

Assessment of the “Wireless Policy” TV Advertising

-Narrative Executive Summary-

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Ce rapport est aussi disponible en français sur demande.

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Narrative Executive Summary



Purpose, Objective and Methodology

Purpose

The Government of Canada is communicating its wireless telecommunications policy in a number of ways including informative advertising.

Objective

The main objective of the study was to evaluate the effectiveness of a television creative execution in order to determine if it could be aired as per the media schedule.

Methodology

A total of six (6) two-hour focus groups were conducted; four in English (Mississauga and Bridgewater) and two in French (Montreal) from October 28 to 29, 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 \$45,164.35.

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

- Reactions to the test ad were similar in all regions.
- The ad paints a realistic picture of the Canadian wireless industry and the inherent negative impact on wireless consumers.
- Generally speaking, the younger participants in both Mississauga and Bridgewater, as well as some older Montreal participants, were significantly more receptive of the message and the government's initiative and effort to offer solutions.
- Some individuals admitted being pleasantly surprised that the government is showing concern over the high cost of wireless for Canadian consumers. They therefore applaud the government's goodwill in its attempt to find solutions.
- In each group, there were spontaneous comments related to the tone and mood of the ad being tested. While some wish for a more optimistic and inspirational story, others felt that the "gloom" made it all the more relatable and realistic.

Key Findings (cont'd)

- According to all group participants, the message communicated via this television ad is clear and leaves no one guessing. Although all agree that the ad proclaims important facts, all participants clearly understand the government's intention to show concern and goodwill towards Canadian wireless consumers.
- The few individuals who were familiar with the on-going debate regarding the Canadian wireless industry were the most critical of the ad.
- The participants reported being generally less compelled by public messages than other product or service-related advertisements. However, given the fact that they believe the Government's message is hopeful, some participants felt that the ad should end on a more positive note.
- According to consumers, Government of Canada communication materials are, as a rule, representative of Canada's cultural diversity. Although the ad is diverse, some participants felt it could have been more representative.