

# Assessment of the “Wireless Policy” TV Advertising

## -Final Report-

Prepared by:  
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Presented to:  
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# Statement of Political Neutrality



## Political Neutrality Requirement

We hereby attest that the final deliverables comply with the political neutrality requirement in section 6.2.4 of the revised Procedures for Planning and Contracting Public Opinion Research in the Government of Canada.

October 31, 2013

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# Purpose and Objectives



# Purpose and Objectives

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

The main objective of the study was to evaluate the effectiveness of a television creative execution prior to airing. In view of the very tight timing the results were to be used for a “go/no go” decision. Specifically, the ad was evaluated to identify the following elements:

- First impression;
- Message comprehension;
- Tone assessment;
- Quality of advertising: clarity, credibility and relevance;
- Impact of advertising: appealing, memorable and motivating;
- Appropriateness for the audience;
- Possible improvements to make the advertising more effective;
- Ways to better inform Canadians;
- Information needed to help educate consumers.

# Methodology



# 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 groups were screened to include general adult population (18 years and over). All groups included a balance of genders, household incomes, and ethnic origins.

Group	Date	Location	Language	# Participants
1	Oct 28	Montreal	French	9
2	Oct 28	Montreal	French	9
3	Oct 28	Bridgewater	English	11
4	Oct 28	Bridgewater	English	10
5	Oct 29	Mississauga	English	10
6	Oct 29	Mississauga	English	11

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.

## Total Expenditures

Including travel expenses and incentives total expenditures were \$45,164.35.



# Key Findings



# 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.

# Detailed Findings



# Spontaneous reactions to the test ad

- 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. The ad establishes several facts that are totally relatable to these Canadian consumers.

# Spontaneous reactions to the test ad (cont'd)

- 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.
- These participants feel that the government understands the struggles that Canadian wireless consumers are faced with. They are pleased to learn that the government is concerned with the high price of airwaves to consumers and the varying degrees of connectivity especially in remoter areas.
- In general terms, the ad is further perceived as a demonstration of goodwill on the part of the government.

# Spontaneous reactions to the test ad (cont'd)

- Several Bridgewater participants and those living in or travelling to rural areas in the other research cities where service is often less than optimal were also pleased to hear of the government's intention to act and be more proactive in finding tangible approaches and solutions.
- There is palpable frustration associated with poor service coverage in rural communities. These residents feel entitled to the same service that is available to customers in major cities. Moreover, the perception that major wireless providers appear relatively insensitive to their particular situation is even more disconcerting to these users.

# Spontaneous reactions to the test ad (cont'd)

- Some individuals admitted to 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. They claim to feel both reassured and encouraged to learn that the government is taking a position in this matter.
- Moreover, several participants agree that government intervention in this dossier appears judicious and timely.



# Spontaneous reactions to the test ad (cont'd)

- In each group, there were spontaneous comments related to the tone and mood of the ad being tested. While some wished for a more optimistic and inspirational story, others felt that the “gloom” made it all the more relatable and realistic.
- It became evident that the reactions to the overall tone of the ad mirrored their own personal views and experiences with wireless services.

# Spontaneous reactions to the test ad (cont'd)

- In both Bridgewater and Mississauga, a few participants in the older groups were rather cynical with regards to the government's intentions to take action to improve on the current situation.
- While these same participants admit being pleased with the fact that the government is showing concern and recognizes the inefficiencies of a monopolistic industry, they appear rather impatient and eager to hear about the measures that will be taken in order to improve the current state of affairs.

# Message Comprehension

- 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.
- They understand that the ad is meant to communicate that the government has a clear mandate to build and enhance the Canadian wireless industry. By the same token, they believe that the government intends to take specific measures to reduce the cost, provide more choices and better service to users.

# Message Comprehension (cont'd)

- The few individuals who were familiar with the on-going debate regarding the Canadian wireless industry were the most critical of the ad.
- These participants felt that the ad simply reiterated a situation that several individuals already considered to be a known fact. They would have much preferred a message informing the population of what the government intends to propose in terms of solutions.

# Recommendations for improvement

- For some, the male character shown in front of a cellular display in the first frame was said to cause some confusion.
- The proliferation of wireless and telecommunication ads that people are exposed to, spontaneously led some participants to believe that the ad was sponsored by a wireless provider. An individual looking at a mobile unit display is an image people quickly associate with shopping for a cellular phone. The fact that the first scene is shot in what appears to be a retail outlet, may also have contributed to this spontaneous interpretation.

# Recommendations for improvement (cont'd)

- The consensus was that the ad left viewers “hanging” and wanting to know more about the solutions that are being considered by the Government of Canada.
- These consumers want to hear how the government intends to change and improve the current Canadian wireless landscape.
- In each group, only a few of the participants had noticed the website. In Bridgewater, no one could recall it correctly. According to study participants, making the website more prominent may lead some people to seek out the missing information.
- Most participants agree that supplementing an ad with a website link is beneficial to those who want to find out more about a topic. As such, the invitation to visit *canada.ca/more\_choices* is considered essential. Others wished that the additional information regarding the proposed solutions would be highlighted in the ad.

# Recommendations for improvement (cont'd)

- The participants reported being generally less compelled by public messages than other product or service-related advertisements. Some participants find government ads to be stark and often gloomy. The impression that most government policy ads are somewhat similar both in terms of tone and format no doubt contributes to this perception.
- Moreover, 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.

# Recommendations for improvement (cont'd)

- According to consumers, Government of Canada communication materials are, as a rule, representative of Canada's cultural diversity.
- Several participants further believe that there exists a set government policy that all communication materials must reflect Canada's cultural diversity. Although the ad is diverse, some participants felt it could have been more representative.



# Appendix



# Research instruments

## Discussion guide, participant questionnaire and screeners



FRANÇAIS



ANGLAIS



English Screener



Questionnaire de  
recrutement