching official language minority communities.

The committee is comprised of members from Public Works and Government Services Canada, Canadian Heritage, Association de la presse francophone, Alliance des radios communautaires du Canada inc., the Quebec Community Newspapers Association and the Quebec Association of Anglophone Community Radio.

In 2007–2008, the committee agreed on the following objectives:

1. To undertake a productive dialogue between federal institutions and representatives of official language minority media associations;
2. To develop strategies to help federal institutions and association representatives maximize the impact of federal government advertising on official language minority communities across Canada;
3. To establish a forum to share information, discuss community media issues and challenges facing official language minority communities and to pool expertise and results of consultations and research;
4. To discuss eligibility criteria for the accreditation of publications used for Government of Canada advertising.

Review of Eligibility Criteria and Evaluation Questionnaire for Print Media

Public Works and Government Services Canada reviewed the criteria and the questionnaire used to evaluate the eligibility of publications to be included on the Government of Canada media lists. The objectives were to ensure that the criteria are transparent, inclusive and verifiable and that the questionnaire is clear and up-to-date.

Stakeholders, including industry and media associations along with members of the Consultative Committee on Advertising and Official Language Minority Media were consulted and contributed to the final product. The revised eligibility criteria were implemented in fall 2007.



Government
of Canada

Gouvernement
du Canada

Canada

Eligibility Criteria and Evaluation Questionnaire for Selecting Newspapers on Government of Canada Media Planning Cost Guides

INSTRUCTIONS

Before completing this application form, please note the following:

The Government of Canada (GC) media planning cost guides are tools used for planning GC advertising campaigns. They are designed to address the most common needs of GC institutions and therefore, do not include every type of publications. Notably, specialized publications whose editorial content is mainly devoted to specific topics such as agriculture, arts and culture, entertainment, sports and finance, as well as magazines, directories and newsletters, are not required to complete this application form. These publications are selected as necessary based on specific needs of GC institutions and media availability. **It is therefore strongly recommended that you read these instructions and the eligibility criteria below carefully before submitting an application.**

Please note that publications must meet all criteria to be eligible. The evaluation questionnaire must also be fully completed in a clear and legible manner in order to be accepted. Incomplete applications are returned to the publishers.

It is also important to note that a listing in the media planning cost guides is not a guarantee that the publication will receive GC advertising placements. Being listed guarantees that the publication will be considered for GC advertising campaigns, but media selection is strictly the prerogative of GC institutions. This selection is based on a number of factors, including campaign objectives, target audiences and markets and budgets.

The GC's Agency of Record (AOR), Cossette Media, is responsible for maintaining the media planning cost guides and for evaluating publications in accordance with the criteria established by the GC. Evaluation results are communicated in writing to the publishers by the AOR. Please remember that the AOR has no influence on media selection for GC advertising campaigns; this responsibility is strictly the prerogative of GC institutions. To submit an application or if you have any questions on the eligibility criteria and the evaluation questionnaire, please contact Annie Dubois, AOR National Supervisor, at:

Annie Dubois
National Supervisor
Agency of Record for the Government of Canada
Cossette Media
200-801 Grande Allée West
Quebec City, Quebec G1S 1C1
Tel.: 418-521-3728 Fax: 418-647-2647
E-mail: Annie.Dubois@cossette.com

ELIGIBILITY CRITERIA

General Criteria

1. Be published and printed in Canada.
2. Be a general-interest newspaper geared to the general public or one or more specific ethnic or Aboriginal groups, at the national, regional, provincial or municipal level.
3. Be published on a regular, pre-determined basis for a period of at least one year.
4. Be published in a format consistent with general industry practices. In accordance with these practices, the format must meet the following requirements:
 - a. Page layout must be handled electronically.
 - b. The newspaper must be published in tabloid or broadsheet format.
 - c. The newspaper must contain a minimum of 8 pages, and these must be numbered.
 - d. The name of the newspaper and the issue date must appear on each page.

ELIGIBILITY CRITERIA AND EVALUATION QUESTIONNAIRE • GOVERNMENT OF CANADA MEDIA PLANNING COST GUIDES • OCTOBER 2007

5. Contain no more than 70% advertising throughout the newspaper and on the cover page.

6. Ensure that editorial content be of a nature and intent not to:
 - a. Incite racial hatred.
 - b. Incite discrimination of any kind.
 - c. Incite the subversion of Canada's democratic system of government.

Mandatory Documents

7. Provide current advertising rate card.
8. Provide the complete last three consecutive issues of the newspaper.
9. Provide printers' invoices for the last three consecutive issues of the newspaper.
10. Provide a circulation report certified by a third party auditor (e.g. Canadian Circulations Audit Board (CCAB), Audit Bureau of Circulations (ABC)) or the original copy of the Publisher's Sworn Statement of Circulation (see page 7) duly completed and signed by the publisher and sworn before a commissioner for oaths, a lawyer, a notary or another authorized official.

Note: Circulation reports are shared with GC institutions and contribute to decision making during the media planning process. To be accepted, these reports must contain no less than the information requested on the Publisher's Sworn Statement of Circulation.

Additional Requirements

11. Provide additional copies of the newspaper upon request.
12. Provide a written notice of any increases in advertising rates at least 90 days prior to these changes taking effect.
13. Provide a written notice of any other changes affecting the newspaper's application (e.g. format, date of publication, vacations).
14. Provide a new Publisher's Sworn Statement of Circulation for any changes affecting the statement provided earlier.

The GC reserves the right to verify at any time and without notice whether newspapers listed on its media planning cost guides remain compliant with the eligibility criteria and the information submitted, and whether advertising rates remain aligned with those effective for each type of newspaper. Newspapers found to be non-compliant will be notified and their listing will be reviewed as necessary.

Print media wishing to do business with the Government of Canada can find this questionnaire at the following link:
<http://www.tpsgc-pwgsc.gc.ca/pub-adv/select-eng.html>

A Commitment to Better Project Management

Advertising Management Information System

The Advertising Management Information System (AdMIS) is an important project management tool for federal institutions. Federal institutions use AdMIS to document their advertising activities, record expenditures and submit documents for formal review and approval. AdMIS is also the primary source of information for the *Government of Canada Advertising Activities Annual Report*.

In 2007–2008, improvements were made to AdMIS to enable institutions to generate expenditure reports and to submit electronic certifications to PWGSC. This has saved time and resources for institutions and PWGSC. It has also eliminated the risk associated with duplicate data capture.

Work also began on a new AdMIS component to enable federal institutions to have quick links to advertising and partnering resource documents and training materials directly through their user accounts. PWGSC holds and manages a wealth of advertising-related information. Making it available through a Web-portal will provide easy access to institutions and reduce the cost and impact of printed materials on the environment.

Media Planning Tool

PWGSC initiated the development of an Internet-based media planning tool to help institutions select the right vehicle to communicate with ethno-cultural communities across Canada. This e-tool will contain essential demographic data from Census 2006, insights into the media habits of certain population segments and information on Canada-based ethno-cultural publications (e.g. format, circulation data, publication dates, etc.). The tool will assist institutions to design media strategies and plans that will reach Canada's ethnically diverse population. The tool is expected to be available in 2009–2010.

The image below is a prototype of the media planning tool site, currently in development.



Did you know...

There are 325 ethnic newspapers, 19 ethnic conventional TV stations, 44 ethnic digital TV stations and 51 ethnic radio stations registered on the Government of Canada media lists. Together, they communicate in more than 50 languages including English and French.

Chapter 2:

Advertising Activity within the Government of Canada

Expenditures in Summary

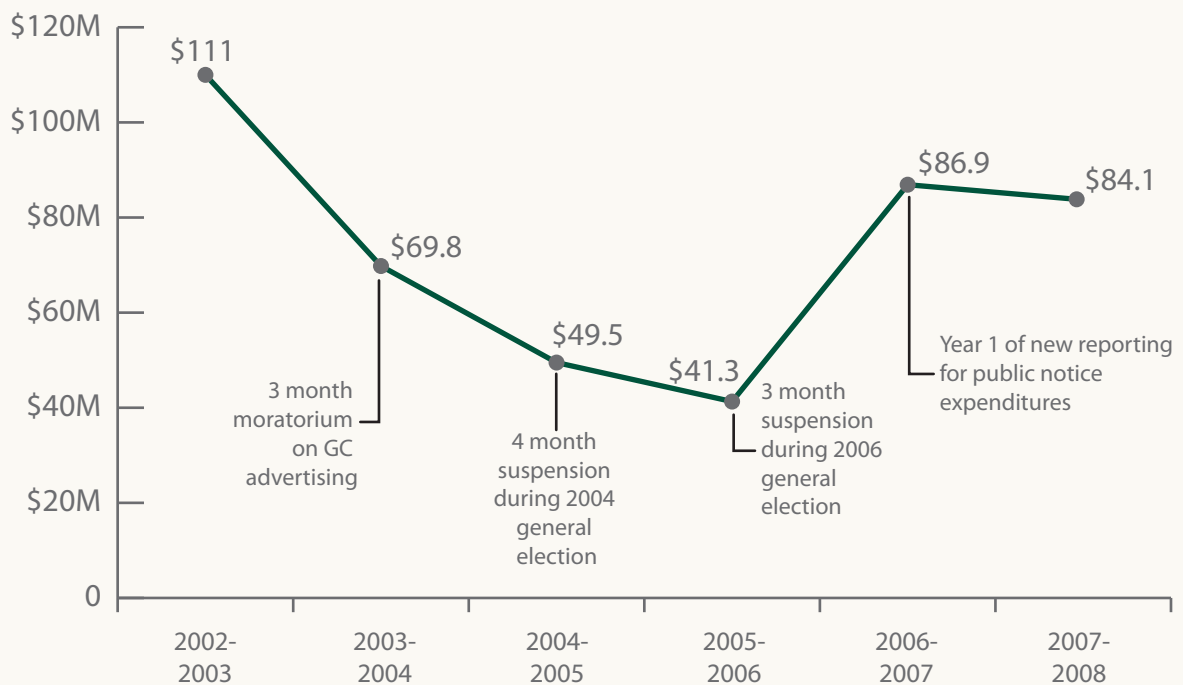
In 2007–2008, the Government of Canada spent \$84.1 million on its various advertising activities. Of this, \$78.1 million was spent on advertising campaigns in support of government priorities. Another \$6.0 million was spent on media purchased directly by institutions for public notices.

As shown in the following graph, advertising activity has returned to normal levels. This follows three years of

reduced activity while reforms were being implemented and two successive general elections that resulted in the suspension of most advertising.

In 2006–2007, reporting on advertising expenditures was more complete than ever before. For the first time, the government was able to include information on expenditures for media purchased directly by federal institutions for public notices.

EXPENDITURES IN SUMMARY



FROM KEBEC to QUÉBEC

A CITY
OUR HISTORY

In 2008, Québec City is celebrating



Internationally trained?
Need information?
We can help.

The Government
internationally to
have their creden
PCRO services an
at www.cre
or by calling 1-8



Service Canada offers easy access to Government of Canada pro
for families, like the Universal Child Care Benefit, Registered Edu
(RESPs), The Sensible Guide to a Healthy Pregnancy, and much m

Call 1 800 O-Canada (1-800-622-6232) TTY: 1-800-926-91
Click servicecanada.ca
Visit a Service Canada Centre



How do you make healthy food choices?

Nutrition labelling makes it easier.

A good way to make
informed, healthy food
choices is to follow
Canada's Food Guide
and check the nutrition
information on food labels.
Whether it's the Nutrition
Facts, the ingredient list or
the nutrition claims on the

Nutrition Facts	
Per 125 mL (87 g)	
Amount	% Daily Value
Calories 80	
Fat 0.5 g	1%
Saturated 0 g	0%
Trans 0 g	0%
Cholesterol 0 mg	0%
Sodium 0 mg	0%
Carbohydrate 18 g	6%
Fibre 2 g	8%

The Nutrition Facts table helps you choose.

Information is based on a
specific amount of food.
Compare this to the amount
you eat.
Use the % Daily Value to see if
a food has a little or a lot
of a nutrient.
Choose products that contain
less fat, saturated fat, trans fat,
sodium.

2007 Tax Savings for Active Children



Families with active kids benefit from the Children's Fitness Amount

With the Children's Fitness Amount, parents can claim up to \$500 per child for registration
in certain physical activity programs. Find out more information about the Children's Fitness
Amount at children.fitness.gc.ca/parents and www.benefits.gc.ca/children.

YOUR KIDS ARE STARTING TO LEARN A NEW LANGUAGE.

The drug world is targeting your child.

In our communities, cheap and addictive drugs are being peddled to our kids. Drugs with names that disguise the damage they can do – everything from poor performance at school to memory loss, paranoia and addiction.

What can parents do?
Plenty! Because, believe it or not, most young teens consider their parents to be credible sources of information about illegal drugs. Learn the drug language, before your kids do.

For a free booklet with tips on how to talk with your kids about the dangers of drugs call
1 800 O-Canada or visit drugprevention.gc.ca
for more information.

NEXUS

Save Time at the Border

Frequent travellers to the United States can use a NEXUS card to cross the border quickly and easily.

NEXUS automated self-serve kiosks are now available at the following airports: Vancouver, Toronto and Montréal. They will be available in Edmonton, Calgary, Winnipeg, Ottawa and Halifax later in 2007.

NEXUS meets the requirements of the U.S. Western Hemisphere Travel Initiative (WHTI) air rule. A NEXUS card can serve as a quick alternative to a passport when travelling to, or through, the United States by air at those airports where automated self-serve kiosks are available.

A NEXUS membership can also be used at participating land and sea locations.



STOMS DOUAN Apply now!

international.gc.ca/experience 1-877-461-2346

TRAVEL & WORK ABROAD
VOYAGER ET TRAVAILLER À L'ÉTRANGER

Foreign Affairs and International Trade Canada / Affaires étrangères et Commerce international Canada

Did you know...

Since the launch of Canada's National Anti-Drug Strategy campaign in March 2008, over 243,000 booklets were distributed to Canadians containing tips on how to talk to kids about the dangers of drug use.

Table 2—Advertising Expenditures by Institution¹ (excluding public notices placed directly by institutions)

INSTITUTION NAME	Total Advertising Expenditures (in thousands of dollars)
Department of Human Resources and Social Development ² (includes Service Canada)	\$16,698
Department of National Defence	\$13,138
Department of Health	\$10,367
Department of the Environment	\$5,528
Department of Foreign Affairs and International Trade	\$3,596
Canada Revenue Agency	\$3,503
Canadian Food Inspection Agency	\$3,357
Department of Public Safety and Emergency Preparedness	\$2,795
Canada Border Services Agency	\$2,645
Department of Agriculture and Agri-Food	\$2,255
Department of Citizenship and Immigration	\$2,141
Public Health Agency of Canada	\$1,808
Passport Canada	\$1,754
Royal Canadian Mounted Police	\$1,683
Department of Canadian Heritage	\$1,415
Department of Transport	\$1,101
Department of Veterans Affairs	\$890
Canadian Radio-television and Telecommunications Commission	\$782
Department of Finance	\$716
Parks Canada Agency	\$615
Department of Indian Affairs and Northern Development	\$301
Atlantic Canada Opportunities Agency	\$254
Department of Industry	\$202
Public Service Human Resources Management of Canada	\$131
Office of Indian Residential Schools Resolution of Canada	\$117
Library and Archives Canada	\$110
Office of the Commissioner for Federal Judicial Affairs	\$82
Department of Fisheries and Oceans	\$33
Economic Development Agency of Canada for the Regions of Quebec	\$16
Statistics Canada	\$12
Department of Western Economic Diversification	\$8
Canadian Centre for Occupational Health and Safety	\$3
Canadian Grain Commission	\$3
TOTAL	\$78,059

¹ These figures were provided to Public Works and Government Services Canada by each institution for the purpose of this annual report. Expenditures include planning, production and media placement costs for all types of advertising activities (campaigns and public notices placed by the Government of Canada's Agency of Record). Public notices placed directly by institutions are excluded from this table (see Table 3).

² The Department of Human Resources and Social Development was created on February 6, 2006, through the consolidation of the former Department of Human Resources and Skills Development and the Department of Social Development.

Public Notices

Advertising includes the purchase of media for public notices. The Government of Canada uses public notices for routine business announcements to Canadians. For these types of advertisements, institutions have the option of purchasing media time or space directly with media outlets. This is the second year that the Advertising Annual Report includes expenditures for media placed directly by federal institutions.

Public notices often deal with matters of local or regional interest, for example: changes in regulations, health advisories, public hearings, offers of employment, notices of public consultation or changes to business hours.

Examples of routine public notices for 2007–2008 include:

- The Canadian Grain Commission's notice for grain quality services for producers;
- The Department of Canadian Heritage's public notice for office relocation in Charlottetown, Prince Edward Island;
- The Department of Health's employment notices for nurses working on First Nations reserves.

In 2007–2008, institutions purchased \$6.0 million in media for this form of advertising.

Media for public notices can be purchased by the government's Agency of Record or directly by institutions.

Canadian Food Inspection Agency Agence canadienne d'inspection des aliments

PUBLIC NOTICE
DO NOT MOVE FIREWOOD

Help limit the spread of the emerald ash borer (EAB), a destructive beetle that attacks and kills ash trees.

EAB spreads to new areas mainly when firewood or any materials from ash trees are moved out of an infested area. To slow the spread from infested areas, the Canadian Food Inspection Agency (CFIA) is strictly regulating the movement of any ash tree materials and any type of firewood from the city of Toronto.

Area Regulated by Ministerial Order - Toronto

Canadian Grain Commission Commission canadienne des grains

Grain quality services for producers

Contact your Canadian Grain Commission (CGC) Service Centre for unbiased advice and information about:

- Canadian grain grades and standards
- Grading services to help you market your grain
- Subject to inspector's grade
- Your rights as a producer

Rely on us for cost-effective

Here when you need us:

Brandon	Unit 3, 559-8
Winnipeg	1054 Pembina
Melville	124-1st Avenue
Moose Jaw	1410-C Carlton
Saskatoon	103-108 Res
Weyburn	611 Railway
Calgary	Suite #14, 6

1-800-853-6705 or (204) 981-1111
TTY: 1-866-317-4289
www.grainscanada.gc.ca

Government of Canada Gouvernement du Canada

Office Relocation

The Department of Canadian Heritage, Charlottetown office, located at 119 Kent will be moving on Wednesday, December 12 to:

Canadian Heritage
Jean Canfield Government of Canada Building
191 University Avenue, 2nd Floor
Charlottetown, PEI
C1A 4L2

Information: 902 566-7188
(Numbers will remain the same)

Agriculture and Agri-Food Canada Agriculture et Agroalimentaire Canada

Public Notice for Canadian Producers

Circovirus Inoculation Program

The Circovirus Inoculation Program (CIP) will provide eligible hog producers with financial assistance to help offset costs related to testing, diagnosis and treatment of hog herds for Porcine Circovirus Associated Diseases (PCVAD2).

Requirements

- Hog owners or herd managers who have tested their herd(s) for PCVAD2 since March 1, 2006 can receive up to \$150 per test, up to \$2,000 per fiscal year, and up to \$4,000 for the duration of the program
- Certified diagnostic testing or a clinical diagnosis is required by a veterinarian to qualify for assistance
- For a clinical diagnosis to be eligible, it must have been performed between March 1, 2006 and November 15, 2007.

Vaccination

Hog owners or herd managers whose animals were part of a herd that tested positive for PCVAD2 can receive up to \$1 per piglet and up to \$7 per gilt, sow and/or boar.

Industry Canada Industrie Canada

Consumer Notice

After August 31, 2011, all conventional (analog) televisions will require a converter box in order to receive Canadian over-the-air broadcasts using an antenna. At that time, all over-the-air broadcast signals in Canada will be in digital-only format. Canadians using satellite or cable services should see no change.

U.S. television stations broadcasting over the air into Canada will make this change sooner, in February, 2009.

For more information, please visit www.ConsumerInformation.ca

Health Canada Santé Canada

Nursing in First Nations communities

Learn about rewarding full and part-time positions across Canada for primary care and Clinical Nurse Specialists, Nurse Practitioners, Nurse Managers, and more.

Requirements

Registration as an R.N. in a province or territory of Canada; some positions require a Bachelor's degree in Nursing, or Master's level education. Language requirements vary, depending on location.

Visit: www.healthcanada.gc.ca/nursingjobs

Call: 1 800 267-3367

Write: Office of Nursing Services, First Nations and Inuit Health Branch, Health Canada
200 Eglantine Driveway, PL: 1916A: Ottawa, Ontario K1A 0K9

Health Canada is committed to employment equity.

Quality Innovation Service

Table 3—Expenditures for Media Purchased Directly by Institutions for Public Notices¹

INSTITUTION NAME	Total Advertising Expenditures (in thousands of dollars)
Department of Transport	\$883
National Research Council of Canada	\$872
Department of Human Resources and Social Development (includes Service Canada)	\$640
Royal Canadian Mounted Police	\$464
National Film Board	\$442
Department of Public Works and Government Services	\$371
Canadian Institutes of Health Research	\$255
Canadian Food Inspection Agency	\$251
Correctional Service of Canada	\$212
The National Battlefields Commission	\$210
National Energy Board	\$154
Canadian Nuclear Safety Commission	\$141
Office of the Governor General's Secretary	\$129
Department of Indian Affairs and Northern Development	\$125
Canadian Environmental Assessment Agency	\$109
Department of Industry	\$82
Canadian International Development Agency	\$74
Department of Citizenship and Immigration	\$74
Statistics Canada	\$74
Canada Border Services Agency	\$65
Department of Health	\$47
Office of the Superintendent of Financial Institutions	\$44
Canadian Grain Commission	\$38
Office of the Director of Public Prosecutions	\$34
Department of Justice	\$30
Department of Veterans Affairs	\$27
Economic Development Agency of Canada for the Regions of Quebec	\$21
Department of Foreign Affairs and International Trade	\$13
Courts Administration Service	\$12
Social Sciences and Humanities Research Council	\$10
Department of Western Economic Diversification	\$9
Canada Revenue Agency	\$7

¹ These figures were provided to Public Works and Government Services Canada by each institution for the purpose of this annual report.

Table 3—Expenditures for Media Purchased Directly by Institutions for Public Notices
(continued)

INSTITUTION NAME	Total Advertising Expenditures (in thousands of dollars)
National Parole Board	\$7
Canadian Artists and Producers Professional Relations Tribunal	\$6
Public Health Agency of Canada	\$6
Public Service Human Resources Management Agency of Canada	\$4
Natural Sciences and Engineering Research Council	\$3
Treasury Board	\$3
Public Service Commission	\$0.9
Immigration and Refugee Board	\$0.7
Office of the Auditor General	\$0.7
Canada Industrial Relations Board	\$0.2
Office of the Commissioner of Official Languages	\$0.08
TOTAL	\$5,951

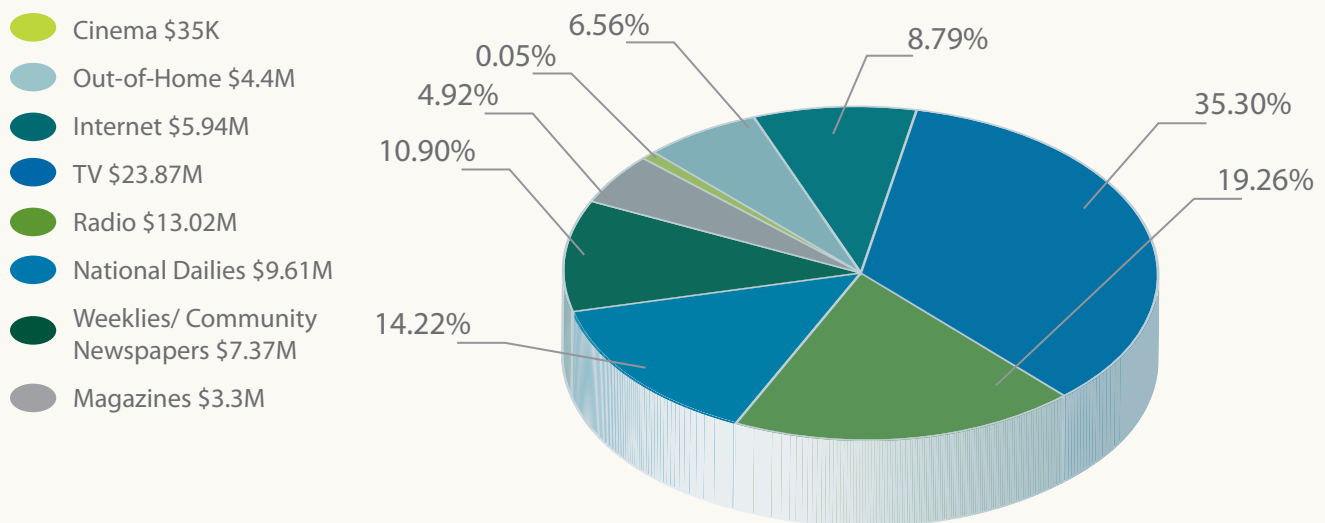
Media Placements by Type

Institutions consider a number of factors before deciding which media to use. Research, messaging, media availability, target audience, demographics, circulation, reach, timing and budgets all play a role. As new technologies emerge, the number of media types increases. Institutions must also comply with the *Official Languages Act*. All of these elements combine to enable

campaigns to reach intended audiences in the most effective and efficient manner and in the official language of their choice.

Please note that the magazines, radio and TV categories contain expenditures for ethnic, Aboriginal and mainstream audiences.

FIGURE 1—2007–2008 Agency of Record Media Placements by Type



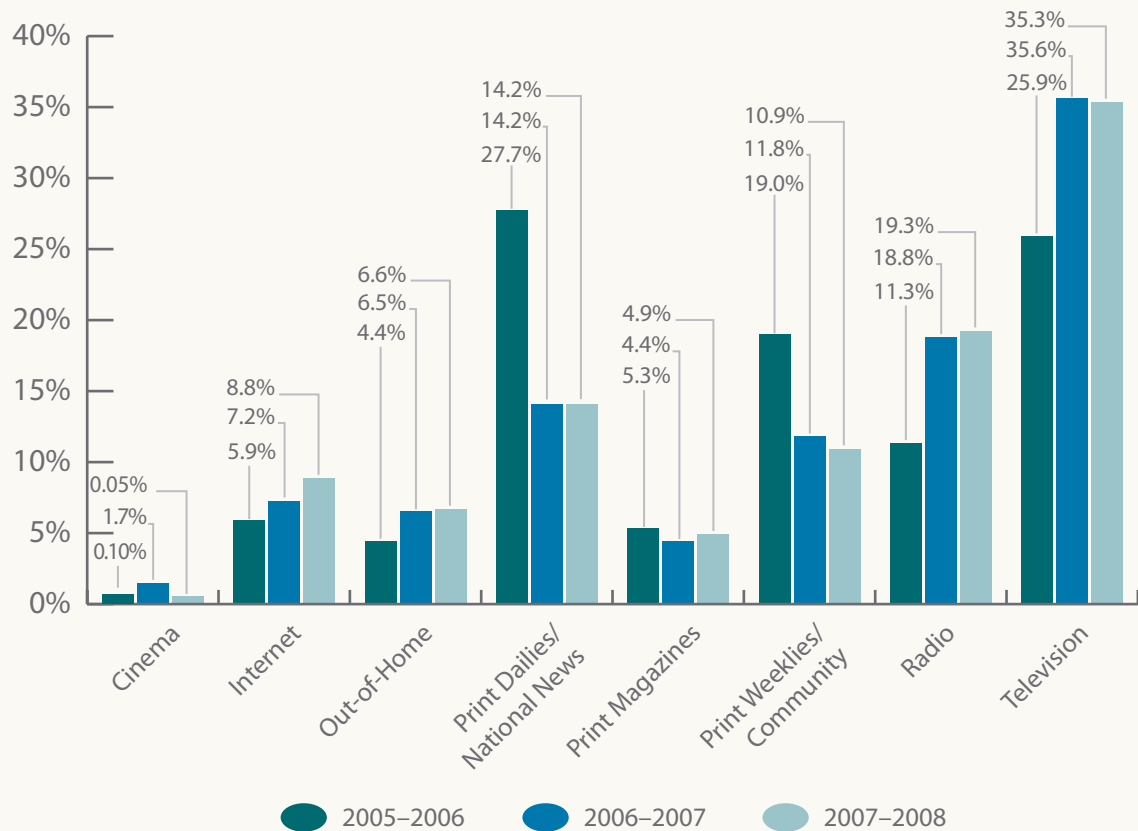
Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group.
Excludes media purchased directly by institutions for public notices.

Did you know...

By consolidating media buying through a single Agency of Record, the government of Canada saves taxpayers money. In 2007–2008, over \$4 million was saved by negotiating better prices, volume discounts and rebates.

Despite a slight decrease in 2007–2008 expenditures, the proportion of placements in various media has remained relatively equal over the past two years. Television continues to be the media of choice for most national campaigns. Advertising on the Internet has increased consistently since 2004–2005.

FIGURE 2—Agency of Record Media Placements by Type 2005–2006 to 2007–2008

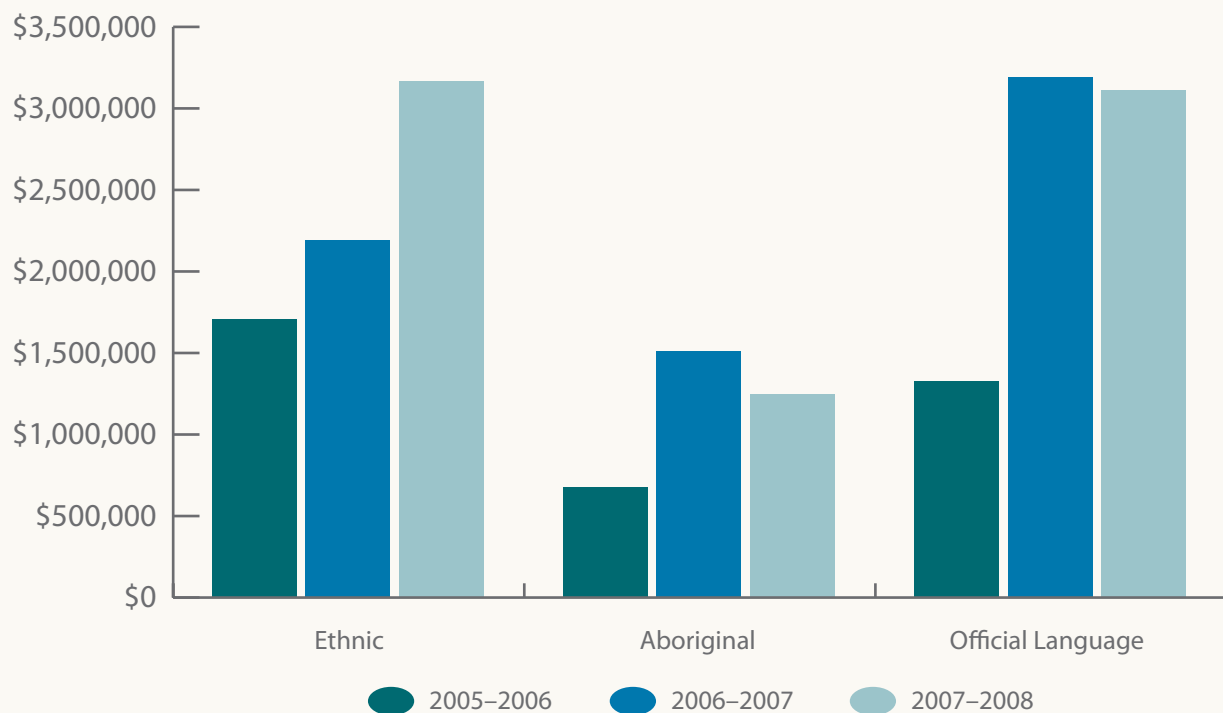


Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group.
Excludes media purchased directly by institutions for public notices.

Expenditures in ethnic media have risen to keep up with Canada's new demographic realities. According to the 2006 Census of Canada, 19.8 percent of the Canadian population is foreign-born. At present, Canada welcomes some 250,000 immigrants annually. While ethnic media remains an important vehicle to communicate with this ever-growing population, ethno-cultural communities also rely on mainstream media to receive information about government programs and services.

When advertising, institutions must ensure compliance with the requirements set forth in the *Official Languages Act*. Institutions select media (or a combination of media) to ensure that English and French language communities are reached equally. Official language minority media are mainly comprised of print and radio. When television is selected, most official language minority communities can be reached through national networks, such as Radio-Canada and TVA, which are not regarded as official language minority media.

FIGURE 3—Expenditures in Ethnic, Aboriginal and Official Language Media 2005–2006 to 2007–2008



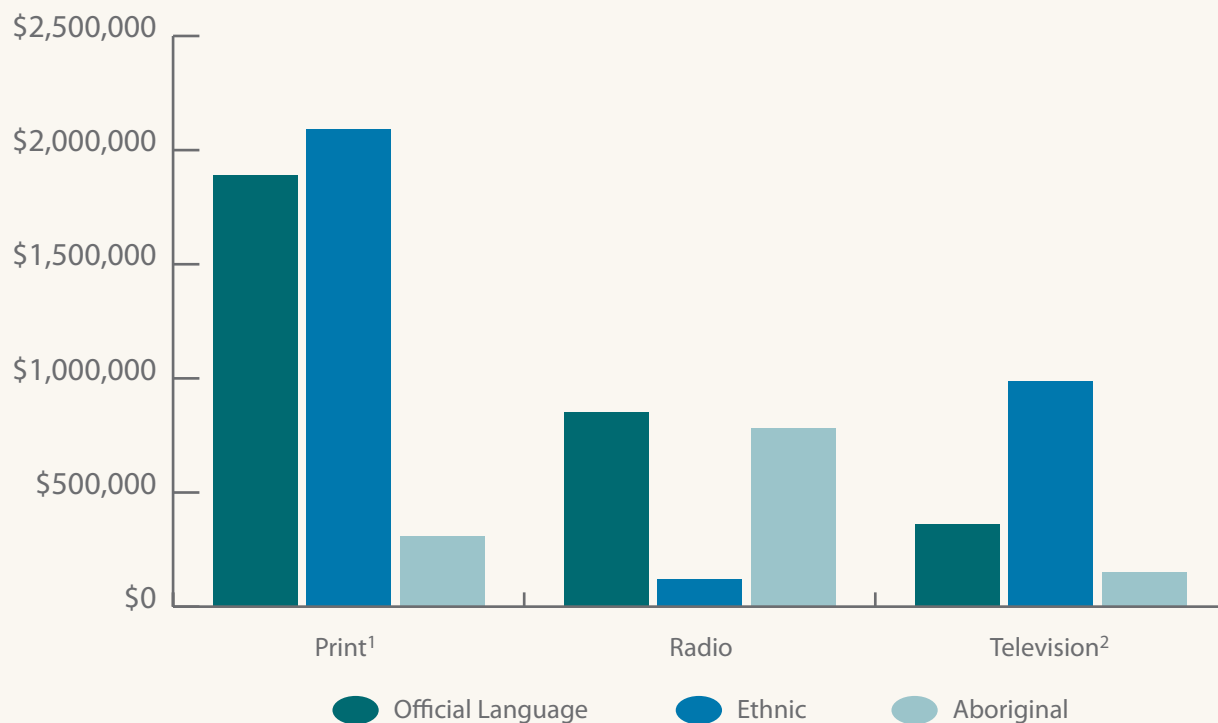
Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group. Excludes media purchased directly by institutions for public notices.

	Ethnic	Aboriginal	Official Language	TOTAL
2005–2006	\$1,713,434	\$678,786	\$1,331,174	\$3,723,394
2006–2007	\$2,197,895	\$1,519,422	\$3,197,780	\$6,915,097
2007–2008	\$3,131,773	\$1,246,143	\$3,114,701	\$7,492,617

Expenditures listed include TV, radio and print media (excluding magazines).

This chart provides expenditures in specialized print, radio and television media aimed at ethnic, Aboriginal and official language minority communities, in particular.

FIGURE 4—2007–2008 Expenditures in Official Language, Ethnic and Aboriginal Media by Type



Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group. Excludes media purchased directly by institutions for public notices.

	Print ¹	Radio	Television ²	TOTAL
Official Language	\$1,893,445	\$854,236	\$367,020	\$3,114,701
Ethnic	\$1,989,045	\$142,901	\$999,827	\$3,131,773
Aboriginal	\$302,641	\$788,334	\$155,168	\$1,246,143

¹ The print category excludes spending in magazines.

² Includes spending in selective outlets only. Spending on national networks, such as Radio-Canada, TVA and TQS that reach mainstream audiences in addition to official language communities are reported under television in Figures 2 and 3.

Chapter 3:

Featured Campaigns

Two Government Advertising Campaigns Receive Industry Recognition

The Government of Canada is pleased to acknowledge two national advertising campaigns that received special recognition in 2007–2008. The Department of National Defence and the Royal Canadian Mounted Police were awarded prestigious marketing awards for their recruitment campaigns.

The Department of National Defence (DND) was named one of Canada's *Top Marketers* of 2007 by *Marketing Magazine* for its Canadian Forces recruitment advertising campaign. In past years, Canadian Forces recruitment campaigns showcased a more “operational” side of life in the military, through a collage of images of Canadians working at various careers within the Canadian Forces. Research undertaken in 2006–2007 revealed that Canadians wanted a more realistic, on-the-ground representation of life in the Canadian Forces. The new “Fight with the Canadian Forces” campaign clearly resonated with its 18 to 34 year-old target audience. Done in a “cinema réalité” style, it depicted realistic moments in our Canadian soldiers' lives in the line of duty, such as rescuing flood victims in Manitoba, patrolling war-torn neighbourhoods abroad



and evacuating victims away from danger zones. In its first year, Canadian Forces exceeded the recruitment objectives.

The Royal Canadian Mounted Police (RCMP) received a Platinum *MarCom* Award in the Marketing/Promotional Campaign Category for its recruitment campaign. Awarded by the Association of Marketing and

Communication Professionals, the Platinum Award is recognized as the most outstanding of the competition. The creative put a personal face on the RCMP by showing officers “in action”—evoking emotion. The RCMP reported a 48 percent increase in traffic to the recruitment pages of its Web site and a marked increase in attendance at career presentations across the country. Nearly 1,000 people attended career presentations in October 2007—a 300 percent increase over the previous year. Through this successful campaign, the RCMP received more than 11,000 applications and hired more than 1,600 cadets.

Congratulations!



Healthy Pregnancy

Department: Public Health Agency of Canada in partnership with Health Canada

Campaign Dates: February 28 to April 15, 2007 and March 3 to May 25, 2008

Advertising Services Suppliers: Manifest Communications and Quiller and Blake

The “Healthy Pregnancy” campaign is a multi-year initiative that began in February 2007. The campaign was designed to improve the health and well being of Canadians, a long-standing priority of the Government of Canada. The objectives of the campaign were to raise awareness of the health considerations for a healthy pregnancy and to increase the number of visits to *healthycanadians.ca* and of orders for *The Sensible Guide to a Healthy Pregnancy*. The campaign integrated the objectives of seven programs of the Public Health Agency of Canada and Health Canada.

One of the key messages was that sensible steps can be taken to prepare for and have a healthy pregnancy. The campaign highlighted important considerations for a healthy pregnancy including folic acid intake, alcohol avoidance, tobacco avoidance, nutrition, physical activity, mental health, and oral health. The Public Health Agency of Canada and Health Canada ensured that their Healthy Living and Healthy Pregnancy strategies were strongly linked through shared products, events and messaging.



The target audience of the campaign included mainstream women aged 18–29, who were pregnant or planning a pregnancy. A separate component was also developed by Health Canada for First Nations and Inuit women.

Advertisements appeared for six weeks in interior transit (bus/subway/streetcar) in major markets across Canada. RestoBar posters were placed in women's washrooms at targeted restaurants and bars along with postcards.

The campaign included a Web strategy to drive visitors to *healthycanadians.ca*. Fact sheets and a downloadable copy of *The Sensible Guide to a Healthy Pregnancy* were available on the site. Visitors also had access to more in-depth information through links to programs and non-government organizations' partner sites.

The campaign was evaluated through focus testing of the ads and by using the Advertising Campaign Evaluation Tool (ACET) post-campaign. The evaluation also included 1 800 O-Canada inquiry reports, Web traffic reports (including guide downloads), and tabulation of the number of orders of the guide.

Results showed that between February 28 and June 30, 2007, 1 800 O-Canada received more than 3,000 inquiries related to the campaign and fulfilled more than 74,000 requests for *The Sensible Guide to a Healthy Pregnancy*. In addition, more than 16,800 guides were downloaded from the Web site.

Partnerships for this campaign involved a Canada Pavilion display as part of Public Works and Government Services Canada's Exhibits Program featuring an interactive quiz and distribution of *The Sensible Guide to a Healthy Pregnancy*.

Campaign Costs for 2007–2008 only

Production	\$255,000
Media Placement	\$759,000
Research and Evaluation	\$157,000
Total	\$1,171,000

72 hours—Is your family prepared?

Department: Public Safety Canada

Campaign Dates: Multi-Year, launched 2006–2007

Advertising Services Supplier (2007–2008

campaign): HBS Marketing

This campaign was designed to improve Canada's ability to respond to an emergency by mobilizing Canadians to take practical steps to prepare in advance. The campaign encourages Canadians to be self-sufficient for at least 72 hours in an emergency while authorities attend to the needs of vulnerable citizens.

The key message was to assemble or acquire an emergency kit.

The primary target audience of the campaign was urban parents, particularly women aged 25-54, with one or more children in the household. The secondary target audiences were at risk populations such as new Canadians, Aboriginals, and persons with disabilities.

The concept of pre-planning was introduced to Canadians to ensure that if an emergency does strike, people are better prepared, more self-sufficient, and are more likely to listen and follow the advice of experts. Moreover, it was intended to encourage shared responsibility for emergency preparedness. The campaign was expected to increase traffic to the *GetPrepared.ca* Web site, calls to 1 800 O-Canada, requests for the Government of Canada's *Your emergency preparedness guide*, regional and partner initiatives and sales of emergency kits—indications that Canadians are taking steps to get prepared.

Media included national television, radio, magazines, community newspapers, online and out-of-home advertising. Ads on speciality television ran over two



4-week periods. Radio ads were regionally tailored and focused on areas that had recently experienced an emergency. Online community media sites provided excellent opportunities to adjust messages to specific audiences. Out-of-home media were used in select shopping malls.

The campaign contained a Web strategy that allowed for downloadable copies of the publication: *Your emergency preparedness guide*. The ability to complete an online emergency plan and the option to sign up for monthly 'safety-tip' e-mails were also part of the Web strategy.

The campaign was evaluated using public opinion research, monitoring visitors to the Web site, and callers to 1 800 O-Canada, and tabulating orders for the guide and subscriptions to opt-in to safety tip e-mails. The results were encouraging. One in five Canadians who had seen the ad indicated that they had taken action. Research also revealed a 12 point increase in those indicating they had prepared an emergency kit, bringing this number from 35 percent in 2007 to 43 percent in 2008. Moreover, the campaign became increasingly meaningful to Canadians, with 76 percent of the target audience describing the advertising as personally relevant—up 14 percent from the previous year.

Public Safety Canada partnered with non-government organizations, the insurance industry and utilities companies to ensure the campaign reached Canadians. Kits and guides were distributed through multiple partner organizations. Public Safety Canada developed a significant partnership strategy and plans are underway to expand outreach with departments and agencies such as the RCMP, Environment Canada, and Service Canada, among others, in future versions of this campaign. Public Safety Canada is now working on the next phase of its multi-year awareness campaign.

Campaign Costs for 2007–2008

Production	\$362,000
Media Placement	\$2,433,000
Evaluation	\$300,000
Total	\$3,095,000

Travellers Biosecurity Campaign

Department: Canadian Food Inspection Agency
Campaign Dates: Multi-Year, launched 2006-2007
Advertising Services Supplier: Acart Communications Inc.

The campaign objective was to inform Canadians and foreign travellers to Canada of the instrumental role they play at the border in protecting Canada from the entry of biosecurity threats, such as pests, viruses and invasive species. Returning travellers were advised to take action by declaring or disposing of all food, plants, animals and related products in their possession.

Travellers were informed that they could risk a fine or imprisonment if found to be bringing undeclared restricted items into the country. Advertisements also included the risks associated with Avian Influenza and the import of birds, poultry, eggs, meat and other bird products.

The campaign targeted Canadian residents travelling abroad and foreign travellers arriving in Canada, especially from high-risk countries. It also included purchasers of exotic pet birds and the pet industry. International airlines, travel agents, passport officials, Canadian Embassies and High Commission officials abroad, that act as intermediaries, were also part of the target audience.



Back-lit ads, public service announcements (PSAs), posters and brochures appeared throughout the year in Canadian airports. Television ads played on mainstream, specialty and ethnic television stations nation-wide. Print and Web banner ads appeared in travel and pet-related magazines and Web sites. Brochures were available in 12 languages for distribution through the Canada Border Services Agency and at international airlines, travel agencies, Canadian Embassies, High Commissions and visa offices abroad. Through partnership agreements, several international airlines aired the PSAs and/or distributed brochures onboard their flights to Canada.

The campaign included the *BeAware.gc.ca* Web site which offered more detailed information on prohibited items and the consequences of not declaring. It also offered travel related facts and key links to other government Web sites. All advertising and collateral material included reference to the campaign Web site.

The Canadian Food Inspection Agency conducted a post-campaign evaluation using the government's Advertising Campaign Evaluation Tool (ACET). Online surveys and in-person interviews were also conducted at Vancouver International Airport. Traffic to the Web site and the number of inquiries to 1 800 O-Canada were also monitored.



The research revealed that slightly more than 4-in-10 Canadians recalled seeing advertising about the dangers of bringing foreign foods, plants or animals into the country. Most respondents (96 percent) agreed that they needed to declare foreign foods, plants and animals when entering the country. Over 90 percent of respondents expressed an understanding that controls on Canada's borders play an important role in protecting Canada.

The Canadian Food Inspection Agency partnered with Canada Border Services Agency, Citizen and Immigration Canada, Department of Foreign Affairs and International Trade, Health Canada, Passport Canada, Service Canada and Transport Canada on this initiative.

Campaign Costs for 2007–2008

Production	\$426,000
Media Placement	\$2,241,000
Evaluation (POR)	\$124,000
Total	\$2,791,000

Government of Canada—National Campaigns for 2007–2008

DEPARTMENTS AND ORGANIZATIONS	MEDIA
CANADA BORDER SERVICES AGENCY	
NEXUS	Print
Western Hemisphere Travel Initiative	Internet/Print/Radio
CANADA REVENUE AGENCY	
Donors	Print
Electronic Services for Business	Internet/Print
Tax Relief Measures for Canadians	Internet/Print/Radio
CANADIAN FOOD INSPECTION AGENCY	
National Recruitment	Print
Traveller's Biosecurity Awareness Program (Be Aware and Declare!)	Internet/Print/Out-of-home/Television
DEPARTMENT OF AGRICULTURE AND AGRI-FOOD	
Advance Payments Program	Print
Career Focus	Print
Circovirus Inoculation Program	Print
Cost of Production	Print
Cover Crop Protection Program	Print
Information Sessions on AgriInvest and AgriStability	Print
DEPARTMENT OF CANADIAN HERITAGE	
Canadian Museum for Human Rights	Print
Québec City's 400th anniversary	Print/Radio
DEPARTMENT OF CITIZENSHIP AND IMMIGRATION	
Citizenship Status Information	Print
Foreign Credentials Recognition	Internet/Print
Permanent Resident Card Renewal	Internet/Print
DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE—PASSPORT CANADA	
Canadian Trade Commissioner Service	Internet/Print/Out-of-home
International Youth Programs	Internet/Print/Out-of-home/Television
Simplified Passport Renewal Process	Print
DEPARTMENT OF HEALTH	
Aboriginal Wellness—Diabetes	Internet/Radio
Aboriginal Wellness—Healthy Pregnancy	Radio
Food and Consumer Safety Action Plan	Internet/Print/Radio
Healthy Eating	Internet/Out-of-home/Print/Television
National Anti-Drug Strategy	Internet/Print/Radio
Office of Nursing Services—Recruitment	Internet/Print
DEPARTMENT OF HUMAN RESOURCES AND SOCIAL DEVELOPMENT	
Apprenticeship Incentive Grant	Internet/Print/Radio

Plan and Save	Print/Television
Post-secondary Education	Print/ Out-of-home/Television
Service to Canadians (Service Canada)	Internet/Print/Television
Canada Summer Jobs	Print
DEPARTMENT OF INDIAN AFFAIRS AND NORTHERN DEVELOPMENT	
Indian Residential Schools Adjudication Secretariat seeks application for Deputy Chief Adjudicator and Adjudication Services	Print
Specific Claims: Justice at Last	Print/Radio
DEPARTMENT OF INDUSTRY	
Analog Shut-off Advisory	Print
Competition Policy Review Panel	Print/Internet
Industry Canada's Consolidated Website	Internet/Print
DEPARTMENT OF NATIONAL DEFENCE	
National Recruitment	Internet/ Print/ Out-of-home/Television
Reserves	Print/ Out-of-home/Radio/Television
DEPARTMENT OF PUBLIC SAFETY AND EMERGENCY PREPAREDNESS	
72 Hours—Is your family prepared?	Internet/Print/ Out-of-home/Radio/Television
DEPARTMENT OF THE ENVIRONMENT	
ecoACTION	Internet/Print/Radio
DEPARTMENT OF TRANSPORT	
Passenger Protect Program	Print/Radio
DEPARTMENT OF VETERANS AFFAIRS	
Agent Orange Public Notice	Print
Veterans Week 2007 Vignette	Television
OFFICE OF INDIAN RESIDENTIAL SCHOOLS RESOLUTION OF CANADA	
Truth and Reconciliation Commission Public Notice Campaign	Print
OFFICE OF THE COMMISSIONER FOR FEDERAL JUDICIAL AFFAIRS	
Judicial Compensation and Benefits Commission	Print
PUBLIC HEALTH AGENCY OF CANADA	
Children's Fitness Tax Credit	Print
Healthy Pregnancy	Internet/Out-of-home/Print
HIV/AIDS	Television
PUBLIC SERVICE HUMAN RESOURCES MANAGEMENT AGENCY OF CANADA	
Outstanding Achievement Award of the Public Service of Canada	Print
Public Service Award of Excellence	Print
ROYAL CANADIAN MOUNTED POLICE	
National Recruitment	Internet/Print/Out-of-home/Radio

Appendix I

2007–2008 Advertising Campaigns Undertaken in Support of Government of Canada Priorities

(Major Campaigns—\$1.5 million and over for planning, production and media placement costs)

PRIORITY	CAMPAIGN	INSTITUTION
Safety and Security	National Recruitment Campaign	Department of National Defence
	Emergency Preparedness Advertising Campaign/72 hours—Is your family prepared?	Department of Public Safety and Emergency Preparedness
	Traveler's Biosecurity Campaign	Canadian Food Inspection Agency
Programs for Families	Intergovernmental Consultative Committee on Student Financial Assistance (ICCSFA) (PAN-Canadian Communications Initiatives on Post-Secondary Education)	Department of Human Resources and Social Development
	Apprenticeship Incentive Grant	Department of Human Resources and Social Development
	Plan and Save Campaign	Department of Human Resources and Social Development
Service to Canadians	International Youth Programs	Department of Foreign Affairs and International Trade
	Service to Canadians Phase II	Department of Human Resources and Social Development (Service Canada)
Economy	Tax Relief for Canadians	Canada Revenue Agency
Environment	ecoACTION—Consumer Incentives Campaign	Department of the Environment
Health	Food and Consumer Safety Action Plan	Department of Health
	National Anti-Drug Strategy	Department of Health
	Canada's Healthy Eating Campaign	Department of Health
	HIV/AIDS Advertising Campaign	Public Health Agency of Canada

Appendix II

How Advertising is Managed in the Government of Canada

The advertising process involves clearly defined steps:

Step 1: Advertising Campaign Planning

- **Institutions** work with Privy Council Office (PCO) to develop advertising proposals based on key priorities from the Speech from the Throne/Budget
- **Cabinet** approves advertising campaigns
- **Treasury Board** approves funding
- **PCO** coordinates and provides oversight



Step 2: Technical Advice and Contracting

- **Public Works and Government Services Canada (PWGSC)** advises institutions on acts, policies, procedures and standards; provides training; reports on activities; manages the Agency of Record (AOR); and manages the contracting process to select an advertising agency



Step 3: Production and Media Placement

- **Institutions** work with ad agencies to develop creative materials and a media plan. Institutions then work with a public opinion research firm to pre-test materials
- **PCO** and **PWGSC** review media plans from **Institutions**
- **PWGSC** authorizes the government's **AOR** to purchase advertising space and time in the planned media



Step 4: Results Evaluation and Reporting

- **Institutions** contract through **PWGSC** to obtain post-campaign public opinion research
- **Institutions** share their campaign results with **PCO** and other institutions
- **PWGSC** uses data from **institutions** to produce the Advertising Annual Report

Appendix III

Glossary

Advertising: In the amended *Communications Policy of the Government of Canada*, effective August 1, 2006, advertising is defined as any message conveyed in Canada or abroad and paid for by the government for placement in media such as newspapers, television, radio, Web, cinema and out-of-home.

Advertising Campaign Evaluation

Tool (ACET): A telephone survey that uses a set of standardized questions to provide quantitative evaluation of government advertising activities. Institutions are required to use ACET for advertising campaigns that exceed \$400,000 in paid media. In May 2008, the threshold was increased to \$1 million.

ADV Number: A media placement number issued by the Advertising Coordination and Partnerships Directorate of PWGSC to an institution to confirm that its advertising creative and media plan has been reviewed for compliance with government legislation, policies and standards. The ADV number also authorizes the Communications Procurement Directorate to issue a work authorization to the Agency of Record to implement the media plan.

Advertising Management Information

System (AdMIS): A system managed by PWGSC enabling departments to access information related to government advertising and fully document Government of Canada advertising activities (including project information and expenditures) throughout the life cycle of each advertising initiative.

Advertising Services Supplier: A private sector supplier selected through a competitive process to provide a government institution with advertising services such as strategic planning, creative and production services, and media planning in support of an advertising initiative.

Agency of Record (AOR): A private sector supplier—selected through a competitive process and under contract with the Government of Canada—that negotiates, consolidates, purchases and verifies advertising media time and space for Government of Canada advertising.

Call-up Against a Standing Offer: See “Standing Offer”.

Gross Rating Points (GRP): A measure of the advertising weight, or penetration, delivered by media within a given time period according to a formula in which the frequency of an advertisement’s appearance is multiplied by its reach. For example, an advertisement seen an average of 10 times by 20 percent of adults aged 25 to 54 would achieve 200 GRPs for that segment of the population.

Insert: A promotional method in which a print advertisement or promotional item is inserted into a newspaper, plastic bag or the plastic wrap of a magazine.

Media Buy or Placement: The purchase of advertising time or space from a media outlet such as: television station, radio station, newspaper, magazine, Web, cinema or out-of-home.

MERX: The electronic-tendering system used by the Government of Canada to post searchable procurement notices and bid-solicitation documents for access by suppliers and contracting officers. For more information, please see the MERX Web site.

Out-of-home: An advertising medium to which audiences are exposed only outside the home. These media include mall posters, billboards, and bus and transit-shelter ads.

Post-Campaign Evaluation: An evaluation of the effectiveness of an advertisement or other communication product after it has been launched to its intended audience. Examples include day-after recall studies and telephone and readership surveys.

Pre-testing: Any generally recognized qualitative research procedure used to evaluate the likely audience reaction to an advertising campaign or its components. Pre-testing occurs prior to a campaign's launch to the public. For example, a proposed advertisement, creative concept or text may be tested with a focus group that is drawn from the intended audience.

Public Notices: Paid announcements such as those regarding tenders, sales, public hearings, offers of employment, and business hours and addresses. Such notices may be placed in the media directly by government institutions.

Reach: The percentage of a target audience accessed once by a media vehicle or a media schedule.

Request for Proposal (RFP): A formal government document, posted on MERX, through which advertising services suppliers are invited to submit proposals for creative advertising work on complex thematic and multi-component projects usually spanning more than one year. Proposals are evaluated according to criteria detailed in each RFP. Contracts are awarded through a competitive process in which selection is based on a combination of technical score and price that offers best value.

Standing Offer: An arrangement in which advertising services suppliers qualify to provide the government with goods and services at pre-arranged prices, under set terms and conditions, and for specific periods of time on an "as requested" basis. A Standing Offer is not a contract. In fact, no contract exists until the government issues an order or "call-up" against the Standing Offer, and there is no actual obligation by the Government of Canada to purchase until that time. For individual, well-defined advertising projects that are valued at up to \$100,000 (not including media buys), a competitive solicitation process is used to establish Standing Offer lists of qualified national and regional advertising services suppliers. The selection is based on an evaluation of the technical and financial proposals submitted. Standing Offers are generally in place for two-year periods. Call-ups for each advertising campaign are made according to a pre-established formula.

Supply Arrangement: A method of supply where bids are requested from a pool of pre-screened advertising services suppliers. A Supply Arrangement is not a contract. For individual (one theme), well-defined campaigns, valued at over \$100,000 and having no financial limit (not including media buys), a list of Supply Arrangements with pre-qualified advertising services suppliers is established and in effect for a period of two years. Advertising services suppliers are selected on the basis of the technical capabilities demonstrated in their submissions. All pre-qualified advertising services suppliers are invited to bid on each advertising requirement in this value range. Advertising services suppliers are then selected according to evaluation criteria detailed in the invitation for bids, and based on an evaluation of the technical and financial proposals submitted.

Work Authorization: A written authorization, issued by the contracting authority at the request of the program or project authority, to the Agency of Record to purchase advertising media space and/or time from media suppliers.

An Invitation to Readers

This report has been compiled to inform Canadians about the processes and procedures involved in Government of Canada advertising and all related activities and events in the 2007–2008 fiscal year.

The government welcomes the comments and questions of all Canadians.

To submit comments or questions, please contact:

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