



Our Healthy Environment And Economy Advertising Campaign Testing

Executive Summary

Submitted to:

Environment and Climate Change Canada

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Prepared for Environment and Climate Change Canada

Supplier Name: Narrative Research

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This public opinion research report presents the results of online focus groups conducted by Narrative Research on behalf of Environment and Climate Change Canada to inform the development of an advertising campaign on the environment and climate change. The research included a total of 16 online focus groups conducted from July 19-22, 2021, divided into the following categories: five sessions with members from the general population; four sessions with homeowners; four sessions of parents of children less than 18 years old; and three sessions with business leaders/owners and industry professionals. Focus groups were distributed across five regions: Western provinces (BC, AB), Prairies (SK, MB), Ontario, Quebec, and Atlantic (NB, NS, PE, NL).

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Narrative Research Inc.

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Background

Environment and Climate Change Canada is looking to support their **Our Healthy Environment and Economy** advertising campaign with public opinion research. Focusing on three key areas (nature and conservation; zero-emission vehicles and transportation; and energy efficiency), the overarching goal of this campaign is to both inform Canadians of existing efforts currently in progress in the fight against climate change (e.g., federal programs, incentives and efforts to accelerate the fight against climate change and encouraging further climate action), and to promote the economic benefits of such change. Moreover, the campaign will aim at building collective support for such actions, and Canadians, businesses and communities regarding what they can do to further accelerate climate action. While this campaign is being led by ECCC, it will feature services offered by various Government of Canada departments.

The first phase of the campaign involved a soft-launch aimed at increasing general awareness of existing programs and initiatives through informational text-based ads with search engine marketing (e.g., Google AdWords, Bing Search). The second phase, planned for a late summer 2021 launch, will introduce the campaign visuals and taglines, aiming to further enhance visibility of programs and initiatives through an increase in the reach and breadth of messaging to the campaign's target audiences across multiple touchpoints (such as video, rich online media and web, mobile apps, social media, out-of-home, etc.).

Prior to finalizing the development of the advertising campaign, ECCC wanted to obtain feedback from key target audiences to ensure that proposed concept elements resonate with Canadian residents and businesses, and contribute to a strong call-to-action. This feedback will help identify which concepts should be further developed into the final campaign.

Three concepts were included in the testing, in video format and a series of web banners (both English and French). Each video/web banner included a different tagline, key messaging and use of imagery for testing.

As mentioned, the main goal of the testing was to determine which advertising materials best engage stakeholders and are most effective in its call to action.

Specific research objectives related to the study included:

- Evaluate variations of the campaign's proposed creative concept to determine if the content is:
 - informative;
 - clearly understood by the target audiences (e.g., main message, campaign's intent);
 - recognized as a credible source by audiences;
 - relevant and of value to the audiences;
 - appealing and attention-grabbing to the audiences;
 - memorable in the minds of the audiences; and
 - able to motivate the audiences to take intended actions.
- Ensure the concepts demonstrate why it's important for individuals, businesses and communities to take action.
- Determine if the concepts clearly identify the economic benefits of a green economy.
- Elicit suggestions for potential changes to the selected creative concepts.
- Ensure the messages and creatives resonate with the target audiences.

Research Methodology

To achieve these objectives, a qualitative research approach was undertaken. A total of 16 focus groups were conducted, specifically: five sessions with members from the general population 18-54 years old (including a mix of gender, age, household income, education and ethnic background); four sessions with parents of children less than 18 years old; four sessions with homeowners; and three sessions with business owners/leaders and industry professionals (mix of business sizes over 5 employees and mix of industries). Good geographic coverage was achieved across Canada, with five regions being represented (West, Prairies, Ontario, Quebec and Atlantic) and urban/rural representation in each region. The focus groups were conducted from July 19 to 22, 2021.

Group discussions were held in English except for those in Quebec, which were conducted in French. Sessions each lasted between 1.5 and 2 hours and participation incentives were \$100 for consumer groups and \$150 for business groups. Across all groups, a total of 192 individuals were recruited, with 155 attending a session. All participants were recruited in accordance with Government of Canada specifications. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow up calls to confirm the details provided, and to ensure quotas were met.

This report presents the findings from the study. Caution must be exercised when interpreting the results from this study, as qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. Results cannot be attributed to the overall population under study, with any degree of statistical confidence.

Political Neutrality Certification

I hereby certify as a representative of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in 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

A handwritten signature in black ink, appearing to read 'Margaret Brigley', written in a cursive style.

Margaret Brigley, CEO & Partner | Narrative Research

Date: August 9, 2021

Key Findings and Conclusions

The following summarizes the key findings and conclusions from the focus groups on the **Our Healthy Environment and Economy Advertising Campaign Testing**.

Participants were presented with three concepts for a national advertising campaign, each including a mock-up for a video (in the form of a stillmatic preceded by a recorded explanation of the approach) and three web banners in print format. The concepts are referred to as, **Build**, **Seeds of Change**, and **In Our Hands**. The order of presentation of concepts was rotated across focus groups to avoid order biases. The call to action of web banners for two of the concepts (**Build** and **Seeds of Change**) were changed partway through the fieldwork, resulting in about two-thirds of participants having seen the original version and about one-third (including all businesspeople and all French-speaking participants) having seen the revised version.

Of the three concepts evaluated, both the **In Our Hands** and **Seeds of Change** were equally selected as the strongest concept. That said, findings suggest that the **In Our Hands** concept poses some risks of eliciting negative reactions, and accordingly, it is recommended that the **Seeds of Change** concept be further developed.

The **In Our Hands** campaign suggested that addressing environmental issues is in the hands of individuals and puts onus on citizens rather than implying that the government and corporations have an important role to play. Further, it suggested that small personal gestures will have a significant impact on improving the environment, which is contrary to popular belief that addressing large polluters is most important. While the actions shown in that concept were appealing to many, they were considered too simplistic and failed to engage the public to do more. This concept also implied that addressing the consequences of climate change / pollution is more important than addressing the cause.

The **Seeds of Change** concept generally elicited positive reactions for clearly indicating the government's involvement in addressing environmental issues, as well as providing a reason to explain the importance for focused actions. The concept was deemed eye catching, with interesting imagery that was powerful and tugged on the heart strings.

While it is recommended that **Seeds of Change** be further developed, findings suggest that some modifications to the **Seeds of Change** concept would enhance its effectiveness and overall impact. In summary, the final creative should:

- Clarify who is targeted and the desire for a collaborative approach.
- Recognize that different players need to be a part of the solution
- Provide tangible examples for how citizens and businesses can get involved.
- Create a stronger call to action by explicitly inviting citizens and businesspeople to continue in their efforts to make greener choices.
- Provide suggested actions are accessible, relevant and easy to implement.
- Ensure that visuals have strong alignment with the call to action.
- Streamline the URL to make it more memorable.

As any concept is further developed, findings highlight that consideration should be given to create a heightened sense of urgency in the campaign. Further, providing a rationale, such as the consequences of climate change, will help to motivate individuals to take action. Finally, results suggest there is merit in ensuring that messaging communicates that government programs and incentives are part of the government's overall plan to address climate change.