



Agriculture and
Agri-Food Canada

Creative concepts in support of the AgriCommunication Campaign

Final report

Prepared for:
Agriculture and Agri-Food Canada

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Ce rapport est aussi disponible en français.

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Contract Number: 01B68-220947/001/CY
Contract Value: \$71,935.80
Contract Award Date: December 29, 2021
Delivery Date: March 11, 2022

Canada

Creative Concepts in Support of the AgriCommunication Campaign

Qualitative Research

Final Report

Prepared for Agriculture and Agri-Food Canada

Supplier Name: Narrative Research

March 10, 2022

This public opinion research report presents the results of online focus groups conducted by Narrative Research on behalf of Agriculture and Agri-Food Canada. The research included a total of 16 online focus groups, with young adults 18 to 34 years old, adults aged 35 and older, and females, located in each of five regions: British Columbia, Prairies, Ontario, Quebec, and Atlantic. Twelve groups were conducted in English and four in French, from February 14 to 16, 2022.

Cette publication est aussi disponible en français sous le titre :
Concepts créatifs à l'appui de la campagne AgriCommunication
Recherche qualitative

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Catalogue Number: A22-674/2022E-PDF

International Standard Book Number (ISBN): 978-0-660-44462-8

Agriculture and Agri-food Canada Number: 13126E

Related publications (registration number: POR-085-21):

Catalogue Number: A22-674/2022F-PDF **ISBN:** 978-0-660-44463-5

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Executive summary

Narrative Research Inc.

Contract Number: 01B68-220947/001/CY

POR Registration Number: 085-21

Contract Award Date: December 29, 2021

Contracted Cost: \$71,935.80

Background and research methodology

The purpose of the research is to inform Agriculture and Agri-Food Canada's (AAFC's) development and promotion of a toolkit highlighting how farmers play a leadership role in the adoption of more sustainable and climate-resilient practices, and clean technologies, with the support of the Government of Canada. The focus testing was designed to examine three concepts being considered in support of the AgriCommunication initiative, seeking to understand if they resonate with the target audiences and are clearly communicating the message and the intended call-to-action.

To reach this goal, a total of 16 online focus groups were conducted on February 14 to 16, 2022 in large urban centers across five regions. Regions included: British Columbia, (Greater Vancouver/Victoria), Prairies (Winnipeg/Saskatoon/Regina/Edmonton/Calgary), Ontario (Greater Toronto Area (GTA)/Ottawa), Quebec (Montreal/Quebec City), and Atlantic Canada (Halifax/Moncton/Saint John/Fredericton/Charlottetown/St. John's). Across regions, the distribution of focus groups included five sessions with young adults 18 to 34 years old, five sessions with adults 35 years or older, as well as four mixed age sessions with females only and two sessions with minority language groups. Each session lasted approximately 90 minutes and 12 sessions were held in English, while four were conducted in French. Participants were provided an incentive of \$100. Across all groups, a total of 144 individuals were recruited and 125 participated.

All participants were recruited per the recruitment specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow-up calls to confirm the details provided and to ensure quotas were met. This report presents the findings from the study. Caution must be exercised when interpreting the results from this study, as qualitative research is intended to be directional only. Results cannot be attributed to the overall population under study, with any degree of confidence.



Political neutrality certificate

I hereby certify as a representative of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in 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

Margaret Brigley, CEO and Partner | Narrative Research

Date: March 11, 2022

Key findings and conclusions

The following summarizes the key findings and conclusions from the Qualitative Research on Creative Concepts in Support of the AgriCommunication initiative. Three concepts were examined, each included three web banners and either three or four social media ads.

“Our Food. Our Planet.” Concept

Overall reactions to the concept “Our Food. Our Planet.” were positive, prompting participants to feel a personal connection to the issue at hand. This concept elicited a feeling of community and togetherness, and communicated aspects related to sustainability and the future of the planet. In general, this concept was felt to inform the public that farmers are engaged in sustainable actions, with an invitation to find out more about what farmers are doing. That said, the focus was felt to be more about the farmer and education, rather than on the consumer and an individual’s actions, leading some to feel more like a spectator than a participant. While the topic of sustainable agricultural practices was felt to be targeted to everyone, participants were unsure of their role and how they could get engaged in the process. As such, this concept lacked personal relevance to some.

Further, the global nature of the tagline (Our Food. Our Planet) meant it was not always clear that the concept was referring to Canadian farmers or farmers in general, as this information was only clarified in one call-to-action statement, and not throughout the concept visuals/messaging. There is a risk associated with this approach in its current form as it could be interpreted as a global campaign rather than a Canadian initiative. The statement “Learn how farmers are growing a better future/Découvrez comment les agriculteurs cultivent un avenir



meilleur” was felt to be an invitation to find out what sustainable practices are implemented by farmers, though it was not felt to be compelling even among those who found it intriguing. Of the three English action statements reviewed, the preferred version was, “Canadian farmers are leading the way in feeding a growing population. Find out how you can play your part.”, however, there was confusion as to the context of what would be communicated and why consumers should care. French-speaking participants identified two statements as most compelling : “Les agriculteurs canadiens sont en première ligne pour nourrir une population croissante. Découvrez comment faire votre part” and “Apprenez-en davantage sur la façon dont (insérer le nom de l'agriculteur) contribue à assurer un avenir meilleur”.

Visually, this concept received mixed reviews, with some finding it bland conservative, and lacking visual appeal, while others appreciated the design’s simplicity and use of photography. Many found the darker green colour choice unappealing despite its association with nature.

“Feel Good About Your Food” Concept

Overall reactions to the concept “Feel Good About Your Food” were more polarizing than the other two concepts, with a wider mix of opinions, and fewer considering this a strong concept. It was felt that the focus is almost exclusively on the importance of eating healthy foods and buying local in support of the agriculture sector, and to a lesser extent, an invitation to become more informed about food and agriculture. For many, the buy local reference was felt to be too familiar and overused to have a lasting impact, despite the concept being eye-catching and visually colourful. The concept did not effectively convey the importance of sustainable agricultural practices, nor did it strongly evoke any connection to farmers’ actions in addressing climate change, or the sector’s contribution to the Canadian economy.

The tagline was considered vague and resulted in varying interpretations, although the overall message was deemed to be supporting local agriculture through consumer purchases. In addition, the statement “Support our farmers and food producers/Appuyez nos agriculteurs et nos producteurs agroalimentaires” lacked direction on its own, and elicited a specific call-to-action only when paired with the tagline “Feel good about your food”. Of the three action statements reviewed, “#FeelGoodFood is just around the corner. Find out how you can support sustainable agriculture by visiting [Landing Page].” was preferred across English audiences. The hashtag was highly appealing and considered memorable, along with the clear call-to-action about what could be learned by visiting the website. French-speaking participants’ preference was equally divided between the three statements examined. Of note, the French hashtag was considered too long to be memorable. A suggestion was made to shorten the hashtag to “#AlimentsRéconfort”.



The overall look and design for this concept were well received as being bright and eye-catching, and the use of photography was more appealing than drawn images. That said, some felt that it aligned too closely with various designs associated with Canada's Food Guide, or that it looked dated.

“Our Future to Grow” Concept

Overall Reactions to the concept “Our Future to Grow” were mixed. This concept had memorable/unique elements that elicited interest for some but that confused others and raised questions as to the intention. Some felt that the concept was encouraging citizens to grow their own food, or support their local farmers, while others felt that it was communicating that we all have a part to play in sustainability, and that individual actions can contribute to it. Confusion resulted in part from the tagline being vague, and the visuals that could lead to various interpretations. The confusion was most evident for those who looked at the imagery too literally, seeing a giant woman who was watering mountains, in reference to growing our future. That said, for others the unique nature of the images (large woman watering, vine moving throughout the images) was memorable, and sparked an interest in learning more. The vine helped contribute to a feeling of connectedness and a sense that we are all in this together, which aligned with the use of the word “our” in the tagline.

As a result, interpretations of the intent varied, with some feeling they were being asked to grow their own food, to support local agriculture, or to focus on sustainable farming. This concept was more likely to raise discussion around economic and environmental concerns, including drought, flooding, fires affecting farmers, the price of food, inflation, and supply chain issues.

Though considered vague, the tagline “Our Future to Grow” was seen as optimistic and the use of the word “our” created a sense of community and togetherness. Of the three action statements reviewed, the preferred version across audiences and languages was “There are many challenges that affect farmers and the food we eat. Learn more about what farmers are doing to protect Canadians and what you can do to amplify their action/La production d'aliments comporte de nombreux défis. Découvrez ce que font les agriculteurs pour protéger la population canadienne et comment vous pouvez contribuer à leur action”. This statement does not place the onus on the individual to identify areas, but rather it creates an opportunity to learn more about the challenges and what could be done.



From a graphics standpoint, this concept was felt to be unique and original by some, but confusing and lacking clarity to others. Some of the visuals were also considered too busy or too small to be fully understood.

Conclusion and direction

Research findings reveal that receptivity to the three concepts were mixed, each eliciting different interpretations of the intent and overall messaging. This results in some confusion as to the objective of the campaign, limited personal relevance, and a weak call-to-action. Nonetheless, speaking of sustainable agricultural practices and the government's involvement in this area was considered important, particularly in light of economic challenges and the impact of climate change on agriculture.

With this in mind, the **ultimate concept selection should be based on the desired message** that AAFC wishes to communicate. Both the "Our Food. Our Planet." and "Our Future to Grow" concepts communicated a broader scope of messaging that included, to varying degrees, references to sustainability, the importance of the agriculture sector to our economy, and the need for consumer to play a role in supporting farming, while the "Feel Good About Your Food" concept was seen as primarily a buy local campaign.

Mixed opinions were also expressed in terms of which concept **makes people think about their own actions**. "Our Food. Our Planet." and "Our Future to Grow" concepts were both felt to engage participants to think about their choices to preserve what is "theirs", while the "Feel Good About Your Food" concept was most strongly conveying the need to buy locally produced foods, or Canadian products, something that is easily actionable.

In terms of the concept that **elicited pride in agriculture and the farm sector, and the effort being made to fight climate change**, in many cases, the identified concept was different from the individual's preferred concept. Often, the "Our Food. Our Planet." concept was selected because of the feeling of connectedness from using the word "Our". In some cases, there was surprise with the topic of climate change being raised in the context of the campaign when this was introduced at the end of the focus group. While sustainability and climate change were considered related, there had often not been specific mentions of climate change throughout sessions in relation to each of the three concepts examined.

Findings suggest that other aspects need to be considered in the final development of the campaign concept. Across all three concepts, each component on their own lacked clarity and comprehensiveness of messaging. Only when considering all aspects together was there greater



clarity in the intent, particularly in terms of identifying sustainability or support for farmers. Most importantly, components of the concepts that only included an image and tagline were not well understood and did not display a strong call-to-action, resulting in confusion and wide ranging interpretations as to the overall intent. To fully understand the intent of the campaign, a higher level of detail is needed, such as the use of a tagline, a follow-up statement, and a call-to-action statement on all components. In general, the action statements provided clarity in messaging and intent, and thus should be incorporated into the final creative components. Statements that indicate how to play a part were by far preferred.

Despite the perceived limited personal relevance of the concepts, the use of the word “our” consistently elicited a personal connection and aided in increasing the perceived importance of the message. It also identified the general public as being the campaign’s target audience. Establishing personal relevance is key to capture interest and engage the public to reflect on their own role and contribution.

From a design standpoint, the use of real images/photography and real farmers/situations was appealing across the three concepts. Diversity in the types of people (gender, race and age), and in the types of farming (dairy, wheat, eggs, vegetables, etc.) are considered important.

Finally, the best ways to communicate the message to the target audiences include social media (Instagram, Facebook, TikTok, and Twitter were commonly mentioned), at the source such as in grocery stores, or general channels such as the subway or billboards.



Introduction

Context

The AgriCommunication initiative aims to encourage the choice and consumption of Canadian foods at home and abroad. Through public outreach, the initiative will endeavour to increase appreciation and pride in the contribution of farmers and the food industry and enhance public trust between Canadians and farmers. To assist in this process, AAFC is in the process of developing a toolkit to feature farmers' leadership role in the adoption of more sustainable and climate-resilient practices, and clean technologies, with the support of the Government of Canada.

Prior to finalizing the development of the toolkit and outreach campaign, AAFC wished to obtain feedback from key target audiences to ensure that proposed concept elements resonate with Canadian residents and are contributing to a strong call-to-action.

Objectives

Specific research objectives included:

- ensure the creative content resonates with the target audiences;
- evaluate the effectiveness of the creative concepts;
- ensure the target audiences can identify the main message of the creatives; and
- ensure that the call-to-action is clear and effective.

Ultimately, results from this study will be used to assist AAFC in further refining creative concepts and to select a final creative concept for production.

This report presents the findings of the research. It includes a high level executive summary, the description of the detailed methodology used and the detailed findings of the online focus group discussions, including recommendations made. The working documents are appended to the report, including the recruitment screener (Appendix A), the moderator's guide (Appendix B), and the material reviewed (Appendix C).



Research methodology

Target audience

For the purpose of the study, there were three target audiences, namely:

- Young adults 18 to 34 years old living in urban areas;
- Adults 35 years and older, living in urban areas; and
- Females living in urban areas.

Research approach

A total of 16 online Netfocus discussion groups were conducted from February 14 to 16, 2022, based on the following breakdown of audiences, locations, and language:

British Columbia

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older
- English

Prairies

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older
- English

British Columbia and Prairies

Group 1

- Female: mix of ages
- English

Ontario

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older
- English



Group 3

- Female: mix of ages
- English

Atlantic

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older
- English

Group 3

- Female: mix of ages
- English

Quebec

Group 1

- Mix of ages
- English

Group 2

- Young adults: Canadian residents 18 to 34 years old
- French

Group 3

- Adults: Canadian residents 35 years and older
- French

Group 4

- Female: mix of ages
- French

Ontario and New Brunswick

Group 1

- Mix of ages
- French

From 144 recruited individuals (nine per focus group), 125 took part across all sessions. Across groups, participants all lived in urban areas, and all were involved in the household's grocery shopping. Regions and urban centers within each included British Columbia, (Greater Vancouver/Victoria), Prairies (Winnipeg/Saskatoon/Regina/Edmonton/Calgary), Ontario (GTA/Ottawa), Quebec (Montreal/Quebec City), and Atlantic Canada (Halifax/ Moncton/ Saint John/ Fredericton/ Charlottetown/ St. John's). Each focus group also included a mix of gender



(for the non-female only groups), age (within age range), education, ethnic background and household income. Only those who have lived in their current community for at least two years were invited to take part.

Each group discussion lasted approximately 90 minutes and participants received a cash incentive of \$100 in appreciation for their time. All participants were recruited per the recruitment specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow-up calls to confirm the details provided and to ensure quotas were met. Those who worked in marketing, marketing research, advertising, media, public relations, graphic design, a political party or the federal government were excluded from participating in this research. In addition, individuals who have been to at least five qualitative sessions in the past five years, those who have attended a session in the past six months, and those who have participated in group discussions related to evaluating forms, brochures or documentations were excluded from the research.

Context of qualitative research

Qualitative discussions are intended as moderator directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of individual or group qualitative discussions are that they allow for in-depth probing with qualifying participants on behavioral habits, usage patterns, perceptions and attitudes related to the subject matter. This type of discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Qualitative research allows for more complete understanding of the segment in that the thoughts or feelings are expressed in the participants' "own language" and at their "own levels of passion." Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional only and cannot be projected to the overall population under study. Quotations used throughout the report were selected on the basis of bringing the analysis to life and providing unique verbatim commentary from participants across the various locations.

Research findings

Advertising recall

Prior to reviewing and discussing the creative concepts, participants were asked what, if any, public service announcements or advertisements from governments or public sector



organizations they have seen or heard in the past few years about Canadian agriculture and food production.

Across audiences and locations, there was moderate recall of such advertisements. Recalled messages typically related to dairy farming (such as safety of milk, no hormones, being more environmentally friendly), egg farming, and buying local (such as Good Things Grow in Ontario, lack of use of pesticides). Television, and to a lesser extent radio, were the most recalled sources of these messages, though social media or movie theatres were also mentioned by a few.

“[I recall] ‘Good things grow in Ontario’, with the jingle. It’s hard not to remember the jingle.” – young adult, Ontario

“A woman who owns the farm and protecting the wetlands on her farm, and how they are environmentally sound. It was a TV Ad.” – Adult, Prairies

“Something from the Dairy Farmers of Canada was on TV that spoke about getting more environmentally friendly and reducing the environmental footprint in their processes.” – Adult, Ontario

“I recall something about Canadian dairy farmers, and specifically about supporting dairy farmers. On TV and online.” – Young adult, Atlantic

“Je me souviens d’une blonde qui faisait la promotion des métiers en région. Ça parlait de l’industrie laitière et c’était la province qui avait fait la publicité.”
(I remember a blond hair woman who was promoting trades in regions. It was about the dairy industry and the province sponsored the advertisement.) –
Female, Quebec



Concept testing

Participants were presented with three campaign concepts that each included three web banners and several social media publications. Each concept was presented and discussed one at a time, and the presentation order of concepts was randomized across groups to avoid any presentation bias.

Reactions across concepts

The following provides overall reactions across concepts:

Receptivity to the three concepts were mixed. Participants were divided in their concept preference, with no one concept emerging as the preferred option. Issues were identified with each concept in terms of message clarity and the link to the visuals. For each concept, a variety of messages were identified, indicating a lack of clarity and focus in messaging and a weak call-to-action. The three concepts also received mixed reviews across audiences, indicating that the concepts did not particularly resonate with any one audience.

All three concepts were considered to be directed toward the general public, and performed similarly in their ability to grab attention, memorability, and motivation for action. Given that the message and intent differed across the three concepts, the final concept selection should be decided based on the message that AAFC wishes to communicate.

Concept A (“Our Food. Our Planet.”) and Concept C (“Our Future to Grow”) communicated a broader scope of messaging than Concept B (“Feel Good About Your Food”). When asked to identify the intent of the concepts, Concept A and C elicited a wider range of messages. Meanwhile, Concept B was perceived as more of a buy local campaign. No concept clearly outperformed the others in terms of resonating with the target audiences.

Each of the concept components on their own lacked clarity and comprehensiveness of messaging. The materials for any given concept conveyed a stronger message when looked at collectively than when each component was reviewed separately. Examining aspects of the concepts on their own identified message confusion or a larger range of message interpretation. Meanwhile, when the various pieces were considered together, for example, the tagline, main statement, and action statements, there was greater clarity in the message meaning, but still confusion as to the overall intent. There was a lack of understanding of what was expected of the audience, or the type of information that would be found when taking the next step to learn more. In addition, there were generally clear preferences for the action



statements, and consideration should be given to using statements that resonate most, and include a clear call-to-action.

Real imagery was more compelling than drawings. Although personal preferences varied, the use of photography was considered more compelling than illustrations. Showing real food, real animals and real people establishes personal relevance and creates a greater connection to the message. Furthermore, real images help to communicate that the concepts relate to Canadian farmers.

Diversity in how agriculture is illustrated is important to ensure widespread appeal. Showing diversity in terms of the type of farming will have broader appeal and will avoid alienating any consumer group. Specifically, it is important to show a range of farming products and techniques, such as wheat, vegetables, maple trees, dairy, eggs, and beef. In addition, it was noted that showing diversity in the people featured in the concepts will be important to ensure the message resonates with different audiences. It is important for the selected concept to take this into consideration.

The following provides an overview of the reactions specific to each of the three campaign concepts:

Concept A: “Our Food. Our Planet.”

Overall reaction, message, and credibility

This concept was somewhat well received, prompting participants to feel a personal connection to the issue at hand, but elements of the concept were felt to be in conflict with one another.

The simplicity of the concept was well received, and the inclusion of the follow-up statement (“Learn how farmers are growing a better future”) on many of the visuals aided in communicating a message of sustainability, community, togetherness, and connecting with farmers. That said, there was confusion as to the specific message of the concept. Some understood the concept to mean that we all play a part in sustainability and that it is everyone’s responsibility, while others interpreted it as placing importance on understanding where our food is coming from and how it is produced. This was considered an important message, with participants placing importance on taking action in relation to climate change, or given the current situation in relation to inflation and food prices. Further, it was deemed important for the government to be communicating the topic of Canadian agriculture. Some felt that the concept was focused on educating the public about what farmers are doing, rather than inspiring individuals to take action.



The global nature of the statement “Our Food. Our Planet.” received mixed reactions. Some felt that the tagline and overall message was not a new idea, and therefore was less likely to draw their attention. When paired with the statement to learn more about how farmers are growing a better future, there was further confusion, as it was unclear whether the intention was to learn about what Canadian farmers are doing, that Canada should focus on the domestic food supply, or rather Canada’s place in the global food system and its sustainability. This suggests that this concept’s approach in its current form could be interpreted as part of a global food sustainability initiative, rather than a campaign exclusive to Canada.

“I think it’s incredibly important for the government to take a role in this message. I think the government is involved in the logistic system, large businesses, small businesses, if they can steer the message to be positive, or something that involves the public, for them to act as a leader on this front sets a great precedent for other businesses to follow suit.” – Young adult, Atlantic

“Our Food. Our Planet. is really global. And it’s the Canadian government. If they are promoting Canadian farmers and sustainable farming in Canada, this message kind of detracts from the message of focusing on our farming industry.” – Adult, Quebec (English)

“I think this one is more about sustainability, versus the other two that we saw. This focuses more on what Canadian farmers are doing, and also what we can contribute. When it says “Our Planet” and “Better Future” makes me think about sustainability.” – Young adult, Ontario

“I think it’s trying to say as non-farmers, we should be doing something, we should be taking part in what the farmers are doing. Rather than just having the things appear on the shelves. Learn what you can do.” – Adult, Prairies

“I’m not feeling that it’s more about inspiring me to do something, but more so education on what farmers are doing. I feel like I’m learning, and I like that a little bit more, because it eases the guilt ‘what if I don’t do something?’” – Young adult, Atlantic

“Le message est plus global. C’est notre Terre pas notre pays. Nos aliments, notre Terre c’est plus global que canadien.” (The message is more global. It is



our planet, not our country. Our food, our planet, it's more global than just being Canadian.) – Adult OLMC participant (French)

“It's really vague. I'm not sure what it is getting at; I think where I get lost is when it mentions the planet; I would rather not have to assume or guess what it is saying.” – Young adult, BC

Message confusion resulted in a lack of clarity as to the intent of the campaign. The concept was felt to inform the public that farmers are engaged in sustainable actions, with an invitation to find out more about what farmers are doing. The focus was felt to be more about the farmer and education, rather than on the consumer and an individual's actions, leading some to feel more like a spectator than a participant. Furthermore, it was questioned as to whether this concept referred to Canadian farmers, or farmers in general.

Despite issues with message clarity, the concept was considered credible, with Government of Canada messages generally considered to be trustworthy. Given the lack of clear message of the concept, there were questions raised as to why the government would be promoting such an initiative, as it was unclear as to the overall intent and therefore was criticized by a few for wasting taxpayer funds.

Appeal/Target Audience

While the topic of sustainable agricultural practices was felt to be targeted to everyone, participants were unsure of their role and how they could get engaged in the process. As such, this concept lacked personal relevance to some. In some cases, it was felt that this concept was the most farmer focused of the three concepts. With the inclusion of the action statements, it was felt that the concept was directed toward everyone, with the use of “Find out how you can play your part” or “Learn more.”

“The fact that it says Our Food. Our Planet. it kind of brings everybody in, that we all can play a part.” – Young adult, Atlantic

“The focus is a little bit more on the farmer, and less on the consumer, learn how farmers are growing a better future, it's less about how we can adapt and contribute in our own way, and more about the farming industry as a whole, and what they are doing to make the industry more sustainable.” – Young Adult, Ontario



“I think the message is for everyone, I’m not sure I would click on the ads, but for me it is for everyone. The message is simple, most of the people are concerned about their food and their planet, and it’s for all the people. – Adult, Quebec (English)

“It is targeting general consumers; those who make the financial and dietary investment for the family.” – Adult, Prairies

Graphic design

This concept was felt to be the most conservative in design, with some finding it bland and lacking visual appeal, while others appreciated its simplicity and use of photography. The simplicity of the design, the use of darker colours, and the leaf impression on top of the green background made the concept look dated, bland, and visually unattractive to some. Others, however, appreciated the design’s simplicity. The use of the colour green is clearly associated with the topic of agriculture or gardening. The use of pictures of real people was well received, particularly because they are shown holding crops and actively engaged in growing/farming. The aerial view of the fields was also considered to match the message by showing farming from a high level perspective which was associated with the use of “planet” in the messaging.

“I appreciate that there are images of people, which I feel could strongly relate to the story of a farmer. Otherwise, I don't feel like I'm gathering much information on how I could do something from my part nor do I get any sense of innovation from these graphics.” – Young adult, Atlantic

“The colour scheme, it does not pop, if I am browsing, it’s not going to catch my eye with the green choice. The intention with linking it with agriculture, it makes sense that it’s green, but the colour of choice is similar to the national park signs, which don’t really stand out either.” – Adult, Prairie

“I really enjoy the images, the layout, the colours, it’s very inspiring. You have the agriculture diversity, the aerial shot of the farms, it’s inspiring.” – Adult OLMC participant, Quebec (English)

“I love the first image of fields in the social media post. It reminds me of an agricultural quilt and quilts are known for comfort, warmth and security. Putting the two together, in addition to the slogan, really solidifies a positive message.” – Young adult, Atlantic



“I did not like it. I found the banners very dull. Obviously they are trying to promote our farmers which is great – I love that concept. But if I saw it, I would not remember it, it is not outstanding; it is ... boring.” – Female, Ontario

“Les images sont simples et il n’y a rien de créatif, rien de ‘wow’. Je le vois et il est parti.” (Images are simple and there is nothing creative, nothing that says ‘wow’. I see it and then it’s gone.) – Young adult, Quebec

Tagline

The tagline, “Our Food. Our Planet./Nos aliments. Notre Terre.” spoke of the importance of sustainability to protect our future. The use of the word “our” elicited reactions that sustainability impacts everyone, and that everyone plays a role. The term “Our Planet” speaks of the land and its importance to people. This led some to think of the global nature of the issue, that we are in a global community and everyone should be involved.

That said, for some, using this term “Our Planet” did not differentiate the message between what is important to Canadians, versus what is important to the global population. For them, the tagline lacked originality as it was felt to be used in other messaging related to sustainability, particularly in light of the COVID-19 pandemic, and the message that we are, “All in this together”. Furthermore, there was confusion as to whether the tagline was encouraging the public to look inward to focus on Canadian made products, or Canada’s part in the global food supply.

“I don’t love the tagline. ‘Our Food. Our Planet.’, it feels super overdone. Every ad is saying ‘This is our planet, you do your part’, when I first saw it, I thought ‘Oh no, another one of these’.” – Adult, Prairie

“The message is about sustainability, and the text is simple, I like the fact that we have the subtext, to explain a bit more about the message. Our farmers, they have some ways to make our planet better, for example, using less pesticide, I don’t know, but I think that’s the message.” – Adult, Quebec (English)

“If the goal is talking about our farmers, could we say ‘Our Food. Our Farmers. Our Planet.’ and get rid of the line at the bottom? If that’s the intent, to really



talk about farming and how important it is to our country, then maybe that's a better way to have that tagline." – Adult, Prairie

"It's contradictory. If it wants us to think about our farmers, 'Our Planet' takes away from a local focus." – Young adult, BC

"I like this, it speaks to me... I like the diversity shown in the people; I quickly bridge between the macro level of the planet and the micro level of the farmer. I like how this is paired with the potential name of a farmer. That gives an ability to personalize it with a local focus."- Adult, Atlantic Canada

Main statement

The statement "Learn how farmers are growing a better future/Découvrez comment les agriculteurs cultivent un avenir meilleur" was felt to be an invitation to find out what sustainable practices are implemented by farmers, though it was not felt to be compelling. This statement was intriguing, and there was a general curiosity to better understand the actions being taken by farmers. In many cases participants noted that they lived in an urban setting and were therefore removed from farming and agriculture in Canada. They had a limited understanding of farming in general, and sustainable practices being undertaken by farmers. The prompt to learn more was considered an appealing call-to-action, but again clarity was needed to confirm that the message was indicating Canadian farmers, and not global farmers.

"I would change it to 'Learn how OUR farmers are growing a better future', because that places the emphasis back on what a Canadian farmer is doing." – Adult OLMC participant, Quebec (English)

"C'est très impersonnel. Il n'y a rien qui vient me chercher là-dedans." (It is very impersonal. There is nothing compelling in there.) – Female, Quebec

"I Like the concept of identifying with a farmer, and assume these would be running local. I would like to learn about a local farmer." – Adult

Intended call-to-action

The message was found to be clear but provided a weak call-to-action (for example, the public could learn more about what farmers are doing in relation to sustainability). Further, there was confusion as to the context of what would be communicated or why consumers should care.



Some noted that they understand little about farming, and the sustainable practices that are being implemented, and therefore would be keen to learn more about this topic. That said, the confusion about the overall message led some to believe they would not want to learn more as they were unclear what they would be learning about and why they should do so. Some mentioned the challenges farmers are having in terms of climate change, based on news stories about drought, flooding, fires, and that this concept was helping to garner the public's support in general for farmers.

“Our food is not just the responsibility of farmers; we should also take part in knowing and understanding where our food is coming from. It gives an idea of what kind of stuff farmers are doing with the food that we are eating.” – Adult, Prairies

“It piqued my interest, but I want to know what my part is to play. Is it planting a butterfly garden or ways to increase pollen?” – Adult, Ontario

“The overall message is fairly optimistic. Especially when we're dealing with shortages on store shelves and environmental climate factors.” – Young adult, Atlantic

“It is trying to tell us that farmers are doing things sustainably and if we want to find out more go on the website.” – Female, Ontario

Call-to-Action statements

The following action statements were presented to participants, and they were asked to indicate which statement works best with the concept in motivating participants to take action.

English statements that were examined:

- There are many ways to grow. Learn more about innovative solutions from farmers in each sector.
- Canadian farmers are leading the way in feeding a growing population. Find out how you can play your part.
- Learn more about how (insert farmer name) is working to grow a better future.

For the English sessions, the statement “Canadian farmers are leading the way in feeding a growing population. Find out how you can play your part” was most compelling. The direct invitation to readers to get involved was felt to be most motivating. The other two statements



were less compelling, notably because they are inviting readers to learn more rather than play a part. That said, the other two statements were chosen by a small number of participants, for several reasons. The first statement listed above was confusing to some, in that the concept did not represent or communicate innovation, and this statement therefore did not match the visuals/message.

[Statement 2] “Find out how you can play your part – this stood out to me. We should all find a way to play our part in bettering our planet. With that statement, if there was a link, I would click to find out what I can do.” – Adult OLMC participant, Quebec (English)

“If the government wants us to have a call-to-action, I’d like to see that here, in the web banners and the social media posts. To know exactly – you want me to learn about farmers, what would you like me to do?” – Young adult, Ontario

[Statement 3] “This felt more personable, it’s more one on one. The second one feels generic, something that everyone says. Whereas ‘learn more about the farmer’, I feel like I’m getting to know them, and having more of a connection with them, and more likely to participate.” – Adult, Prairies

[Statement 3] “I like the personalization of adding a farmer’s name, but add the action item [find out how you can play your part]; I think it would be more motivating.” – Young adult, Atlantic

French statements that were examined:

- Il existe de nombreuses façons de se cultiver. Découvrez les solutions novatrices des agriculteurs des différents secteurs de l’industrie.
- Les agriculteurs canadiens sont en première ligne pour nourrir une population croissante. Découvrez comment faire votre part.
- Apprenez-en davantage sur la façon dont (insérer le nom de l’agriculteur) contribue à assurer un avenir meilleur.

French-speaking participants identified two statements as most compelling : “Les agriculteurs canadiens sont en première ligne pour nourrir une population croissante. Découvrez comment faire votre part” and “Apprenez-en davantage sur la façon dont (insérer le nom de l’agriculteur) contribue à assurer un avenir meilleur”. Those who like the second French statement also felt



that highlighting the critical role of farmers as being on the front line of feeding populations left a strong impression.

[Statement 1] “Découvrez comment faire votre part’, ça m’incite à aller chercher de l’information. Ça me donne envie d’aller comprendre pourquoi je devrais consommer les produits locaux et encourager les agriculteurs.” (Find out how you can take part motivates me to find out more information. It motivates me to understand why I should consume local products and support farmers.) – Young adult, Quebec

[Statement 2] “ C’est vrai que je trouve qu’on sous-estime l’importance des agriculteurs dans notre vie au quotidien et d’impliquer les gens c’est de les éduquer. Découvrez comment faire votre part, dit que ce n’est pas juste aux agriculteurs de s’investir, mais nous aussi.” (I find that we underestimate the importance of farmers in our daily lives and to involve people is to educate them. Find out how to do your part, says it's not just up to the farmers to get involved, but to us as well.) – Adult, Quebec

[Statement 3] “Si on évoque le nom de quelqu’un, [la publicité est] plus personnalisé.” (If you mention someone’s name, it makes the ad more personal.) – Female, Quebec

[Statement 3] “En créant un lien avec Raymond de Portneuf, je trouvais qu’il y avait cette notion de proximité qui m’interpelle et de voir des exemples concrets, c’est pertinent.” (By creating a link with Raymond of Portneuf, I found that there was this notion of proximity that was compelling to me. And to see concrete examples is pertinent.) – Young adult, Quebec



Concept B: “Feel Good About Your Food.”

Overall reaction, message and credibility

This concept was more polarizing than the other two concepts, with a wider mix of opinions, and few considering this a strong concept. For some, the message and call-to-action was limited to encouraging the public to buy local. For many, this concept was felt to be too familiar and overused to have a lasting impact, despite being eye-catching and visually colourful. For others, the concept raised the idea of knowing and understanding more about the food that is being consumed, including where it comes from, the nutritional value of food, treatment of animals and ethical agriculture practices, or that it is important to support local (such as Canadian dairy farmers).

“It feels very vague, ‘Feel Good About Your Food’? And I’m like... okay, then?”
– Adult, Prairies

“This concept is clearer on what action should be taken, I personally get that the government asking us to support farmers by buying Canadian grown or raised food.” – Young adult, Ontario

“Ça a rapport à comment on se nourrit, les aliments qu’on mange. Ça nous demande de regarder pour les produits de l’agriculture au Canada.” (It speaks of how we feed ourselves; foods that we eat. It asks us to look for produce from Canadian agriculture.) – OLMC participant (French)

“I don’t know; it is either a healthy eating campaign or a support our food producers or support local. I’m just not sure.” – Young adult, BC

“I see that by supporting local farmers we can have healthier food. For our family and our children.” – Adult, Prairies

Many discussed specific aspects of food when assessing this concept, noting that the link between food and farming is stronger with this concept, and the idea that supporting local farmers will mean higher quality, better food, or conversely that buying local food supports local farmers. As a result, for some it was easier to relate to this concept, as everyone consumes food, and everyone can make individual choices about their food.

“It’s more inviting to buy local but to me the price is an issue.” – Adult, BC



Despite varied opinions regarding the intent of the campaign, the message was seen to focus primarily on buying local and consuming healthier foods. Components that only included the statement, “Feel Good About Your Food” were more so conveying the eat healthy, buy local message, while the statements, “Support our farmers and food producers” and “Good food is in our nature”, and the use of “our” in this context, was well received and understood to refer to Canadian farmers and Canadian consumers.

“J’ai l’impression que ça s’adresse aux gens mais plus au niveau de leur santé. Je n’ai pas du tout pensé à l’agriculture au début mais j’ai pensé à la santé des gens en consommant des aliments de qualité, organique ou biologique.” (I have the impression that it is aimed at people but more so speaking of their health. I didn't think about farming at all at first but I thought about people's health by consuming quality food, or organic food.) – Young adult, Quebec

The tagline also raised the idea that Canadian food is better than imported food for a number of reasons, for example better control over agriculture processes, better for the environment in that it travelled less distance, or that supporting local farmers has an economic benefit. This was considered an important message to be communicated given the economic and supply chain issues being experienced. Overall, the play on words (Feel Good About Your Food; Good Food Is In Our Nature; Take A Bite Into Sustainable Development) was well received by some and prompted a feeling of being light and playful.

“Are we talking about domestic food supply? Canada imports food from elsewhere, and nowhere on here does it say it’s strictly Canadian food. I would make the assumption with the Canada brand on it, and it’s saying ‘Canada’s food is the best in the world’, and the quality is there. That’s why when we talked about our free trade agreement in NAFTA, that’s why we were protecting the Canadian food supply. We’re intoning that it’s the Canadian food supply, but I’m not sure that’s the message – where does it say that, to find out why our Canadian food supply is best in the world.” – Adult, Prairie

“I like the idea of this, it gets me to think about how sustainable the food is grown in Canada, and what they put in our food, health wise. It makes me feel good about the food I buy in Canada, that’s it’s safe to buy food here, and it’s healthier for me.” – Young adult, Ontario



“Feel Good About Your Food – I eat well, nothing really catches me. I understand when I see them all together, learn where your food comes from, but just the images and the statement ‘Feel Good About Your Food’, it doesn’t mean anything.” – Female, BC/Prairie

The concept did not effectively convey the importance of sustainable agricultural practices, nor did it strongly evoke any connection to farmers’ actions in addressing climate change, or the sector’s contribution to the Canadian economy.

“There is no real talk about sustainability at all here. Buy your produce from Ontario that is what I am getting from it and that is it.” – Female, Ontario

Similar to the other concepts, the message felt credible coming from the Government of Canada, but it was questioned as to the overall intent of the message. Without the call-to-action statements, the messaging did not include information specifically referring to Canadians or Canadian farmers. The inclusion of the Government of Canada logo aided in communicating that this concept was referring to Canadians, albeit not to a large extent.

Appeal/target audience

It was felt this concept was directed at everyone, and some felt it targeted a younger audience due to the visuals and the use of hashtag. Although some perceived that the concept was directed toward a younger audience, the young adult sessions did not suggest this, in that they often felt the concept was directed toward everyone.

“To me, they try to reach each and every one of us. I’ve seen other countries do similar campaigns, and they simply say “buy local”, and I think the government here should do the same thing. As an individual thought, the issue is the prices.” – Adult, BC

Graphic design

The graphic presentation was felt to be eye-catching and visually appealing, though dated and associated with Canada’s Food Guide. The use of bright colours was positive and considered eye-catching, and the use of real images such as the cow, and person holding crops were well received and considered better than the drawn images of food products. The use of eggs and milk was well understood, with some noting they regularly hear about dairy farmers and egg farmers in Canada, thus relating to those references.



The overall look and bright colours of this concept led some to believe it would be more memorable, although some felt that it may not effectively grab attention as it does not look like a new idea.

“I like the vibrancy and the colours, but in a sense it’s superficial, I didn’t really understand the context of feeling good about your food, until I read the statements about where it was related to supporting sustainable agriculture and Canadian agriculture, so there was a disconnect.” – Young adult, Atlantic

“Ce sont des couleurs qu’on connaît et qui ne sont pas agressives. Le design est simple et pas trop compliqué ou chargé.” (These are familiar colours that are not aggressive. The design is simple and not too complicated or busy.) – Adult, Quebec

Tagline

The tagline, “Feel Good About Your Food” had different meanings, with some believing it was encouraging consumers to buy local, to eat better/healthy food, to support local farmers, that supporting local farmers would lead to better food, that Canadians should not worry about their food, or to a much lesser extent, understand farming practices and how they relate to sustainability. Some linked the idea that food that is good for you can also be good for the environment.

On its own, the tagline did not communicate enough information to understand the intent of the concept, and if only showing one image, it was questioned what was expected of them or what they were being asked to do. When paired with the follow-up statements, the message became stronger, but still relatively unclear as to the overall intention. In some cases, the tagline was taken literally, for example by considering the importance of consuming healthy food and this will result in feeling good about themselves.

“To read, ‘Feel Good About Your Food’ makes you stop and think about what you eat.” – Female, Ontario

“I think [the word] ‘good’ could be replaced with another word. Good is just ‘ok’, it’s not really motivating.” – Young adult, Atlantic

“I like ‘Feel Good About Your Food’, especially in the context of livestock or animals like cows, we get milk from cows, but it’s also how they are treated,



specifically in Canada we have better standards about how we deal with things, I'd like to feel good about the fact that we're consuming animals, seeing a happy cow in a field makes me feel better about drinking its milk." – Young adult, Atlantic

"I don't think it motivates me much to look further into it. When I think about the slogan, I think it's trying to make you feel good about where your food comes from, so maybe the agriculture side of it, but if I was on my phone and this popped up, I don't think I'd make that reach, I'd just move along." – Young adult, Atlantic

"I'm not sure what the messaging is trying to get at, that's part of the problem. I have no problem with the tagline, they are nice, creative, but I don't know what we are trying to do here." – Adult, Prairies

"Most of our food is controlled by supply management, and it's worked well for us. Is this campaign a veiled support of supply management? It comes back to – I don't know what we're trying to do here." – Adult, Prairies

"It's a good play on words, like nature as in your demeanour and nature as in the agriculture and planets." – Young adult, Atlantic

"This implies all organic, not using poisons in farming... no antibiotics; non-GMO. I think it would put a lot of Canadians at peace. Peace of mind that locally grown produce was sustainable and didn't have crap in it." – Young adult, BC

Main statement

The statement "Support our farmers and food producers/Appuyez nos agriculteurs et nos producteurs agroalimentaires" was considered clear in its message, but unclear in terms of next steps. Participants questioned how they would be asked to support farmers and food producers, and the statement was not enough on its own to provoke interest in learning more. When paired with the statement "Feel Good About Your Food", it implied an invitation to buy local.

"Ça me dit 'achète local, achète du Canada, nos aliments sont mieux que ceux des autres pays'." (It tells me to buy local, to buy Canadian and that our foods are better than that of other countries.) – OLMC participant (French)



“Ça veut dire quoi? Que voulez-vous qu’on fasse avec ça?” (What does that mean? What do you want us to do with that?) – Female, Quebec

The statement “Good food is in our nature” was interpreted in different ways, including that Canadians have a large amount of land and that farming is an important industry, that Canadian farmers produce good food, or that locally grown food is better.

Intended call-to-action

Participants seemed to more readily identify a message associated with the concept (such as, buy local), and therefore felt this concept had the clearest call-to-action; that is to purchase locally grown produce or locally made products. That said, the concept elicited confusion among others as to the intent and specific actions required beyond consuming local. The concept was not specifically asking the public to take action but just suggesting it. It was felt that the call-to-action statements should suggest more specific actions and thus change would be needed to strengthen the concepts’ effectiveness.

“Feel good about your food and support your farmers but do what? Nothing is provoking me to do something.” – Female, Ontario

“The pictures are definitely eye-catching but to me it does not have any statement where it says I should be doing something like I would be expected to support our farmers. It does not give me action, like go to this store that offers local foods.” – Adult, Prairies

Call-to-action statements

The following action statements were presented to participants, and they were asked to indicate which statement works best with the concept in motivating participants to take action.

English statements that were examined:

- Take a bite into sustainable development by supporting Canadian Agriculture.
- #FeelGoodFood is just around the corner. Find out how you can support sustainable agriculture by visiting [Landing Page].
- Learn more about how Canadian agriculture is playing its part in sustainable development.



Across audiences, the statement “#FeelGoodFood is just around the corner. Find out how you can support sustainable agriculture by visiting [Landing Page]” was most compelling to English-speaking participants. The hashtag was highly appealing and considered memorable, along with the clear call-to-action about what could be learned by visiting the website. The use of the #FeelGoodFood was widely praised by younger audiences, with a hashtag considered a positive addition to the concept. In addition, the term “FeelGoodFood” was considered catchy and aligned with the main message.

[Statement 1] “I liked that it is almost an action statement. ‘Take a bite into sustainability’ is a catchy phrase.” – Female, Ontario

[Statement 2] “Maybe it’s going to give me information that I already know, go to farmer’s markets, buy local, but there might be new information, because it seems like this has some other potential way for me to get involved, so I feel curious about it.” – Adult, BC

[Statement 2] “It is giving you a way to look into what you can do. This one has a link you can click on. When you see a hashtag you think of a movement, something that people would be following. If there is a hashtag you can search it up. And find other people who support that movement.” – Adult, Prairies

French statements that were examined:

- Participez au développement durable en appuyant l'agriculture canadienne.
- #AlimentsQuiFontDuBien arrive à grands pas ! Découvrez comment vous pouvez soutenir l'agriculture durable en visitant [page d'accueil].
- Renseignez-vous sur la façon dont l'agriculture canadienne contribue au développement durable.

French-speaking participants’ preference was equally divided between the three statements. Of note, the French hashtag was considered too long to be memorable. A suggestion was made to shorten the hashtag to “#AlimentsRéconfort”. Some liked the first statement for its simplicity, while others preferred the more specific action request from the second statement. Yet others felt that the third statement was specific in terms of the ask (get informed), as well as what information should be looked at. Those who selected the third statement also felt that the expression “renseignez-vous” was more directive than the expressions used in the other two statements, namely “participez” or “découvrez”.



[Statement 1] “La phrase est simple et pas besoin de plus de développement ou d’explication.” (The statement is simple and no need for more explanation.) – Adult, Quebec

[Statement 2] “[Le mot] découvrez veut dire de continuer ta recherche. Et j’aime qu’il y ait un lien pour nous pousser à aller voir quels sont les aliments qui nous font du bien.” (The word ‘discover’ means to continue to investigate. And I like that there is a link to direct us to find out what foods are good for us.) – Female, Quebec

[Statement 3] “[L’expression] ‘renseignez-vous’ ça me parle plus et j’aime [la mention du] développement durable.” (The statement ‘get informed’ is more compelling to me and I like that they speak of sustainable development.) – Young adult, Quebec

Concept C: “Our Future to Grow”

Overall reaction, message and credibility

This concept had memorable/unique elements that increased interest in the concept for some but confused others and raised questions as to the intention. Nonetheless, the concept felt optimistic and implied that sustainability would be good for everyone. It suggests a need for change, with the tone and messaging implying that decisions today would impact the future, and that action is needed today. The overall intent of the concept was not understood and was felt to be vague, even when considering the additional statements, hashtag, and call-to-action statements.

“It looks like it’s trying to communicate our future of agriculture and farming in a sustainable way, going forward. It makes more sense for Canada to grow the foods ourselves because we have a lot of land.” – Young adult, Ontario

“I’m concerned about the future. I like this because it’s “Our Future to Grow”, it puts the onus on each and every one of us, and what can I do as an individual for the future generation, and what can we as a society do, and what can our farmers do to ensure a better future.” – OLMC participant, Quebec (English)



“This doesn’t give me any sort of call-to-action, what am I supposed to do with this information? Am I supposed to sign a petition? How can I support this, what can I do? The messaging is a bit different if you just have ‘Our Future to Grow’ versus the additional words underneath. ‘Our Future to Grow’ doesn’t tell me a lot.” – Young adult, Ontario

“Ce qui m’a frappé c’est le visuel de notre avenir à cultiver comme quelqu’un qui sème mais on voit le milieu urbain comme si ça entoure la ville et la semence circule comme si on a besoin les uns les autres. Le milieu agricole a besoin de nous mais nous avons besoin d’eux pour survivre.” (What struck me is the visual of our future to cultivate as someone who sows but we see the urban environment as if it surrounds the city and the seed circulates as if we need each other. The agricultural community needs us but we need them to survive.) – Adult, Quebec

In some sessions, economic concerns were raised in relation to this topic, with inflation and the price of food identified as concerns. The link being made to potentially locally sourced food equated to less reliance on global supply (empty grocery store shelves) and less volatile prices. In addition, some noted after seeing this concept that while they had little understanding of farming practices and the challenges being faced, that these were topics of interest, often because of increased awareness of specific news stories such as flooding in BC.

Nonetheless, it should be noted that the messaging lacked clarity for many. Some felt that the concept was encouraging citizens to grow their own food, or support their local farmers. Others felt that it was communicating that we all have a part to play in sustainability, and that individual actions can contribute to it.

“It suggests that there’s a need to change, with climate change; how plants are grown has to change. Animals and the way they are treated. How the land use is decided. So many things go into it that are less sustainable for the present day, there’s some change that needs to happen.” – Young adult, Ontario

“It says that we need to grow our future together and being sustainable now so we have a good future to grow into. But it is a bit vague. Everyone knows that it is good to support farmers and eat local and be sustainable. I would



like to see the why and making actions easier; more concrete.” – Adult, Prairies

Similar to the other concepts, messaging from the government was generally felt to be credible, particularly in the context of agriculture and food. The lack of clarity in messaging was the main barrier to credibility, leaving some to question what the government was communicating.

“If the government is communicating it, I'm not going to outright mistrust it, I might be a little skeptical initially [what is this really about]?” - Adult, BC

There was general agreement that it is important for the government to communicate the message of supporting sustainable farming and agricultural practices for a viable future, in addition to financially supporting the agricultural sector.

“The government is sponsoring and financing many of farmers and farms and it's important that they receive public support to these actions.” – Adult, BC

Appeal/target audience

It was felt this concept could be directed toward the general public, or more focused on the agriculture industry. Many felt this concept was directed toward everyone, while some questioned whether it was intended for the general public or farmers. Again, the use of the word “our” in statements led some to feel it was directed at everyone, as we all play a part in our future. The sense of togetherness and community that was communicated with this concept also contributed to the sense that this was directed at everyone.

“I think it's important to communicate it, but it's unclear if the message is being sent to individual Canadians, or businesses. There are farms in the graphics, but when I look at the social media ones, the vines look like infrastructure needs to be put in place. It needs to be clearer exactly what it is.” – Young adult, Ontario

“We all buy food. The question is, when you go to the supermarket, what food do you buy? They bring food grown in the local community, and they bring imported food. If you buy imported food, then that money would typically go to farmers in other countries, if you buy food that are grown in the local communities, then that money will go to those communities. The



government will want the money to go to as many local resources as possible.” – Adult, BC

Graphic design

The graphic presentation was felt to be confusing by some, but unique and original by others. The use of the vine spanning the different aspects of the concept was well received by some, enforcing the idea of connection and growth. Others, however, did not notice it or questioned what it was. Reactions to the visual of the woman were mixed, with some taking the visuals too literal and perceiving inclusion of a giant to be almost comical in nature, and questioned why mountains would be watered. Some of the visuals were also considered too small to be fully understood, such as the farm or the row of houses. Participants noted specific elements of the concept that caught their attention (for example, vine/beanstalk; woman watering), but there was confusion as to how some of the design elements related to the messaging (such as, showing a suburban area; woman watering mountains).

“This one seems more muted and perhaps messy with the collage. Some images are not as clear.” – Adult, Prairies

Tagline

The tagline “Our Future to Grow/Notre avenir à cultiver” was considered vague and the use of additional statements or context would help to clarify the overall intention. That said, the tagline raised feelings of optimism, a sense of community, and the use of the word “our” elicited a sense of togetherness. The hashtag #GrowTogether also did not offer enough information to understand what was being asked, or what an individual would learn if using the hashtag.

“I find it is really unclear. You could literally put any picture behind it and use it for any other campaign – about education, our future to grow, support children in school; make sure you recycle; support your community.” – Adult, Prairies

“Je suis un peu mitigé. Je ne sais pas trop ce que ça veut dire. D’un coup vite je me dis que ça veut dire augmenter notre production mais en y pensant je pense que ça peut-être de ne pas utiliser de produits chimiques, de prendre les bonnes techniques et les bons instruments pour l’agriculture.” (I am a little unsure. I’m not sure what that means. I think that it means increasing our production but thinking about it a little more, it can be not to use chemicals,



to take the right techniques and the right instruments for agriculture.) –
Young adult, Quebec

Main statement

The statement “Smart actions today for a sustainable tomorrow/ Des gestes sensés pour de meilleurs lendemains” created a sense that individuals can contribute. There was confusion as to who the statement was addressing, specifically raising questions as to whether it is the smart actions of individuals, of the agriculture industry, of home gardeners, or of others.

“It feels very vague, it’s not clear enough what the message is or about the intent, or what support they want from regular people to grow this action. They want to grow something, build a community, but what kind of community? The messaging changes a bit when you add in the subheading, ‘Smart actions today for a sustainable tomorrow’. It gets you thinking about changing opinion on climate change, and the importance of agriculture, and adapting sustainable practices. When you add that in, it adds more context.”
– Young adult, Ontario

“Ça me dit encore que c’est un geste que je fais pour parvenir à demain mais pas de lien avec la culture ou l’agriculture.” (It still tells me that it is a gesture that I am making to reach tomorrow but no link with culture or agriculture.) –
OLMC participant (French)

Intended call-to-action

The call-to-action was felt to be unclear by most, given the confusion as to the target audience, campaign intent, concept message, and meaning of the imagery used. Nonetheless, a few felt that the intended call-to-action included purchasing local products, making a vegetable garden or seeking additional information.

“If you can’t be a farmer or working in agriculture, you are encouraged to buy Canadian food, fruits, vegetables, and depend less on imports.” – Adult, BC

“I don’t think it’s saying that we all have to become farmers, but if more of us were involved with learning about where our food comes from, and maybe taking some part in growing a little bit of our own food, we’ll be a more secure country in general.” – Adult, BC



“I am not exactly sure what they are asking people to do. Supporting farmers is buying local but these ads are quite vague. Basically, I see the word ‘sustainable’, so being doing our part to live sustainably.” – Adult, Prairies

Call-to-action statements

The following action statements were presented to participants, and they were asked to indicate which statement works best with the concept in motivating participants to take action.

English statements that were examined:

- Everyone plays their part. Share what you are doing to grow a better future in farming.
- Tell us about an organization in your community that adapts its practices for a better future.
- There are many challenges that affect farmers and the food we eat. Learn more about what farmers are doing to protect Canadians and what you can do to amplify their action.

French statements that were examined:

- Chacun fait sa part. Dites-nous ce que vous faites pour nourrir l’avenir de l’agriculture.
- Parlez-nous d’une entreprise de votre communauté qui adapte ses pratiques pour un meilleur avenir.
- La production d’aliments comporte de nombreux défis. Découvrez ce que font les agriculteurs pour protéger la population canadienne et comment vous pouvez contribuer à leur action.

The third statement was considered most compelling in both the English and French sessions. This statement was preferred because it did not place the onus on the individual to identify areas, but rather it creates an opportunity to learn more about the challenges and what could be done. Indeed, it was felt that there was limited awareness about the challenges being faced by farmers and interest in being more aware of these issues.

In contrast, the statements “Everyone plays their part. Share what you are doing to grow a better future in farming/ Chacun fait sa part. Dites-nous ce que vous faites pour nourrir l’avenir de l’agriculture” and “Tell us about an organization in your community that adapts its practices for a better future/ Parlez-nous d’une entreprise de votre communauté qui adapte ses pratiques pour un meilleur avenir” were less engaging and lacked personal relevance. The tone felt off putting in that it assumed things were already being done, or that citizens should



already be aware of what is being done in their community. In addition, the word “amplify” in the English statement proved problematic and caused confusion in what it is trying to say. Using the word “support” was considered more appropriate in this context.

[Statement 3] “This one lets me learn more about what I can do, because I’m not necessarily sure how I can contribute to the first or the second statement. Whereas the third one lets me learn more about what’s going on.” – Young adult, Ontario

[Statement 3] “I really don’t understand the challenges the farmers face in their farming practices. Especially having seen the recent flooding in BC, I’d really like to understand farming practices and the challenges, so that as an end consumer, and Canadian, I know how can I help more, in terms of buying more local, or growing some things myself.” – Adult, BC

[Statement 3] “It is very specific and I know exactly what they are talking about. It gives you the who, when why and it is very specific.” – Adult, Prairies

[Statement 3] “Le fait est que les agriculteurs ont plusieurs problèmes à confronter pour produire des aliments locaux peut-être que nous, on pourrait les aider en achetant local.” (The thing is farmers are facing problems to produce local foods and maybe we can help them by buying local.) – Adult, Quebec

[Statement 3] “Ça parle de défi mais aussi il y a un côté éducation. Ils nous donnent des pistes de comment on peut poser un geste efficace pour contribuer à l’action globale. C’est plus concret.” (It talks about challenge but also there is an education side. They give us clues as to what we can do that is meaningful to contribute to the overall action. It is more concrete.) – Female, Quebec

Preferred concepts

Following the discussion of each of the three concepts, participants were asked to choose which one resonated with them the most, in addition to identifying concepts that were best at communicating various aspects of the intended message.

Best at resonating with the audience



In general, no concept outperformed the others in how it resonated with the target audiences. Each concept elicited a moderate and similar level of appeal when combining the results across all groups. Specifically, the young adult sessions were equally divided in their preference of the three concepts. The female only sessions indicated that Concept B and Concept C were somewhat more likely to be selected than Concept A. In the adult sessions, Concept C was somewhat less likely to be chosen than Concept A or Concept B.

The francophone sessions were somewhat more likely to select Concept A over the other two concepts, while the English sessions were nearly equally divided across the three concepts.

Reasons for selecting Concept A (Our Food. Our Planet.): This concept was more directly associated with sustainability. The global nature of the statement was appealing.

“It’s more obvious that it’s about sustainability, the words ‘food’ and ‘planet’ both suggest sustainability.” – Young Adult, Ontario

Reasons for selecting Concept B (Feel Good About Your Food): Those who selected this as their preferred concept noted that it was clear what was being asked of them, and it felt like an action that could be undertaken (buy local, consider what food you are consuming, etc.).

“I didn’t feel any connection to the others, that they were targeted toward someone else, and a little political. This is the most straightforward, and you think about it on a daily basis when you shop.” – Young adult, Ontario

Reasons for selecting Concept C (Our Future To Grow): The uniqueness of the concept was what drew some to select this concept. It sparked curiosity in the message, with an interest in wanting to learn more.

“This one was different, I looked twice at the giant woman, kind of cartoonish, I liked the vine going through, it was a little different, I would actually read the things that were on there.” – Adult, Prairie

The use of the word “our” in any campaign elicits pride in the agricultural and farm sector.

The reference to “Our Food”, “Our Planet” and “Our Future to Grow” was felt to suggest pride, while “farmers growing a better future” and “smart actions today for a sustainable tomorrow” implied addressing climate change.



Mixed opinions were expressed in terms of which concept makes people think about their own actions. Our Food. Our Planet. and Our Future to Grow concepts were both felt to engage participants to think about their choices to preserve what is “theirs”, while the Feel Good About Your Food concept was most strongly conveying the need to buy locally produced foods, something that is easily actionable.

“The pessimist in me wants to find out if the ads are a way of “green washing” and so I really want to find out what goes on behind the barn!” – Female, BC/Prairie

The “Feel Good About Your Food” concept was considered the most motivating to buy Canadian products. The concept’s focus on the benefits of wholesome foods, the type of visuals reminiscent of Canada’s Food Guide, and the invitation to support farmers, conveyed an overall invitation to buy local foods.

“I didn’t feel any connection to the others [Concept A and Concept C], that they were targeted toward someone else, and a little political. This [Concept B] is the most straightforward, and you think about it on a daily basis when you shop.” – Young adult, Ontario

Eliciting pride in agriculture

Participants were asked which concept elicited pride in agriculture and the farm sector, and the effort being made to fight climate change. In many cases, the identified concept was different from the individual’s preferred concept. Often, Concept A was selected because of the use of “Our”, and the feeling of connectedness.

In some cases, there was surprise with the topic of climate change being raised in this context. This question was asked at the end of the sessions, and while sustainability and climate change were considered related, there had often not been specific mentions of climate change throughout sessions in relation to the concepts.

“Pride in agriculture – A. ‘Our food, Our Planet’, isn’t talking about one person, it’s talking about everybody.” – Young adult, Ontario



Message location

Participants were asked where they would expect to see the concepts, if further developed. Across groups and locations, consistent responses were received.

Most notably, there is an expectation that such messaging would be profiled at point of purchase, including at grocery stores, farmers' markets and other retailers. The importance of social media as a communication mechanism was also underscored, particularly with young adults who mentioned various social media platforms including Instagram, Facebook, TikTok, or Twitter. Other mentions include the subway/TTC, billboards or other physical ads.



Conclusions and direction

The following provides broad conclusions and direction resulting from the analysis of detailed findings.

- Overall reactions to the concept “Our Food. Our Planet.” were positive, prompting participants to feel a personal connection to the issue at hand, but elements of the concept were felt to be in conflict with one another.

There was a lack of clarity as to the intent of the concept, with many noting that they are being asked to learn more about farmers. There was a genuine interest among some to learn more about the actions of farmers, while for others the call-to-action was not compelling enough to warrant taking the next step. It was emphasized that because it was unclear whether the concept was referring to global farming or Canadian farming, what would be learned by finding out more was not well understood. The addition of the call-to-action statements on the concept would help to clarify the overall intent, particularly the statement noting that Canadian farmers are leading the way.

- Overall reactions to the concept “Feel Good About Your Food” were more polarizing than the other two concepts, with a wider mix of opinions, and fewer considering this a strong concept.

Fewer participants gave this concept top ratings and overall opinions were mixed. This concept was considered to have a buy local message, and it was clear and simple to understand. The link between food and farming was understood, and that supporting local farmers would have a positive impact. That said, the tagline was confusing to some, in that it was unclear in what sense they were being asked to feel good about their food. When the additional action statements were included, the message became stronger, but still relatively unclear as to the overall intention. The visuals, and in particular the colours, were considered eye-catching as well as familiar, although some felt the concept did not convey new information and the design resembled that of Canada’s Food Guide.



- Overall Reactions to the concept “Our Future to Grow” were mixed. This concept had memorable/unique elements that increased interest in the concept for some but that confused others and raised questions as to the intention.

This concept elicited the most confusion as to the intended message, with the tagline considered vague, and the visuals confusing. That said, for some the unique nature of the images was memorable, and sparked an interest in learning more. There was a feeling of connectedness and a sense that we are all in this together, which aligned with the use of the word “our” in the tagline. Interpretations of the intent varied, with some feeling they were being asked to grow their own food, to support local agriculture, or to focus on sustainable farming. Some of the visuals caused confusion, notably in terms of how they aligned with the message. Similar to the other concepts, the inclusion of the action statements helped to clarify the message.

- None of the concepts outperformed the others on all aspects evaluated. As such, the choice of the final concept will depend on the message priority.

The three concepts received similar preference ratings when considering the concepts overall, as well as when assessing specific aspects (grabbing attention, memorability, and motivating to take action). Furthermore, each concept prompted a somewhat different interpretation of the intent, and when asked which concept elicited pride in the agriculture sector, the selected concept often differed from the preferred concept.

As the primary message of each concept varied, the final choice of concept for further development should be based on which of the messages is most important – sustainability (Our Future to Grow), buy local/consumer engagement (Feel Good About Your Food), or pride in agriculture (Our Food. Our Planet.). Across concepts, the “Our Future to Grow” and “Our Food. Our Planet.” offered a greater diversity of messages, while “Feel Good About Your Food” was felt to be primarily a buy local campaign. While choosing to further develop a concept that has a broader message may help achieve the campaign goal, attention should be paid to ensuring that one overarching theme is clearly highlighted, to improve message clarity.



- For any of the concepts, the combination of the visual, the tagline and the action statement improves message clarity and intent.

All three concepts were somewhat more effective at communicating the intended message when participants were shown all of the campaign components, include web banners, social media ads and the action statements. As such, consideration should be given to ensuring that each component incorporates more comprehensive information. In addition to clarifying the campaign's intent, the action statements are important to strengthen the call-to-action. The action statements are more personally relevant when offering information about how the audience can play a part or contribute in some way.

The following actions statements were preferred for each of the three concepts, and should be considered:

- “Our Food. Our Planet.” concept: Canadian farmers are leading the way in feeding a growing population. Find out how you can play your part.
 - “Feel Good About Your Food” concept: #FeelGoodFood is just around the corner. Find out how you can support sustainable agriculture by visiting [Landing Page].
 - “Our Future to Grow” concept: There are many challenges that affect farmers and the food we eat. Learn more about what farmers are doing to protect Canadians and what you can do to amplify their action.
-
- From a design standpoint, the use of real images, showing diversity, and using modern colours should be considered.

Across concepts, the use of photography showing animals, people, fields and foods was more inviting than the use of illustrations. In fact, showing people helped create personal relevance or a sense of connection, notably when the person featured is seen as an actual farmer. Seeing animals strongly evoked the agricultural sector, thus supporting the overarching message of the campaign. At the same time, showing diversity was deemed important, both for the use of people, but also the use of agriculture products, in that a variety of agriculture sectors should be included (wheat, dairy, egg, vegetables, etc.).

Finally, while a colourful, bright design is visually attractive, the colour green is strongly associated with the topic of agriculture and should be used in campaign materials. That said, care should be paid to using modern tones of green, so as not to make the campaign look dated.



- The use of the word “our” in any of the taglines or main statements creates a sense of ownership and contribute to a sense of pride.

Although various aspects influenced the personal relevance and appeal of each concept, the use of the word “our” in any of the concept helped create a sense of connectedness and belonging. In some instances, it also helped create a sense of pride (“Our Future”, “Our Planet”). As such, consideration should be given to ensure it is prominently featured in the tagline and statements used.

Establishing personal relevance will be important to capture consumers’ interest and engage them to learn more or take action. This is considered most important as the topic of sustainability in agriculture may not be top of mind for many people, and understanding how it impacts people’s daily lives is complex and requires reflection. Using words, references or graphic elements that relates to Canada or Canadians (for example, our planet; our farmers) will help create that feeling of pride that is important in eliciting a sense of ownership.



Appendices

Appendix A – Recruitment screener

Agriculture and Agri-Food Canada: creative concepts testing study recruitment screener

Name:

Home phone:

Work phone:

Cell:

Email:

Community:

Province:

Section 1: Schedule and Specifications

Netfocus group schedule

Monday February 14

Group	AST	EST	Participant time	Audience	Language	Moderator
1	4:00PM	3:00PM	12:00PM	British Columbia: Young Adults	English	MB
2	5:00PM	4:00PM	4:00PM	Ontario: Young Adults	English	CW
3	5:30PM	4:30PM	4:30PM	Ontario: Females	English	CP
4	6:00PM	5:00PM	6:30PM or 6:00PM	Atlantic: Females	English	MB
5	7:00PM	6:00PM	5:00PM or 4:00PM	Prairies: Adults	English	CW
6	7:30PM	6:30PM	5:30PM or 4:30PM	Prairies: Young Adults	English	CP

Tuesday February 15

Group	AST	EST	Participant time	Audience	Language	Moderator
7	1:00PM	12:00PM	12:00PM	Ontario: Adults	English	MB



8	5:00PM	4:00PM	5:00PM/4:00PM	Ontario/New Brunswick: Mix Genders/Ages	French	CP
9	4:00PM	3:00PM	2:00PM/1:00PM/12:00PM	British Columbia /Prairies: Females	English	CW
10	5:00PM	4:00PM	5:30PM/5:00PM	Atlantic: Adults	English	MB
11	6:00PM	5:00PM	5:00PM	Quebec: Mix Genders/Ages	English	CW
12	7:00PM	6:00PM	6:00PM	Quebec: Adults	French	CP

Wednesday February 16

Group	AST	EST	Participant time	Audience	Language	Moderator
13	4:00PM	3:00PM	12:00PM	British Columbia: Adults	English	CW
14	5:00PM	4:00PM	4:00PM	Quebec: Young Adults	French	CP
15	6:00PM	5:00PM	6:30PM/6:00PM	Atlantic: Young Adults	English	CW
16	7:00PM	6:00PM	6:00PM	Quebec: Females	French	CP

Specification summary	
<ul style="list-style-type: none"> • 16 online focus groups in total • English groups and 4 French groups based on the breakdown in the table below. • All participants to be involved in the household’s grocery shopping • Mix of gender (for the non-female only groups), age (within age range), education, ethnic background and household income • Mix of locations in each group – all to be living in the following urban centres: <ul style="list-style-type: none"> ○ British Columbia: Greater Vancouver/ Victoria ○ Prairies: Winnipeg/ Saskatoon/ Regina/ Edmonton/ Calgary ○ Ontario: Greater Toronto Area/ Ottawa 	<ul style="list-style-type: none"> • All have lived in market for at least two years • Incentive: \$100 per participant • Access to desktop, laptop, or computer tablet. No smartphone use permitted to login online. • Nine recruited per group • Group discussion lasts about 1.5 hours



- Atlantic: Halifax/ Moncton/ Saint John/ Fredericton/ Charlottetown/ St. John's
- Quebec: Montreal/ Quebec City

Number of online focus groups (total of 16 sessions across Canada)

British Columbia

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older
- English

Prairies

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older
- English

British Columbia and Prairies

Group 1

- Female: mix of ages
- English

Ontario

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older
- English

Group 3

- Female: mix of ages
- English

Atlantic

Group 1

- Young adults: Canadian residents 18 to 34 years old
- English

Group 2

- Adults: Canadian residents 35 years and older



- English
- Group 3
- Female: mix of ages
 - English

Quebec

- Group 1
- Mix of ages
 - English
- Group 2
- Young adults: Canadian residents 18 to 34 years old
 - French
- Group 3
- Adults: Canadian residents 35 years and older
 - French
- Group 4
- Female: mix of ages
 - French

Ontario and New Brunswick

- Group 1
- Mix of ages
 - French

Recruiter note - when terminating an interview, say: “Thank you very much for your cooperation. We are unable to invite you to participate because we have enough participants who have a similar profile to yours.”

Recruiter note: If a respondent wishes to verify the validity of the study, please contact:
Narrative Research: 888-414-1336; focusgroups@narrativeresearch.ca

Note that throughout the screener, instructions appear below each question

Section G: General Introduction

Hello, my name is ... and I am calling on behalf of Narrative Research, a national market research company. Let me assure you that we are not trying to sell you anything. As part of a research project that we are conducting on behalf of the Government of Canada, we are looking for people 18 years or older to take part in a small online group discussion the week of <insert date>. Those who qualify and take part in the focus group will **receive a \$100 financial** incentive. Is this something you might be interested in?

- | | | |
|-----|---|----------------------------|
| Yes | 1 | |
| No | 2 | Thank and terminate |



Do you prefer to continue in English or French? / Préférez-vous continuer en français ou anglais?

Recruiter note - for english groups, if participant would prefer to continue in french, please respond with: « Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. »

« Nous vous remercions de votre intérêt. » or « Désirez-vous que l'on communique avec vous à nouveau afin de vous inviter à participer à un groupe de discussion qui aura lieu en français? »

The purpose of this group discussion is to hear people's views on communications materials currently being developed. Participation in this research is voluntary and completely anonymous and confidential. No attempt will be made to sell you anything or change your point of view. The format of the focus group is an informal online small group discussion led by a professional moderator. May I ask you a few quick questions to see if you have the profile we are looking? This should take about 6 or 7 minutes.

- Yes 1
- No 2 **Thank and terminate**

Section P: Profiling questions

P1. To begin, do you or any member of your household currently work in or has retired from...? [read list – rotate order]

- Marketing/Market Research 1
- Public relations 2
- Advertising 3
- Media (TV, Radio, Newspaper) 4
- Graphic Design 5
- A political party 6
- Federal government 7
- Agriculture/farming 8

P1 instructions: If yes to any of the above, thank and terminate

P2. [ask for Atlantic and Prairies only – groups 4, 5, 6, 8, 9, 10, 15] In which province do you currently live?

Record name of province:

P2 instructions: Recruit equal mix of provinces in each region

P3. In which city, town or village do you currently live?



Record name of city/town/village:

P3 instructions: Note that all must be in urban centres identified in each region; recruit mix of cities in each group

P4. How long have you lived in <insert market from P3>? [record number of years]

- Less than 2 years 1
- At least 2 years or more 2

P4 instructions: Thank and terminate if less than 2 years

P5. Are you...? [single response]

- The principal grocery shopper in your household 1
- Someone who shares grocery shopping responsibilities for your household 2
- Not involved with the grocery shopping for your household 3

P5 instructions: All must be either principal shopper or share responsibility for grocery shopping for household; if code 3, ask to speak with someone.

P6. Into which age group are you? [read responses in order]

- Less than 18 1
- 18 to 24 2
- 25 to 34 3
- 35 to 44 4
- 45 to 54 5
- 55 to 64 6
- 65 or older 7

P6 instructions: if less than 18 (code 1), thank and terminate. If 18 to 34, consider for young adults Groups 1, 2, 6, 14, 15. Recruit 4 to 5 for each of codes 2 and 3 in each young adults group.

If 35 years or older consider for adults Groups 5, 7, 10, 12, 13. Recruit 2 to 3 per age category for codes 4, 5, and 6 (35 to 64) and max 2 for code 7 (65 and older) in each adults group.

For female and mix groups – Groups 3, 4, 8, 9, 11, 16, recruit a good diversity of ages.

P7. What is your gender identity? If you do not feel comfortable disclosing, you do not need to do so.

- Male 1
- Female 2
- Transgender 3



Non-binary	4
Prefer to self-describe (Specify)	5
Prefer not to say	6

P7 instructions: If female, consider for female Groups 3, 4, 9, 16 otherwise recruit mix of male and female for young adults and adults and mix Groups 1 to 2, 5 to 8, 10 to 15. Accept codes 3 to 6 for all mixed gender groups.

P8. What is the highest level of education that you have completed?

Some high school or less	1
Completed high school	2
Some CEGEP/college/university	3
Completed CEGEP/college/university	4
Post-graduate studies	5
Prefer not to say	8

P8 instructions: Recruit mix in each group

P9. What is your current employment status?

Working full-time (at least 30 hours per week)	1
Working part-time (less than 30 hours per week)	2
Self-employed	3
Retired	4
Unemployed	5
Student	6
Other (specify)	7
Prefer not to say	8

P9 instructions: Max 4 per group who are not working or prefer not to say (codes 4 to 8); If working or self-employed, continue to P10; If retired, skip to P11; All others, skip to P12

P10. If employed, ask: In what sector do you work and what is your current occupation?

Sector:
Occupation:

P10 instructions: Thank and Terminate if similar occupations as in P1

P11. If retired, ask: In what sector were you last employed before retirement and what was your occupation?

Sector:



Occupation:

P11 instructions: Thank and Terminate if similar occupations as in P1

P12. What was your household’s total income last year? That is, the total income of all persons in your household combined, before taxes?

- Under \$20,000 1
- \$20,000 to under \$40,000 2
- \$40,000 to under \$60,000 3
- \$60,000 to under \$80,000 4
- \$80,000 to under \$100,000 5
- \$100,000 to under \$150,000 6
- \$150,000 or more 7
- Prefer not to say 8

P12 instructions: Show list in order; Recruit mix in each group

P13. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background?

- White/European (for example, German, Irish, English, Italian, French, Polish) 1
- Hispanic, Latino, Spanish (for example, Mexican, Cuban, Salvadoran, Columbian) 2
- Black or African Canadian (for example, African Canadian, Jamaican, Haitian, Nigerian, Ethiopian) 3
- East Asian (for example, Chinese, Filipino, Vietnamese, Korean) 4
- South Asian (for example, East Indian, Pakistani) 5
- Middle Eastern or North African (for example, Lebanese, Iranian, Syrian, Moroccan, Algerian) 6
- Indigenous (for example, First Nations, Métis, Inuit) 7
- Other (Specify) 8
- Unsure/Prefer not to say 9

P13 instructions: Multiple responses allowed. Recruit mix.

Section N: Netfocus questions

The discussion groups for this project will be conducted over the phone and online simultaneously and will require the use of a laptop, desktop computer or computer tablet to login to a website and a telephone line (landline or cell phone) to join a conference call for the duration of the focus group session. Note that you can use a smart phone to join the conference call but not to login on the web meeting, as the screen size is too small to see the material that will be shared with participants.

NF1. Do you have access to a laptop, desktop computer or a large computer tablet with high-speed Internet to take part in this focus group?

- Yes 1



No 2 Thank and terminate

NF2. Once you are online for the session you will also be required to join a separate telephone conference call to be connected to the discussion with the rest of the group. You will need to use a telephone line and not your computer audio. Will you have access to a dedicated telephone (either landline or cellular) located near your computer to join the conference call? Note that you will not incur long-distance charges.

Yes 1

No 2 Thank and terminate

NF3. You will need to be in a place that is quiet and free of distractions for the duration of the session. This includes ensuring you can be on your own, without pets or other people nearby and in a quiet room. You will not be able to take part in the focus group from an outdoor area, a vehicle, or a public place, as these locations are too noisy. Are you able to secure a quiet and private environment without distractions or noises for the duration of the focus group session?

Yes 1

No 2 Thank and terminate

Instructions for NF1 to NF3 thank and terminate: Based on your responses, we are unable to invite you to take part in this online focus group, as you do not meet the technical requirements. We thank you for your interest in this research.

Section R: previous focus group experience questions

I just have a few more questions about your past participation in market research...

R1. Have you ever attended a group discussion or interview for which you received a sum of money?

Yes 1

No 2

Max 5 per group who answer **yes**, then continue. If **no**, go to **section I: invitation**

R2. When was the last time you attended a group discussion or interview?

R3. How many groups or interviews have you attended in the past 5 years?

R4. What was the subject(s) of the focus group(s) or interview?



Thank and terminate if they have...

- been to 5 or more groups in the past 5 years (maximum 4 groups/interviews attended)
- attended a focus group in the past six months.
- ever attended a group discussion on creative testing/advertising/communications materials

Section I: Invitation

Based on your responses so far, we would like to invite you to participate in a small group discussion that will be conducted simultaneously over the telephone and online at <insert time> on <insert date>. The session will bring together 6 to 9 people and it will last about 90 minutes. The discussion will be about communications materials, including advertisement, currently being considered by the Government of Canada and you will receive \$100 in appreciation for your time. To take part, you would simply log on to a secure website from your computer and at the same time join in a group discussion on the phone via conference call.

I1. Are you available and interested in taking part in this focus group?

- Yes 1
- No 2 Thank and terminate

I2. Are there any specific accessibility needs or accommodations we should consider for you to take part in this research project?

- None 1
- ASL Interpretation 2
- CART Communication 3
- Other service/accommodation (Specify) 4

I2 instructions: If code 2 to 4, check with supervisor before confirming the recruit

I3. The discussion in which you will be participating will be recorded for research purposes only. Be assured that your comments and responses are strictly confidential and that your name will not be included in the research report. Are you comfortable with the discussion being recorded?

- Yes 1
- No 2 Thank and terminate

I4. There may also be employees from the Government of Canada and from a marketing agency they are working with who will be listening in on the discussion. They will not be given the last names of participants. Are you comfortable with having observers?

- Yes 1



No 2 Thank and terminate

15. The group discussion will be held [Groups A, B: in English] [Groups C, D: in French]. Participants may also be asked to read text, write responses and/or review images during the session. Are you able to take part in these activities [Groups A, B: in English] [Groups C, D: in French] on your own, without assistance?

Yes 1
No 2
I am unsure 8

I5 instructions: If no or unsure, thank and terminate

Could we please confirm the email address where we can send you the detailed instructions for logging in to the group?

Record email address (and verify)

We will send you the instructions by email at least 1 day in advance of the group. The group discussion will begin promptly at <time> and will last about an hour and a half (that is 90 minutes). Please log in 15 minutes in advance to ensure that the session is not delayed. If you arrive late, we will not be able to include you in the discussion and you will not receive the financial incentive.

As mentioned, we will be pleased to provide everyone who participates with \$100, provided by e-Transfer or cheque, as you'd prefer. It takes approximately 3 business days to receive an incentive by e-Transfer or approximately 2 to 3 weeks following your participation to receive an incentive by cheque.

16. Would you prefer to receive your incentive by e-Transfer or cheque?
e-Transfer 1
Cheque 2

I6 instructions: If e-transfer, continue to I6; If cheque, skip to I8

17. Could you please confirm the e-mail address where you would like the e-transfer sent after the focus groups, as well as the proper spelling of your name? Note that the e-transfer password will be provided to you via email following the group.

Record email address
Record first name
Record last name



18. Could I have the mailing address where you would like the cheque mailed after the focus groups, as well as the proper spelling of your name?

Mailing address

City

Province

Postal Code

First name

Last name

As these are very small groups and with even one person missing, the overall success of the group may be affected, I would ask that once you have decided to attend that you make every effort to do so. If you are unable to take part in the study, please call... (collect) at ... or email ... as soon as possible so a replacement may be found. **Please do not arrange for your own replacement.**

19. So that we can call you to remind you about the focus group or contact you should there be any last-minute changes, can you please confirm your name and contact information?

First Name

Last Name

Email

Cell Phone

Home Phone

Work Phone

19 instructions: Insert information already collected, for confirmation. If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse thank and terminate.

Thank you for your interest in our study. We look forward to hearing your thoughts and opinions!

Attention Recruiters

1. Recruit 9 participants per group
2. Check quotas
3. Ensure participant has a good speaking (overall responses) ability-If in doubt, do not invite
4. Do not put names on profile sheet unless you have a firm commitment.
5. Repeat the date, time and verify email before hanging up.

Confirming – day before group



1. Confirm in person with the participant the day prior to the group– do not leave a message unless necessary
2. Confirm all key qualifying questions
3. Confirm date and time
4. Confirm they have received the login instructions



Appendix B – Moderator’s Guide

Study Goals (Confidential – Not read to participants)

- Evaluate three variations of the campaign’s proposed creative concept to:
- ensure the creative content resonates with the target audiences;
- evaluate the effectiveness of the creative concepts;
- ensure the target audiences can identify the main message of the creatives; and
- ensure that the call to action is clear and effective.

Introduction

10 minutes

- **[Slide 1] Welcome:** Introduce Narrative Research as an independent marketing research company; introduce self and function of a moderator
- **Topic and Sponsor:** Today I’d like to explore your thoughts on marketing material that is currently being considered by the Government of Canada
- **Length:** Discussion will last about 1.5 hours
- **[Slide 2] Process:** Netfocus group (discussion by phone; material shown on the computer screen); all opinions are important; no right/wrong answers; need to understand agreement/disagreement; talk one at a time
- **Logistics:** Session recording; government employees and marketing firm representatives as observers
- **Confidentiality:** Individual comments are confidential; no names in report; voluntary participation; ask participants to keep content of discussion in confidence
- **[Slide 3] Platform Tools:** raise hand, agree/disagree function; rejoining the conference call; chat for participants (practice use of raising hand agree / disagree buttons).
- **[Slide 4] Participant Introduction:** In which city or community you live; who lives in your home; and what you like to do in your spare time

General Discussion

5 minutes

[Slide 5] Before we look at the ideas for an information campaign...

- I would like to know if you remember having seen or heard in the past couple of years public service announcements or advertisements from governments or public sector organizations about Canadian agriculture and food production?
 - If so, what do you remember about those ads? Probe for recall of message and what caught their attention
 - Where have you seen or heard those?

Creative Testing

65 minutes (20 minutes per concept)

[Slide 6 to 7] As I mentioned earlier, I’d like to show you a number of ideas for communication materials that could be used by the Government of Canada for an information campaign being considered. We will



look at three ideas or concepts, each including a number of creatives around the same theme. Each concept will include **web banners** and **social media posts**.

The creatives are still in development, so they have not yet been produced. So, as I am showing you those concepts, you will have to envision what the final creatives would look like. For example, I will show you material that use stock images (and if relevant: or elements that are drawn), but once those are finalized and produced, they would use professional photography or images.

[Slides 8 to 19] We will look and discuss each concept one at a time. Hold your thoughts as I show you the material. Once I am done, I will ask for your individual opinion before we discuss the concept as a group. Please pay attention to both the message and how it is communicated, as we will be discussing and focusing on those aspects. **Moderator presents each concept one at a time – rotate order of concepts across groups**

Concept A: Our Food. Our Planet.

Concept B: Feel Good About Your Food.

Concept C: Our Future to Grow

Campaign Presentation Order

British Columbia

- Young adults
 - A-B-C
- Adults
 - C-B-A
- Females
 - C-B-A

Prairies

- Young adults
 - B-A-C
- Adults
 - A-B-C
- Females
 - C-B-A

Ontario

- Young adults
 - C-B-A
- Adults
 - B-A-C
- Females
 - A-B-C

Atlantic

- Young adults
 - A-B-C
- Adults



- C-B-A
- Females
 - B-A-C

Quebec – English

- Young adults
 - B-A-C
- Adults
 - A-B-C

Quebec – French

- Young adults
 - C-B-A
- Adults
 - B-A-C
- Females
 - A-B-C

Ontario and New Brunswick – French

- Young adults
 - C-B-A
- Adults
 - B-A-C

After the presentation of the concept: Before we talk about this idea, take a moment to answer, each on your own, the questions you see on the screen. Keep in mind, I can see your responses, but other participants will not.

Indicate on a 1 to 10 scale the extent to which the statement aligns with what you think (where 1 means “not at all” and 10 means “absolutely”):

- [Poll 1a to c – Attention] This creative concept grabs my attention.
- [Poll 2a to c - Memorability] I would remember this creative concept.
- [Poll 3a to c – Motivational] This creative concept motivates me to do something.

After the exercise: Now let’s talk about your reactions together...

Intent/Message/Credibility:

- What is this concept as a whole trying to communicate?
 - What does it suggest about the Canadian agriculture and farmers?
- Do you believe what it says? Why/why not?
- How important, if at all, is it for the Government to communicate this information?
 - Probe if relevant: Is there true value in sharing this information or do you get the sense that it is just “lip service” or “green washing”? Please explain your opinion.
- What does the tagline suggest?
 - Concept A tagline: Our Food. Our Planet.



- Concept B tagline: Feel Good About Your Food
 - Concept C tagline: Our Future to Grow
- And how do you feel about the concept's main statement? What does it mean?
 - Concept A tagline: Learn how farmers are growing a better future.
 - Concept B tagline: Support our farmers and food producers
 - Concept C tagline: Smart actions today for a sustainable tomorrow
- Is anything surprising? Have you learned anything from these ads?

Clarity/Appropriateness:

- Is anything unclear, confusing or problematic?

Relevance/Appeal:

- Who is this speaking to: you, or someone different? If not them: Why not you?
- What would it take for you to feel (even) more compelled by this message? **Probe for message/tone**
 - What words or images would make this more compelling?

Design

- In terms of design, are there elements from each of the pieces shown that work well or doesn't work? Which ones and why? **Probe for imagery, setting, situations shown**

Intended Call-to-Action:

- What is the intent of this concept?
- What impact does the concept message have on you?
 - Does it change how you feel about this topic? How so?
 - What, if anything, would you do after seeing these ads?

I am going to show you three statements that could apply to this campaign and I'd like you to choose the statement that works best with the campaign in motivating you to take action in that context. **Moderator shows concept summary page on the screen and show corresponding poll with three statements**

Concept A (Our food our planet) statements:

- There are many ways to grow. Learn more about innovative solutions from farmers in each sector.
- Canadian farmers are leading the way in feeding a growing population. Find out how you can play your part.
- Learn more about how (insert farmer name) is working to grow a better future.

Concept B (Feel good about your food) statements:

- Take a bite into sustainable development by supporting Canadian Agriculture.
- #FeelGoodFood is just around the corner. Find out how you can support sustainable agriculture by visiting [Landing Page].
- Learn more about how Canadian agriculture is playing its part in sustainable development.

Concept C (Our future to grow) statements:

- Everyone plays their part. Share what you are doing to grow a better future in farming.



- Tell us about an organization in your community that adapts its practices for a better future.
- There are many challenges that affect farmers and the food we eat. Learn more about what farmers are doing to protect Canadians and what you can do to amplify their action.

- **[Poll 4A to C] Which statement works best with this campaign in motivating you to do something?**

- Which one did you choose? Why that one?
- Are any of the other statements problematic?
- Before we look at the next campaign, what would make this idea stronger?

Now let's have a look at the next campaign. **Repeat review/discussion for the other concepts**

Final Choice

10 minutes

[Slides 20 to 21] Now that we've seen all three ideas, I'd like to know which one you think would be the strongest concept and why? Take a few minutes to answer the question individually:

- **[Poll 5] Which concept resonates with you the most?**

- Which one did you choose? Why that one?
- Were there elements of the other concepts you preferred? If so, what?
- Is this the concept that is best to elicit pride in the agricultural and farm sector, and the effort being made to fight climate change? Is it most effective at making you think about your own action? Does it go so far as motivating you to buy Canadian products?
- **If time permits:** Where would you like to see the campaign material we looked at today; what would be the best way for the government to reach you with this message?

Thanks and Closure:

[Slide 22] That's all my questions; thank you for taking part in our discussion. We will follow up with you regarding the incentive. Note that once finalized, the study report for this project will be available to the public through a government agency called Library and Archives Canada.

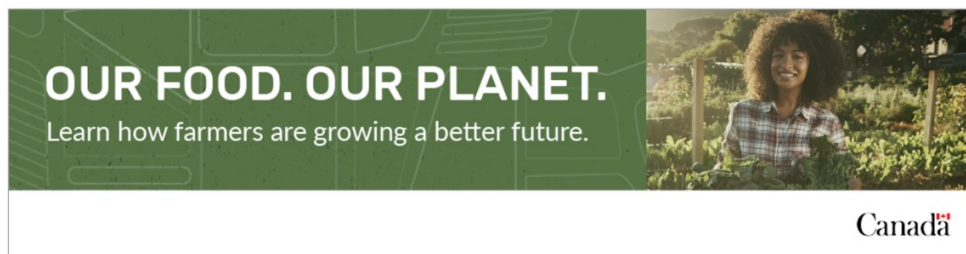


Appendix C – Materials Tested

Web Banners



Web Banners



Social Media



Web Banners

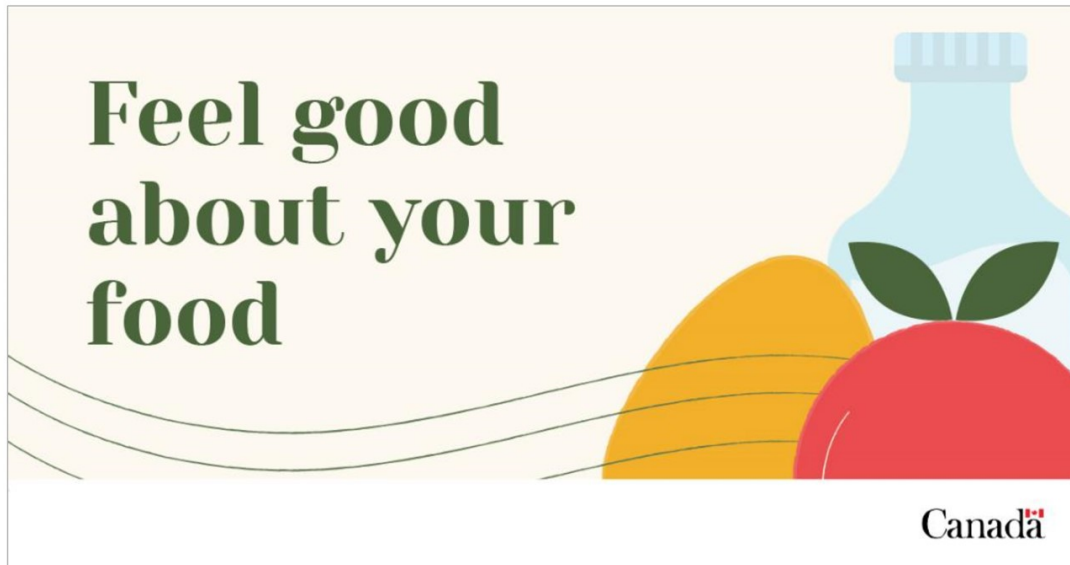


Social Media

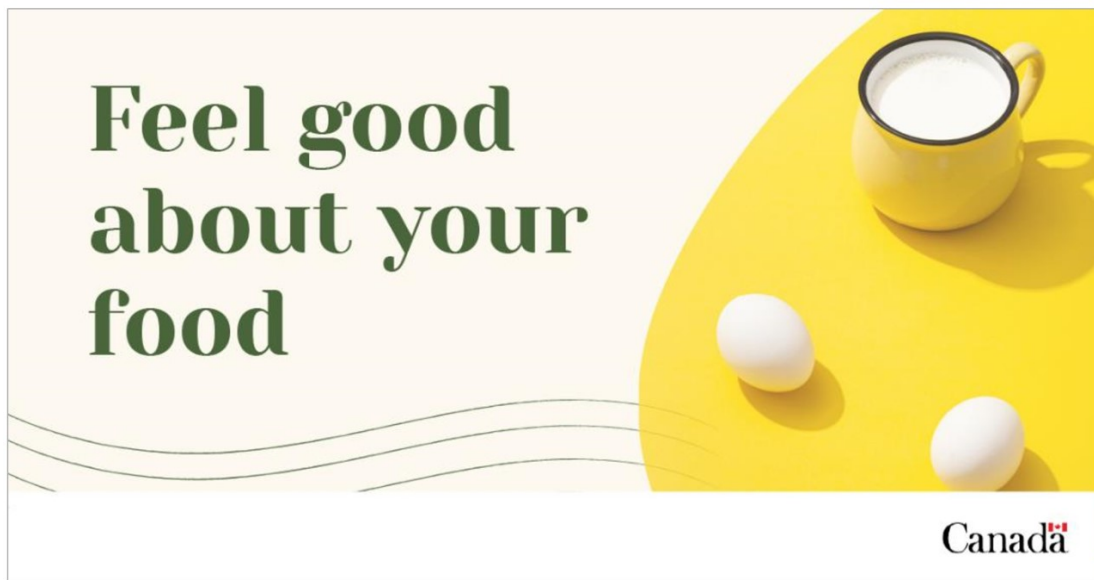




Web Banners



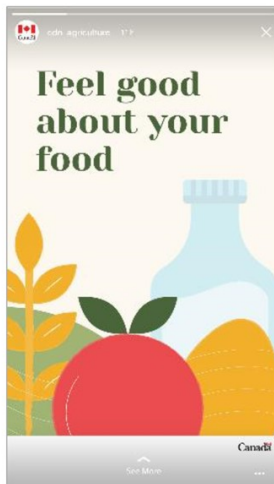
Web Banners



Web Banners



Social Media





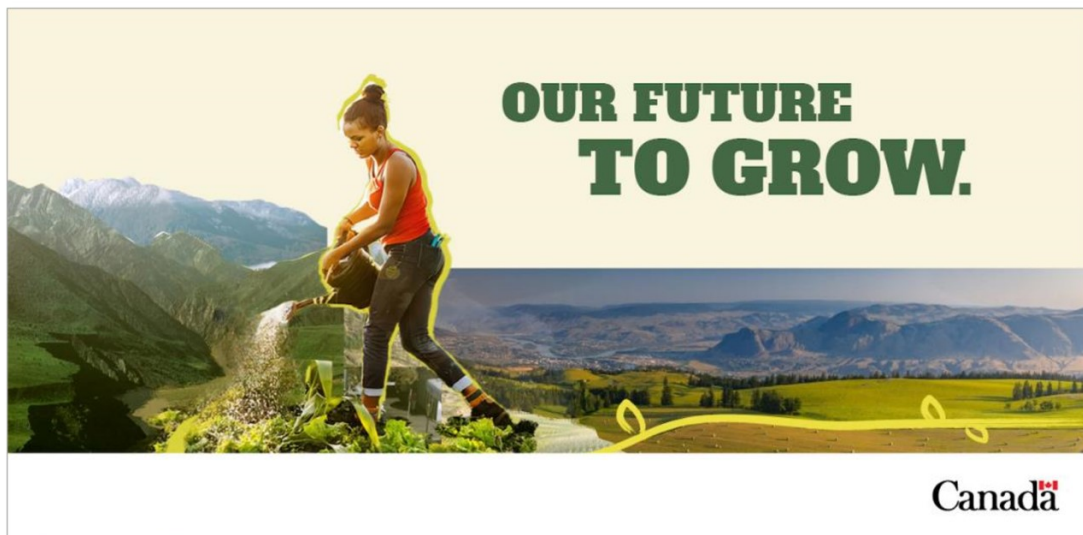
Web Banners



Social Media



Web Banners





Web Banners

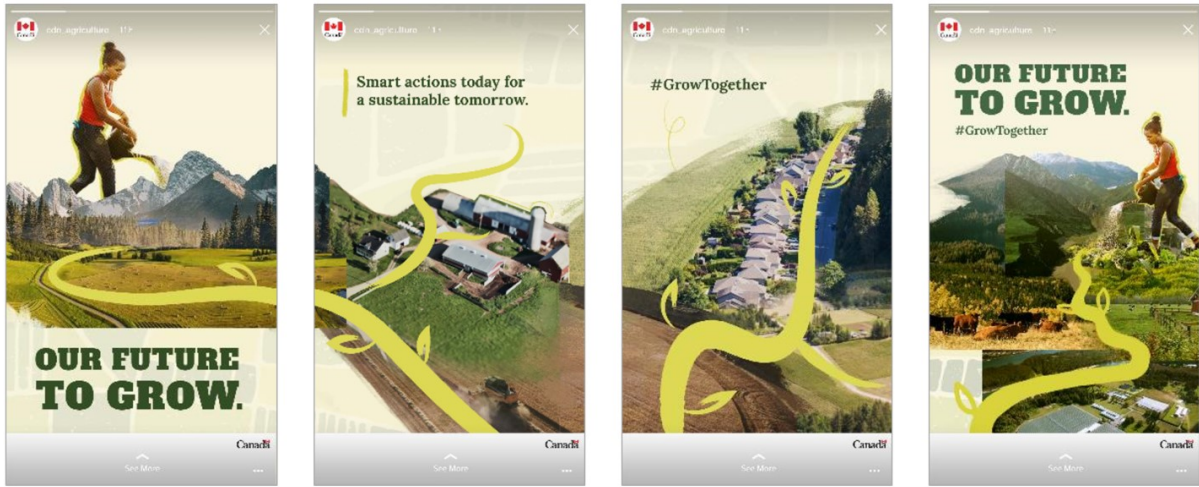


Web Banners





Social Media



Web Banners



Social Media

