

Testing Recall of Recruitment Advertising: 2021-2022 Campaign

Executive Summary

Submitted to:
Department of National Defence

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Methodological Report

Prepared for Department of National Defence

Supplier Name: Narrative Research Inc.

March 15, 2022

This report presents the methodological details for the Post-Wave I and Post-Wave II of the **Testing Recall of Recruitment Advertising: 2021-2022 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 18-34. A total of 1,000 respondents were included in the first post-wave survey between August 6 to 12, 2021, and total of 1,006 respondents were included in the second post-wave survey between February 22 and March 2, 2022.

Ce rapport est aussi disponible en français sous le titre: Évaluation du rappel de la publicité de recrutement : campagne 2021-22 Rapport de méthodologie

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Background

A robust recruitment marketing strategy is an integral component of fulfilling the priority of maintaining the Canadian Armed Forces (CAF) and National 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, with a particular focus on women and visible minorities, 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, The CAF's 2021-2022 Awareness Campaign continues to target Canadians aged 18-34, with a goal of increasing interest and consideration for CAF jobs by focussing attention on the relevancy of its training, education and career development programs. To help meet stated recruiting objectives, DND has launched a multi-pronged CAF recruitment campaign consisting of an overarching awareness campaign, a priority occupations campaign, a women-focus campaign, an Indigenous campaign, and a Reserve campaign.

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 2021-2022 Canadian Armed Forces Recruitment Campaigns was Canadians between the ages of 18 and 34. Data was gathered from a general public panel modelling key demographics of Canadian males and females within the aforementioned age group. The first post-advertising campaign required an average of six minutes to administer, while the second post-advertising campaign survey required an average of approximately seven minutes to administer.

The participation rates in each wave were 25.4 percent, and 17.1 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 1,000 surveys completed for the first post-advertising campaign wave, while 1,006 surveys were completed for the second post wave iteration.

The first post-advertising campaign survey wave was administered August 6 to 12, 2021, while the second post-advertising campaign survey wave was administered February 22 to March 2, 2022.

Methodology and Research Usage

The survey data was collected to measure the recall and reaction to the 2021-2022 Recruitment Advertising Campaign. As per the standard methodology utilizing the Government of Canada's Advertising Campaign Evaluation Tool (ACET), the data being used as the baseline survey was conducted in August 2020, prior to campaign ads being run in the media.

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 18-34 years of age.

Expenditure

The survey entailed the expenditure of \$29,884.55, 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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