

ANNUAL REPORT ON
GOVERNMENT OF CANADA

ADVERTISING ACTIVITIES

2021 to 2022



Government
of Canada

Gouvernement
du Canada

Canada

Annual Report on Government of Canada Advertising Activities 2021 to 2022

This report has been compiled to inform Canadians about the advertising activities undertaken by the Government of Canada during fiscal year 2021 to 2022. Advertising activities in this report pertain to institutions subject to the [*Policy on Communications and Federal Identity*](#) and its supporting instruments. These apply to departments and other portions of the federal public administration as set out in Schedules I, I.1 and II of the [*Financial Administration Act*](#), unless excluded by specific acts, regulations or orders in council. All amounts exclude taxes.

Aussi disponible en français sous le titre : [Rapport annuel sur les activités de publicité du gouvernement du Canada 2021 à 2022](#).

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AT A GLANCE

During fiscal year 2021 to 2022, from April 1, 2021 to March 31, 2022, the Government of Canada (GC) spent a total of \$140.76 million on advertising, involving 42 institutions, one Agency of Record (AOR) for media planning and placement and 10 creative agencies.

The majority of GC advertising activities were suspended when the September 2021 federal general election was called and resumed when the newly elected government was sworn into office, as required by the [Directive on the Management of Communications](#). The COVID-19 pandemic remained a high priority, with advertising efforts from the previous two fiscal years continuing for a third fiscal year, to inform Canadians about government programs, services and public health measures as the situation evolved.

Net media expenditures for media placement through the AOR totaled \$120.66 million. A variety of media were used, both digital and traditional. Across all media types combined, television received the largest share of media expenditures with 27%, totalling \$32.07 million. Between digital media and traditional media, digital media received the largest share with 53%, totalling \$64.05 million. Traditional media expenditures made up 47%, totalling \$56.60 million.

Among the digital media types used, display programmatic received the largest share of digital media expenditures at 40%, totalling \$25.46 million, followed by social media at 33%, totalling \$21.21 million, search engine marketing at 15%, totalling \$9.90 million, and display non-programmatic at 12%, totalling \$7.49 million.

With respect to traditional media types used, television received the largest share of traditional media expenditures at 57%, totalling \$32.07 million, followed by radio at 21%, totalling \$11.67 million, print at 12%, totalling \$6.51 million, and out-of-home at 11%, totalling \$6.36 million.

COVID-19 advertising, which had started in fiscal year 2019 to 2020 and continued in fiscal year 2020 to 2021, carried on with various campaigns throughout fiscal year 2021 to 2022. During this fiscal year, a total of \$62.01 million was spent for COVID-19 related media placement through the AOR, making up 51% of total media expenditures for the fiscal year (similar to the previous fiscal year). Of this amount, traditional media received the largest share (similar to the previous fiscal year), making up 53% and totalling \$32.73 million. Digital media received 47%, totalling \$29.29 million.

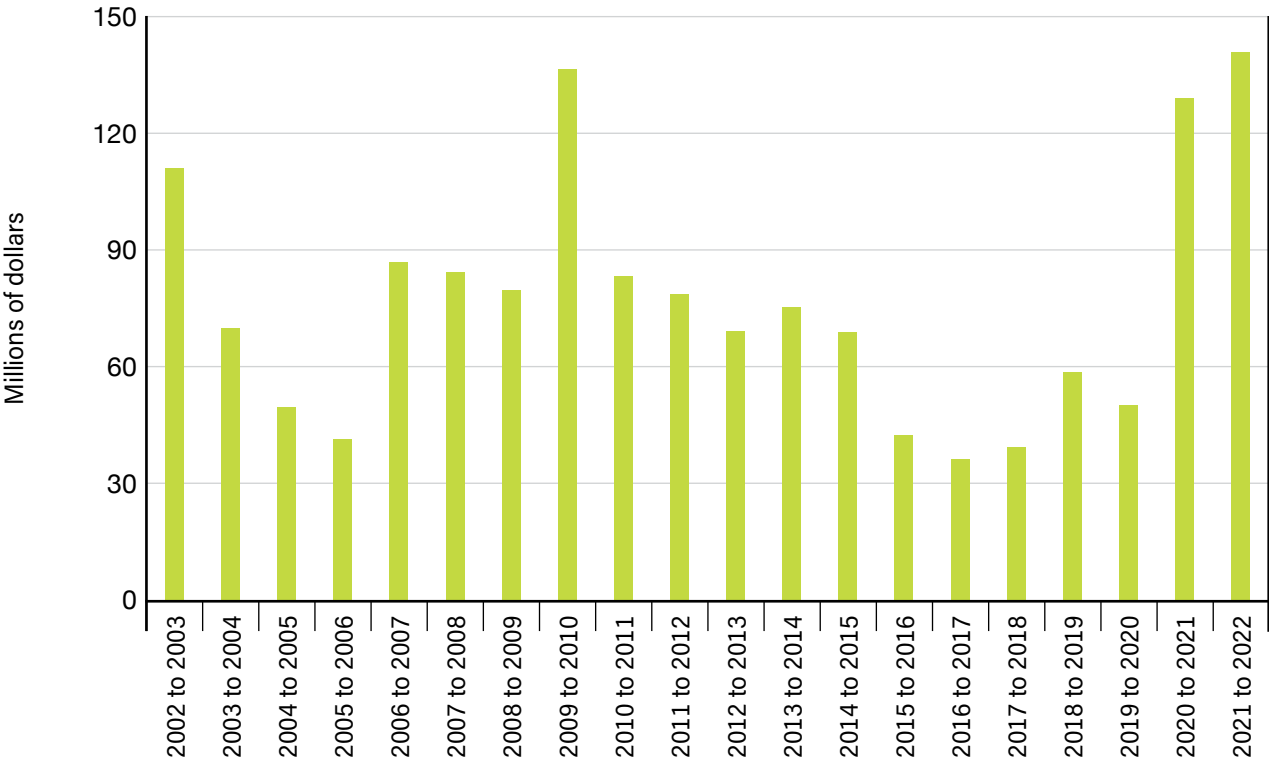
OVERVIEW OF GOVERNMENT OF CANADA ADVERTISING EXPENDITURES

This section provides information on advertising expenditures reported by Government of Canada (GC) institutions. Amounts represent total advertising expenditures, which encompasses media planning, media placement with and without the Agency of Record (AOR), as well as creative production.

Figure 1 provides total advertising expenditures by fiscal year since the GC began producing an annual report on government advertising activities in 2002 to 2003. Figure 2 provides total advertising expenditures with and without the Agency of Record in fiscal year 2021 to 2022. Heads of communications can decide to purchase media space directly from media outlets for campaigns that have a total media buy of \$25,000 or less, in accordance with the [Directive on the Management of Communications](#).

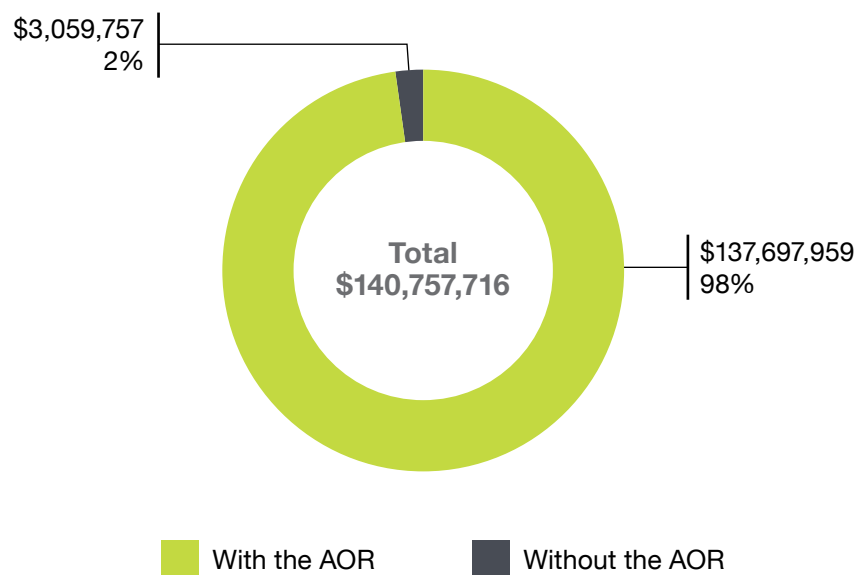
For more information on advertising expenditures reported in each fiscal year, consult the corresponding [annual reports](#).

Figure 1: Advertising expenditures since 2002 to 2003



Fiscal year	Expenditures (millions of dollars)
2002 to 2003	111.0
2003 to 2004	69.8
2004 to 2005	49.5
2005 to 2006	41.3
2006 to 2007	86.9
2007 to 2008	84.1
2008 to 2009	79.5
2009 to 2010	136.3
2010 to 2011	83.3
2011 to 2012	78.5
2012 to 2013	69.0
2013 to 2014	75.2
2014 to 2015	68.7
2015 to 2016	42.2
2016 to 2017	36.1
2017 to 2018	39.2
2018 to 2019	58.6
2019 to 2020	50.1
2020 to 2021	128.9
2021 to 2022	140.8

Figure 2: Advertising expenditures with and without the Agency of Record in 2021 to 2022



Type of advertising	Expenditures	Distribution
With the AOR	\$137,697,959	98%
Without the AOR	\$3,059,757	2%
Total	\$140,757,716	100%

GOVERNMENT OF CANADA MEDIA EXPENDITURES WITH THE AGENCY OF RECORD

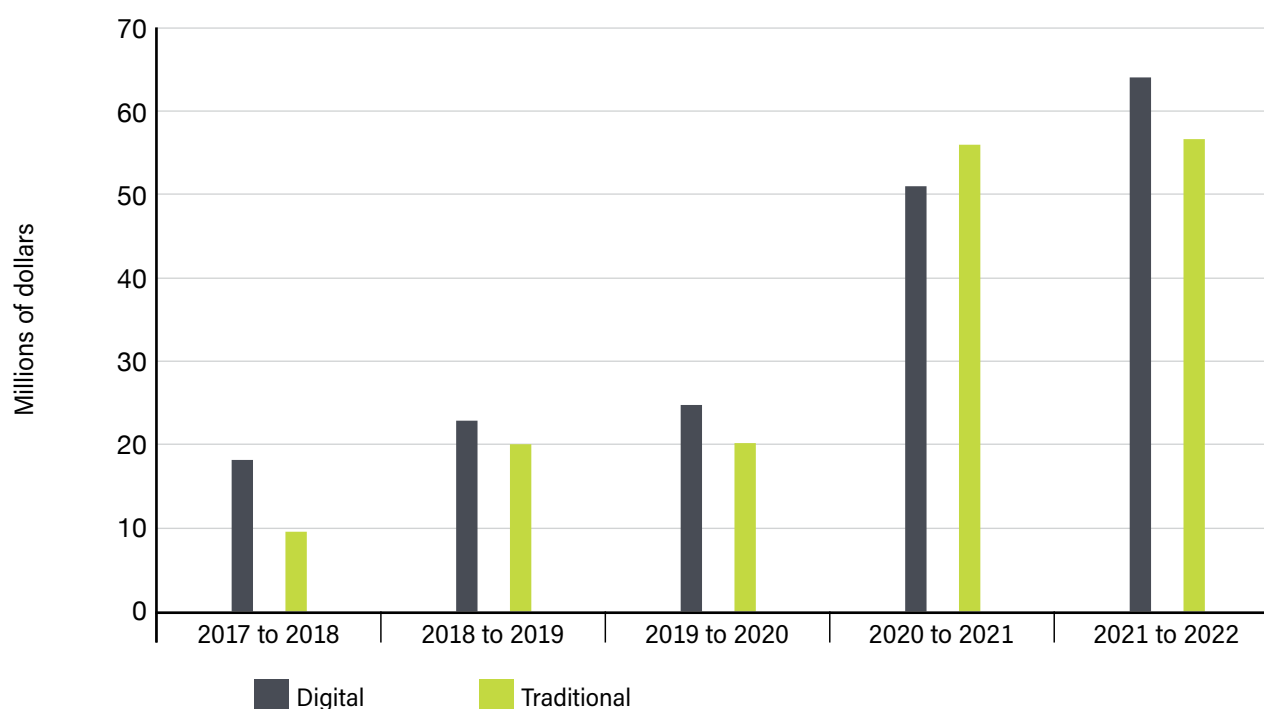
This section provides information on advertising expenditures for all media placement made through the Agency of Record (AOR), on behalf of Government of Canada (GC) institutions. Amounts represent net media costs paid to media suppliers for the purchase of advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production expenditures are excluded.

Figures 3 to 6 provide total media expenditures and the distribution by media type. Figures 7 to 14 provide details on digital and traditional media expenditures, and tables 1 to 7 provide details on media expenditures for all media placement in English and French, and in ethnic, Indigenous and international media. Additionally, a special section provides details on media expenditures of COVID-19 campaigns.

Note: Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

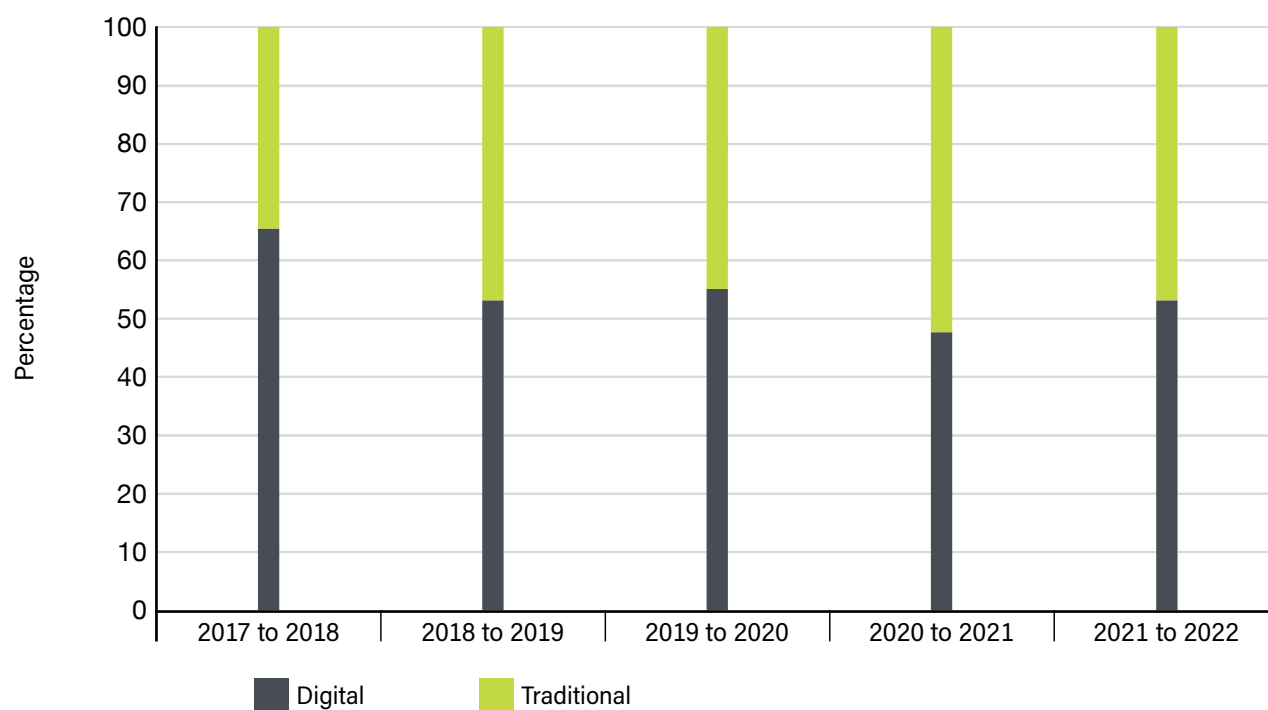
Total media expenditures

Figure 3: Media expenditures over 5 years



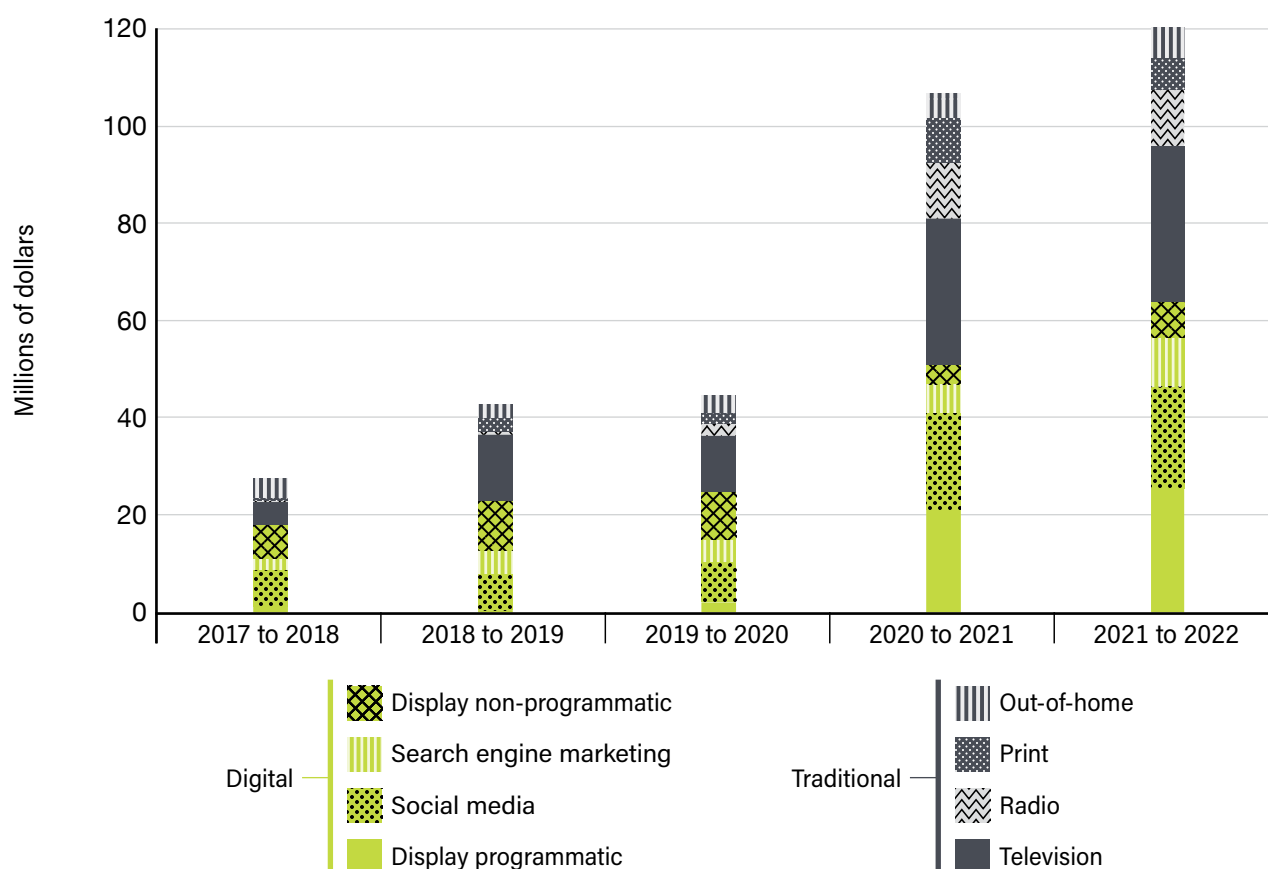
Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Digital	\$18,153,526	\$22,927,081	\$24,711,751	\$50,972,886	\$64,052,570
Traditional	\$9,610,188	\$20,115,347	\$20,147,394	\$55,994,827	\$56,604,884
Total	\$27,763,715	\$43,042,428	\$44,859,145	\$106,967,712	\$120,657,455

Figure 4: Distribution of media expenditures over 5 years



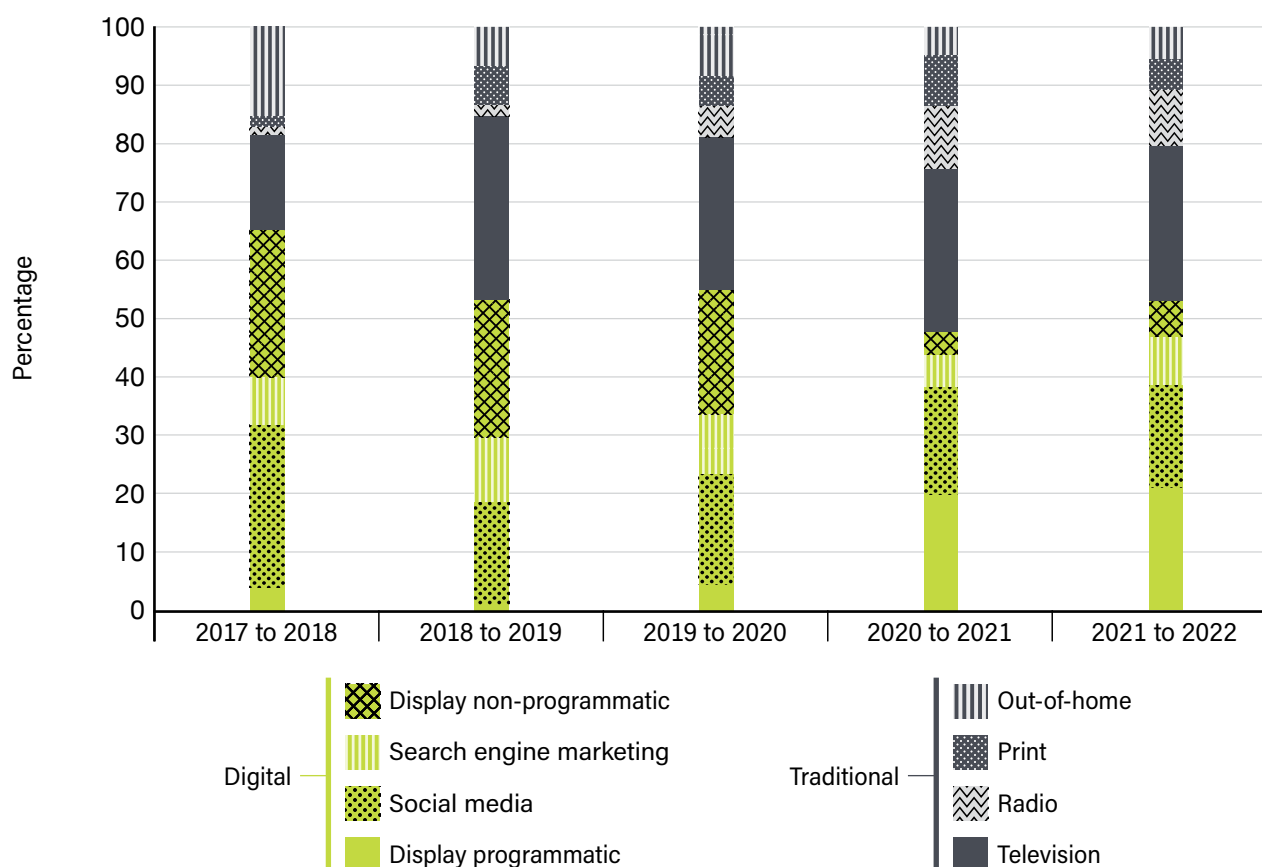
Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Digital	65%	53%	55%	48%	53%
Traditional	35%	47%	45%	52%	47%
Total	100%	100%	100%	100%	100%

Figure 5: Media expenditures by media type over 5 years



Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Digital					
Display programmatic	\$1,074,858	\$435,430	\$1,955,100	\$21,144,891	\$25,457,511
Social media	\$7,755,521	\$7,617,926	\$8,561,088	\$19,905,460	\$21,205,519
Search engine marketing	\$2,258,743	\$4,739,636	\$4,570,668	\$5,883,032	\$9,904,297
Display non-programmatic	\$7,064,404	\$10,134,089	\$9,624,895	\$4,039,503	\$7,485,244
Traditional					
Television	\$4,470,942	\$13,575,701	\$11,737,577	\$30,125,369	\$32,065,753
Radio	\$391,916	\$799,671	\$2,352,370	\$11,590,073	\$11,669,182
Print	\$570,196	\$2,921,078	\$2,385,990	\$9,312,472	\$6,511,880
Out-of-home	\$4,177,134	\$2,818,896	\$3,671,456	\$4,966,913	\$6,358,070
Total	\$27,763,715	\$43,042,428	\$44,859,145	\$106,967,712	\$120,657,455

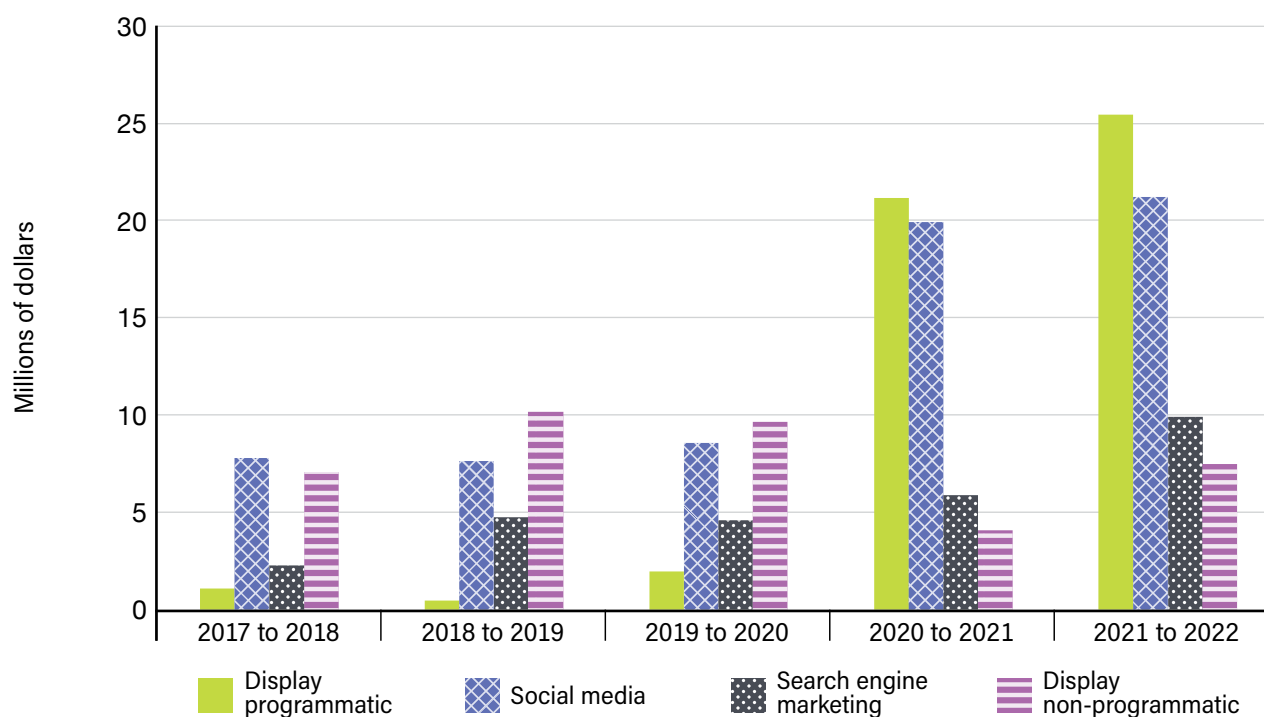
Figure 6: Distribution of media expenditures by media type over 5 years



Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Digital					
Display programmatic	4%	1%	4%	20%	21%
Social media	28%	18%	19%	19%	18%
Search engine marketing	8%	11%	10%	5%	8%
Display non-programmatic	25%	24%	21%	4%	6%
Traditional					
Television	16%	32%	26%	28%	27%
Radio	1%	2%	5%	11%	10%
Print	2%	7%	5%	9%	5%
Out-of-home	15%	7%	8%	5%	5%
Total	100%	100%	100%	100%	100%

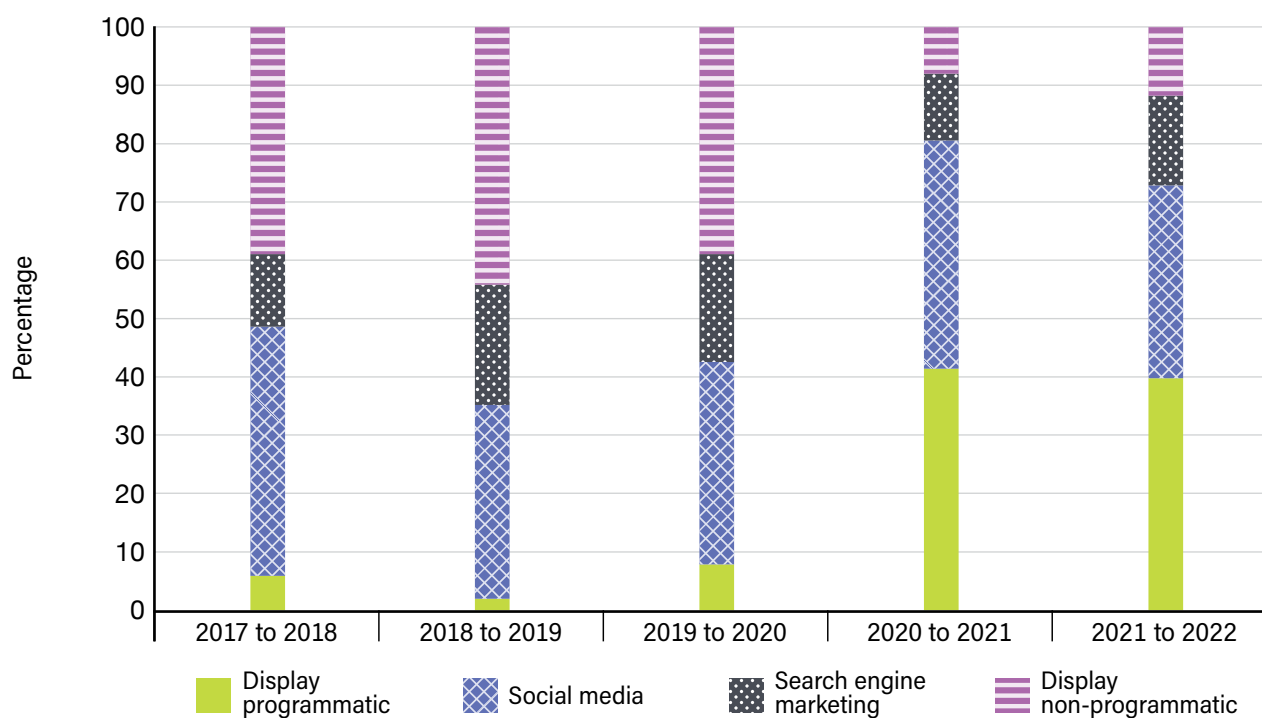
Figure 7: Digital media expenditures over 5 years

Media placement on YouTube is included under Display programmatic.



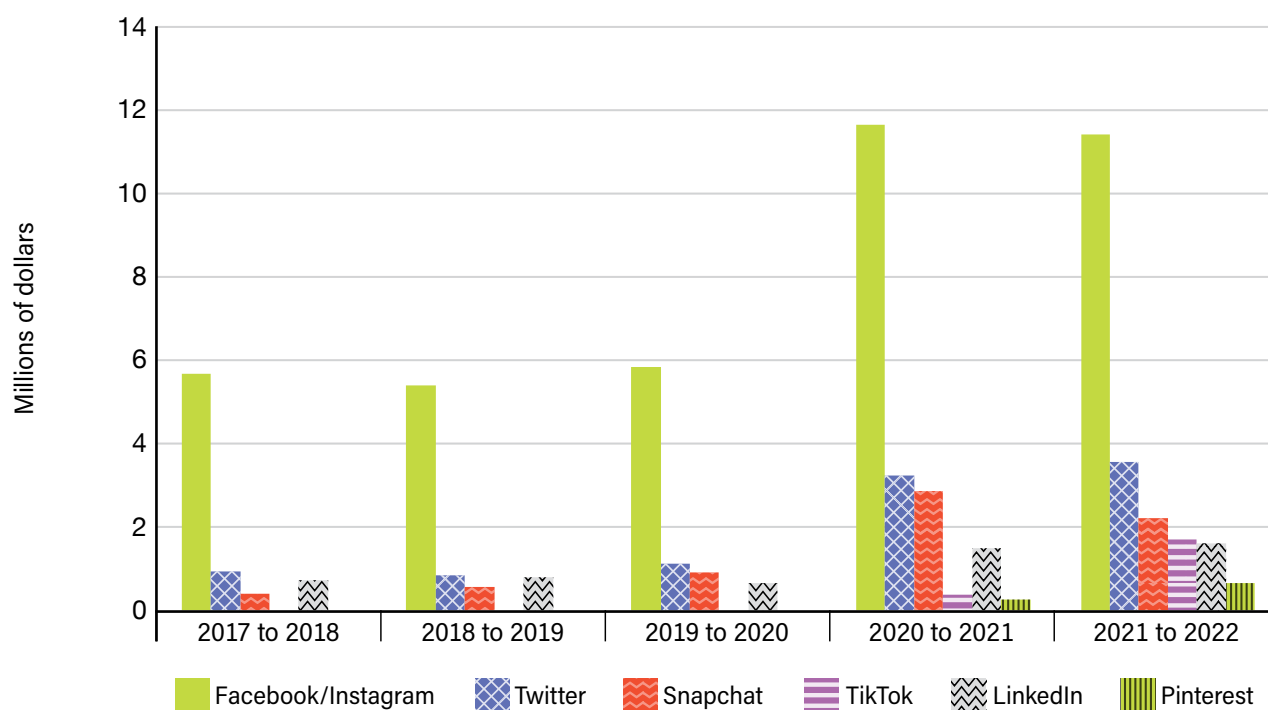
Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Display programmatic	\$1,074,858	\$435,430	\$1,955,100	\$21,144,891	\$25,457,511
Social media	\$7,755,521	\$7,617,926	\$8,561,088	\$19,905,460	\$21,205,519
Search engine marketing	\$2,258,743	\$4,739,636	\$4,570,668	\$5,883,032	\$9,904,297
Display non-programmatic	\$7,064,404	\$10,134,089	\$9,624,895	\$4,039,503	\$7,485,244
Total	\$18,153,526	\$22,927,081	\$24,711,751	\$50,972,886	\$64,052,570

Figure 8: Distribution of digital media expenditures over 5 years



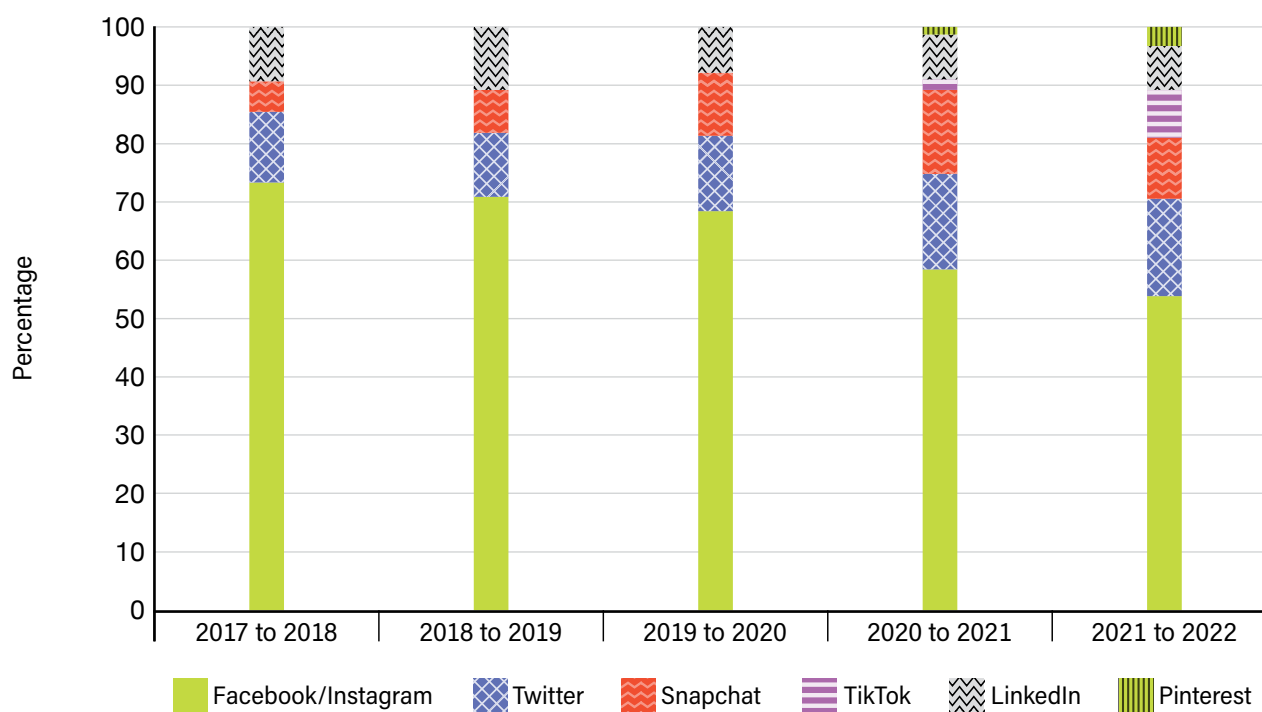
Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Display programmatic	6%	2%	8%	41%	40%
Social media	43%	33%	35%	39%	33%
Search engine marketing	12%	21%	18%	12%	15%
Display non-programmatic	39%	44%	39%	8%	12%
Total	100%	100%	100%	100%	100%

Figure 9: Social media expenditures over 5 years



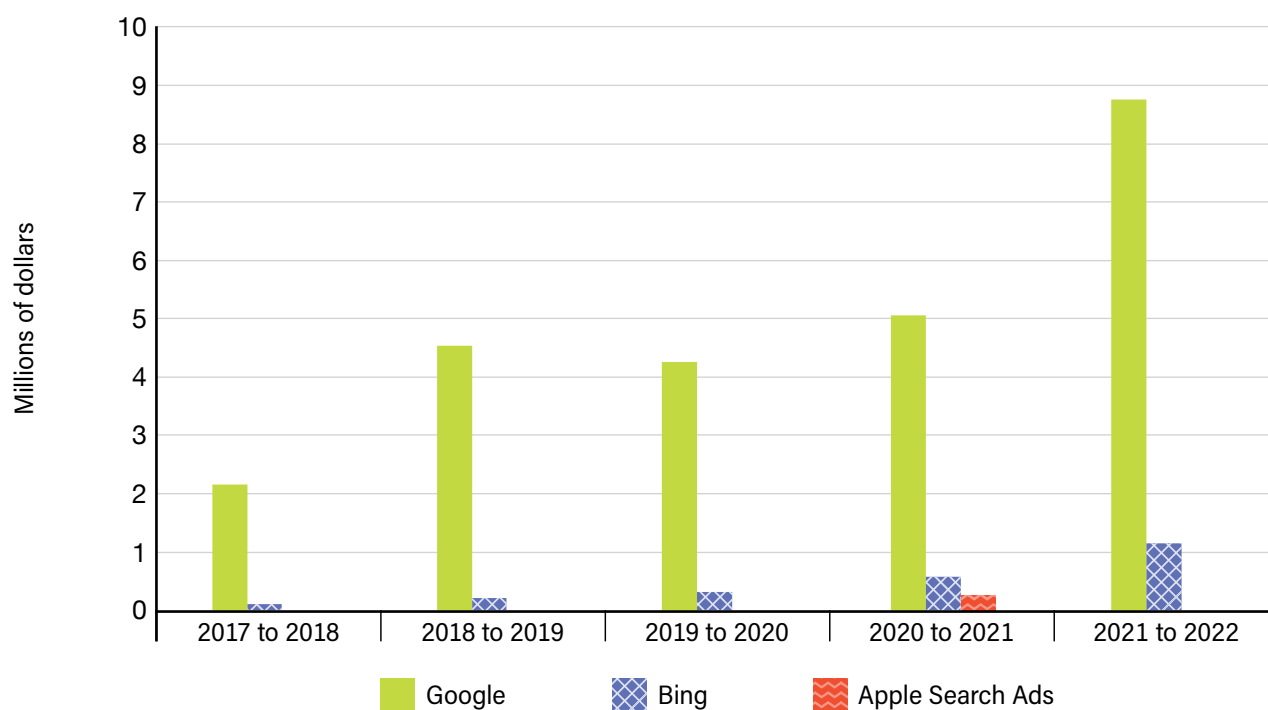
Platform	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Facebook/Instagram	\$5,684,613	\$5,399,912	\$5,854,469	\$11,649,636	\$11,423,728
Twitter	\$941,505	\$839,447	\$1,119,479	\$3,244,935	\$3,560,440
Snapchat	\$406,845	\$565,814	\$920,635	\$2,867,196	\$2,223,055
TikTok	\$0	\$0	\$0	\$377,019	\$1,717,617
LinkedIn	\$722,559	\$812,753	\$666,505	\$1,501,624	\$1,615,981
Pinterest	\$0	\$0	\$0	\$265,048	\$664,698
Total	\$7,755,521	\$7,617,926	\$8,561,088	\$19,905,460	\$21,205,519

Figure 10: Distribution of social media expenditures over 5 years



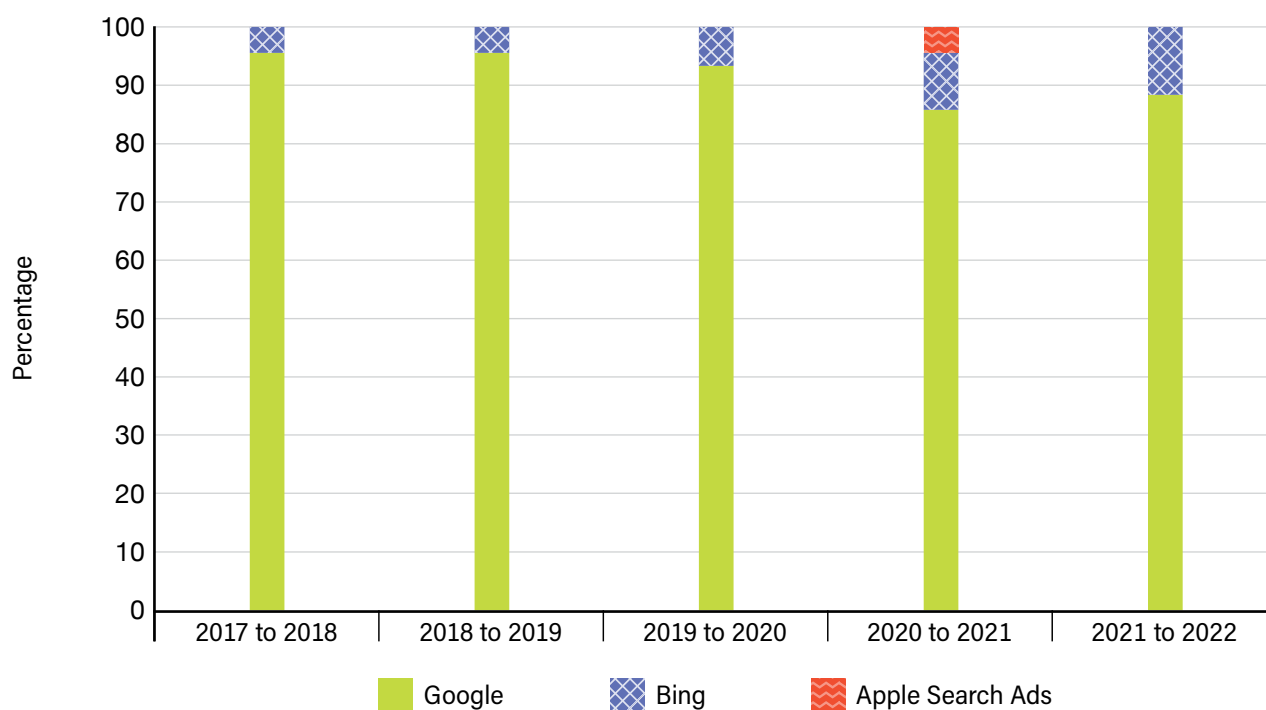
Platform	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Facebook/Instagram	73%	71%	68%	59%	54%
Twitter	12%	11%	13%	16%	17%
Snapchat	5%	7%	11%	14%	10%
TikTok	0%	0%	0%	2%	8%
LinkedIn	9%	11%	8%	8%	8%
Pinterest	0%	0%	0%	1%	3%
Total	100%	100%	100%	100%	100%

Figure 11: Search engine marketing media expenditures over 5 years



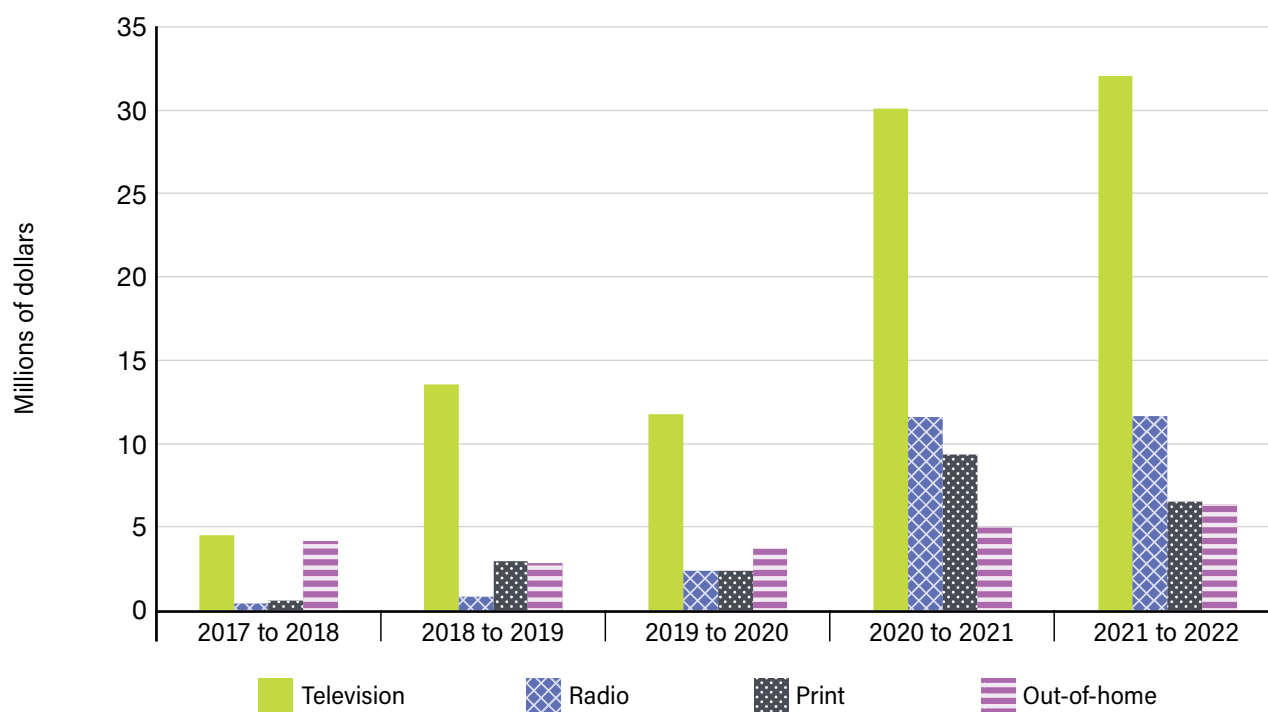
Platform	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Google	\$2,160,430	\$4,531,536	\$4,265,187	\$5,051,618	\$8,757,234
Bing	\$98,312	\$208,100	\$305,482	\$573,370	\$1,147,062
Apple Search Ads	\$0	\$0	\$0	\$258,044	\$0
Total	\$2,258,743	\$4,739,636	\$4,570,668	\$5,883,032	\$9,904,297

Figure 12: Distribution of search engine marketing media expenditures over 5 years



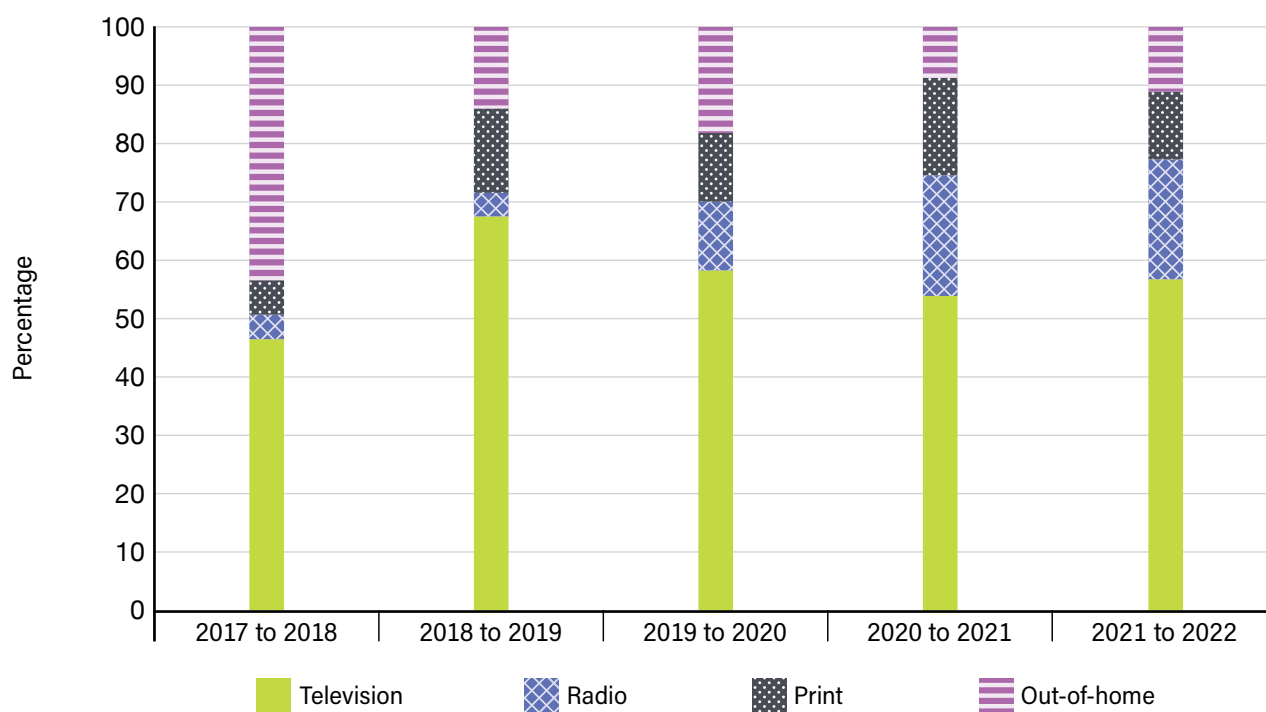
Platform	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Google	96%	96%	93%	86%	88%
Bing	4%	4%	7%	10%	12%
Apple Search Ads	0%	0%	0%	4%	0%
Total	100%	100%	100%	100%	100%

Figure 13: Traditional media expenditures over 5 years



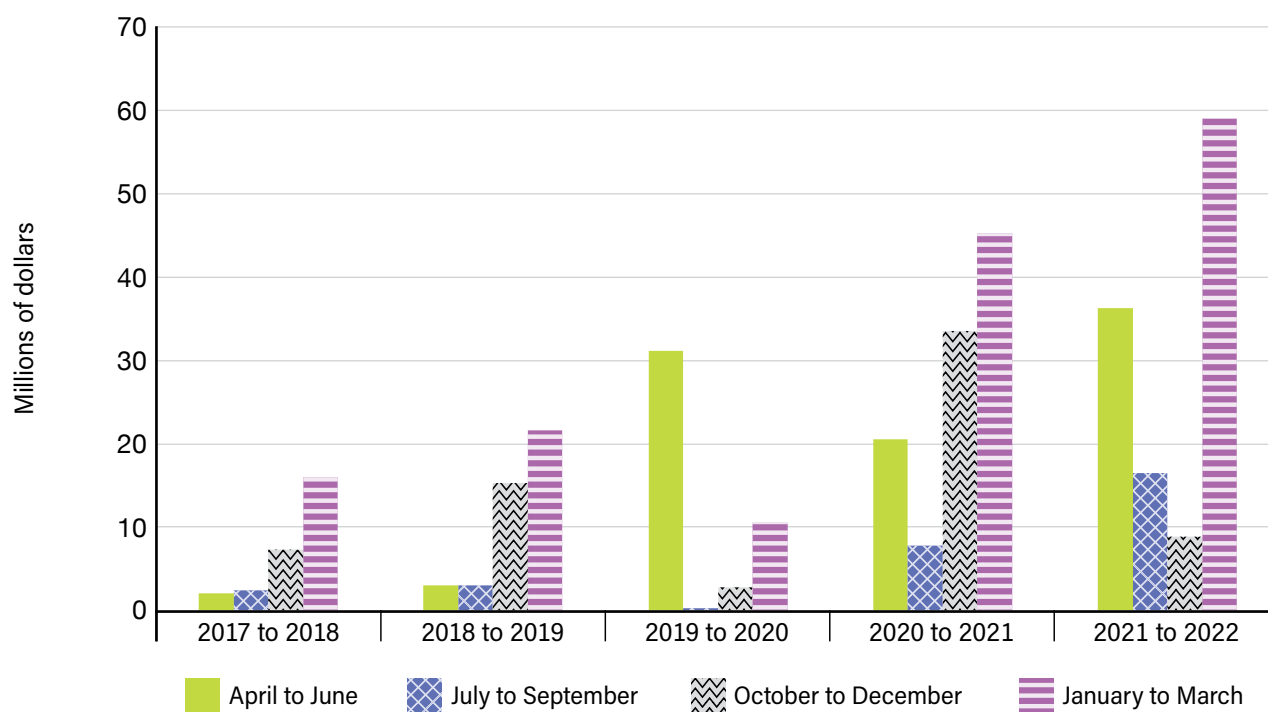
Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Television	\$4,470,942	\$13,575,701	\$11,737,577	\$30,125,369	\$32,065,753
Radio	\$391,916	\$799,671	\$2,352,370	\$11,590,073	\$11,669,182
Print	\$570,196	\$2,921,078	\$2,385,990	\$9,312,472	\$6,511,880
Out-of-home	\$4,177,134	\$2,818,896	\$3,671,456	\$4,966,913	\$6,358,070
Total	\$9,610,188	\$20,115,347	\$20,147,394	\$55,994,827	\$56,604,884

Figure 14: Distribution of traditional media expenditures over 5 years



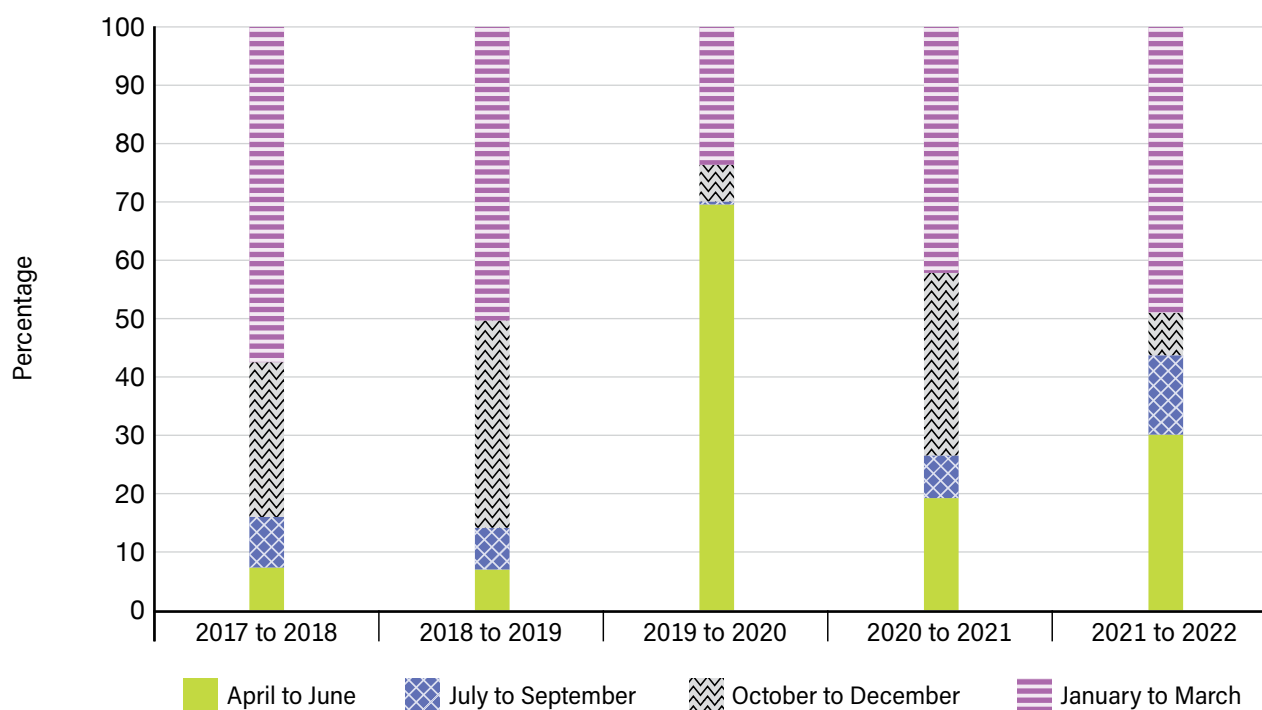
Media	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
Television	47%	67%	58%	54%	57%
Radio	4%	4%	12%	21%	21%
Print	6%	15%	12%	17%	12%
Out-of-home	43%	14%	18%	9%	11%
Total	100%	100%	100%	100%	100%

Figure 15: Media expenditures by quarter over 5 years



Fiscal year quarter	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
April to June	\$2,024,184	\$2,991,500	\$31,189,476	\$20,495,792	\$36,304,752
July to September	\$2,412,338	\$3,051,747	\$277,813	\$7,787,842	\$16,509,445
October to December	\$7,353,217	\$15,346,757	\$2,808,375	\$33,501,262	\$8,832,678
January to March	\$15,973,975	\$21,652,423	\$10,583,481	\$45,182,816	\$59,010,581
Total	\$27,763,715	\$43,042,428	\$44,859,145	\$106,967,712	\$120,657,455

Figure 16: Distribution of media expenditures by quarter over 5 years



Fiscal year quarter	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
April to June	7%	7%	70%	19%	30%
July to September	9%	7%	1%	7%	14%
October to December	26%	36%	6%	31%	7%
January to March	58%	50%	24%	42%	49%
Total	100%	100%	100%	100%	100%

Official languages

Reaching Canadians in the official language of their choice, regardless of where they reside, is a mandatory requirement for GC advertising. All media plans are developed, reviewed and approved in accordance with this requirement. Amounts in the tables below include media expenditures for all media placement in English and French. Table 1 provides an overview and tables 2 and 3 provide details on digital and traditional media expenditures.

Media expenditures by official language are based on ad language. Media expenditures for bilingual ads are divided equally between English and French.

Table 1: Overview of media expenditures in English and French

Media	English		French		Total
	Expenditures	Distribution	Expenditures	Distribution	
Digital	\$46,963,288	74%	\$16,444,423	26%	\$63,407,711
Traditional	\$43,070,428	80%	\$10,482,750	20%	\$53,553,178
Total	\$90,033,716	77%	\$26,927,173	23%	\$116,960,889

Table 2: Digital media expenditures in English and French

Media	English		French		Total
	Expenditures	Distribution	Expenditures	Distribution	
Display programmatic	\$18,587,320	73%	\$6,833,499	27%	\$25,420,819
Social media	\$15,791,295	75%	\$5,143,680	25%	\$20,934,975
Search engine marketing	\$6,987,013	73%	\$2,623,727	27%	\$9,610,740
Display non-programmatic	\$5,597,661	75%	\$1,843,517	25%	\$7,441,177
Total	\$46,963,288	74%	\$16,444,423	26%	\$63,407,711

Table 3: Traditional media expenditures in English and French

Media	English		French		Total
	Expenditures	Distribution	Expenditures	Distribution	
Television	\$27,217,761	88%	\$3,841,627	12%	\$31,059,388
Radio	\$7,954,188	75%	\$2,607,430	25%	\$10,561,618
Out-of-home	\$3,265,693	51%	\$3,092,377	49%	\$6,358,070
Print	\$4,632,787	83%	\$941,316	17%	\$5,574,103
Total	\$43,070,428	80%	\$10,482,750	20%	\$53,553,178

Ethnic and Indigenous media

Ethnic and Indigenous media are also used to reach ethnic and Indigenous audiences. The media are multilingual and can include ads in various languages as well as English and French. Amounts in the tables below include media expenditures for all media placement in ethnic and Indigenous media. Table 4 provides an overview and tables 5 and 6 provide details on traditional and digital media expenditures.

Table 4: Overview of media expenditures in ethnic and Indigenous media

Media	Ethnic		Indigenous	
	Expenditures	Distribution	Expenditures	Distribution
Traditional	\$7,259,135	81%	\$4,260,069	75%
Digital	\$1,672,087	19%	\$1,382,572	25%
Total	\$8,931,223	100%	\$5,642,642	100%

Table 5: Traditional media expenditures in ethnic and Indigenous media

Media	Ethnic		Indigenous	
	Expenditures	Distribution	Expenditures	Distribution
Radio	\$2,187,977	30%	\$3,226,778	76%
Television	\$3,453,894	48%	\$806,400	19%
Print	\$1,617,265	22%	\$226,892	5%
Total	\$7,259,135	100%	\$4,260,069	100%

Table 6: Digital media expenditures in ethnic and Indigenous media

Media	Ethnic		Indigenous	
	Expenditures	Distribution	Expenditures	Distribution
Display programmatic	\$1,157,528	69%	\$372,039	27%
Social media	\$416,529	25%	\$806,042	58%
Display non-programmatic	\$98,030	6%	\$138,661	10%
Search engine marketing	\$0	0%	\$65,831	5%
Total	\$1,672,087	100%	\$1,382,572	100%

International audiences

International media are also used to reach audiences outside Canada. The media are multilingual and can include ads in various languages as well as English and French. Amounts in table 7 below include media expenditures for all media placement outside Canada, which this year consisted only of digital media.

Table 7: Digital media expenditures in international media

Media	Expenditures	Distribution
Display programmatic	\$1,769,379	42%
Search engine marketing	\$1,340,560	32%
Social media	\$936,676	22%
Display non-programmatic	\$122,489	3%
Total	\$4,169,104	100%

COVID-19

This section provides information that has been compiled for the annual report on an exceptional basis given the unique and historical situation with the pandemic.

The tables below provide information on media expenditures in COVID-19 campaigns that ran during fiscal year 2021 to 2022. This includes all media placement made through the AOR, on behalf of GC institutions, including the Public Health Agency of Canada, the Department of Finance Canada and Global Affairs Canada. Table 8 provides an overview and tables 9 and 10 provide details on traditional and digital media expenditures.

Advertising associated with the COVID-19 pandemic was initially launched in fiscal year 2019 to 2020 and continued over the last two fiscal years. For more information on advertising expenditures reported in the previous two fiscal years, consult the sections dedicated to this topic in the [2019 to 2020 Annual report on Government of Canada advertising activities](#) and the [2020 to 2021 Annual Report on Government of Canada Advertising Activities](#).

Values in the tables below represent net media costs paid to suppliers for the purchase of advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production expenditures are excluded.

Table 8: Overview of media expenditures in COVID-19 campaigns

Media	Expenditures	Distribution
Traditional	\$32,726,189	53%
Digital	\$29,286,752	47%
Total	\$62,012,941	100%

Table 9: Traditional media expenditures in COVID-19 campaigns

Media	Expenditures	Distribution
Television	\$20,122,902	61%
Radio	\$5,172,263	16%
Out-of-home	\$4,248,525	13%
Print	\$3,182,499	10%
Total	\$32,726,189	100%

Table 10: Digital media expenditures in COVID-19 campaigns

Media	Expenditures	Distribution
Display programmatic	\$11,461,021	39%
Social media	\$9,509,611	32%
Search engine marketing	\$4,888,330	17%
Display non-programmatic	\$3,427,790	12%
Total	\$29,286,752	100%

GOVERNMENT OF CANADA ADVERTISING EXPENDITURES

This section provides information on advertising expenditures reported by Government of Canada (GC) institutions. Amounts represent total advertising expenditures, which encompasses media planning, media placement with and without the Agency of Record (AOR), as well as creative production. A total of 42 institutions undertook advertising activities, which also involved one AOR and 10 creative agencies.

All GC advertising campaigns with a budget over \$250,000 undergo a mandatory external review, the [Advertising Oversight Mechanism](#) (non-partisan review process), to ensure that all advertising creatives meet the criteria for non-partisan communications. [Results](#) are available online.

Note: Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

Table 11: Advertising expenditures by institution

Institution	With the AOR	Without the AOR	Total
Public Health Agency of Canada	\$61,779,631	\$97,523	\$61,877,154
Statistics Canada	\$11,903,781	\$15,337	\$11,919,118
Department of Finance Canada	\$8,951,386	\$19,731	\$8,971,117
Employment and Social Development Canada	\$8,005,390	\$15,421	\$8,020,811
Canada Revenue Agency	\$7,925,884	\$8,002	\$7,933,886
Public Safety Canada	\$7,284,987	\$0	\$7,284,987
National Defence	\$6,420,619	\$100,818	\$6,521,438
Immigration, Refugees and Citizenship Canada	\$4,313,086	\$9,263	\$4,322,348
Global Affairs Canada	\$4,046,561	\$242,051	\$4,288,612
Environment and Climate Change Canada	\$4,050,232	\$72,637	\$4,122,869
Veterans Affairs Canada	\$3,707,685	\$28,814	\$3,736,498
Innovation, Science and Economic Development Canada	\$3,053,391	\$91,821	\$3,145,212
Health Canada	\$2,023,550	\$22,825	\$2,046,375
Canadian Food Inspection Agency	\$1,286,158	\$64,403	\$1,350,561
Parks Canada	\$885,682	\$432,636	\$1,318,318
Financial Consumer Agency of Canada	\$964,980	\$0	\$964,980
Indigenous Services Canada	\$788,232	\$16,793	\$805,025
National Film Board	\$0	\$640,213	\$640,213
Transport Canada	\$85,153	\$216,113	\$301,266
Public Services and Procurement Canada	\$35,530	\$226,147	\$261,676
Impact Assessment Agency of Canada	\$0	\$128,469	\$128,469
Fisheries and Oceans Canada	\$0	\$124,673	\$124,673
The National Battlefields Commission	\$0	\$112,875	\$112,875

Institution	With the AOR	Without the AOR	Total
Agriculture and Agri-Food Canada	\$95,356	\$0	\$95,356
Natural Resources Canada	\$0	\$89,053	\$89,053
Communications Security Establishment Canada	\$52,387	\$0	\$52,387
Canadian Grain Commission	\$0	\$43,051	\$43,051
Canadian Centre for Occupational Health and Safety	\$38,300	\$0	\$38,300
Office of the Superintendent of Financial Institutions Canada	\$0	\$34,256	\$34,256
Canadian Heritage	\$0	\$33,913	\$33,913
National Research Council Canada	\$0	\$33,380	\$33,380
Crown-Indigenous Relations and Northern Affairs Canada	\$0	\$28,924	\$28,924
Canadian Northern Economic Development Agency	\$0	\$26,013	\$26,013
Public Service Commission of Canada	\$0	\$24,709	\$24,709
Administrative Tribunals Support Service of Canada	\$0	\$20,420	\$20,420
Canadian Institutes of Health Research	\$0	\$20,275	\$20,275
Correctional Service Canada	\$0	\$12,460	\$12,460
Transportation Safety Board of Canada	\$0	\$2,166	\$2,166
Canada Energy Regulator	\$0	\$2,158	\$2,158
Royal Canadian Mounted Police	\$0	\$1,573	\$1,573
Accessibility Standards Canada	\$0	\$809	\$809
Immigration and Refugee Board of Canada	\$0	\$34	\$34
Total	\$137,697,959	\$3,059,757	\$140,757,716

APPENDICES

Appendix I: Glossary

This section provides definitions of terms used in this report related to Government of Canada (GC) advertising, for clarity and to ensure common understanding. The terms may have a broader meaning beyond this report and therefore, these definitions should only be applied in the context of this report.

Advertising

In the context of all GC advertising activities, “advertising” is defined as ([*Policy on Communications and Federal Identity, Appendix: Definitions*](#)):

Any message conveyed in Canada or abroad and paid for by the Government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium.

Advertising expenditures

Total of all expenditures, including media planning, media placement and creative production.

Agency of Record (AOR)

Private sector supplier selected by the GC following a rigorous, open and transparent procurement process, as sole supplier responsible for planning, negotiation, placement, verification and consolidation of GC advertising media placement.

Digital

All advertising on the Internet, including display programmatic and non-programmatic, social media and search engine marketing.

Display

Advertising on the Internet through banners, including various formats made up of text, images, video and audio.

Display non-programmatic

Display advertising purchased through direct buys where media suppliers receive insertion orders or contracts and billing takes place between the suppliers and the AOR.

Display programmatic

Display advertising purchased and served in real time through demand-side platforms, supply-side platforms and an ad server, managed by the AOR using programmed algorithms and where billing is managed through the ad server. This includes, but is not limited to, all media placement on YouTube.

Media expenditures

Net media costs paid to suppliers for advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production costs are excluded.

Media placement

The purchase of advertising space and time from media suppliers, such as websites, social media platforms, television networks or stations, radio stations, newspapers, magazines, etc.

Non-partisan communications

In the context of all GC communications products and activities, “non-partisan” means ([*Policy on Communications and Federal Identity, Appendix: Definitions*](#)):

- objective, factual and explanatory;
- free from political party slogans, images, identifiers, bias, designation or affiliation;
- the primary colour associated with the governing party is not used in a dominant way, unless an item is commonly depicted in that colour; and
- advertising is devoid of any name, voice or image of a minister, member of Parliament or senator.

Out-of-home

Advertising in various media outside of people’s homes, such as billboards, signs, street furniture, such as bus shelters or benches, in-transit areas like airports or train stations, location-based advertising, such as stadiums, cinema, etc.

Search engine marketing

Advertising on search engine platforms on the Internet.

Social media

All advertising on social media platforms on the Internet, including Facebook/Instagram, Twitter, Snapchat, LinkedIn, TikTok and Pinterest.

Appendix II: Process

The Government of Canada (GC) has an obligation to inform Canadians about policies, programs, services, rights and responsibilities, as well as to alert them of dangers to health, safety or the environment. Advertising is one means of communications used to achieve this.

Rigorous annual planning and reporting mechanisms are in place to ensure that advertising activities align to government priorities, comply with applicable laws, policies and related instruments, and meet the information needs of Canadians.

GC advertising is conducted in accordance with the [Policy on Communications and Federal Identity](#) and its supporting instruments. Many organizations are involved, including [institutions](#), the [Privy Council Office \(PCO\)](#), the [Treasury Board of Canada Secretariat \(TBS\)](#) and [Public Services and Procurement Canada \(PSPC\)](#). Their relationships and primary responsibilities are described below:

Institutions

Departments and other portions of the federal public administration operating under Schedules I, I.1 and II of the [Financial Administration Act](#) develop advertising plans based on the priorities of the institutions and the Government.

Once approval is obtained, institutions work with PSPC for the procurement of advertising services as needed. Creative services are provided by creative agencies, and media planning and buying services are provided by the Agency of Record (AOR). Heads of communications can decide to purchase media space directly from media outlets for campaigns that have a total media buy of \$25,000 or less, in accordance with the [Directive on the Management of Communications](#).

Institutions are responsible for managing all aspects of their advertising activities and for ensuring that campaigns reach their target audiences using the appropriate media with the appropriate message at the correct time. Along with this, they are responsible for ensuring that all communications adhere to the [Official Languages Act](#), and for evaluating the effectiveness of their advertising activities.

Institutions are also required to record all their advertising activities in the GC Advertising Management System (AdMIS), which is maintained by PSPC and used to produce the [Annual Report on Government of Canada Advertising Activities](#).

PCO

PCO sets broad government communications themes that reflect government priorities, as determined by the Prime Minister, Cabinet, Cabinet committees and the Clerk of the Privy Council.

Institutions are required to submit their advertising plans to PCO, which then works with the Prime Minister's Office to develop the GC annual advertising plan. Once the plan is approved by the Prime Minister, PCO prepares relevant documentation so that institutions receive funding from the central advertising fund; institutions can also fund their advertising activities from their own budgets.

PCO also provides government-wide oversight of GC advertising activities and coordinates GC advertising to ensure that the overall approved budget levels are respected and that evaluation results are used to help inform the development of future advertising activities.

TBS

TBS issues administrative policies, including the [Policy on Communications and Federal Identity](#), which governs communications activities, including advertising. The Policy aligns GC communications practices with today's digital environment and includes a requirement that all communications products and activities, including advertising, be non-partisan.

TBS oversees the non-partisan advertising review process for campaigns over \$250,000. It also monitors the effectiveness of the process and publishes the review [results](#) and decisions on Canada.ca.

TBS also manages the Treasury Board submission process to secure advertising funding for institutions.

PSPC

Three directorates at PSPC are involved, including the Advertising Services Directorate (ASD), the Communications and Advertising Procurement Directorate (CAPD) and the Public Opinion Research Directorate (PORD):

ASD:

- provides technical advice and advisory and coordination services to GC institutions on the government advertising process, best practices, and relevant laws, policies and related instruments;
- manages the AOR contract;
- works with the CAPD to develop advertising services procurement tools for use by GC institutions, which align with current industry best practices and today's environment;
- provides training to the government advertising community to ensure that their knowledge and abilities remain up to date;
- maintains AdMIS and issues project registration numbers for advertising activities and advertising numbers (ADV) for media placement to GC institutions to record all their advertising activities and expenditures; and
- produces the [Annual Report on Government of Canada Advertising Activities](#).

CAPD:

- sole authority responsible for the procurement of advertising and public opinion research services, including pre- and post-campaign testing and evaluation for advertising activities;
- manages the procurement process to select [advertising services suppliers](#) for GC institutions; and
- works with ASD to develop advertising services procurement tools for use by GC institutions.

PORD:

- advises institutions about the public opinion research process, research methodologies, and compliance with relevant laws, policies and related instruments; and
- reviews research projects related to advertising pretesting and evaluation, a mandatory process for campaigns with media buys over \$1 million.

Appendix III: Laws and policies

Laws

Financial Administration Act

The purpose of this Act is to provide for the financial administration of the GC, the establishment and maintenance of the accounts of Canada and the control of Crown corporations.

Official Languages Act

The purpose of this Act is to:

- (a) ensure respect for English and French as the official languages of Canada and ensure equality of status and equal rights and privileges as to their use in all federal institutions, in particular with respect to their use in parliamentary proceedings, in legislative and other instruments, in the administration of justice, in communicating with or providing services to the public and in carrying out the work of federal institutions;
- (b) support the development of English and French linguistic minority communities and generally advance the equality of status and use of the English and French languages within Canadian society; and
- (c) set out the powers, duties and functions of federal institutions with respect to the official languages of Canada.

Policies

Common Services Policy

This policy sets out common services that GC institutions must use to fulfill their requirements. Public Services and Procurement Canada (PSPC) is identified as a mandatory common service organization for the coordination of, and contracting for all advertising services requirements.

Policy on Communications and Federal Identity

This policy gives context and rules for how the GC enables communication with the public about policies, programs, services and initiatives, including the administration of the GC official symbols.

Directive on the Management of Communications

This directive provides rules for managing and coordinating communications, including procedures for advertising, public opinion research, social media and web communications.

- Appendix B: Mandatory Procedures for Advertising

These procedures are an appendix to the [Directive on the Management of Communications](#). They provide procedural rules for planning and coordination, contracting, production and media planning, as well as pretesting and evaluation of GC advertising activities.

- Advertising Oversight Mechanism

The [Directive on the Management of Communications](#) requires that GC advertising comply with the oversight mechanism for non-partisan advertising. The mechanism is an external review process that supports the Government's commitment to ensure that all communications, including advertising, are non-partisan.