



Emploi et  
Développement social Canada

Employment and  
Social Development Canada

# 2021-2022 / 2022-2023 Jobs & Skills Advertising Campaign Evaluation (Advertising Campaign Evaluation Tool - ACET)

## Executive Summary

Prepared for:

Employment and Social Development Canada

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Submitted by:

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**2021-2022 / 2022-2023 Jobs & Skills Advertising Campaign Evaluation – Executive Summary  
(Advertising Campaign Evaluation Tool - ACET)**

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**2021-2022 / 2022-2023 Jobs & Skills Advertising Campaign Evaluation – Executive Summary  
(Advertising Campaign Evaluation Tool - ACET)**

This public opinion research report presents the quantitative research methodology used to evaluate the Jobs & Skills campaign. The research was conducted using the Government of Canada's Advertising Campaign Evaluation Tool (ACET) and, as required, was conducted before and after the ad campaign ran in the media.

It is available upon request in multiple formats (large print, Braille, MP3, audio CD, e-text CD, DAISY, or Accessible PDF), by contacting 1 800 O-Canada (1-800-622-6232). By teletypewriter (TTY), call 1-800-926-9105.

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## Executive Summary

Narrative Research Inc.

Contract Number: G9292-229716/001/CY

POR Registration Number: POR-044-21

Contract Award Date: 2021-12-08

Contracted Cost (**Qualitative and Quantitative**): \$178,769.67 (tax included)

Note: Qualitative research presented under separate cover

## Background

Following the launch of Employment and Social Development Canada's (ESDC) *Essential Services Jobs during COVID-19/Job Bank* national advertising campaign in 2020-2021, 1.42 million Canadians remained unemployed as of September 2021. The COVID-19 pandemic has had and continues to have many effects on the labour market. Many sectors and industries are still seeking employees, and residents continue to seek jobs. In addition, with the changing nature of work, it is more and more obvious that Canadians have to continue learning and gain new professional skills to access today's labour market, facilitate a transition to a new career, or improve their current career. This advertising campaign, with a budget of \$2.5 million, was a two-phase campaign that spanned over two fiscal years.

Phase 1 of the campaign focused on promoting jobs to help job seekers and unemployed Canadians find work opportunities, during the pandemic and beyond. Additionally, this campaign aimed to support employers by encouraging them to publish job offers and review job-related resources available on the Job Bank search platform. Campaign targets included job seekers, both employed and unemployed, 18 to 64 years old, and employers in senior leadership and hiring positions, aged 35 to 64 years old.

Phase 2 of the campaign took place September to November 2022 and focused on the importance of skills development and continuing education. This phase informed Canadians of the various programs available to help them gain the skills they need to prepare for today's labour market and the financial support that is available. Campaign targets for this phase included: Canadian youth 18 to 24 years old, who are starting to work for the first time or looking to improve their current career; and adults 35 to 54 years old looking to change or improve their career.

Evaluating advertising campaigns that have a media buy of over \$1 million is a requirement within the Government of Canada's Policy on Communications and Federal Identity.

This report details the methodological considerations pertaining to the quantitative component of this study, which included baseline and post-campaign surveys to evaluate the campaign. Qualitative research was also undertaken to pre-test the creatives for this campaign, results of that component of the research are presented under a separate cover labelled “2022-2023 Jobs & Skills (Phase 2) Advertising Campaign Creative Testing.”

## Research Objectives

The purpose of the quantitative research is to evaluate the *Jobs & Skills* advertising campaign using the Government of Canada’s Advertising Campaign Evaluation Tool (ACET), and as required, is conducted before and after the advertising campaign runs in the media. Post-campaign data metrics are measured against the baseline data. Results will provide ESDC with data that assists in developing/adjusting future media strategies. In addition, results from the post-campaign provide for future campaigns, valuable trend information for the Department. The specific research objectives were to:

- Gauge general awareness of the topic of the campaign (baseline);
- Gauge the effectiveness of the campaign;
- Measure awareness and knowledge of the campaign and ESDC programs; and
- Detect if the campaign was effective in promoting the call to action.

## Methodology

To fulfill these objectives, an online survey was undertaken in January 2022 to set a baseline for the campaign prior to its launch and because the campaign ran in two phases, there were two post-campaign surveys conducted. The phase 1 post-advertising campaign online survey was undertaken in February/March 2022, and the phase 2 post-advertising online survey was administered in November 2022. The baseline survey required an average of 9 minutes to administer, and the post-advertising campaign surveys required approximately the same amount of time to administer.

The participation rates in each wave were 23.1 percent, 23.1 percent, and 45.5 percent, respectively. The email contact records for each wave were drawn from a national panel administered by The Logit Group of Toronto, Ontario. There was a total of 2,015 (1,853 job seekers; 162 employers) surveys completed for the baseline wave, while there was a total of 1,030 (850 job seekers; 180 employers) surveys completed for the phase 1 post-advertising campaign wave, and a total of 1,003 (phase 2 audience) surveys completed for the phase 2 post-advertising campaign data collection wave.

The baseline survey was administered from January 6 to January 12, 2022, while the phase 1 post-advertising campaign survey was administered from February 24 to March 8, 2022, and the phase 2 post-advertising campaign survey was administered from November 15 to 24, 2022.

## Research Usage

The survey data was collected to gauge the effectiveness of ESDC's *Jobs & Skills* advertising campaign. The surveys explored whether the target segments encountered the recent ad campaign, whether on television, through Facebook or other social media, or through some other medium. As per the standard ACET methodology, the baseline survey was conducted prior to ads being run in the media, and 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 posed.

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 seeing the ad campaign. Post-campaign data metrics would subsequently be compared by Government of Canada representatives against the baseline findings. Information obtained through this public opinion research would allow ESDC to determine the impact of its advertising campaign and provide direction on areas where campaigns could be adjusted. The findings are aimed to provide useful information to improve future campaigns.

Given that this online survey methodology entailed a non-probability sampling, the data collected cannot be extrapolated to a broader target population.

## Expenditure

The quantitative surveys entailed the expenditure of \$125,210.50 including tax. This survey was part of a larger research contract that also included qualitative research. The total contract value of the combined qualitative (online focus groups) and quantitative research (three online surveys) components was \$178,769.67, including tax.

## Consent

Narrative Research offers this written consent allowing 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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