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Leadership

# Connecting Canadians with their Government

Annual Report on  
Government of Canada Advertising Activities

## 2008–2009



Public Works and  
Government Services  
Canada

Travaux publics et  
Services gouvernementaux  
Canada

Canada 

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## MESSAGE FROM THE MINISTER

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I am pleased to present the Government of Canada's seventh annual report on advertising. This report outlines activities for fiscal year 2008–2009. We have titled the report *Connecting Canadians with their Government* because of the important role that advertising plays in informing the public about government policies, programs and services, and what actions to take to benefit from them.

The government has a communication network designed to help Canadians access government information in a variety of ways. Letting people know that they can get more detailed information from specially designed government Web sites or talk to a service representative over the telephone, or in person is an integral part of government advertising. Instructions on where to click, call, or visit figure prominently in Government of Canada advertising so the public can take action on matters that are important to them in an easy, convenient, and timely manner. As technology evolves and pushes advertising in new directions, Public Works and Government Services Canada will continue to help federal institutions learn and make the most of these advancements to better inform and, ultimately, better serve Canadians.

There were many important advertising campaigns in 2008–2009—some new and some, a continuation of on-going initiatives. For example, the Department of National Defence continued its Canadian Forces recruitment campaign for a third year. The Canada Revenue Agency continued to advertise various tax relief measures. The Department of Finance mounted two new campaigns: the first, “Advantage Canada”—about Canada’s new Economic Action Plan and the second, to launch the “Tax-Free Savings Account”. On the health and safety front, the Public Health Agency of Canada kept Canadians informed throughout the listeriosis outbreak and, through its “National Anti-Drug Strategy” campaign, the Department of Health empowered parents to talk with their teens by providing information about the dangers of illicit drug use.

I invite you to read this report to learn more about these and other valuable Government of Canada advertising activities.

A handwritten signature in black ink that reads "Rona Ambrose". The signature is fluid and cursive.

Rona Ambrose  
Minister of Public Works and Government Services and  
Minister for Status of Women

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# ABOUT THE REPORT

This annual report on federal advertising provides information on the process used to manage government advertising, annual expenditures, and the major campaigns undertaken in 2008–2009 to support government priorities. All reported figures are exclusive of GST.

**Chapter 1** summarizes the major Government of Canada advertising activities of 2008–2009 and their link to government priorities. It describes how the government manages advertising and how it is used to keep the public informed about government initiatives.

**Chapter 2** details 2008–2009 advertising expenditures by government institutions<sup>1</sup> and by media. It also describes the process for procurement of advertising services and which companies received advertising-related contracts.

**Chapter 3** outlines how Public Works and Government Services Canada is supporting the federal advertising community through training and the provision of working tools.

Chapter 3 also highlights six Government of Canada national advertising campaigns carried out in 2008–2009.

**Appendix I** presents a glossary of advertising-related terms.

## *Did you know...*

To produce this annual report, 110 government institutions were required to submit advertising expenditure reports in 2008–2009. These institutions are listed in the *Financial Administration Act* under schedules I, I.1, and II.

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<sup>1</sup> 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 Role of Government of Canada Advertising**

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### **Introduction**

Canadians are exposed to advertising on their way to work, at the movies, while watching television, reading the newspaper, and while surfing the Internet. Advertising takes many forms. Government of Canada 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”.

The Government of Canada uses advertising as part of a broader commitment to communicate with the public. Along with other information vehicles, such as government publications, Web sites, fairs and exhibits, call centres and service kiosks, advertising is used to convey information about government policies and the various programs and services available to help individuals, families, and businesses. Government advertising is used to raise awareness and let the public know what they can do next—get more information, sign-up for a program, get a passport, save on their taxes, take steps to improve their health and security, or prevent injury. Almost all Government of Canada advertising provides information on what Web site to click, what toll-free number to call, or where to visit to learn more, ask questions, or take advantage of the program or service being advertised. This is part of a service delivery model that puts the public first by providing convenient, one-stop access to a full range of government products and services.

### **A Matter of Priorities**

Government advertising is designed to support government priorities. In 2008–2009, those priorities included: protecting Canadians and securing a prosperous future by taking a clear approach to Canada’s economic security, building a stronger Canada by reforming global finance, ensuring sound budgeting, securing jobs for families and communities, expanding investment and trade, making government more effective, securing Canada’s energy future and preserving its environment, keeping Canadians safe and contributing to global security, and building stronger institutions.



Here are some of the major advertising initiatives undertaken in 2008–2009 on key issues:

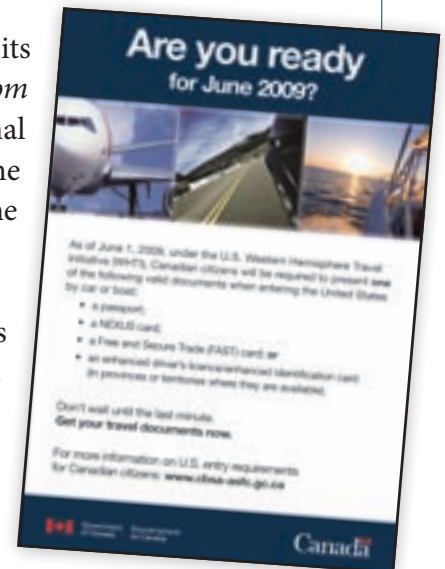
## Safety and Security



The Department of National Defence continued with the “Fight with the Canadian Forces” campaign that was launched in 2006. The objectives of the campaign were to position a career in the Canadian Forces as a compelling and desirable choice, to motivate Canadians to contact the Canadian Forces through the recruitment Web site, via the 1 800 recruitment line, or by visiting a recruitment centre, and to drive significant traffic to [FORCES.CA](http://FORCES.CA).

Likewise the Royal Canadian Mounted Police (RCMP) continued its successful recruitment campaign that received the Platinum *MarCom* Award in 2007–2008. The campaign was recognized for putting a personal face to the RCMP. It contributed to a 48 percent increase in traffic to the recruitment pages of the RCMP Web site and a significant increase in the number of applications received.

For a second year, the Canada Border Service Agency continued its NEXUS campaign to expedite the border clearance process for low-risk, pre-approved travellers into Canada and the United States. Similarly, Passport Canada encouraged Canadians to apply for a passport in preparation for the new U.S. law requiring a valid passport to enter the United States by air, water, or land.



There were several campaigns related to the safety of food, drug, and consumer products. The Canadian Food Inspection Agency, in partnership with the Canada Border Services Agency, embarked on year three of the “Be Aware and Declare!” campaign to raise awareness of the need to declare all food, plants, animals, and related products when returning from international travel. The Department of Health launched the “Consumer Product Safety” public notice campaign to increase awareness among Canadians about product safety and potential hazards associated with products purchased outside of Canada.

## Helping Families



The Department of Human Resources and Skills Development produced campaigns to support the government's pledge to strengthen Canada's workforce for the future through student financial assistance, measures to encourage skilled trades and apprenticeships, and better recognition of foreign credentials. These included the "Canada Summer Jobs" and the "Canada Student Loans and Grants Program" campaigns. The Department of Foreign Affairs and International Trade promoted its "International Youth Programs" campaign. This initiative offers young Canadians the opportunity to acquire the international skills necessary to succeed in an increasingly globalized economy. International Youth Programs

makes it possible for Canadian youth to work overseas in a variety of work-place arrangements.



The Department of Citizenship and Immigration led "A Responsive Immigration System" highlighting key initiatives to facilitate immigrant settlement in Canada and integration into the labour market.

## Health

The Public Health Agency of Canada and the Department of Health continued their multi-year "Healthy Pregnancy" campaign that began in 2007. The campaign aimed at raising awareness of the health considerations for a healthy pregnancy, increasing the number of visits to [healthycanadians.ca](http://healthycanadians.ca), and orders of *The Sensible Guide to a Healthy Pregnancy*.



The Department of Health also continued its multi-year "National Anti-Drug Strategy" campaign on drug prevention among youth aged 13-15. This stage of the campaign focused on equipping parents with information about the dangers of illicit drugs, encouraging them to talk to their teens, and setting boundaries and consequences around drug use.

## Celebrating Canada's Culture

As part of the VI Games of La Francophonie, Canadian Heritage launched a major public notice campaign to recruit professional artists to represent Team Canada in the cultural competitions of the Games which were held in Lebanon from September 27 to October 6, 2009. Canadian artists from seven disciplines (i.e., song, storytelling, literature, painting, etc.) were recruited to showcase excellence in Canada's Francophone culture. Canadian Heritage continued work on the 400<sup>th</sup> anniversary of Quebec City campaign to mark this important event in Canada's history. It provided information on planned celebrations across the country and encouraged Canadians to visit the Quebec 400 Web site to learn more about the history and culture of Quebec City.



## The Economy

Responding to global economic uncertainty, the Department of Finance launched two campaigns. The "Tax-Free Savings Account" encouraged saving through a new flexible account that allows Canadians to earn tax-free investment income. The "Advantage Canada" campaign provided information about Canada's Economic Action Plan—the Government of Canada's plan to get the economy moving and tackle the global economic slowdown.

The Canada Revenue Agency embarked on Phase II of the "Tax Relief Measures for Canadians" as part of its continuing efforts to ensure that Canadians know about the new tax cuts available to them beginning in the 2007 tax year.

## The 2008 General Election

The Government of Canada suspended its advertising activities between September 8<sup>th</sup> and October 31<sup>st</sup>, 2008 when a federal general election was called. The *Communications Policy of the Government of Canada* stipulates that institutions must suspend their advertising during general elections. Advertising is only permitted when an institution is required by statute or regulation to issue a public notice for legal purposes, to inform the public of a danger to health, safety or the environment, or to post an employment or staffing notice. Otherwise, advertising plans and activities must be held in abeyance from the day the Governor in Council issues a writ for a general federal election to the day a newly elected government is sworn into office.



## Click, Call, or Visit

The world of communications is evolving rapidly. Communications are now, more than ever, about building relationships. People want the flexibility to learn about programs and services at their own pace in a way that meets their individual needs. To respond, the Government of Canada offers a variety of ways for Canadians to interact with their government. Almost all Government of Canada advertising lets people know the options: **click** on a specific Web site, **call** 1 800 O-Canada—the government’s toll free line, or **visit** a local Service Canada Centre to learn more, ask questions, or take advantage of the program or service being advertised. This is an integral part of a service model that puts the public first by providing convenient, centralized access to a full range of government products and services. Individuals are empowered to seek out and obtain as much information as they need to make informed choices, and they are responding in droves.



### Click: Making Better Use of the Internet

Because not everything can be said in an advertisement, most Government of Canada advertising campaigns include a drive to a Web site feature. On Government of Canada Web sites, Canadians can get more in-depth information and perform various transactions using state-of-the-art, secure technology. Service Canada estimates that there were 32,980,000 visits to [servicecanada.gc.ca](http://servicecanada.gc.ca) in 2008–2009 for additional information on government services or products. That represents a 24 percent increase in Web traffic from the previous year.



### Call: 1 800 O-Canada

1 800 O-Canada provides Canadians a direct toll-free line to the government. It is the primary telephone number for up-to-date information on government programs and services for Canadians at home and abroad. The public may call the line for general enquiries, for additional information on a specific government program they may have seen advertised, or for updates on emergency or urgent situations, such as food recalls and product warnings.



In 2008–2009, the 1 800 O-Canada service supported more than 20 Government of Canada communications initiatives, including a number of important advertising campaigns: “Be Aware and Declare”, “Canada’s Economic Action Plan”, “Healthy Pregnancy”, and “National Anti-Drug Strategy”.

Fiscal year 2008–2009 was a record year for the 1 800 O-Canada service. Some 1,803,460 calls were answered with a service standard of answering 85 percent of calls within 18 seconds. Some of this volume was generated by the following initiatives:

- Passport Canada Campaign 2008 (79,808 calls)
- Canada Education Savings Program (17,413 calls)
- ecoACTION (including ecoAUTO) (27,521 calls)
- Canada’s Economic Action Plan (31,571 calls)
- Be Food Safe (5,214 calls)
- Healthy Pregnancy (2,603 calls)
- National Anti-Drug Strategy (1,170 calls)
- Registered Disability Savings Plan (2,484 calls)
- *Service for Seniors Guides* (2,363 calls)
- Emergency Preparedness (2,194 calls)



### Visit: In-person Service

Canadians also have the choice to talk to a government representative, in-person, at one of the many Service Canada Centres across Canada. Each centre offers a mix of information and transactional services. Specially trained, on-site staff can answer almost any question about government services and benefits. As of March 2009, 330 full Service Canada Centres were available to Canadians, along with many scheduled outreach locations and community offices. Over 95 percent of Canadians live within 50 kilometres of a Service Canada location. During 2008–2009, 6,435,311 Canadians visited a Service Canada location for in-person assistance related to government services and programs.

## The Power of the Web

While the telephone and face-to-face contact remain important channels of communication, the majority of Canadians turn to government Web sites to get additional information on programs and services. Here is a sampling of specially designed Web sites that worked in tandem with government advertising initiatives.

[www.GetPrepared.ca](http://www.GetPrepared.ca)—Public Safety Canada’s emergency preparedness campaign was designed to improve the public’s ability to prepare and respond to an emergency by providing practical steps to prepare in advance. The Web site allows visitors to watch streaming video on how to prepare for an emergency and outlines three key steps: knowing the risks, making a plan, and assembling a kit. It equips Canadians with information on how to be self-sufficient for at least 72 hours. To help bolster awareness of the importance of preparing for an emergency, Public Safety Canada partnered with non-governmental organizations, the insurance industry, and utilities companies to ensure the campaign reached as many Canadians as possible. The [www.GetPrepared.ca](http://www.GetPrepared.ca) site received 20,909,594 visits over the course of the 2008–2009 reporting period.

[FORCES.CA](http://FORCES.CA)—The Department of National Defence has, for the past three years, encouraged its 18 to 34 year-old target audience to learn about the Canadian Forces (CF) through realistic portrayals of life as a CF member. The creative elements developed for the recruitment campaign lead viewers to a Web site that provides detailed information on all facets on the Canadian Forces, including recruitment, career opportunities, and an online “chat with a recruiter” feature. [FORCES.CA](http://FORCES.CA) boasted 3,285,512 total site visits, 2,342,170 unique visits, and 13,415,346 page views during 2008–2009. The Department of National Defence/Canadian Forces “Fight 3” campaign with the “Hard Landing” and “Drug Bust” advertisements was recognized by *Marketing Magazine* in three categories: Bronze medal for Television Campaign, and Craft Awards for outstanding achievement in cinematography and music.

[www.DrugPrevention.gc.ca](http://www.DrugPrevention.gc.ca)—Building on its successful print and radio campaign of 2007–2008, Health Canada developed a television campaign targeted to parents of young teens, describing how today’s youth is learning a new language (new names for illicit drugs). The call to action invited parents to call 1 800 O-Canada or visit [DrugPrevention.gc.ca](http://DrugPrevention.gc.ca) to receive information on how to talk to their kids about drugs. During the length of the campaign (March to September 2008), the [DrugPrevention.gc.ca](http://DrugPrevention.gc.ca) site received over 291,000 visits.

[www.cra.gc.ca](http://www.cra.gc.ca)—The Canada Revenue Agency (CRA) offers tools to help Canadians stay informed of important tax information. Each year during tax-filing season, CRA has a dedicated suite of Web pages containing helpful information for Canadians, accessible through its home page or through [www.canada.gc.ca/taxinfo](http://www.canada.gc.ca/taxinfo). In February and March 2009, there were 575,638 visits to the English site and 118,952 visits to the French site. The site also includes popular “Tax Tips” in video and audio formats that visitors can listen to or download. These tips are available in both official languages and in multiple language formats for easier accessibility.

### *Did you know...*

The Interactive Advertising Bureau of Canada (IAB) announced that Canadian Online advertising revenues grew by 29 percent to just over \$1.6 billion in 2008.



## A Well-Coordinated Approach to Advertising Management

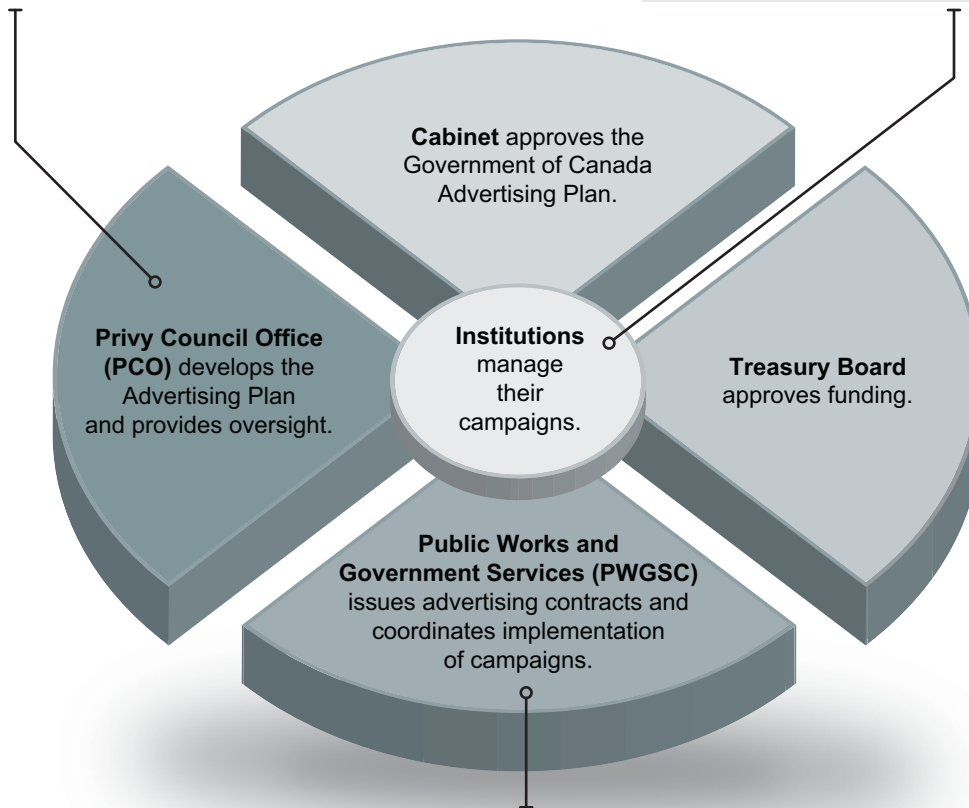
The Government of Canada has a rigorous approach to managing advertising activities. The process is designed to ensure that campaigns are aligned to government priorities, comply with government Acts, policies and procedures, meet the diverse information needs of Canadians, are transparent, and provide value for money. Clear roles and responsibilities have been established at all stages of the process: planning, approval, execution, and evaluation.

### PCO

- Asks departments to develop advertising proposals, based on government priorities;
- Provides oversight throughout the process;
- Approves advertising creative, messages, and media plans;
- Reviews campaign results.

### INSTITUTIONS

- Work with PCO to develop advertising proposals that include: objectives, target audiences, measurable outcomes, and media strategies;
- Work with PWGSC to contract an advertising agency to design creative and produce detailed media plans;
- Manage budgets and pay for media placements;
- Document, review, and report on campaign results.



### PWGSC

- Contracts advertising agencies for departments;
- Advises departments on the advertising-related Acts, policies and procedures that must be followed;
- Reviews creative and media plans for compliance with Acts and policies;
- Manages the Agency of Record (AOR) that purchases the advertising space and time identified in the media plans from institutions;
- Tracks government-wide spending and produces an annual report;
- Provides training to institutions.



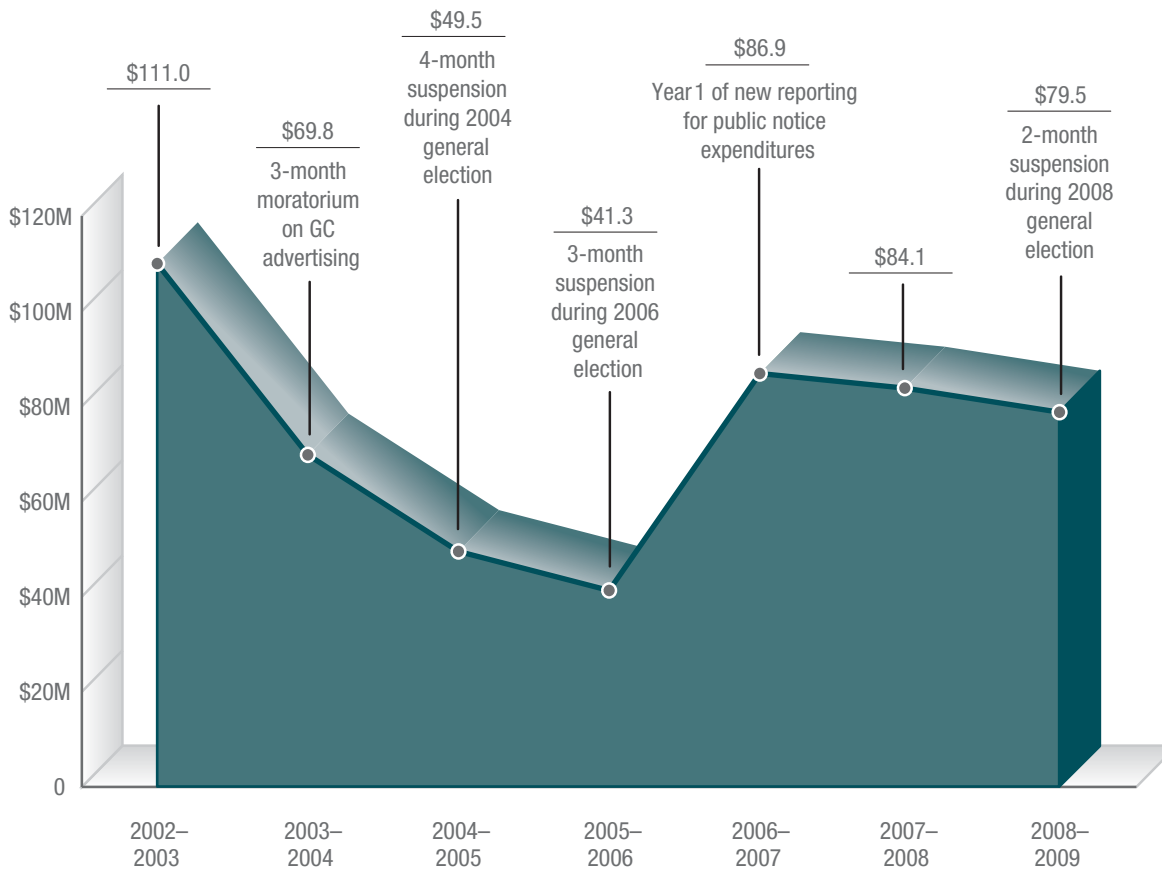
## CHAPTER 2:

# Advertising Activity within the Government of Canada

### Expenditures in Summary

In fiscal year 2008–2009, the Government of Canada spent \$79.5 million on advertising. Of this, \$74.5 million was for campaigns supporting key government priorities. The remaining \$5 million was spent on media purchased directly by institutions for routine public notices. Overall, spending is consistent with levels in recent years. The slight decrease is in part due to a two-month suspension of advertising during the federal general election.

#### EXPENDITURES IN SUMMARY

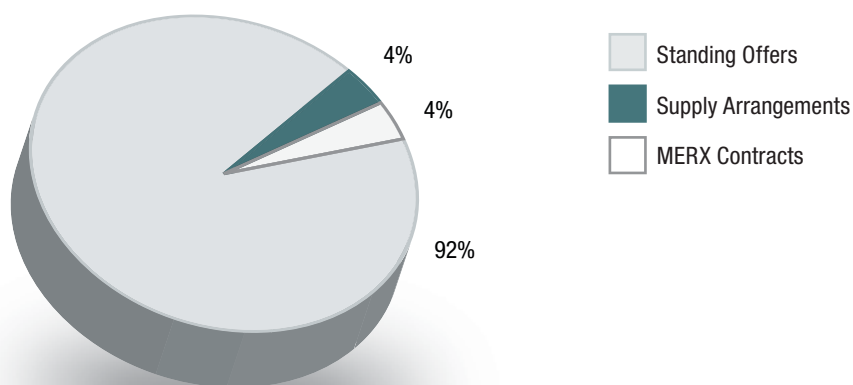


## Procurement and Contracting of Government Advertising

Public Works and Government Services Canada (PWGSC) issues all Government of Canada contracts for advertising services. PWGSC has put in place three types of contracting tools to facilitate the procurement of these services for federal institutions. These include:

- Standing Offers for advertising production services up to \$100,000;
- Supply Arrangements to award contracts to pre-qualified advertising suppliers for production services for well-defined campaigns over \$100,000; and,
- Request for Proposals through MERX for large-scale, multi-component advertising projects usually spanning more than one year.

During 2008–2009, PWGSC issued 78 contracts on behalf of institutions for advertising planning and production services. The vast majority of these (92 percent) were awarded through the Standing Offers (see Table 1). Another 4 percent were awarded through the Supply Arrangements (see Table 1). The final 4 percent were awarded to Palm + Havas Inc., Acart Communications Inc., and Ogilvy Montréal Inc. through public tenders posted on MERX.



### *Did you know...*

Many federal institutions seek to partner with the private sector or with non-governmental organizations to help extend the reach of their advertising campaigns—thus ensuring that their messages reach more Canadians in a cost-effective manner.

**TABLE 1—Government of Canada Advertising Services Suppliers for 2008–2009**

<b>National Standing Offers</b>	<ul style="list-style-type: none"> <li>• Quiller &amp; Blake Advertising Limited*</li> <li>• Target Communications/Compass Communications Inc.*</li> <li>• Ogilvy Montréal Inc.*</li> <li>• Allard Johnson Communications Inc.*</li> <li>• Acart Communications Inc.*</li> </ul>
<b>National Public Notice Standing Offers</b>	<ul style="list-style-type: none"> <li>• Day Advertising Group, Inc.*</li> <li>• Acart Communications Inc.*</li> </ul>
<b>National Aboriginal Set-Aside Standing Offers</b>	<ul style="list-style-type: none"> <li>• Poirier Communications LTD.*</li> <li>• First Communications Group</li> </ul>
<b>Supply Arrangements</b>	<ul style="list-style-type: none"> <li>• Acart Communications Inc.</li> <li>• Allard Johnson Communications Inc.</li> <li>• Arnold Worldwide</li> <li>• Hewson Bridge and Smith Ltd./HBS Marketing*</li> <li>• Manifest Communications Inc.</li> <li>• Marketel/McCann-Erickson</li> <li>• Ogilvy &amp; Mather</li> <li>• Ogilvy Montréal Inc.</li> <li>• OSL Communications Inc.</li> <li>• Palm + Havas Inc.*</li> </ul>
<b>Supply Arrangements for Aboriginal Set-Aside</b>	<ul style="list-style-type: none"> <li>• Poirier Communications LTD.</li> <li>• Spirit Creative Advertising and Promotion</li> </ul>
<b>Regional Standing Offers</b>	<p>British-Columbia Region</p> <ul style="list-style-type: none"> <li>• Grey Worldwide (main)</li> <li>• Wasserman &amp; Partners (backup)</li> </ul> <p>Prairies and Territories</p> <ul style="list-style-type: none"> <li>• McKim Cringan George* (main)</li> <li>• Brown Communication Group (backup)</li> </ul> <p>Ontario Region</p> <ul style="list-style-type: none"> <li>• Axmith McIntyre Wicht (main)</li> <li>• Quiller &amp; Blake Advertising Limited (backup)</li> </ul> <p>Quebec Region</p> <ul style="list-style-type: none"> <li>• Palm + Havas Inc. (main)</li> <li>• Amalgame Créativité Stratégique* (backup)</li> </ul> <p>Atlantic Region</p> <ul style="list-style-type: none"> <li>• Target Communications/Compass Communications Inc.* (main)</li> <li>• Palm + Havas Inc. (backup)</li> </ul>
<b>MERX</b>	<ul style="list-style-type: none"> <li>• Palm + Havas Inc.*</li> <li>• Acart Communications Inc.*</li> <li>• Ogilvy Montréal Inc.*</li> </ul>

\* Indicates Government of Canada Advertising Services Suppliers that were awarded contracts for 2008–2009.

Information on planned advertising activities and the contracting process, including the evaluation criteria used and the results, is 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/pubs\\_pol/sipubs/comm/adv-pub/index-eng.asp](http://www.tbs-sct.gc.ca/pubs_pol/sipubs/comm/adv-pub/index-eng.asp);
- 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.

# Advertising Campaigns

**TABLE 2—Advertising Expenditures by Institution<sup>1</sup>**

<b>Institution Name</b>	<b>Total Advertising Expenditures (in thousands of dollars)</b>
Department of National Defence	\$21,378
Department of Finance	\$12,165
Canada Revenue Agency	\$6,889
Department of Health	\$4,768
Royal Canadian Mounted Police	\$3,431
Department of Citizenship and Immigration	\$3,068
Department of Human Resources and Skills Development (includes Service Canada)	\$2,939
Department of Foreign Affairs and International Trade	\$2,764
Department of Public Safety and Emergency Preparedness	\$2,669
Canadian Food Inspection Agency	\$2,559
Department of Agriculture and Agri-Food	\$1,812
Passport Canada	\$1,633
Department of Canadian Heritage	\$1,479
Public Health Agency of Canada	\$1,453
Department of Veterans Affairs	\$991
Canadian Radio-television and Telecommunications Commission	\$734
Canadian Grain Commission	\$659
Canada Border Services Agency	\$496
Canadian Space Agency	\$493
Parks Canada Agency	\$488
Privy Council Office	\$477
Department of the Environment	\$272
Department of Industry	\$226
Public Service Human Resources Management Agency of Canada	\$177
Office of the Procurement Ombudsman	\$77
Financial Transactions and Reports Analysis Centre of Canada	\$76
Financial Consumer Agency of Canada	\$74
Department of Fisheries and Oceans	\$66
Office of Infrastructure of Canada	\$56
Department of Indian and Northern Affairs	\$51
Statistics Canada	\$43
Atlantic Canada Opportunities Agency	\$43
Library and Archives Canada	\$27
Department of Transport	\$4
Department of Natural Resources	\$4
<b>TOTAL</b>	<b>\$74,541</b>

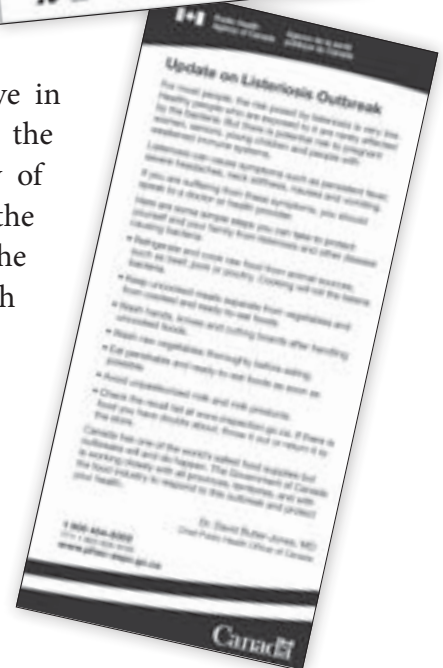
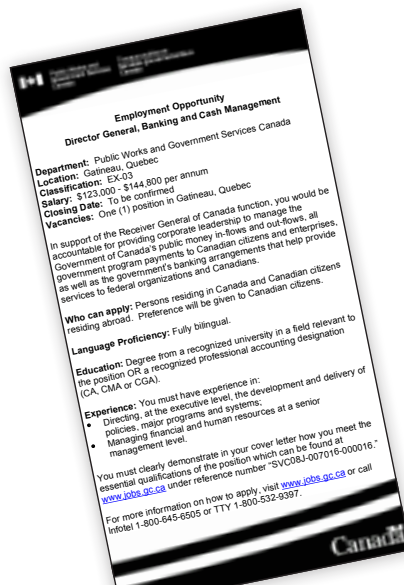
<sup>1</sup> These figures were provided to Public Works and Government Services Canada by each institution for the purpose of this annual report. Expenditures include planning, production, and media placement costs for all types of advertising activities (campaigns and public notices placed by the Government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

## Public Notices

In 2008–2009, institutions purchased \$4.9 million in media for routine business announcements or public notices. Since public notices often deal with local or regional matters, institutions can purchase the media space or time from media outlets directly. Institutions may also use the government's Agency of Record to purchase the media. Public notices are used to let the public know about public hearings, employment offers, notices of public consultation, request for tenders, or changes to business hours.



Public notices can also be very effective in national advisory campaigns such as the update from the Public Health Agency of Canada on the listeriosis outbreak or the notice on cross-border shopping from the Consumer Product Safety group at Health Canada.



## Did you know...

According to Statistics Canada, the percentage of Canadians at home searching for government related information on-line has increased from 39.2 percent in 2005 to 52.5 percent in 2007.

**TABLE 3—Expenditures for Media Purchased Directly by Institutions for Public Notices<sup>1</sup>**

<b>Institution Name</b>	<b>Total Advertising Expenditures (in thousands of dollars)</b>
Royal Canadian Mounted Police	\$900
Department of Transport	\$409
National Research Council of Canada	\$363
Department of Public Works and Government Services	\$340
National Film Board	\$322
Department of Human Resources and Skills Development (includes Service Canada)	\$315
The National Battlefields Commission	\$297
Correctional Service of Canada	\$258
Natural Sciences and Engineering Research Council	\$194
Canadian Nuclear Safety Commission	\$185
National Energy Board	\$178
Canadian Institutes of Health Research	\$160
Canadian Food Inspection Agency	\$142
Immigration and Refugee Board	\$137
Canadian Environmental Assessment Agency	\$113
Department of Indian and Northern Affairs	\$78
Office of the Governor General's Secretary	\$74
Department of Health	\$60
Statistics Canada	\$59
Canada Revenue Agency	\$48
Canadian Grain Commission	\$45
Department of Justice	\$37
Department of Finance	\$36
Department of Agriculture and Agri-Food	\$33
Canada Border Services Agency	\$26
Department of National Defence	\$16
Office of the Director of Public Prosecutions	\$15
Social Sciences and Humanities Research Council	\$12
Department of Veterans Affairs	\$11
Courts Administration Service	\$11
Economic Development Agency of Canada for the Regions of Quebec	\$10
Department of Foreign Affairs and International Trade	\$9
Department of Western Economic Diversification	\$6
Public Service Commission	\$6

<sup>1</sup> 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<sup>1</sup> (continued)**

<b>Institution Name</b>	<b>Total Advertising Expenditures (in thousands of dollars)</b>
Canadian International Development Agency	\$5
Public Health Agency of Canada	\$4
Canada Industrial Relations Board	\$3
Office of the Commissioner for Federal Judicial Affairs	\$3
Treasury Board (Secretariat)	\$3
Canadian Artists and Producers Professional Relations Tribunal	\$2
Department of the Environment	\$2
Passport Canada	\$2
<b>TOTAL</b>	<b>\$4,929</b>

### *Did you know...*

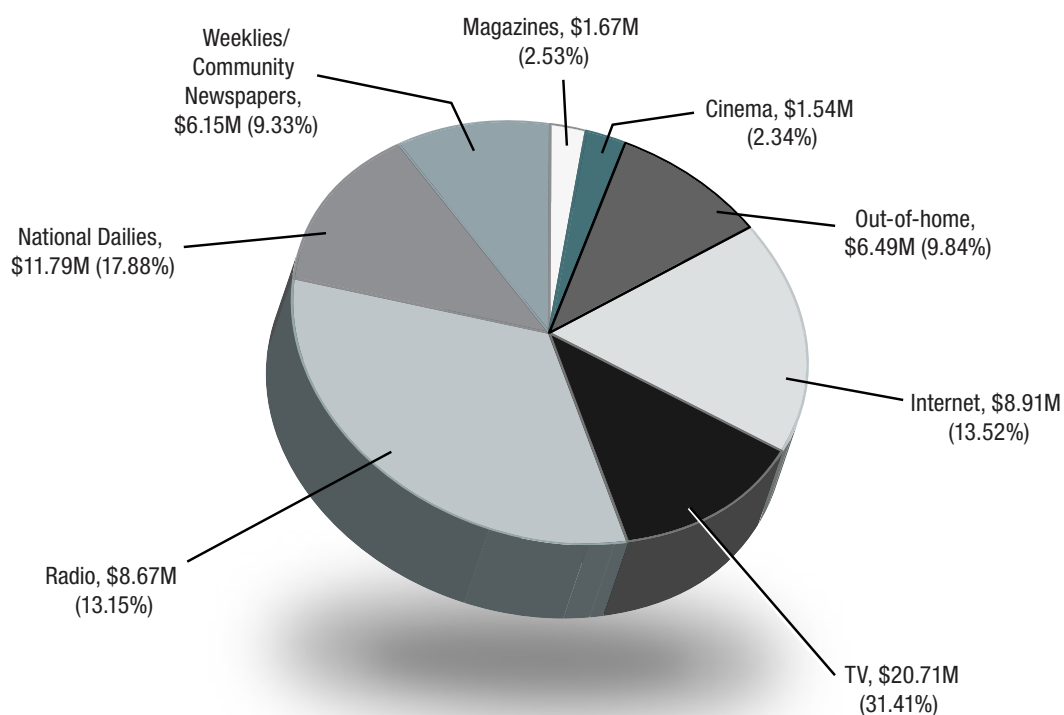
Newspapers are not dead! According to NADbank® newspapers are read by three out of four adults each week and, on an average weekday, nearly half of Canadian adults read a daily newspaper.

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

## Media Placements by Type

The Government of Canada uses all forms of media to advertise. With the advent of new communications technologies and social media, there are more choices than ever before. Institutions consider several elements when selecting which ones to use. They weigh the objectives, audience demographics, research about what media the target audience consumes and why, media trends, media availability, reach, and costs. Since Canada has two official languages, media plans must also comply with the *Official Languages Act*. That means selecting media that will reach the public in the official language of their choice and, wherever possible, enhance the vitality of official language minority communities. All these factors combine to enable government advertising to reach the public in an effective and efficient manner, and in the official language of their choice.

**FIGURE 1—2008–2009 Agency of Record Media Placements by Type**



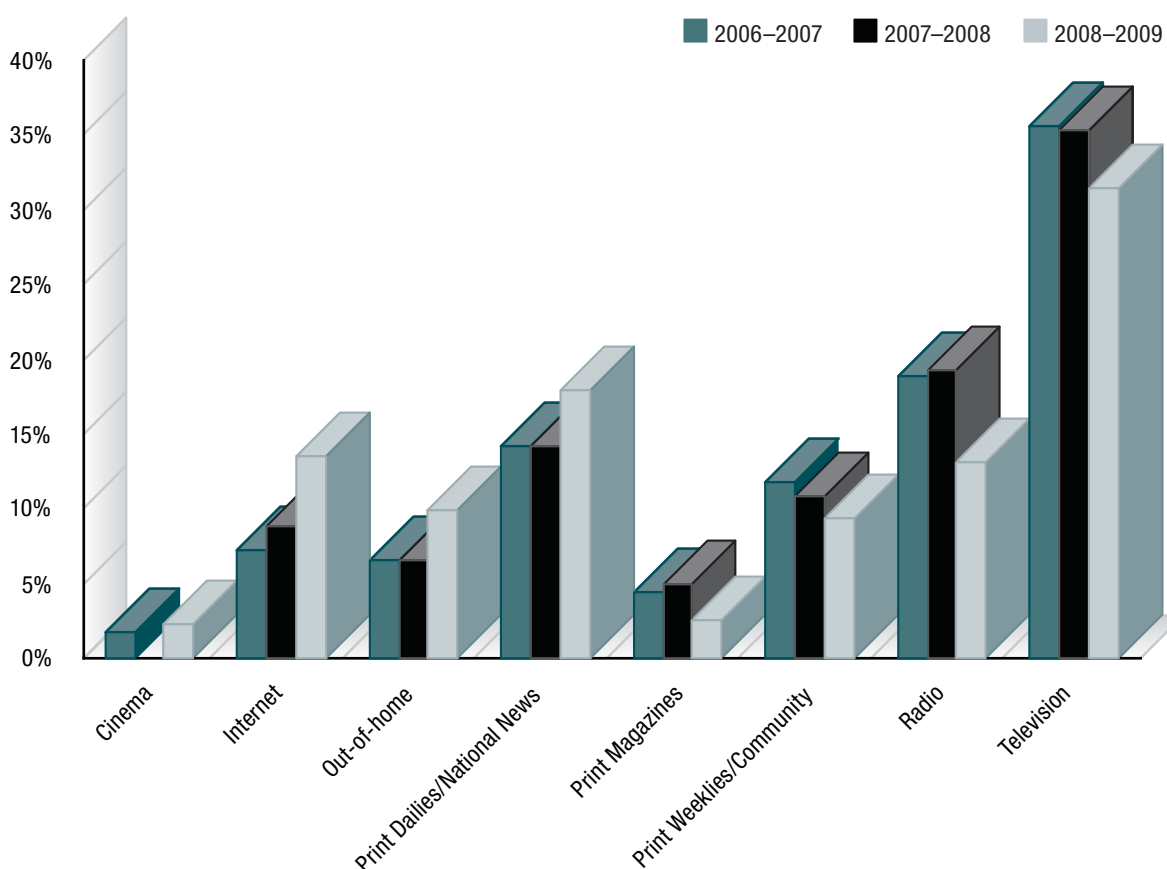
Note: Expenditures for magazines, radio, and TV include those for ethnic, Aboriginal, and mainstream audiences.

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.



Television, radio, and print continue to be the major media used for government advertising. Some of the less traditional forms of advertising such as cinema, Internet, and out-of-home, were more popular in 2008–2009, as compared to the last two fiscal years. Internet advertising, in particular, has seen tremendous growth—from a fledgling 1 percent of total media expenditures in 2004–2005 to 13.5 percent in 2008–2009.

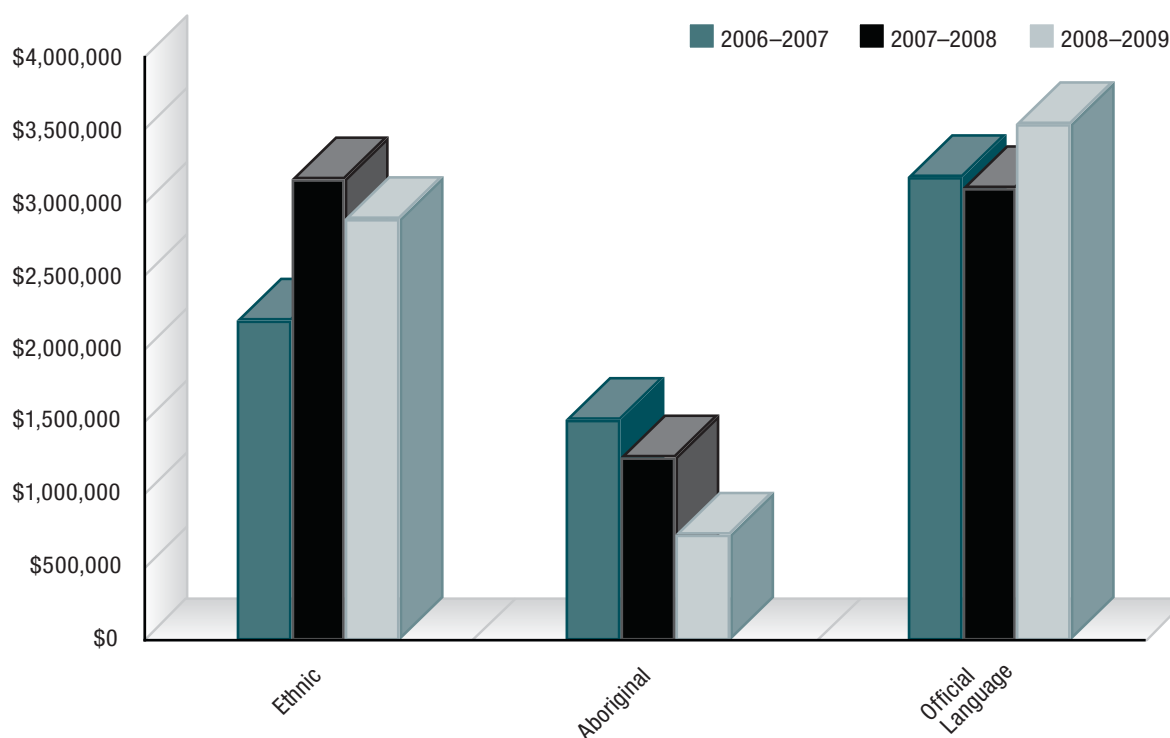
**FIGURE 2—Agency of Record Media Placements by Type 2006–2007 to 2008–2009**



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.

	2006–2007	2007–2008	2008–2009
<b>Cinema</b>	1.65%	0.05%	2.34%
<b>Internet</b>	7.15%	8.79%	13.52%
<b>Out-of-home</b>	6.47%	6.56%	9.84%
<b>Print Dailies / National News</b>	14.17%	14.22%	17.88%
<b>Print Magazines</b>	4.41%	4.92%	2.53%
<b>Print Weeklies / Community</b>	11.82%	10.90%	9.33%
<b>Radio</b>	18.77%	19.26%	13.15%
<b>Television</b>	35.56%	35.30%	31.41%

**FIGURE 3—Expenditures in Ethnic, Aboriginal, and Official Language Media 2006–2007 to 2008–2009**



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
<b>2006–2007</b>	\$2,197,895	\$1,519,422	\$3,197,780	<b>\$6,915,097</b>
<b>2007–2008</b>	\$3,131,773	\$1,246,143	\$3,114,701	<b>\$7,492,617</b>
<b>2008–2009</b>	\$2,909,758	\$733,279	\$3,553,702	<b>\$7,196,739</b>

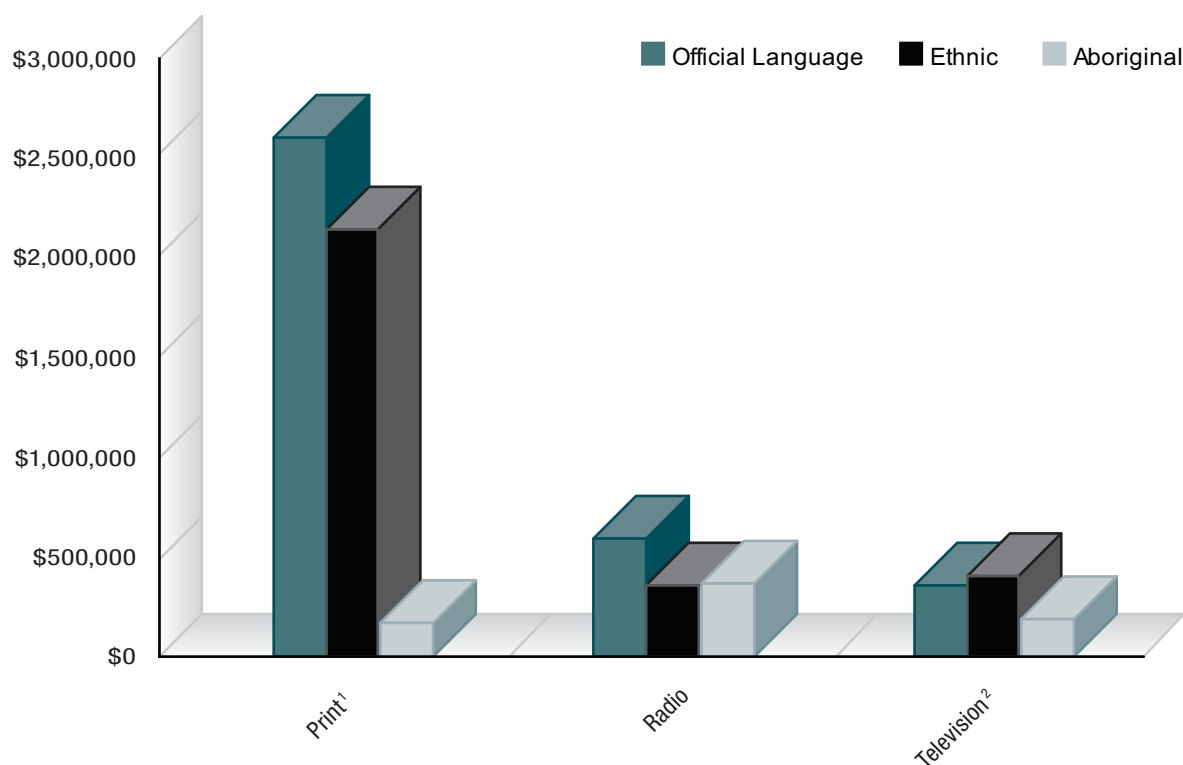
Expenditures listed include TV, radio, and print media (excluding magazines).

## Agency of Record

The Agency of Record (AOR) for the Government of Canada is a private sector supplier selected through a competitive process. The AOR negotiates price, purchases and verifies the placement of media time and space for almost all Government of Canada advertising. By consolidating the Government of Canada's media buying, the AOR is able to negotiate better prices, volume discounts, and rebates. This translates into savings for taxpayers. In 2008–2009, the AOR executed 595 media buys and saved close to \$4.6 million or 6.9 percent of overall media spending. The AOR was also able to cancel media purchases affected by the 2008 Fall election with negligible penalties to the Government of Canada.

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

**FIGURE 4—2008–2009 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 <sup>1</sup>	Radio	Television <sup>2</sup>	TOTAL
<b>Official Language</b>	\$2,602,254	\$592,073	\$359,375	\$3,553,702
<b>Ethnic</b>	\$2,147,188	\$361,302	\$401,268	\$2,909,758
<b>Aboriginal</b>	\$172,819	\$370,655	\$189,805	\$733,279

<sup>1</sup> The print category excludes spending in magazines.

<sup>2</sup> 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:

# Leading by Example

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### Improvement through Learning

Six years after its inception, the Advertising Community of Practice is going strong. The community has evolved and now includes over 600 advertising, marketing, and communications professionals from across government. Public Works and Government Services Canada (PWGSC) continues to play a leadership role by offering a full curriculum of learning events starting with the fundamentals of government advertising through to more advanced concepts such as campaign analytics. PWGSC often works with academics, industry experts, and media associations to develop content. The sessions offer an opportunity to share knowledge and spark discussion on approaches to develop meaningful, well-managed, and effective marketing communications.

In 2008–2009, over 690 participants attended 28 information sessions and workshops offered by PWGSC’s Advertising Coordination and Partnerships Directorate. Some of the topics covered were:

- The Government Advertising Process;
- Partnering 101;
- The Agency of Record Process;
- The Evolving Media Landscape;
- Google: *Knowing the Media*
- Best Practices in Partnering – National Capital Commission
- Secrets to Getting Your Agency to Over-Deliver;
- Measuring Outcomes from an Online Marketing Campaign;
- Newcomers and the Chinese-Canadian Market.

The department also maintains an intranet site that institutions can access for information on the management and policy framework for government advertising and a variety of working tools.

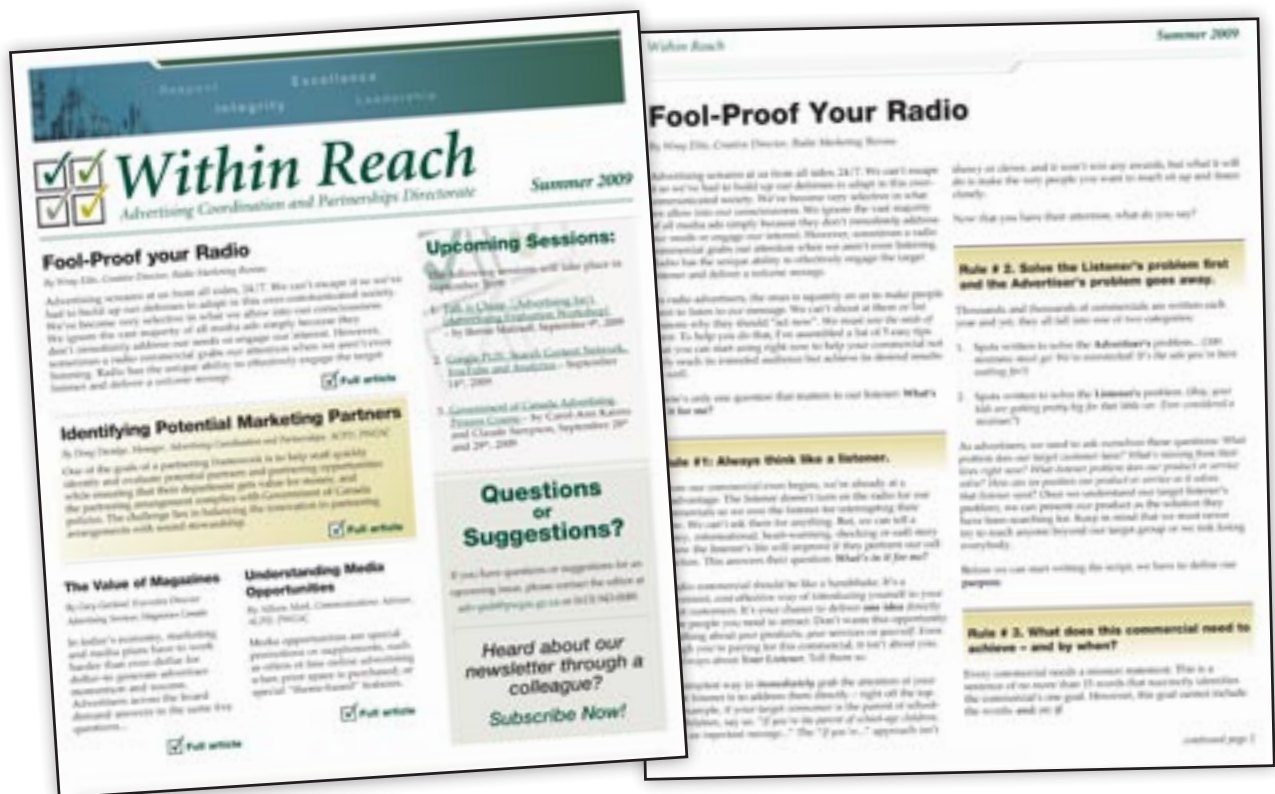
As digital advertising continues to take a larger share of media expenditures, PWGSC will focus on opportunities to help institutions keep pace with new technologies and trends in advertising.

## Within Reach

Public Works and Government Services Canada (PWGSC) publishes an online quarterly newsletter entitled *Within Reach*. The newsletter has become a tool for government advertising and marketing professionals to share information and best practices in advertising. Each issue features articles, news, tips, and announcements of upcoming events and information sessions offered by PWGSC. Members of the government advertising community as well as experts from academia and the private sector have contributed articles. Readership of this newsletter continues to grow.

Articles featured in 2008–2009 included information on designing effective Web advertisements, the evolving media landscape, how radio and Internet are similar and compatible forms of media, how to deal with changing audiences when doing public sector market research, the importance of the *Official Languages Act* in government advertising, the Chinese-Canadian market, and how to incorporate radio advertising into a world of new media.

The topics covered in *Within Reach* are closely aligned to the information sessions offered by PWGSC and are aimed at ensuring government advertising is current and effective.



## 2008–2009 Campaign Highlights

Here is a sampling of some of the national campaigns undertaken in 2008–2009.

### National Anti-Drug Strategy—Parents Campaign

**Department:** Health Canada

**Campaign Dates:** Initially launched in March 2008 and continued from April 28<sup>th</sup> to May 25<sup>th</sup> and on-line until September

**Advertising Services Supplier:** Allard Johnson Communications Inc.



The “National Drug Prevention” mass media campaign is a five-year initiative that targets youth ages 13–15 and their parents. The drug prevention campaign aims to discourage youth from using illicit drugs. It is part of the Government of Canada’s overall National Anti-Drug Strategy (NADS) that was announced in October 2007. Fiscal year 2008–2009 was the second year of the campaign. The campaign first focused on parents—arming them with information about the dangers of illicit drugs, empowering them to talk with their teens about drugs, and encouraging them to set boundaries and consequences around drug use.

Public opinion research with parents revealed that extensive societal change had taken place since Health Canada’s last anti-drug mass media campaign in 1993. It pointed to the need for an approach with shock value to urge parents to take action. As a result, national television, radio, print, and Web banner advertisements were developed as part of the five-year strategy to provoke a heightened emotional reaction. They featured a diverse mix of young faces listing the slang names of various illicit drugs with the real drug name superimposed. The campaign was designed to teach parents about the new “Drug World” and let them know that their child could be at risk. The ads also encouraged parents to get more information and tools from the [DrugPrevention.gc.ca](http://DrugPrevention.gc.ca) Web site or by calling 1 800 O-Canada.

The [DrugPrevention.gc.ca](http://DrugPrevention.gc.ca) Web site contains fact sheets, links to related resources, and a downloadable copy of *Talking with Your Teen about Drugs*. Promotional buttons and hyperlinks are featured on partner and other related Web sites (including [hc-sc.gc.ca](http://hc-sc.gc.ca), [canada.gc.ca](http://canada.gc.ca) and [servicecanada.gc.ca](http://servicecanada.gc.ca)). The strategy consistently drives traffic to [DrugPrevention.gc.ca](http://DrugPrevention.gc.ca). Further traffic was generated through a pay-per-click keyword campaign and organic search results.



Post-campaign research and evaluation results revealed that parents responded positively to the campaign. The campaign was evaluated through telephone surveys, Web site statistics, booklet orders/downloads, and calls made to 1 800 O-Canada. When asked whether they recalled the NADS television ad, three quarters of the target population of parents indicated that they had seen it (75 percent). Radio and print ads respectively garnered 37 percent and 20 percent for aided recall with the general population—higher than average Government of Canada results. Those individuals who recalled the television ad were also more likely to have taken action (talk with their kids about drugs, order a booklet, or visit the Web site for more information) than those who did not. For example, of those parents who recalled the ad and had visited a Web site to learn more about illicit drugs, 29 percent visited a Web site in the last three months compared to 7 percent who did not recall the ad.



Between March and September 2008, a total of 243,769 booklets were distributed. An additional 17,328 were downloaded from [DrugPrevention.gc.ca](http://DrugPrevention.gc.ca). As well, 1 800 O-Canada received more than 2,970 campaign-related calls and the [DrugPrevention.gc.ca](http://DrugPrevention.gc.ca) Web site had 291,420 visits between March and September 2008.

Partnerships for this campaign involved a special Service Canada promotion in August 2008, with 35,000 copies of *Talking with Your Teen about Drugs* distributed to over 360 Service Canada Centres across the country. An additional 70,000 booklets were distributed nationally through the Royal Canadian Mounted Police's Drugs and Organized Crime Awareness Service.

**Please visit:** <http://www.nationalantidrugstrategy.gc.ca/parents/parents.html>

#### Parents Campaign Costs for the combined fiscal years of 2007–2008 and 2008–2009

<b>Production</b>	\$777,000
<b>Media Placement</b>	\$6,200,000
<b>Research and Evaluation</b>	\$284,000
<b>Total</b>	\$7,261,000



## A Responsive Immigration System

**Department:** Citizenship and Immigration Canada

**Campaign Dates:** June 30 to August 11, 2008

**Advertising Services Supplier:** Quiller & Blake Advertising Limited

The Department of Citizenship and Immigration launched an advertising campaign to explain proposed amendments to the *Immigration Refugee Protection Act* to address the backlog of immigration applications. The amendments were part of a number of initiatives to improve the immigration system and make it more responsive. The advertising explained the objectives—to reduce wait times, ensure a faster re-unification of families, and help meet acute labour market shortages—and the need for greater flexibility in processing new applications, especially from skilled workers.



The campaign also highlighted key initiatives to facilitate settlement in Canada and integration into the labour market, namely, the creation of the Foreign Credentials Referral Office, the reduction of the Permanent Resident Right of Landing Fee, and the increase in settlement funding. The primary audience was recent immigrants (in Canada five years or less) and ethnic communities. The campaign also extended to the Canadian public at large.

The campaign was designed to increase general awareness, call centre inquiries, and visits to the Web site [www.cic.gc.ca](http://www.cic.gc.ca). Advertisements appeared heavily in ethnic print. The creative was adapted to 18 languages, those most commonly used by newcomers, as well as appearing in English and French. Ads also appeared in the largest weeklies serving large urban centres—population of more than 1,000,000, free daily publications, official-language minority publications, and on ethnic radio in English, French, and five other languages.

The Web site contained background information, items linked to Frequently Asked Questions, news releases, guiding principles, a true or false feature on the proposed amendments in Bill C-50, and a link to the Service Canada section for newcomers.

### Campaign Costs for 2008–2009

<b>Production</b>	\$93,700
<b>Media Placement</b>	\$1,168,000
<b>Evaluation (public opinion research)</b>	\$87,000
<b>Total</b>	\$1,348,700



## Remembrance Campaign

**Department:** Veterans Affairs Canada

**Campaign Dates:** October 15 to November 11, 2008

**Advertising Services Supplier:** Quiller & Blake Advertising Limited

Veterans' Week (November 5 to 11) serves to commemorate the sacrifices of Canada's Veterans from the First World War to today's Afghanistan war. It is a time for Canadians to come together to honour those who have sacrificed to make the world a safer place. It occurs during the week leading up to Remembrance Day. Commemorative and educational activities are held across the country and conclude on Remembrance Day with national and local commemorative ceremonies.

The 2008 Remembrance Campaign was designed to increase public awareness of Canadian service in times of war, military conflict, and peace and thoughtful reflection about the contribution of our modern-day Veterans and Canadian Forces members. It included a 60-second vignette supported by a robust multimedia campaign. The campaign intended to actively engage Canadians, especially youth, in remembrance activities in the lead up to Remembrance Day while also promoting Veterans Affairs Canada's services and benefits. The Campaign's key message encouraged Canadians to become engaged in remembrance activities both during Veterans' Week and beyond.



The primary target audience was the general public aged 19 to 54, with an emphasis on Canada's youth, ages 12 to 17. The secondary target audience included traditional and modern-day Veterans, Canadian Forces members, and their families/survivors. The multi-media strategy included national conventional and specialty TV, and Internet. This campaign provided the opportunity to engage Canadians in honouring traditional and modern-day Veterans in a way that showed clear links to the traditions, values, and legacy of all Canadian Veterans. It acted as an impetus for Canadians to get more involved in a variety of remembrance activities. The campaign encouraged visits to the Veterans Affairs Canada Web site that included a full calendar of community events from across the country and interactive remembrance materials.

This marked the third successful year of the Remembrance Campaign. Success was measured by public participation on the Remembrance section of the Veterans Affairs Canada Web site, increased attendance at Remembrance events during Veterans' Week and a high recall in post public opinion research.

#### Veterans' Week Vignette 2008

<http://www.vac-acc.gc.ca/remembers/sub.cfm?source=feature/week2008/vignette>

#### Campaign Costs for 2008–2009

<b>Production</b>	\$56,600
<b>Media Placement</b>	\$933,900
<b>Total</b>	\$990,500

## Tax-Free Savings Account

**Department:** Finance Canada

**Campaign Dates:** Launched January 2009

**Advertising Services Supplier:** Palm + Havas Inc.

The advertising campaign was designed to raise awareness and inform Canadians about the new Tax-Free Savings Account (TFSA). The TFSA is a flexible, registered general-purpose account that was introduced in Budget 2008 to allow Canadians to earn tax-free investment income.

Although the TFSA had received positive media attention and was being promoted by some financial institutions, research showed that there was limited awareness and understanding of the benefits. An advertising campaign was undertaken to augment what was already in the market place.

The primary target audience for this campaign was working Canadians 24 to 54 years of age. The secondary audience included young-adults aged 18 to 24 years who might be saving for a first house, a car, or other consumer goods, adults 55 and over who were working or retired and may no longer be eligible for RRSP deductions, and financial institutions.

The main objective was to provide the target audiences with useful and timely information. The primary medium for this campaign was television, supported by radio, print, and Internet advertising. The campaign used both mainstream and ethnic media and ran for approximately six weeks.

The campaign was evaluated using public opinion research, Web site visits, and calls to 1 800 O-Canada. The results were overwhelmingly positive and awareness of the TFSA very high.



Key findings included:

- More than 50 percent of those surveyed recalled at least one of the ads and confirmed that the campaign helped to reinforce key attributes of the TFSA.
- The campaign did well at getting broad reach, while touching key audiences.
- Recognition of the Government of Canada as the ad sponsor was quite high, especially since there were a number of other TSFA ads and promotional materials in the market from financial institutions.
- The evidence showed that the ads helped facilitate awareness and trigger sign-up for an account.

Campaign Costs for 2008–2009	
Production	\$519,600
Media Placement	\$4,070,900
Evaluation (public opinion research)	\$98,100
Total	\$4,688,600

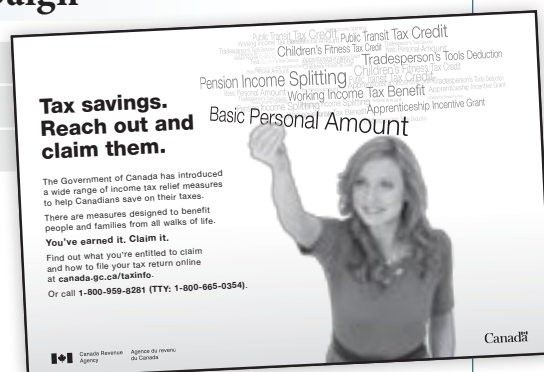
## Phase II—Tax Relief Measures Advertising Campaign

**Department:** Canada Revenue Agency

**Campaign Dates:** February to March 2009

**Advertising Services Supplier:** HBS Marketing

It is an essential part of the Canada Revenue Agency's mandate to ensure that Canadians have all the information they need to meet their tax obligations and to take advantage of the tax relief measures available to them.



Phase II of the Tax Relief Measures advertising campaign was part of a multi-year initiative that began in 2007. The campaign was designed to continue to raise awareness about the wide range of tax relief measures available to Canadians from all walks of life and to promote electronic filing options. The theme was, “You’ve earned it. Claim it.” It featured many tax relief measures: children’s fitness amount, public transit amount, working income tax benefit, pension income splitting, Apprenticeship Incentive Grant, tradesperson’s tools deduction, and the basic personal amount. The advertising focused on taxpayers in general, and more specifically on low and middle income Canadians who could benefit the most, including families with school age children, seniors, and tradespersons.

Television, radio, print, and Internet ads were placed throughout February and March 2009. The television ads aired on national specialty and conventional television stations. Print ads were published in target-specific magazines, dailies, Aboriginal, and ethnic language newspapers. Radio ads aired in major markets, including on ethnic and Aboriginal stations. Internet ads were placed on top Canadian portals and sites. The advertisements encouraged Canadians to visit the Web page [www.canada.gc.ca/taxinfo](http://www.canada.gc.ca/taxinfo) for additional information on tax relief measures.

A complementary direct mail piece on the Working Income Tax Benefit (WITB) was distributed to approximately 600,000 Canadians with household incomes under \$40,000.

The initial creative concept was pre-tested and final executions of the television, print, Internet, and radio ads were produced. Post-campaign evaluation was carried out using the standardized Advertising Campaign Evaluation Tool (ACET).

Campaign Costs for 2008–2009		
Production		\$585,400
Media Placement		\$6,037,200
Evaluation (research and focus testing)		\$100,050
Direct Mail-out		\$359,800
Total		\$7,082,450

## Listeriosis Outbreak—Public Notice

**Department:** Public Health Agency of Canada

**Campaign Dates:** September 2008

**Advertising Services Supplier:** ACART Communications Inc.

The purpose of the public notice was to allow Canada's Chief Public Health Officer and the Public Health Agency of Canada to communicate quickly to Canadians about the 2008 listeriosis outbreak and to provide steps that people could take to protect themselves.

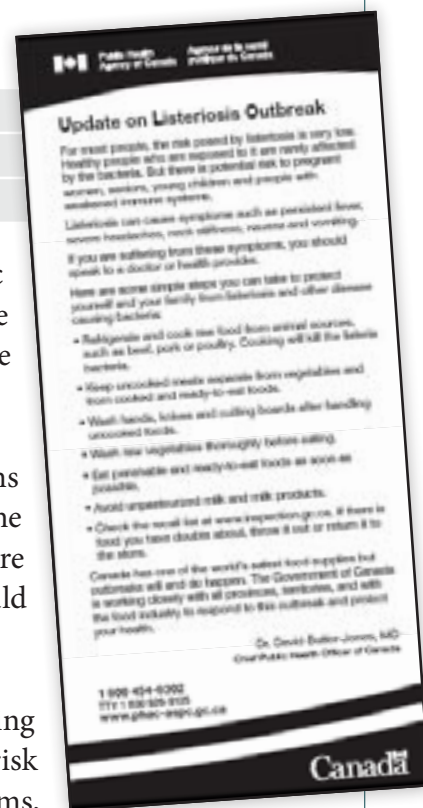
The public notice encouraged Canadians to be aware of the symptoms of listeriosis. The notice also advised that those with weakened immune systems, pregnant women, seniors, and young children could have more severe reactions to listeriosis. Key messages focused on how Canadians could protect themselves from listeriosis and other diseases caused by bacteria.

The primary target audience of the campaign was Canadian adults including parents and caregivers. The secondary target audiences were at-risk populations and those who care for people with weakened immune systems, pregnant women, seniors, and young children.

Communications activities included a notice to editors, media briefings and outreach, and materials for populations most at risk from listeriosis. Marketing activities included two insertions of the public notice in daily newspapers and one in community newspapers.

A 1-800 telephone information line was available throughout September and October 2008 that provided the public with information about listeriosis and directed them to the appropriate resources.

The campaign included a listeriosis section on the Public Health Agency of Canada's Web site with links to the Canadian Food Inspection Agency and Health Canada to ensure that Canadians could find the information they needed easily. The Web site included downloadable copies of food safety materials with helpful tips and facts about packaging and cooking food safely.



### Public Notice Costs for 2008–2009

<b>Media Planning and Production (media placement coordination)</b>	\$10,000
<b>Media Placement</b>	\$277,800
<b>Total</b>	\$287,800



## Government of Canada—National Campaigns for 2008–2009

DEPARTMENTS AND ORGANIZATIONS	MEDIA	COST
<b>CANADA BORDER SERVICES AGENCY</b>		
NEXUS 2009	Print	\$495,567
<b>CANADA REVENUE AGENCY</b>		
PHASE II—Tax Relief Measures	Internet/Print/Radio/Television	\$6,622,579
<b>CANADIAN FOOD INSPECTION AGENCY</b>		
Consumer Product and Food Recall Outreach Campaign	Print	\$520,733
Traveller's Biosecurity Awareness Campaign—Year 3 (Be Aware and Declare!)	Internet/Out-of-home/Print/ Television	\$1,908,458
<b>CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION</b>		
Public Notices and Notices of Hearing	Print	\$733,594
<b>CANADIAN SPACE AGENCY</b>		
Canadian Astronauts Recruitment Campaign Public Notice	Print	\$492,933
<b>DEPARTMENT OF AGRICULTURE AND AGRI-FOOD</b>		
2008 Advance Payments Program	Print	\$289,749
AgriInvest & AgriStability	Print/Radio	\$718,059
Circovirus Inoculation Program	Print	\$146,756
Cover Crop Protection Program	Print	\$245,389
<b>DEPARTMENT OF CANADIAN HERITAGE</b>		
Artists wanted for the cultural competitions of the VI Games of La Francophonie 2009	Internet/Print	\$131,916
Quebec City's 400 <sup>th</sup> Anniversary	Internet/Print/Radio	\$1,316,245
<b>DEPARTMENT OF CITIZENSHIP AND IMMIGRATION</b>		
A Responsive Immigration System	Print/Radio	\$1,261,637
Fraud Immigration Consultant—Awareness Campaign	Internet/Print	\$287,345
Improving Canada's Immigration System	Print/Radio	\$989,839
Moving Forward with Immigration Advertising Campaign	Internet/Print	\$468,686
<b>DEPARTMENT OF FINANCE</b>		
Advantage Canada	Internet/Print/Radio	\$7,574,399
Tax-Free Savings Account (TFSA) Campaign	Internet/Print/Radio/Television	\$4,590,494

## Government of Canada—National Campaigns for 2008–2009 (continued)

DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE—PASSPORT CANADA		
Canadian Trade Commissioner Service	Print/Out-of-home	\$795,696
International Youth Programs	Cinema/Internet/Out-of-home	\$1,430,987
Passport Canada Summer 2008 Campaign	Print/Radio	\$1,595,388
Passport Clinics	Print	\$37,211
ROCA—Registration of Canadians Abroad	Print	\$158,067
DEPARTMENT OF HEALTH		
Consumer Product Safety Campaign	Print	\$140,129
National Anti-Drug Strategy—Parents Campaign	Internet/Television	\$3,611,037
Natural Health Products—Bill C-51	Internet	\$24,897
Office of Nursing Services—Recruitment	Print	\$121,489
Therapeutic Product Safety: MedEffect Canada Initiative	Print	\$849,965
DEPARTMENT OF HUMAN RESOURCES AND SKILLS DEVELOPMENT		
Canada Student Loans Program	Internet/Out-of-home/Print/Television	\$1,914,578
Canada Summer Jobs—Public Notice	Print	\$480,763
Elder Abuse Awareness Campaign	Internet/Television	\$358,137
DEPARTMENT OF INDIAN AFFAIRS AND NORTHERN DEVELOPMENT		
Indian Residential Schools Adjudication Secretariat seeks applications for Deputy Chief Adjudicator and Adjudication Services	Print	\$51,222
DEPARTMENT OF INDUSTRY		
Competition Policy Review Panel—Public Notice	Print	\$69,777
HRB Public Service Renewal/IC Recruitment	Internet/Print	\$70,777
Office of Consumer Affairs, Digital TV Clarification for Consumers	Print	\$64,275
DEPARTMENT OF NATIONAL DEFENCE		
National Recruitment Campaign	Internet/Out-of-home/Television	\$21,377,916
DEPARTMENT OF PUBLIC SAFETY AND EMERGENCY PREPAREDNESS		
Emergency Preparedness Advertising Campaign/72 HOURS—Is your family prepared?	Internet/Television	\$2,668,577
DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES		
Office of the Procurement Ombudsman	Print	\$77,118
DEPARTMENT OF THE ENVIRONMENT		
Biosphère 2008–2009	Internet/Out-of-home/Print	\$202,337



## Government of Canada—National Campaigns for 2008–2009 (continued)

<b>DEPARTMENT OF VETERANS AFFAIRS</b>		
Remembrance Campaign	Television	\$990,540
<b>FINANCIAL CONSUMER AGENCY OF CANADA</b>		
Promoting Financial Literacy Through The City	Internet/Print	\$74,196
<b>FINANCIAL TRANSACTIONS AND REPORTS ANALYSIS CENTRE OF CANADA</b>		
National Registration of Money Services Businesses	Print	\$75,751
<b>LIBRARY AND ARCHIVES CANADA</b>		
Early Images of Canada	Print	\$14,437
<b>OFFICE OF INFRASTRUCTURE OF CANADA</b>		
Building Canada: Delivering Results	Print	\$55,780
<b>PRIVY COUNCIL OFFICE—SCHREIBER-MULRONEY COMMISSION</b>		
Public Notice for the Commission of Inquiry into Certain Allegations Respecting Business and Financial Dealings Between Karlheinz Schreiber and the Right Honourable Brian Mulroney	Print	\$471,360
<b>PUBLIC HEALTH AGENCY OF CANADA</b>		
Healthy Pregnancy	Internet/Out-of-home/Print	\$1,164,289
Update on Listeriosis Outbreak—Public Notice	Print	\$277,782
<b>PUBLIC SERVICE HUMAN RESOURCES MANAGEMENT AGENCY OF CANADA</b>		
Public Service Award of Excellence	Print	\$176,557
<b>ROYAL CANADIAN MOUNTED POLICE</b>		
Aboriginal Recruitment Campaign	Print/Radio	\$247,606
National Recruitment Campaign	Internet/Out-of-home/Radio	\$3,949,823
<b>STATISTICS CANADA</b>		
Canada Yearbook Historical Collection	Internet/Print	\$18,841
Perspectives on Canada Conference	Internet	\$2,824
<a href="http://www.statcan.gc.ca">www.statcan.gc.ca</a> —E-newsletters	Internet	\$2,875

# APPENDIX I

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## Glossary

**Advertising:** In the amended *Communications Policy of the Government of Canada* ([www.tbs-sct.gc.ca](http://www.tbs-sct.gc.ca)), 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, bus and transit-shelter ads, and digital media such as screens in doctor's offices or kiosks, but excludes cinema.

**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

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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 2008–2009 fiscal year.

The government welcomes the comments and questions of all Canadians.

To submit comments or questions, please contact:

## **Advertising Coordination and Partnerships Directorate**

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