



Parks  
Canada

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Canada

## **Parks Canada Advertising Campaign Evaluation (ACET) 2024**

### **Executive Summary**

Prepared for Parks Canada

**Supplier name:** Advanis Inc.

**Contract number:** CW2336819

**Contract value:** \$46,714.20 (HST extra)

**Award date:** November 7, 2023

**Delivery date:** June 27, 2024

**Registration number:** POR 082-23

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## Executive Summary

### Prepared for Parks Canada

Supplier Name: Advanis Inc.  
June 2024

This report presents the methodological details for the **Parks Canada Advertising Campaign Evaluation (ACET) 2024** conducted by Advanis Inc. on behalf of Parks Canada. This study was completed from January 9 to January 30, 2024, in the form of a pre-campaign survey and from May 21 to June 11, 2024, in the form of a post-campaign survey. Both waves were conducted using Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

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**Catalogue Number:**

R62-583/2024E-PDF

**International Standard Book Number (ISBN):**

978-0-660-72653-3

Ce rapport est aussi disponible en français sous le titre: Évaluation des campagnes publicitaires (OEPC) de Parcs Canada 2024.

**Catalogue number:**

R62-583/2024F-PDF

**International Standard Book Number (ISBN):**

978-0-660-72654-0

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## Executive Summary

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.

Parks Canada launched a national advertising campaign that aired on a variety of platforms in the winter and spring of 2024 including traditional television, digital video pre-roll, social media platforms, web banners, search engine marketing and out of home signs. Each platform was in market at different times, but as a whole the campaign was in market between February to June 2024. The campaign was focused on promoting visiting national parks and national historic sites and was linked to promoting the growth of Canada's tourism industry.

As a result, and as per Government of Canada requirements, all advertising campaigns valued at least \$1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey. The purpose of this quantitative study is to collect feedback from Canadians in order to:

- measure the performance of the advertising;
- understand the public's message recall of the campaign;
- measure Canadians' public awareness of Parks Canada, both aided and unaided;
- measure support of Parks Canada's mandate;
- understand if the public was interested in visiting or intending to visit national parks or national historic sites within the next year.

The results of this study will assess whether the campaign met its objectives and to inform future Parks Canada advertising campaigns.

This study was completed from January 9 to January 30, 2024, in the form of a pre-campaign or 'pre-wave' survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign or 'post-wave' survey was conducted from May 21 to June 11, 2024. A consistent set of questions is used in both surveys to compare across the timeframe in which the advertising campaign enters and leaves the public domain.

For both waves, Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population. Participants were invited via email or SMS to take part in a Web survey. The study was drawn from a random sample and can be extrapolated to the broader population only on a national level.

Questions within the survey further filtered out responses from anyone under the age of 18, those who did not live in Canada, and anyone working for organizations that would not qualify to participate (e.g., a market research firm). A total of 4,118 adult Canadians participated in the study. For the aided recall evaluation, there were three different versions of the video creatives. There were two 15 second videos and one 30 second video.

The contract value for this study was \$46,714.20 (tax included).

**Political neutrality certification**

I hereby certify as Senior Officer of Advanis 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 include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed: 

Nicolas Toutant, Vice-President, Research and Evaluation  
Advanis inc.