



Environment and Climate Change Canada

Nature Legacy Advertising Campaign

Pre and Post ACET and Concept Testing
Executive Summary
July 2019

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Political Neutrality Certification

I hereby certify as Senior Officer of Quorus Consulting Group Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications - Appendix C](#).

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:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is centered within a rectangular area that has a light gray, dotted background.

Rick Nadeau, President
Quorus Consulting Group Inc.

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Executive Summary

Research Purpose and Objectives

Canada has committed that by the end of 2020, at least 17% of terrestrial areas and inland water and 10% of coastal and marine areas will be conserved through networks of protected areas and other effective area-based conservation measures. The Nature Legacy, as described in Budget 2018, will help Canada achieve that 17%. The overarching objective of its 18 targets is the conservation and sustainable use of biodiversity. This includes engaging Canadians in action for nature conservation and focusing on sustainability in the natural resources sectors of forestry, fisheries, agriculture, and aquaculture. All of the research associated with the Nature Legacy project will benefit Canadians by means of improved communications.

Quorus conducted qualitative research through a series of focus groups to obtain feedback from specific target audiences on concepts and messaging being considered for various advertising platforms, formats and channels. The research also included an online survey to evaluate the ad campaign before and after it was launched.

Summary of Focus Group Findings

The research involved two distinct waves of qualitative research, a pre-campaign (Phase 1) and a post-campaign (Phase 2), covering two distinct series of ads. The first wave tested the campaign ads, while the second tested ads dedicated to public engagement that solicited social media participation. At the beginning of the sessions, participants were explained the purpose of the research, the number of concepts to test, and the media that would be tested in each concept. General comments that emerged from the pre-campaign concepts A, B and C include:

- Participants liked seeing animals in the images, as most represent Canada (polar bears, moose/caribou, salmon) and some could be endangered. Images of Canadian fauna were an obvious representation of nature for participants.
- None of the concepts showed the current state of the Canadian environment or how the environment is getting worse. It is generally seen as a “safe” campaign.
- The majority of participants did not find the message or the call to action consistently clear since they did not always know what they were supposed to do after seeing the ads. Many mentioned the message was to protect the environment, yet many did not understand how to do that beyond picking up garbage or beyond what they already do to protect the environment.
- Most were left with the impression that they must go to the website to find out more about how to protect the environment. While many agreed it was good to increase awareness of the need to protect the environment, many would have preferred if the ads more explicitly showed how to protect the environment.

- No one seemed to like the font being sideways in the pillars. Most pillar ads were seen as having too much text and too big a font and were considered crowded due to having both official languages covering most of the pictures. Some also felt the text was so short the message was even less clear.
- While none of the participants said they will remember any of the videos if these are shown during the previews in a movie theatre, a few participants said watching it in the movie theatre as well as other places could spark their curiosity to try to find more information or search the link.
- The majority of participants felt they would skip the videos if they were shown before their YouTube videos, since that is what they typically do for all ads.
- The Government of Canada wordmark reassured most participants that the advertising was for a legitimate initiative. Many felt the government would either be the only one able to make a difference in protecting the environment or that they do have a large role to play.
- Unanimously, participants did not understand what the “17% of Canada” meant or what “doubling the protection” represented, and in the end, they were not sure what the government is doing other than “something.”
- In the end, participants were asked to rate each concept in terms of the content and overall presentation of all elements, as well as select the one that most effectively communicated the objectives to: 1) encourage them to take part activities to protect our land, oceans and species; and 2) encourage them to experience nature by learning and participating in conservation efforts through learning tools and activities, such as by visiting the website or visiting a National Wildlife Area that is open to the public or a National Park. Concept A was the preferred concept for focus group participants, and was perceived as the one that most effectively conveyed the campaign objectives.
- Taglines to be used for the campaign’s hashtags were also tested in all focus groups. The tagline “Our Nature” and “Protecting Nature” were equally preferred, while “Canada’s Nature Legacy” was the least preferred.

Evaluation of Concept A

Overall, concept A was very well received by participants. The message was clear, and images were, overall, well received, with participants finding the concept engaging and encouraging to protect the environment.

Participants seemed to recognize two messages when looking at all the elements from this concept:

- a) We (Canadians) have to protect the environment
- b) The government is doing something to protect the environment

Several aspects of this campaign were well received by participants, including:

- Overall, the images were nice and crisp, therefore appealing and eye catching. Many found the images bright and positive.
- The polar bears were considered a nice representation of Canadian fauna.
- The text seemed simple and transmitted a message without crowding too many words into a small space, particularly the posters where the main words were bigger and “bolder” compared to other concepts.
- “It’s in our nature” and #OurNature (as seen in the concepts below) were well received since they effectively assign responsibility to Canadians to protect Canadian nature.
- Many participants could relate to taking a picture or a video of themselves with the background of where they are when on nature outings or travelling, to show others in social media where they are. As such, most liked the image of the man in the mountains taking a video of himself.
- While the call to action was not clear across all concepts, concept A seemed to convey a more straightforward message. Most participants found the text used more engaging in terms of getting them to protect nature.
- Although considered too overwhelming for a few participants, most seemed to like the energy and the strong beat of the music heard in the video.

Compared to Concepts B and C, participants had fewer suggestions for improvement when it came to Concept A. The most common suggestions focused on the following:

- Participants felt the need to include more people to reduce the potential for confusion with tourism ads, and to show people involved in protecting nature.
- The text “We’re **doubling** the protection of Canada’s lands and oceans” in the digital mural and the video was confusing. To improve clarity and minimize concerns, a point of reference was needed.
- The white drawings (icons) either went unnoticed or added limited value.

Evaluation of Concept B

Concept B was not the most preferred concept and received a mix of positive and negative feedback. Particularly for this concept, the text referring to “17% of Canada” created a lot of confusion. Participants understood one main message when looking at all the elements from Concept B: that the Federal Government wanted people to be aware of its efforts to protect the environment.

Although it was not the preferred concept overall, Concept B was praised for the following:

- Having young children in the pictures. The picture of a girl touching the tree stood out to many participants, it was perceived as protecting the girl, who represents future generations, and who appears to take ownership of the tree and its protection.

- Participants often felt the call to action was to protect nature, but felt they were left with no information on how to do that.
- Participants liked that not all the images were winter images, suggesting a better balance across the different seasons in Canada.

Elements of this campaign that participants felt could be improved included:

- Some participants did not like the semi-transparent blue panel on the side of each poster, as it weakened the visual and symbolic impact of the image.
- Participants were also critical of other images where it was uncertain to them what the people were doing, such as the pillar image of two people looking at what appears to be their smartphone.
- The text “Be a part of Canada.ca/nature-legacy” didn’t resonate with anyone.
- The “**17% of Canada**” text was meaningless and confusing:
 - Everyone, almost unanimously, needed a reference point, i.e. How much was protected before? It is going from what number to what number?
 - Many doubted how much 17% really was - it was hard to understand how much land that represented.
 - Some wondered where this land is exactly – because if it is just moving the “borders” on protected land that is remote and inaccessible, it is not that meaningful for some participants.
 - Some participants in Montreal felt 17% was too low – that we need to aim higher.

Evaluation of Concept C

Concept C was not the most preferred concept and received a mix of positive and negative feedback. Notably, the text referring to “17% of Canada” created a lot of confusion among participants.

Participants identified three main messages from Concept C:

- We rely on the environment.
- The federal government wants people to be aware of its efforts to protect the environment.
- We need to do something to protect the environment.

Positive elements identified in the concept include the following:

- The images used in this concept seemed to have a better balance of seasons (winter and spring / white and green), as well as a balance in terms of featuring nature and people.
- The text that is highlighted with the coloured blocks in the posters helps the reader understand the image selection, as well as what is being protected or needs protection: water, climate, wildlife, land. Although this did not seem to work for the pillars.

- One of the preferred images included the woman making a heart shape with her hands in front of a nice landscape.
- The last text “Find out how you can help at Canada.ca/protecting-nature” made it clear to everyone that this was the call to action.

Elements that were not welcomed in this concept included the following:

- Some felt the ad was only a general, friendly reminder that it is important to protect the environment rather than an ad compelling people to take any specific action.
- Participants with no children did not feel the ad was for them when referring to “our kids” or “our grandkids” and felt this could be replaced by “future generations”.
- A few felt the ad was condescending and a bit juvenile since it uses very simple language to remind us what the environment is about and how important it is to us, for some this message was unnecessary.
- Participants felt overall the images were showing more people doing activities not connected with protecting nature.

As per the concepts tested in Phase 2, many themes were common for both concept A and B:

- It seemed clear that the message of the ads in both concepts was to be outdoors and protect nature as participants generally understood the impact that sharing pictures in social media could have on the objective of getting people outdoors and protecting nature. Therefore, participants expected to see more beautiful pictures of landscapes in Canada and Canadian wildlife, as well as people interacting with nature or with each other in front of beautiful Canadian landscapes.
- The instructions on how to participate in the contest were clear in both concepts. However, less text was preferable.
- Participants “saw themselves” in both concepts and agreed these ads targeted all Canadians, pointing out how both concepts effectively capture Canada’s multiculturalism.
- The ads in both concepts seemed to show only one “green” season, while the preference was to see at least one picture showing Canada’s winter.
- The hashtag #OurNature was deemed a good way to see the pictures of others protecting nature, but not necessarily about participating in a photo contest.
- In terms of the video storyboard, those active in social media platforms saw themselves clicking on the posts to either watch the video or find more information about the post, more so for Concept B.
- Concept B was the preferred concept of the two presented in this phase, the combination of images with people interacting with nature, natural landscapes, and actions to protect the environment made this concept stand out. There were, however, items identified to be corrected

to make it a better ad. For example, adding more images of people doing something to take care of the environment, or using brighter images.

Focus Group Methodology

All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards, as follows:

- The first qualitative phase involved four focus groups (a combination of online and in-facility focus groups) to test Nature Legacy ads across Canada before the launch of the campaign. Professional focus group facilities were used in three cities: Halifax, NS, Vancouver, BC, and Montreal, QC; one online focus group included participants in Alberta, Saskatchewan and Manitoba.
- After the initial campaign was launched, a second qualitative phase involving one online focus group including participants from a mix of provinces across Canada was conducted to test another Nature Legacy ad campaign which included a photo contest.
- Across all focus groups, a total of 39 individuals participated.
- Each focus group lasted two hours and all focus groups were moderated by senior Quorus researchers.
- The pre-campaign launch focus group tested three concepts promoting the Nature Legacy initiative each consisting of several media including:
 - a) A social media carousel,
 - b) Large posters for seabus public transportation,
 - c) A digital mural ad,
 - d) Pilar ads for a train station, and,
 - e) A 30-second video.
- Concepts from this wave of focus groups were randomized and shown in different order for each group.
- The second phase of focus group tested two concepts promoting a Nature Legacy photo contest, each consisting of several media including:
 - a) A social media carousel,
 - b) A Twitter post,
 - c) A video storyboard, and,
 - d) A large poster to be used in bus shelters.

Qualitative Research Disclaimer

Qualitative research seeks to develop insight and direction rather than quantitatively projectable measures. The purpose is not to generate “statistics” but to hear the full range of opinions on a topic, understand the language participants use, gauge degrees of passion and engagement and to leverage the power of the group to inspire ideas. Participants are encouraged to voice their opinions, irrespective of whether or not that view is shared by others.

Due to the sample size, the special recruitment methods used, and the study objectives themselves, it is clearly understood that the work under discussion is exploratory in nature. The findings are not, nor were they intended to be, projectable to a larger population.

Specifically, it is inappropriate to suggest or to infer that few (or many) real world users would behave in one way simply because few (or many) participants behaved in this way during the sessions. This kind of projection is strictly the prerogative of quantitative research.

ACET Methodology

- The quantitative phase involved the Advertising Campaign Evaluation Tool (ACET) to complete a pre-advertising campaign survey and a post-advertising campaign survey for the Nature Legacy initiative. The design of the survey instruments relied on a set of standard Advertising Campaign Evaluation survey questions provided by Environment and Climate Change Canada's Project Authority.
- For the pre-campaign survey, a total of 1,005 surveys were completed with Canadians between February 22nd and March 3rd, 2019. For the post-campaign survey, a total of 1,037 surveys were completed with Canadians between June 20th and June 28th, 2019.
- Because of the non-probability sampling nature of online panels, a valid margin of error cannot be calculated. The data reported was weighed to replicate actual population distributions by province, age, and gender, within Canada according to the most recent Census data.

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