

ANNUAL REPORT ON
GOVERNMENT OF CANADA
**ADVERTISING
ACTIVITIES**

2019–2020



Government
of Canada

Gouvernement
du Canada

Canada

2019–2020 Annual Report on Government of Canada Advertising Activities

This report has been compiled to inform Canadians about the advertising activities undertaken by the Government of Canada in fiscal year 2019–2020.

Aussi disponible en français sous le titre : [Rapport annuel sur les activités de publicité du gouvernement du Canada 2019–2020](#).

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INTRODUCTION

In fiscal year 2019–2020 (April 1, 2019 to March 31, 2020), Government of Canada (GC) advertising expenditures totaled \$50.10 million. Of that amount, media expenditures were \$44.86 million. A variety of media were used to provide Canadians with information about programs and services, including both digital and traditional media. Again, digital media represented the largest share of total media expenditures receiving 55% (\$24.71 million) of the amount, slightly more than the previous year (53%).

Advertising activities ceased on June 30, 2019, prior to the October 2019 federal general election, as required by the [Directive on the Management of Communications](#). Mid-year, following a rigorous, open and transparent procurement process, the GC transitioned to a new Agency of Record contract. The new mandate includes ad verification services to further improve quality control and optimization of advertising budgets. These new services were implemented on December 1, 2019.

In March 2020, with the arrival of the COVID-19 pandemic, national advertising was launched to inform Canadians about measures that the GC was undertaking to support them through these unprecedented times. By the end of the month, \$4.50 million was spent on media placement, of which 81% (\$3.64 million) was allocated to traditional media and 19% (\$857 thousand) to digital media. COVID-19-related advertising continued in fiscal year 2020–2021, although this report strictly includes expenditures for fiscal year 2019–2020 (ending March 31, 2020).

Fiscal year 2019–2020 was the last year of operation of the Online Advertising Unit. All activities ended on March 31, 2020. The Unit had been established at Public Services and Procurement Canada in fiscal year 2013–2014, to manage the GC-wide digital advertising fund. The purpose of the fund was to leverage digital advertising to communicate with Canadians rapidly about major announcements and priorities, including unforeseen issues. The Government's needs in this regard are now managed by the institutions responsible for the related programs and services.

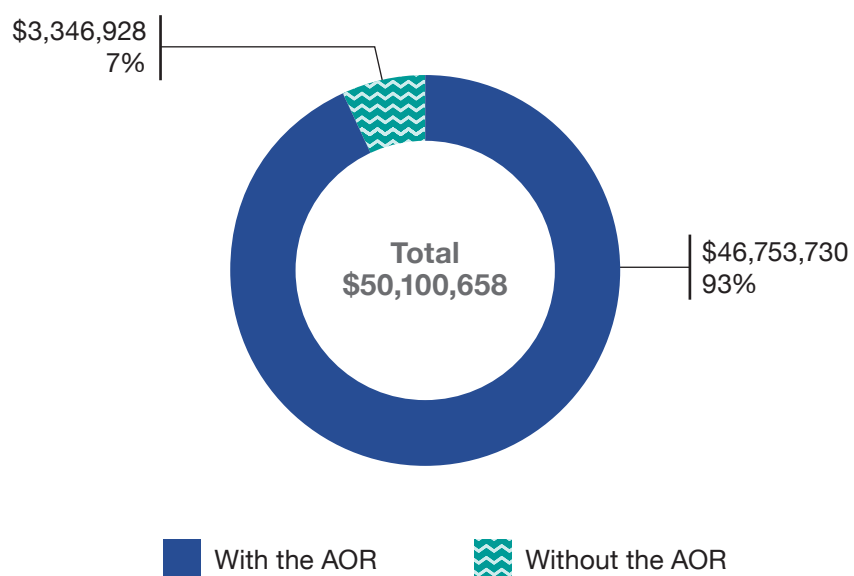
OVERVIEW OF GOVERNMENT OF CANADA ADVERTISING EXPENDITURES

This section provides information on advertising expenditures reported by Government of Canada (GC) institutions. Amounts include all expenditures, which encompasses media planning, media placement with and without the Agency of Record (AOR), as well as creative production. Twelve different creative agencies provided production services to GC institutions in fiscal year 2019–2020.

FIGURE 1: ADVERTISING EXPENDITURES OVER 10 YEARS



**FIGURE 2: ADVERTISING EXPENDITURES WITH AND WITHOUT THE AGENCY OF RECORD
IN 2019–2020**

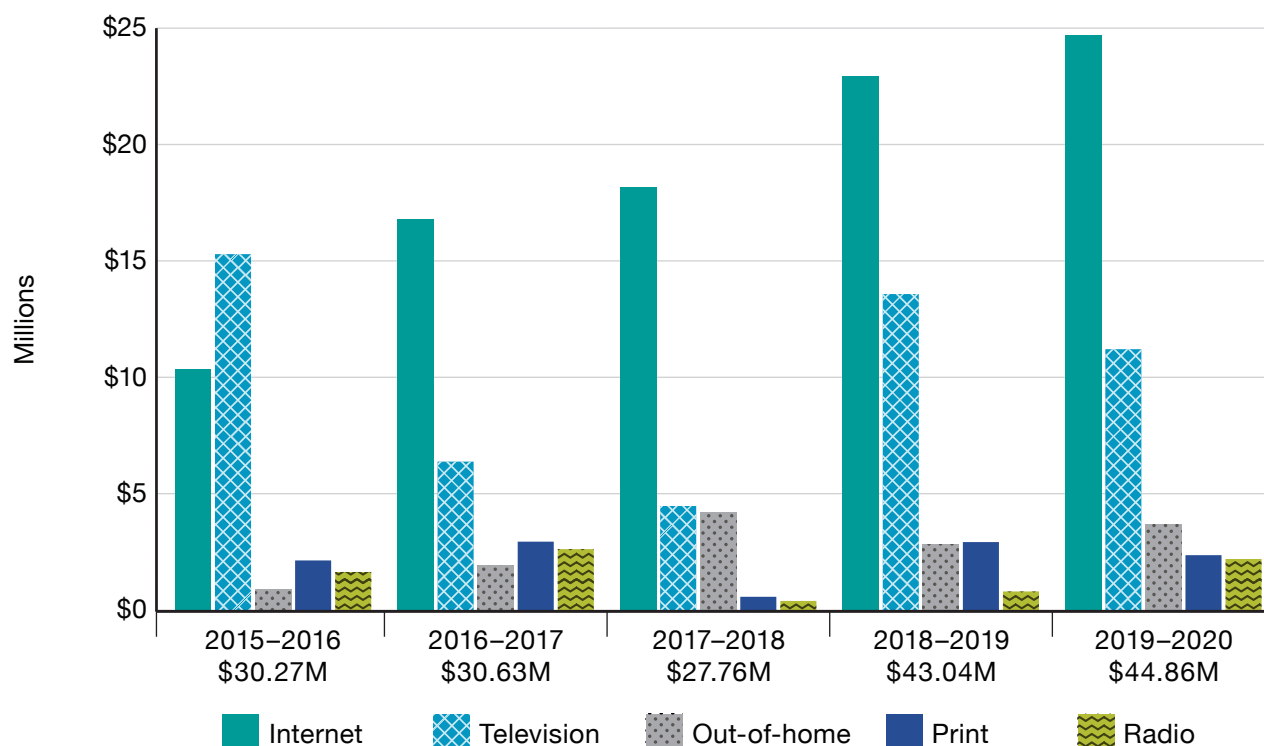


GOVERNMENT OF CANADA MEDIA EXPENDITURES WITH THE AGENCY OF RECORD

This section provides information on media expenditures for all placement made through the Agency of Record (AOR) on behalf of Government of Canada (GC) institutions. In the context of this report, “digital media” encompasses Internet tactics and “traditional media” encompasses television, radio, print and out-of-home. A breakdown of Internet media expenditures is provided in [Figure 7](#). Amounts are net media costs paid to suppliers for advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production costs are excluded. The majority of GC media placement were made through the AOR (93%). More information on media expenditures for media placement made directly with media suppliers by GC institutions is provided in [Table 4](#).

Note: Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

FIGURE 3: MEDIA EXPENDITURES BY MEDIA TYPE OVER 5 YEARS



Media	2015–2016	2016–2017	2017–2018	2018–2019	2019–2020
Internet	\$10,324,095	\$16,769,519	\$18,153,526	\$22,927,081	\$24,711,751
Television	\$15,290,363	\$6,377,972	\$4,470,942	\$13,575,701	\$11,737,577
Out-of-home	\$886,687	\$1,928,330	\$4,177,134	\$2,818,896	\$3,671,456
Print	\$2,131,466	\$2,938,610	\$570,196	\$2,921,078	\$2,385,990
Radio	\$1,636,430	\$2,618,111	\$391,916	\$799,671	\$2,352,370
Total	\$30,269,041	\$30,632,543	\$27,763,715	\$43,042,428	\$44,859,145

FIGURE 4: DISTRIBUTION OF MEDIA EXPENDITURES BY MEDIA TYPE OVER 5 YEARS

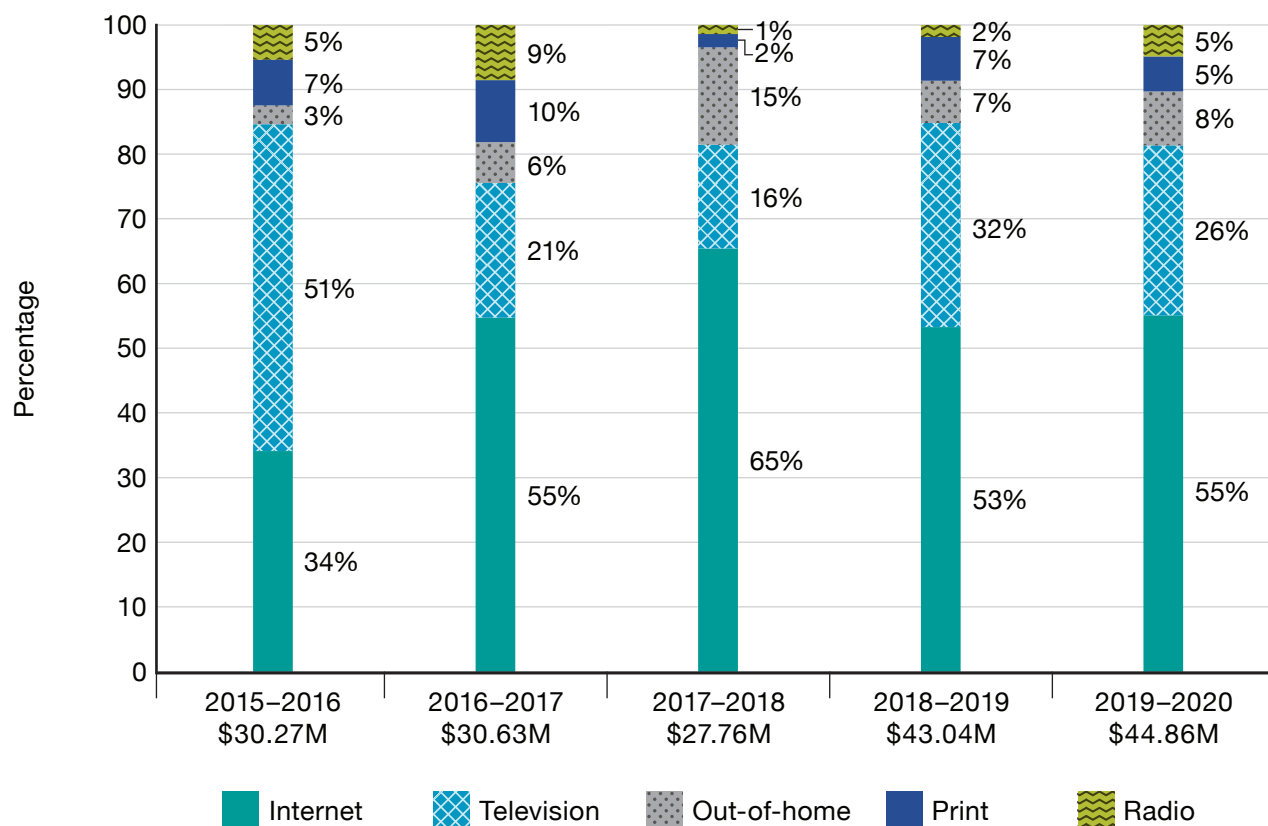
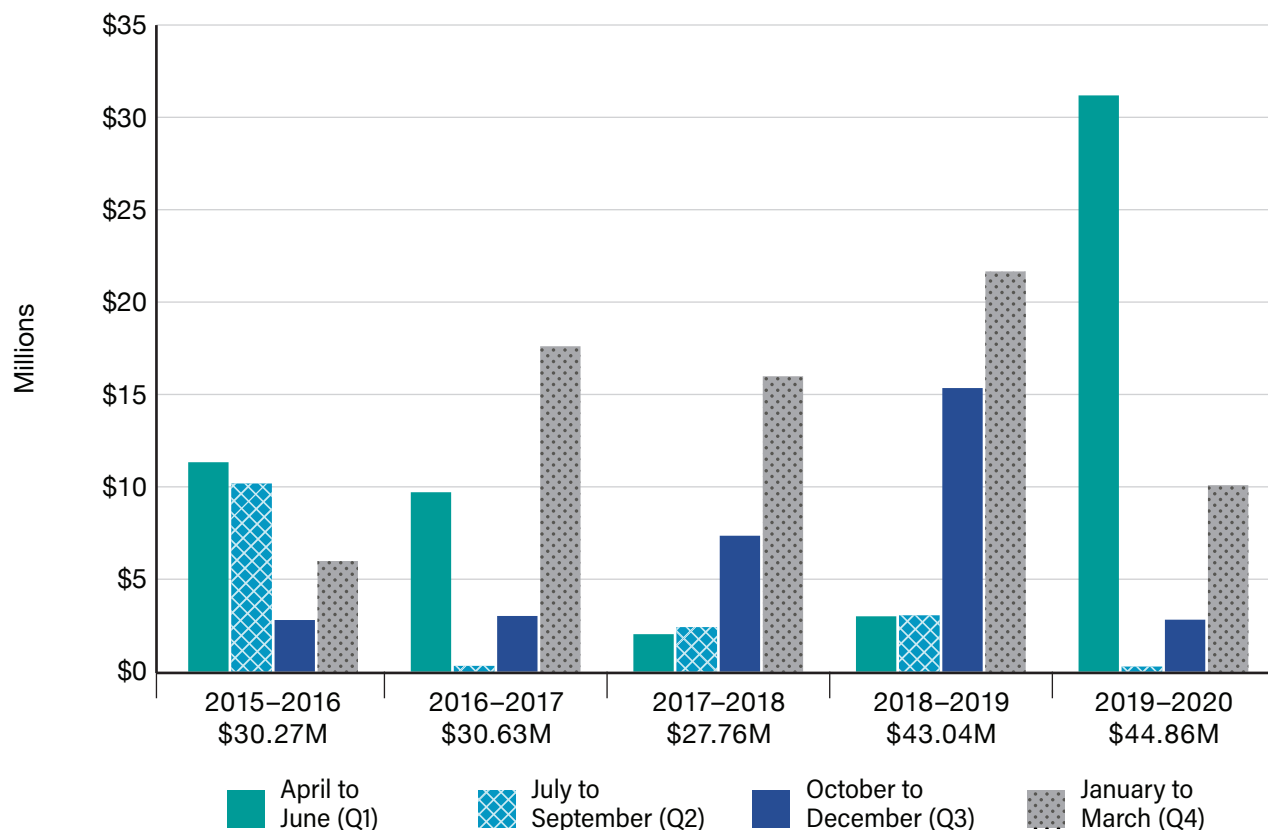


FIGURE 5: MEDIA EXPENDITURES BY QUARTER OVER 5 YEARS



Fiscal year quarter	2015–2016	2016–2017	2017–2018	2018–2019	2019–2020
April to June (Q1)	\$11,334,752	\$9,707,078	\$2,024,184	\$2,991,500	\$31,189,476
July to September (Q2)	\$10,173,674	\$297,333	\$2,412,338	\$3,051,747	\$277,813
October to December (Q3)	\$2,779,671	\$3,014,958	\$7,353,217	\$15,346,757	\$2,808,375
January to March (Q4)	\$5,980,945	\$17,613,174	\$15,973,975	\$21,652,423	\$10,583,481
Total	\$30,269,041	\$30,632,543	\$27,763,715	\$43,042,428	\$44,859,145

FIGURE 6: DISTRIBUTION OF MEDIA EXPENDITURES BY QUARTER OVER 5 YEARS

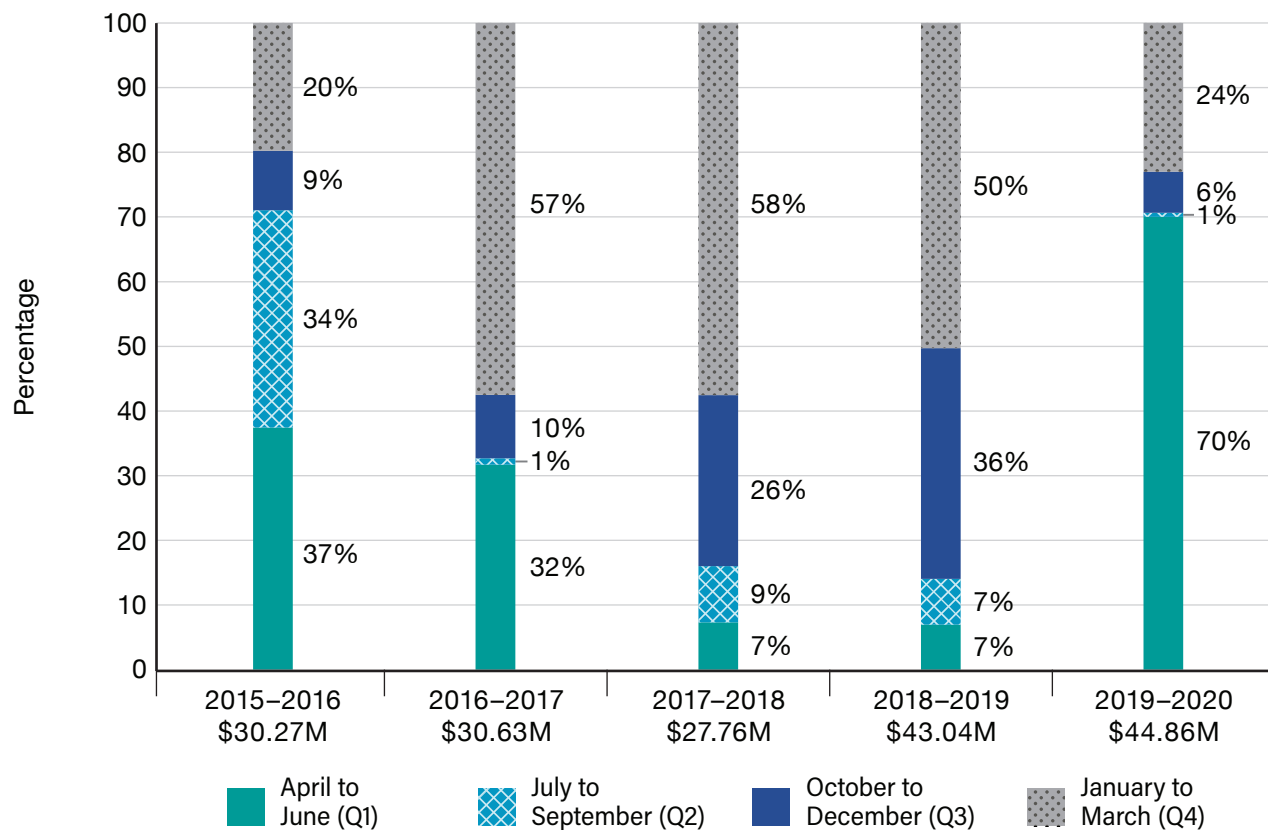
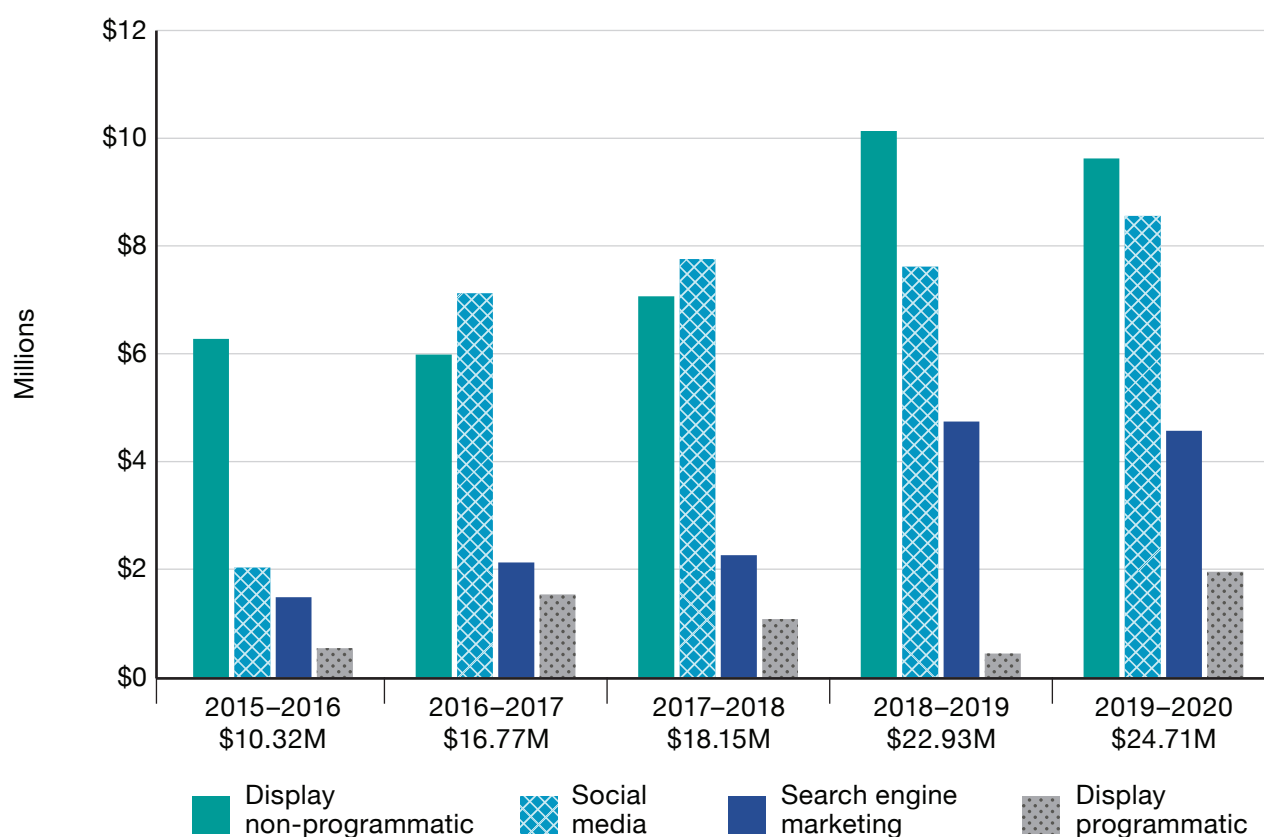


FIGURE 7: DIGITAL MEDIA EXPENDITURES BY MEDIA TYPE OVER 5 YEARS

Search engine marketing media placement was made with two platforms. The largest share was allocated to Google receiving 93% (\$4.27 million) of total media expenditures in this medium. The remaining 7% (\$305 thousand) was spent with Bing. A breakdown by platform is also provided for social media in [Figure 9](#) (media expenditures by platform) and [Figure 10](#) (distribution by platform). The term “real-time bidding” used in previous annual reports has been replaced with the term “programmatic”, which better reflects today’s environment and simply means media placement executed using technology to perform the transactions virtually in real-time.



Digital media	2015–2016	2016–2017	2017–2018	2018–2019	2019–2020
Display non-programmatic	\$6,276,943	\$5,986,980	\$7,064,404	\$10,134,089	\$9,624,895
Social media	\$2,032,632	\$7,125,264	\$7,755,521	\$7,617,926	\$8,561,088
Search engine marketing	\$1,480,420	\$2,124,167	\$2,258,743	\$4,739,636	\$4,570,668
Display programmatic	\$534,100	\$1,533,108	\$1,074,858	\$435,430	\$1,955,100
Total	\$10,324,095	\$16,769,519	\$18,153,526	\$22,927,081	\$24,711,751

FIGURE 8: DISTRIBUTION OF DIGITAL MEDIA EXPENDITURES BY MEDIA TYPE OVER 5 YEARS

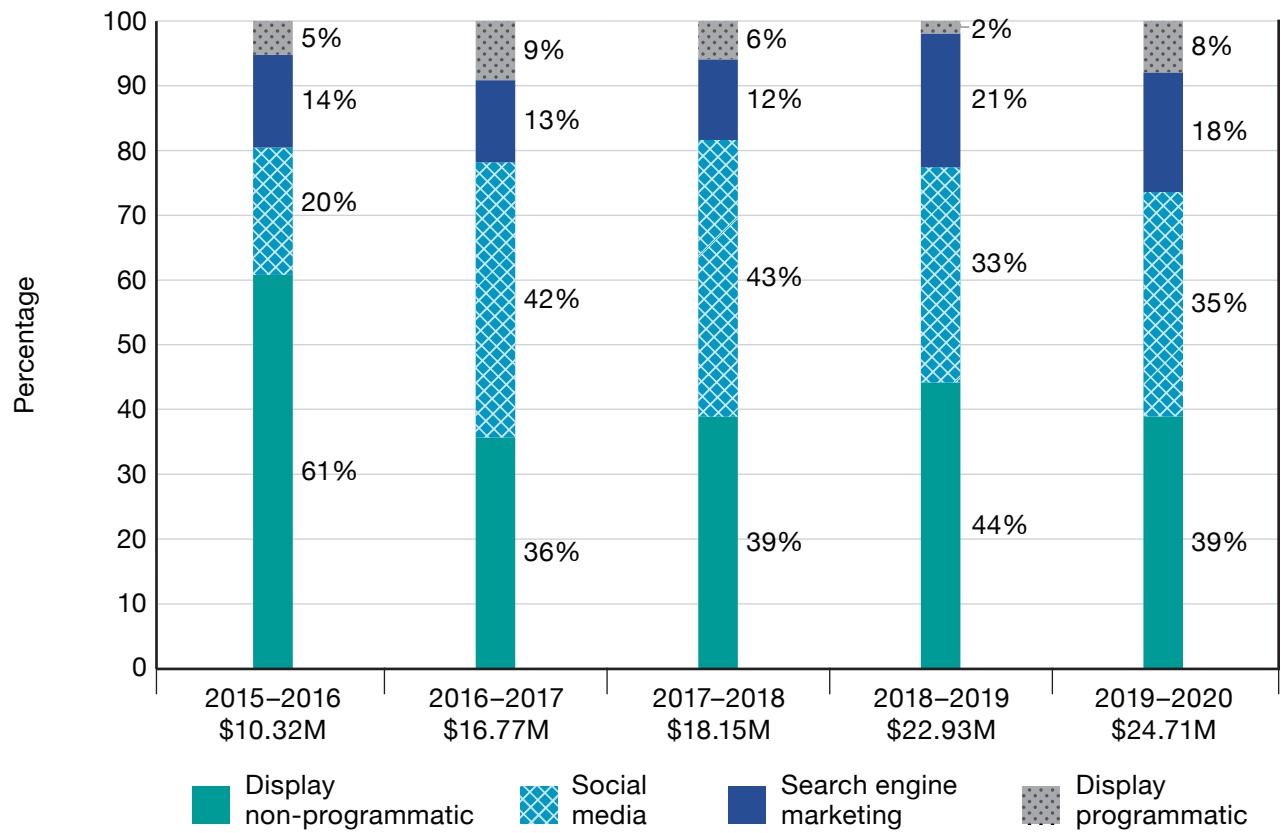
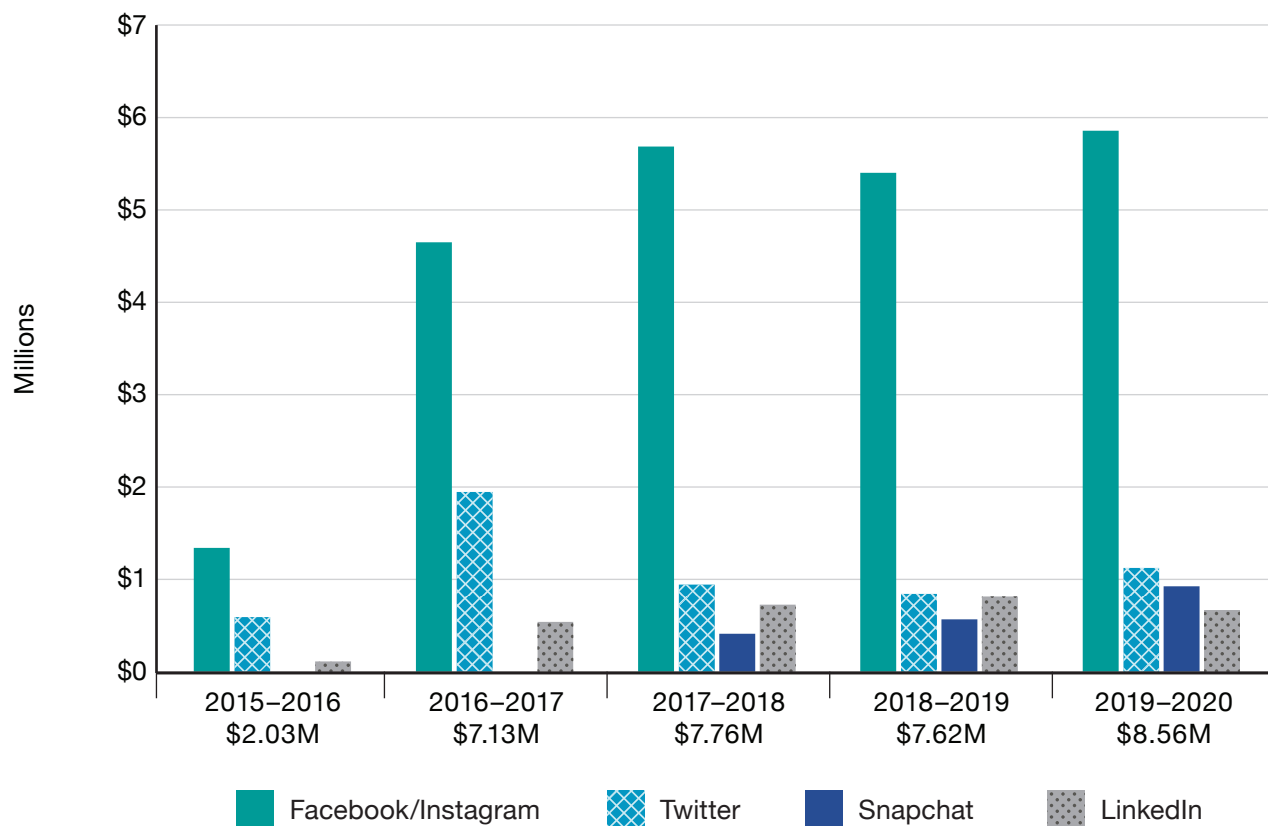


FIGURE 9: SOCIAL MEDIA EXPENDITURES OVER 5 YEARS



Platform	2015–2016	2016–2017	2017–2018	2018–2019	2019–2020
Facebook/Instagram	\$1,336,973	\$4,646,517	\$5,684,613	\$5,399,912	\$5,854,469
Twitter	\$587,845	\$1,942,452	\$941,505	\$839,447	\$1,119,479
Snapchat	\$0	\$0	\$406,845	\$565,814	\$920,635
LinkedIn	\$107,814	\$536,295	\$722,559	\$812,753	\$666,505
Total	\$2,032,632	\$7,125,264	\$7,755,521	\$7,617,926	\$8,561,088

FIGURE 10: DISTRIBUTION OF SOCIAL MEDIA EXPENDITURES OVER 5 YEARS

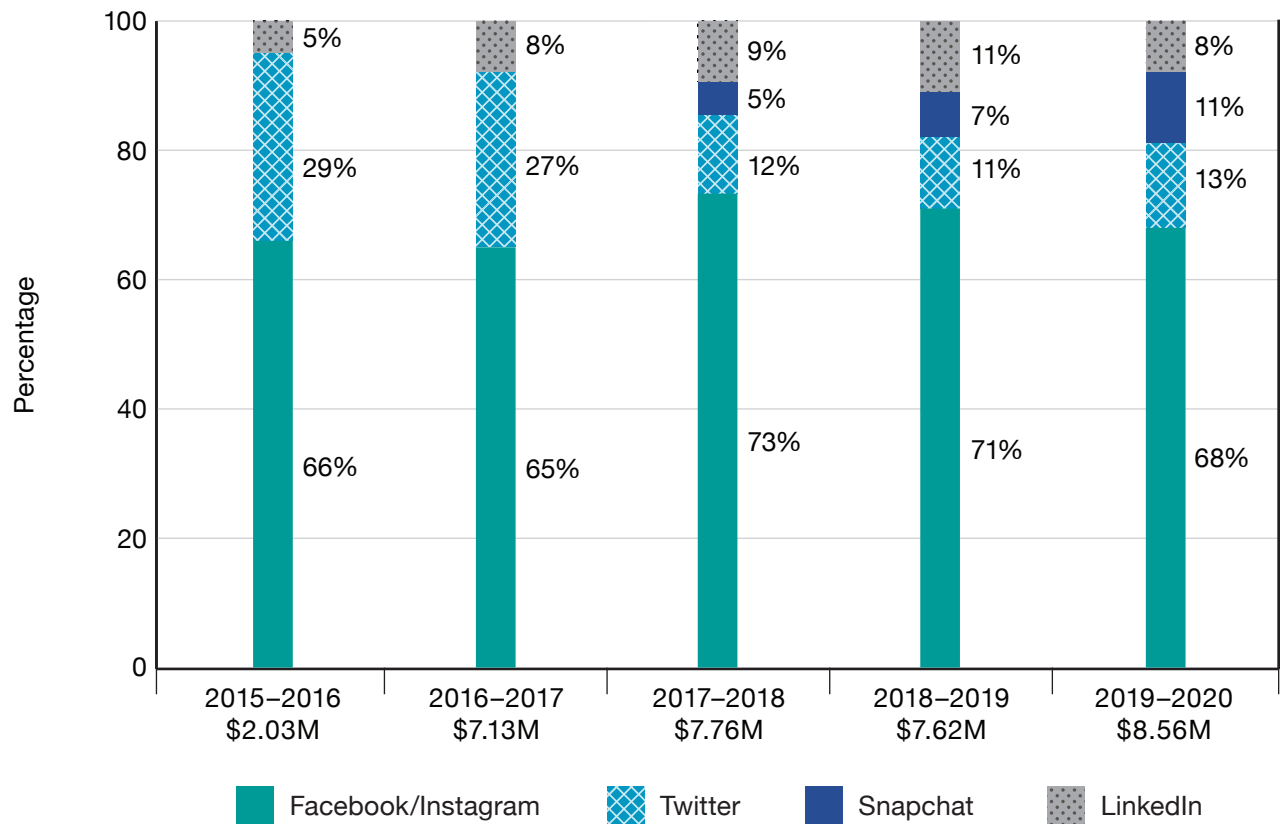


TABLE 1: ENGLISH AND FRENCH MEDIA EXPENDITURES BY MEDIA TYPE

Reaching Canadians in the official language of their choice, regardless of where they reside, is a mandatory requirement for GC advertising. All media plans are developed, reviewed and approved in accordance with this requirement.

Amounts below include all media placement within Canada during fiscal year 2019–2020. Attribution of media expenditures by official language is based on the following:

Internet: The language of the ads.

Television and Radio: The broadcast language of the stations.

Out-of-home: The predominant language of each province, except for cinema, which is based on the proportion of screens in each language of each province.

Print: The language in which the publication is published.

Media	English		French		Total
	Expenditures	Distribution	Expenditures	Distribution	
Internet	\$17,637,757	77%	\$5,391,076	23%	\$23,028,833
Television	\$9,742,419	84%	\$1,826,581	16%	\$11,569,000
Out-of-home	\$2,795,662	76%	\$875,795	24%	\$3,671,456
Radio	\$1,726,553	85%	\$305,817	15%	\$2,032,370
Print	\$1,261,059	78%	\$361,915	22%	\$1,622,974
Total	\$33,163,449	79%	\$8,761,184	21%	\$41,924,633

TABLE 2: MEDIA EXPENDITURES IN ETHNIC AND INDIGENOUS MEDIA BY MEDIA TYPE

In addition to media placement required to fulfil official languages obligations, ethnic and Indigenous media are also used to reach those audiences.

Amounts below include all media placement within Canada during fiscal year 2019–2020. Ethnic and Indigenous media are multilingual and can include advertisements in various languages as well as English and French.

Media	Ethnic		Indigenous		Total
	Expenditures	Distribution	Expenditures	Distribution	
Internet	\$417,372	46%	\$582,975	66%	\$1,000,348
Print	\$337,394	37%	\$43,671	5%	\$381,064
Radio	\$45,880	5%	\$198,879	23%	\$244,759
Television	\$115,409	13%	\$53,168	6%	\$168,577
Total	\$916,056	100%	\$878,693	100%	\$1,794,748

TABLE 3: MEDIA EXPENDITURES TARGETING INTERNATIONAL AUDIENCES BY MEDIA TYPE

During fiscal year 2019–2020, media placement was made by the AOR for Global Affairs Canada, and Immigration, Refugees and Citizenship Canada, to reach potential newcomers to Canada. This can include advertisements in various languages as well as English in French.

Media	Expenditures	Distribution
Internet	\$682,570	60%
Print	\$381,952	34%
Radio	\$75,241	7%
Total	\$1,139,764	100%

FIGURE 11: COVID-19 MEDIA EXPENDITURES BY MEDIA TYPE

Figures 11 and 12 below provide information on COVID-19 national advertising in fiscal year 2019–2020 (ending March 31, 2020). This has been compiled for this annual report on an exceptional basis, because the situation with the pandemic is unique and historic.

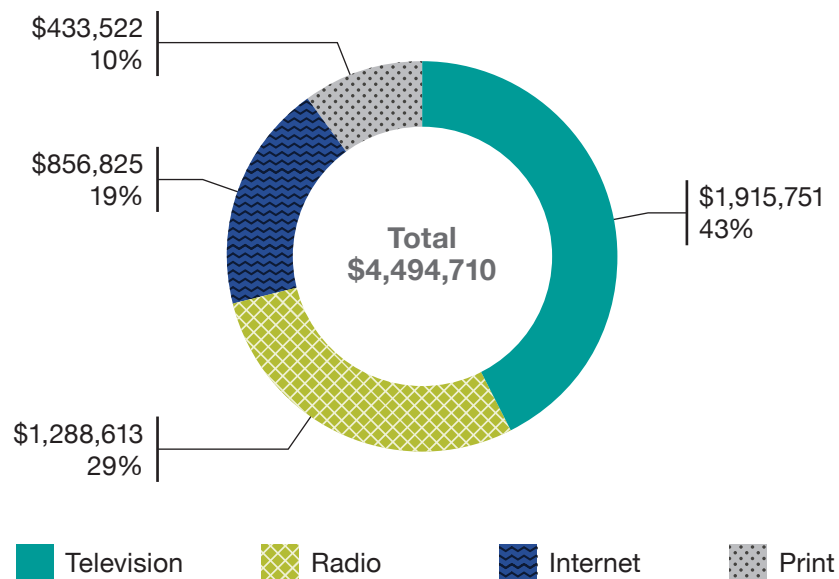
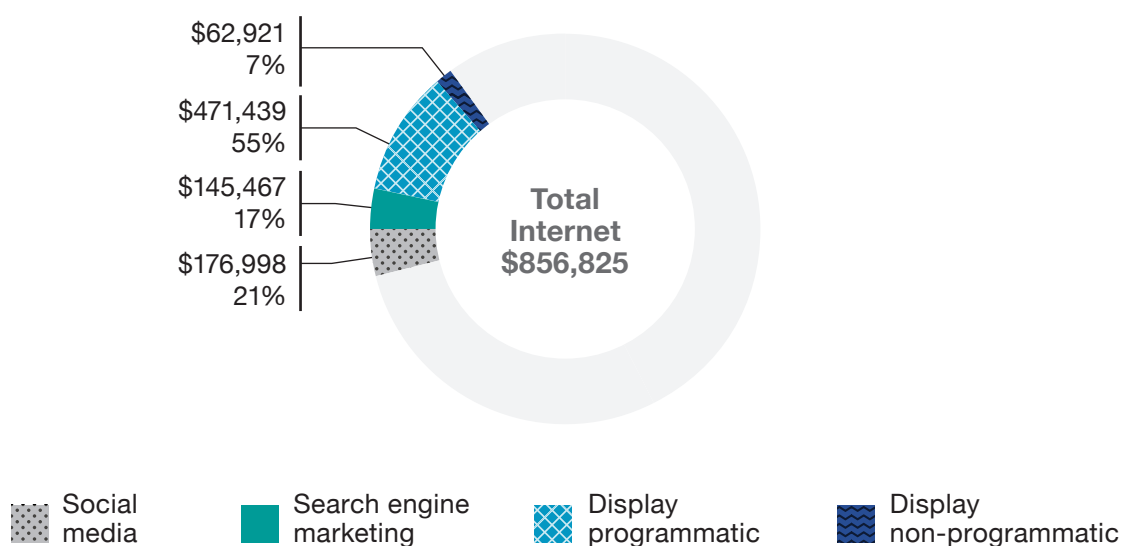


FIGURE 12: COVID-19 DIGITAL MEDIA EXPENDITURES BY MEDIA TYPE



GOVERNMENT OF CANADA ADVERTISING EXPENDITURES

This section provides information on advertising expenditures reported by Government of Canada (GC) institutions. Amounts include all advertising expenditures, which encompasses media planning, media placement with and without the Agency of Record (AOR), as well as creative production.

Note: Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

FIGURE 13: TOP 10 ADVERTISING INSTITUTIONS

Total advertising expenditures for the institutions below (\$43.06 million) make up for 86% of the total GC advertising expenditures (\$50.10 million).

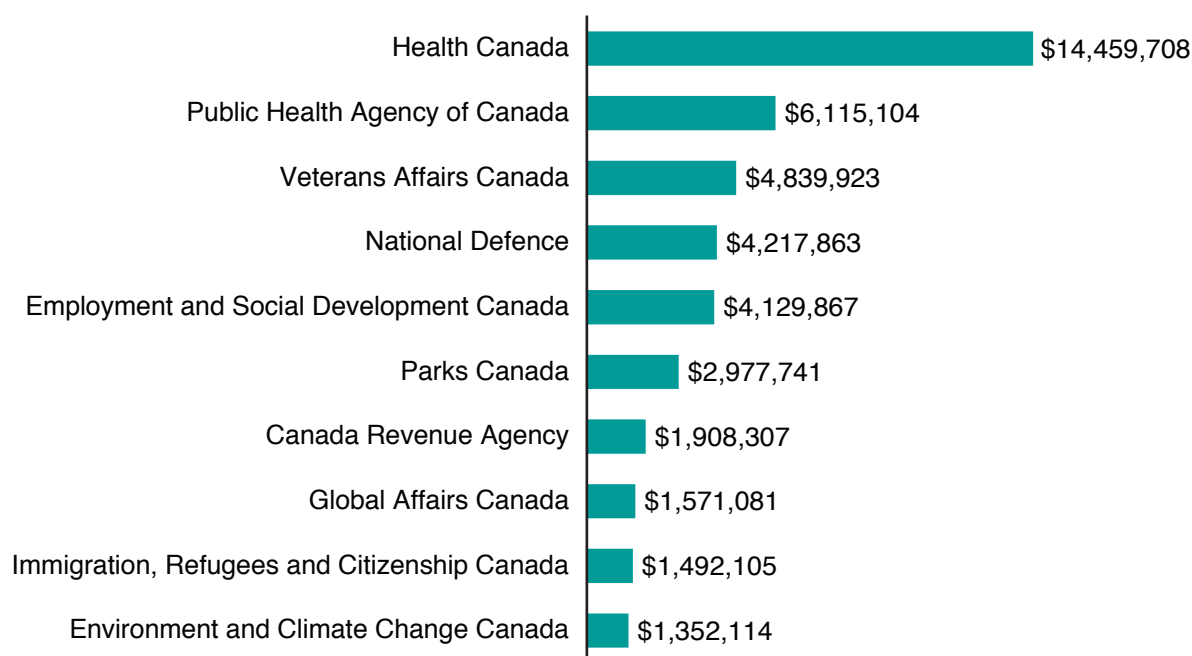


TABLE 4: ADVERTISING EXPENDITURES BY INSTITUTION

Fiscal year 2019–2020 was the last year of operation of the Online Advertising Unit (OAU). All activities ended on March 31, 2020.

Institution	With the AOR	With the AOR through the OAU	Without the AOR	Total
Agriculture and Agri-Food Canada	\$175,081	\$0	\$12,967	\$188,047
Atlantic Canada Opportunities Agency	\$0	\$233,251	\$1,300	\$234,551
Canada Border Services Agency	\$0	\$0	\$24,991	\$24,991
Canada Energy Regulator	\$0	\$0	\$24,341	\$24,341
Canada Revenue Agency	\$1,904,447	\$0	\$3,860	\$1,908,307
Canadian Centre for Occupational Health and Safety	\$0	\$69,308	\$20,000	\$89,308
Canadian Food Inspection Agency	\$242,676	\$0	\$63,480	\$306,156
Canadian Grain Commission	\$0	\$0	\$58,406	\$58,406
Canadian Heritage	\$55,122	\$0	\$105,680	\$160,802
Canadian Institutes of Health Research	\$0	\$0	\$501	\$501
Canadian Northern Economic Development Agency	\$0	\$0	\$40,747	\$40,747
Canadian Radio-television and Telecommunications Commission	\$17,723	\$0	\$6,607	\$24,329
Canadian Security Intelligence Service	Not included.			
Canadian Transportation Agency	\$0	\$0	\$39,738	\$39,738
Civilian Review and Complaints Commission for the RCMP	\$0	\$0	\$455	\$455
Communications Security Establishment Canada	\$38,706	\$0	\$27,632	\$66,338
Correctional Service Canada	\$0	\$0	\$10,658	\$10,658
Crown-Indigenous Relations and Northern Affairs Canada	\$0	\$0	\$8,711	\$8,711
Department of Finance Canada	\$0	\$0	\$20,392	\$20,392
Employment and Social Development Canada	\$3,868,799	\$241,447	\$19,621	\$4,129,867
Environment and Climate Change Canada	\$1,236,539	\$0	\$115,575	\$1,352,114
Financial Consumer Agency of Canada	\$859,855	\$0	\$31,796	\$891,651
Fisheries and Oceans Canada	\$0	\$0	\$63,050	\$63,050
Global Affairs Canada	\$1,257,275	\$0	\$313,805	\$1,571,081
Health Canada	\$14,459,708	\$0	\$0	\$14,459,708

Institution	With the AOR	With the AOR through the OAU	Without the AOR	Total
Immigration and Refugee Board of Canada	\$0	\$0	\$1,715	\$1,715
Immigration, Refugees and Citizenship Canada	\$1,489,075	\$0	\$3,030	\$1,492,105
Impact Assessment Agency of Canada	\$0	\$0	\$322,021	\$322,021
Indigenous Services Canada	\$0	\$273,440	\$35,567	\$309,007
Innovation, Science and Economic Development Canada	\$969,586	\$0	\$25,932	\$995,518
Library and Archives Canada	\$0	\$0	\$4,986	\$4,986
National Defence	\$4,164,510	\$0	\$53,353	\$4,217,863
National Film Board	\$0	\$0	\$438,175	\$438,175
National Research Council Canada	\$0	\$0	\$75,903	\$75,903
Natural Resources Canada	\$178,058	\$0	\$25,067	\$203,125
Office of the Secretary to the Governor General	\$0	\$0	\$204,264	\$204,264
Office of the Superintendent of Financial Institutions Canada	\$0	\$0	\$30,386	\$30,386
Parks Canada	\$2,455,806	\$0	\$521,935	\$2,977,741
Polar Knowledge Canada	\$0	\$0	\$31,943	\$31,943
Public Health Agency of Canada	\$6,036,301	\$0	\$78,803	\$6,115,104
Public Safety Canada	\$0	\$316,518	\$0	\$316,518
Public Service Commission of Canada	\$0	\$8,041	\$0	\$8,041
Public Services and Procurement Canada	\$18,615	\$0	\$181,885	\$200,500
Royal Canadian Mounted Police	\$0	\$654,425	\$8,455	\$662,881
Statistics Canada	\$103,000	\$0	\$849	\$103,849
The National Battlefields Commission	\$0	\$0	\$222,458	\$222,458
Transport Canada	\$447,756	\$0	\$34,953	\$482,709
Treasury Board of Canada Secretariat	\$0	\$45,679	\$0	\$45,679
Veterans Affairs Canada	\$4,808,987	\$0	\$30,936	\$4,839,923
Women and Gender Equality Canada	\$124,000	\$0	\$0	\$124,000
Total	\$44,911,622	\$1,842,108	\$3,346,928	\$50,100,658

TABLE 5: CAMPAIGNS EXCEEDING \$500,000

Campaign titles and expenditures below appear as they were reported by GC institutions. Expenditures may not correspond to total campaign expenditures since some campaigns may include other components under \$500,000 which are not included in this table.

All campaigns below underwent the mandatory external review process namely the [Advertising Oversight Mechanism](#), prior to their implementation to ensure that they were non-partisan, as required by the [Policy on Communications and Federal Identity. Results](#) are available online.

Total advertising expenditures for these campaigns (\$35.40 million) make up for 71% of the total GC advertising expenditures (\$50.10 million).

Media planning expenditures were reported under “Production” with production expenditures up to November 30, 2019. Starting December 1, 2019, they are reported under “Media” with media placement expenditures.

Institution	Campaign	Production	Media	Total
Canada Revenue Agency				
	Climate Action Incentive	\$1,350	\$923,801	\$925,151
Employment and Social Development Canada				
	Education and Skills	\$12,133	\$948,769	\$960,903
	Seniors Campaign	\$49,054	\$2,391,080	\$2,440,134
Environment and Climate Change Canada				
	Nature Legacy Part 2	\$0	\$952,209	\$952,209
Financial Consumer Agency of Canada				
	Take charge of your finances (phase 2)	\$0	\$859,855	\$859,855
Health Canada				
	Cannabis Public Education	\$67,084	\$3,346,144	\$3,413,228
	Opioids	\$14,734	\$3,867,223	\$3,881,957
	Youth Vaping Prevention Campaign	\$19,456	\$3,579,989	\$3,599,445
	Youth Vaping Prevention Campaign (Q3 phase 2 and Q4)	\$12,123	\$2,457,903	\$2,470,026
Innovation, Science and Economic Development Canada				
	Innovation for Success	\$2,077	\$904,834	\$906,911

Institution	Campaign	Production	Media	Total
National Defence				
	2019–2020 Awareness Campaign	\$173,811	\$2,026,132	\$2,199,942
	Priority Occupations Campaign	\$6,573	\$803,885	\$810,458
Parks Canada				
	National Office – National advertising campaign	\$59,798	\$2,337,363	\$2,397,161
Public Health Agency of Canada				
	Childhood Vaccination	\$38,858	\$863,871	\$902,729
	Coronavirus (COVID-19) Public Education Campaign – Planning for 2020–2021	\$243,134	\$4,264,013	\$4,507,146
Veterans Affairs Canada				
	2019 Remembrance Campaign	\$419,104	\$1,382,292	\$1,801,396
	Pension For Life	\$15,559	\$2,351,780	\$2,367,338
Total		\$1,134,846	\$34,261,142	\$35,395,988

APPENDICES

Appendix I: Glossary

This section provides definitions of terms used in this report related to Government of Canada (GC) advertising, for clarity and to ensure common understanding. The terms may have a broader meaning beyond this report and therefore, these definitions should only be applied in the context of this report.

Advertising

In the context of all GC advertising activities, “advertising” is defined as ([Policy on Communications and Federal Identity, Appendix: Definitions](#)):

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 expenditures

Total of media planning, media placement and creative production expenditures.

Agency of Record (AOR)

Private sector supplier selected by the GC following a rigorous, open and transparent procurement process, as sole supplier responsible for media planning, negotiation, placement, verification and consolidation of GC advertising media placement.

Display

Advertising on Internet through banners, including various formats made of text, images, video and audio, placed on websites and within web-based applications. Display includes all media placement on YouTube.

Display non-programmatic

Display advertising purchased through direct buys where media suppliers receive insertion orders or contracts and billing takes place between the suppliers and the AOR.

Display programmatic

Display advertising purchased and served in real-time through demand-side platforms, supply-side platforms and an ad server, managed by the AOR, using programmed algorithms and where billing is managed through the ad server.

Internet

Advertising including display non-programmatic and programmatic, social media and search engine marketing.

Media expenditures

Net media costs paid to suppliers for advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production costs are excluded.

Media placement

The purchase of advertising space and time from media suppliers, such as websites, social media platforms, television networks or stations, radio stations, newspapers, magazines, etc.

Non-partisan communications

In the context of all GC communications products and activities, “non-partisan” means ([Policy on Communications and Federal Identity, Appendix: Definitions](#)):

- objective, factual and explanatory;
- 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.

Out-of-home

Advertising in various media outside of people’s homes, such as billboards, signs, advertisements on street furniture like bus shelters or benches, in-transit areas like airports or train stations, location-based advertisements like at a stadium, as well as cinema.

Search engine marketing

Advertising on search engine platforms.

Social media

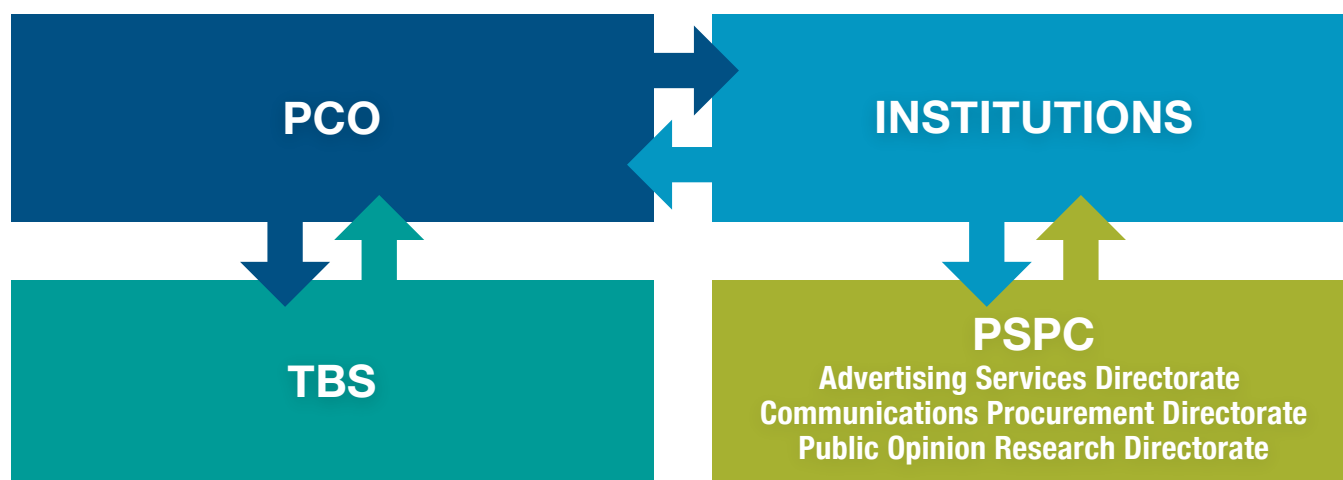
Advertising on social media platforms, including Facebook/Instagram, Twitter, Snapchat and LinkedIn.

Appendix II: Process

The Government of Canada (GC) has an obligation to inform Canadians about policies, programs, services, rights and responsibilities, as well as to alert them of environmental, public health and safety issues. Advertising is one mean of communications used by the GC to achieve this.

Rigorous annual planning and reporting mechanisms are in place to ensure that advertising activities align to government priorities, comply with applicable laws, policies and related instruments, and meet the information needs of Canadians.

GC advertising is conducted in accordance with the [Policy on Communications and Federal Identity](#) and its supporting instruments. Many organizations are involved, including [institutions](#), the [Privy Council Office \(PCO\)](#), the [Treasury Board of Canada Secretariat \(TBS\)](#) and [Public Services and Procurement Canada \(PSPC\)](#). The following describes their relationships and primary responsibilities:



Institutions

Departments and other portions of the federal public administration operating under Schedules I, I.1 and II of the [Financial Administration Act](#) develop advertising plans based on priorities of the institutions and the Government and work with PCO to obtain Cabinet approval.

Once Cabinet approval is obtained, institutions work with PSPC for the procurement of advertising services as needed. Creative services are provided by creative agencies, and media planning and buying services are provided by the Agency of Record (AOR).

Institutions are responsible for managing all aspects of their advertising activities and for ensuring that campaigns reach their target audiences using the appropriate media with the appropriate message at the correct time. Along with this, they are responsible for ensuring that all communications adhere to the [Official Languages Act](#), and for evaluating the effectiveness of their advertising activities.

Institutions are required to record all their advertising activities in the GC Advertising Management System (AdMIS), which is maintained by PSPC and used to produce the [Annual Report on Government of Canada Advertising Activities](#).

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 are required to submit their advertising plans to PCO, which then works with the Prime Minister's Office to develop the GC annual advertising plan. Once the plan is approved by the Prime Minister, PCO prepares relevant documentation so that institutions receive funding from the central advertising fund; institutions can also fund their advertising activities from their own budgets.

PCO also provides government-wide oversight of GC advertising activities and coordinates GC advertising to ensure that the overall approved budget levels are respected and that evaluation results are used to help inform the development of future advertising activities.

TBS

TBS issues administrative policies, including the [Policy on Communications and Federal Identity](#), which governs communications activities, including advertising. The Policy aligns GC communications practices with today's digital environment and includes a requirement that all communications products and activities, including advertising, be non-partisan.

All GC advertising campaigns with budgets over the established threshold must undergo a mandatory external review process namely the [Advertising Oversight Mechanism](#), to ensure that they are non-partisan. In fiscal year 2019–2020, the established threshold was over \$500,000. Starting April 1, 2020, the new established threshold is over \$250,000. [Results](#) are available online.

TBS also manages the Treasury Board submission process to secure advertising funding for institutions.

PSPC

Three directorates at PSPC are involved, including the Advertising Services Directorate (ASD), the Communications Procurement Directorate (CPD) and the Public Opinion Research Directorate (PORD):

ASD:

- provides technical advice and advisory and coordination services to GC institutions on the government advertising process, best practices, and relevant laws, policies and related instruments;
- manages the AOR contract;
- works with the CPD to develop advertising services procurement tools for use by GC institutions, which align with current industry best practices and today's environment;
- provides training to the government advertising community to ensure that their knowledge and abilities remain up-to-date;
- maintains AdMIS and issues project registration numbers for advertising activities and advertising numbers (ADV) for media placement to GC institutions to record all their advertising activities and expenditures; and
- produces the [Annual Report on Government of Canada Advertising Activities](#).

CPD:

- is the sole authority responsible for the procurement of advertising and public opinion research services, including pre-testing and post-campaign evaluation for advertising activities;
- manages the procurement process to select [advertising services suppliers](#) for GC institutions; and
- works with ASD to develop advertising services procurement tools for use by GC institutions.

PORD:

- advises institutions about the public opinion research process, research methodologies, and compliance with relevant laws, policies and related instruments; and
- reviews research projects related to advertising pre- and post-campaign testing and evaluation, a mandatory process for campaigns with media buys over \$1 million.

Appendix III: Laws, policies, directive and mandatory procedures

Laws

Financial Administration Act

Government of Canada (GC) advertising activities in this report pertain to institutions subject to the [Policy on Communications and Federal Identity](#) and its supporting instruments. These apply to departments and other portions of the federal public administration as set out in Schedules I, I.1 and II of the *Financial Administration Act*, unless excluded by specific acts, regulations or orders in council.

Official Languages Act

The [Policy on Communications and Federal Identity](#) and its supporting instruments require that GC advertising be conducted in accordance with relevant sections of the *Official Languages Act*.

Policies

Common Services Policy

This policy sets out common services that GC institutions must use to fulfill their requirements. Public Services and Procurement Canada (PSPC) is identified as a mandatory common service organization for the coordination of, and contracting for all advertising services requirements.

Contracting Policy

This policy gives PSPC the responsibility for the contracting of all advertising services requirements.

Policy on Communications and Federal Identity

This policy is the core instrument governing the conduct of GC communications, which includes advertising along with all other means of communications. The Policy gives context and rules for how the GC enables communication with the public about policies, programs, services and initiatives, including the administration of the GC official symbols.

Directive and mandatory procedures

Directive on the Management of Communications

This directive is one of the related instruments supporting the [Policy on Communications and Federal Identity](#). The Directive provides rules for managing and coordinating GC communications, including procedures for advertising.

Appendix B: Mandatory Procedures for Advertising

These procedures are an appendix to the [Directive on the Management of Communications](#). They provide procedural rules for planning, contracting, as well as pre-testing and evaluation of GC advertising activities.

Advertising Oversight Mechanism

The [Directive on the Management of Communications](#) requires that GC advertising comply with the oversight mechanism for non-partisan advertising. The mechanism is an external review process that supports the Government's commitment to ensure that its communications are non-partisan.