



Public Works and
Government Services
Canada

Travaux publics et
Services gouvernementaux
Canada

Canada



Serving
GOVERNMENT,
Serving
CANADIANS.

Au service du
GOUVERNEMENT,
au service des
CANADIENS.



2013-2014

Annual Report on Government of Canada Advertising Activities

veterans.gc.ca/iremember



2013-2014 Annual Report on Government of Canada Advertising Activities

The Government of Canada advertising campaigns featured on the cover page are the following. From left to right: Protecting the Health and Safety of Canadians – Health Canada; Tax Savings – Canada Revenue Agency; Remembrance Vignette – Veterans Affairs Canada; and Anti-Cyberbullying – Public Safety Canada

Published by **Public Works and Government Services Canada**
2015

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from PWGSC for all other use.
For more information, please contact the Advertising Coordination and Partnerships Directorate at 613-943-4848.
The *Annual Report on Government of Canada Advertising Activities* is available online at:
<http://www.tpsgc-pwgsc.gc.ca/pub-adv/annuel-annual-eng.html>

Catalogue Number: P100-2/2014E-PDF

ISSN: 1925-8887

Table of Contents

Introduction	1
Advertising Expenditures	2
Expenditures Summary	2
Media Placements by Type	2
Official Language, Ethnic and Aboriginal Media	3
Expenditures by Institution	4
Government of Canada Advertising Suppliers	6
Expenditures by Major Campaign	7
Appendices	10
Appendix I – Government of Canada Advertising Process	10
Appendix II – Useful Links	11
Appendix III – Advertising Glossary	12
An Invitation to Readers	14

Introduction

The Government of Canada spent \$75.2 million on advertising in 2013-2014.

During 2013-2014, the government launched campaigns to address important economic and social issues arising from the use of mobile technology and new media. In response to public discussion about competition in the wireless market, Industry Canada launched the *More Choices* campaign to ensure Canadians had the facts about Government of Canada telecommunications policy and the measures introduced to deliver cutting edge technologies to Canadian families at affordable prices. Public Safety Canada developed the *Anti-Cyberbullying* campaign to inform Canadians of the new *Criminal Code* offence prohibiting the nonconsensual distribution of intimate images over the Internet. Hard-hitting television and online advertisements also encouraged parents and youth to intervene early to stop cyberbullying.

Three campaigns continued in 2013-2014. Health Canada sustained efforts to encourage people from all walks of life to take an active role in protecting themselves and their families. The *Protecting the Health and Safety of Canadians* campaign, now in its 4th year, employed a mix of traditional and digital media to relay information on product safety and recalls, safe food handling, injury prevention, immunization and positive steps for a healthy pregnancy. The *Services to Newcomers* campaign from Citizenship and Immigration Canada highlighted government measures to create a fast and flexible immigration system, including simplifying the process to recognize the credentials of foreign workers and introducing super visas to speed-up family reunification. And, Veterans Affairs Canada launched its annual *Remembrance Campaign* to encourage Canadians to honour the men and women who made the ultimate sacrifice for Canada by getting actively involved in remembrance activities.

A new whole-of-government web fund was established at Public Works and Government Services Canada to facilitate the rapid placement of digital advertisements, for departments, on major government announcements and emerging issues. For example, campaigns about Canada's wireless policy, the signing of the Comprehensive Economic and Trade Agreement (CETA), and federal funding for athletes as a lead-in to the 2014 Olympic Games in Sochi were managed through this mechanism.

Finally, Canadians were informed of the various measures and programs available in the Economic Action Plan to stimulate jobs and growth and increase Canada's long-term prosperity. Through campaigns such as, Employment and Social Development Canada's *Better Jobs*, Canada Revenue Agency's *Tax Savings* and Natural Resources Canada's *Responsible Resource Development*, Canadians learned about various employment support programs and tax relief measures, as well as initiatives to strengthen regulations to control the development of Canada's natural resources and to safeguard the environment.

Advertising activities and costs for fiscal year 2013-2014 are documented in this twelfth *Annual Report on Government of Canada Advertising Activities*.

Advertising Expenditures

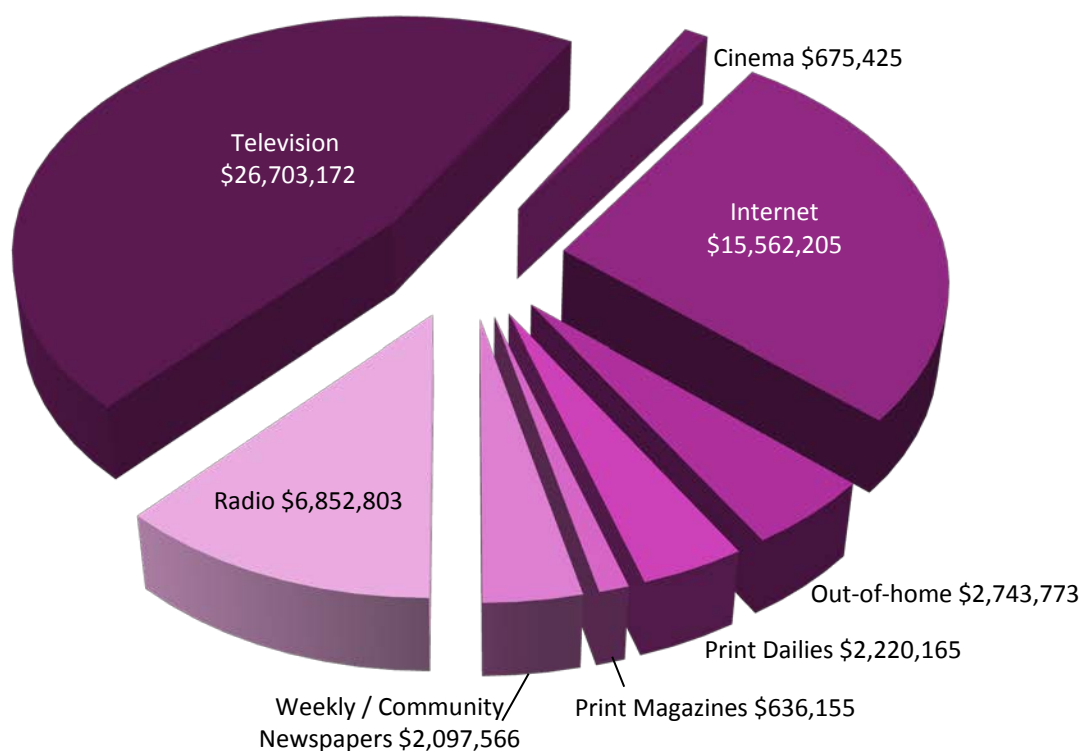
Expenditures Summary

TABLE 1 – ADVERTISING EXPENDITURES BY FISCAL YEAR

FISCAL YEAR	IN MILLIONS OF DOLLARS
2013-2014	75.2
2012-2013	69.0
2011-2012	78.5
2010-2011	83.3
2009-2010	136.3

Media Placements by Type

TABLE 2 – AGENCY OF RECORD MEDIA PLACEMENTS BY TYPE IN 2013-2014



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 2009-2010 TO 2013-2014 IN PERCENTAGES

	2013-2014	2012-2013	2011-2012	2010-2011	2009-2010
Cinema	1.17	1.83	1.19	5.79	1.49
Internet	27.07	19.81	13.69	14.58	8.02
Out-of-home	4.77	3.05	6.40	7.71	4.58
Print Dailies	3.86	1.71	1.94	4.34	10.61
Print Magazines	1.11	1.48	3.92	5.53	2.41
Weekly/Community Newspapers	3.65	9.75	8.31	6.65	16.82
Radio	11.92	2.27	27.74	7.58	16.54
Television	46.45	60.10	36.81	47.83	39.54

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	\$432,388	\$622,363	\$80,918	\$1,135,669
Ethnic	\$747,750	\$427,811	\$665,644	\$1,841,205
Aboriginal	\$50,275	\$466,167	\$118,956	\$635,398

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.

What is advertising and what costs are included?

In the *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, including but not limited to, newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, Internet and any other digital medium*. 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.

Expenditures by Institution

TABLE 5 – ADVERTISING EXPENDITURES BY INSTITUTION

NAME OF INSTITUTION	TOTAL EXPENDITURES WITHOUT AOR (PUBLIC NOTICES ONLY)	TOTAL EXPENDITURES WITH AOR	TOTAL
Aboriginal Affairs and Northern Development Canada	198,352.60	349.70	198,702.30
Agriculture and Agri-Food Canada	0.00	163,424.74	163,424.74
Atlantic Canada Opportunities Agency	0.00	13,637.95	13,637.95
Canada Border Services Agency	18,889.20	0.00	18,889.20
Canada Revenue Agency	14,474.27	7,048,171.76	7,062,646.03
Canadian Environmental Assessment Agency	182,236.61	0.00	182,236.61
Canadian Food Inspection Agency	44,480.64	223,118.13	267,598.77
Canadian Grain Commission	13,847.85	0.00	13,847.85
Canadian Heritage	0.00	28,680.82	149,097.07
Digital campaign managed through PWGSC	0.00	120,416.25	
Canadian Institutes of Health Research	309,630.31	0.00	309,630.31
Canadian Northern Economic Development Agency	27,970.58	0.00	27,970.58
Canadian Nuclear Safety Commission	99,711.29	0.00	99,711.29
Canadian Polar Commission	1,080.00	0.00	1,080.00
Canadian Radio-television and Telecommunications Commission	0.00	20,828.76	20,828.76
Citizenship and Immigration Canada	0.00	1,877,342.48	1,877,342.48
Correctional Service Canada	33,502.55	0.00	33,502.55
Department of Finance Canada	0.00	10,543,894.72	10,543,894.72
Department of Justice Canada	9,879.54	14,356.45	24,235.99
Environment Canada	47,526.65	10,029.22	57,555.87
Federal Economic Development Agency for Southern Ontario	4,400.00	0.00	4,400.00
Financial Consumer Agency of Canada	0.00	424,971.77	424,971.77
Fisheries and Oceans Canada	161,187.58	7,584.00	168,771.58
Foreign Affairs, Trade and Development Canada	233,821.55	3,170.12	703,550.97
Digital campaign managed through PWGSC	0.00	466,559.30	
Health Canada	1,200.00	5,227,656.58	5,228,856.58
Human Resources and Skills Development Canada	33,138.00	11,633,575.36	11,666,713.36

NAME OF INSTITUTION	TOTAL EXPENDITURES WITHOUT AOR (PUBLIC NOTICES ONLY)	TOTAL EXPENDITURES WITH AOR	TOTAL
Immigration and Refugee Board of Canada	998.00	0.00	998.00
Industry Canada	0.00	7,706,706.40	8,598,986.24
Digital campaign managed through PWGSC	0.00	892,279.84	
National Battlefields Commission, The	109,725.01	0.00	109,725.01
National Defence	34,592.11	3,058,345.68	3,092,937.79
National Energy Board	185,252.75	0.00	185,252.75
National Farm Products Council of Canada	31,280.23	0.00	31,280.23
National Film Board	300,651.68	0.00	300,651.68
National Research Council Canada	52,722.00	11,782.00	64,504.00
Natural Resources Canada	0.00	11,058,800.20	11,058,800.20
Office of the Secretary to the Governor General	72,715.12	0.00	72,715.12
Office of the Superintendent of Financial Institutions	32,806.00	0.00	32,806.00
Parks Canada	223,613.00	1,006,629.95	1,230,242.95
Public Health Agency of Canada	0.00	169,732.50	169,732.50
Public Prosecution Service of Canada	9,674.40	0.00	9,674.40
Public Safety Canada	0.00	4,273,941.91	4,273,941.91
Public Service Commission of Canada	12,435.50	0.00	12,435.50
Public Works and Government Services Canada*	162,400.63	631,271.12	793,671.75
Royal Canadian Mounted Police	364,904.13	759,776.69	1,124,680.82
Statistics Canada	1,720.84	66,049.17	67,770.01
Transport Canada	371,836.94	0.00	371,836.94
Veterans Affairs Canada	4,550.00	3,902,115.47	4,338,971.57
Digital campaigns managed through PWGSC	0.00	432,306.10	
Western Economic Diversification Canada	8,667.27	0.00	8,667.27
Total:	3,415,874.83	71,797,505.14	75,213,379.97

*Total includes expenditures for the Office of the Procurement Ombudsman

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

In 2013-2014, a total of 40 contracts were awarded for advertising services including strategic planning, creative and production services and media planning. The large majority, 28 were calls-ups against the Standing Offers, eight were the result of a competition among suppliers on the Supply Arrangements and four were issued following a request for proposal posted on buyandsell.gc.ca or merx.gc.ca. The table below lists all the suppliers that provided advertising services to government institutions in 2013-2014.

In June 2014, PWGSC renewed the advertising Standing Offers and Supply Arrangements through a competitive process. A list of the successful suppliers is available on the [Information for Industry](#) page of the Government Advertising website.

Standing Offers	Acart Communications Inc.
	Agency 59 Ltd.
	BCP Ltée
	Brad Inc.
	Communications Bleublancrouge Inc.
	Compass Communications Inc.
	kbs+p canada
	MacLaren McCann Canada Inc.
	Manifest Communications Inc.
	Ogilvy Montréal Inc.
Standing Offers for Public Notice	Acart Communications Inc.
	Compass Communications Inc.
	Quiller & Blake Advertising Ltd.
Aboriginal Set-Aside Standing Offers	Spirit Creative Advertising & Promotion Inc.
Supply Arrangements	Acart Communications Inc.
	Agency 59 Ltd.
	BCP Ltée
	Entreprise de communications Tank Inc.
	kbs+p canada
	M5 Marketing Communications Inc.
	Manifest Communications Inc.
	Ogilvy Montréal Inc.
Request for Proposal on Buyandsell.gc.ca or merx.gc.ca	Acart Communications Inc.
	Agency 59 Ltd.
	kbs+p canada
	Fleishman Hillard Canada Corp.

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: To encourage taxpayers to claim the tax relief measures to which they may be entitled and file their tax returns online and on time.	kbs+p canada, Agency 59 Ltd. and Ogilvy Montréal Inc.	5,718,793	•	•		•		•
Citizenship and Immigration Canada								
Services to Newcomers: To inform newcomers about the steps the Government of Canada is taking to create a fast and flexible immigration system, including improvements to foreign credential recognition services and super visas to speed-up family reunification.	Acart Communications Inc.	1,766,354		•	•	•		•
Finance Canada								
Economic Action Plan (EAP): An awareness campaign to inform Canadians of the tangible programs and benefits available to them through the Economic Action Plan.	kbs+p canada and Ogilvy Montréal Inc.	10,543,895	•	•	•	•		
Health Canada								
Protecting Health and Safety of Canadians: To raise awareness among Canadians of the health and safety information available on HealthyCanadians.gc.ca	Ogilvy Montréal Inc.	4,788,138		•	•	•		•
Human Resources and Skills Development Canada								
Better Jobs (Skills Initiatives): To encourage youth to pursue education in high demand fields and to inform Canadians of programs to support training and skills development to succeed in today's job market.	Acart Communications Inc., kbs+p canada and Ogilvy Montréal Inc.	11,268,598	•	•	•	•		

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
Industry Canada								
Wireless Telecommunications: To provide the facts about Government of Canada telecommunications policy and measures to improve services and costs for consumers.	Compass Communications Inc. and BCP Ltée	7,575,374	•	•	•	•		
Digital campaign managed through PWGSC	MacLaren McCann Canada Inc.	892,279						
National Defence								
Priority Occupations: To build and sustain awareness of job opportunities and dispel myths about life in Canada's Armed Forces, and encourage Aboriginals and visible minorities to seek information on career opportunities at <i>forces.ca</i> or a Canadian Forces Recruiting Centre.	Acart Communications Inc.	909,469		•		•		
Women's Recruitment Campaign: To encourage women to seek information on career opportunities in the Canadian Armed Forces.	Acart Communications Inc.	2,088,421		•		•		•
Natural Resources Canada								
Responsible Resource Development: To provide factual information about the importance of the natural resources sector to Canada's economy and to highlight improvements to the regulatory system to safeguard the environment.	M5 Marketing Communications Inc. and Ogilvy Montréal Inc	5,239,685	•		•	•		
International Stakeholder Engagement component	M5 Marketing Communications Inc. and Fleishman Hillard Canada	5,819,115		•		•		•
Public Safety Canada								
Anti-Cyberbullying: To inform parents and youth of the potential legal consequences of cyberbullying, its social impact as well as how to prevent it.	Manifest Communications Inc.	4,273,942	•			•	•	

CAMPAIGN AND DESCRIPTION	CREATIVE AGENCY	COST	Television	Print	Radio	Internet	Cinema	Out-of-home
Royal Canadian Mounted Police								
A Career Nowhere Near Ordinary: To attract highly qualified and diverse candidates to meet the current and projected operational requirements of the RCMP.	Acart Communications Inc., Agency 59 Ltd. and Ogilvy Montréal Inc.	751,317			•	•		
Veterans Affairs Canada								
Remembrance Vignette: To encourage Canadians to honour the men and women who made the ultimate sacrifice for Canada by getting actively involved in remembrance activities.	Manifest Communications Inc.	3,884,871	•	•		•		•

Appendices

Appendix I

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>.

Appendix II

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 III

Advertising Glossary

Advertising:

Any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to, newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, Internet and any other digital medium.

Advertising Activities:

Activities relating to the production and placement of advertising. These activities include campaign planning, creative development, pre-testing, production, media planning, placement of advertising and evaluation.

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.

Buy and Sell:

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 <https://buyandsell.gc.ca/>.

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, etc.

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 buyandsell.gc.ca, 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 advertising activities undertaken by the Government of Canada in fiscal year 2013-2014.

The government welcomes your feedback.

To submit comments or questions, please contact:

Advertising Coordination and Partnerships Directorate

Integrated Services Branch

Public Works and Government Services Canada

www.pwgsc-tpsgc.gc.ca

Ottawa, Ontario K1A 0S5

Email: DGSIPublicite.ISBAdvertising@tpsgc-pwgsc.gc.ca