

Assessment of “Wireless Policy Winter 2014” TV Advertising Narrative Executive Summary

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Purpose and Survey Objectives

NRG Research Group was retained by Industry Canada to conduct a total of six focus groups in three Canadian cities (Montreal, Mississauga, Truro) on January 13th and 14th, 2014. The purpose of these groups was to assess the *Wireless Policy Winter 2014* television and online banner advertising. The objectives of testing the *Wireless Policy Winter 2014* advertising were to:

- ✓ Identify if the messaging of the ad was clear, credible, relevant and of value;
- ✓ Determine if the ads were appealing and appropriate to the cultural and emotional sensitivities of the audience;
- ✓ Gauge how easy the ads were to understand;
- ✓ Determine if the ads were memorable; and,
- ✓ Identify if the ad was able to motivate the audience to take personal actions.

In addition to these main objectives, the moderator’s guide (developed by Industry Canada) aimed to elicit suggestions for potential changes in order to make the messages more effective at reaching the target audience.

As a secondary purpose, two groups (Montreal and Mississauga) also tested *Economic Action Plan* television creative. The main objectives of the Economic Action Plan aspect of the research were to:

- ✓ Identify if the messaging of the ad was clear;
- ✓ Gauge how easy the ads were to understand; and,
- ✓ Determine if the ads were memorable.

Key Findings

Wireless Policy Winter 2014

- Overall, the content of the ad(s) are viewed positively and create interest regarding the three main subject areas of no more 3-year locked in contracts, 15-day trial periods, and limits on data roaming charges.
- The three main messages appear to resonate with the audience; however, most need or want more information.
- Although the execution of the ad(s) could be improved, the current versions are satisfactory as is.
- Most suggestions for improvement of the TV ad(s) focused on the identification that it was a Government of Canada message, a clearer call-to-action, summary points consistent with the main messages, and increasing the potential to capture attention (i.e. brighter look/feel). Although the lack of ethnic diversity was noted, it was not seen as crucial to change for most participants.
- The execution of the website, *Canada.ca/MoreChoices*, is very important in the effort to educate consumers and provide clear information on the regulations of the wireless industry. Consideration should be given to making the main page consistent with the main topics of the ad(s).
- Among the two online advertising creative approaches presented, the second version (which uses the mobile phone image) resonates with participants the most. That being said, the image of the box being returned, should be changed as it is not comprehensible. A mix of the two creative approaches was viewed positively by some participants.
- Other suggestions for improvements to the online ad(s) echoed the feedback given for the TV and focused on increasing the Government of Canada branding throughout the ad(s).

Economic Action Plan

- Overall, the ad itself is relatively positively viewed.
- The Quebec market appears to be slightly more confused about the execution of the ad.

- Among the three main topics presented, the small business tax decrease appears to resonate the most.
- The end slate is viewed as a strong finish to the ad.
- The audio alternative is preferred by most Ontario participants; however, it does appear to be a less preferred option in Quebec. Although the alternative is viewed as a stronger statement by some, the risk of using the original wording appears to be low.
- The original wording of the super is preferred primarily due to the use of ‘relief’ in the alternative option. However, the words, other than ‘relief’, contained in the alternative super had mixed reviews.

Methodology

Industry Canada retained NRG Research Group (NRG) to conduct a qualitative research study in January 2014. To this end, a series of focus groups were conducted on January 13th and January 14th, 2014.

Recruitment

Participants were recruited at random from the general population residing in Montreal, Mississauga and Truro. The sample frame for the three focus group locations was developed by NRG. NRG also managed the recruitment of participants. Each participant was recruited using a screening instrument developed jointly by NRG and Industry Canada.

Focus Group Characteristics

Two groups, segmented according to age, were held at each location. Each group was moderated by a professional moderator. The table below provides the location, moderator, dates groups were held and the total number of participants at each location.

Location	Moderator	Date	# of Participants
Truro, NS	Liddie Sorensen-Lawrence	January 13, 2014	22
Mississauga, ON	Brian Baumal	January 13, 2014	23
Montreal, QC	Nadia Papineau-Couture	January 14, 2014	20

Each group lasted approximately 1.5 hours. Groups in Truro and Mississauga were conducted in English while the groups in Montreal were conducted in French.

All participants received a \$90 honorarium in appreciation for their feedback.

Project Budget

The total budget for this project including travel expenses was \$38,222.73. This is inclusive of the \$6,030 for participant incentives.

Context of Qualitative Research

The primary benefit of focus group research is that it allows for in-depth probing with qualified participants on behaviour, habits, usage patterns, perceptions and attitudes related to the

subject matter. The group discussion format allows for flexibility in exploring unforeseen areas that may be pertinent to the investigation.

The focus group technique is used in marketing research as a means of gaining insight and direction, rather than collecting quantitatively precise data or absolute measures.

Although respondents were drawn from the group in the population from whom we seek answers, they were not chosen on any statistical basis. Therefore, no statistical inferences should be drawn from the results of the discussion and the data cannot be extrapolated to the population.