

Testing Recall of Recruitment Advertising: 2020-2021 Campaign

Executive Summary

Submitted to:

Department of National Defence

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This report presents the methodological details for the Pre-Wave, Post-Wave I and Post-Wave II of the *Testing Recall of Recruitment Advertising: 2020-2021 Campaign* study conducted by Narrative Research Inc. on behalf of the Department of National Defence (DND). For each research wave, all respondents were from the Canadian general public aged 17-35. A total of 1,005 respondents were included in the pre-wave survey between August 26 and 31, 2020. A total of 1,006 respondents were included in the first post-wave survey

between October 13 to 20, 2020, and total of 1,005 respondents were included in the second post-wave survey between March 22 and 29, 2021.

Ce rapport est aussi disponible en français sous le titre: Rapport méthodologique -- Évaluation du rappel de la publicité de recrutement : campagne 2020-2021

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Background

A robust recruitment marketing strategy is an integral component of fulfilling the priority of maintaining Canadian Armed Forces (CAF) and Defence readiness. The Assistant Deputy Minister (Public Affairs) (ADM (PA)) supports the recruitment strategy of the CAF. Recruitment marketing and advertising initiatives are developed 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. Specifically, CAF's recruitment strategy targets Canadians aged 17-35, with the purpose of increasing interest and consideration for CAF jobs through focusing attention on the relevancy of CAF's training, education and career development programs. To help meet stated recruiting objectives, the CAF 2020-21 recruitment campaign's overarching objective was to increase awareness of the various careers and unique opportunities that the CAF has to offer for millennials.

This research is mandatory, given that the Treasury Board 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 commissioning the advertising.*

Target Population

As specified in the project's Statement of Work (SOW), the target audience of the 2020-21 Canadian Armed Forces Recruitment Campaigns was Canadians between the ages of 17 and 35. Data was gathered from a general public panel modelling key demographics of Canadian males and females within the aforementioned age group. The pre-advertising campaign or 'baseline' survey required an average of just over four minutes to administer, while the first and second post-advertising campaign surveys required averages of approximately six minutes, respectively, to administer.

The participation rates in each wave were 20 percent, 28 percent, and 25 percent, respectively. The contact records for each wave were drawn from a national panel administered by The Logit Group of Toronto, Ontario. There was a total of 1,005 surveys completed for the baseline pre-advertising campaign wave. For the first post-advertising campaign wave a total of 1,006 surveys were completed, while 1,005 surveys were completed for the second post wave iteration.

The pre-advertising campaign wave was administered August 26-31, 2020. The first post-advertising campaign survey wave was administered October 13-20, 2020, while the second post-advertising campaign survey wave was administered March 22-29, 2021.

Methodology and Research Usage

The survey data was collected to measure the recall and reaction to the 2020-21 Recruitment Advertising Campaign. As per the standard methodology utilizing the Government of Canada's Advertising Campaign Evaluation Tool (ACET), the baseline survey conducted prior to ads being run in the media asked questions regarding the recall of Government of Canada advertising in general and more specifically on the upcoming campaign topic. Campaign specific attitudinal and behavioral questions were also measured.

Again, as per the standard ACET methodology, the post-campaign surveys collected information related to recall of the advertisement and its key messages, ad sponsorship, and what, if any, action has been taken as a result of the ad. Post-campaign data metrics would subsequently be compared by Government of Canada representatives against the baseline findings.

The findings from this study are to be used by the Department of National Defence to monitor the recall 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 17-35 years of age.

Expenditure

The survey entailed the expenditure of \$49,996.85, including HST.

Consent

Narrative Research offers this written consent allowing the Library and Archives Canada to post, in both official languages, this Methodological Report.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Narrative Research 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 contain any reference to or information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



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