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***Testing Recall of Recruitment Advertising:
2018 – 2019 Campaign***

~ Executive Summary ~

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Ce rapport est aussi disponible en français

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Executive Summary

Background

A robust recruitment marketing strategy is an integral component of fulfilling the priority of maintaining a Canadian Armed Forces (CAF) posture and Defence readiness. The Directorate of Marketing and Advertising (DMA) has the mandate of supporting the recruitment strategy of the CAF. The DMA develops and implements recruitment marketing and advertising initiatives to inform Canadians about career opportunities available in the CAF, and to support the Strategic Intake Plan.

Each year the Canadian Armed Forces must enroll Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan. To help meet stated recruiting objectives, the CAF recruitment campaign for 2018-19 is multi-faceted consisting of four advertising campaigns:

✓ **Overarching campaign with a skew to women**

- Demystify the CAF and elaborate on the variety of career/job options that are available (other options than soldier).
- Showcase peace and humanitarian operations and demonstrate that combat is designed to achieve a peaceful end state.
- Expand on the attributes that make the CAF a “people organization” and an employer of choice (discovery, adventure, travel, benefits, paid education, part-time options).

✓ **Priority Occupations**

- Showcase specific priority occupations (using civilian terminology) that offer Millennials what they want – jobs and careers that are team oriented and provide for intense experiences, excitement, flexibility.
- Inform target audience of educational and training options.
- Showcase basic training as achievable (demystify) and move to promote the physical fitness and lifestyle aspects of the CAF.

✓ **Women and Diversity**

- Raise awareness of CAF employment opportunities among diversity group members (women, Aboriginal peoples, and visible minorities), skilled trade technicians, specialists, and professionals (such as Doctors, Social Workers, Legal Officers).
- Drive recognition that CAF can fit their lifestyles with multiple messages on opportunities, work-life balance, inclusion, part-time options, and job stability.
- Skew media-buy to women and over-represent women and visible minorities in all marketing and advertising products.



✓ Reserve Campaign

- Raise national awareness of the Reserve Force.
- Inform target audiences of local events and employment opportunities.
- Raise awareness of CAF part-time employment opportunities (with voluntary operational deployments) among diversity group members (women, Aboriginal peoples, and visible minorities) at locations close to home.

This research is mandatory, given that the Treasury Board (TB) requires all Government of Canada advertising campaigns that cost more than one million dollars to be evaluated.

Research Objectives

The purpose of the quantitative research was to assess recall of and reactions to the advertising campaign. At the highest level, the purpose of the research is to evaluate the effectiveness of the advertising campaign. More specifically, the research objectives included:

- *Measuring unaided recall of CAF advertising;*
- *Measuring aided recall of CAF advertising;*
- *Assessing the level of understanding of the key messages of the advertising campaign; and*
- *Gauging the level of awareness of who was responsible for creating the advertising.*

Target Population

As specified in the Statement of Work (SOW), Canadians between the ages of 18-34 were the target audience for the 2018/19 Canadian Armed Forces Recruitment Campaigns. Data was gathered from a general public panel modelling key demographics of Canadian males and females within the aforementioned age group. An online survey of the adult Canadian general public (18-34 years of age) was undertaken in the winter of 2019. A post-advertising campaign survey (requiring an average of over 6 minutes to administer) was implemented. The participation rate was 13 percent. The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. There were a total of 1,018 useable surveys completed.

Research Usage

As stated in the project's Statement of Work and related communications, this research activity sought to measure recall and effectiveness of the Recruitment Advertising Campaign media placement. Campaign placements were in web, social media, out of home, and television. The findings from this study were to be used by the Department of National Defence (DND) to monitor the effectiveness of the media campaign, the efficiency of the media placement, and provide information to enhance the effectiveness of the recruitment campaign. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population 18-34 years of age.



Expenditure

The survey entailed the expenditure of \$18,571.55 including HST.

Consent

Corporate Research Associates offers this written consent allowing the Librarian and Archivist of Canada to post, in both official languages, this Methodological Report.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Corporate Research Associates that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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