



Government
of Canada

Gouvernement
du Canada

ANNUAL REPORT ON GOVERNMENT OF CANADA **ADVERTISING ACTIVITIES**



Canada

2016^{to}2017



2016 TO 2017 ANNUAL REPORT ON GOVERNMENT OF CANADA ADVERTISING ACTIVITIES

The Government of Canada advertising campaigns featured on the cover page are, from left to right:
Seasonal flu – Public Health Agency of Canada; Women in science, technology, engineering and mathematics –
Innovation, Science and Economic Development Canada; 2016 Census of Population – Statistics Canada.

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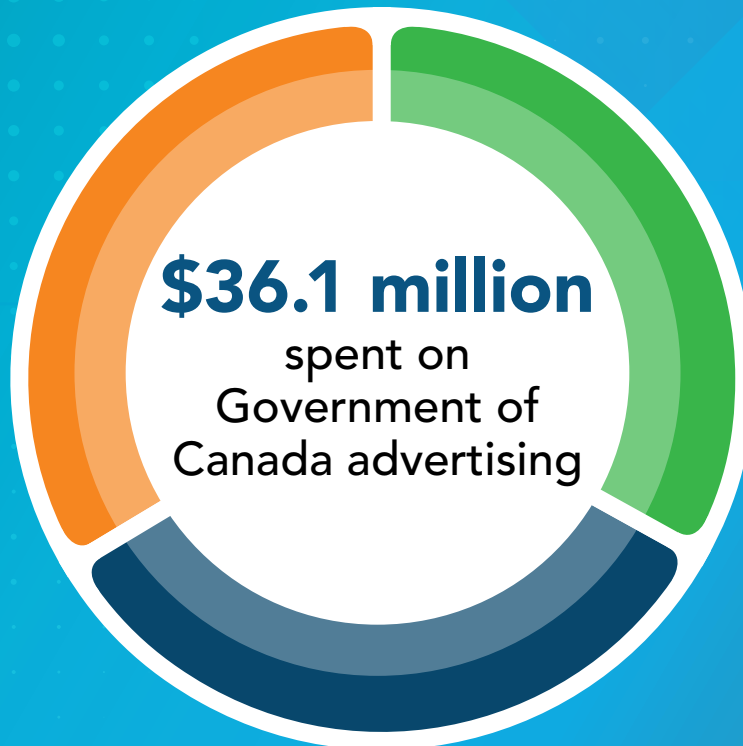
ABOUT THIS REPORT

The 15th edition of the **Annual Report on Government of Canada Advertising Activities** consists of information on Government of Canada advertising expenditures, new processes in place for the management of advertising activities, major campaigns and results from select campaigns.

In accordance with the *Policy on Communications and Federal Identity*, Public Services and Procurement Canada produces the Annual Report on Government of Canada Advertising Activities. All figures are exclusive of tax and apply to government institutions included in Schedules I, I.1 and II of the *Financial Administration Act*.

2016 TO 2017 year in review

53
institutions
advertised



1209

media outlets
selected by the
Agency of Record

107
campaigns





INTRODUCTION

Government of Canada advertising is an important way to convey essential information to Canadians in an efficient and timely manner, including on government policies, programs and services, rights and responsibilities, as well as risks to public health, safety and the environment. In fiscal year 2016 to 2017, the Government of Canada spent \$36.1 million on advertising (including planning, production of creative materials and media). Typically, through advertising, Canadians are invited to take part in an event, visit a website, call a telephone number for more information, or to take advantage of the programs and services advertised.

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, the internet, and any other digital medium.

Non-partisan review

With the launch of the *Policy on Communications and Federal Identity* on May 11, 2016, a new oversight mechanism for advertising came into effect – the non-partisan review. All government advertising campaigns with budgets over \$500,000 must be reviewed to ensure that creative materials are non-partisan. Campaigns with smaller budgets may also be voluntarily submitted for review.

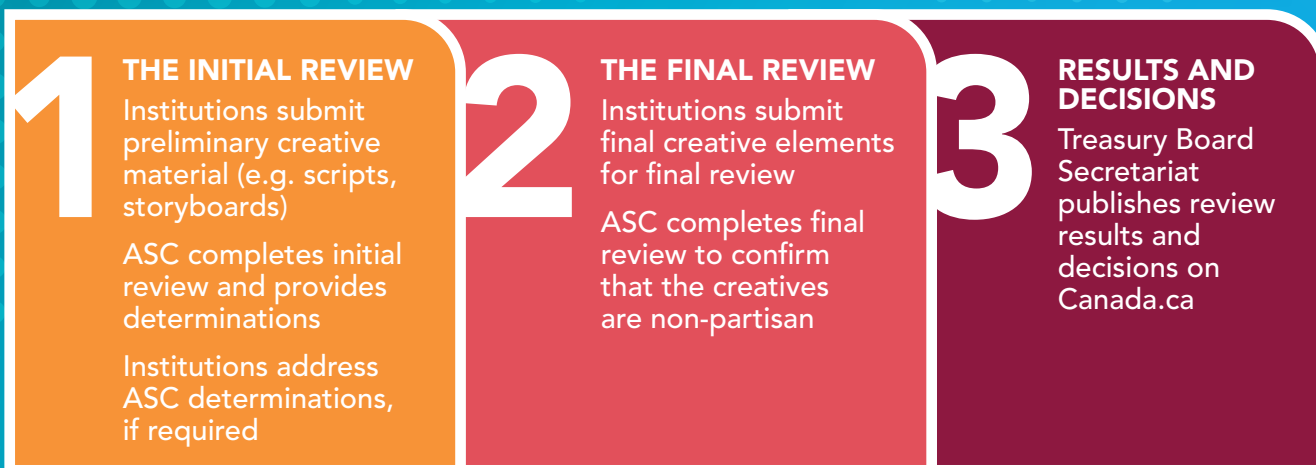
Advertising Standards Canada (ASC), the independent organization that administers the Canadian Code of Advertising Standards, conducts the reviews on behalf of the Government of Canada.

The *Policy on Communications and Federal Identity* establishes the following criteria for non-partisan advertising:

- > It is objective, factual, and explanatory;
- > It is free from political party slogans, images, identifiers, bias, designation, or affiliation;
- > The primary colour associated with the governing party is not used in a dominant way, unless an item is commonly depicted in that colour; and
- > Advertising is devoid of any name, voice or image of a minister, Member of Parliament or senator.

Non-partisan review process

Public Services and Procurement Canada coordinates the review process between institutions and Advertising Standards Canada (ASC) and sends final review determinations to Treasury Board Secretariat.



The review process is mandatory for all advertising campaigns with budgets over \$500,000. Institutions can also choose to voluntarily submit their campaigns with smaller budgets for review.

From the date the new policy came into effect on May 11, 2016, all major government advertising campaigns have been reviewed. Detailed [non-partisan advertising review results and decisions](#) can be found on Canada.ca.



ADVERTISING BUDGETS AND EXPENDITURES

In this section, activities and expenditures associated with campaign planning, production of advertising materials, media planning and procurement of media placements are documented.

How it works

The process for allocating and managing advertising expenditures is designed to ensure that advertising campaigns align with government priorities, comply with government policies, procedures and legislation, and address the information needs of Canadians.

The majority of government advertising campaigns are funded from the central advertising fund. Federal institutions may also fund their advertising initiatives from their operating budgets.

To access the Central Advertising Fund, institutions work with the Privy Council Office to develop advertising proposals that are based on government priorities. The result is an annual advertising plan that is presented to Cabinet for approval. The plan is then formally submitted to Treasury Board for funding approval, and approved by Parliament for appropriations to specific institutions. [Advertising fund allocations](#) from the central advertising fund are reported on [Canada.ca](#).

Summary of expenditures

Advertising expenses fluctuate from year to year depending on the Government of Canada's priorities and other factors such as a general election. In fiscal year 2016 to 2017, the Government of Canada spent \$36.1 million on advertising (including planning, production of creative materials and media).

The majority of advertising media expenditures were made through the Government of Canada's Agency of Record (AOR). The remaining expenditures for media were made directly by institutions. The new *Policy on Communications and Federal Identity* allows institutions to purchase advertising, valued at less than \$25,000 directly from media outlets, without involving the Government's AOR. In general, these purchases are for initiatives for routine business matters, such as regulatory or administrative announcements (previously referred to as public notices) and for small paid print and social media campaigns to boost organic social media activities.

Chart 1: Advertising Expenditures – A 10-year perspective

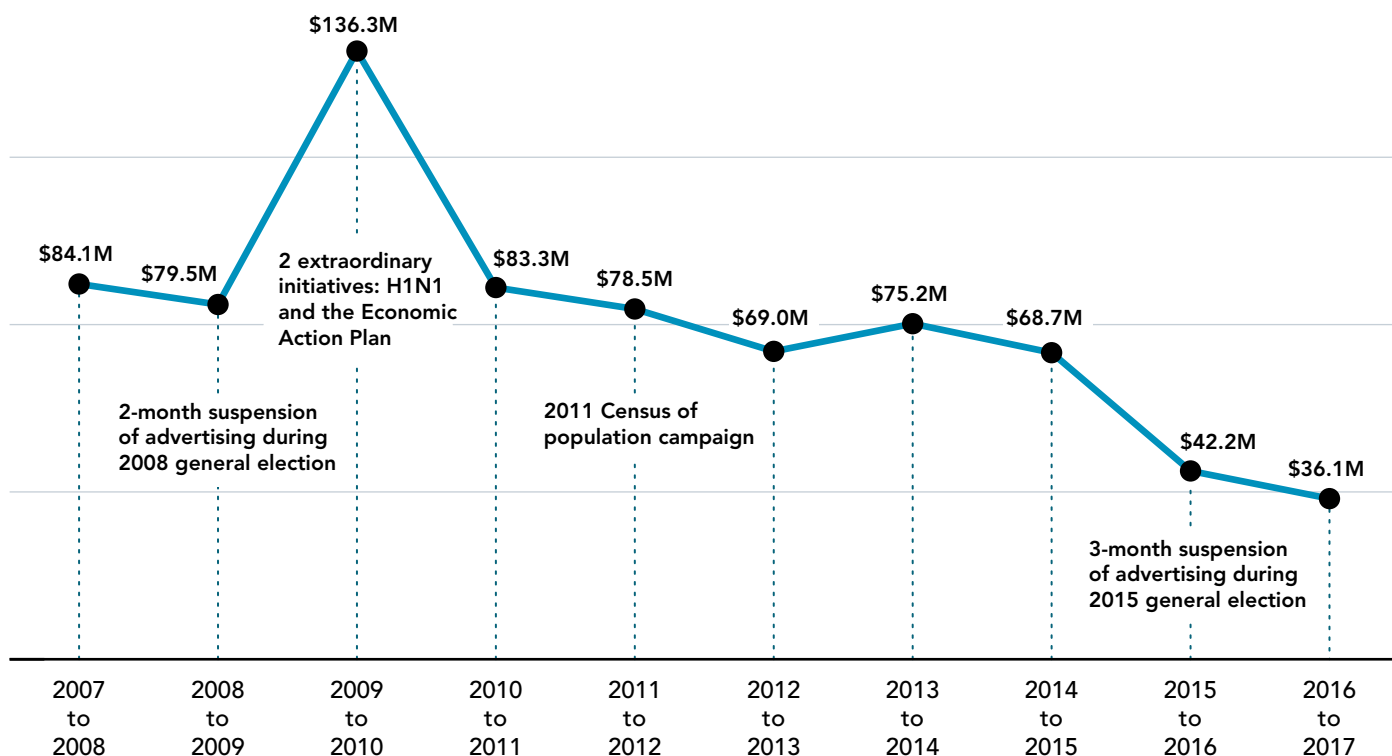


Table 1: Advertising expenditures 2016 to 2017

Type of advertising	Total
Advertising campaigns – media purchased through the Agency of Record	\$33.3 million (92.2%)
Advertising campaigns – media purchased directly by institutions	\$2.8 million (7.8%)
Grand Total	\$36.1 million

Note: Figures include expenditures for planning, production of creative materials and the purchase of media placements, exclusive of tax.

MEDIA PLANNING AND BUYING

Media planning and buying services are carried out by the government's Agency of Record (AOR). By consolidating the media buying power of many institutions, the AOR helps the government achieve cost savings.

In fiscal year 2016 to 2017, media purchased through the AOR accounted for \$30.6 million or 85%, of all Government of Canada advertising expenditures. Of this, \$3,255 was spent on international media.

When choosing the type of media to use for their campaigns, institutions consider many factors, including campaign objectives, how to best reach the intended audience, research results on trends, audience preferences, and best practices.

Growth of digital advertising

For the first time ever, government advertising expenditures on digital media have surpassed television. This is consistent with overall Canadian advertising trends as indicated in table 2. In fiscal year 2016 to 2017, Government of Canada digital media represented 54.7% of all advertising expenditures, and placements on social media represented 23.3%.

Table 2: Total net advertising spending in Canada in 2015: \$12.4 billion

Media	Expenditures
Television	27.2%
Community newspapers	7.1%
Daily newspapers	11.5%
Radio	12.7%
Digital	37.1%
Magazines	3.5%
Out-of-home	4.4%

Sources: **Television:** Linear revenue – Statistics Canada (2011 to 2015); Canadian Radio-television and Telecommunications Commission (CRTC) (2010 and prior – see <http://www.crtc.gc.ca/eng/stats.htm>); Online revenue – **thinktv estimate** | **Daily & Community Newspapers:** Newspapers Canada | **Radio:** CRTC | **Digital:** Interactive Advertising Bureau (IAB) | **General Magazines:** Estimate of net revenue based on Nielsen Media Research (NMR) data | **Out-of-home:** Estimate of net revenue based on NMR data.

Advertising on digital media is an effective way of reaching Canadians because they use digital technologies in their daily lives and expect the government to embrace these means to communicate with them. Digital advertising is also an efficient way to reach specific audiences with messages tailored to questions relevant to them. 89.2% of Canadian households have internet access, and by 2020 the number of digital devices in North America is expected to reach 647 million devices.¹ The *Policy on Communications and Federal Identity* encourages the use of digital media as the primary means to connect and interact with the public.

Advertising on the internet and other digital platforms is a cost-effective way to reach Canadians

in the official language of their choice, regardless of where they live. Government of Canada institutions continue to balance digital advertising with traditional methods to meet the diverse information needs of the public. In fiscal year 2016 to 2017, digital, television and radio were the top three media types used for Government of Canada advertising. This accounted for \$25.8 million, or 84.1%, of total media expenditures. In comparison, years ago (fiscal year 2012 to 2013), digital, television and community/weekly newspapers were the top three media types bought and accounted for \$49.3 million, or 90%, of total media expenditures.

Veterans Affairs Canada

Remember veterans, visit Canada.ca/RememberThem and join in the conversation on social media using #RememberThem.

This \$2.5 million campaign ran in November 2016 on television, print, social media and the internet.

Videos gained a total of **4.5 million views** on all digital platforms

(generated more than **790,000 new visitors** to the campaign's web page)

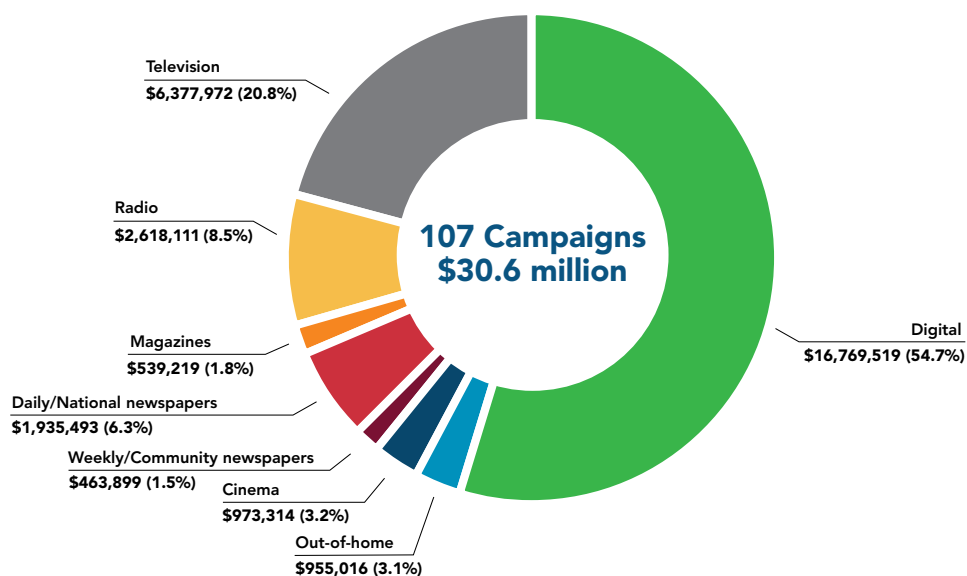
Increased **social media engagement** by **32%**

Attained a **video recall rate** of **48%**



1. International Telecommunication Union, Country Profile Report: Canada, 2016; Cisco Mobile Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2016 to 2021, 2017.

Chart 2: Agency of Record media placement expenditures by type



Source: Government of Canada Agency of Record, Cossette Media of Québec City, a division of Cossette Communication Group. Excludes media purchased directly by institutions.

Parks Canada

Order your pass for free admission to Canada's parks and historic sites.



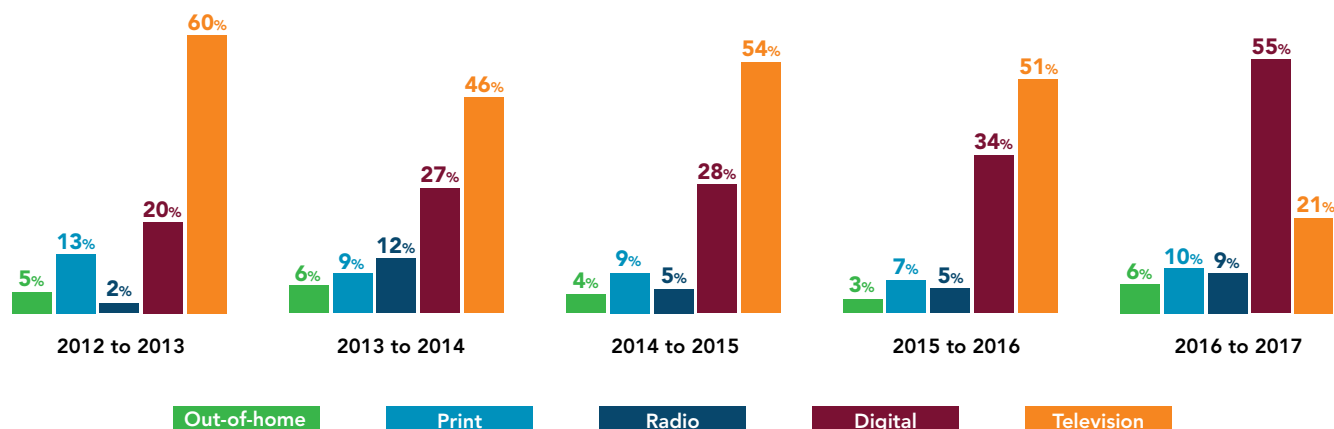
This \$3 million campaign ran from February to March 2017 in cinemas and on television, cinema, social media and the internet.

Generated an average of **8,200 daily visits** to the campaign web page

Increased visits to parks by 12% to **14.9 million visitors**

Attained an **ad recall rate of 60%**

Chart 3: Agency of Record media placement expenditures by type – A five-year view



Note: Print includes magazines, daily and weekly/community newspapers. Out-of-home includes cinema. Digital includes social media, display and search engine marketing.

Source: Government of Canada Agency of Record, Cossette Media of Québec City, a division of Cossette Communication Group. Excludes media purchased directly by institutions.

Employment and Social Development Canada

Visit Canada.ca/leaderstoday to get information or to apply.

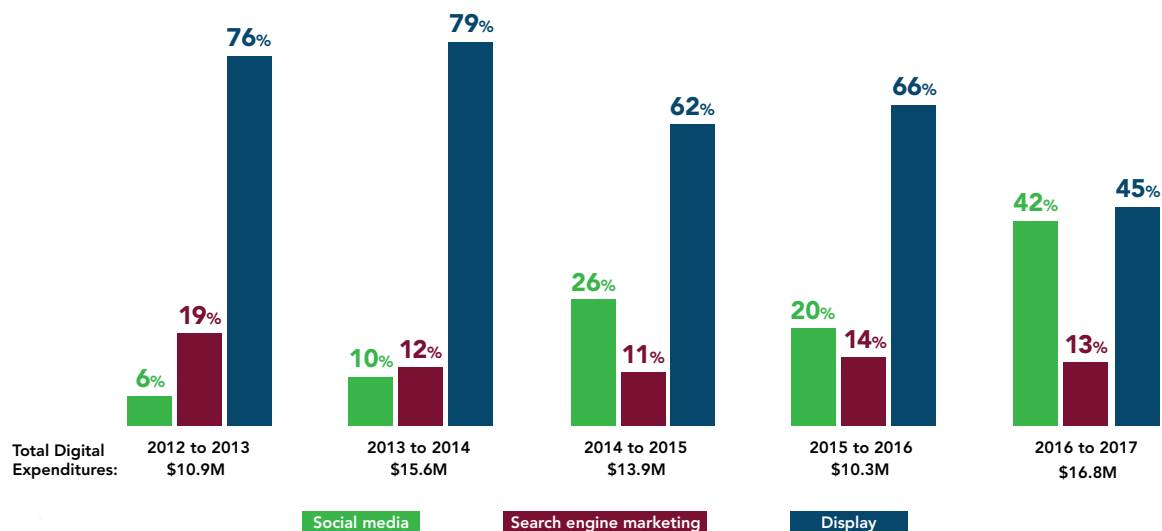
This \$2.5 million campaign ran from January to March 2017 on social media and the internet.

Generated more than **11,100 new web visitors on Canada.ca/leaderstoday**

Increased applications to the five featured programs ranging from **8.4% to 15.5%**



Chart 4: Agency of Record digital media placement expenditures – A five-year view



Source: Government of Canada Agency of Record, Cossette Media of Québec City, a division of Cossette Communication Group. Excludes media purchased directly by institutions.

Digital advertising fund

Public Services and Procurement Canada manages the digital advertising fund, through its Online Advertising Unit (OAU). The fund was established in fiscal year 2013 to 2014 to leverage digital advertising to communicate with Canadians rapidly about major announcements and priorities, including unforeseen issues. In fiscal year 2016 to 2017, the digital advertising fund expenditures were \$930,367 for nine priority campaigns.

Snapshot of a few digital campaigns

Canadian Centre for Occupational Health and Safety

Visit www.ccohs.ca/healthyminds to learn more.

This \$75,000 campaign ran from January to February 2017 on social media and the internet.

Generated more than
43,200 unique web visitors
to the campaign's web page

Garnered a **2.91% search engine marketing page engagement rate**



Canada Border Services Agency

Visit www.cbsa-asfc.gc.ca/jobs to find out what we do, learn who we are, how we work and to apply.

This \$200,000 campaign ran in March 2017 on social media and the internet.

Generated more than
198,500 new visitors to the campaign's web page

Achieved up to a
5.24% engagement rate on social media platforms

Transport Canada

Visit www.Canada.ca/drone-safety to read about the drone rules and regulations.

This \$75,000 campaign ran from November 2016 to January 2017 on social media and the internet.

Generated more than
71,700 unique visitors to the campaign's web page

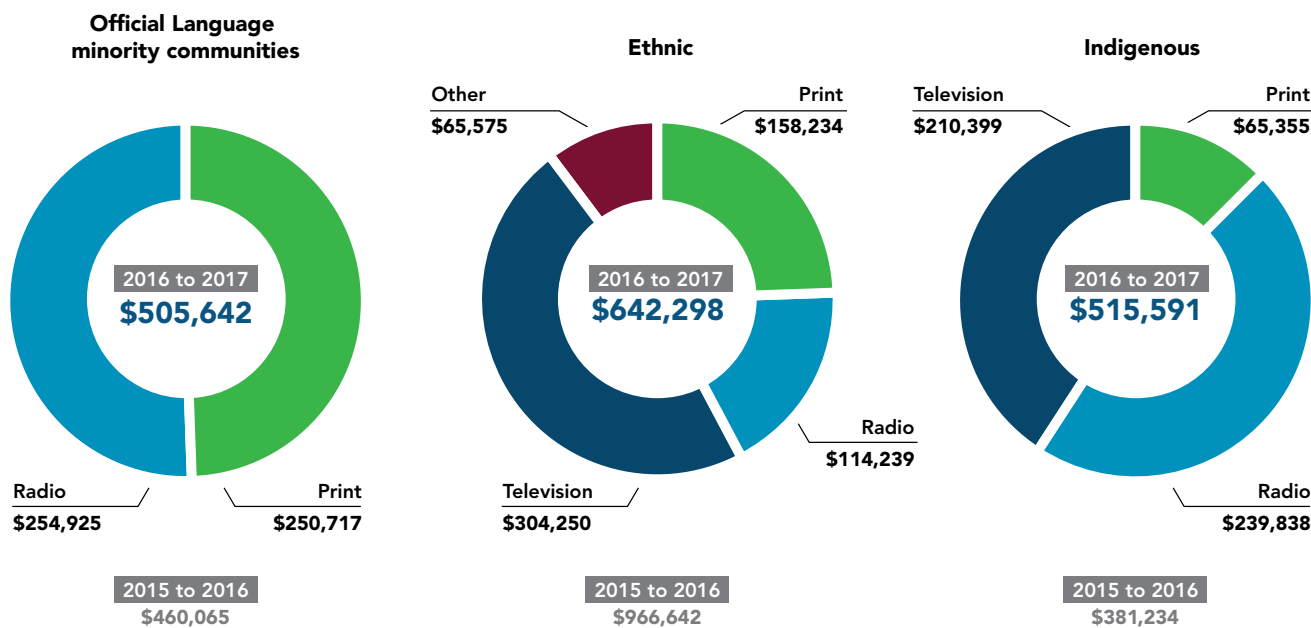
Achieved up to a
3.7% engagement rate on social media platforms



Ethnic, Indigenous and official language minority community media expenditures

This chart provides expenditures in targeted print, radio and television media aimed at ethnic, Indigenous and official language minority communities.

Chart 5: Agency of Record ethnic, Indigenous, and official language minority community media placement expenditures in 2016 to 2017



Note: Official television includes spending in selective outlets only. Spending on national networks, such as Radio-Canada, TVA and V Media Group, that reach mainstream audiences in addition to official language minority community media, are reported in Charts 2 and 3.

Source: Government of Canada Agency of Record, Cossette Media of Québec City, a division of Cossette Communication Group. Excludes media purchased directly by institutions.

EXPENDITURES BY INSTITUTION

Institutions document their advertising expenditures in a centralized information system. At the end of the fiscal year, institutions certify the final amounts for the purpose of this annual report.

In total, 53 institutions advertised in fiscal year 2016 to 2017. The top ten advertisers accounted for \$27.9 million or 77.6% of all advertising expenditures.

Chart 6: The top 10 Government of Canada advertisers

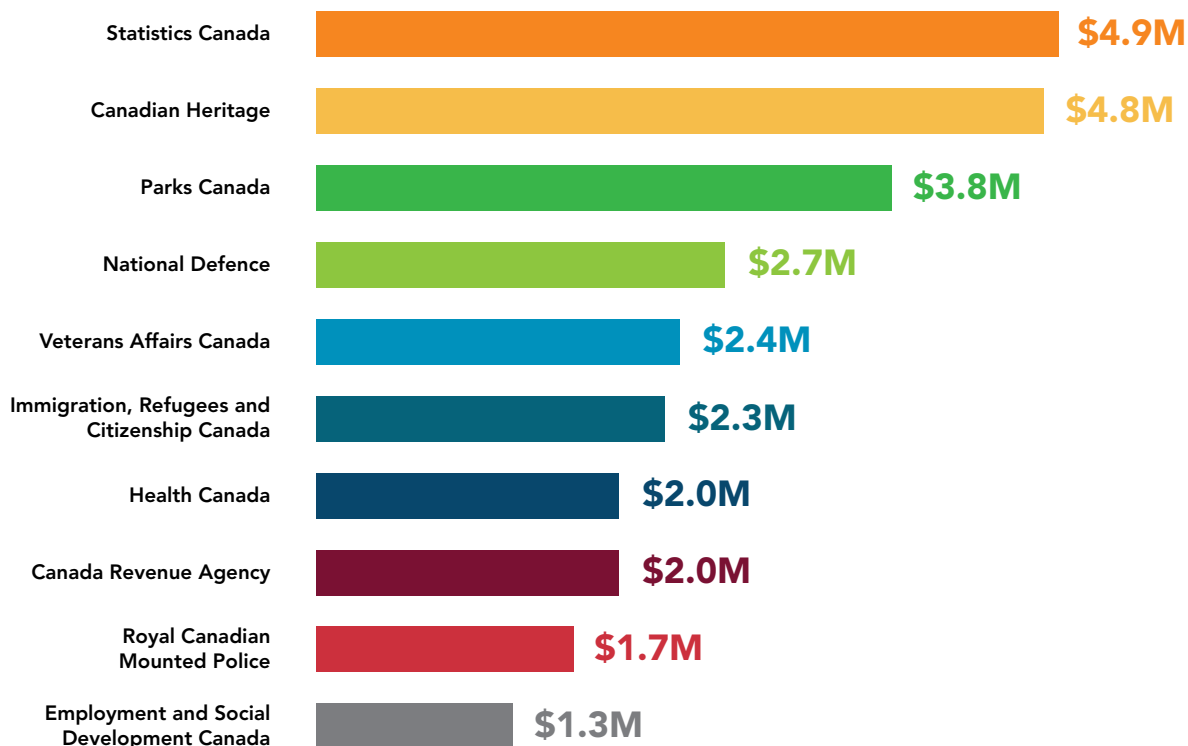


Table 3: Advertising expenditures by institution

Institution	Advertising – media purchased by the Agency of Record (AOR)	Advertising – media purchased directly by institutions	Digital advertising managed by the Online Advertising Unit (media pur- chased through the AOR)	Total
Administrative Tribunals Support Service of Canada	\$48,665	\$0	\$0	\$48,665
Agriculture and Agri-Food Canada	\$329,594	\$0	\$0	\$329,594
Atlantic Canada Opportunities Agency	\$60	\$0	\$0	\$60
Canada Border Services Agency	\$27,494	\$3,921	\$190,927	\$222,342
Canada Revenue Agency	\$1,936,684	\$24,323	0\$	\$1,961,007
Canadian Centre for Occupational Health and Safety	\$5,485	\$20,860	\$73,277	\$99,622
Canadian Environmental Assessment Agency	\$0	\$214,078	\$0	\$214,078
Canadian Food Inspection Agency	\$99,499	\$43,283	\$0	\$142,782
Canadian Grain Commission	\$0	\$102,968	\$0	\$102,968
Canadian Heritage	\$4,831,500	\$11,868	\$25,578	\$4,868,947
Canadian Institutes of Health Research	\$0	\$7,990	\$0	\$7,990
Canadian Northern Economic Development Agency	\$0	\$28,760	\$0	\$28,760
Canadian Nuclear Safety Commission	\$0	\$116,312	\$0	\$116,312
Canadian Radio-television and Telecommunications Commission	\$55,450	\$0	\$0	\$55,450
Canadian Security Intelligence Service	\$0	\$153,174	\$0	\$153,174
Canadian Transportation Agency	\$93,557	\$0	\$0	\$93,557
Civilian Review and Complaints Commission for the RCMP	\$0	\$1,475	\$0	\$1,475
Communications Security Establishment Canada	\$0	\$24,582	\$0	\$24,582
Correctional Service Canada	\$0	\$5,143	\$0	\$5,143
Department of Finance Canada	\$1,174,111	\$0	\$0	\$1,174,111
Department of Justice Canada	\$0	\$1,063	\$0	\$1,063
Employment and Social Development Canada	\$1,240,125	\$27,913	\$0	\$1,268,038
Environment and Climate Change Canada	\$33,401	\$100,268	\$0	\$133,669
Financial Consumer Agency of Canada	\$300,000	\$0	\$0	\$300,000
Financial Transactions and Reports Analysis Centre of Canada	\$0	\$8,000	\$0	\$8,000
Fisheries and Oceans Canada	\$0	\$112,229	\$0	\$112,229

Institution	Advertising – media purchased by the Agency of Record (AOR)	Advertising – media purchased directly by institutions	Digital advertising managed by the Online Advertising Unit (media pur- chased through the AOR)	Total
Global Affairs Canada	\$333,339	\$261,144	\$0	\$594,483
Health Canada	\$2,046,702	\$0	\$0	\$2,046,702
Immigration and Refugee Board of Canada	\$0	\$25,523	\$0	\$25,523
Immigration, Refugees and Citizenship Canada	\$2,337,375	\$0	\$0	\$2,337,375
Indigenous and Northern Affairs Canada	\$0	\$129,644	\$0	\$129,644
Innovation, Science and Economic Development Canada	\$87,947	\$10,494	\$222,440	\$320,881
National Defence	\$2,605,074	\$98,830	\$0	\$2,703,903
National Energy Board	\$0	\$19,727	\$0	\$19,727
National Film Board	\$0	\$335,730	\$0	\$335,730
National Research Council of Canada	\$0	\$101,687	\$0	\$101,687
Natural Resources Canada	\$684,360	\$1,000	\$0	\$685,360
Office of the Secretary to the Governor General	\$0	\$160,699	\$0	\$160,699
Office of the Superintendent of Financial Institutions Canada	\$0	\$1,576	\$0	\$1,576
Parks Canada	\$3,604,407	\$222,779	\$0	\$3,827,186
Polar Knowledge Canada	\$0	\$15,680	\$0	\$15,680
Privy Council Office	\$473,514	\$0	\$0	\$473,514
Public Health Agency of Canada	\$530,625	\$0	\$0	\$530,625
Public Prosecution Service of Canada	\$0	\$10,321	\$0	\$10,321
Public Safety Canada	\$0	\$0	\$156,197	\$156,197
Public Service Commission of Canada	\$0	\$4,429	\$0	\$4,429
Public Services and Procurement Canada	\$543,106	\$188,802	\$14,572	\$746,480
Royal Canadian Mounted Police	\$1,665,128	\$9,685	\$0	\$1,674,812
Statistics Canada	\$4,913,354	\$4,644	\$0	\$4,917,998
The National Battlefields Commission	\$0	\$97,873	\$0	\$97,873
Transport Canada	\$0	\$22,596	\$67,857	\$90,453
Treasury Board Secretariat	\$0	\$5,509	\$0	\$5,509
Veterans Affairs Canada	\$2,344,819	\$41,822	\$179,521	\$2,566,161
Grand Total	\$32,345,375	\$2,778,403	\$930,367	\$36,054,145

Table 4: Major Campaigns by institutions exceeding \$500,000

Campaign	Creative agency	Production	Media	Total	Television	Print	Radio	Digital	Cinema	Out-of-home
Canada Revenue Agency										
Canada Revenue Agency Services: Encouraged taxpayers to take advantage of applicable tax relief measures and to file tax returns online. This campaign also informed Canadians of the Community Volunteer Income Tax Program, free software, and the dangers of tax scams.	kbs+p Canada Inc.	\$126,199	\$1,050,885	\$1,177,084		•	•	•		
Tax Compliance: Informed Canadians of the new initiatives to prevent tax fraud, including use of schemes to illegitimately reduce taxable income, participation in the underground economy and the potential legal consequences of those actions.	kbs+p Canada Inc.	\$65,692	\$591,902	\$657,593		•		•		
Canadian Heritage										
Canada 150 – 150th Anniversary of Confederation: Encouraged Canadians to join the year-long celebration of the 150th Anniversary of Confederation by participating in Canada 150 initiatives in their community and connect with one another for a once-in-a-generation celebration.	Tank	\$2,098,863	\$2,714,702	\$4,813,565	•			•	•	•
Department of Finance Canada										
Budget and Fiscal Economic Up-date Initiative for Canadians: Promoted key initiatives and programs flowing from the Fall Economic Statement and the 2017 federal budget designed to support middle-class families, students and seniors.	McCann Canada	\$160,164	\$987,571	\$1,147,735			•	•		
Employment and Social Development Canada										
Helping Young Canadians Succeed: Encouraged youth to take advantage of youth-related programs and services designed to help them get the education and training they need to prepare for the jobs of today and tomorrow.	Manifest Communica- tions Inc.	\$331,582	\$908,543	\$1,240,125			•	•		

Campaign	Creative agency	Production	Media	Total	Television	Print	Radio	Digital	Cinema	Out-of-home
Health Canada										
Prescription Drug Abuse: Informed the public about the harms and risks associated with prescription drug abuse and the importance of securely storing, monitoring and disposing of prescription medications.	Ogilvy Montreal Inc.	\$113,850	\$467,329	\$581,179				•		
Immigration, Refugees and Citizenship Canada										
Electronic Travel Authorization (eTA): Informed foreign nationals about the new eTA requirement and how to apply online before travelling to Canada.	Agency59 Ltd.	\$9,490	\$1,427,525	\$1,437,015				•		
Settlement Services: Informed newcomers to Canada about settlement services available to help them succeed in their new home such as, language and skills training, employment search assistance and community programs.	Ogilvy Montreal Inc.	\$112,871	\$787,489	\$900,360		•		•		
National Defence										
Priority Occupations: Showcased specific priority occupations of the Canadian Armed Forces (CAF) and encouraged those in these specific fields of study/work to learn more by visiting forces.ca.	Ogilvy Montreal Inc.	\$49,058	\$509,648	\$558,706				•		
Women's Recruitment Campaign: Raised awareness of CAF career opportunities for females as skilled trade technicians, specialists, and professionals and encouraged them to seek more information at forces.ca.	Ogilvy Montreal Inc.	\$27,050	\$529,171	\$556,221				•		
Ambition: Generated awareness for the CAF as a first-class, professional employer that offers rewarding and challenging careers with competitive salaries and benefits.	Ogilvy Montreal Inc.	\$798,475	\$652,222	\$1,450,697				•		

Campaign	Creative agency	Production	Media	Total	Television	Print	Radio	Digital	Cinema	Out-of-home
Parks Canada										
Free Admission: Promoted free admission to Parks Canada locations in 2017 and encouraged Canadian families to take advantage of this unique opportunity to visit and connect with Canada's natural and cultural treasures.	Target Marketing & Communications Inc.	\$339,509	\$2,654,227	\$2,993,737	•			•	•	
Royal Canadian Mounted Police										
Police Officer Recruitment: Encouraged young Canadians (especially women, visible minorities and Indigenous peoples) to get more information on careers and opportunities in Canada's national police force to create a workforce reflective of the communities the Royal Canadian Mounted Police serve.	Ogilvy Montreal Inc.	\$230,814	\$1,434,314	\$1,665,128		•		•	•	
Statistics Canada										
2016 Census of Population: Inform Canadians about the importance of the census and how to complete the questionnaire online, by mail or with an operator through the census help line.	Manifest Communications Inc.	\$60,991	\$4,778,407	\$4,839,398	•	•	•	•		•
Veterans Affairs Canada										
Remembrance Campaign: Encouraged Canadians to learn about the sacrifices and contributions of veterans and to participate in remembrance activities honouring Canada's men and women in uniform.	Target Marketing & Communications Inc.	\$299,510	\$1,498,882	\$1,798,392	•	•		•		
Vimy 100: Raised awareness of the Battle of Vimy Ridge and encouraged Canadians to commemorate this event, to learn about its impact.	Target Marketing & Communications Inc.	\$194,180	\$317,919	\$512,099				•		
Digital campaign managed through Public Services and Procurement Canada's Online Advertising Unit to support the Vimy 100 campaign done by Veterans Affairs Canada.		\$574	\$43,400	\$43,974				•		

APPENDIX I: GOVERNMENT OF CANADA ADVERTISING PROCESS

The Government of Canada advertising process ensures advertising activities meet the communication needs of the public, comply with acts, policies and procedures, as well as provide value for money. Various organizations are involved, but institutions are ultimately accountable for their advertising activities.



APPENDIX II: GOVERNMENT OF CANADA ADVERTISING SUPPLIERS

The table below lists the advertising service suppliers with a contractual arrangement in place with the Government of Canada in fiscal year 2016 to 2017. Advertising suppliers are awarded contracts through standing offers, supply arrangements or following a request for proposal competitive process on buyandsell.gc.ca.

Table 5: Advertising suppliers by contract type

Contract type	Supplier	Received work in fiscal year 2016 to 2017
Standing offers up to \$200,000	Agency59 Ltd.	•
	Brad Inc.	•
	Compass Communications Inc.	
	kbs+p Canada Inc.	•
	McCann Canada	•
	Manifest Communications Inc.	
	Ogilvy Montréal Inc.	•
	Target Marketing & Communications Inc.	•
Standing offers for public notices up to \$100,000	Acart Communications Inc.	
	Compass Communications Inc.	
	Quiller & Blake Advertising Ltd.	•

Contract type	Supplier	Received work in fiscal year 2016 to 2017
Aboriginal set-aside standing offers up to \$350,000	Det'on Cho Tait Communications	
	Earthlore Communications	
	Spirit Creative Advertising & Promotion Inc.	
Supply arrangements Greater than \$200,000	Acart Communications Inc.	•
	Acart Communications in joint venture with Pub Point Com	
	Agency59 Ltd.	
	Brown Communications Group Inc. in joint venture with David Stanger & Associates	
	Compass Communications Inc.	•
	Tank	•
	Juniper Park Communications ULC in joint venture with Headspace Marketing Inc., Transperfect Translation Company and Wills & CO. Media Strategies Inc.	
	kbs+p Canada Inc.	•
	McCann Canada	
	Manifest Communications Inc.	•
	Marketel / McCann Erickson	
	M5 Marketing Communications Inc.	•
	Marshall Fenn Communications Ltd.	
	Ogilvy & Mather Canada	
	Ogilvy Montréal Inc.	•
	Target Marketing & Communications Inc.	•
Request for proposal on buyandsell.gc.ca	Acart Communications Inc.	•
	kbs+p Canada Inc.	•
	Ogilvy Montréal Inc.	•



APPENDIX III: GOVERNMENT OF CANADA 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, the 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 in support of an advertising initiative.

Advertising Technology Provider (ATP)

A private sector supplier, selected through a competitive process, which maintains various platforms to serve, track and report on federal digital advertisements, including an ad server to host and serve display advertising, a demand-side platform for programmatic advertising buys, and a data management platform with standardized information on campaign performance and results.

Agency of Record (AOR)

A private sector supplier, selected through a competitive process, which plans, negotiates, consolidates, purchases and verifies advertising media space and time 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 buyandsell.gc.ca.



Digital display advertising

Advertising in different text, image and audio formats, such as banner or big box ads published on a website for viewing by site visitors.

Media buy or placement

The purchase of advertising space and time from a media outlet, such as a television station, radio station, newspaper, magazine, website, cinema, out-of-home, etc.

Out-of-home

Advertising media to which audiences are exposed outside the home such as mall posters, billboards, bus and transit-shelter advertisements, digital screens and kiosks, etc.

Non-partisan communications

In the context of all Government of Canada communications products and activities, non-partisan is defined as follows:

- > It is objective, factual and explanatory;
- > It is free from political party slogans, images, identifiers; bias; designation; or affiliation;
- > The primary colour associated with the governing party is not used in a dominant way, unless an item is commonly depicted in that colour; and
- > Advertising is devoid of any name, voice or image of a minister, Member of Parliament or senator.

Programmatic (Real time bidding)

A data-driven programmatic buying model allowing advertisers or their agencies to bid on digital media space (display, video, mobile, social, etc.) in real-time, at the impression level (source: Interactive Advertising Bureau of Canada).

Promoted posts

Paid advertising option on social media platforms to increase the likelihood an institution's post being seen by a key audience.



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 routine regional or local matters, and institutions have the option 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 offering best value.

Search engine marketing

A form of advertising used to promote websites and attract visitors by increasing their visibility in search engine results, on search engine platforms.

Social media

Interactive web-based tools that encourage users to collaborate, create, generate and distribute content and to customize applications.

Standing offer

An arrangement in which advertising services suppliers qualify from a pool of pre-screened advertising services suppliers 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.

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.



APPENDIX IV: GOVERNMENT OF CANADA ADVERTISING RESOURCES

- > [Government of Canada advertising](#)
- > [Advertising fund allocations](#)
- > [Government of Canada advertising process](#)
- > [Agency of record, standing offers and supply arrangements for Government of Canada advertising services](#)
- > [*Policy on Communications and Federal Identity*](#)
- > [*Official Languages Act*](#) (related to Government of Canada Advertising)
- > [Past Government of Canada advertising annual reports](#)

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 2016 to 2017.

The government welcomes your feedback.

To submit comments or questions, please contact:

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