

Advertising Pre-test: Effectiveness of creative executions on “Canadian Wireless Telecom Policy”

-Narrative Executive Summary-

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Narrative Executive Summary



Purpose, Objective and Methodology

Purpose

To address the current issues surrounding telecommunications, the Government of Canada (GoC) has decided to launch a series of informative advertising. This approach aims to communicate the GoC's wireless telecommunications policy and to clarify the confusion or misrepresentation that may be present in the minds of Canadians.

Objective

The main objective of the study was to evaluate the effectiveness of different creative executions – two television concepts, current radio (2) and print executions and choose the television concept that would be used in the campaign that was being planned.

Methodology

A total of six (6) two-hour focus groups were conducted; four in English (Mississauga and Chilliwack) and two in French (Montreal) from September 25 to 28, 2013. The study was conducted with the general adult population (18 years of age and over).

Total Expenditures

Including travel expenses and incentives total expenditures were \$44,870.42.

Extrapolation of results: Although qualitative research (e.g. in depth interviews, focus groups) is highly valuable for providing insight into the needs, attitudes and opinions of an organization's target audience, customers and prospects, the results cannot be statistically inferred to any wider group of individuals than those who participated.

Key Findings

- The majority of study participants were not aware of the current policies or regulations governing the wireless industry in Canada.
- Reactions to the advertising stimuli were similar in all cities visited and showed very little regional differences.
- Only a handful of participants recalled having seen or heard any recent government communication materials related to the wireless industry in Canada.
- All agreed that the ads presented would be more meaningful to those who are currently abreast of ongoing dialogues regarding wireless issues and concerns.
- Of the three communication media evaluated, the current print and radio ads appear the most effective at informing the public of the Government of Canada's position on the issues governing the Canadian wireless sector.

Key Findings (cont'd)

- Overall, the proposed campaign was successful at communicating benefits of competition for Canadian wireless consumers.
- The campaign succeeded at raising consciousness but didn't communicate the tangible actions that are being considered by our Government.
- In both television executions, the copy alone, without the support of visuals contributed to communicating the intended messages.
- According to the majority of participants, the **Choices** television platform is preferred as it is engaging, relevant, and factual. Generally speaking, study participants in all cities alike, were more receptive to the claim reminding Canadians that they pay some of the highest wireless fees in the world. Although the ad is thought provoking, the objective of more choice, lower prices and better service is not totally clear.

Key Findings (cont'd)

- The television concept labelled **Competition** was not clear enough to the majority of participants in all groups alike. The images seemed to promote sports rather than draw a parallel with other sectors where competition has proven to be beneficial. However, the copy, without the support of the images communicated the intended message and was clear on the government's intention to create more competition.
- All expect the website to give information seekers specific details regarding government intended actions and strategies. They would also expect to see rate comparisons to support the claim that Canadians pay some of the highest wireless rates in the world.
- Both radio ads were well received especially in English Canada. The vast majority of participants found the radio ads clearer.
- Overall, the print ad works well at communicating that the Government of Canada wants to set the record straight with regards to rules and regulations governing the Canadian wireless industry.