



Parks
Canada

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Canada

Parks Canada Advertising Campaign Evaluation (ACET)

Executive Summary

Prepared for Parks Canada

Supplier name: Advanis Inc.

Contract number: EP363-140002/001/CY

Contract value: \$45,396.53 (tax included)

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July 2022

This report presents the methodological details for the **Parks Canada Advertising Campaign Evaluation (ACET)** conducted by Advanis Inc. on behalf of Parks Canada. This study was completed from January 11th to February 2nd, 2022, in the form of a pre-campaign survey and from June 8th to July 3rd, 2022, in the form of a post-campaign survey. Both waves were conducted using Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

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Parks Canada protects and presents nationally significant examples of Canada's natural and cultural heritage on behalf of the people of Canada, and fosters public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.

Parks Canada launched a national advertising campaign that aired on a variety of platforms in the spring of 2022 including television, cinema, social media platforms, search engine marketing, public transit and billboards. Each platform was in market at different times, but as a whole the campaign was in market between February 2022 and June 2022. The campaign was focused on national parks and national historic sites and was linked to promoting the recovery of Canada's tourism industry following two years of the COVID-19 pandemic.

As a result, and as per Government of Canada requirements, all advertising campaigns valued at least \$1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey. The purpose of this quantitative study is to collect feedback from Canadians in order to:

- measure the performance of the advertising;
- understand the public's message recall of the campaign;
- measure Canadian's public awareness of Parks Canada, both aided and unaided;
- measure support of Parks Canada's mandate;
- understand if the public is intending to visit national parks or national historic sites in 2022;
- other Parks Canada specific metrics such as the importance of certain factors when deciding to visit national parks or national historic sites.

The results of this study will assess whether the campaign met its objectives and to inform future Parks Canada advertising campaigns.

This study was completed from January 11th to February 2nd, 2022, in the form of a pre-campaign or 'pre-wave' survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign or 'post-wave' survey was conducted from June 8th to July 3rd, 2022. A consistent set of questions is used in both surveys to compare across the timeframe in which the advertising campaign enters and leaves the public domain.

For both waves, Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population. Participants were invited via email or SMS to take part in a Web survey. The study was drawn from a random sample and can be extrapolated to the broader population only on a national level.

Questions within the survey further filtered out responses from anyone under the age of 18, who did not live in Canada, and anyone working for organizations that would not qualify to participate (e.g., a market research firm). A total of 4,059 adult Canadians participated in the study. For the aided recall evaluation, two different versions of the video creatives could be viewed in varying lengths, either a 15 or 60 second video.

The contract value for this study was \$45,396.53 (tax included).

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
Advanis Inc.