

Testing Recall of Recruitment Advertising: 2023-2024 CAF “This is For You” Awareness Campaign

Executive Summary

Submitted to:
Department of National Defence

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This report presents the methodological details for the July 2023 Campaign Assessment and the March 2024 Campaign Assessment for the **Testing Recall of Recruitment Advertising: 2023-2024 CAF Awareness Campaigns** study conducted by The Logit Group Inc. on behalf of the Department of National Defence (DND). For each research wave, all respondents were from the Canadian general public aged 18-34. A total of 1,000 respondents were included in the July 2023 post-campaign I survey conducted between July 24 and August 7, 2023, and a total of 1,000 respondents were included in the March 2024 post-campaign II conducted between February 29 and March 12, 2024.

Ce rapport est aussi disponible en français sous le titre: Évaluation du rappel de la publicité de recrutement : campagnes 2023-2024 Rapport de méthodologie

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Executive Summary

Project Background

A robust recruitment marketing strategy is an integral component of fulfilling the priority of maintaining the Canadian Armed Forces (CAF) and National Defence readiness. The Assistant Deputy Minister (Public Affairs) (ADM [PA]) supports the recruitment strategy of the CAF. Recruitment marketing and advertising objectives include filling priority occupations, recruiting Reservists, ensuring the CAF better reflects the diversity of the Canadian population, and raising awareness of more than 100 careers that exist beyond the CAF training, education, and career development programs.

The CAF's 2023-2024 Awareness Campaigns continue to target Canadians aged 18-34, with a goal of increasing interest and consideration for CAF jobs by focusing attention on the relevancy of its training, education, and career development programs.

The CAF recruitment effort for this fiscal year includes one overarching awareness campaign, with five supporting campaigns:

Awareness

- The intent of this campaign is to raise awareness of more than 100 careers that exist beyond the CAF training, education, and career development programs.
- Encourage young people (aged 18 to 34) to consider a career in the CAF by highlighting training opportunities – a key factor young prospects consider when choosing an employer.
- Inform the target audiences that a career in the CAF could take many forms; long-term or short-term; full-time or part-time.
- Demonstrate that the CAF is a best in class, professional employer that offers rewarding and challenging careers with competitive pay and benefits, including: paid leave and education, training and career development programs, adventure and travel, and transferable skills.
- Showcase the CAF as an inclusive workplace that is working to reflect Canada's diversity.
- Grow the Reserve Force.

Priority Occupations

- The intent of this campaign is to showcase specific priority occupations (using civilian terminology) that offer millennials (aged 18 to 24) what they seek, which are namely jobs and rewarding careers that are team-oriented and provide unique experiences and excitement.
- Drive traffic to the forces.ca website and ultimately increase the number of applications.

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- Reach out to college students and recent graduates and make them aware of the link between civilian qualifications (e.g., IT skills) and occupation trades available in the Royal Canadian Navy, Royal Canadian Air Force, and Canadian Army (e.g. Sonar Operator).
- Fulfill CAF annual recruitment quotas as outlined in the Strategic Intake Plan.

Indigenous

- The intent of this campaign is to raise awareness of training programs and employment opportunities within CAF among Indigenous people (aged 16 to 34), including skilled trade technicians, specialists, and professional occupations.
- Drive traffic to the forces.ca website and ultimately increase the number of applications.
- Incorporate cultural considerations when developing communications for Indigenous peoples.
- Demonstrate how a career in the CAF can fit various lifestyles by highlighting work-life balance, inclusion, job stability, and part-time options.
- Highlight the future training opportunities available during employment with the Reserve Force. After attending the Summer Programs, some Indigenous people transition to the Reserve Force.

Reserves

- The intent of this campaign is to raise awareness of CAF part-time employment opportunities (with voluntary operational deployments) among 16- to 34-year-olds and diversity group members (women and Indigenous peoples) at locations close to home.
- Increase national awareness of the Reserve Force.
- Inform target audiences of local events, employment opportunities, local Reserve programs, and benefits of joining the Reserve Force.
- Highlight the lifelong training opportunities available during employment with the Reserve Force.

Paid Education

- The intent of this campaign is to raise awareness of paid education opportunities among 15- to 25-year-olds seeking post-secondary education.
- Drive traffic to the paid education landing page on forces.ca and bolster engagement with paid education information sources, such as recruiters.
- Educate target audiences about the variety of paid education programs available in their field of interest, and the subsequent benefits of joining the CAF.

This research is mandatory, given that the Treasury Board requires all Government of Canada advertising campaigns that cost more than one million dollars to be evaluated.

Research Objectives

This study will assess post recall of and reactions to the ad campaign for two phases of the campaign. More specifically, the research objectives include:

1. Measuring *unaided* recall of CAF advertising;
2. Measuring *aided* recall of CAF advertising;
3. Assessing the level of understanding of the key messages of the advertising campaign; and
4. Gauging the level of awareness of who was responsible for creating the advertising.

Target Population

As specified in the project's Statement of Work (SOW), the target audience of the 2023-2024 Canadian Armed Forces Recruitment Campaigns was Canadians between the ages of 18 and 34. Data was gathered from a general public panel modelling key demographics of Canadians within the aforementioned age group. The July 2023 post-campaign I survey required an average of five minutes to administer, while the March 2024 post-campaign II survey required an average of approximately eight minutes to administer.

The participation rates in each wave were 92.4 percent, and 95.9 percent, respectively. The contact records for each wave were drawn from a national panel administered by The Logit Group Inc. of Toronto, Ontario. There was a total of 1,000 surveys completed for the July 2023 post-advertising campaign wave, and 1,000 surveys were completed for the March 2024 post-advertising campaign wave. The July 2023 post-campaign I survey was administered July 24 and August 7, 2023, while the March 2024 post-campaign II survey was administered February 29 to March 12, 2024.

Methodology and Research Usage

The survey data was collected to measure the recall and reaction to the 2023-2024 Recruitment Advertising Campaigns. As per the standard methodology utilizing the Government of Canada's Advertising Campaign Evaluation Tool (ACET), the data collected in the pre-campaign survey conducted in February 2023, served as the baseline for the July 2023 and March 2024 post-campaign surveys for the Awareness campaign. The July 2023 survey served as the baseline pre-campaign survey for the Priority Occupations campaign, with the March 2024 serving as a post-survey.

Again, as per the standard ACET methodology, both the surveys collected information related to recall of the advertisement and its key messages, ad sponsorship, and what, if any, action has been taken as a result of the ad. Post-campaign data metrics in 2023-2024 will subsequently be compared by Government of Canada representatives against the applicable February 2023/July 2023 baseline findings.

The findings from this study are to be used by the Department of National Defence to monitor the recall of the media campaign, the efficiency of the media placement, and provide

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information to enhance the effectiveness of the recruitment campaign. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population 18-34 years of age.

Expenditure

The survey entailed the expenditure of \$38,425.37, including HST.

Consent

The Logit Group Inc. offers this written consent allowing the Library and Archives Canada to post, in both official languages, this Methodological Report.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior VP of Research Services of The Logit Group Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not contain any reference to or information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



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