



Government
of Canada

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du Canada

Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)

Executive Summary

Prepared for Global Affairs Canada

Supplier name: Advanis Inc.

Contract number: EP363-140002/001/CY

Contract value: \$21,051.81 (including HST)

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For more information on this report, please contact Global Affairs Canada at:

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Ce rapport est aussi disponible en français.

Canada

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This report presents the methodological details for the *Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)* conducted by Advanis Inc. on behalf of Global Affairs Canada (GAC). The survey was administered among 2,269 members of the adult Canadian general public aged 18 or older, between March 31st and April 9th, 2021.

Ce rapport est aussi disponible en français sous le titre: Outil d'évaluation de campagnes publicitaires (OECF) sur les voyages et les frontières – Sommaire exécutif

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Background

As the COVID-19 pandemic evolves and restrictions change, the Government of Canada (GoC) must communicate relevant travel information and provide resources to Canadians to make informed decisions around travel.

Feedback from social media comments, general enquiry mailboxes, and 1-800 calls to Global Affairs Canada (GAC) and Treasury Board Secretariate, indicated that Canadians were finding it difficult to find and understand travel information that pertains to their situation during the pandemic. A high volume of enquiries, calls, and emails to the GAC general information lines are questions related to quarantine and isolation. The overall strategy of the ad campaign is to ensure that Canadians have all the up-to-date information and resources they need to make safe travel decisions by driving them to the new <https://travel.gc.ca/travel-covid> site, the hub for all of government travel and border information, which was launched on July 10, 2020. A mix of paid and organic media tactics across different digital channels was used to promote the resources Canadians need to make safe travel decisions.

The site reminds Canadians of the global travel advisory and raises awareness of the tools, advice, and assistance at the disposal of Canadians to make informed decisions. The site also provides information on how to stay safe should they decide to travel abroad. It will inform foreign nationals and Canadian citizens about entry restrictions, what they need to know before they travel to or leave Canada, and what they can expect at the border. The latest Public Health Agency of Canada/Health Canada (HC) information is also on this site. PHAC/HC is running an ad campaign for \$1.5M to support the ArriveCANapp, a key tool that will support CBSA operations.

Global Affairs Canada has launched an advertising campaign to promote safe travel and border information during the pandemic. Travel and Border post-campaign feedback will help inform advertising campaigns in the COVID-19 era. Feedback will be collected on the creative executions (radio, print, and digital) and short-term outcomes. The results will help ensure Global Affairs Canada's delivery of important messaging to Canadians in future advertising campaigns. The details on each of the campaigns were as follows:

Radio & Spotify

In Market:

- February 8 – February 21 – Script 1
- March 6 – March 21 – Script 2

Markets:

- Toronto, Kitchener, London, Ottawa, Montreal, Quebec City, Winnipeg, Vancouver, Calgary, Edmonton, Regina, Saskatoon, St John's, Saint John, Charlottetown, Halifax, and Fredericton

Print

In Market:

- November – December

Publications:

- 55+
- *Canadian Snowbirds Association* (Eng & Fr)
- Le guide accès Floride

Digital

In Market & Platforms:

- *Le guide accès Floride* December 15 – March 31
- The Epic Adventure List (English & French) December 1 – December 27

Programmatic

In Market:

- February 8 - March 31

Platforms:

- Kayak, Trip Advisor, Expedia & Open Exchange

Social

In Market:

- March 8 – March 31

Platforms:

- Facebook/Instagram

SEM

In Market:

- December 23 – March 31

Platforms:

- Google & Bing

Objectives

The purpose of this quantitative study is to collect feedback from Canadians in order to:

- Measure public awareness of the campaign; and
- Understand public recall of the campaign; and
- Gauge personal relevance; and,
- Understand if the public is motivated to learn more on travel restrictions.

Methodology

The post campaign survey was conducted from March 31st to April 9th, 2021. There was no pre campaign survey conducted. The survey was conducted with 2,269 members of the general public.

Use of Findings

This study measured awareness, recall and impact of the ads among the target population. More precisely the study aimed to assess:

- Unaided and aided recall of the ads
- Awareness of the campaign itself
- The perceived messages of the ads and its relevance to Canadians
- Gauge if the public is interested to learn more on the travel restrictions.

Expenditure

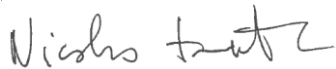
The contract amount for this project was **\$21,051.81** (including HST).

Political neutrality certification

I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed:



Nicolas Toutant, Vice-President, Research and Evaluation