



2012-2013

Annual Report on Government of Canada Advertising Activities



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The major figures of the War of 1812 whose portraits appear on the cover page are the following. From left to right: Major-General Sir Isaac Brock (Hero of Upper Canada), Tecumseh (Shawnee War Chief), Laura Secord (Heroine of Beaver Dams) and Charles de Salaberry (Hero of Châteauguay).

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Introduction

The Government of Canada has spent \$69 million on advertising for fiscal year 2012-2013.

Through careful planning and efficient media buying strategies, the government sustained its communications with Canadians throughout the year. Overall spending was close to \$10 million less or 12% below the 2011-2012 level. The government secured prime advertising space at preferential rates, including spots in high visibility programs like the Canadian broadcasts of the London 2012 Summer Olympic Games, by leveraging the advertising budgets of multiple departments and buying early when rates are low.

Overall, some 48 institutions used advertising to inform parents, travellers, newcomers to Canada, business owners, veterans and their families, students, workers and the general public about the wide variety of government resources, programs and services available to them, and to promote the country's history and heritage.

Economic Action Plan advertising campaigns provided information on skills and training programs, tax incentives and information on actions taken to develop Canada's natural resources responsibly.

Activities to commemorate the 200th anniversary of the War of 1812 continued while other key campaigns supported important international priorities. Citizenship and Immigration Canada sponsored the *Combating Immigration Fraud* and the *Services to Newcomers* campaigns to warn people wanting to immigrate or stay in Canada about the risks of marriage fraud and to provide information on the services available to help newcomers to Canada succeed. Foreign Affairs and International Trade launched two campaigns, one to outline their commitment to providing comprehensive travel information for Canadians and the other to raise awareness of bilateral and regional trade agreements to help Canadian businesses succeed in foreign markets.

The full range of advertising activities and costs for fiscal year 2012-2013 are documented in this eleventh *Annual Report on Government of Canada Advertising Activities*.

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.



For more information on the advertising process and roles and responsibilities, please visit <http://www.tpsgc-pwgsc.gc.ca/pub-adv/roles-eng.html>.

Advertising Expenditures

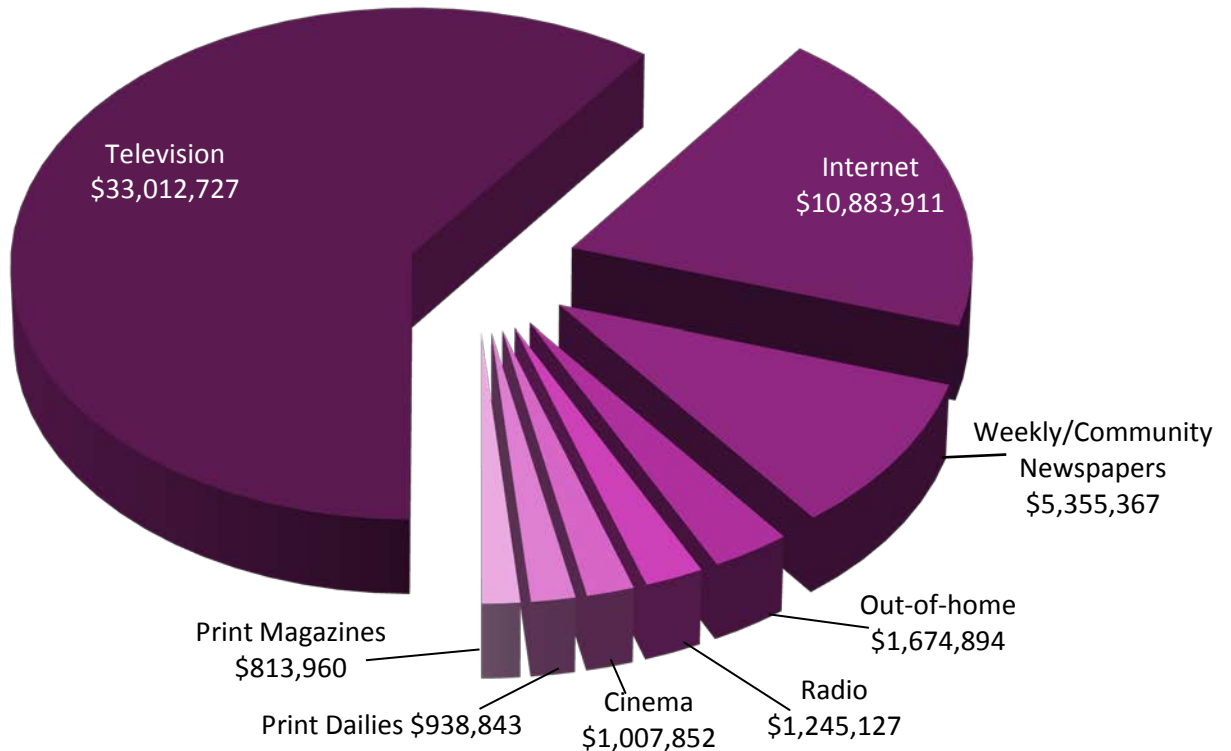
Expenditures Summary

TABLE 1 – ADVERTISING EXPENDITURES BY FISCAL YEAR

FISCAL YEAR	IN MILLIONS OF DOLLARS
2012-2013	69.0
2011-2012	78.5
2010-2011	83.3
2009-2010	136.3
2008-2009	79.5

Media Placements by Type

TABLE 2 – AGENCY OF RECORD MEDIA PLACEMENTS BY TYPE IN 2012-2013



Note: The total for Weekly/Community Newspapers 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 2008-2009 TO 2012-2013 IN PERCENTAGES

	2012-2013	2011-2012	2010-2011	2009-2010	2008-2009
Cinema	1.83	1.19	5.79	1.49	2.34
Internet	19.81	13.69	14.58	8.02	13.52
Out-of-home	3.05	6.40	7.71	4.58	9.84
Print Dailies	1.71	1.94	4.34	10.61	17.88
Print Magazines	1.48	3.92	5.53	2.41	2.53
Weekly/Community Newspapers	9.75	8.31	6.65	16.82	9.33
Radio	2.27	27.74	7.58	16.54	13.15
Television	60.10	36.81	47.83	39.54	31.41

Note: The total for Weekly/Community Newspapers 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.

Official Language, Ethnic and Aboriginal Media

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

	PRINT	RADIO	TELEVISION	TOTAL
Official Language	\$732,451	\$161,687	\$330,548	\$1,224,686
Ethnic	\$1,693,275	\$183,144	\$1,239,228	\$3,115,647
Aboriginal	\$58,127	\$353,417	\$204,320	\$615,864

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 Tables 2 and 3.

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
Canada Border Services Agency		1,580	1,580
Canada Revenue Agency	7,020,497	30,524	7,051,021
Canadian Environmental Assessment Agency		154,056	154,056
Canadian Food Inspection Agency	98,581	50,692	149,273
Canadian Grain Commission		59,914	59,914
Canadian Institutes of Health Research		399,136	399,136
Canadian Northern Economic Development Agency		11,743	11,743
Canadian Nuclear Safety Commission		106,060	106,060
Canadian Polar Commission		375	375
Canadian Radio-television and Telecommunications Commission	194,128		194,128
Correctional Service of Canada		12,220	12,220
Courts Administration Service		5,905	5,905
Department of Agriculture and Agri-Food	641,673		641,673
Department of Canadian Heritage	4,127,409	2,967	4,130,376
Department of Citizenship and Immigration	4,639,652	2,501	4,642,153
Department of the Environment	28,500	29,330	57,830
Department of Finance	14,891,026		14,891,026
Department of Fisheries and Oceans	8,869	262,444	271,313
Department of Foreign Affairs and International Trade*	1,611,990	225,542	1,837,532
Department of Health	5,946,720		5,946,720
Department of Human Resources and Skills Development	9,392,600	74,212	9,466,812
Department of Indian Affairs and Northern Development	283,166	91,485	374,651
Department of Industry	16,375		16,375

*Totals for Foreign Affairs and International Trade includes Passport Office expenditures

Department of Justice	21,313	567	21,880
Department of National Defence	3,557,143	34,132	3,591,275
Department of Natural Resources	8,228,706		8,228,706
Department of Public Works and Government Services	89,463	249,073	338,536
Department of Transport		289,247	289,247
Department of Veterans Affairs	3,497,181	1,300	3,498,481
Economic Development Agency of Canada for the Regions of Quebec		2,898	2,898
Federal Economic Development Agency for Southern Ontario		22,640	22,640
Financial Consumer Agency of Canada	229,235		229,235
Immigration and Refugee Board		97,770	97,770
National Energy Board		70,186	70,186
National Farm Products Council		63,023	63,023
National Film Board		359,918	359,918
National Research Council of Canada	64,303	48,244	112,548
Office of the Coordinator, Status of Women	206,263		206,263
Office of the Director of Public Prosecutions		24,903	24,903
Office of the Governor General's Secretary		134,988	134,988
Office of the Superintendent of Financial Institutions		699	699
Parks Canada Agency	412,099	154,715	566,814
Public Health Agency of Canada	365,489		365,489
Public Service Commission		8,997	8,997
Public Service Labour Relations Board		759	759
Registry of the Competition Tribunal		41,026	41,026
Royal Canadian Mounted Police	2,846	198,027	200,874
The National Battlefields Commission		142,547	142,547
Total:	65,575,227	3,466,345	69,041,572

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 costs for all types of advertising activities.

Government of Canada Advertising Suppliers

PWGSC awarded 27 contracts for advertising planning and creative services in 2012-2013. Of these, 89% were call-ups against established Standing Offers, 4% were the result of competitions between suppliers on the advertising Supply Arrangement List and 7% were issued following a request for proposals posted on MERX.

National Standing Offers	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.*
National Public Notice Standing Offers	Brad Inc.* Compass Communications Inc.* Day Advertising Group Inc.* Quiller & Blake Advertising Ltd.*
National Aboriginal Set-Aside Standing Offers	Poirier Communications Ltd.*
Supply Arrangements	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.*
Regional Standing Offers	<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.*
Contracts Awarded to Firms through MERX	Acart Communications Inc.*

* Indicates Government of Canada Advertising Services Suppliers that were awarded contracts for 2012-2013.

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
Canada Revenue Agency								
Tax Savings: The campaign encouraged Canadian taxpayers to claim the various tax relief measures introduced by the Government of Canada to help individuals, families and small businesses, and to file their tax returns online and on time.	Acart Communications Inc.	7,020,497	●	●		●		●
Department of Canadian Heritage								
War of 1812: Commemorating the bicentennial of the War of 1812, the campaign raised awareness about the lasting legacy of the fight for Canada and the important historical figures of the war. Canadians were also encouraged to get involved in the activities and events planned in their communities.	Acart Communications Inc. and Ogilvy Montréal Inc.	4,118,772	●			●	●	
Department of Citizenship and Immigration								
Services to Newcomers: The 2012-2013 campaign built on the success of previous Services to Newcomers campaigns with information about the services available to help newcomers make a new home in Canada and to succeed in the Canadian workplace.	Acart Communications Inc. and M5 Marketing Communications Inc.	3,723,952	●	●	●	●		●
Combating Immigration Fraud: The campaign raised awareness of immigration fraud, including marriage fraud, and informed newcomers and families of would-be immigrants already in Canada of their rights and responsibilities.	Quiller & Blake Advertising Ltd.	828,648	●	●		●		

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
Department of Finance								
Canada's Economic Action Plan: The campaign highlighted the measures and programs from the Economic Action Plan 2012 that are available to help Canadians, to grow the economy, to fuel job creation and to increase Canada's international competitiveness.	Acart Communications Inc.	14,891,026	●		●	●		
Department of Foreign Affairs and International Trade								
Information for Travellers: The campaign directed Canadians travelling abroad to take advantage of the invaluable and comprehensive travel information available at the new one-stop, all-inclusive <i>travel.gc.ca</i> website.	Communications Bleublancrouge Inc.	826,197				●		
Supporting Canadian Business in Foreign Markets: The campaign informed Canadian businesses of bilateral and regional trade agreements and other benefits that have been secured by the Government of Canada to help them succeed in foreign markets.	Manifest Communications Inc.	774,910		●	●	●		
Department of Health								
Protecting Health and Safety of Canadians: The campaign promoted practical information that Canadian parents and consumers can easily access to help them protect the health and safety of their families and make informed purchase decisions.	Ogilvy Montréal Inc.	5,009,748	●			●	●	●
Department of Human Resources and Skills Development								
Better Jobs: The campaign highlighted the contribution that post-secondary education and professional skills make to securing a good job and provided information on skills training and education programs that are available from the Government of Canada.	Acart Communications Inc.	6,098,973	●			●		
Old Age Security: The purpose of this campaign was to communicate the changes to Old Age Security, the facts about Canada's pension plans, the importance of planning for retirement, and where to go for detailed information.	Quiller & Blake Advertising Ltd.	3,142,107		●		●		

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
Department of National Defence								
Priority Occupations: National Defence continued its efforts to build and sustain awareness of full- and part-time job opportunities and to dispel myths about life in the Forces. The campaign also encouraged women, Aboriginals and visible minorities seeking information about career and educational opportunities to visit <i>forces.ca</i> or a Canadian Forces Recruiting Centre.	Acart Communications Inc.	3,453,392	●	●	●	●	●	●
Department of Natural Resources								
Responsible Resource Development: The campaign informed Canadians about the significance of natural resources to Canada's economic well-being, job creation and quality of life, and how the Government is supporting the timely development of resources via regulatory reform and programs and services aimed at protecting the environment.	M5 Marketing Communications Inc.	8,228,706	●			●		
Department of Veterans Affairs								
Remembrance Week 2012: The 2012 Remembrance Week campaign recognized the contributions made by Canada's Veterans, young and old, male and female, whenever and wherever they served and encouraged all Canadians to learn more and to get involved in Veteran's Week by visiting <i>veterans.gc.ca</i> .	Compass Communications Inc.	3,488,181	●	●		●		

Appendices

Appendix I

Useful Links

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

<http://www.tpsgc-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§ion=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

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.

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.

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 2012-2013 fiscal year.

The government welcomes the comments and questions of all Canadians.

To submit comments or questions, please contact:

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