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# Annual Report on Government of Canada Advertising Activities

**2011-2012**



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# 2011-2012 Annual Report on Government of Canada Advertising Activities

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# Introduction

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The Government of Canada spent \$78.5 million on advertising activities in fiscal year 2011-2012, a reduction of almost \$5 million from 2010-2011. The central theme remained the promotion of key initiatives, programs and benefits available to Canadians through *Canada's Economic Action Plan*, in support of the government's jobs and growth agenda. Canadians were encouraged to take advantage of tax relief measures, financial benefits for low to mid income families, post-secondary education programs, apprenticeship grants and grants for homeowners who take steps to reduce the energy consumption in their homes. Advertising was also used to celebrate Canada's heritage, promote its values, support newcomers and recruit personnel to protect the country's sovereignty and national security at home and abroad.

Different techniques were used to reach Canadians of various ages and walks of life. Vignettes were used to tell the story of Canada's veterans for Remembrance Day and to commemorate the bicentennial of the War of 1812. Creative concepts were adapted for various ethnic communities and distributed through Canada's network of ethnic media to ensure newcomers were aware of their rights and responsibilities. Royal Canadian Mounted Police and Canadian Forces recruitment advertisements were tailored for underrepresented groups, including women, Aboriginal and visible minorities, to help these organizations build workforces that mirror the diversity of the communities they serve.

The Government also used advertising to increase awareness of important social issues like elder abuse and the dangers associated with illicit drug use.

Finally, as it does once every five years, the Government mounted a large-scale national campaign to inform Canadians of their obligations to complete the 2011 Census of Canada.

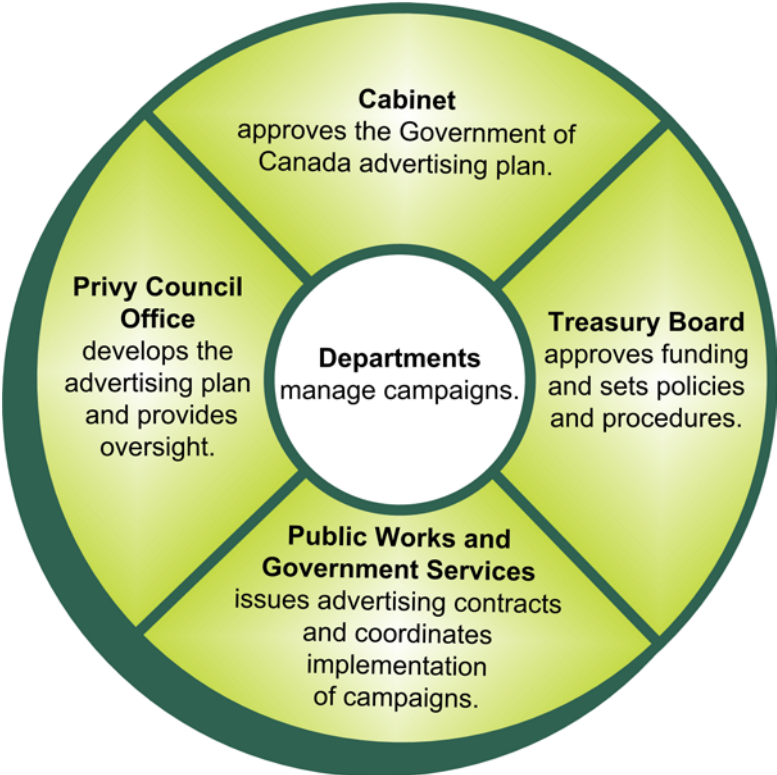
## What is advertising and what costs are included?

Section 23 of the *Communications Policy of 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, Internet, cinema and out-of-home.”

*This report includes the costs associated with the production and placement of advertising, including, campaign planning, the development of creative materials, media planning and media placement.*

# Government of Canada Advertising Process

The Government of Canada advertising process involves many organizations. It is designed to ensure that advertising activities align with government priorities, meet the communication needs of Canadians, comply with acts, policies and procedures, and provide value for money. Each organization has specific responsibilities. Departments are ultimately accountable for their advertising activities.



Each year, the Privy Council Office works with departments to develop a Government of Canada advertising plan that supports the priorities identified in the Speech from the Throne and the Budget. Once approved by Cabinet, the plan is submitted to Treasury Board for funding approval. Once funding is secured, departments work with Public Works and Government Services Canada to implement their campaigns. Public Works and Government Services Canada contracts the advertising agencies, reviews creative materials and media plans for compliance to acts and policies, and manages the government’s media buying agency. The Privy Council Office provides critical oversight throughout the process. Departments evaluate campaign performance and report on results.

# Advertising Expenditures

## Expenditures Summary

TABLE 1 – ADVERTISING EXPENDITURES BY FISCAL YEAR

FISCAL YEAR	IN MILLIONS OF DOLLARS
2011-2012	78.5
2010-2011	83.3
2009-2010	136.3
2008-2009	79.5
2007-2008	84.1

## Media Placement by Type

TABLE 2 – AGENCY OF RECORD MEDIA PLACEMENTS BY TYPE IN 2011-2012

	IN MILLIONS OF DOLLARS	IN PERCENTAGE
Cinema	0.74	1.19
Internet	8.51	13.69
Out-of-home	3.98	6.40
Print Dailies/National News	1.21	1.94
Print Magazines	2.43	3.92
Print Weeklies/Community	5.17	8.31
Radio	17.24	27.74
Television	22.88	36.81

Note: The total for Print Weeklies/Community is higher than other print media because it includes official language, ethnic and Aboriginal newspapers.

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.

**TABLE 3 – AGENCY OF RECORD MEDIA PLACEMENTS BY TYPE FOR 2007-2008 TO 2011-2012  
IN PERCENTAGES**

	2011-2012	2010-2011	2009-2010	2008-2009	2007-2008
Cinema	1.19	5.79	1.49	2.34	0.05
Internet	13.69	14.58	8.02	13.52	8.79
Out-of-home	6.40	7.71	4.58	9.84	6.56
Print Dailies/National News	1.94	4.34	10.61	17.88	14.22
Print Magazines	3.92	5.53	2.41	2.53	4.92
Print Weeklies/Community	8.31	6.65	16.82	9.33	10.90
Radio	27.74	7.58	16.54	13.15	19.26
Television	36.81	47.83	39.54	31.41	35.30

Note: The total for Print Weeklies/Community is higher than other print media because it includes official language, ethnic and Aboriginal newspapers.

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 and Official Language Media

**TABLE 4 – EXPENDITURES IN ETHNIC, ABORIGINAL AND OFFICIAL LANGUAGE MEDIA**

	PRINT	RADIO	TELEVISION	TOTAL
Official Language	\$901,388	\$1,494,390	\$123,601	\$2,519,379
Ethnic	\$1,798,605	\$514,621	\$1,505,503	\$3,818,729
Aboriginal	\$206,746	\$947,983	\$120,741	\$1,275,470

Notes:

The print category excludes spending in magazines.

Official language television 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 minority communities, are reported in Table 2.

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 by Institution

TABLE 5 – ADVERTISING EXPENDITURES BY INSTITUTION

NAME OF INSTITUTION	TOTAL EXPENDITURES WITH AOR	TOTAL EXPENDITURES WITHOUT AOR (PUBLIC NOTICES ONLY)	TOTAL
Atlantic Canada Opportunities Agency	0	91	91
Canada Border Services Agency	14,610	13,963	28,573
Canada Industrial Relations Board	0	615	615
Canada Revenue Agency	6,705,559	26,287	6,731,846
Canadian Artists and Producers Professional Relations Tribunal	0	2,475	2,475
Canadian Centre for Occupational Health and Safety	1,976	0	1,976
Canadian Environmental Assessment Agency	0	164,957	164,957
Canadian Food Inspection Agency	303,289	120,519	423,808
Canadian Grain Commission	0	49,517	49,517
Canadian Institutes of Health Research	0	235,134	235,134
Canadian Northern Economic Development Agency	12,922	0	12,922
Canadian Nuclear Safety Commission	0	49,040	49,040
Canadian Radio-television and Telecommunications Commission	250,198	0	250,198
Correctional Service of Canada	29,435	56,115	85,550
Department of Agriculture and Agri-Food	3,032,307	0	3,032,307
Department of Canadian Heritage	3,069,261	0	3,069,261
Department of Citizenship and Immigration	3,764,486	679	3,765,165
Department of Finance	7,226,520	0	7,226,520
Department of Fisheries and Oceans	83,811	277,317	361,128
Department of Foreign Affairs and International Trade	11,435	16,380	27,815
Department of Health	7,244,075	3,000	7,247,075
Department of Human Resources and Skills Development	11,614,532	316,717	11,931,249
Department of Indian Affairs and Northern Development	227,463	96,570	324,033
Department of Industry	83,676	0	83,676
Department of Justice	0	9,635	9,635
Department of National Defence	5,813,278	45,379	5,858,657
Department of Natural Resources	5,247,758	0	5,247,758



NAME OF INSTITUTION	TOTAL EXPENDITURES WITH AOR	TOTAL EXPENDITURES WITHOUT AOR (PUBLIC NOTICES ONLY)	TOTAL
Department of Public Safety and Emergency Preparedness	1,309,152	0	1,309,152
Department of Public Works and Government Services	61,961	480,763	542,724
Department of the Environment	169,049	21,201	190,250
Department of Transport	24,013	339,910	363,923
Department of Veterans Affairs	3,564,905	935	3,565,840
Federal Economic Development Agency for Southern Ontario	0	19,960	19,960
Financial Consumer Agency of Canada	217,881	0	217,881
Immigration and Refugee Board	0	82,971	82,971
Indian Residential Schools Truth and Reconciliation Commission Secretariat	0	48,158	48,158
National Energy Board	0	63,090	63,090
National Farm Products Council	858	0	858
National Film Board	0	695,743	695,743
National Research Council of Canada	571,061	14,959	586,020
Office of the Commissioner for Federal Judicial Affairs	72,779	0	72,779
Office of the Director of Public Prosecutions	0	20,378	20,378
Office of the Governor General's Secretary	0	39,477	39,477
Parks Canada Agency	571,180	0	571,180
Passport Canada	29,085	0	29,085
Public Health Agency of Canada	240,535	0	240,535
Public Service Commission	0	34,407	34,407
Public Service Labour Relations Board	0	515	515
Registry of the Competition Tribunal	0	89,049	89,049
Royal Canadian Mounted Police	1,512,668	291,429	1,804,097
Statistics Canada	11,332,071	202,758	11,534,829
The National Battlefields Commission	0	147,553	147,553
<b>Total:</b>	<b>74,413,788</b>	<b>4,077,644</b>	<b>78,491,432</b>

Source: 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 cost for all types of advertising activities.

## Government of Canada Advertising Suppliers

PWGSC issued 46 contracts for advertising planning and creative services in 2011-2012. Of these, 87% were call-ups against established Standing Offers, 9% were the result of mini-competitions between suppliers on the advertising Supply Arrangement List and 4% were issued following a request for proposals posted on MERX.

<b>National Standing Offers</b>	Acart Communications Inc.* Agency 59 Ltd.* kbs+p canada* Communications Bleublancrouge Inc.* Compass Communications Inc.* Manifest Communications Inc.* Ogilvy Montréal Inc.* Quiller & Blake Advertising Ltd.*
<b>National Public Notice Standing Offers</b>	Brad Inc.* Compass Communications Inc.* Day Advertising Group Inc.* Quiller & Blake Advertising Ltd.*
<b>National Aboriginal Set-Aside Standing Offers</b>	Poirier Communications Ltd.*
<b>Supply Arrangements</b>	Acart Communications Inc.* Agency 59 Ltd.* kbs+p canada* Brad Inc.* Cartier Communications Marketing Inc. Communications Bleublancrouge Inc.* M5 Marketing Communications Inc.* Manifest Communications Inc.* Marketel/McCann-Erickson Ltd. Ogilvy & Mather* Ogilvy Montréal Inc.* Palm + Havas Inc.* Poirier Communications Ltd.* Target Marketing & Communications Inc.*
<b>Regional Standing Offers</b>	<i>Western Region</i> McKim Cringan George* <i>Ontario Region</i> Acart Communications Inc.* <i>Quebec Region</i> Ogilvy Montréal Inc.* <i>Atlantic Region</i> Compass Communications Inc.*
<b>Contracts Awarded to Firms through MERX</b>	Palm + Havas Inc.* BCP Ltée* kbs+p canada* Manifest Communications Inc.* Ogilvy Montréal Inc.* Acart Communications Inc.* Ogilvy & Mather*

\* Indicates Government of Canada Advertising Services Suppliers that were awarded contracts for 2011-2012.

## Expenditures by Major Campaign (campaigns exceeding \$500K in production and media)

TABLE 6 – ADVERTISING EXPENDITURES BY MAJOR CAMPAIGN

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
<b>Canada Revenue Agency</b>								
<b>Tax Relief Measures*:</b> The campaign provided information on the various tax relief measures available under the Economic Action Plan. Canadians were also encouraged to file their Income Tax and Benefit Return on time and on-line to claim the credits and benefits to which they were entitled.	kbs+p canada	6,705,559	●	●	●	●		
<b>Canadian Heritage</b>								
<b>Digital Television Transition:</b> The campaign let the public know about the Digital TV toll free information line and website that was put in place to help Canadian households adapt to the change from analog to digital television broadcasting in Canada.	Communications Bleublancrouge Inc.	1,736,929		●	●			
<b>Commemoration of the War of 1812:</b> The campaign commemorated the bicentennial of the War of 1812. It educated the public about the lasting legacy of the fight for Canada and important historical figures of the war. Canadians were also encouraged to get involved in the activities and events planned in their communities.	Ogilvy Montréal Inc./ Acart Communications Inc.	1,326,286	●			●		
<b>Department of Citizenship and Immigration</b>								
<b>Services to Newcomers:</b> The campaign informed newcomers in urban centers and people who had been in Canada less than three years, about the services available to help them adapt to life in their new country. Products were printed in 14 languages and broadcast in 8 languages to ensure the message was clear and well understood by ethnic communities.	M5 Marketing Communications Inc.	1,842,303	●	●		●		

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
<p><b>Combating Immigration Fraud:</b> The campaign was designed to inform people wanting to immigrate, or stay in Canada, about the risks of immigration fraud. The advertisements targeted newcomers to Canada and family members of would-be immigrants already in Canada and focused on crooked immigration consultants and marriage fraud.</p>	Quiller & Blake Advertising Ltd.	1,852,582	●	●		●		●
<b>Department of Finance</b>								
<p><b>Jobs and Growth*:</b> The campaign informed Canadians about the various measures and benefits in the next phase of Canada's Economic Action Plan and steps they can take. It highlighted opportunities such as training for young people, retraining for older workers, support for small business and manufacturers. The public was invited to consult <a href="http://actionplan.gc.ca">actionplan.gc.ca</a> and 1 800 O-Canada to learn more about the programs available to them.</p>	Acart Communications Inc.	4,779,865	●			●		
<p><b>Measures in Budget 2011*:</b> The campaign focused on the next phase of the government's plan to create jobs and protect Canadians during the global recession. It highlighted opportunities, such as tax incentives, apprenticeship grants and education programs available to Canadians to improve their situation.</p>	Agency 59 Ltd.	2,446,656		●	●	●		
<b>Department of Human Resources and Skills Development</b>								
<p><b>Apprenticeship Grants*:</b> The campaign encouraged groups underrepresented in the trades, specifically women, newcomers, people with disabilities and Aboriginals to complete apprenticeships in designated Red Seal Programs. It promoted grants of up to \$4,000 for eligible recipients for tuition, travel, tools or other expenses.</p>	M5 Marketing Communications Inc.	2,292,112		●	●	●		●

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
<b>Better Jobs*:</b> The campaign promoted the importance of acquiring and upgrading professional skills and pursuing post-secondary education in order to secure a better job. Aimed at Canadian youth aged 15 to 30, it highlighted the resources, programs and services available to students to enhance skills and provide financial assistance.	Acart Communications Inc.	4,778,243	●			●		
<b>Elder Abuse:</b> The campaign educated seniors and near-seniors on the signs and symptoms of elder abuse and where to get help. Families and professionals who work with seniors (e.g. doctors, financial planners, financial institutions, lawyers) were also targeted to help them identify people at risk.	Acart Communications Inc.	4,155,337	●	●		●		
<b>Department of Health</b>								
<b>National Anti-Drug Strategy:</b> The DrugsNot4Me campaign, which is part of the National Anti-Drug Strategy, informed youth and parents about the dangers associated with illicit drugs. Drug prevention messages directed at youth were complemented by the promotion of tools, available from Health Canada, to help parents talk to their teens about drugs.	kbs+p canada	5,561,983	●			●	●	●
<b>Department of National Defence</b>								
<b>Priority Occupations:</b> DND continued its national recruitment efforts with the Priority Occupations campaign. The main objectives for 2011-2012 were to build and sustain awareness of full- and part-time job opportunities and to dispel myths and misconceptions about life in the Forces. The campaign encouraged women, Aboriginals and visible minorities to visit a Canadian Forces recruiting centre or to get more information through the FORCES.CA website or toll free number.	Agency 59 Ltd. /Poirier Communications Ltd.	4,610,076	●	●	●	●		●

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
<b>Department of Natural Resources</b>								
<p><b>ecoENERGY Retrofit — Homes Program:</b> The campaign informed homeowners of the opportunity to receive grants up to \$5,000 to make their homes more energy-efficient and reduce the burden of high energy costs. Homeowners were informed of the process to follow to apply for the grant and to consult the website for more information.</p>	Acart Communications Inc.	5,247,758	●	●	●	●		●
<b>Department of Public Safety</b>								
<p><b>Get Cyber Safe:</b> The national public awareness campaign was created in collaboration with international security groups to educate users about Internet security and the simple steps that can be taken to protect yourself online.</p>	Manifest Communications Inc.	1,309,152			●	●		
<b>Department of Veterans Affairs</b>								
<p><b>2011 Remembrance Vignette:</b> The 2011 Remembrance Vignette recognized Canada's Veterans, young and old, male and female, whenever and wherever they served. The campaign directed television viewers to <i>veterans.gc.ca</i> where they could find more information on Veterans Week activities.</p>	Ogilvy Montréal Inc.	3,249,092	●			●		
<b>Royal Canadian Mounted Police</b>								
<p><b>National Recruitment Campaign:</b> The campaign supported the RCMP's goal to have a workforce reflective of the communities it serves. Women, visible minorities and aboriginal cadets were encouraged to get more information on careers and opportunities for them in Canada's national police force.</p>	Ogilvy Montréal Inc./ Poirier Communications Ltd.	1,472,363		●	●	●	●	●

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
<b>Statistics Canada</b>								
<p><b>2011 Census:</b> The 2011 Census campaign explained the importance of the questionnaire and encouraged the public to complete it promptly, accurately and online. It included assurances that their personal and confidential information was protected under the <i>Statistics Act</i>.</p>	BCP Ltée	10,710,366		●	●	●		●

\* Indicates campaigns that fall under the Economic Action Plan umbrella.

# Appendices

## Appendix I

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### Useful Links

**Agency of Record, Standing Offers and Supply Arrangements for Advertising Services**

<http://www.tpsqc-pwgsc.gc.ca/pub-adv/ac-ar-eng.html>

***Communications Policy of the Government of Canada***

<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316&section=text>

***Official Languages Act***

The following links to excerpts of the *Official Languages Act* as it relates to Government of Canada Advertising:

<http://laws-lois.justice.gc.ca/eng/acts/O-3.01/page-3.html?term=#s-11>



## Appendix II

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### Advertising Glossary

#### Advertising:

In the Treasury Board 2006 *Communications Policy of the 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, Internet, cinema and out-of-home.

#### 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 advertising.

#### Call-up Against a Standing Offer:

See “Standing Offer”.

#### 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 \(www\)](http://www.merx.gc.ca) web site.

#### Out-of-home:

An advertising medium to which audiences are exposed to outside the home. These media include mall posters, billboards, bus and transit-shelter advertisements, and digital media such as screens in doctor's offices or kiosks, but excludes cinema.

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### **Public Notices:**

Public notices, such as those providing information about requests for tenders, public hearings, offers of employment and changes to business hours and addresses are a form of advertising. Public notices often deal with regional or local matters, and departments have the choice to purchase the media for public notices themselves or to use the services of the Government of Canada's Agency of Record.

### **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.

### **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.

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## 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 2011-2012 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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