

# 2017 to 2018 ANNUAL REPORT ON GOVERNMENT OF CANADA ADVERTISING ACTIVITIES

The Government of Canada advertising campaigns featured on the cover page are, from left to right: Police Officer Recruitment – Royal Canadian Mounted Police, National Advertising Campaign – Parks Canada, Vimy 100 – Veterans Affairs Canada.

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The Annual Report on Government of Canada Advertising Activities is available online at: <a href="http://www.tpsgc-pwgsc.gc.ca/pub-adv/annuel-annual-eng.html">http://www.tpsgc-pwgsc.gc.ca/pub-adv/annuel-annual-eng.html</a>

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## A YEAR OF INNOVATION

Innovation featured prominently in Government of Canada advertising in 2017 to 2018. With the steady increase in the use of digital media—because Canadians are using more digital platforms and with greater frequency ... and therefore expect their government to communicate with them on those channels—departments challenged their creative agencies and the Agency of Record to "spread their creative wings."

The result. Four government campaigns were recognized at the *Prix Média Infopresse*, an event organized by *InfoPresse* in collaboration with the *Media Directors' Council of Quebec*. This annual event, which has been held since 1995, celebrates the best in media strategy and innovation. The four government campaigns were acknowledged for their use of innovative digital media.

Innovation also found its way into how the government communicates with members of Canada's official language minority communities. A pilot project on the usefulness of a "bilingual toggle" on digital display ads concluded successfully. It demonstrated that Canadians would, and did, "toggle" to advertisements in the official language they preferred, regardless of what language the ads were delivered to them on their desktops or mobile devices.

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 mediums.

### THE AWARD WINNING CAMPAIGNS





### **NATIONAL DEFENCE: RECRUITMENT**

National Defence's recruitment campaign wanted to reach young people who may not have considered a military career. What better way to see themselves as a member of the Canadian Armed Forces, than to try on the uniforms.

The campaign used multiple platforms, but the award winning tactic was the use of Snapchat. A unique Snapchat filter allowed users to put themselves into the helmets and uniforms of the four different branches of the Canadian Armed Forces to see which uniform suited them best. The results were remarkable! The filter generated 4.5 million impressions and reached more than 2 million users in one day. Mean interaction time and utilization rate were 30% and 17% above industry average, respectively.

In addition, a study was conducted to assess Canadians' changing views of career choices and a 48% increase in positive perception was recorded among the millennial target audience when asked if they would consider a career in the Canadian Armed Forces. The campaign succeeded in improving the reputation of the Canadian Armed Forces with the target group in an innovative and surprising way.

# **VETERANS AFFAIRS CANADA: REMEMBRANCE DAY**







The Remembrance Day campaign on Twitter by Veterans Affairs Canada (VAC) encouraged Canadians to take time on November 11 to remember the sacrifices of veterans by using the hashtag #LeCanadaSeSouvient or #LestWeForget.

They also launched "retweet to remember," a Twitter campaign encouraging people to retweet VAC's post to receive a reminder on November 11 to pause and remember. Those who participated were invited to include their profile picture in a Remembrance Day mosaic displayed on a big screen at Dundas Square in Toronto. More than 18,000 photos were integrated into the Twitter mosaic. Tweets using the hashtag #LeCanadaSeSouvient or #CanadaRemembers were broadcast in real time and a large poppy was displayed during the two minutes of silence from 11:00 to 11:02.

During the 11 days of the campaign, there were nearly seven million impressions, the video was viewed more than two million times and the tweet was shared nearly 25,000 times. This is double the views received in 2016 and over four times the number of shares.

### THE AWARD WINNING CAMPAIGNS







### **PUBLIC SAFETY CANADA: DRUG IMPAIRED DRIVING**

Prior to the legalization of cannabis in 2018, Public Safety Canada (PS) wanted to begin educating young Canadians aged 16 to 24 about the dangers of drug-impaired driving. Research conducted to support the campaign indicated that many young people mistakenly downplayed the risks when it came to cannabis and driving. Over half of recent cannabis users aged 16-24 who had driven while under the influence reported that it was because they didn't consider it to be dangerous, or at least not as dangerous as driving while impaired by alcohol, and 1 in 3 young people (32%) reported having been a passenger with a cannabis-impaired driver!

How do you reach and maintain the attention of a target group bombarded by misinformation? Enter Didi, a conversational agent (chatbot), designed to combat popular myths around impaired driving. Accessible through Facebook Messenger, Didi engaged youth on all issues impaired driving through quizzes and videos. Didi also allowed users to find a safe ride home by offering options for public transit, ride-sharing or taxi services, based on the user's current location. The first of its kind for the Government of Canada, Didi "chatted" with 50,000 unique users, 59% completed quizzes and over 20,000 clicked to find a safe ride.







### **CANADIAN HERITAGE: CANADA 150**

As part of the Canada 150 advertising campaign, Canadian Heritage worked with Spotify to develop a content partnership which was a first of its kind globally for Spotify. This partnership provided users with highly engaging Canadian content that celebrated our culture over a six month period.

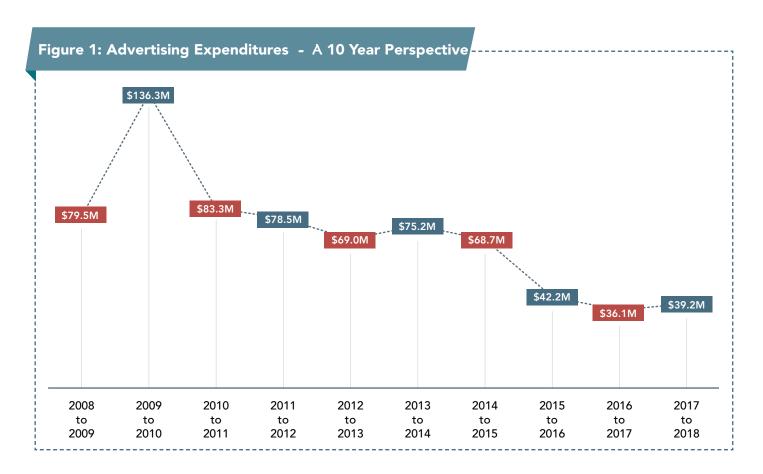
The campaign included a Canada 150 branded microsite with profiles and playlists curated by 15 Canadian influencers backed with social promotion, a fully custom Canada 150 experience that took users through the history of Canadian music with interesting facts and information leading up to "Celebrate Canada Week" (National Indigenous Peoples Day, Saint-Jean-Baptiste Day, Canadian Multiculturalism Day, Canada Day), along with audio advertisements and display advertisements.

The campaign achieved 64,000 individual listens to the music lists, 3,600 hours viewing sponsored content and more than 90,000 comments.

1.Source: Baseline Survey Findings Report on Awareness, Knowledge and Behaviour Associated with Drug-Impaired Driving, EKOS RESEARCH ASSOCIATES INC., Public Safety Canada, November 28, 2017.

### **ADVERTISING EXPENDITURES**

In 2017 to 2018 the Government of Canada spent \$39.2M on advertising. This is the second lowest amount spent in 10 years – the lowest was in the last fiscal year. Figure 1 represents the changes in advertising expenditures over the past 10 years.

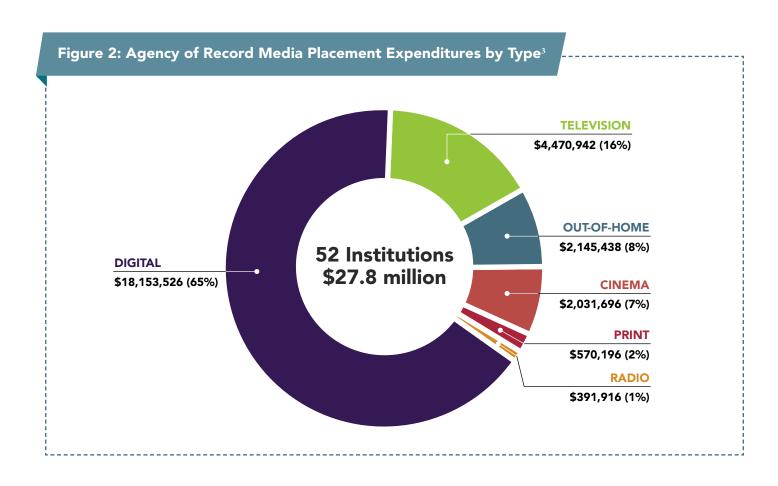


These expenditures include planning, production of advertising materials, and cost of media placements (exclusive of taxes). The majority of media is purchased through the Agency of Record (AOR). Departments can purchase directly from media outlets if the total media purchase does not exceed \$25,000. Table 1 shows the breakdown of advertising using the AOR and directly purchased media amounts.

The Agency of Record (AOR) is a private sector supplier, selected through a competitive process, which plans, negotiates, consolidates, purchases and verifies advertising media space and time for government advertising.

Table 1: Advertising expenditures<sup>2</sup>

TYPES OF ADVERTISING	AMOUNT SPENT	PERCENT
Advertising campaigns-media purchased through the Agency of Record	35.8M	92%
Advertising campaigns-media purchased directly by institutions	3.3M	8%
GRAND TOTAL	39.2M	100%



<sup>2.</sup> These numbers include production expenditures.

<sup>3.</sup> These numbers do not include the production expenditures or media buying fees.

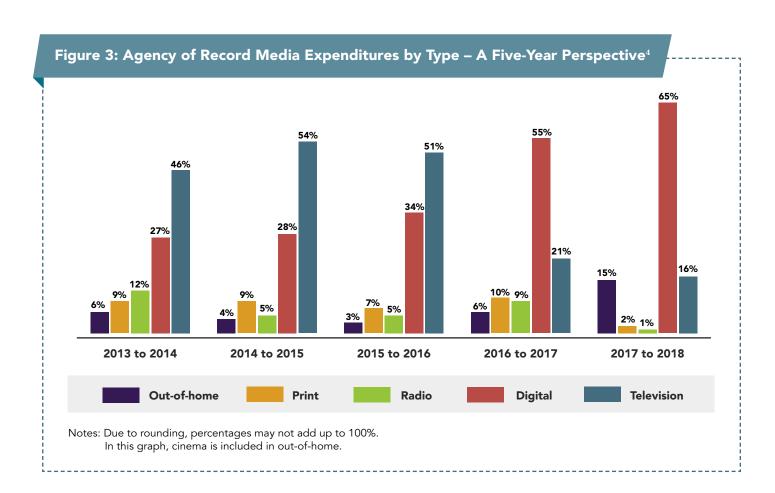
Media type is chosen by institutions in order to achieve their campaign objectives by using the best channel to reach their target audiences. Their decisions are informed by research on trends and audience preferences.

Figure 3 shows the advertising media types purchased by the AOR in the past five years. Digital placements continued to rise in popularity, with 65% of media placements occurring on digital platforms in 2017 to 2018. There are a number of reasons for this but the primary reason is the number and range of individuals from all walks of life who use digital platforms, especially social media. Out-of-home also saw an increase in use, rising to 15% of placements.

The three departments that spent the most on out-of-home to promote their programs this year were: Parks Canada for its free parks passes, the Canada Revenue Agency for the Canada Caregiver Credit, and Health Canada to promote vaccinations.

### Media buy or placement

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



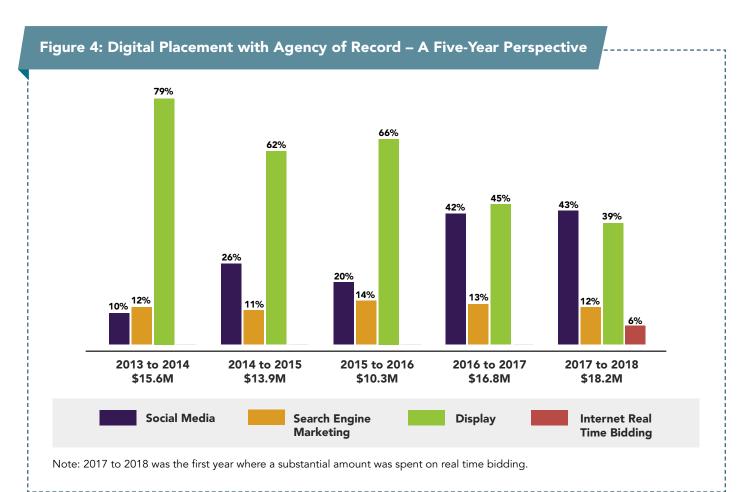
<sup>4.</sup> These numbers do not include the production expenditures.

When the Government of Canada updated the *Policy on Communications and Federal Identity* in 2016 it recognized that Canadians increasingly use technology to communicate in their daily lives, and expect to interact with the government in the same way. In order to better connect with Canadians, government organizations adopted a digital first approach, using the tools that Canadians use (social media and the Web) as the principle means of communications. This is balanced with traditional methods to reach and engage with Canadians effectively and efficiently in the official language of their choice, regardless of where they reside.

# Digital Display advertising (including YouTube)

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

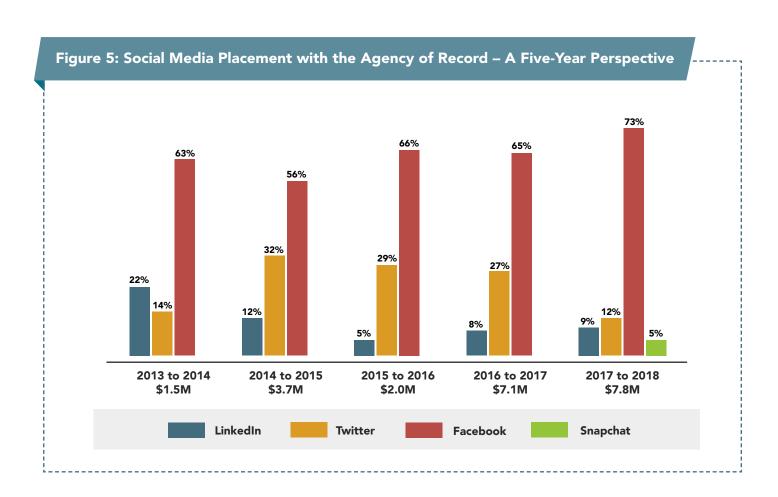
Digital remains the most commonly used media by government advertisers in 2017 to 2018, but the types of placements have shifted as shown in Figure 4. In 2013 to 2014, 79% of the digital media placements were display advertisements. In 2017 to 2018, for the first time social media was the most used digital media representing 43% of digital placements.



Social media, such as Twitter, Facebook and LinkedIn, represents the largest part of digital advertising placements this year. Figure 5 shows the use of these three platforms over the past five years. As of the fourth quarter of 2016, Facebook had a 75 percent reach among Canadian internet users, equal to YouTube's reach, and twice as high as that of Twitter's.<sup>5</sup> Further, Facebook allows for niche-targeting and it generally has high engagement rates. Twitter, on the other hand, is used more for "breaking news" and has more limited targeting options.

### Social media

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



<sup>5.</sup> Source: https://www.statista.com/statistics/282364/number-of-facebook-users-in-canada/

# ADVERTISING FOR RESULTS: SPOTLIGHT ON THREE CAMPAIGNS

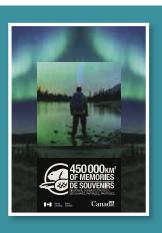


### **CANADA REVENUE AGENCY: CANADA CAREGIVER CREDIT**

The Canada Revenue Agency campaign highlighted the new Canada Caregiver Credit. The objective was to educate Canadians about the credit which provides support to caregivers whether or not they live with dependants.

### **Results:**

- Click through rate for search engine marketing 6.42% (2% industry benchmark).
- 18,951,498 impressions on display ads.
- 260,912 visits to webpage between Feburary 19 and March 31.



#### **PARKS CANADA: FREE ADMISSION**

Parks Canada's national awareness campaign encouraged Canadians to discover their national parks, national marine conservation areas and national historic sites, as well as to connect with nature and help protect these places.

#### **Results:**

- Increased visits to Parks Canada locations by 8.8%.
- 48.9% increase in website sessions compared to 2016.
- Achieved 325,000,000 media impressions across all platforms.







# INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT: SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM)

The STEM campaign encouraged young girls and women to pursue their interest in science, technology, engineering and mathematics. The goal was to increase the number of female students enrolling in, and graduating from, post-secondary institutions in STEM fields.

#### **Results:**

- Reached over **7 million Canadians** through online channels.
- 6,836,496 impressions on Facebook.
- 93% increase in web visits during the campaign.

### **OFFICIAL LANGUAGES**

In 2017, PSPC completed independent <u>research</u> that showed that most Canadians in official language minority communities prefer to receive government information via the internet and television, like the majority of Canadians. One of the benefits of the internet is that, wherever you live in Canada, you can find the government information that you need, in the language of your choice, when you want to look for it, from your phone, mobile device, at work or at home.

But making sure that Canadians receive information from the Government of Canada in the official language they prefer is challenging in today's digital communications environment. Some francophones set the language preferences on their devices to English while some anglophones set them to French. This means that they receive advertisements in the preference set on their devices rather than their mother tongue.

PSPC developed a solution to this problem by designing a unique feature for digital display advertisements. It allows recipients to "toggle" between English and French so a francophone whose preferences are set to English can use this feature to easily "toggle" to a French version of the ad and to related French websites and vice-versa. The bilingual toggle is now being used in Government of Canada digital display ad campaigns. In addition, we are able to track the number of Canadians who toggle from one language to the other.



### **Reaching Official Language Minority Communities**

The Government of Canada uses a mix of media to reach Canadians in the language of their choice. Media types include national television stations (e.g. CBC, SRC) those that broadcast special events like the Olympics (e.g. TSN, RDS) and the 124 official language radio stations and print newspapers when a campaign calls for radio and print (In 2017 to 2018, investment in print publications was \$8,714 and in radio was \$73,587).

The most recent Canadian Census from 2016 indicated that while the number of French speakers outside Quebec had dropped to 3.8% since 2011, the national percentage of French speakers across Canada was around 23% including those in the province of Quebec. To ensure that Government advertising reaches Canadians in both official languages, PSPC requires the AOR to plan internet campaigns with 75% English sites and 25% French ones.

# ENGLISH AND FRENCH SPENDING – SHARE OF SPENDING BY MEDIA TYPE

On average, official language spending in 2017 to 2018 is approximately 80% English to 20% French, which aligns with 2012 Census data on population profiles. This population percentage rose in Census 2016 and as a result PSPC has adjusted the official language digital media levels for purchases starting in 2018 to 2019.

While federal departments are responsible for managing their advertising campaigns, PSPC works with them to ensure that they are aware of their responsibilities with respect to the Official Languages Act.

Table 2: English and French Spending by Media Type

	ENGLISH		f FRENCH		TOTAL
	\$	%	\$	%	TOTAL
Cinema	\$1,757,868	87%	\$273,828	13%	\$2,031,696
Dailies	\$63,940	77%	\$19,432	23%	\$83,372
Weeklies	\$23,052	36%	\$41,414	64%	\$64,467
Magazines	\$176,919	86%	\$29,241	14%	\$206,160
Out-of-home	\$1,544,173	72%	\$601,266	28%	\$2,145,438
Radio	\$234,411	80%	\$60,403	20%	\$294,814
Television	\$3,412,391	81%	\$802,231	19%	\$4,214,623
Internet Display	\$5,500,309	78%	\$1,515,120	22%	\$7,015,429
Internet Social Media	\$5,975,132	79%	\$1,541,068	21%	\$7,516,200
Internet SEM	\$1,715,238	83%	\$351,304	17%	\$2,066,542
Internet RTB	\$880,708	82%	\$194,151	18%	\$1,074,858
					\$26,713,598

Excludes international, ethnic and Indigenous spend.

Spending attribution by language is based on:

- » Print (dailies, weeklies and magazines): the publication's title.
- » TV and radio: the station's broadcast language.
- » Out-of-home: provinces indicated in the contracts and the predominant language of each province, except for cinema (proportion of screens by province).
- » Internet: since 2017-18, investments are allocated according to the actual amounts spent by language, by platform.

### **REACHING ALL CANADIANS**



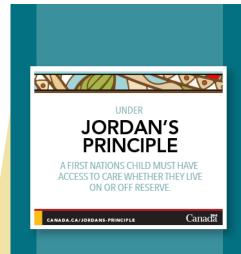
# IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA: SERVICES TO NEWCOMERS

This campaign aimed to increase awareness about programs and services offered to help newcomers integrate and succeed in Canada.

The ultimate goal was to increase use of Government of Canada-funded settlement services by newcomers so as to improve overall settlement outcomes.

#### **Results:**

- Search engine marketing had 10,356,686 impressions.
- 2.33% click through rate on Facebook.
- **10.1% increase** in use of newcomer services while the campaign was in market.



# HEALTH CANADA: JORDAN'S PRINCIPLE

This campaign was to inform First Nations communities about Jordan's Principle, which makes sure all First Nations children can access the products, services and supports they need, when they need them. It can help with a wide range of health, social and educational needs. The main objective was to increase awareness about Jordan's Principle among First Nations families, health providers and key stakeholders.

### **Results:**

- Over **4,700,000 impressions** across all media types.
- 43.08% view through rate on YouTube.
- Doubled website visits.

# **ETHNIC AND INDIGENOUS LANGUAGES**

Communications, including advertising, is central to the Government of Canada's work and contributes directly to the Canadian public's trust in their government. The government communicates with the public in ethnic and Indigenous communities to inform them of policies, programs, services and initiatives, and of Canadians' rights and responsibilities under the law.

Table 3 indicates the types of media that were used to reach these target groups.

### 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.

**Table 3: Ethnic and Indigenous** 

	ETHNIC	INDIGENOUS
Radio	\$4,093	\$93,009
Television	\$22,144	\$234,175
Print	\$203,981	\$12,217
Internet	\$49,626	\$26,441

## **INTERNATIONAL MEDIA SPENDING**

Advertising spending through the AOR<sup>6</sup> outside of Canada was limited to one department in 2017-2018 representing about 1.5% of the total amount spent by the government on advertising. The Electronic Travel Authorization (eTA) and Express Entry campaigns were led by Immigration, Refugees and Citizenship Canada and cost \$404,431 excluding production.

Since 2016, over 3.2 million visitors each year need an eTA prior to boarding a flight to travel to or transit through Canada. Citizens from over 50 countries are affected, and the eTA campaign was designed to complement other government

communications activities to generate awareness of the eTA travel requirement and inform affected travellers from visa-exempt countries.

The Express Entry campaign was launched online to international target groups to inform them of changes to the immigration system, including additional points for candidates with strong French language skills. The international digital campaign targeted prospective French-speaking newcomers as candidates who would contribute to the growth, vitality and prosperity of Franco-phone minority communities across Canada.

**Table 4: International Campaigns** 

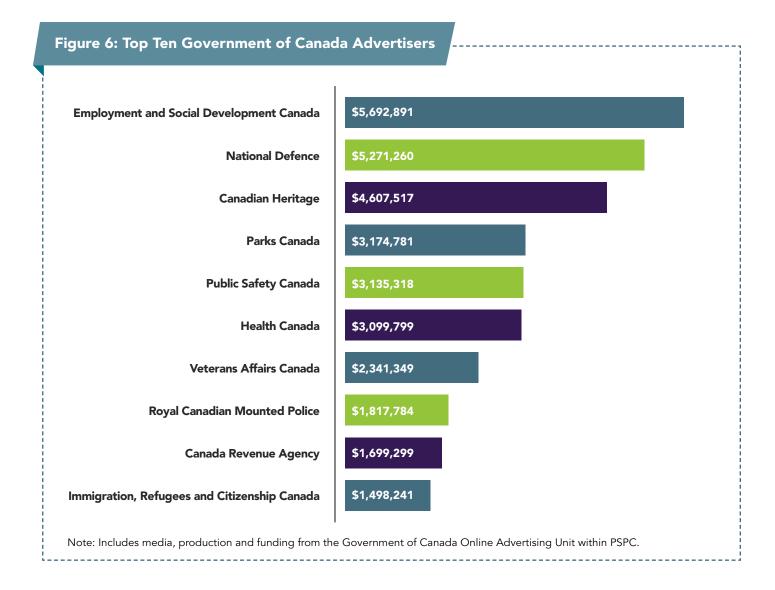
DEPARTMENT	CAMPAIGNS	MEDIA	AMOUNT
Immigration, Refugees and Citizenship Canada via the Online Advertising Unit (PSPC)	eTA and Express Entry	Search Engine Marketing	\$192,201
		Social Media	\$212,230
TOTAL			\$404,431

<sup>6.</sup> Some departments purchased media directly to advertise outside of Canada.

## **GOVERNMENT OF CANADA ADVERTISING EXPENDITURES**

The following section of the report contains the advertising expenditures from Government of Canada institutions under schedules I, I.I and II of the *Financial Administration Act*. The amount spent by each institution varies based on the number and size of each campaign, the creative approach and media types.

Figure 6 shows the top ten Government of Canada advertisers who represent 59% of the \$39.2M spent this year.



# ADVERTISING EXPENDITURE BY INSTITUTION

**Table 5: Advertising Expenditures by Institution** 

INSTITUTION	ADVERTISING  Media purchased by the Agency of Record (includes production)	ADVERTISING  Media  purchased  directly by  institutions	DIGITAL ADVERTISING <sup>7</sup> media purchased through AOR (includes production)	TOTAL
Administrative Tribunal Support Service of Canada		\$1,408.62		\$1,408.62
Agriculture and Agri-Food Canada	\$203,723.52	\$250.00		\$203,973.52
Atlantic Canada Opportunities Agency		\$21,100.00		\$21,100.00
Canada Border Services Agency	\$191,979.67	\$32,287.26		\$224,266.93
Canada Economic Development for Quebec Regions		\$7,787.29		\$7,787.29
Canada Revenue Agency	\$1,067,510.42	\$23,335.33	\$608,453.11	\$1,699,298.86
Canadian Centre for Occupa- tional Health and Safety		\$23,128.17	\$96,421.56	\$119,549.73
Canadian Environmental Assessment Agency		\$122,362.12		\$122,362.12
Canadian Food Inspection Agency	\$89,797.71	\$39,492.68		\$129,290.39
Canadian Grain Commission		\$57,954.94		\$57,954.94
Canadian Heritage	\$4,345,088.53	\$30,449.97	\$231,978.58	\$4,607,517.08
Canadian Institutes of Health Research		\$5,976.54		\$5,976.54
Canadian Northern Economic Development Agency		\$65,682.06		\$65,682.06
Canadian Nuclear Safety Commission		\$143,604.35		\$143,604.35
Canadian Radio-television and Telecommunications Commission	\$101,727.50	\$13,064.62		\$114,792.12

<sup>7.</sup> These campaigns are managed by the Government of Canada Online Advertising Unit within PSPC.

INSTITUTION	ADVERTISING  Media  purchased by  the Agency of  Record (includes  production)	ADVERTISING  Media  purchased  directly by  institutions	DIGITAL ADVERTISING <sup>6</sup> media purchased through AOR (includes production)	TOTAL
Canadian Security Intelligence Service	Has not reported.			
Canadian Transportation Agency	\$77,889.28			\$77,889.28
Civilian Review and Complaints Commission for the RCMP		\$2,262.29		\$2,262.29
Communications Security Establishment Canada	\$269,625.02	\$14,294.53		\$283,919.55
Correctional Service Canada		\$14,441.75		\$14,441.75
Courts Administration Services		\$4,420.18		\$4,420.18
Department of Finance Canada			\$47,234.42	\$47,234.42
Department of Justice Canada			\$24,417.75	\$24,417.75
Employment and Social Development Canada	\$5,645,634.99	\$47,255.52		\$5,692,890.51
Environment and Climate Change Canada	\$25,575.00	\$84,018.08		\$109,593.08
Farm Products Council of Canada		\$46,023.28		\$46,023.28
Financial Consumer Agency of Canada	\$870,892.54			\$870,892.54
Fisheries and Oceans Canada		\$106,065.07	\$91,234.22	\$197,299.29
Global Affairs Canada	\$244,216.79	\$264,528.73		\$508,745.52
Health Canada	\$3,062,580.61	\$37,217.89		\$3,099,798.50
Immigration and Refugee Board of Canada		\$1,637.46		\$1,637.46

INSTITUTION	ADVERTISING  Media  purchased by  the Agency of  Record (includes  production)	ADVERTISING  Media purchased directly by institutions	DIGITAL ADVERTISING <sup>7</sup> media purchased through AOR (includes production)	TOTAL
Immigration, Refugees and Citizenship Canada	\$1,405,525.33		\$92,715.36	\$1,498,240.69
Indigenous and Northern Affairs Canada		\$78,991.31		\$78,991.31
Innovation, Science and Economic Development Canada	\$546,408.96		\$369,067.79	\$915,476.75
Library and Archives Canada		\$20,158.51		\$20,158.51
National Defence	\$5,050,110.05	\$221,150.30		\$5,271,260.35
National Energy Board		\$11,911.50		\$11,911.50
National Film Board	\$74,816.33	\$341,182.63		\$415,998.96
National Research Council Canada		\$93,586.07		\$93,586.07
Natural Resources Canada		\$57,156.78		\$57,156.78
Office of the Commissioner for Federal Judicial Affairs Canada		\$2,594.00		\$2,594.00
Office of the Secretary to the Governor General		\$158,345.59		\$158,345.59
Office of the Superintendent of Financial Institutions		\$6,623.66		\$6,623.66
Parks Canada	\$2,570,806.09	\$603,974.57		\$3,174,780.66
Public Health Agency of Canada	\$861,923.74			\$861,923.74
Public Prosecution Service of Canada		\$780.00		\$780.00
Public Safety Canada	\$2,622,743.60		\$512,574.52	\$3,135,318.12

INSTITUTION	ADVERTISING  Media purchased by the Agency of Record (includes production)	ADVERTISING  Media  purchased  directly by  institutions	<b>DIGITAL ADVERTISING</b> <sup>7</sup> media purchased through AOR (includes production)	TOTAL
Public Service Commission of Canada		\$12,583.22		\$12,583.22
Public Services and Procurement Canada	\$187,211.80	\$380,062.96		\$567,274.76
Royal Canadian Mounted Police	\$1,807,138.35	\$10,645.48		\$1,817,783.83
Shared Services Canada	\$13,478.10			\$13,478.10
Statistics Canada		\$1,877.25		\$1,877.25
The National Battlefields Commission		\$64,619.70		\$64,619.70
Transport Canada	\$58,728.15	\$31,995.12	\$54,009.00	\$144,732.27
Veterans Affairs Canada	\$2,181,123.52	\$20,896.00	\$139,329.23	\$2,341,348.75
TOTAL	\$33,576,255.60	\$3,329,183.38	\$2,267,435.54	\$39,172,874.52

# MAJOR CAMPAIGNS BY INSTITUTION EXCEEDING \$500,000

Table 6: Major Campaigns by Institution exceeding \$500,000

CAMPAIGN	CREATIVE AGENCY	PRODUCTION	MEDIA	TOTAL	
CANADA REVENUE AGENC	:Y				
Canada Caregiver Credit	kbs+p Canada Inc.	\$259,278.91	\$764,997.76	\$1,024,276.67	
NATIONAL DEFENCE					
Ambitions Phase III	Ogilvy Montréal Inc.	\$168,216.42	\$382,987.62	\$551,204.04	
Overarching Recruitment Campaign	Ogilvy Montréal Inc.	\$259,872.47	\$1,978,962.35	\$2,238,834.82	
Women and Diversity Campaign	Ogilvy Montréal Inc.	\$110,335.64	\$444,816.19	\$555,151.83	
Priority Occupations Job Posting Campaign	Ogilvy Montréal Inc.	\$117,727.63	\$552,634.29	\$670,361.92	
FINANCIAL CONSUMER AG	ENCY OF CANADA				
Take Charge of your Finances	Compass Communications Inc.	\$103,712.25	\$767,160.29	\$870,872.54	
HEALTH CANADA					
Prescription Drug Abuse	Ogilvy Montréal Inc	\$245,106.37	\$814,414.64	\$1,059,521.01	
Cannabis Public Education Campaign - Phase one	Manifest Communications Inc.	\$838,635.96	\$545,948.53	\$1,384,584.49	
IMMIGRATION, REFUGEES	AND CITIZENSHIP CANA	DA			
Services to Newcomers	N/A	\$14,066.25	\$758,303.11	\$772,369.36	
INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA					
STEM Phase II	Manifest Communications Inc.	\$187,308.00	\$359,100.96	\$546,408.96	
EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA					
Education and Skills – Youth	Manifest Communications Inc.	\$1,038,362.06	\$4,607,272.93	\$5,645,634.99	

CAMPAIGN	CREATIVE AGENCY	PRODUCTION	MEDIA	TOTAL
ROYAL CANADIAN MOUNT	ED POLICE			
Police officer recruitment	Ogilvy Montréal Inc.	\$184,800.69	\$1,622,337.66	\$1,807,138.35
PARKS CANADA				
National Advertising Campaign	Ogilvy Montréal Inc.	\$626,979.81	\$1,739,133.83	\$2,366,113.64
PUBLIC SAFETY CANADA				
Drug-impaired Driving	Banfield-Seguin Ltd.	\$552,801.67	\$1,888,771.37	\$2,441,573.04
VETERANS AFFAIRS CANAL	DA .			
2017 Commemoration and services to veterans		\$333,367.73	\$1,391,498.61	\$1,724,866.34

### **APPENDIX I**

# GOVERNMENT OF CANADA ADVERTISING PROCESS – WHO DOES WHAT?

The Government of Canada has an obligation to inform Canadians about its policies, programs and services, about their legal rights, and to alert them to environmental, public health and safety issues. Advertising is one way the Government does this. A rigorous process, involving many organisations, is in place to ensure that advertising activities align to government priorities, themes and objectives, comply with policies, procedures and legislation, and meet the information needs of Canadians. Government of Canada (GC) advertising is conducted according to the <u>Policy on Communications and Federal Identity</u>. The roles of the organizations involved in the process is described below.

### Institutions

Departments and other portions of the federal public administration operating under Schedules I, I.1 and II of the *Financial Administration Act* develop their advertising plans based on their organization's and Government of Canada's priorities, and work with the Privy Council Office to obtain Cabinet approval. They work with Public Services and Procurement Canada (PSPC) to contract an advertising agency to provide a creative strategy and materials, and the Agency of Record to provide a media strategy and plans. Institutions are responsible for managing all aspects of their advertising activities, ensuring that their campaigns reach their target audiences with the appropriate message at the correct time, using media appropriate to reach their audiences. Along with this, they are responsible to ensure that all communications adheres to the *Official Languages Act*. And they are responsible for evaluating the effectiveness of their advertising efforts. At the end of the fiscal year they report their yearly spending to PSPC.

## **Privy Council Office (PCO)**

PCO sets broad government communications themes that reflect government priorities, as determined by the Prime Minister, Cabinet, Cabinet committees and the Clerk of the Privy Council. Institutions submit their advertising plans to PCO which works with the Prime Minister's Office to develop the Government of Canada's annual advertising plan. Once approved by Cabinet, PCO prepares relevant documentation so that institutions receive funding from the central advertising fund (departments can also fund their advertising using their own funds). PCO provides oversight of advertising government-wide, coordinates advertising activities to ensure that the overall budget levels are respected, and ensures that results collected help inform future campaign development.

### **Treasury Board of Canada Secretariat (TBS)**

TBS issues administrative policies, including the *Policy on Communications and Federal Identity*, which governs communications activities, including advertising. It manages the Treasury Board submission process to secure advertising funding for departments. The renewed Policy, released in May 2016, aligns Government of Canada communications practices with today's digital environment, and includes a requirement that all communications products and activities, including advertising, be <u>non-partisan</u>. All advertising campaigns with budgets over \$500,000 must undergo a mandatory independent external review to ensure that they are non-partisan. Review <u>results</u> are posted on Canada.ca.

### **Public Services and Procurement Canada (PSPC)**

Three PSPC Directorates are involved in GC advertising:

- » Advertising Coordination and Partnerships Directorate (ACPD): ACPD provides planning and coordination advice to GC institutions related to relevant policies, procedures and legislation; offers training to the GC advertising community to ensure their skills remain up-to-date; manages the GC Agency of Record (that plans and buys media on behalf of the GC) and the Advertising Technology Provider (that serves GC display ad materials); and reports on GC advertising activities in the Annual Report on Advertising.
- » Communications Procurement Directorate (CPD): CPD is the sole contracting authority for the GC as relates to advertising and public opinion contracts. It manages the procurement process and works with ACPD to create relevant procurement tools and select suppliers to provide advertising services to the GC.
- » Public Opinion Research Directorate (PORD): PORD advises institutions about public opinion research, compliance with relevant acts and policies, and research methodologies. It reviews research projects related to pre- and post-campaign testing for advertising campaigns (a process that is mandatory for campaigns with media buys over \$1M).

# **APPENDIX II**

# **GOVERNMENT OF CANADA ADVERTISING SUPPLIERS**

Table 7: Government of Canada advertising suppliers

CONTRACT TYPE	SUPPLIER
	Agency 59 Ltd
	Brad Inc.
	Compass Communications Inc.
Standing offers up to \$200,000	kbs+p Canada Inc.
Standing offers up to \$200,000	Maclaren McCann Canada Inc.
	Manifest Communications Inc.
	Ogilvy Montréal Inc.
	Target Marketing & Communications Inc.
Aboriginal Set-Aside Standing Offers up to \$350,000	Earthlore Communications
	Acart Communications Inc.
	Acart Communication in joint venture with Pub Point Com
	Agency 59 Ltd
	Brown Communications Group Inc. in joint venture with David Stanger & Associates
Supply Arrangements greater than \$200,000	Compass Communications Inc.
	kbs+p Canada Inc.
	Maclaren McCann Canada Inc.
	Manifest Communications Inc.
	Marketel/McCann Erickson
	M5 Marketing Communications Ltd.

CONTRACT TYPE	SUPPLIER
Continued Supply Arrangements greater than \$200,000	Mediaplus Advertising
	Ogilvy & Mather Canada
	Ogilvy Montréal Inc.
	Tank
	Target Marketing & Communications Inc.
	Juniper Park Communications ULC in joint venture with Headspace Marketing Inc, Wills & Co. Media Strategies Inc.
	Marshall Fenn Communications Ltd.
Contracts through campaign specific Request for Proposals on BuyandSell.gc.ca	Acart Communications Inc.
	Ogilvy Montréal Inc.
	Maclaren McCann Canada Inc.
	Banfield-Seguin Ltd.

## **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 <a href="mailto:buyandsell.gc.ca">buyandsell.gc.ca</a>.

## 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 television, radio, digital, 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 of 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 <u>buyandsell.gc.ca</u>, 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 platforms 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