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Advertising Concept Testing

2022-23 National Campaign

Qualitative Research

Prepared for Parks Canada

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Advertising Concept Testing 2022-23 National Campaign

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This report presents the findings of advertising concept testing (ACT) focus groups with Canadian adults to support a new Parks Canada marketing and communications campaign that will launch in early 2023.

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Executive Summary

Parks Canada and its partner advertising agency developed three potential advertising concepts that will be used for a new national advertising campaign to launch in early 2023. Parks Canada commissioned focus groups to measure how well each of these three concepts resonated with Canadians and to identify which one might encourage visitation to national parks and historic sites. The findings from these focus group sessions will help Parks Canada select and further develop the creative concept for the upcoming advertising campaign.

A total of seven focus groups were held with urban Canadian adults in the following markets: Toronto, Ottawa-Gatineau, Montreal, Winnipeg, Edmonton, Calgary and Vancouver. A scheduled focus group in Halifax was cancelled due to Hurricane Fiona. The focus group sessions were held online via Zoom with adults from the general population who indicated they are somewhat or very interested in being outdoors, in parks or participating in other cultural activities. Each focus group lasted approximately 90 to 95 minutes. A total of eight participants from diverse demographic and social backgrounds were recruited for each session (56 total), with seven to eight participants present in each session. Altogether, 53 participants took part in these seven sessions.

The main insights emerging from these focus groups include:

- Two of the three concepts (Carvings/Water and Stories) were received quite favourably by participants across the seven sessions. These concepts evoked a strong emotional response from participants and were most likely to encourage people to learn more or plan a visit. The Fortress/Beach concept resonated much less, in part because participants did not connect with the tone and approach of the Fortress storyboard in particular.
- The two taglines that included the phrase “450,000 km²” were the most evocative for participants. They felt the tagline conjures the vastness of Canada’s parks and historic sites. Generally, participants favoured “450,000 km² of Inspiration” because it was all encompassing of the kinds of experiences visitors could have. But “450,000 km² of Stories” was also well-received as it spoke to the idea of learning Canada’s stories but also creating memories of one’s own.
- Participants were keenly aware of ad concepts that featured people of colour, Indigenous content and people of diverse abilities. Participants were looking for ads that approach Indigenous culture in a sensitive way. They were also watching for ads that feature new Canadians and people of colour in a prominent and genuinely inclusive way.
- Given the current war in Ukraine and the ongoing reckoning with Canada’s colonial history, some participants reacted negatively to imagery showing historic battles, cannons and soldiers at national historic sites. It may be prudent to avoid including images that make overt reference to war or conflict in the final version of the advertisement.
- Imagery showing outdoor experiences (mountains, beaches, fishing, camping, etc.) immediately and deeply captured the attention of those who are currently outdoor enthusiasts. They felt these images reminded them of great times spent outdoors and inspired a desire for the next adventure.
- Some participants noted there was not a clear call to action in the ads, and it was not apparent what they may wish to do if they saw these ads. Some felt it would be helpful to identify specific locations shown in the ads so they can more easily seek out more information.
- A multi-channel approach is critical to reach a diverse spectrum of Canadians, with social media (particularly Instagram) most likely to reach younger adults and Facebook and television more likely to reach older adults.

The results of the focus groups are directional in nature. Qualitative research is designed to reveal a range of opinions and interpretations rather than to measure what percentage of the target population holds a given opinion. These results must not be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion because they are not statistically projectable.

The total cost of this research is \$54,452.16 (including tax).

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Probe Research Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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Background and Research Objectives

Parks Canada protects and presents nationally significant examples of Canada's natural and cultural heritage on behalf of the people of Canada, and fosters public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.

The COVID-19 pandemic that began in early 2020 had a significant negative effect on Canada's tourism industry. During the past year, Parks Canada used creative material from older national advertising campaigns to promote visitation as part of efforts to help the tourism industry recover. With public health restrictions significantly eased, Parks Canada is developing a new national advertising campaign to encourage Canadians to visit national parks and historic sites. This campaign will launch in early 2023. Three advertising concepts were developed to be tested with urban Canadian adults living throughout the country.

Through this concept testing, Parks Canada wished to understand the following:

- How well the main messages of each concept are understood and perceived;
- The extent to which the call to action and related messages resonate;
- Whether the ad concepts grab people's attention and which specific components (design, vocabulary, imagery, tone) are successful/not successful at doing this;
- How clear the concepts are;
- The perceived strengths and weaknesses of each ad concept; and
- Ways that these concepts could be improved.

The focus group findings will aid in the selection and development of the creative concept for this upcoming campaign.

The results contained in this report are directional in nature. Qualitative research is designed to reveal a rich range of opinions and interpretations rather than to measure what percentage of the target population holds a given opinion. These results must not be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion because they are not statistically projectable.

Detailed Methodology

Overview

The research methodology consisted of seven online focus groups. The focus groups were conducted with members of the general public who live in metropolitan areas and who are somewhat or very interested in being outdoors, in parks or participating in cultural activities.

Probe Research was responsible for coordinating all aspects of the research project, including working with Parks Canada to design and translate the recruitment screener and discussion guide, coordinating participant recruitment (in conjunction with our recruitment partner, Trend Research), managing the online focus group discussion platform and related logistics, moderating all sessions and preparing all required reports. The research approach is outlined in greater detail below.

Target audience and sample frame

Participants were recruited from the general population of Canadian adults aged 18 to 75 who live in the following metropolitan areas: Toronto, Ottawa-Gatineau, Montreal, Winnipeg, Edmonton, Calgary and Vancouver.

The sessions were mixed gender, with recruiters striving for an approximate 50/50 ratio of participants identifying as either male or female. Participants in each group included a mix of different age groups, as well as education, household income and employment status. Best efforts were made to ensure each session included a minimum threshold of participants who identified as racialized people/people of colour, as well as a minimum threshold of those born outside Canada. The requirements for this were based on Census data. For the sessions in Calgary, Edmonton, Ottawa-Gatineau, Winnipeg and Montreal, this included recruiting a minimum of two BIPOC/racialized participants and two new Canadians. For the sessions in Toronto and Vancouver, this included recruiting at least three racialized/BIPOC participants and at least three new Canadians.

Participants also had to express an interest in being outdoors in nature, visiting parks or visiting cultural attractions. This was captured using a Likert scale for all three variables – those who indicated they were not very or not at all interested in these activities were disqualified.

In addition to this profiling criteria, additional screening measures included:

- No participant was recruited who worked for any of the following types of organizations: Parks Canada, a provincial park or parks department, an environmental or conservation group, an advertising or marketing agency, a public relations or communications company, a media outlet or a political party.
- No participant acquainted with another participant was knowingly recruited for the same study, unless they were recruited into separately scheduled sessions.
- No participant was recruited who had attended a focus group session within the past six months.
- No participant was recruited who had attended five or more qualitative research sessions in the past five years.

Description of Data Collection Procedures

Data collection consisted exclusively of online focus groups. Each focus group lasted approximately 90 to 95 minutes. A total of eight participants were recruited for each session (56 total), with seven to eight participants present in each session. Altogether, 53 participants took part in these seven sessions.

Participants were recruited to take part in the focus groups through a combination of random digit dialing by telephone and through the use of a proprietary database. Focus group recruitment followed the

screening, recruiting and privacy considerations set out in the Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research. This included ensuring:

- All recruitment was conducted in the participant’s official language of choice, English or French, as appropriate.
- Participants were informed both at the recruitment stage and at the outset of each group that the research was for the Government of Canada/Parks Canada.
- Participants were informed prior to each session that the session was being audio and video recorded and that observers from Parks Canada and its advertising agency were watching.
- Upon request, participants were informed on how they can access the research findings.
- Upon request, participants were provided Probe Research’s privacy policy.
- Recruitment confirmed each participant had the ability to speak, understand, read and write in the language in which the session was to be conducted.
- Participants were informed of their rights under the Privacy and Access to Information Acts and ensured that those rights were protected throughout the research process. This included: informing participants of the purpose of the research, identifying both the sponsoring department or agency and research supplier, and informing participants that their participation in the study is voluntary and the information provided will be administered according to the requirements of the Privacy Act.

All online focus groups were conducted in the evening after regular business hours. The Zoom video conferencing platform was used to host and record sessions through microphones and webcams connected to the moderator’s and participants’ electronic devices.

A total of seven online focus groups were conducted across Canada. The details of these groups are outlined below:

Group	Date	Time	Language	City	Number of Participants
1	Monday, Sept. 26	7:00 pm EST	English	Toronto	8
2	Tuesday, Sept. 27	5:30 pm CST/ 6:30 pm EST		Winnipeg	7
3		5:30 pm PST/ 8:30 pm EST		Vancouver	8
4	Wednesday, Sept. 28	5:30 pm EST	French	Montreal	7
5		7:30 pm EST		Ottawa-Gatineau	7
6	Thursday, Sept. 29	5:30 pm MST/ 7:30 pm EST	English	Edmonton	8
7		7:30 pm MST/ 9:30 pm EST		Calgary	8

Note: A session scheduled to take place with residents of Halifax on Monday, Sept. 26 was cancelled due to the widespread power outages and damage from Hurricane Fiona.

Concept Evaluation Procedures

Three concepts were tested with participants. Two of the concepts included two different storyboards that each offered a different take on the concept's themes and messaging. The third concept included just a single storyboard. These concepts are called:

- Stories
- Carvings/Water
- Fortress/Beach

In each session, the storyboards were shown on screen while the moderator read the accompanying text describing the illustration in each storyboard cell, along with the narrator voice-over where applicable. (Fortress and Beach did not include a voice-over component.) The moderator read the accompanying text for each storyboard twice. The storyboards were also shown quickly before a final exercise where participants voted on which concept was most memorable and most likely to encourage them to visit a national park or historic site.

For each concept, a single social media ad designed for Facebook was also shown. These were presented following each concept.

The three concepts were shown in a different and pre-determined order in each session. Within the Carvings/Water concept, the Carvings storyboard was shown before the Water storyboard in all groups except the Toronto session, where the Water storyboard was shown first.

The storyboards and associated Facebook images for each concept are shown below.

Stories



1 Open on a drone shot of a mountain with trails. We see red line drawings build in, highlighting one path and drawing in tiny, distant hikers.
THERE'S A STORY HERE FOR YOU. WAITING TO BE TOLD.



2 Next, we see two kids exploring an old cannon at a historic fort. Red line drawings come in to show soldiers and horses.
YOUR STORY MIGHT INCLUDE AN EPIC BATTLE,



3 Cut to a group of people exploring the forest, field guide in hand. We see line drawings of fungus and ferns.
OR A NEW DISCOVERY.



4 Next we see a family walking through wetlands. The son gets his boot stuck in the mud —
IT MIGHT EVEN FEATURE SOME SIDE CHARACTERS.



5 an illustrated frog hops onto his boot, and leaps off as his foot slips out.



6 We see millennial campers stacking wood in a fire pit. Red line drawings come and "ignite" the fire with flames.
EVERYONE WHO VISITS, COMES HOME WITH A DIFFERENT STORY.



7 Finally, we see a shot of a young family playing on a beach. Red line drawings show epic, imaginative sandcastles.
SO COME FIND OUT WHAT HAPPENS IN YOURS.



8 LOGO: Parks Canada
TAGLINE: 450,000 km2 of stories.
URL: parksCanada.gc.ca

facebook

Home, Search, Notifications, Messages, Profile, Menu icons

Parks Canada

Catch the fish that turns into a legend. Plan your trip to Parks Canada and see how your story unfolds.



500

74 Comments • 56 Shares

Carvings/Water



1 Open on a drone shot of a walking trail at Batoche National Historic Site. High grasses gently sway in the breeze.
HISTORY, IF NOT RETOLD, CAN DISAPPEAR WITH THE LIGHTEST BREEZE.



2 We see a close shot of someone's fingers gently tracing the stone petroglyphs at Kejimikujik National Park and National Historic Site.
BUT HERE, THE STORIES OF THE LAND AND ITS PEOPLE ARE CARVED IN STONE.



3 We see a Métis elder teaching someone how to finger-weave, at Rocky Mountain House National Historic Site.
THESE STORIES HAVE ENDURED THROUGH GENERATIONS.



4 We see a nighttime shot of the dark sky at Kejimikujik, illuminated by stars.
THEY LINK THE GROUND BELOW, TO THE SKY ABOVE.

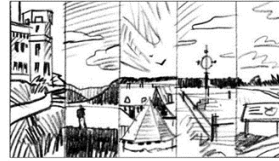


5 We see bannock frying over a fire,



6 and kids giggle as they snack on the bread.

IF HISTORY AND CULTURE IS YOUR THING, YOU CAN FIND IT HERE.



7 We see a series of wide shots of historic sites, cut together to form a continuous horizon.



8 LOGO: Parks Canada
TAGLINE: 450,000 km² of inspiration.
URL: parksCanada.gc.ca



1 Open on a drone shot of a river.
IT'S JUST WATER. BUT WHAT IS IT ABOUT THIS WATER THAT CAPTURES OUR IMAGINATIONS?



2 We see a serene lake.
IS IT THE ALLURE OF A LEISURELY PADDLE?



3 We see fast rivers full of white water.
OR THE THRILL OF RIDING SOME RAPIDS?



4 We move through some trees seeing in the distance but hearing loudly, a waterfall.
IS IT BECAUSE WATER, USUALLY SO QUIET, FINDS ITS VOICE OUT HERE?



5 We cut to a woman painting a beautiful landscape.
OR BECAUSE WATER IS MOST HAPPY WHEN ITS OUR MUSE?



6 Finally, we see a series of aerial shots of rivers, cut together to make a continuous stream.
WHATEVER IT MAY BE, IF WATER IS YOUR THING, YOU CAN FIND IT HERE.



7 LOGO: Parks Canada
TAGLINE: 450,000 km² of inspiration.
URL: parksCanada.gc.ca

facebook

Parks Canada

Water, water everywhere. If rivers are your thing, we have everything from the slow and meandering to the fast and chaotic.

72,653 km of inspiration

500 74 Comments • 56 Shares

Fortress/Beach



1 We open on a man in 18th century dress who is wiping down the counter in the Fortress of Louisbourg National Historic Site



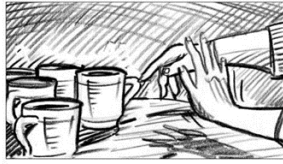
2 A server approaches and he passes her a tray of beverages.



3 She grabs the tray,



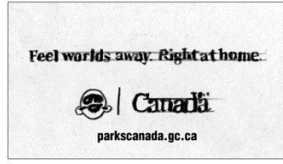
4 And the camera follows her as she walks to a table and sets down the drinks.



5 A hand reaches out to grab a mug, but gets swatted away by someone else —



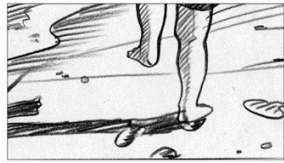
6 Cut wide to reveal a group of millennials in modern dress. A girl stands up with her phone to take a selfie photo before everyone grabs a mug.



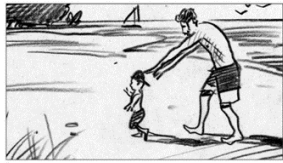
7 LOGO: Parks Canada
TAGLINE: Feel worlds away. Right at home.
URL: parkscanada.gc.ca



1 A baby toddles across a red sand beach. We hear the surf braking against some nearby rocks.



2 The sand crunching under feet. Giggles.



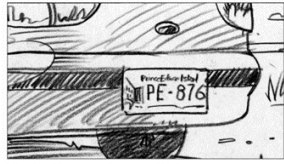
3 We hear Dad nearby speaking another language (such as Greek) and enter frame playfully chasing the toddler.



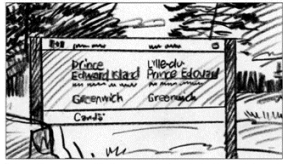
4 We must be on a Mediterranean beach.



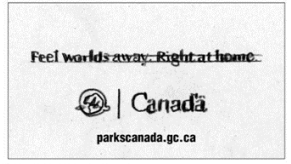
5 Zoom out to catch Dad scooping child up and whisking him away to nearby car.



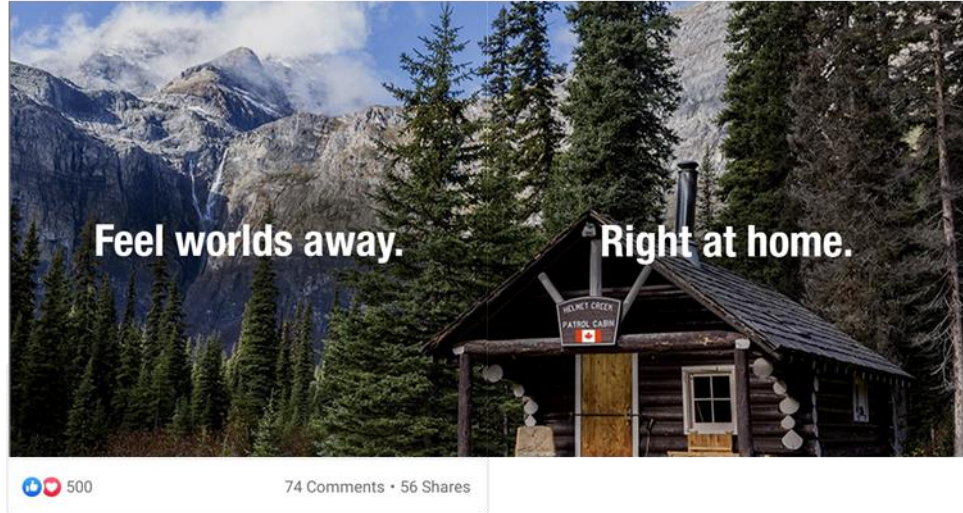
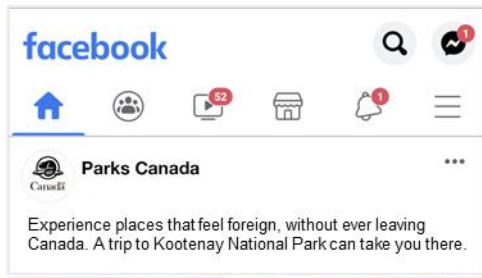
6 It pulls away and we see PEI plates.



7 Now, we see that we are at a beach in Prince Edward Island National Park.



8 LOGO: Parks Canada
TAGLINE: Feel worlds away. Right at home.
URL: parkscanada.gc.ca



Research Findings

Travel Behaviours and Plans

As a warm-up and introduction to the topic, participants were asked first where they travelled during the summer and whether they visited a national park or historic site as part of these travel plans.

In each group, at least one participant mentioned visiting a provincial or national park in their home province or nearby. While most participants noted their summer plans involved staying in Canada, a few across each group drove to attractions in the U.S. during the summer once border restrictions had eased.

For many participants, their primary motivation was to get away from city life and to rest and recharge within nature. Those who had children were more likely to mention that these trips are about introducing their children to new experiences and creating memories together – as well as getting them away from screens. A few participants across the different groups specifically mentioned visiting museums and historic attractions, with these participants noting their primary motivation was to learn about the past and because history interests them. Even at this early stage in the discussion, a genuine fondness for the outdoors was evident among many participants, while others noted that they tend to be “history people” who seek out museums and cultural sites.

Overall, participants did not really distinguish between national parks and historic sites and provincial or urban parks (or even private campgrounds). In most groups, participants did not specifically mention visiting a national park and did not indicate it was a top-of-mind destination. Instead, many spoke about camping or hiking at provincial parks within a few hours’ drive of where they live, or (particularly among Toronto participants) spending time relaxing with friends and family at urban parks.

Not surprisingly, those in the Edmonton and Calgary groups (and to a lesser extent in the Vancouver session) were among those most likely to mention visiting one or more national parks during the past few months. Indeed, participants in the Edmonton and Calgary groups reported visiting Banff and Jasper national parks quite frequently and almost as their default getaway with family. A few participants in the Edmonton and Calgary groups also mentioned purchasing Discovery passes to visit multiple national parks, and generally felt this pass offered good value.

The decision to visit a specific national or provincial park tended, in some cases, to be driven more by circumstances (for example, making a pitstop at a picturesque park en route to a final destination), while others tended to have followed up on recommendations from friends or family about visiting a memorable park.

“Just driving through (Yoho National Park) is so beautiful... I knew (some falls were) coming up, but nobody else did. And that day was my birthday. So, I was like ‘You know what? I need to do something a little fun, a little nice, and not just sitting in a car for so long on my birthday.’ So, I saw the sign and I was like ‘Hey, let’s stop.’ So, we just turned right in.”

“We stopped in a few spots along the way (to Vancouver) and – I’m not sure I’m going to be able to remember particular names, but we definitely did some park-hopping.”

“We actually took a road trip because COVID has been on our minds and it’s really hard to get that exposure to fun stuff. We decided that we’re just going to go to Collingwood...and it was really good. They had accessible parks and it was amazing, a really fun time.”

“We’re big fans of the mountains. Anyone that I know, if I know they’re going, I’m like ‘can you please take me with you?’ I’m absolutely addicted to the mountains.”

Concept Evaluation

Stories

In most of the groups, the **Stories** concept was described as vividly or neatly encapsulating many of the different activities and experiences available at parks and national sites. Many participants felt this concept focuses on families creating memories at these places, with several participants recalling how it reminded them of going to beaches, parks or museums with their parents as children or about how they are now doing this with their own children. Many participants described this as a very relatable concept that resonated with them personally.

Participants also commonly described this concept as having an evocative or imaginative quality to it, with several indicating that showing animations overtop live-action images makes it particularly memorable. Many participants in different groups used phrases such as “adventure” or “choose your own adventure” to describe what they were seeing. A few participants said this concept strongly reminds them of other tourism campaigns, particularly the Newfoundland and Labrador ads that have been in-market for many years.

There were mixed views regarding the cell showing an “epic battle.” Those who described themselves as being interested in history said this image resonated with them because this is the type of experience they would seek out or expect to have at a historic site. Several participants – particularly younger and racialized people – felt this image and the focus on cannons and soldiers is out of step with the rest of the concept because it glorifies somewhat Canada’s history of colonialism. A small number also noted that focusing on war is insensitive given the current military conflict in Ukraine.

A few participants highlighted the importance of seeing diversity reflected in this particular concept (as well as others). One Toronto participant with a physical or mobility-related disability pointed out that some of the places shown may not be fully accessible, while other racialized participants suggested they did not necessarily see themselves and their own lived experiences fully reflected in this concept. It’s worth noting that, here and as other concepts were reviewed, participants noticed and commented on inclusivity as a “must-have” in any advertisement.

Francophone participants keyed in on the use of the word “histoires” in French, which means both stories and history. Some felt the use of this word is more associated with history and historic experiences rather than creating and experiencing a wide range of “stories” within national parks.

“Something about these slides makes it seem adventurous, like you get to choose your own adventure and you have to use your imagination in order to do so.”

“The last (storyboard image) actually brought back fond memories for me because I love the beach. When my kids were little, we went to the beach, and we built sand castles in P.E.I. and used dead jellyfish as skylights on the sand castles.”

“I felt it was very inclusive. It touches on everybody, I think, to a certain aspect...It allows everybody to imagine their role in that particular story.”

“I like that it gives you an overview of a variety of options. It starts with people walking, after that there is the historical aspect, the family hike, camping, sandcastles...I imagine that if I saw the ad I would be watching to see what else is there to do.” (Translated from French)

“I don’t know about epic battles right now – just in the political climate and then actual wars going on.”

Carvings/Water

Overall, this concept was well-received across all groups. The **Carvings** storyboard in particular resonated well, especially among those in the Toronto session. Many participants felt the focus on Indigenous history and culture is very timely and evocative given the efforts towards reconciliation that have taken place in recent years. Some participants felt the underlying message of the **Carvings** version of the concept is to introduce non-Indigenous audiences to the rich history and culture of different Indigenous groups throughout the country, educating them about where these places are and what makes them special.

Some participants noticed and commented favourably on the connection between the land and the people, with one participant in particular noting how the voice-over description of how stories “link the ground below to the sky above” is closely connected to the relationship Indigenous peoples have with the land and nature. Many indicated they would be curious to learn more about the places shown in the ad and would like to see a location tag on each image so they could research them and potentially visit.

The image of the stars in the sky following the image of the pictograph on the stone was identified as one of the most memorable aspects of this storyboard. Francophone participants also noted the double entendre in reference to oral histories and to generations, with the perceived message being that Canadians must discover this component of our history and culture so that it can be passed on to future generations.

Some participants were slightly critical of the opening voice-over line (“History, if not re-told, can disappear with the lightest breeze”). Some felt pointing this out is somewhat ironic given how concerted efforts were made to erase Indigenous history and culture. A few participants also felt the image of children eating bannock leans too far into a cultural cliché, with a Winnipeg participant pointing out that this food was introduced by settlers and that it would be more appropriate to show drumming or another cultural activity in place of this. Another comment across both francophone and anglophone groups was that some felt there is a jarring contrast between the serious message of the ad – that culture and history are at risk of disappearing – and the relative levity of the wording used at the end of the concept (“if history and culture are your thing, you’ll find it here.”) Some felt this wording is too glib and somewhat patronizing given the overall tone of the ad.

“I got a little emotional thinking about it, too, because this – it’s everything. It’s a connection to the ancestors. I’ve been in this country for 17 years now, and I’ve been trying to learn as much as I possibly can about the ancestors and about what it means to be a Canadian.”

“It is important for us, too, to learn about this history and to respect the land we are on and those who were here before us, the First Nations.” (Translated from French)

“I like that little snippet about being able to see the stars and stargazing. That’s really the only thing that caught my eye.”

“I think it’s celebratory. I think it honours our history.”

The **Water** storyboard in this concept was also highly regarded and prompted several participants to speak about their own personal connections to the oceans, rivers and lakes they visit to spend time in nature. Several participants spoke with pride about the fact Canada has so many waterways that offer different types of recreational water experiences. Many liked how this was captured in the storyboard, with the description of calm canoe rides juxtaposed with exciting river rapids. One Calgary participant who described herself as a water enthusiast indicated she got “chills” from watching this as it reminded her of going out paddleboarding and rafting.

A few participants, though, thought the dialogue was occasionally “corny” and made them “cringe” to some degree, with some specifically taking issue with the idea of “water as a muse.” Indeed, some francophone participants noted that even though it is fitting to show an artist with this line to drive the point home, this metaphor did not completely resonate.

The final image of the different rivers stitched together was also particularly memorable for several participants, as some felt this powerfully reinforces the message about how Canada features such an abundance and diversity of beautiful waterways.

“I like that it’s focusing on nature. I think there’s something really beautiful about nature. I had a friend say this to me who had immigrated from another country, that nature is Canada’s temple. I think a lot of folks who maybe don’t resonate with a specific spiritual or religious background find that in nature.”

“I’m looking for a change of scenery because I live in an urban area. When I see this, it appeals to me...And I like that there are different alternatives. It can be calm. You can have something where there is more action.” (Translated from French)

“As corny as it sounds, I felt the chills because for me it was nostalgic. We have kids that are twins who are three years old. So, for the last three years, it’s been very hectic. Prior to the kids, though, my wife and I, we loved going out and paddleboarding and whitewater rafting and things like that.”

Fortress/Beach

With the notable exception of the Montreal francophone group, participants were most likely to react negatively to the **Fortress** concept. Many participants, especially younger adults, disliked the final few frames of the storyboard where a young woman swats her friend’s hand away from the tray of drinks so she can take the perfect selfie. While a few older Anglophone participants liked this image and found it relatable when they thought about visiting historic sites with their children, younger participants generally thought it felt “cheap” and superficially stereotypical of millennial Instagram culture.

Having said that, francophone participants said they liked the element of surprise in the storyboard, with some describing the overall tone and the scene itself as being welcoming and familiar to those who have spent time with family and friends at historic sites. At the same time, some participants who indicated they are more interested in experiencing nature in parks felt this concept left them cold because they could not see themselves visiting somewhere like this.

“When you see someone reaching out to take something and the hand taps it away because they have to take a picture first – that’s totally my wife. It’s funny because it’s humour about our day-to-day reality.” (Translated from French)

“It’s very Insta life and – I put in the chat that as a millennial, I’m actually offended by this. I think we’ve moved past this by now. I don’t care to see this anymore.”

“What’s the word? Cliched...There’s no real story here. I feel like that cut to the millennials – and again, identifying them as millennials – just kind of feels cheap.”

While many participants were somewhat critical of the **Fortress** storyboard, several reacted more favourably to the elements included in the **Beach** iteration of the concept. Some participants felt a strong connection to the image of the father with his child and enjoyed the “twist” at the end revealing this was happening in Prince Edward Island and not on a Mediterranean beach. Many participants said the idea of having experiences at the beach with their children (or thinking back to when they went on family vacations to a beach as children themselves) resonated with them and made them feel nostalgic for these experiences.

Some participants – particularly racialized participants or first- or second-generation Canadians – had mixed feelings about the notion of being “worlds away” from Canada. While some connected with and appreciated the fact that this ad showcases diversity and a family from a non-English or non-French background, they also pointed out that the description of something from outside Canada being “worlds away” makes people of other cultural backgrounds feel overly foreign and different. A few participants in the francophone groups also felt using this phrase reinforces comparisons with other parts of the world and may make Canadians lack pride in their own country. At the same time, participants from the Edmonton, Calgary and Vancouver groups felt that showcasing something at the opposite end of Canada amounts to another country. It *actually is* “worlds away”, and a place they are unlikely to visit given how expensive it is to travel there.

“Watching the little person on the beach made me feel nostalgic because I’ve spent a lot of time on the beach when my kids were little ones.”

“The smiles, it makes you want to smile. It’s cute, comforting and I like the multicultural aspect and the idea of comparing our beaches to the Mediterranean. It’s like saying we have beautiful beaches here too.” (Translated from French)

“It reminds me of camping trips because every single time I’m camping, I’m always right next to a body of water – especially like on a hot summer day.”

Most Memorable Concept

After reviewing each concept, participants used a poll to answer two different questions:

- Which concept is the most memorable?
- Which concept does the best job of encouraging you to visit a national park or historic site?

Participants were split between identifying **Carvings/Water** and **Stories** as the most memorable concept. For many participants, both the Carvings storyboard and the Water storyboard contained several memorable elements that told a clear story and resonated with them on a personal level. Carvings, in particular, stood out for some participants because of how it showcased Indigenous history and culture in a way that educates and inspires non-Indigenous audiences. The images and locations chosen for this concept and the strong connection between culture and the land resonated strongly across the different groups, especially younger and racialized participants who described having a powerful emotional response to this concept. In the same vein, several participants – especially those who identified themselves as being outdoor enthusiasts – indicated that **Water’s** emphasis on the different rivers throughout Canada evokes strong feelings of pride in the country’s abundance of beautiful natural areas.

Those who chose **Stories**, meanwhile, indicated that because this concept highlighted many different elements of national parks and historic sites, there was at least one moment or image that grabbed them. The line drawings helped bring the story to life and also made this concept memorable. Although a few participants in each group identified this as being the most memorable concept, it was especially memorable to those in the Calgary session (who tended to be somewhat more “outdoorsy”).

Fortress/Beach was voted the least memorable of the three concepts. Many participants – with the notable exception of those in the French-language Montreal group – felt confused by the **Fortress** concept and especially did not connect with the table of millennials taking a selfie at the end of the ad. While some – especially those who self-identified as new or second-generation Canadians – connected to the message and execution of **Beach**, most found this to be less memorable than the other two concepts.

The following is a summary of which concepts were voted most memorable in each group:

MOST MEMORABLE CONCEPT			
Group	Stories	Carvings/Water	Fortress/Beach
1 (Toronto – English)	2	6	-
2 (Winnipeg – English)	-	6	1
3 (Vancouver – English)	3	5	-
4 (Montreal – French)	3	1	3
5 (Ottawa/Gatineau – French)	3	3	1
6 (Edmonton – English)	4	3	1
7 (Calgary – English)	6	2	-
TOTAL	21	26	6

Concept Most Likely to Drive Visitation

When asked to answer a poll about which concept does the best job of encouraging them to visit national parks and historic sites, participants were also evenly split between **Carvings/Water** and **Stories**. Those who felt **Stories** does the best job of motivating people to visit national parks and historic sites indicated that seeing all the different elements of national parks and historic sites in one concept did a better job of showing the different types of experiences that are available. (This sentiment was especially strong among those in the Calgary and Ottawa-Gatineau sessions.) Others said the diversity of experiences presented helped them connect with at least one reason why they choose to visit these places – for example, spending time in nature, experiencing history, making memories with family, etc.

A small group of participants switched from identifying **Carvings/Water** as the most memorable to voting for **Stories** as the concept most likely to drive visitation. These participants switched because **Stories** shows a broader range of activities that offer a better nudge to consider having one of these different experiences.

Nearly as many participants – particularly those in the Vancouver and Toronto sessions – felt that **Carvings/Water** does the best job of encouraging them to visit a national park or historic site. Several noted this concept is more specific – it is more likely to inspire them to visit one specific place rather than all national parks and historic sites in general. Those who identified **Carvings/Water** as the concept that is most likely to encourage visitation tended to describe it as more inspiring to them personally and highly attuned to promoting Indigenous culture, language and history as part of reconciliation. One of the key suggestions participants made regarding these concepts was to show the names of the locations, as this may encourage viewers to do more research and to plan a trip.

Those in the French-language Montreal group and a handful of participants in the Edmonton sessions decided that Fortress/Beach was the most memorable concept. Those who said this concept does the most to encourage them to visit a national park or historic site said the **Beach** storyboard appealed to them the most.

The following is a summary of which concepts are most likely to encourage people to visit national parks and historic sites:

CONCEPT MOST LIKELY TO DRIVE VISITATION			
Group	Stories	Carvings/Water	Fortress/Beach
1 (Toronto – English)	3	5	0
2 (Winnipeg – English)	2	4	1
3 (Vancouver – English)	1	7	0
4 (Montreal – French)	2	2	3
5 (Ottawa/Gatineau – French)	6	0	1
6 (Edmonton – English)	3	2	3
7 (Calgary – English)	6	2	0
TOTAL	23	22	8

Assessment of Social Media Versions of Each Concept

Participants assessed a social media version of each concept that was mocked up to look like a Facebook ad. These are as follows:

In general, participants liked and understood the way these ads were presented. In some cases, the imagery helped clarify the concept itself. For example, some participants seeing the white line illustrations of the different types of fish helped make the **Stories** concept more tangible than the red lines shown against the sketches of people in the storyboards. (One participant felt the white illustrations were somewhat ghostly and mysterious, and that was attractive to her.) Similarly, the composite photographic image of different rivers for **Carvings/Water** really resonated with participants and made it clearer than the sketches shown in the storyboards.

“I’d want to look and find out what this is all about. This is very attractive. Whoever came up with this, with this particular montage, it’s beautiful. It inspires me to find out more.”

For the social media version of **Stories**, some participants struggled to grasp the concept and felt the ad could be for a fish farm or sport fishing outfitter rather than a park experience. Those who mentioned they like to fish, however, said this would definitely appeal to them if they saw it.

Participants generally had a more positive assessment of the Facebook version of **Fortress/Beach**. In particular, participants reacted positively to the mountain imagery, as many (especially those in the Vancouver, Edmonton and Calgary groups) felt these images are iconic and more likely to be associated with national parks than the visuals of parks and historic sites in Atlantic Canada shown in the storyboards. Even in other sessions, many participants described the mountain scene as appealing and inspiring. Again, though, some participants took issue with the use of the phrase “worlds away” for the same reasons noted in the earlier discussion of the storyboards.

Participant quotes:

“It’s got mountains and I love mountains. So, I probably would (click) just for curiosity.”

“I think some of those words personally don’t line up super well with me. Like (instead of) ‘feel foreign’, maybe why not say just ‘experience a place that feels new?’”

Participants tended to be somewhat more critical of the specific wording used in the social media versions of these concepts. For instance, many reacted negatively to the use of the phrase “if rivers

are your thing” in the **Carvings/Water** social media ad. Some felt this phrasing is trying to sound too casual and others indicated it may feel exclusionary to those for whom water is not “their thing”.

Participants also noted that, if they were enticed to click on a particular Facebook ad, they would want to be taken not to the general Parks Canada website but to a page specific to that experience or park location – to find out more about how to plan a fishing trip, to visit specific rivers, etc.

“(The mountains) look very appealing. And we don’t have to leave our country to experience beautiful mountains and trees and staying in a log cabin. That would be awesome.”

“If there’s some sort of a call to action, then I would click on it. If you click on it and it gives you whatever – some sort of a discount or a park pass or something like that, where there’s a call to action, then I’d probably click on it.”

Tagline Assessment

Participants also discussed the taglines associated with each of the three concepts:

- “Worlds Away, Right at Home” (Fortress/Beach)
- “450,000 km² of Inspiration” (Carvings/Water)
- “450,000 km² of Stories” (Stories)

Participants generally had mixed views about the different taglines when they evaluated them on their own. Most reacted positively to “**450,000 km² of Inspiration**”, with these participants liking the idea of parks and historic sites inspiring Canadians to have adventures, to create memories and to learn about Canada. Some felt the word “inspiration” is a more all-encompassing and descriptive term than “stories,” and that it does more to encourage people to visit these locations. Indeed, some saw inspiration as more of a spark or call to action that will encourage people to research new places to visit and to plan their next trip.

On the other hand, nearly as many thought the word “stories” touches upon the breadth of experiences Canadians can have when visiting national parks and historic sites. Indeed, many participants indicated that “stories” would be just as effective as “inspiration.” A couple of participants thought the term “memories” would also work well because making memories is essentially what they are doing when they spend time with family and friends at national parks and historic sites.

“Travel is supposed to be inspiring. It’s supposed to draw those kinds of feelings and emotions from you. And I just think ‘inspiration’ sounds a little bit more descriptive than just ‘stories’.”

“Inspiration could be stories. It could be an adventure. Anything could fall under that.”

“I love the inspiration part, but yeah, the other (450,000 km²) part is a bit clunky to me.”

For both of these taglines, several participants commented positively on how the use of “**450,000 km²**” provides insight into just how vast these wilderness parks are and what an abundance of space in Canada is set aside for national parks and historic sites. Some, however, wondered if the average viewer would have a clear sense of how large 450,000 square kilometres actually is. Some indicated this specific geographic term is disconnected from people’s everyday reality and may be too large for people to effectively conceptualize.

“I think the 450,000 (km²) tagline resonates more with me because it tells me that I can explore so much within Canada without going to a different country. So that kind of resonates more with me than the other two.”

“I like the idea of the 450,000 square kilometers showing the vastness of Canada. But I don't necessarily know that people are going to relate and understand just how vast that is.”

The phrase **“Worlds Away, Right at Home”** also resonated strongly with many participants, particularly as it connected to the **Beach** concept. While participants readily understood the message that this tagline is trying to convey, a few participants pointed out that the use of the plural “worlds away” suggests that other countries are somehow “out of this world,” which makes them seem overly foreign and may alienate new Canadians. Some participants (particularly those from Western Canada) also stated that in some respects the visuals shown in these concepts do feel worlds away, given how far Prince Edward Island National Park and the Fortress of Louisbourg National Historic Site in Nova Scotia are from British Columbia and Alberta. Some of these participants indicated that this tagline and associated concept may encourage them to visit places within Canada if they can provide an experience that is just as exotic and different as another country.

“It's all one world. We live on earth in one world. So, thinking of different countries and different places on Earth as a different world is kind of against where I think we should be going as a culture, of understanding that we're all people on the same earth together.”

A few participants commented that all three taglines lack a clear call to action – that it was not apparent what they are being asked to do after seeing these ads. Some noted that showing these taglines alongside the Parks Canada logo and website is not particularly explicit in terms of what the ads are trying to get the viewer to do.

Potential Channels for Reaching Participants

When asked where they are most likely to expect to see these ads once they are produced, participants typically pointed to social media channels, especially YouTube and Instagram. Participants under the age of 45 expected to see these ads pop up within their social media feeds. If they saw images of a specific place within an Instagram reel, TikTok video or Facebook post, they might be inspired to click on it to find out more about the place and how they can visit. Several mentioned that they are inspired to visit specific destinations outside Canada when videos and images of these locations pop up in their social media feeds, and so they may feel the same if similar images and information about Canada's national parks and historic sites populate their feeds. Younger participants in particular said any social media content should be fairly short and arresting in order to capture people's attention.

Those who mentioned YouTube indicated they might be less likely to click on a YouTube ad because they are typically in a hurry to watch a specific video and will want to skip through any advertising.

A few older participants mentioned they might expect to see this ad on television during prime time or playing on a movie theatre screen before the previews begin. A couple of participants in the Toronto session also mentioned placing out-of-home ads in the subway or on regional trains.

“It probably would be on my phone through some sort of social media app, Instagram or something like that... Especially if it's targeted and I'm already looking up something about nature or something about Canada and that pops up.”

“Any time I see some of these on Facebook and usually Mexico or somewhere else, I always click on it if I see a beach.”

“YouTube ads are kind of saturated to the point where the moment you see an ad, it's just click, click, click, next, because you just want to see the video.”

Strategic Advice and Recommendations

Some key sub-themes emerged from the sessions that could help shape the development of Parks Canada's future creative campaigns.

- Diversity matters. Participants, even non-racialized ones, were keenly aware of ad concepts that featured people of colour, Indigenous content and people of diverse abilities. Participants were looking for ads that approach Indigenous culture in a sensitive way without playing on clichés or glorifying Canada's colonial past. They were also watching for ads that feature new Canadians and people of colour in a prominent and genuinely inclusive way.
- Related to this, some care must be taken with attempts at levity or more casual language, including references to millennials taking selfies and taglines that use hipper language such as "if water is your thing". Although some older participants didn't mind this tone, younger participants chafed somewhat at the attempt to be a little more light-hearted. In part, this may be because participants appeared to take their experiences in nature and exploring Canadian history quite seriously and personally. For many, visits to Parks Canada sites are about making memories and connecting deeply with family and nature, and less about simply having fun.
- The attention of outdoor enthusiasts and nature-lovers is somewhat easier to catch than that of history and culture buffs. "Outdoorsy" participants responded quickly and instinctively to high-quality, inspirational images of Canada's wild spaces, particularly mountains and beaches. These were places they immediately wanted to know more about and that inspired them to remember fondly past paddling, camping or hiking trips. In other words, "lure" images of Canada's stunning natural wonders resonate deeply with outdoor enthusiasts and prime these potential visitors to visit a trip-planning website or take the next step.
- Related to this, potential Parks Canada visitors are looking for clear "next steps". If they see an image that speaks to them and their particular interests, they want to know exactly where a destination is, clear information about what experiences are offered there and how to plan a trip.

APPENDIX A:
Recruitment Screener – Focus Groups

Screening Instrument

Hello, my name is X, and I am from Probe Research, a professional public opinion research company. We are conducting some discussion groups on behalf of the Government of Canada about some general topics.

We're looking for people to join us for a special focus group discussion that will take place online on Zoom during the evening of Monday September 26, Tuesday September 27, Wednesday September 28, Thursday September 29.

We are looking for people who are willing to share their views and ideas in a group that will involve a research professional and around eight other people like yourself. If you decide to take part, you will be paid \$75 in exchange for taking part in a 90-minute discussion online.

This focus group session is strictly for research purposes and the comments you provide at this session are held in strict confidence for research purposes only. No one at this focus group will be trying to sell or sign you up for anything. It is also important for you to know that if you come to this focus group your name will not be passed on to any other party.

1. Do you think you might be interested in taking part in this discussion in the evening on **Monday September 26, Tuesday September 27, Wednesday September 28, Thursday September 29?**

Yes Ask next Q
 No Thank and terminate

2. I just need to ask you a few questions to make sure we have the right mix of people in the discussion group. Do you have a few moments now?

Yes Ask next Q
 No Reschedule recruit callback

3. On a scale of 1 to 7 where "1" means "you are not at all comfortable" and "7" means "you are very comfortable", how comfortable are you speaking in a small group of 7-9 people?

Not at all comfortable						Very comfortable
1	2	3	4	5	6	7
Thank and terminate			Continue			

4. These discussions are will take place online using Zoom. You'll need a computer, a high-speed internet connection and a webcam to take part. Will you be able to use these things to take part in the discussion?

Yes
 No Thank and terminate

5. Do you or does anyone else in your household work for any of the following types of organizations or industries? *Randomize - terminate if any of these*

- An advertising or marketing agency
- A public relations or communications role
- A media outlet (newspaper, radio, TV, etc.)
- A political party
- Parks Canada/the federal park system
- A provincial park or parks department
- An environmental group or conservation group

6. Do you live in an urban or rural area?

Urban Continue
 Rural Thank and terminate

7. Which province do you live in?
- British Columbia
 - Alberta
 - Saskatchewan Terminate
 - Manitoba
 - Ontario
 - Quebec
 - New Brunswick Terminate
 - Nova Scotia
 - Prince Edward Island Terminate
 - Newfoundland and Labrador Terminate
 - Northwest Territories Terminate
 - Yukon Terminate
 - Nunavut Terminate

If BC, Alberta, Manitoba, Ontario, Quebec, NS for Q7

7a. Which city do you live in?

If Halifax, consider for group 1

If Toronto or cities in vicinity (e.g. Mississauga, Brampton, Oakville, Vaughan...) consider for group 2

If Winnipeg, Headingley, East St. Paul, West St. Paul, consider for group 3

If Vancouver or cities in vicinity (Richmond, Langley, Surrey...) consider for group 4

If Montreal or cities in vicinity (Laval, etc.) Consider for group 5

If Ottawa or Gatineau, consider for group 6

If Edmonton or cities in vicinity (Sherwood Park, St. Albert, Leduc, Fort Saskatchewan...) consider for group 7

If Calgary or cities in vicinity (Chestermere, Airdrie, Okotoks), consider for group 8

8. What language do you typically speak at home?

English Consider for groups 1-4, 7-8

French Consider for groups 5-6

NOTE: If you encounter a minority language speaker in another city, please recruit them to a group with participants from another city. For example, an English speaker in Ottawa-Gatineau or Montreal can go in one of the six English language groups, or a French speaker in another city can go into the Ottawa-Gatineau or Montreal groups.

9. How do you identify your gender?

Male Get mix

Female Get mix

Prefer to self-describe (gender-fluid, non-binary, two-spirit):

Prefer not to answer

10. Which of the following age categories do you belong to?

18 to 24

25 to 39

40 to 54

55 to 64

65 to 74

75 and over Thank and terminate

Recruit mix of ages; prioritize participants aged 18-39 (gen z/millennials)

11. Do you have children under the age of 18 at home?

Yes Prioritize for all sessions

No

12. Were you born in Canada?

Yes

No

Minimum 3 per group for groups 2 (Toronto) and 4 (Vancouver), minimum 1 per group for Halifax, minimum 2/group for other sessions

13. Do you identify as a racialized person or a person of colour?

- Yes
- No

14. What is the highest level of education you have completed?

- Some high school or less
- High school diploma or equivalent
- Registered apprenticeship or some other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below the bachelor's level
- Undergraduate degree
- Graduate degree

15. Which of the following categories best describe your current employment status? Are you ... Get mix

- Working full-time (35 or more hours/week)
- Working part-time (less than 35 hours/week)
- Self-employed
- Unemployed but looking for work
- A student attending school full-time
- Retired
- Not in the workforce
- Other:

15a. If employed: What is your occupation?

16. Which of the following categories best describes your household income? Get mix

- Less than \$30,000
- \$30,000 to just under \$50,000
- \$50,000 to just under \$75,000
- \$75,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above

17. How interested are you in participating in each of the following activities?

		Very interested	Somewhat interested	Not very interested	Not interested at all
A	Visiting parks near where you live				
B	Visiting cultural attractions, such as museums and historic sites				
C	Spending time outdoors in nature				

Thank and terminate if not very/not at all interested in all 3 activities

18. What is the best part of visiting a park or historic site? Test for articulateness

The personal information you provide to the Government of Canada is governed in accordance with the Privacy Act. We only collect the information we need to conduct the research project. We require your personal information to determine your eligibility and record your consent to participate in this research.

Your personal information will not be shared. In limited and specific situations, your personal information may be disclosed without your consent in accordance with subsection 8(2) of the Privacy Act.

19. Do you still consent to participate in this research?

Yes
No

I'd like to invite you to take part in the session. It will take place at **5:30 pm/7:30 pm** on **Monday, September 26/ Tuesday, September 27 /Wednesday, September 28/ Thursday, September 29.**

Again, you will need a computer with a webcam and a high-speed internet connection in order to participate. You cannot participate on a mobile phone.

20. Representatives from the Government of Canada and research analysts may observe the discussion group, but will not have access to any of your personal information. Do you consent to participate in this discussion group?

Yes
No Thank and terminate

21. We need to provide the session moderator with the names and profiles of the people attending the discussion group. This is because only invited participants like you are allowed in the session and the moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential.

Do I have your permission to provide your name and profile to the online platform and moderator?

Yes
No Thank and terminate

22. We will be recording the discussion group session for research purposes. The recording will only be used by the people working directly on the project at Probe Research and the Government of Canada. The recording will help us prepare a report on the research findings. Do you agree to be recorded for research purposes only? (If asked/respondent pushes back: We need a recording so the researchers can review exactly what was said to ensure their report is truly reflects the discussion.)

Yes
No

23. Do you need any specific accommodations for a disability such as a visual impairment or difficulty using your hands? Is there anything we can do to help you participate in this focus group session?

Yes (specify)
No

24. And do you use any pronouns we should be aware of? In other words, do you use...

She/her
He/him
They/them
Other:

25. We will email you instructions on how to participate into the focus group session. Can you please confirm your email address for me so we can send you this information? We will also send you an e-transfer for \$75 for taking part in the session.

Just to confirm...

- The focus group discussion will take place on **Monday, September 26/ Tuesday, September 27/ Wednesday, September 28/ Thursday, September 29 at 5:30pm/7:30pm.**
- The session will take 90 minutes for which you will receive \$75 after the session takes place
- We will send you an email invitation that includes the Zoom link and instructions on how to log into/participate in the focus group session. The email will come from Probe Research.
- No one else can join you for the session.
- Please make sure you in a quiet spot in your household/office where there is no background noise during the session.

- Once again that is **Monday, September 26/ Tuesday, September 27/ Wednesday, September 28/ Thursday, September 29 at 5:30pm/7:30pm.**

If you require further information between now and the session or you are unable to attend the discussion group, please contact X at X.

Questionnaire de recrutement

Bonjour, je m'appelle X, de Probe Research, une firme spécialisée en recherche sur l'opinion publique. Nous organisons des groupes de discussion au nom du gouvernement du Canada sur certains sujets généraux.

Nous sommes à la recherche de personnes pour se joindre à nous pour un groupe de discussion spécial qui aura lieu en ligne sur Zoom dans la soirée du lundi 26 septembre, mardi 27 septembre, mercredi 28 septembre, et jeudi 29 septembre.

Nous recherchons des personnes prêtes à partager leurs points de vue et leurs idées dans un groupe constitué d'un professionnel de la recherche et d'environ huit autres personnes comme vous. Si vous acceptez de vous joindre à nous, vous recevrez 75 \$ en échange de votre participation au groupe de discussion en ligne qui durera 90 minutes.

Cette séance de groupe de discussion est strictement à des fins de recherche et les commentaires que vous fournirez lors de cette séance seront tenus en stricte confidentialité et utilisés à des fins de recherche uniquement. Personne dans ce groupe de discussion n'essaiera de vous vendre ou de vous inscrire à quoi que ce soit. Il est également important que vous sachiez que si vous venez à ce groupe de discussion, votre nom ne sera transmis à aucune autre partie.

1. Pensez-vous que vous pourriez être intéressé à participer à cette discussion dans la soirée du **lundi 26 septembre, mardi 27 septembre, mercredi 28 septembre, jeudi 29 septembre** ?

Oui Demandez la prochaine Q.
Non Remercier et terminer

2. J'ai juste besoin de vous poser quelques questions pour m'assurer que nous avons la bonne combinaison de personnes dans le groupe de discussion. Avez-vous quelques instants maintenant ?

Oui Posez la prochaine Q.
Non Programmer un rappel

3. Sur une échelle de 1 à 7 où « 1 » signifie « vous n'êtes pas du tout à l'aise » et « 7 » signifie « vous êtes très à l'aise », dans quelle mesure êtes-vous à l'aise de parler dans un petit groupe de 7 à 9 personnes ?

Pas du tout à l'aise			Très à l'aise			
1	2	3	4	5	6	7
Remercier et terminer			Continuer			

4. Ces discussions auront lieu en ligne à l'aide de Zoom. Vous aurez besoin d'un ordinateur, d'une connexion Internet haut débit et d'une webcam pour participer. Serez-vous en mesure d'utiliser ces éléments pour participer à la discussion ?

Oui
Non Remercier et terminer

5. Est-ce que vous ou quelqu'un d'autre dans votre ménage travaillez pour l'un des types d'organisations ou dans un des secteurs suivants ? Randomiser - résilier si l'un de ces éléments s'applique

Une agence de publicité ou de marketing
Un rôle de relations publiques ou de communication
Un joueur des médias (journal, radio, télévision, etc.)
Un parti politique
Parcs Canada/le réseau de parcs fédéraux
Un parc provincial ou un service des parcs provincial
Un groupe ou un organisme travaillant pour la conservation de l'environnement

6. Habitez-vous dans une zone urbaine ou rurale ?

Urbaine Continuer
Rurale Remercier et terminer

7. Dans quelle province habitez-vous ?

Colombie-Britannique
Alberta
Saskatchewan Terminer
Manitoba
Ontario
Québec
Nouveau-Brunswick Terminer
Nouvelle-Écosse
Île-du-Prince-Édouard Terminer
Terre-Neuve-et-Labrador Terminer
Territoires du Nord-Ouest Terminer
Yukon Terminer
Nunavut Terminer

Si C.-B., ALBERTA, MANITOBA, ONTARIO, QUÉBEC, N.-É. POUR Q7

7a. Dans quelle ville vivez-vous ?

Si Halifax, considérer pour groupe 1

Si Toronto ou villes avoisinantes (ex. Mississauga, Brampton, Oakville, Vaughan...) considérer pour groupe 2

Si Winnipeg, Headingley, East St. Paul, West St. Paul, considérer pour groupe 3

Si Vancouver ou villes avoisinantes (Richmond, Langley, Surrey...) considérer pour groupe 4

Si Montréal ou villes avoisinantes (Laval, etc.) Considérer pour groupe 5

Si Ottawa or Gatineau, considérer pour groupe 6

Si Edmonton ou villes avoisinantes (Sherwood Park, St. Albert, Leduc, Fort Saskatchewan...) considérer pour groupe 7

Si Calgary ou villes avoisinantes (Chestermere, Airdrie, Okotoks), considérer pour groupe 8

8. Quelle langue parlez-vous habituellement à la maison ?

Anglais Considérer pour groupes 1-4, 7-8

Français Considérer pour groupes 5-6

NOTE : Si vous rencontrez un locuteur de langue minoritaire dans une autre ville, veuillez le recruter dans un groupe avec des participants d'une autre ville. Par exemple, un anglophone d'Ottawa-Gatineau ou de Montréal peut participer à l'un des six groupes de langue anglaise, ou un Français locuteur d'une autre ville peut aller dans les groupes d'Ottawa-Gatineau ou de Montréal.

9. Comment identifiez-vous votre genre ?

Homme Obtenez mixte

Femme Obtenez mixte

Préfère s'auto-décrire (fluide de genre, non binaire, deux esprits) :

Préfère ne pas répondre

10. À laquelle des catégories d'âge suivantes appartenez-vous ?

18 à 24 ans

25 à 39 ans

40 à 54 ans

55 à 64 ans

65 à 74 ans

75 ans et plus Remercier et terminer

Recruter un mixte d'âges ; prioriser les participants âgés entre 18-39 (gen z/millenniaux)

11. Avez-vous des enfants de moins de 18 ans à la maison ?

Oui Priorisez pour toutes les séances

Non

12. Êtes-vous né au Canada ?
 Oui
 Non

Minimum 3 par groupe pour les groupes 2 (Toronto) et 4 (Vancouver), minimum 1 par groupe pour Halifax, minimum 2/groupe pour les autres sessions

13. Vous identifiez-vous comme une personne racialisée ou une personne de couleur ?
 Oui
 Non

14. Quel est le plus haut niveau de scolarisation que vous avez terminé ?
 Un peu de secondaire ou moins
 Diplôme d'études secondaires ou équivalent
 Certificat d'apprenti enregistré ou certificat ou diplôme d'autres métiers
 Certificat ou diplôme collégial, cégep ou autre certificat ou diplôme non universitaire
 Certificat ou diplôme universitaire inférieur au niveau du baccalauréat
 Baccalauréat
 Diplôme d'études supérieures

15. Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle ? Êtes-vous ... Obtenez une mixité
 Travailler à temps plein (35 heures ou plus/semaine)
 Travail à temps partiel (moins de 35 heures/semaine)
 Travailleur autonome
 Chômeurs mais à la recherche d'un emploi
 Un élève qui fréquente l'école à temps plein
 Retraité
 Pas sur le marché du travail
 Autre :

- 15a. Si à l'emploi : Quelle est votre profession ?

16. Laquelle des catégories suivantes décrit le mieux le revenu de votre ménage ? Obtenir mixité
 Moins de 30 000 \$
 30 000 \$ à juste en dessous de 50 000 \$
 50 000 \$ à juste en dessous de 75 000 \$
 75 000 \$ à juste en dessous de 100 000 \$
 100 000 \$ à juste en dessous de 150 000 \$
 150 000 \$ et plus

17. Dans quelle mesure êtes-vous intéressé à participer à chacune des activités suivantes ?

		Très intéressé	Quelque peu intéressé	Pas très intéressé	Pas intéressé du tout
A	Visiter les parcs près de chez vous				
B	Visiter des attractions culturelles, telles que des musées et des sites historiques				
C	Passer du temps à l'extérieur dans la nature				

Remercier et terminer si pas très/pas du tout intéressé par les 3 activités

18. Quelle est la meilleure partie de la visite d'un parc ou d'un site historique ? Test de la capacité à s'exprimer

Les renseignements personnels que vous fournissez au gouvernement du Canada sont régis conformément à la Loi sur la protection des renseignements personnels. Nous ne recueillons que les informations dont nous avons besoin pour mener le projet de recherche. Nous avons besoin de vos

renseignements personnels pour déterminer votre admissibilité et enregistrer votre consentement à participer à cette recherche.

Vos informations personnelles ne seront pas partagées. Dans des situations limitées et spécifiques, vos renseignements personnels peuvent être divulgués sans votre consentement conformément au paragraphe 8(2) de la Loi sur la protection des renseignements personnels.

19. Consentez-vous toujours à participer à cette recherche ?

- Oui
- Non

J'aimerais vous inviter à participer à la séance. Il aura lieu à **17 h 30/19 h 30 le lundi 26 septembre/ mardi 27 septembre/ mercredi 28 septembre/ jeudi 29 septembre.**

Encore une fois, vous aurez besoin d'un ordinateur avec une webcam et une connexion Internet haut débit pour participer. Vous ne pouvez pas participer sur un téléphone mobile.

20. Des représentants du gouvernement du Canada et des analystes de recherche peuvent observer le groupe de discussion, mais n'auront accès à aucun de vos renseignements personnels. Consentez-vous à participer à ce groupe de discussion ?

- Oui
- Non Remercier et terminer

21. Nous devons fournir au modérateur de la séance les noms et les profils des personnes participant au groupe de discussion. En effet, seuls les participants invités comme vous sont autorisés dans la séance et le modérateur doit disposer de ces informations à des fins de vérification. Soyez assuré que ces informations resteront strictement confidentielles.

Ai-je votre permission de fournir votre nom et votre profil à la plateforme en ligne et au modérateur ?

- Oui
- Non Remercier et terminer

22. Nous enregistrerons la séance du groupe de discussion à des fins de recherche. L'enregistrement ne sera utilisé que par les personnes qui travaillent directement sur le projet à Probe Research et au gouvernement du Canada. L'enregistrement nous aidera à préparer un rapport sur les résultats de la recherche. Acceptez-vous d'être enregistré à des fins de recherche seulement ? (Si demandé / si le répondant résiste : Nous avons besoin d'un enregistrement afin que les chercheurs puissent examiner exactement ce qui a été dit pour s'assurer que leur rapport reflète vraiment le contenu de la discussion.)

- Oui
- Non

23. Avez-vous besoin d'aménagements spécifiques pour un handicap tel qu'une déficience visuelle ou une difficulté à utiliser vos mains ? Y a-t-il quelque chose que nous pouvons faire pour vous aider à participer à cette séance de groupe de discussion ??

- Oui (spécifier)
- Non

24. Et utilisez-vous des pronoms que nous devrions connaître ? En d'autres termes, utilisez-vous...

- Elle
- Le
- Iels
- Autre :

25. Nous vous enverrons par courriel des instructions sur la façon de participer à la séance de groupe de discussion. Pouvez-vous s'il vous plaît confirmer votre adresse e-mail pour moi afin que nous puissions vous envoyer ces informations ? Nous vous enverrons également un virement électronique de 75 \$ en guise de remerciements pour votre participation à la séance.

Juste pour confirmer...

- La discussion de groupe aura lieu **le lundi 26 septembre/ mardi 27 septembre / mercredi 28 septembre / jeudi 29 septembre à 17h30 / 19h30.**
- La séance durera 90 minutes pour lesquelles vous recevrez 75 \$ après la séance
- Nous vous enverrons une invitation par e-mail qui comprend le lien Zoom et des instructions sur la façon de vous connecter / participer à la séance de groupe de discussion. L'e-mail proviendra de Probe Research.
- Personne d'autre ne peut vous rejoindre pour la séance.
- S'il vous plaît assurez-vous d'être installé dans un endroit calme dans votre maison / bureau où il n'y a pas de bruit de fond pendant la séance.
- Encore une fois, c'est **le lundi 26 septembre / mardi 27 septembre / mercredi 28 septembre / jeudi 29 septembre à 17h30 / 19h30.**

Si vous avez besoin de plus amples renseignements d'ici la séance ou si vous n'êtes pas en mesure d'assister au groupe de discussion, veuillez communiquer avec X à X.

APPENDIX B:
Moderation Guide – Focus Groups

Moderator's Guide – English

Module I: Introduction & Warm-up

Module Synopsis: This module establishes the objectives of the discussion session and presents the ground rules that will govern the meeting. A critical component of this module is the assurance of participant anonymity and confidentiality guarantees. Areas of discussion in this module are included in compliance with industry good practice guidelines.

- Moderator introduces herself and Probe Research. I don't work for the Government of Canada, but these focus groups are for the government.
- Explain how the discussion group works. I will call on you directly so we don't speak over each other. And please be in a quiet part of your house. Don't be driving.
- Explain colleagues listening – staff from the Government of Canada and an advertising firm. Explain purpose of recording – so I can listen and not take notes. The recording is destroyed after 30 days.
- Explain need for full and frank input and that all expressed views are equally valid and important – “there are no right or wrong answers”. Discussions should be fun and relaxed.
- Don't be “too Canadian” – it is OK to disagree with one another, but please do it respectfully.
- Remind participants of the need to contribute and gratitude for attendance (incentive). \$75 will be sent by cheque or e-transfer right after we're done.
- Provide assurance of confidentiality and anonymity.
- Reminder of the chat function, the raise hand function.
- Ice-breaker: Please tell me your first name, who lives with you and one fun thing you did this past summer. It may be somewhere you went, or a specific activity.

Total time for module: 8 minutes

Module II: Travel and Decision-Making

Module Synopsis: In this introductory module, we will explore how participants have made recent decisions about summer travel plans, including their visitation to national parks and historic sites, as well as other types of activities. We will try to quickly explore the drivers of decision-making.

NOTE: These questions will build from the ice-breaker question.

Travel Decision-Making

Ask if a park or historic site (not necessarily federal) mentioned

- You mentioned you travelled to X. What made you decide to visit that place? Why was it important for you to visit there this year?
- What are the main things that you take into account when deciding where to visit? Probe for proximity, cost, interests, etc.
 - When you were making travel plans this summer, how important was it to visit somewhere in Canada versus outside Canada?
 - How important will it be to visit or travel within Canada next year? Are you inclined to stay in Canada? Why/why not?
- How many of you visited a national park in the past few years? This could have been close to home, or a road-trip or flight. Show of hands – suggest nearby examples in each group
 - Why did you decide to visit this place? What was the big draw there? Listen for key attractions
 - Besides the things to do and see, was it about relaxing, adventure, learning new things, being with family and friends...something else?
 - You could have gone anywhere this summer – what was the trigger to visit the national park? What was it that made you decide to go?
- What about a national historic site? How many of you visited one of these places recently? Show of hands – suggest nearby examples in each group
 - Why did you decide to visit a national historic site? What was the big draw?
 - Besides the things to do and see, was it about relaxing, adventure, learning new things, being with family and friends...something else?
 - You could have gone anywhere this summer – what was the trigger to visit the national historic site? What was it that made you decide to go?

Total time for module: 12 minutes

Module III: Creative Testing

Module Synopsis: For this main module, participants will review the three different concepts proposed for this advertising campaign. The concepts will be presented in a different order in each group, and participants will assess the overall message, tone and effectiveness of each concept.

Our job today is to look at three different concepts or ideas for a new advertising campaign meant to encourage Canadians to visit national parks and historic sites. There are a lot of steps that take place between the time someone comes up with an idea for an ad and when you see the final version on TV, in a movie theatre or on social media.

What I'm going to show you today are some drawings that illustrate each concept. It's like a story board. I'm going to read a short script that goes with each one. Please don't focus too much on what the drawings look like – they will be filmed with actual people at real locations.

Please do not take screen shots or make copies of the concepts shared today. They are for discussion purposes only, in draft form as you will see, and they are confidential.

There are three different concepts. I'm going to go through each of them twice. What I want you to do – and you can start doing this even before I finish – is to use paper/pen to tell me what specific words come to mind when you see this. What adjectives would you use to describe this ad?

- Concept 1: Stories
- Concept 2: Carvings/Water
- Concept 3: Fortress/Beach

When concept 1 (stories) is shown first: The commercial you are about to see will feature real photography and live-action footage of various Canadian National Parks and Historic Sites. Thin white line drawings will appear and animate over the live-action footage. Because white line drawings are difficult to see in a storyboard pencil sketch, we are using red line drawings to illustrate this technique.

Read script for first item in concept and show visuals on screen for each concept twice. Between, remind participants to use the paper/pen to jot down adjectives to describe the ad – words, phrases.

Be sure to present the concepts in a different order in each group.

Ask all the questions below in a sequence for each concept, and then repeat for the other two.

Main Discussion Questions – First Concept

Here is the storyboard for the first campaign concept. It is called X.

Let's look at some of the specific words or adjectives that came to mind when you looked at this concept. Why do you use this word? *Review paper/pen and chat*

- How does this concept make you feel? What are some of the feelings you get when you look at this?
- What would you say is the main message of this? What specifically is it saying to you?
 - How well does this message resonate with you? Is it clear? Does it make sense?
 - Is there anything about it that is unclear or that doesn't make sense? What is that?

- How memorable is this concept? Do you think this is something you would remember long after you saw it? Why/why not?
 - Is there an image or a moment that would stay with you – maybe something you'd think about later tonight?
- How well does this concept grab your attention? Is there anything specifically that gets your attention? What is that?
- What could be improved about this concept to make it so that people are more inspired to visit a national park/historic site? Why do you say that?

Just so we're on the same page, we're going to call this concept **Stories OR Carvings/Water OR Fortress/Beach.**

Calls to Action

- What, if anything, do you think this ad is trying to get you to do?
- What, if anything, would do after seeing these ads? Probe for: go to the Parks Canada website, search for national parks online, talk to family about a trip...
- Do you think this will make you feel more motivated to visit national parks and historic sites? Why/why not?

Social Media Version Questions

Show corresponding social media version for each – discuss quickly

Here is a social media version of the ad that would go with this concept.

- What feelings come to mind when you see this?
- How well does this fit with the longer version of the ad that will be a video format? Why/why not?
- If you saw this ad pop up in your Facebook or Instagram feed, how likely is it that you would ...
 - Notice it?
 - Click on it to learn more?

Secondary Concept Review

Do this for concepts 2 and 3 only

When concept 1 (stories) is shown second or third: Just like the previous concept, the commercial you are about to see will feature real photography and live-action footage of various Canadian National Parks and Historic Sites. Thin white line drawings will appear and animate over the live-action footage. Because white line drawings are difficult to see in a storyboard pencil sketch, we are using red line drawings to illustrate this technique.

I'm going to show you a slightly different version of this – the overall concept is similar, but the way it is presented is a bit different.

The goal here is not to choose between the storyboards within this concept. Each storyboard is trying to achieve something different. If this concept is selected, both storyboards will be produced.

For concept 2, read/show carvings storyboard

For concept 3, read/show beach storyboard

Note name when presenting it

- What specific words or phrases come to mind with this concept?
- How does this make you feel?
- Is the message of this concept any different from the one you just saw? How so?
- Is this concept memorable? Why/why not?
- Does it grab your attention? Why/why not?

Taglines (ask separately at end)

- How many of you noticed the taglines at the end of each ad? Show of hands
 - For **Stories**, tagline is ***450,000 km² of stories***
 - For **Carvings/Water**, tagline is ***450,000 km² of inspiration***
 - For **Fortress/Beach**, tagline is ***Feel Worlds Away, Right at Home***

Ask for each tagline

- Is there any thing unclear or confusing about this tagline? What is that?
- Who do you think this tagline appeals to? Is it aimed at you? Someone like you? Someone else? Why is that?
- Just by show of hands, which one of these three tag lines... show of hands/discuss
 - Does the best job of getting your attention?
 - Really motivates you to choose to go to a park or historic site?

Total time for module: 53 minutes (5 minutes for preamble, 16 minutes for each concept)

Module IV: Concept Assessment

Module Synopsis: In this final module, participants will determine which of the three concepts should move forward, including by gauging how likely each concept is to catch their attention and which one is most likely to encourage them to visit a national park or historic site.

Concept Review/Assessment

What I want to do now is quickly go back over these again with you – I'm going to read the script and show the images one more time. Once I've done this, I'm going to get you to answer two key questions for me in a Zoom poll.

Re-read three main concepts in same order presented

Now, I'm going to show you two poll questions. They are going to come up on your screen. I'm going to get you to cast your vote on your own, and then after we are going to look at the results for each one:

The first poll question is: *Which of these three concepts does the best job of getting your attention?*

Show vote – give participants 60 seconds to vote

The second poll question is: *Which of these three concepts do you think does the best job of encouraging you to visit a national park or historic site?*

Show vote – give participants 60 seconds to vote

Most Memorable Concept

OK, let's look at the results of the first poll question – which of the three concepts does the best job of getting your attention? Show results on screen and discuss

- Why does this concept do a good job of getting your attention? What specifically is it about it that does this?
- Is there a clear difference between this concept and the other two when it comes to getting your attention – or are they fairly similar?

Concept Most Likely to Drive Visitation

Let's look at the results of the second poll question – which of these three concepts does the best job of encouraging you to visit a national park or historic site? Show results on screen and discuss

- Why does this concept do the best job of encouraging you to visit? What elements are in here that do this?
- Earlier you said one of the main reasons you visited a national park or historic site this summer was X. Does one of these ads capture that best? Or not?
- Is there a fairly clear difference between this concept and the other two? Why do you say that?
- Is there something in particular about this ad that makes you want to learn more? What is that?

Additional Questions

- Do you think these ads will encourage you and others like you to want to travel within Canada? Why do you say that?
- Where would you be most likely to expect to see these ads?

Closing: Your input has been really valuable tonight. What you have told us will help shape what you will see on television or in your social media feeds next spring (early 2023).

Total time for module: 17 minutes

Thank, debrief and dismiss participants

Guide de discussion – Français

Module I : Introduction et échauffement

Synthèse du module : Ce module établit les objectifs de la séance de discussion et présente les règles de base qui régiront la réunion. Un élément essentiel de ce module est l'assurance de l'anonymat des participants et des garanties de confidentialité. Les domaines de discussion de ce module sont inclus conformément aux lignes directrices sur les bonnes pratiques de l'industrie.

- La modératrice se présente et présente Probe Research. Je ne travaille pas pour le gouvernement du Canada, mais ces groupes de discussion sont tenus pour le gouvernement.
- Expliquez comment fonctionne le groupe de discussion. Je vais vous appeler directement pour que nous ne parlions pas les uns par-dessus les autres. Et s'il vous plaît, assurez-vous d'être installés dans un endroit calme de votre maison. Ne conduisez pas.
- Expliquez la présence de vos collègues qui écoutent – du personnel du gouvernement du Canada et d'une entreprise de publicité. Expliquez le but de l'enregistrement – afin que je puisse écouter et ne pas prendre de notes. L'enregistrement est détruit après 30 jours.
- Expliquez la nécessité d'une contribution complète et franche et que tous les points de vue exprimés sont également valables et importants – « il n'y a pas de bonnes ou de mauvaises réponses ». Les discussions se veulent amusantes et détendues.
- Ne soyez pas trop gêné d'exprimer votre point de vue. – il est acceptable de ne pas être d'accord les uns avec les autres, mais s'il vous plaît faites-le respectueusement.
- Rappelez aux participants la nécessité de contribuer et que l'incitatif pour leur présence (75 \$) sera envoyé par chèque ou virement électronique juste après que nous avons terminé.
- Fournir l'assurance de la confidentialité et de l'anonymat.
- Rappel de la fonction chat, la fonction lever la main.
- Brise-glace : S'il vous plaît, dites-moi votre prénom, qui vit avec vous et une chose amusante que vous avez faite l'été dernier. Il peut s'agir d'un endroit où vous êtes allé ou d'une activité spécifique.

Temps total pour le module : 8 minutes

Module II : Les voyages et la prise de décision

Synthèse du module : Dans ce module d'introduction, nous explorerons comment les participants ont pris des décisions récentes concernant les plans de voyage estivaux, y compris leur visite des parcs nationaux et des lieux historiques, ainsi que d'autres types d'activités. Nous allons essayer d'explorer rapidement les moteurs de la prise de décision.

NOTE : Ces questions s'appuieront sur la question brise-glace du début.

Prise de décision en matière de voyage

Demandez si un parc ou un lieu historique (pas nécessairement fédéral) a été mentionné

- Vous avez mentionné que vous avez voyagé à X. Qu'est-ce qui vous a décidé à visiter cet endroit ? Pourquoi était-ce important pour vous de vous y rendre cette année ?
- Quelles sont les principales choses que vous prenez en compte lorsque vous décidez où visiter ? Sonde pour la proximité, le coût, les intérêts, etc.
 - Lorsque vous avez planifié votre voyage cet été, à quel point était-il important de visiter quelque part au Canada plutôt qu'à l'extérieur du Canada ?
 - Quelle sera l'importance de visiter ou de voyager au Canada l'an prochain ? Êtes-vous enclin à rester au Canada ? Pourquoi/pourquoi pas ?
- Combien d'entre vous ont visité un parc national au cours des dernières années ? Cela aurait pu être près de chez vous, ou en voyageant en voiture ou par avion. *Vote à main levée – suggérer des exemples à proximité dans chaque groupe*
 - Pourquoi avez-vous décidé de visiter cet endroit ? Quel a été le grand attrait là-bas ? *Écoutez pour les attractions principales*
 - Outre les choses à faire et à voir, s'agissait-il de se détendre, d'aventurer, d'apprendre de nouvelles choses, d'être avec la famille et les amis... d'autres choses ?
 - Vous auriez pu aller n'importe où cet été – quel a été le déclencheur pour visiter le parc national ? Qu'est-ce qui vous a décidé à y aller ?
- Qu'en est-il d'un lieu historique national ? Combien d'entre vous ont visité l'un de ces endroits récemment ? *Vote à main levée – suggérer des exemples à proximité dans chaque groupe*
 - Pourquoi avez-vous décidé de visiter un lieu historique national ? Quel a été le grand attrait ?
 - Outre les choses à faire et à voir, s'agissait-il de se détendre, d'aventurer, d'apprendre de nouvelles choses, d'être avec la famille et les amis... d'autres choses ?
 - Vous auriez pu aller n'importe où cet été – quel a été le déclencheur pour visiter le lieu historique national ? Qu'est-ce qui vous a décidé à y aller ?

Temps total pour le module : 12 minutes

Module III : Évaluation du matériel créatif

Synthèse du module : Pour ce module principal, les participants passeront en revue les trois différents concepts proposés pour cette campagne publicitaire. Les concepts seront présentés dans un ordre différent dans chaque groupe, et les participants évalueront le message global, le ton et l'efficacité de chaque concept.

Notre travail aujourd'hui consiste à examiner trois concepts ou idées différents pour une nouvelle campagne publicitaire visant à encourager les Canadiens à visiter les parcs nationaux et les lieux historiques. Il y a beaucoup d'étapes qui se déroulent entre le moment où quelqu'un a une idée pour une publicité et lorsque vous voyez la version finale à la télévision, dans une salle de cinéma ou sur les médias sociaux.

Ce que je vais vous montrer aujourd'hui, ce sont quelques dessins qui illustrent chaque concept. C'est comme une bande dessinée, on appelle cela un « storyboard » ou, en français, un scénarimage. Je vais lire un court scénario qui va avec chacun. S'il vous plaît, ne vous concentrez pas trop sur ce à quoi ressemblent les dessins - ils seront filmés avec des personnes réelles à un endroit réel.

Veuillez ne pas prendre de captures d'écran ou faire des copies des concepts partagés aujourd'hui. Ils sont à des fins de discussion seulement, sous forme d'ébauche comme vous le verrez, et ils sont confidentiels.

Il y a trois concepts différents. Je vais passer en revue chacun d'eux deux fois. Ce que je veux que vous fassiez – et vous pouvez commencer à le faire avant même que j'aie fini – c'est d'utiliser votre papier/stylo pour me dire quels mots spécifiques vous viennent à l'esprit lorsque vous voyez cela. Quels adjectifs utiliseriez-vous pour décrire cette annonce ?

- Concept 1 : Histoires
- Concept 2 : Gravures/Eau
- Concept 3 : Forteresse/Plage

Quand le concept 1 (histoires) est montré en premier : Je vais vous montrer une publicité qui, dans son format final que vous verrez diffusé en ondes ou en ligne, présentera de vraies photographies et des séquences d'action filmées en direct dans divers parcs nationaux et lieux historiques du Canada. Dans cette version finale éventuelle, de minces dessins au trait blanc apparaîtront et s'animeront par-dessus les séquences d'action en direct...ce sera comme des images superposées. Parce que ces dessins au trait blanc seraient difficiles à voir dans un croquis au crayon de style scénarimage (« storyboard ») comme ce que nous allons vous montrer ici, pour les fins de notre groupe de discussion, nous utilisons des dessins au trait rouge pour illustrer cette technique.

Lisez le script du premier élément du concept et affichez deux fois les visuels à l'écran pour chaque concept. Entre les deux, rappelez aux participants d'utiliser le chat pour noter des adjectifs pour décrire l'annonce – mots, phrases.

Assurez-vous de présenter les concepts dans un ordre différent dans chaque groupe.

Posez toutes les questions ci-dessous de façon séquentielle pour chaque concept, puis répétez pour les deux autres

Principales questions de discussion – Premier concept

Voici le scénarimage du premier concept de campagne. Il est intitulé X.

Regardons quelques-uns des mots ou adjectifs spécifiques qui vous sont venus à l'esprit lorsque vous avez examiné ce concept. Pourquoi utilisez-vous ce mot ? Passer en revue votre papier et le chat

- Qu'est-ce que ce concept vous fait ressentir ? Quels sont certains des sentiments que vous ressentez lorsque vous regardez cela ?
- Selon vous, quel est le message principal de cela ? Qu'est-ce que cela vous dit concrètement ?
 - Dans quelle mesure ce message résonne-t-il en vous ? Est-ce clair ? Cela a-t-il un sens ?
 - Y a-t-il quelque chose à ce sujet qui n'est pas clair ou qui n'a pas de sens ? Si oui, quoi ?
- Dans quelle mesure ce concept est-il mémorable ? Pensez-vous que c'est quelque chose dont vous vous souviendriez longtemps après l'avoir vu ? Pourquoi/pourquoi pas ?
 - Y a-t-il une image ou un moment qui resterait avec vous – peut-être quelque chose auquel vous penseriez plus tard ce soir ?
- Dans quelle mesure ce concept attire-t-il votre attention ? Y a-t-il quelque chose de spécifique qui attire votre attention ? Si oui, quoi ?
- Qu'est-ce qui pourrait être amélioré dans ce concept pour que les gens soient plus inspirés à visiter un parc national ou un lieu historique ? Pourquoi dites-vous ça ?

Juste pour que nous soyons sur la même longueur d'onde, nous allons appeler ce concept **Histoires OU Gravures/ Eau OU Forteresse / Plage**.

Appels à l'action

- Que pensez-vous que cette publicité essaie de vous amener à faire, le cas échéant ?
- Que feriez-vous le cas échéant, après avoir vu ces publicités ? Sonder pour : allez sur le site Web de Parcs Canada, recherchez des parcs nationaux en ligne, parlez à la famille d'un voyage...
- Pensez-vous que cela vous motivera davantage à visiter les parcs nationaux et les lieux historiques ? Pourquoi/pourquoi pas ?

Question sur la version médias sociaux

Afficher la version correspondante des médias sociaux pour chacun – discutez rapidement

Voici une version médias sociaux de l'annonce qui irait avec ce concept.

- Quels sentiments vous viennent à l'esprit lorsque vous voyez cela ?
- Dans quelle mesure cela correspond-il à la version plus longue de l'annonce qui sera un format vidéo ? Pourquoi/pourquoi pas ?
- Si vous voyez cette publicité apparaître dans votre flux Facebook ou Instagram, quelle est la probabilité que vous ...
 - la remarqueriez
 - cliqueriez dessus pour en savoir plus ?

Examen du concept secondaire

À faire uniquement pour les concepts 2 et 3

Quand le concept 1 (histoires) est présenté deuxième ou troisième fois : Tout comme le concept précédent, je vais vous montrer une publicité qui, dans son format final que vous verrez diffusé en ondes ou en ligne, présentera de vraies photographies et des séquences d'action filmées en direct dans divers parcs nationaux et lieux historiques du Canada. Dans cette version finale éventuelle, de minces dessins au trait blanc apparaîtront et s'animeront par-dessus les séquences d'action en direct...ce sera comme des images superposées. Parce que ces dessins au trait blanc seraient difficiles à voir dans un croquis au crayon de style scénarimage (« storyboard ») comme ce que nous allons vous montrer ici, pour les fins de notre groupe de discussion, nous utilisons des dessins au trait rouge pour illustrer cette technique.

Je vais vous montrer une version légèrement différente de ce système - le concept général est similaire, mais la façon de le présenter est un peu différente.

Le but ici n'est pas de choisir entre les scénarimages au sein de ce concept. Chaque scénarimage essaie de réaliser quelque chose de différent. Si ce concept est sélectionné, les deux scénarimages seront produits.

Pour le concept 2, lire/montrer le scénarimage des gravures

Pour le concept 3, lire/montrer le scénarimage de plage

Noter le nom lors de sa présentation

- Quels mots ou expressions spécifiques vous viennent à l'esprit avec ce concept ?
- Qu'est-ce que cela vous fait ressentir ?
- Le message de ce concept est-il différent de celui que vous venez de voir ? Comment ça ?
- Ce concept est-il mémorable ? Pourquoi/pourquoi pas ?
- Attire-t-il votre attention ? Pourquoi/pourquoi pas ?

Slogans (demander séparément à la fin)

- Combien d'entre vous ont remarqué les slogans à la fin de chaque annonce ? À main levée
 - Pour **histoires**, le slogan est **450 000 km² d'histoires**
 - Pour **gravures/eau**, le slogan est **450 000 km² d'inspiration**
 - Pour **forteresse/plage**, le slogan est **Transportez-vous ailleurs, ici même**

Demandez pour chaque slogan

- Y a-t-il quelque chose de flou ou qui n'est pas clair dans ce slogan ? Qu'est-ce que c'est ?
- À qui pensez-vous que ce slogan plaît ? Est-ce que cela vous vise ? Quelqu'un comme vous ? Autrui ? Pourquoi ?
- Juste à main levée, lequel de ces trois slogans... vote à main levée/discussion
 - Réussi le plus à attirer votre attention ?
 - Vous motive vraiment à choisir d'aller dans un parc ou un site historique ?

Temps total pour le module : 53 minutes (5 minutes pour le préambule, 16 minutes pour chaque concept)

Module IV : Évaluation du concept

Synthèse du module : Dans ce dernier module, les participants détermineront lequel des trois concepts devrait aller de l'avant, y compris en évaluant la probabilité que chaque concept attire leur attention et lequel est le plus susceptible de les encourager à visiter un parc national ou un lieu historique.

Examen/évaluation du concept

Ce que je veux faire maintenant, c'est revenir rapidement sur ceux-ci avec vous – je vais lire les scénarios et montrer les images une fois de plus. Une fois que j'ai terminé, je vais vous demander de répondre à deux questions clés pour moi dans un sondage Zoom.

Relire trois concepts principaux dans le même ordre présenté

Maintenant, je vais vous montrer deux questions de sondage. Ils vont apparaître sur votre écran. Je vais vous demander de voter vous-même, puis nous allons examiner les résultats pour chacun d'eux.

La première question du sondage est la suivante : *lequel de ces trois concepts réussit le mieux à attirer votre attention ?*

Afficher le vote – donnez aux participants 60 secondes pour voter

La deuxième question du sondage est la suivante : *Lequel de ces trois concepts vous semble le mieux vous encourager à visiter un parc national ou un lieu historique ?*

Afficher le vote – donnez aux participants 60 secondes pour voter

Concept le plus mémorable

OK, regardons les résultats de la première question du sondage – lequel des trois concepts réussit le mieux à attirer votre attention ? Afficher les résultats à l'écran et en discuter

- Pourquoi ce concept réussit-il le mieux à attirer votre attention ? Qu'est-ce qui fait cela spécifiquement ?
- Y a-t-il une différence claire entre ce concept et les deux autres lorsqu'il s'agit d'attirer votre attention – ou sont-ils assez similaires ?

Concept le plus susceptible de motiver la fréquentation

Examinons les résultats de la deuxième question du sondage – lequel de ces trois concepts réussit le mieux à vous encourager à visiter un parc national ou un lieu historique ? Afficher les résultats à l'écran et discuter

- Pourquoi ce concept réussit-il le mieux à vous encourager à visiter ? Quels sont les éléments ici qui font cela ?
- Plus tôt, vous avez dit que l'une des principales raisons pour lesquelles vous avez visité un parc national ou un lieu historique cet été était X. L'une de ces annonces capture-t-elle cela le mieux ? Ou non ?
- Y a-t-il une différence assez nette entre ce concept et les deux autres ? Pourquoi dites-vous cela ?
- Y a-t-il quelque chose en particulier dans cette annonce qui vous donne envie d'en savoir plus ? Si oui, quoi ?

Questions supplémentaires

- Pensez-vous que ces publicités vous encourageront, vous et d'autres comme vous, à vouloir voyager à l'intérieur du Canada ? Pourquoi dites-vous cela ?
- Où seriez-vous le plus susceptible de vous attendre à voir ces annonces ?

Mot de la fin : Votre contribution a été très précieuse ce soir. Ce que vous nous avez dit aidera à façonner ce que vous verrez à la télévision ou dans vos flux de médias sociaux au printemps prochain (début 2023).

Temps total pour le module : 17 minutes

Remercier et saluer les participants. Fin de la réunion.