



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

# Newcomer Services Advertising Campaign ACET (2020-2021) Executive Summary

Prepared for Immigration, Refugees and Citizenship Canada

**Supplier name:** Advanis Inc.

**Contract number:** B8815-21-0121/001/CY

**Contract value:** \$41,329.57 (including HST)

**Award date:** February 5, 2021

**Delivery date:** March 31, 2021

Registration number: POR 115-20

For more information on this report, please contact IRCC at:

[IRCC.COMMPOR-ROPCOMM.IRCC@ic.gc.ca](mailto:IRCC.COMMPOR-ROPCOMM.IRCC@ic.gc.ca)

*Ce rapport est aussi disponible en français*

Canada

## **COPYRIGHT**

This public opinion research report presents the methodological details for the 2020-21 Newcomer Services Advertising Campaign ACET online study conducted by Advanis Inc. on behalf of Immigration, Refugees and Citizenship Canada (“IRCC”). The survey for the baseline (pre-advertising campaign) wave was administered with 531 newcomers to Canada between February 16<sup>th</sup> and 22<sup>nd</sup>, 2021, while the post-advertising campaign wave was conducted with 538 newcomers March 18<sup>th</sup> to March 29<sup>th</sup>, 2021.

Cette publication est aussi disponible en français sous le titre : **Campagne publicitaire sur les services à l’intention des nouveaux arrivants ACET (2020-21)**

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Immigration, Refugees and Citizenship Canada. For more information on this report, please contact Immigration, Refugees and Citizenship Canada at [IRCC.COMMPOR-ROPCOMM.IRCC@cic.gc.ca](mailto:IRCC.COMMPOR-ROPCOMM.IRCC@cic.gc.ca) or at:

Communications Branch  
Immigration, Refugees and Citizenship Canada  
Jean Edmonds Tower South  
365 Laurier Ave W  
Ottawa ON K1A 1L1

**Catalogue Number:** Ci4-226/2021E-PDF

**International Standard Book Number (ISBN):** 978-0-660-40208-6

**Related publications (registration number: POR 115-20):**

Catalogue Number: Ci4-226/2021F-PDF (Methodological Report, French)

ISBN: 978-0-660-40209-3

© Her Majesty the Queen in Right of Canada, as represented by the Minister of Immigration, Refugees and Citizenship Canada, 2021

**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

## EXECUTIVE SUMMARY

### BACKGROUND

The Government of Canada wishes to make it easier for immigrants to build successful lives in Canada. In order to raise awareness among newcomers about services permanent residents can access, the Government of Canada launched the Newcomer Services advertising campaign in 2009, to inform newcomers to Canada about the settlement services available to help them succeed in their new country. In 2020-21, the campaign also aimed to provide information on how to access the services during the COVID-19 pandemic.

The Government of Canada requires a campaign evaluation using the Advertising Campaign Evaluation Tool (ACET) for all advertising campaigns with a media buy exceeding \$1,000,000<sup>1</sup>.

### OBJECTIVES

The purpose of this quantitative study is to ensure that advertising aimed at newcomers to Canada was effective and appropriate and that it accomplished its objective to build awareness and understanding of the settlement services available during the pandemic.

The focus of the survey was newcomers to Canada since 2015 across the country (outside Quebec). This study measured awareness, recall and impact of the ads among the target population. It consisted of two survey waves: a baseline wave conducted before the campaign launch and a wave at the end of the campaign. More precisely the study aimed to assess:

- Unaided and aided recall of the ads
- Awareness and use of information channel (i.e. website) promoted in the ads
- The perceived messages of the ads, as well as the effectiveness of the ads in increasing awareness of IRCC and newcomer services
- Receptivity to government advertising and ratings of government performance and priorities

---

<sup>1</sup> See the *Directive on the Management of Communications*: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30682#appB>

The results of this research provided feedback on the effectiveness of the ads in raising awareness among the target audience about the services available to them. The results will also be used to guide and inform the design and implementation of future public awareness and outreach activities aimed at newcomers.

## **METHODOLOGY**

The baseline wave of the survey was conducted online with 531 newcomers to Canada (since 2015, aged 18 and older) outside of Quebec from February 16 to February 22, 2021. The post-campaign wave of the survey was conducted with 538 newcomers to Canada outside of Quebec from March 18 to March 29, 2021. Respondents from a pre-profiled database recruited randomly via telephone were sent SMS or email invites to participate in the study. The average survey length of the baseline survey was 5 minutes, and was 8 minutes for the post-campaign survey. The online survey sample was non-probability, meaning that a margin of error cannot be calculated. The data reported was weighed to replicate, as closely as possible, actual newcomer population distribution by age and gender within Canada according to IRCC data. Respondents were offered the survey in the official language of their choice.

A full quantitative methodology report, including all information about the execution of the fieldwork that is needed to replicate the research initiative, can be found under a separate cover (“Newcomer Services Campaign ACET (2020-2021) Methodological Report”). The quantitative survey research instruments and a set of tabulated results from the quantitative surveys are provided in English and French under separate covers.

The value of this contract, including HST, is **\$41,329.57**.