

Post-advertising Assessment of “Wireless Policy Winter 2014” Advertising Campaign

-Narrative Executive Summary-

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Prepared for:

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For more information on this report, please email:

info@ic.gc.ca

Prepared by:

NRG RESEARCH GROUP



Ce rapport est aussi disponible en français sur demande.

NARRATIVE EXECUTIVE SUMMARY

Industry Canada conducted advertising to communicate the Government's wireless policy in order to correct any inaccuracies that may have been present in the minds of the public. The advertising consisted of 30 second TV spots in English and French as well as Internet banner advertising and videos. NRG Research Group (NRG) was therefore contracted by Industry Canada to conduct the post-advertising assessment of "Wireless Policy Winter 2014" advertising campaign that is required by the communications policy.

Purpose

The purpose of the research was to track audience recall of the campaign and gauge audience understanding of and response to the advertising. The research was performed to satisfy the Government of Canada's requirement that all major ad campaigns above a certain threshold be assessed using the Advertising Campaign Evaluation Tool.

Objectives

The major research objectives included:

- Measuring unaided and aided awareness of the advertisements;
- Determining message recall;
- Assessing sponsorship/attribution of the advertisements;
- Understanding the impact, in terms of action, in response to the advertisements;
- Gauging if the creative aspect resonated with the target audience.

How Information Will Be Used

The results collected through this survey process will be compared to benchmark data and are intended to be used to help inform future advertising plans and campaigns.

Methodology

NRG conducted 2,002 CATI telephone interviews with respondents 18 years of age and older across Canada in English and French. All non-Quebec interviews (English language) were conducted from March 18th to March 26th, 2014. Due to the provincial election in Quebec, all surveying in the province (French language) was conducted after the vote with fieldwork lasting from April 8th to April 10th. The survey took on average 6 minutes to complete.

NRG utilized two different sample sources. A Random Digit Dialed (RDD) sample of landline telephone numbers (sample of 1,741) that included both listed and unlisted telephone numbers, thus ensuring adequate coverage of all landline phone numbers in Canada.

A cellphone only sample (sample of 261) provided by ASDE Survey Sampler that was representative of cell phone only households in Canada. All samples are pre-dialed by ASDE to eliminate not in service numbers and to identify cellular telephone only households.

The final survey data was weighted according to the most recent Statistics Canada census information to ensure that the national level data reflected the views and perceptions of the target populations by age, gender within region/province.

Extent to Which Results Can Be Extrapolated and to Whom

Since the sample is probabilistic, the results can be extrapolated to the general Canadian adult population aged 18 years and older.

Total Expenditures

The total expenditure of this project, inclusive of HST, amounted to \$46,512.59.