



Employment and
Social Development Canada

Emploi et
Développement social Canada

SERVICES FOR SENIORS/RETIREMENT ADVERTISING CAMPAIGN – CREATIVE TESTING

Focus Group Report

Prepared for Employment and Social Development Canada (ESDC)

Supplier: EKOS RESEARCH ASSOCIATES INC.

Contract Number: CW2372521

Contract Value: \$99,468.25 (including HST) – includes \$56,833.35 (including tax) for the creative testing, and \$42,634.90 (including tax) for Advertising Evaluation Tool (ACET) reported under a separate cover.

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For more information on this report, please contact nc-por-rop-gd@hrsdc-rhdcc.gc.ca

Ce rapport est aussi disponible en français

Canada 

Services for Seniors/Retirement Advertising Campaign – Creative Testing

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Prepared for **Employment and Social Development Canada**

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Date: December 2024

This public opinion research report presents the results of focus groups conducted by EKOS Research Associates on behalf of Employment and Social Development Canada. The research was conducted in November 2024.

Cette publication est aussi disponible en français sous le titre : La campagne publicitaire Services pour les aînés / Retraite - test de concepts créatifs

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SUMMARY

A. CAMPAIGN BACKGROUND

Employment and Social Development Canada (ESDC) is developing a Services for Seniors/Retirement campaign that will increase awareness and knowledge of Government of Canada retirement programs and resources among Canadians 50 to 65 years old thinking about retirement, which will include information on the Canada Pension Plan (CPP). This campaign will support the 2023 Fall Economic Statement and its key pillar: focusing on making life more affordable for Canadians through enhancements to Old Age Security (OAS), the CPP, and the Guaranteed Income Supplement (GIC). It will also support ESDC's 2024-2025 Departmental Plan in assisting Canadians in maintaining an income for retirement and providing financial benefits to survivors, people with disabilities, and their families.

The Services for Seniors/Retirement campaign will be executed over two fiscal years, spanning February and March 2025 (Year 1) and May and June 2025 (Year 2). The first year of the campaign will run from February 10 to March 16, 2025, and has a budget of \$3.75 million, which will be used to develop the creatives, produce a video ad, purchase media space, conduct creative testing, and run the mandatory baseline evaluation. The second year of the campaign will run May 1 to June 12, 2025 (TBC) and has a budget of \$2 million, which will be used to plan for the second year of media buy, using the same creatives as Year 1, and run the mandatory ACET post-campaign evaluation. Because the advertising exceeds \$1 million, public opinion research is required by Treasury Board using the Advertising Campaign Evaluation Tool (ACET), with additional validating and benchmarking questions following the ACET instrument. Data collection to evaluate the campaign supports the Government of Canada's goal of effectively gauging Canadians' awareness and knowledge of Government of Canada's initiatives and determining the effectiveness of the campaign.

The research will support the development of the advertising campaign using online creative testing focus groups and the Advertising Campaign Evaluation Tool (ACET), standardized online surveys issued by the Communications and Consultations Secretariat of the Privy Council Office (PCO). The target audience for this research includes members of the general population of Canada who are between the ages of 50 and 65 (skewed to women, racialized groups, and Indigenous populations). This report describes results of the creative testing focus groups.

B. METHODOLOGY

Three concepts were tested in ten online focus groups, which included participants from five different regions across the country. Participants logged on to a Zoom video meeting to generally discuss communications material from the Government of Canada about services for those 50 to 65 who are planning for retirement or already retired. Participants viewed animated storyboards with voice-overs which were designed to reflect proposed concepts for a 30-second video, as well as associated web banner ads for three separate proposed concepts. They were asked to react to each concept in terms of overall impressions, clarity of message, relevance to them, and perceived effectiveness of the approach in encouraging the target audience to go to the website to look for information about available programs and resources. They were also asked to indicate a preference for one approach for the video, and for the elements of the web banner ad which included overall layout, taglines, and call-to-action language.

Participants were recruited to represent a region rather than one specific city, which was a cost-effective means of obtaining feedback. Nine participants were recruited to attend each discussion, using the Probit online panel, targeting those 50 to 65 who are planning for retirement or already retired, with additional objectives to recruit 60% who are women and 40% who are a member of a visible minority or are Indigenous, as well as to recruit a mix of participants in terms of age, and socioeconomic status (recruitment screener is provided in Appendix A). Participants were selected from those who registered their interest in participating, based on their age (50 to 65), region, gender, language, and whether or not they considered themselves to be a visible minority or Indigenous. In total, 69 individuals participated in the concept testing discussions, of the 90 recruited (see details in the following table). Discussions occurred between November 13- 20, 2024.

**Table 1: Number of Participants per Region –
Concept Testing Discussions**

Region	# of Groups	Total # of Recruits	Total # of Participants
Atlantic, Ontario, Anglophones in Quebec	4	36	26
Manitoba, Saskatchewan, Alberta, British Columbia	4	36	32
Francophones in Quebec	2	18	11
Total	10	90	69

Focus group guides (provided in Appendix B) were developed by EKOS in consultation with ESDC, along with a rating sheet used to rate each concept and obtain an initial reaction from each participant prior to discussion. Eight of the ten groups were conducted in English, while the two groups held with residents of Quebec were conducted in French. Each focus group took roughly 90 minutes to conduct. Participants received an incentive of \$120 for their participation. Video recordings, researchers' notes, and observations from the focus groups formed the basis for analysis and reporting of results.

C. KEY FINDINGS

A few overarching themes were raised across a number of the discussions:

- The ads should hint at the types of tools and information that would be available on the site. Expectations of what would be found on the website include:
 - o details on planning related to CPP, OAS, and GIS to help support planning and decision-making
 - o information about other programs and resources (financial and non-financial)
 - o planning tools (income calculator, budgeting)
 - o friendly and flexible format with possibility of importing information from other sources (RRSPs, TFSAs), ability to change variables (e.g., inflation) and information conveyed in easy to digest format (e.g., bar charts)
 - o possible scenarios to illustrate how considerations may change with circumstance.
- Some felt the campaign should be targeting a younger audience because starting in your 50's and 60's is "too late".

VIDEO CONCEPTS

The three video concepts are described in the Detailed Findings section. Below are brief summaries of participant reactions to the concepts.

Concept A

This concept was successful in providing a clear and positive tone. Concept A was viewed as an aspirational approach, with a clear linkage to those nearing retirement. This concept showed the target audience, of those nearly retired, in varied jobs, allowing participants to see them-

selves in these scenarios. Concept A was rated highest individually overall for clarity of message and relevance.

Concept B

Concept B was rated lowest of the three concepts. Most participants found this concept to be disjointed and with less obvious linkage to retirement, with the exception of the final scene – a retirement party. The analogy of pushing the pot (retirement) to the side was only understood by some participants.

Concept C

This concept showed a family as they progressed through the various stages of raising children. Most participants, primarily those who are married and/or had children, could see themselves in the scenes and relate to the notion that it goes by fast. Most found the early note of “Plan for Retirement” effective in understanding the message of the ad. However, given the life stages shown of the children, some felt that the ad targeted individuals younger than age 50 to 65.

WEB BANNER ADS

Of the three static banner ads presented, there was a split in preference for Ad A and Ad C in terms of the overall design. Ad A was associated with a strong, confident, and positive look on preparing for retirement, with a person looking happy and confident, looking straight out, against a bright yellow background. Ad C was viewed as a calmer, gentler approach, with a person looking positive but pensive, against a more subdued green background.

Among the three taglines appearing in the banner ads, explained to be interchangeable among the static images, there was a clear preference for A (Are you Retirement Ready?), which was viewed as positive, direct and proactive in approach, suggesting confidence in preparing, or possibly, sparking curiosity and motivation to look at the website to find out if one is ready. Tagline C (Thinking About Retirement?) was also considered positively by many participants, suggesting that one should always be “thinking” about it, even if one is not yet “ready” for it. Some said this tagline would spark curiosity and motivate one to go to the website. Tagline A (Worried about Retirement?) was generally viewed as too negative, and likely to prompt stress for some, although more than a few said that they are worried, and this tagline is a more accurate reflection of how they are feeling about planning for retirement.

Among three calls to action presented in the static banner ads, there was a split in preference for B. “Find programs and resources to help you prepare for a financially secure retirement. Learn more button (linked to website)” and C. “Explore programs and resources to help you

plan for a fulfilling retirement. Learn more button (linked to website)”. Call-to-Action B was viewed positively for the phrase “financially secure”, considered to mean having enough to cover financial obligations. This was seen by some as more realistic than a “fulfilling retirement” used in Call-to-Action C. Some participants also liked the words “find” and “prepare” to indicate that they would be able to obtain information to support their planning. The preference for Call-to-Action C often focused on use of the word “explore”; having the potential to spark curiosity and motivate those who are planning for retirement to go look for information. “Fulfilling retirement” was also seen favourably by some because it was more aspirational than “financially secure”, and also suggested other elements of retirement beyond the financial aspects.

D. NOTE TO READERS

It should be kept in mind when reading this report that findings from the focus groups are qualitative in nature, designed to provide a richer context rather than to measure percentages of the target population. These results are not intended to be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion as they are not statistically projectable.

E. CONTRACT VALUE

The contract value for the POR project is \$99,468.25 (including HST). This includes the creative testing covered by this report and the quantitative component of the project, the Advertising Evaluation Tool (ACET), is reported under a separate cover. The total for the creative testing total is \$56,833.35 (including tax), while ACET total is \$42,634.90 (including tax).

Supplier: EKOS RESEARCH ASSOCIATES INC.

Contract Number: CW2372521

Award Date: August 14, 2024

F. POLITICAL NEUTRALITY CERTIFICATION

I hereby certify as Senior Officer of EKOS Research Associates 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 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 by:



Susan Galley (Vice President)

DETAILED FINDINGS

Following are findings from the focus group discussions with Canadians aged 50 to 65 who are considering retirement or already retired.

A. VIDEO CONCEPT TESTING

Participants were presented with three different creative concepts that ESDC is considering for the 2024-25 and 2025-26 campaigns. First, an animated storyboard with voice-over for a 30-second ad was presented, followed by a web banner static image, for each of three concepts. The order in which the concepts were presented rotated for each group. Below presents the findings for the three video concepts.

CONCEPT A

Concept A (working title of “Soon”) opens with a woman driving a truck, stuck in traffic. She looks over and sees two retirees driving a convertible. We hear an announcer say, “Retirement, oof, that sounds good, doesn’t it”. The next scene is an office worker, looking out the window. She sees two retirees walking a dog. The announcer says, “It’s so close, you can almost touch it.” The third scene is at a hardware store. The employee looks over at a retiree testing a hammock. The announcer says, “Even though it can feel intimidating to get into, every Canadian deserves a fulfilling retirement.” The video cuts back to the office employee looking at her computer, with the announcer saying “That’s why the government of Canada has resources and programs, like public pension funds, that can help support you. Get retirement ready. Canada.ca/Retirement”.

Most participants found that Concept A featured a positive tone and a clear message. Most said they can relate to seeing people who appear to be retired, having fun. Overall, this concept had an aspirational feel for participants. These participants felt that this concept is positioned well to be targeted to the 50 to 65 age group.

Many participants appreciated that this concept presents three different types of workers: a person who drives truck, an office worker, and a retail worker. A few participants noticed the announcer referencing “public pension funds” and appreciated the specific example of what may be found on the Government of Canada website. Conversely, a few participants felt that the announcer stating that every Canadian “deserves” a fulfilling retirement to be off-putting,

as it implies an expectation that the government should take care of retirement-age individuals or that the responsibility resides with individuals to prepare.

Some participants felt that the portrayal of the first two retirees in a convertible was cliché, possibly suggesting affluence that may be unattainable for some retirees. Further, two of the three scenes feature couples, and some participants suggested the need for more variety of relationships, such as groups of friends. The retirees are shown driving a car, walking a dog, and getting in a hammock. Some participants found these scenarios to be primarily everyday (notably, walking a dog) activities and felt that activities shown should better reflect activities one might aspire to once they have more free time in retirement. Participants were mixed on the type of activities that should be shown – a few felt they should be more exciting (skydiving, traveling), while a few others felt that they should be inexpensive (woodworking, gardening, cross country skiing). Finally, a few said that it is unrealistic that all the retirees shown are happy and healthy.

CONCEPT B

Concept B (working title of “It Happens”) opens with a busy scene of a family in the kitchen in the morning, getting ready for the day. In the background, a pot with a lid is starting to boil over. The announcer says, “It happens, retirement planning gets pushed aside”. The dad moves the pot to another burner. The next scene shows a woman sorting through the mail. A letter catches her eye. She brings the letter to her teenage daughter who is studying at the table. The daughter looks nervous as she reads the letter and then is excited with the results of her college acceptance letter. The narrator says, “Sometimes because you get good news”. The next scene shows a man with his car broken down on the side of the road; “And sometimes, not so good.” The final scene is an office party. Everyone is smiling and chatting at a colleague’s retirement party. We look at the contemplative face of one lady. “If you are feeling like someday, suddenly snuck up on you, you are not alone.”. The lady goes back to her desk to look at the Government of Canada website; “Discover the government programs and resources available to help you prepare for a financially secure retirement”. The lady smiles to herself. The announcer ends with “Canada.ca/Retirement”.

Some participants appreciated the range of emotions portrayed in the scenes featured, from happiness associated with the college acceptance letter, to frustration associated with the car breaking down. The retirement party scene at the end was also viewed favourably by some participants because it is clearly about retirement and these participants could see themselves in the scene. Despite this, a few felt that many retirees do not work in an office or want an office retirement party. Some participants understood the analogy of pushing the pot, and retirement

plans, to the side; however, many did not make this connection or understand the analogy. A few felt the pot boiling over-represented a crisis to be dealt with immediately.

Overall, many participants found this concept to be “disjointed” due to the disparate scenes. Many also felt the scenes are not obviously connected with retirement, aside from the last scene of a retirement party. Further, due to the perceived ages of those in the first three scenes, some participants felt this concept was directed for an age group younger than 50 to 65.

CONCEPT C

Concept C (working title of “Plans Change”) begins with a family of four in the kitchen, who we follow over the course of 20 years. The children are toddler and infant aged. The mom places a Post-it note on the fridge that reads, “Plan for Retirement”. The announcer says, “We all WANT to plan for retirement”. The family ages a few years in the next scene, the infant is now a toddler. The mom passes the toddler to the dad, and she leaves for work. The mom returns and the toddler is now a young boy. The next scene shows the mom and son returning and the boy is older, dressed in soccer gear. The announcer says, “But sometimes, life has other plans”. Dad enters in a wheelchair, pushed by the teenage daughter. Mom and son look concerned. Still holding hands, the mom and dad watch the son help his sister leave for college. Mom takes a photo, and when looking onto the camera screen, it’s the teenage son and his male prom date. The date gives a bouquet of flowers to the mom, and she puts it in a vase by the fridge. She sees the same Post-it note from all those years ago. Announcer says, “Just know, you are not alone”. She picks up a tablet and explores the government of Canada website. The announcer ends with, “Explore the government programs and resources available to help you plan for a fulfilling retirement. Canada.ca/Retirement”.

Most participants, particularly those who are married and/or had children, felt that this concept is relevant to them. These participants could see themselves in the various stages of raising a family and relate to the theme of everything happening so quickly. Some participants said they could also relate to the intention of put money aside for retirement, but not getting around to it because of kids’ activities and other expenses taking priority. A few said the message of “Just know, you are not alone”, felt caring in this regard. The Post-it note in the early scenes, reading “Plan for Retirement”, helped some participants understand the message of the ad early on. Some did not notice the Post-it note on the refrigerator in all scenes and suggested that the message should be shown throughout by more obviously displaying the Post-it note. A few also perceived the “never too late” underlying message of this ad as the parents apparently put off planning for retirement.

Some participants felt the family portrayed an average or typical family, with the ability for viewers to project their own family or activities into the scenes. Some noticed and appreciated the non-traditional aspects of the family, such as the female breadwinner or the perceived interracial marriage. Given the age of the kids at the end of the ad, with the youngest just completing high school, some participants felt that the parents may not be in the targeted age 50 to 65 group, or only in the early part of this age group. These participants suggested showing the kids move out of the home or the advent of grandchildren to place the parents more reasonably in the target age group.

The scene featuring the father sitting in a wheelchair, wearing a large cast or walking boot on his leg, caused confusion for some participants. Some participants perceived the wheelchair to indicate a permanent disability; however, in the next scene, the man was standing (albeit, years later); apparently healed. These participants saw both a permanent disability and a temporary health setback as effective story devices; however, more clarity is needed about the scope of the injury. A few suggested that this could be accomplished through the use of crutches rather than a wheelchair, to indicate a more temporary injury.

Finally, a few felt the compilation of scenes featuring a female breadwinner, an interracial couple and a same sex couple to be an overly exaggerated attempt to be inclusive, described by a few as “virtue signalling” or “ticking of boxes”.

B. VIDEO CONCEPT RATINGS

Participants were asked to provide reactions from weak to strong in terms of the clarity of the message, the ad’s ability to capture their attention, its relevance, ability to send them looking for information, and overall. Results were collapsed according to ratings indicating the specific concept to be weak to moderate (rating it a 1, 2 or 3 out of 5), or strong (rating it a 4 or a 5).

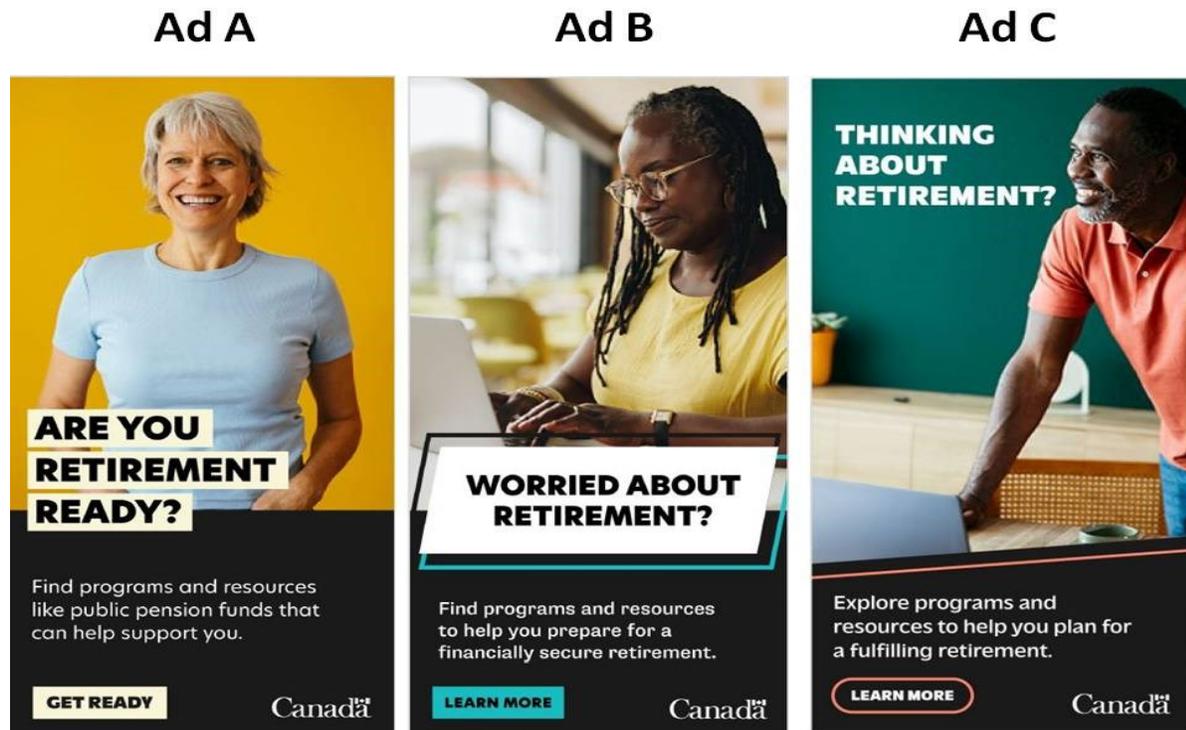
When rating each concept individually, participants rated Concept A strongest of the three (4 or 5 out of 5) for clarity of message, relevance, and overall. Concepts A and C were essentially tied for the attributes of ability to capture attention and sending them for more information. Concept B was rated notably lower in all five areas.

After viewing and discussing all three concepts, participants were asked to pick a preferred approach. A few more participants chose Concept C as their preferred approach, most notably among those already retired and participants living in the west. Concept A was chosen slightly more often than Concept C among those who are not yet retired.

C. STATIC WEB BANNER ADS

OVERALL DESIGN AND LAYOUT

Participants were also shown mock-ups of three different web banner ads and asked to select a preference in terms of overall look and layout. The results of this were split between a preference for Ad A and for Ad C.



Web Ad A

In the discussion, some participants said they were drawn to Ad A because the woman looks positive and confident. A few also preferred the woman looking directly outward, although others said this made them uncomfortable. The simple background was noted by a few, and a few commented on the bold, bright colour as one that would command attention, although some did not like the yellow background.

Some noted the strong lettering of the tagline, and the Get Ready button at the bottom that stands out.

Web Ad B

By and large, most participants in the discussion did not prefer this ad, although a few said it is more realistic than the people portrayed in the other two ads, who looked “too confident”. A few noted that the woman’s face could portray an array of thoughts making it more generic (portraying concern or thinking or curiosity). One noted the seriousness of the woman accurately reflecting the seriousness of decisions being made.

A few said they liked the blue Learn More button.

Web Ad C

Some participants said they found the (calming) green background, and white lettering of the tagline in Ad C to be visually appealing. Some also said the man in the ad looks positive and has a nice smile. Some interpreted this man portraying a positive image of thinking or dreaming about retirement, and potentially open to possibilities. A few felt that the man looks like a teacher, leaning on a desk, who would therefore be more likely to be confident about his retirement planning (e.g., good job, including a pension).

A few commented on the Learn More button at the bottom as inviting exploration. One person commented positively on the use of an oval rather than rectangular border for this button.

TAGLINE

Participants were asked to focus first on the overall design of the three static web banners ads and then to focus on the taglines, which were explained to be interchangeable across the three ads. When first asked to indicate a preference for one of the three taglines, results indicated a clear preference for A (“Are you Retirement Ready?”).

Tagline A – Are you Retirement Ready?

In the discussion, many participants saw this tagline as the most positive, direct, and proactive sounding, suggesting confidence and an exciting new chapter. For some the tagline prompts thinking about or examining whether they are ready for retirement, making it a motivating question that might make them visit the website to look for information to help them to determine if they are “retirement ready” (a phrase seen by a few as “catchy” of and memorable). A few said it serves as a “reminder”.

While many liked this tagline, some felt it is too strong. For those who may feel worried or not be ready, this may feel confrontational, like it is exerting a pressure or challenging people to be ready, which may cause anxiety for some.

B – Worried about Retirement?

This tagline was not generally preferred, with many participants seeing it as “too negative” or “anxiety-provoking”. On the other hand, a few said this is “realistic”, because they themselves are worried, and can therefore relate to this tagline because retirement and planning for it is a concern for them. A few of those who could relate said “we all worry”.

C – Thinking about Retirement?

Reactions to this tagline were generally positive. For some participants this is where they feel they are (Thinking about it, but not “ready”). Some felt that this sentiment would likely spark curiosity to go to the website to give them more to “think” about. A few who did not like Tagline A said that this one uses a gentler approach, so does not imply a judgment if they have not already prepared (i.e., would speak to a wider array of people who are at various stages in their thinking and planning for retirement). A few said they found this tagline to be optimistic.

A few found this tagline to be too general and passive and did not direct people strongly enough to the action of looking for information.

CALL-TO-ACTION

Following the discussion providing reactions to the three taglines in the web banner ads, participants indicated their preference for one of the three calls-to-action, which was evenly split between B and C. Coming back to the discussion about what would be featured on the website, some participants said that the words used in the call-to-action should be carefully framed to match the type of content on the site so that expectations are not built to exceed the content.

Call-to-Action A – Find programs and resources like public pension funds that can help support you. Get Ready button (linked to website)

While not generally selected as the preferred call-to-action, some said that they like how it provides an example of the content on the website (public pension funds), and also makes it clear that it is about planning for retirement. On the other hand, a larger number said that mention of “public pension funds” suggests a narrow focus. A few said specifically that if the website fo-

cuses on CPP and OAS, most people have the information they need about these programs, or this information is readily available in other places (e.g., the Canada Revenue Agency website). Many also said they like the use of the word “Find” suggesting that the information they would be looking for would be on the site.

In terms of buttons linked to the site, Get Ready was generally seen as too strong, like a “command”.

Call-to-Action B – Find programs and resources to help you prepare for a financially secure retirement. Learn more button (linked to website)

Among the participants who liked this call-to-action, this was often because they preferred the term “financially secure”. When asked what this means to them, they often described it as having their basic financial obligations covered so that they do not have to worry. For some, this seemed to be the right level in terms of a goal, whereas planning for something more may seem too lofty for some people to plan for and not “realistic” enough for some. A few however, said that this is still “overpromising” what can be expected from the public pension funds alone. Many also said they like the use of the word “Find” (as described for A), and also the word “prepare” to describe the action of planning and getting ready. The Learn more button phrase was generally preferred (in both B and C) over Get ready (found in A).

Call-to-Action C – Explore programs and resources to help you plan for a fulfilling retirement. Learn more button (linked to website)

Many participants who liked this call-to-action pointed to the word “explore” as motivating them to research and discover (i.e., it piques curiosity). The phrase “Fulfilling retirement” was favoured by some, as more positive than “financially secure” because it encapsulated more than just the financial element of planning for retirement. This was a source of divided opinion, however, since many participants felt that “fulfilling” overpromises what some can expect to achieve, and that it may lead some to expect content on the website related to programs and resources that are not specific to the financial aspect of retirement. A few also said that “fulfilling” can mean different things to different people.

APPENDICES

A. RECRUITMENT SCRIPT

ENG (Recruitment Email)

Subject : Government of Canada Online Group Discussions - EKOS | Discussions de groupe en ligne du gouvernement du Canada - EKOS

(La version française du message suit)

Dear [INSERT NAME],

We are holding a series of small, online discussions with people between the ages of 50 and 65 who are retired or thinking about retirement to gather feedback on an upcoming public advertising campaign. **All participants will receive a \$120 incentive for their participation in the discussion.** If you are interested, please click on the following link to complete a few qualifying questions and to get a few more details: The questions will take 3-5 minutes to complete, and your decision to complete the qualifying questions is completely voluntary and confidential.

[CLICK HERE]

If the link does not work for you, please copy the following one into your browser:

<https://surveys.ekos.com/.....>

Details:

Employment and Social Development Canada (ESDC) is developing a Services for Seniors / Retirement campaign that will increase awareness and knowledge of Government of Canada retirement programs and resources among Canadians 50 to 65 years old who are retired or thinking about retirement. We are holding these small, online discussions on behalf of ESDC to gather feedback on the upcoming advertising campaign. These discussions are for research purposes only, and not an attempt to sell or market anything. It's important that ESDC is able to get this kind of feedback so that they can design a campaign that meets the needs of Canadians.

Participation is easy, and of course, voluntary! You will be asked to log into a video conference website, Zoom, using a password protected link, to discuss and review proposed approaches to the campaign. The discussion will last 90 minutes and will be attended by only 6 to 8 participants. The discussion will be led by an experienced moderator and observed by officials responsible for planning the advertising campaign.

This online discussion will take place in a secure and confidential environment. All personal identities will be protected. You will only log in, and be referred to, using your first name. No one else in the discussion will know your identity. Anonymous excerpts or quotes from the

discussion may be included in the final aggregate report to illustrate the findings, but they will not be linked to any participant.

Once you register your interest, you will receive a confirmation email right away and, if you are selected to participate, you will receive a short confirmation call within a day or two. We can answer any questions you may have at that time. You will also be sent an email reminder the day before the discussion which will include the video conference link, meeting ID, and password to gain access to the discussion.

If you have any questions, contact EKOS Research: 1-800-388-2873 or focusgroups@ekos.com. This research is also registered with the Research Verification Service maintained by the Canadian Research Insights Council and can be verified at <https://canadianresearchinsightscouncil.ca/rvs/home/> by entering project code: 20240909-EK964050-24Qualitative2024-09-092024-10-312000100

Thank you in advance for your interest. We hope you are able to join us!

Susan Galley
Project Manager
EKOS Research Associates, Inc.
www.ekos.com

INTRO (Recruitment Screener)

Thank you for visiting the registration site for the online focus groups with Canadians for Employment and Social Development Canada (ESDC). As explained in the email invitation, EKOS Research Associates is leading a series of discussions with those who are between the ages of 50 and 65, who are retired or thinking about retirement. The purpose of the discussions will be to get feedback on several proposed approaches to an advertising campaign to be launched in 2025. These discussions are for research purposes only, and not an attempt to sell or market anything.

The 90-minute discussions will take place online between November 13th and 20th in the evening. In each session, a small group of 6 to 8 participants will be asked to provide constructive feedback to help ESDC by reviewing and discussing proposed approaches to the upcoming campaign. The sessions will be observed by representatives responsible for planning the campaign so that they can hear first-hand what people think. Confidentiality and anonymity will be maintained throughout the research process. Participants will receive a \$120 incentive for their participation.

Once you have registered, you will receive an email confirmation right away. If you are selected, you will receive a telephone confirmation within a few days. Once selected and confirmed by telephone, you will also receive an email reminder with the link to the secure video conference meeting a day or two before the session.

QAGEX

May we have your year of birth, please?

Enter year:	77
Prefer not to say	99

QAGEY**Hesitant**

Would you be willing to tell us in which of the following age categories you belong?

Under 35 years	1
35 – 49 years	2
50 – 54 years	3
55 – 59 years	4
60 – 65 years	5
66 years or older	6
Prefer not to say	9

CALCQAGEB

Under 50	1
50-65 years	2
REFUSED	99

LF_Q01D

Are you currently employed?

Yes	1
No	2
Don't know	8
Prefer not to say	9

LF_Q01E

Are you self-employed?

Yes	1
No	2
Don't know	8
Prefer not to say	9

LF_Q01F

Are you retired?

Yes	1
No	2
Don't know	8
Prefer not to say	9

RT_Q01

Are you thinking about retirement?

Yes	1
No	2
Don't know	8
Prefer not to say	9

QUOTA

Working and thinking about retirement	1
Already retired	2

QGENDR

Are you...

Male	1
Female	2
Another gender identity	3
Prefer to self-describe:	4
Prefer not to say	5

QPROV

In which province or territory do you live?

British Columbia	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Quebec	6
New Brunswick	7
Nova Scotia	8
Prince Edward Island	9
Newfoundland & Labrador	10
Yukon	11
Northwest Territories	12
Nunavut	13
Outside of Canada	99

QMINOR [1,4]

Do you consider yourself to be any of the following?

Select all that apply

A member of a visible minority (i.e., non-Caucasian)	1
Indigenous (First nations, Métis or Inuit)	2
A person with a disability (long-term or recurring impairment such as vision, hearing, mobility, learning, developmental, memory or mental health-related that limits daily activities such as PTSD)	3
A member of the 2SLGBTQIA+ community	4
None of the above	97
Don't know/ No response	98
I prefer not to say	99

Q2

Are you or is any member of your household or immediate family employed in:

Q2A

Government of Canada

Yes	1
No	2

Q2B

An advertising agency

Yes	1
No	2

Q2C

A market research company

Yes	1
No	2

Q2D

The media (Print, Radio, TV, Internet)

Yes	1
No	2

CALCQ2

Calculation to check if selected yes to any of Q2A-Q2D

Yes, screen out	1
No, continue	2

QEDUC

What is the highest level of formal education that you have completed?

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Prefer not to say	99

QINCOME

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$120,000	6
\$120,000 to just under \$150,000	7
\$150,000 and above	8
Don't know / No answer	99

Q3

Participants in these discussions will be asked to voice their opinions and thoughts in the discussion. How comfortable are you in voicing your opinions in front of others, in [Insert language of discussion][? Are you...

Very comfortable	1
Comfortable	2
Fairly comfortable	3
Not very comfortable	4
Very uncomfortable	5

Q3B

If you are selected to participate in one of the discussions, you will be asked to log onto a video conference website and if you use separate audio, also dial into a teleconference number, with a Canadian number provided. You will participate through a general discussion, as well as by viewing some materials shown to you online throughout the discussion. Sessions will be recorded for research purposes only, but confidentiality and anonymity will be maintained.

Q3C

Participants may also be asked to read a few paragraphs of materials during the discussion. Is there any reason why you could NOT participate, including reading some material on screen?

Yes (please describe reason)	1
No	2

Q4

Have you ever attended a focus group or one on one discussion for which you have received a sum of money?

Yes	1
No	2

Q5

Yes, Q4

When did you last attend one of these discussions that was sponsored by the Government of Canada?

Please specify:	77
Months	1
Years	2
Never	999

CALCQ5

Calculation of Q5

Within last 6 months, thank and terminate	1
Continue	99

Q5B

Yes, Q4 AND not never, Q5

Have you attended 5 or more of these discussions that were sponsored by the Government of Canada?

Yes	1
No	2

QINFO

Would you be interested in participating in one of these online discussions?

Yes	1
No	2
It depends on the date and time	3

QLANG

Would you prefer to participate in a discussion in English or in French?

English	1
French	2

QFOCUS [1,3]

Replacements are not permitted. If you usually use reading glasses you should make sure to have them with you as there will be some viewing of some images and reading of materials throughout the discussion.

Are you able to participate in any of the 90-minute discussion on...?

Please select all that apply.

NOTE that times are listed as eastern standard time and may not necessarily be in your own time zone.

- 1 – November 13, 6:30PM - Pre-retired Ontario & Quebec OLM – English
 - 2 – November 13, 8:30PM - Pre-retired West (Prairies, Alberta, BC & Territories) – English
 - 3 – November 14, 5:30PM - Pre-retired Atlantic- English
 - 4 – November 14, 8PM - Pre-retired, Prairies, Alberta – English
 - 5 – November 18, 6:30PM - Pre-retired Ontario, Atlantic & Quebec OLM – English
 - 6 – November 18, 6:30PM - Pre-retired Quebec & OLM Francophones – French
 - 7 – November 19 6:30PM - Retired Quebec & OLM Francophones - French
 - 8 – November 19, 9PM - Pre-retired BC, Territories – English
 - 9 – November 20, 6:30PM - Retired East (Ontario, Atlantic & Quebec OLM) – English
 - 10 – November 20, 8:30PM - Retired West (Prairies, Alberta, BC & Territories) – English
- Not available at any of these times. 999 X ->END

QFOCUSB

We are asking that all participants log in 5 minutes prior to the start time of the session. Late arrivals may not be admitted to the discussion, nor would an incentive be received.

QTELE

If you are selected to participate in one of the discussions, we will contact you by telephone in a few days. Once selected and invited to participate in one of the discussions we give you a reminder telephone call and send an email including the link to the discussion a day or two prior to your group discussion.

What is the best telephone number to reach you?

Telephone number:	2
-------------------	---

QEMAIL

Is [Email] the best email address at which to send you an invitation to the discussion, with the secure link and 1-800 number?

Yes	1
No, please provide alternate email:	77

PSETRANSFER

If you participate, your \$120 honorarium will be sent by e-transfer, or if this is not possible, then by regular mail following the discussion. Would e-transfer to the email address [INSERT EMAIL ADDRESS] work for you?

Yes	1
No, please provide alternate email:	2
No, prefer by regular mail	3

PSMAIL

May we have your mailing address?

Street address format: (apt #) - (Street #) (Street name) eg. 102 - 359 Kent st.

Postal Box Number format: (PO BOX #) (Station info, if applicable) eg. PO BOX 1004 STN MAIN

Rural Route format: (RR #) (Station info, if applicable) eg. RR 6 STN MAIN

REGISTER (Registration Confirmation email)

Confirmation of online registration of interest for group discussion | Confirmation d'inscription en ligne à la discussion de groupe

(La version française du message suit)

Dear [INSERT NAME],

This is to confirm that you are registered for consideration to attend an online discussion taking place on [Group date and time]. The discussion will be in [INSERT LANGUAGE]

Thank you for expressing your interest. If you are selected to participate in one of the discussions, we will call you to confirm by telephone and provide a few more details about the discussion, as well as answer any questions you may have. We will then send you an email reminder the day before the discussions, including the login instructions as well as the password protected link for the discussion. We **MUST** first have the confirmation telephone call completed or we will not be able to send you these details for you to participate in the discussion.

If you want to contact us about this group, please call EKOS Research, at 1-800-388-2873 or email focusgroups@ekos.com. You may also verify this research with the Research Verification Service operated by the Canadian Research Insights Council (CRIC) at <https://canadianresearchinsightscouncil.ca/rvs/home/> by entering project code 20231004-EK465.

Sessions will be recorded for research purposes only and several observers involved in planning the advertising campaign will attend. EKOS Research Associates Inc. is committed to maintaining the security and privacy of the information we collect from the public, and we

protect your personal information through appropriate physical, organizational, and technological measures. For more information about our privacy practices, please read our Privacy Policy. For questions regarding access to personal information held by EKOS, the accuracy of this personal information, or complaints related to EKOS' privacy practices, please contact our Privacy Officer at <"mailto:pobox@ekos.com">pobox@ekos.com.

Thank you for your registration.
Susan Galley
Project Manager
EKOS Research Associates, Inc.
www.ekos.com

THNK

If you have any questions, please let us know by calling us toll-free at 1-800-388-2873 or by sending an e-mail to focusgroups@ekos.com. Thank you for your cooperation and time.

THNK2

Screened-out

Thank you for your cooperation! Based on the information you have provided, unfortunately you are not eligible to participate in these groups.

=====

Telephone Recruitment

INTRO [0,1]

Contact info:

Name: _____

Telephone: _____

Email: _____

Hello, my name is [INSERT NAME] from EKOS Research. May I speak with [INSERT NAME]? I am calling because you registered your interest to participate in a 90-minute online discussion those who are between 50 and 65 and retired or thinking about retirement. These discussions are being held for Employment and Social Development Canada (ESDC) to get feedback on proposed approaches to an advertising campaign to be launched in 2025 that is designed to increase awareness about programs and resources for those planning retirement.

This will take only five minutes. May I continue?

Continue

1

PRIV

This call may be recorded for quality control or training purposes.

CONF1

May I first confirm the following: (NOTE: Information from online registration displayed)

Age

Retired or thinking about retirement

Gender

Province or territory

Indigenous or racial group

Preferred language

ELIG

If not 50 to 65 and retired thinking about retirement – THNK2

QRECRUIT

Would you be interested in participating in the discussion on [selected date and time]?

GROUP: [date and time]

IF ASKED: In each session, a small group of 6 to 8 participants will be asked to provide constructive feedback to help ESDC by reviewing and discussing proposed approaches to the upcoming campaign. The sessions will be recorded and observed by representatives responsible for planning the campaign so that they can hear first-hand what Canadians think.

Confidentiality and anonymity will be maintained throughout the research process. Participants will receive a \$120 incentive for their participation.

Continue

1

Not available/refuse (THANK & TERMINATE)

2

PH3

In the discussion you will provide your thoughts and reactions to several ideas for ads the Government is considering. This will be done through a guided conversation, section by section, and everyone will be asked to provide some opinions, although no one will be "put on the spot". And, remember, there are no right or wrong answers for this, it's just your opinion. You will not need to have any special knowledge to participate.

Only a first name will be used during the call, and no one will be identified, in the call, or later in quotes, by a full name. Are you comfortable with all of this?

Yes 1
No (THANK AND TERMINATE) 2

QEQUIP

If you have not used them recently, please check to make sure your audio and recording equipment, such as speakers and webcam, are working well before the day of the discussion group. You will not be able to participate without a working webcam and audio. Also, we are providing a Canadian call-in number for anyone without audio on their computer/tablet, but please be advised that it is not a toll-free number, although it may be in your province or region. This is all of the information and questions I have for you, so now, do you have any questions for me before the group discussion?

(Check to indicate statement read) 1

QACCOM

Are there any accommodations you would need to be able to read material on screen or hear the discussion? That is, anything that we can do to ensure that you can participate fully in the discussion where you will see and hear rough cuts of proposed video and digital ads and share your opinion?

<NOTE to INTERVIEWERS: We are able to send advance digital materials, read text out loud and describe images being shown. If needed, we can set up a separate telephone interview.>

Yes (specify) 1
No 2

QINFO2

Remember that the group discussion is taking place on [date and time] and you should already have a confirmation email with this same information. You will get a reminder email the day before the discussion with the date and time again, and a secure Zoom link to the discussion itself. Once you have completed the online discussion, you will receive an email thanking you for your participation and the incentive will be sent.

(Check to continue) 1

QCONSENT

Now that we have gone through all of the details about what is involved in the group, that sessions will be observed and recorded, and what is being done to protect everyone's privacy and personal information, are you comfortable with participating in the discussion?

Yes 1
No (THANK AND TERMINATE) 2

RECONFIRM (Reminder email with link and instructions)

Subject: ESDC Discussion Group Reminder and Instructions - EKOS Research Associates, Inc.

Hello,

Thank you for agreeing to participate in our discussion. Please log in on [date and time]. If you live in a different time zone, please be sure to dial in at the Eastern Standard Time.

To participate in the discussion group, you will need access to a mobile phone, a computer or tablet connected to the internet and audio capability. Please login 5 minutes before the start of the discussion. **Please note there will be no late admissions to the discussion group.**

To join the group online:

Please visit the following Zoom Meeting link:

[LINK]

If using a mobile phone, you will need to download and install the Zoom app if you have not already done so.

If you are not connecting by audio through your computer you will need to dial:

[Dial-in phone number]

and then enter the same Meeting ID & Passcode as above.

Thank you for participating in this group! If you want to contact us about this group, please contact us at 1-800-388-2873 or focusgroups@ekos.com.

THNK

If you have any questions or something comes up and you can no longer participate in the discussions, please let us know by calling us toll-free at 1-800-388-2873 or by sending an e-mail to focusgroups@ekos.com. Thank you for your cooperation and time.

End of Interview

Completion

1

THNK2

Thank you for your cooperation! Based on the information you have provided, unfortunately you are not eligible to participate in these groups.

B. CONCEPT TESTING DISCUSSION GUIDE

1. Introduction (3 minutes)

I represent EKOS Research (reminder to only use first name of moderator and participants). These groups are being conducted for Employment and Social Development Canada or ESDC to explore reactions to some possible approaches used to tell Canadians between the ages of 50 and 65 about programs and resources from the Government of Canada that can help support people thinking about retirement or already retired.

This research will help the Government Canada plan advertising activities designed to increase the awareness of these programs and resources. The purpose today is to talk about the types of communications materials that could be used in the advertising campaign, not to concentrate on actual content of the programs. Our objective is to focus only on how the message from this advertising will be received and understood by those retired or planning to retire.

This group is part of a series of focus groups taking place online with Canadians across the country. This session will last 90 minutes, and we'll just quickly go over the format and "ground rules":

- Discussion is being recorded so I can listen to what everyone is saying and not worry too much about taking notes.
- There are observers who have logged in from the Government of Canada and the ad agency developing the campaign so they can hear your opinions first-hand. So that we are not distracted, go to the bottom of your zoom window and find the video icon. When you click that you will see a pop-up menu. Scroll to the bottom and check the box labelled reads "Hide non-video participants".
- All comments will remain confidential and anonymous and will not be linked to you by name in any reporting we do on this project.
- 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 no right or wrong answers here and no need for any expertise. We're looking for reactions and opinions.
- Please try to speak one at a time and be respectful of one another's opinions.
- It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way. Everyone may have different experiences and different points of view.

I'm going to raise some points for discussion, watch for time and make sure everyone has a chance to participate.

- We do not work for the Government of Canada and were not involved in the development of these concepts, so please feel free to be an honest in your reactions as possible.
- Please make sure that you are in a quiet place, free from distractions. We ask for your full attention for this time.

2. Introductions (7 minutes)

1. Let's start by going around the group. Please introduce yourself and tell us something about yourself (retired vs. thinking about retirement, part of the country you live in, etc.).
2. Today we may also be using the "chat" function. Some of you may know where this is, but I want to be sure everyone has access. Go to the bottom of your Zoom window and look for "Chat" and click on it to see a white panel along the right side. If you don't see Chat along the bottom, click More and look for chat in the pop-up window. Could everyone please type "Hello" or "Hi" in the chat, making sure you are sending the message to "everyone".

3. Concept Testing (50 video, 15 web, 15 tags/CTA's)

The advertising campaign aims to increase awareness about Government of Canada programs that can help support Canadians 50 to 65 thinking about retirement or already retired.

We are going to look at three different concepts or approaches that the Government of Canada is considering using for the advertising campaign and get everyone's reaction to them. Your feedback will help in developing the campaign further.

Each of these concepts or approaches is currently at the development stage, so what we will look at is an animated storyboard with voice over of a 30 second video that could eventually appear on digital media such as social media or on websites and they could appear on television. So, it's not really what the video of the ad would look like, which would be shot with live actors in real settings, but it's meant to give us an idea of what they are thinking about as a concept. Keep in mind that depending on where you see these ads, you would be able to click on them to get more information or if it is a TV ad, the website link will appear on screen so you can type it into a computer to go see the information on the web.

After each concept I show you, but before we discuss your impressions of it, I will put up a very short ratings survey. It will only take you a minute or two. For each one you will be able to click

on each rating, scrolling down to the end if you are on a mobile or other small screen. Then just click enter.

If anyone is having any trouble seeing or entering ratings, let me know.

Video Concepts

Moderator: Show and go through each video concept individually. Rotate order each time.

Now let's look at the concepts being considered for this campaign.

I'll walk you through one of the concepts and then we will have a short discussion about that concept. Once we are done discussing that concept, we will move on to the next one.

Here is the video concept for the first advertising concept – it is called Concept A/B/C. You see an animated series of sketches to show you the type of images featured in a video with a voice over of the script that would go with it.

Before we start our discussion, take a minute to fill in a few ratings on the sheet and write down a few words on your initial reaction on the comments line on the ratings sheet.

3. What do you think of it? What is your first impression?
 - a. What do you like/not like about it?
 - b. Do you find this ad easy to understand? Does the idea and message make sense to you?
 - c. What do you think the main message of this ad is?
 - d. Is the tone of the material appropriate? Is it credible? Does it strike a chord with you or generally seem relevant?
 - e. What do you think of the images or characterization used? Is there anything that you don't like?
 - i. **Probe (Concept B)** - Does kitchen pot pushed aside work as an imagery for "retirement pushed aside"? Is there a preferred visual that would work better?
 - f. What stands out most to you, as the memorable image or take away?
 - g. Would it have you looking for information or going to the website? (Why or why not)

General Probe: A, B and C – does it feel like this is intended for your age group? If not, what can be done to make this clearer/more relevant for your age group?

Would it help to add "It's never too late to start planning for retirement"?

Now that we have reviewed all three concepts:

4. Which one would be more likely to have you go to the website or generally look for more information?
 5. Which one would do the best job of getting those who are retired or thinking about retirement to think about what is available through these pension programs and consider it in their financial planning?
 - a. Why did you choose that concept?
 - b. Are there elements of the other concepts that you didn't select that you like, or that should be incorporated into the final ad?
- General Probe: What type of tools and resources do you expect to find at site? [Allow time for unaided responses]
 - Follow-up with: Would the following information / content be what you would expect to find after seeing these ads?
 - Retirement quiz and checklist,
 - CPP info such as when to start CPP (60, 65 or 70) and for retiree, the CPP payment dates, etc.
 - Budget planner
 - Retirement income calculator
 - Contacts for more info on the program offered
 - Etc.

Static Ads – Web banners

So, now I want to show you some drafts of web banner ads that would also be used as part of the same campaign. You might see these on the web, for example, on Canadian news sites. For now, we will just focus on the overall look and layout. We will spend time looking at the words shortly.

After all web-banners:

6. Which web banner do you think is best for this campaign (on resources and funding that could support you when thinking about retirement).
 - a. Why did you choose that one?
 - b. Are there elements of the others that you didn't select that you like, or that should be incorporated into the final ad?

Taglines & Calls-to-Actions

Now, I want you to focus on some of the words included in the ads. You may have noticed that each concept included what we call a “tagline” that is paired with a “Call-to-action” – I'd like us to look at three of these that could each be used in any of the concepts we have seen today:

Tagline A: Are you retirement ready?

Tagline B: Worried about retirement?

Tagline C: Thinking about retirement?

7. Which tagline do you think is best for this campaign (on resources and funding that could support you when thinking about retirement).
- Which one would stand out to you the most?
 - Why did you choose that one?
 - Are there elements of the others that you didn't select that you like, or that should be incorporated into the final ad? (e.g., taglines and call-to-actions can be mixed and matched).

General Probe: What do you expect to find at site?

If only public pension fund information, is that valuable?

If different retirement scenarios available, would this help?

What would you want to see there to assist you in planning?

Call-to-action A:

Find programs and resources like the public pension funds that can help support you. GET READY. ["Get ready" links to website]

- **Probe:** Is "public pension funds" clear? Would it be better to use "CPP"?

Call to action B:

Find programs and resources to help you prepare for a financially secure retirement. LEARN MORE ["Learn more" links to website]

- **Probe:** What does "prepare for a financially secure retirement" mean to you? Is there a better/clearer way of saying this that is more meaningful to you?

Call-to-action C:

Explore programs and resources to help you plan for a fulfilling retirement. LEARN MORE. ["Learn more" links to website]

8. Which call-to-action do you think is best for this campaign (on resources and funding that could support you when thinking about retirement).
- Which one would stand out to you the most?
 - Why did you choose that one?
 - Are there elements of the others that you didn't select that you like, or that should be incorporated into the final ad? (e.g., taglines and call-to-actions can be mixed and matched).

4. Wrap Up (2 minutes)

9. Is there anything that we haven't talked about or that you would like to add before we go? Any final suggestions for the Government of Canada regarding the material we have reviewed today?

THANK YOU

C. RATINGS SHEET

RATINGS

Concept A (Video)

	VERY WEAK				VERY STRONG
Clarity of the message	1	2	3	4	5
Relevance for me	1	2	3	4	5
Gets my attention	1	2	3	4	5
Motivates me to find out more	1	2	3	4	5
Overall	1	2	3	4	5

Concept B (Video)

	VERY WEAK				VERY STRONG
Clarity of the message	1	2	3	4	5
Relevance for me	1	2	3	4	5
Gets my attention	1	2	3	4	5
Motivates me to find out more	1	2	3	4	5
Overall	1	2	3	4	5

Concept C (Video)

	VERY WEAK				VERY STRONG
Clarity of the message	1	2	3	4	5
Relevance for me	1	2	3	4	5
Gets my attention	1	2	3	4	5
Motivates me to find out more	1	2	3	4	5
Overall	1	2	3	4	5

Preferred Concept (Video)

Which do you think is the best concept for the short video?

- Concept A - Looking over at others enjoying retirement 1
- Concept B - Kitchen pot boiling over, good/bad events, retirement party 2
- Concept C - Following a family through life stages and unexpected events 3
- Unsure 4

Why is that?

Preferred Web Banner Ad

Which do you think is the best web ad?

- A - Woman standing, retirement ready 1
- B - Woman at laptop, worried about retirement 2
- C - Man leaning on desk, thinking about retirement 3
- Unsure 4

Why is that?

Preferred Tagline

Which do you think is the best tagline?

- A - Are you retirement ready? 1
- B - Worried about retirement? 2
- C - Thinking about retirement? 3
- Unsure 4

Why is that?

Preferred Call to Action

Which do you think is the best call to action?

- A - Find programs and resources like the public pension funds that can help support you. GET READY. 1
- B - Find programs and resources to help you prepare for a financially secure retirement. LEARN MORE 2
- C - Explore programs and resources to help you plan for a fulfilling retirement. LEARN MORE. 3
- Unsure 4

Why is that?

D. CONCEPTS

Following are descriptions of the three animated storyboards presented in the discussions.

Concept A - Soon

Panel 1 - In this animated storyboard we see people in the demo (50-65) looking longingly at people who are retired and clearly loving life. They have a daydreamer-like look in their eye, knowing that soon, this could be them. We open on a truck driver stuck in traffic.

Panel 2 - She looks out the window and smiles at two retirees having a great time and singing along to the radio. We hear an announcer say: Retirement. Oof. That sounds good, doesn't it?

Panel 3 - Narrator: We cut to an office worker looking out the window. She's looking out and smiling at two retirees enjoying a walk down the street, talking and laughing. Voice over: It's so close, you can almost touch it.

Panel 4 - Narrator: We cut to a hardware store. An employee looks over and grins at a retiree checking out the hammock display.

Panel 5 - Voice over: Even though it can feel intimidating to get into,

Panel 6 - Narrator: She smiles as she awkwardly climbs into the hammock. Voice over: every Canadian deserves a fulfilling retirement.

Panel 7 - Narrator: We cut back to the office worker... Voice over: That's why the Government of Canada has resources and programs....Narrator: ...who is now looking at the Government of Canada website.

Panel 8 - Voice over: like Public Pension Funds that can help support you. Narrator: Get retirement ready: Canada.ca/Retirement SUPER: Canada.ca/Retirement.



Concept B – It Happens

Panel 1 - This spot portrays how the demands of everyday life and unexpected moments can distract people from planning for the future. Through relatable scenarios, we'll show that we understand that sometimes life just gets in the way of making plans. Our first scene opens on a typically busy morning while a family gets ready for their day. As the dad is cooking breakfast, he notices a pot is starting to boil over. Voice over: It happens. Retirement planning gets pushed aside. Narrator: He quickly moves the pot to another burner.

Panel 2 – The next scene shows a woman sorting through her mail. A letter catches her eye. She brings the letter to her teenage daughter, who is studying at the table.

Panel 3 - Her daughter looks nervous as she opens it, then smiles big after reading her college acceptance letter.

Panel 4 - She hugs her mom as they both jump up and down in excitement. Voice over: Sometimes because you get good news. Narrator:

Panel 5 -The next scene shows a man whose car has broken down on his way to work. Voice over: And sometimes... not so good.

Panel 6 - Narrator: We then cut to an office party. Everyone is smiling and chatting as they celebrate an older coworker's retirement. As we zoom in, we see one of his colleagues as her smile is replaced with a thoughtful look. Voice over: If you're feeling like 'some day' suddenly snuck up on you: You're not alone.

Panel 7 - Narrator: She goes back to her desk to look up information about Public Pension Funds on the Government of Canada website. Voice over: Discover the government programs and resources available to help you prepare for a financially secure retirement.

Panel 8 - Narrator: She smiles to herself as she continues to look at her computer. Voice over/SUPER: Canada.ca/Retirement.



Concept C – Plans Change

Panel 1 - In this spot, we see a portrait of how time flies by in the fray of family life, told through the story of one family's kitchen. We open on a family in their kitchen. During this commercial, we'll see them jump forward in time over and over, as we cover the next 20 years of their lives.

Panel 2 - Mom, holding a baby boy, places a post-it note on the fridge as we hear an announcer say: We all WANT to plan for retirement.

Panel 3 - Narrator: The family has all aged a few years. Mom, now holding a toddler, passes him to Dad in exchange for her briefcase, and the young daughter waves as mom goes off to work.

Panel 4 – She immediately re-enters, and the toddler is now a young boy. They pass through the kitchen and more years pass by.

Panel 5 - Voice over: But sometimes, life has other plans. Narrator: Dad enters in a wheelchair, pushed by their now teenage daughter. They find the mom and son in the kitchen, looking concerned.

Panel 6 - Mom reaches out to Dad. Still holding hands, Mom and Dad look on as their now teenage son is helping his older sister off to college. Mom takes a photo, but when we see the camera, it's the teenage son and his prom date.

Panel 7 - His date offers a bouquet of flowers to mom. She goes to put them in a vase by the fridge, where she sees the same post-it note from all those years ago.

Panel 8 - Voice over: Just know, you're not alone. Narrator; She picks up a tablet and visits the Government of Canada website. Voice over: Explore the government programs and resources available to help you plan for a fulfilling retirement. Voice over / SUPER: Canada.ca/Retirement.

