



# Our Healthy Environment And Economy Advertising Campaign Testing

## Final Report

**Submitted to:**

**Environment and Climate Change Canada**

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**Ce rapport est aussi disponible en français.**

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# **Our Healthy Environment and Economy Advertising Campaign Testing**

Final Report

## **Prepared for Environment and Climate Change Canada**

Supplier Name: Narrative Research

August 2021

This public opinion research report presents the results of online focus groups conducted by Narrative Research on behalf of Environment and Climate Change Canada to inform the development of an advertising campaign on the environment and climate change. The research included a total of 16 online focus groups conducted from July 19-22, 2021, divided into the following categories: five sessions with members from the general population; four sessions with homeowners; four sessions of parents of children less than 18 years old; and three sessions with business leaders/owners and industry professionals. Focus groups were distributed across five regions: Western provinces (BC, AB), Prairies (SK, MB), Ontario, Quebec, and Atlantic (NB, NS, PE, NL).

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## Executive Summary

Narrative Research Inc.

Contract Number: K0A37-220238/001/CY

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Contract Award Date: July 5, 2021

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### Background

Environment and Climate Change Canada is looking to support their **Our Healthy Environment and Economy** advertising campaign with public opinion research. Focusing on three key areas (nature and conservation; zero-emission vehicles and transportation; and energy efficiency), the overarching goal of this campaign is to both inform Canadians of existing efforts currently in progress in the fight against climate change (e.g., federal programs, incentives and efforts to accelerate the fight against climate change and encouraging further climate action), and to promote the economic benefits of such change. Moreover, the campaign will aim at building collective support for such actions, and Canadians, businesses and communities regarding what they can do to further accelerate climate action. While this campaign is being led by ECCC, it will feature services offered by various Government of Canada departments.

The first phase of the campaign involved a soft-launch aimed at increasing general awareness of existing programs and initiatives through informational text-based ads with search engine marketing (e.g., Google AdWords, Bing Search). The second phase, planned for a late summer 2021 launch, will introduce the campaign visuals and taglines, aiming to further enhance visibility of programs and initiatives through an increase in the reach and breadth of messaging to the campaign's target audiences across multiple touchpoints (such as video, rich online media and web, mobile apps, social media, out-of-home, etc.).

Prior to finalizing the development of the advertising campaign, ECCC wanted to obtain feedback from key target audiences to ensure that proposed concept elements resonate with Canadian residents and businesses, and contribute to a strong call-to-action. This feedback will help identify which concepts should be further developed into the final campaign.

Three concepts were included in the testing, in video format and a series of web banners (both English and French). Each video/web banner included a different tagline, key messaging and use of imagery for testing.

As mentioned, the main goal of the testing was to determine which advertising materials best engage stakeholders and are most effective in its call to action.

Specific research objectives related to the study included:

- Evaluate variations of the campaign’s proposed creative concept to determine if the content is:
  - informative;
  - clearly understood by the target audiences (e.g., main message, campaign’s intent);
  - recognized as a credible source by audiences;
  - relevant and of value to the audiences;
  - appealing and attention-grabbing to the audiences;
  - memorable in the minds of the audiences; and
  - able to motivate the audiences to take intended actions.
- Ensure the concepts demonstrate why it’s important for individuals, businesses and communities to take action.
- Determine if the concepts clearly identify the economic benefits of a green economy.
- Elicit suggestions for potential changes to the selected creative concepts.
- Ensure the messages and creatives resonate with the target audiences.

## **Research Methodology**

To achieve these objectives, a qualitative research approach was undertaken. A total of 16 focus groups were conducted, specifically: five sessions with members from the general population 18-54 years old (including a mix of gender, age, household income, education and ethnic background); four sessions with parents of children less than 18 years old; four sessions with homeowners; and three sessions with business owners/leaders and industry professionals (mix of business sizes over 5 employees and mix of industries). Good geographic coverage was achieved across Canada, with five regions being represented (West, Prairies, Ontario, Quebec and Atlantic) and urban/rural representation in each region. The focus groups were conducted from July 19 to 22, 2021.

Group discussions were held in English except for those in Quebec, which were conducted in French. Sessions each lasted between 1.5 and 2 hours and participation incentives were \$100 for consumer groups and \$150 for business groups. Across all groups, a total of 192 individuals were recruited, with 155 attending a session. All participants were recruited in accordance with Government of Canada specifications. 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 techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. Results cannot be attributed to the overall population under study, with any degree of statistical confidence.

### **Political Neutrality Certification**

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

A handwritten signature in black ink, appearing to read 'Margaret Brigley', written in a cursive style.

Margaret Brigley, CEO & Partner | Narrative Research

Date: August 9, 2021

### **Key Findings and Conclusions**

The following summarizes the key findings and conclusions from the focus groups on the **Our Healthy Environment and Economy Advertising Campaign Testing**.

Participants were presented with three concepts for a national advertising campaign, each including a mock-up for a video (in the form of a stillmatic preceded by a recorded explanation of the approach) and three web banners in print format. The concepts are referred to as, **Build**, **Seeds of Change**, and **In Our Hands**. The order of presentation of concepts was rotated across focus groups to avoid order biases. The call to action of web banners for two of the concepts (**Build** and **Seeds of Change**) were changed partway through the fieldwork, resulting in about two-thirds of participants having seen the original version and about one-third (including all businesspeople and all French-speaking participants) having seen the revised version.

Of the three concepts evaluated, both the **In Our Hands** and **Seeds of Change** were equally selected as the strongest concept. That said, findings suggest that the **In Our Hands** concept

poses some risks of eliciting negative reactions, and accordingly, it is recommended that the **Seeds of Change** concept be further developed.

The **In Our Hands** campaign suggested that addressing environmental issues is in the hands of individuals and puts onus on citizens rather than implying that the government and corporations have an important role to play. Further, it suggested that small personal gestures will have a significant impact on improving the environment, which is contrary to popular belief that addressing large polluters is most important. While the actions shown in that concept were appealing to many, they were considered too simplistic and failed to engage the public to do more. This concept also implied that addressing the consequences of climate change / pollution is more important than addressing the cause.

The **Seeds of Change** concept generally elicited positive reactions for clearly indicating the government's involvement in addressing environmental issues, as well as providing a reason to explain the importance for focused actions. The concept was deemed eye catching, with interesting imagery that was powerful and tugged on the heart strings.

While it is recommended that **Seeds of Change** be further developed, findings suggest that some modifications to the **Seeds of Change** concept would enhance its effectiveness and overall impact. In summary, the final creative should:

- Clarify who is targeted and the desire for a collaborative approach.
- Recognize that different players need to be a part of the solution
- Provide tangible examples for how citizens and businesses can get involved.
- Create a stronger call to action by explicitly inviting citizens and businesspeople to continue in their efforts to make greener choices.
- Provide suggested actions are accessible, relevant and easy to implement.
- Ensure that visuals have strong alignment with the call to action.
- Streamline the URL to make it more memorable.

As any concept is further developed, findings highlight that consideration should be given to create a heightened sense of urgency in the campaign. Further, providing a rationale, such as the consequences of climate change, will help to motivate individuals to take action. Finally, results suggest there is merit in ensuring that messaging communicates that government programs and incentives are part of the government's overall plan to address climate change.

# Introduction

## Context

Climate change is one of the primary challenges of our century and poses many consequences for our future. Climate change is a key government priority that requires urgent and coordinated action to effectively implement Canada's ambitious climate change plans. Achieving a clean and healthy environment and economy for present and future generations requires involvement from all Canadians.

Environment and Climate Change Canada (ECCC) commissioned Narrative Research to support the **Our Healthy Environment and Economy** advertising campaign with public opinion research. The campaign will aim to both inform Canadians of existing efforts that are underway in the fight against climate change (including federal programs, incentives and efforts to accelerate the fight against climate change and encouraging further climate action), while promoting the economic benefits of such change. Users will be directed to a web portal informing Canadians of GC-wide environmental programs and tools tied to climate change, nature conservation, and a cleaner and safer environment.

The main objective of this research is to determine which advertising materials will best engage the campaign target audiences and be most effective in its call to action. More specifically, the research is intended to assist ECCC in making a final creative concept selection for production.

## Objectives

Specific research objectives included:

- Evaluate three variations of the campaign's proposed creative concept to determine if the content is:
  - informative;
  - clearly understood by the target audiences (e.g., main message, campaign's intent);
  - recognized as a credible source by audiences;
  - relevant and of value to the audiences;
  - appealing and attention-grabbing to the audiences;
  - memorable in the minds of the audiences; and
  - able to motivate the audiences to take intended actions.



- Ensure the concepts demonstrate why it’s important for individuals, businesses and communities to take action.
- Determine if the concepts clearly identify the economic benefits of a green economy.
- Elicit suggestions for potential changes to the selected creative concepts.
- Ensure the messages and creatives resonate with the target audiences.

This report presents the research findings. It includes a high-level executive summary, a description of the methodology used, and findings of the online focus group discussions, including recommendations made. Working documents appended to the report include the recruitment screener (Appendix A), moderator’s guides (Appendix B), and materials tested (Appendix C).

## Research Methodology

### Target Audience

For the study, there were four target audiences, namely:

- Members from the general population who are between the ages of 18 and 54 years old
- Parents or guardians of children 17 years or younger
- Homeowners
- Business owners/leaders and industry professionals

### Research Approach

The study included a total of 16 online focus groups conducted from July 19-22, 2021. The following table provides a breakdown of the number of sessions based on the audience, region, and language.

**Number of Online Focus Groups**

<b>Audience</b>	<b>West (BC/AB)</b>	<b>Prairies (SK/MB)</b>	<b>Ontario</b>	<b>Atlantic (NB/NS/PE/NL)</b>	<b>Quebec</b>	<b>Total Groups</b>
General Public (18-54 years old)	1 English	1 English	1 English	1 English	1 French	<b>5</b>
Families/Parents	1 English		1 English	1 English	1 French	<b>4</b>

Homeowners	1 English	1 English	1 English	1 French	<b>4</b>
Business Leaders/Owners and Industry Professionals	1 English		1 English	1 French	<b>3</b>
<b>TOTAL</b>					<b>16</b>

To achieve strong participation, a total of 12 individuals were recruited for each focus group to ensure that between 9 and 10 attend each session. Overall, 192 people were recruited across all focus groups, and 155 took part in the sessions. Each focus group lasted between 1.5 and 2 hours and each participant received an incentive in appreciation for their time (\$100 for citizens and \$150 for businesspeople).

Each focus group with citizens (general population, parents/guardians, and homeowners) included a mix of ages (within range), gender, household income and ethnic backgrounds communities (including Indigenous representation). Business groups each included a mix of business sizes (minimum of 6 or more employees) and industry. All were also from the private or not-for-profit sectors. Businesspeople who took part in the sessions were either the owner of the business or held a leadership position. All were involved, at least in part, in business decisions that affect the organization’s operations, building retrofits and major investments. Where possible, a mix of age, gender and ethnic backgrounds were included in each business group. Across all focus groups (citizens and businesspeople), a mix of locations was included within each region, with rural and urban representation. To participate in the online focus group, participants required access to a desktop or laptop computer, or a computer tablet connected to the internet, along with a separate phone line.

All participants were recruited according to the Government of Canada's recruitment specifications. 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. In a few instances, referrals were accepted for a different focus group, given the tight recruitment timeline. Those with current or past employment in sensitive occupations were excluded from the research, in addition to those who have others in the household in this situation. These sectors included marketing, marketing research, public relations, advertising, media, graphic design, and Government of Canada employees.

### **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 behavioural

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 extrapolated to all Canadians falling within the key groups participating in this project.

## **Research Findings**

This section provides a detailed account of the focus group discussions, and the topics are presented in the order in which they were discussed.

### **Advertising Recall**

There was minimal recall of advertisements related to the environment from the past two years.

To begin the discussion, participants were asked if they recalled having seen or heard any advertisements about the environment in the past two years. Across audiences and locations, recall is very low, with just a few individuals in each group mentioning specific advertisements. Of note, many recalled ads generally, but were unsure of the sponsor.

The following identifies the advertisement recalled, including the sponsor, media and content recalled:

- Across audiences, one or two participants in each of the French groups recalled a recent television campaign by Recyc-Québec.
- One citizen mentioned a television commercial about a washing detergent that was claiming to be environmentally friendly.
- Several participants across multiple jurisdictions cited utility advertisements, specifically encouraging energy efficiency.
- Several Prairie participants recalled an advertisement from an energy company talking about clean energy and the benefits of the Excel pipeline.
- A few citizens in Toronto remembered a City of Toronto advertisement asking the public to make greener choices and to recycle.

- One parent recalled a television commercial about a woman walking and being increasingly surrounded by water bottles. While the sponsor and the message was not recalled, this parent felt that the topic related to the environment.
- One parent and one homeowner recalled a television commercial for Dawn soap in which the product was used to clean a bird coated with oil.
- Several homeowners recalled advertisements – posters, television, bus stops – related to Canada’s National Action Plan that spoke of environmental issues.
- Across locations, a few participants mentioned political party advertisements speaking of environmental platforms or policies.

## Concept Testing

Participants were presented with three concepts for a public awareness campaign, each including a mock-up for a video (in the form of a stillmatic preceded by a recorded explanation of the approach) and three web banners in print format. The order of presentation of concepts was rotated across focus groups to avoid order biases. The call to action of web banners for two of the concepts (*Build* and *Seeds of Change*) were changed partway through the fieldwork, resulting in about two-thirds of participants having seen the original version and about one-third (including all businesspeople and all French-speaking participants) having seen the revised version.

## General Reactions

A few reactions span across concepts and should be considered, regardless of the final choice of concept.

## Sense of Urgency

Across concepts, although the positive tone was well received, it positioned the message as lacking a sense of urgency in addressing climate change and engaging the public to do more than they currently do. The campaign was also seen by some as an initiative to promote what the federal government has put in place so far, and to state its commitment to continuing to improve the environment in the future, more so than to engage citizen and business action.

*“I am not feeling overly engaged. There is no sense of urgency” – referring to concept B (In Our Hands); General Population*

*“L’environnement c’est un sujet chaud, il faut agir et c’est toutes des affaires qu’on aurait pu voir il y a dix ans. C’est dépassé, on est rendu dans l’urgence. Ramasser le plastique sur la plage c’est bien mais le gouvernement a plus de pouvoir que ça. Il*

*pourrait aller à la source du plastique.” (The environment is a hot topic; we have to act and these are all things we could have seen ten years ago. It’s over, we’re in a hurry. Picking up plastic on the beach is fine, but the government has more power than that. They could address the source of the plastic.) – referring to concept C (Seeds of Change); Homeowner*

## **Providing a Rationale**

Some felt that showing consequences of climate change may be more effective in motivating individual action than presenting the message that programs and initiatives are currently in place to address environmental issues. This was seen as less problematic with the **Seeds of Change** concept, where the rationale for change behaviour was stated (i.e., to have a healthier planet for future generations).

*“The problem is we have tried to talk about climate change long enough and we see that the average person doesn’t give a damn. We need to show ... what happens if we don’t.” – referring to concept A (Build); General Population*

*“It’s too happy, too cheery. It says: ‘we are in a good place and everything is fine’.” – referring to concept A (Build); General Population*

*“J’ai un doute sur le fait que ça convainque plus de monde que ceux qui le sont déjà. Ce n’est pas assez fort. Il faudrait bousculer les gens. On voit de belles images mais il n’y a pas de comparatif avec la situation actuelle.” (I am doubtful that it will convince more people than those who already are doing something. It’s not strong enough. People should be pushed. We see beautiful images but there is no comparison with the current situation.) – referring to concept C (Seeds of Change); Parent*

## **Recognizing the Role of all Parties**

The government was seen as playing a role in incentivizing citizens and businesses to take action, in addition to putting in place legislation to limit behaviours that are harmful to the environment. That said, all three concepts failed to show what else the government, the public and businesses can do to address the sources of the many issues associated with climate change, beyond what they are currently doing.

Businesses were seen as an important source of pollution, and it was believed that they should be specifically targeted through awareness campaigns and stricter legislation. Finally, it was felt that the final campaign should recognize the public’s existing awareness and knowledge regarding the importance of taking action, while suggesting that citizens and businesses

continue to play an important role through their action, in support of legislative change and stricter business practices.

## **Addressing the Sources of Pollution**

Although the three concepts depicted actions being taken to battle climate change, it was believed that they did not effectively show how the government is addressing the sources of pollution. Rather, the concepts suggested that actions can be taken by individuals to limit the impact of pollution, rather than specifying how government is legislating the use of pollutants. This was notably the case for plastic pollution, where legislating the sale of single-use plastic was seen to have a greater impact than recycling these products.

*“Statistically, the average person does not contribute that much to climate change. It is the activity of large businesses. While we can make small changes, we are past the point where we can affect huge change.” – referring to concept B (In Our Hands); General Population*

*“C’est bien beau de ramasser des bouteilles, mais arrêter d’acheter des bouteilles [de plastique... ce serait bien mieux. Ils devraient bannir le plastique à usage unique.” (It’s all well and good to pick up bottles, but stopping buying plastic bottles would be much better. They should ban single-use plastic.) – referring to concept C (Seeds of Change); Parent*

## **Provide Context**

While the government is informing the public of the availability of environmental programs and incentives in the campaigns, the concepts failed to mention that these are part of the government’s overall plan to address climate change. Indeed, there is a keen interest in seeing visible and tangible evidence of the changes experienced and the impact of initiatives that are underway. While this may be difficult to effectively execute in a short advertisement, it could be included and explained on the campaign’s web page. There may be merit, however, in suggesting in the campaign advertisements that the initiatives referenced in the creative are part of a larger plan.

## **Reconsider the Message Related to the Economy**

The economic impact of addressing climate change was not readily noticed in any of the concepts’ advertisements. Rather, the focus was seen as being on improving the environment, with the ultimate benefit being leaving a healthier planet for future generations, rather than contributing to the economy.

## **Familiarity**

Although to varying degree, the concepts appeared to provide little new information regarding the government's plans to address climate change and the citizen actions being encouraged. Most participants considered themselves as being conscious of reducing their environmental footprint through small actions, and they felt that most of the recommendations shown in the concepts were already common practices for a good number of people. This reaction appeared to lessen the impact of the call to action and made the concepts feel outdated.

*“On ne m’apprend rien donc je n’ai pas besoin d’aller chercher de l’information. Ça fait 10 ans qu’on entend le même message. Il n’y a rien de concret ni de nouveau.” (I am not learning anything, so I do not need to look for information. We’ve been hearing the same message for 10 years. There is nothing concrete or new.) – referring to concept C (Seeds of Change); Business*

*“Ce que j’ai plus de difficulté c’est que c’est le genre de message qu’on entend depuis 30 ans, que chaque petit geste compte et que tout le monde doit faire sa part et oui en bout de compte c’est important mais ce sont les grandes choses qui ont plus d’impacts.” (What I have more difficulty with is that this is the kind of message that we have been hearing for 30 years, that every little gesture counts and that everyone must do their part and yes in the end it is important, but it's the big things that have the most impact.) – referring to concept B (In Our Hands); General Population*

*“C’est un thème intéressant mais ça m’incite seulement à continuer ce que je fais déjà. De ne pas voir les conséquences ne me fait pas agir.” (It’s an interesting theme, but it only inspires me to continue what I’m already doing. Not seeing the consequences doesn't make me act.) – referring to concept B (In Our Hands); Parent*

*“Ce que j’ai trouvé dans ça c’est qu’on a déjà vu ces choses-là. Une personne qui plante un arbre on a déjà vu ça. J’aurais pensé qu’il y aurait de nouvelles idées.” (What I found is that we have seen those things before. A person who plants a tree has already been seen. I would have thought there would be new ideas.) – referring to concept C (Seeds of Change) Homeowner*

## **Tangible Benefits**

While the call to action from all concepts was considered weak, the reference to government incentives being available held high appeal.

*“The incentives work and that talked to me.” – referring to concept B (In Our Hands); General Population*

*“Je trouve ça intéressant. Au niveau des véhicules électriques qu’il existe des subventions c’est intéressant.” (I find that interesting. In terms of electric vehicles that there are subsidies, it is interesting.) – referring to concept B (In Our Hands); Parent*

## **Provide a strong call to action**

While the provision of incentives and programs is appealing to most and essential to elicit interest, there needs to be a stronger call to action and a reason for citizens and businesses to seek additional information online.

*“It says, ‘click here to help fight climate change’. They need to make a stronger call to action: Give me a reason to click through. Otherwise I will sit on the sideline and watch someone else doing it.” – referring to the original concept A (Build); Parent*

*“I did not get enough of a sense that I need to educate myself more. There isn’t enough to make me curious... There could be more information in terms of why someone should be looking for information. Why we need to learn more.” – referring to concept A (Build) Homeowner*

The following outlines highlights for each of the three campaign concepts tested.

## **Concept A: Build**

### **Overall Impressions**

This concept was generally considered visually appealing and lively, establishing relevance with a wide audience given the variety of settings shown throughout the web banners and in the video. The use of animation in the video was deemed simple but effective in catching viewers’ attention.

*“I love the animation it got my attention, it pulled me in, especially starting with the tree planting.” Parent*

The concept held relevance to the population at large, creating a sense of community and inclusivity through the illustration of homes and vehicles in its imagery. The inclusive language in the concept (use of ‘let’s’) was well received and spoke to a wider audience. That said, the focus on expensive technology (electric vehicles; solar panels), and the urban/suburban settings depicted, pointed to a more affluent segment of the population.

*“I definitely liked this commercial better because they are trying to do something different with the graphics. It would grab my attention.” General Population*



## Messaging/Relevance/Appeal

The main message of this concept was deemed to be that everyone has a role to play and that there are programs available to assist. Participants appreciated that this concept showed progression, with both individuals and businesses making change.

*“It is asking for us to take action on the climate; to make changes. It is showing you little things you can do. I believe it is important.” Parent*

*“Cela s’adresse à une catégorie large de gens – les électeurs. Elle s’adresse aux citoyens.” (This is targeting a broad category of people - voters. It is for citizens.)  
Homeowner*

Across locations and audiences, there was a perception that this concept is more targeted to businesses.

*“It seems directed more towards business owners or engineers. How can the average person relate to people on the field building wind turbines or building homes? How can you be affected by that?” Parent*

This concept spoke of broad, familiar initiatives associated with a green future. Some, however, felt it offered the ‘same old’ with no new information. In fact, participants criticized the messaging for speaking of ideas that they have heard about for many years (electric cars/buses, solar panels, and windmills).

In BC, the prevalence of electric vehicles (EVs) was more common and accepted, while others felt EVs were cost prohibitive and not attainable for most. Many were curious of the technology but were unsure of the strength of the Canadian recharging network. Opinions were mixed as to whether the government should be subsidizing EV purchases, with some believing such actions in essence helped to fund the electric automobile sector and benefited a wealthier, more urban segment of the population. Those living in some rural communities and in parts of Atlantic Canada, questioned the relevance of the imagery shown, particularly given that the scenarios (electric vehicles, electric bus, windmills) were not relevant or realistic in their community.

*“I did not like it. It feels unrelatable; energy efficient windows, solar panels, electric cars – all upper class. It made me turn off.” General Population*

*"They are focusing on the people that can afford electric cars and solar panels."*

*General Population*

*"It is kind of 19th and 20th century - buy electric cars, windmills – an old message. It's largely based on consumption. It's setting forth a goal, but no path to get there."*

*Business*

A few mentioned that the message recognizes that some people are already supporting improvement to the environment through their behaviours, by inviting the public to "do more". This is in part why the tagline (Let's do more than imagine a brighter future, let's build one / Au lieu de juste rêver à un meilleur avenir, bâtissons-le) appealed to many. The concept of building also suggested positive change and moving forward, as well as being an action verb. To some, the concept of going from the imagination to concrete actions suggested that time is running out and action is needed now. Finally, the terms "let's build" was believed to be bring people together, although some were unsure who the let's was referencing.

*"In terms of the messaging – let's build more sustainable cities, it would resonate with a demographic of 30 to 60 years old. It sounds modern, futuristic, it aligns with that age group and what they want in a modern city. They want it to be more sustainable."*

*General Population*

*"The use of words like "we" and "doing more" acknowledges that some people are already working towards a better environment. It says that everyone can get onboard that train." General Population*

*"I like that tagline. It invites people to take action. Building is taking action." General Population*

*"I like the 'let's' part. It is a call to action for all of us instead of just us or just what the government is doing. I like the idea of a partnership." General Population*

*"It was more inclusive, language - let's build versus we're doing this; shows progression, shows that people are making change as well." Parents*

*"It does let people know that this is something we are thinking of now and in the future. It's not something that we are putting off. If we are doing it, it needs to happen right now." General Population*

*"Let's, who is the let's? Is it the government or is it the people?" General Population*

Yet to a few, the concept of building together implied a sense of action, and to a certain extent, demonstrated the need to act now.

*“Je pense qu’on veut mettre de l’avant qu’il ne faut pas trainer, il ne faut pas juste y penser il faut agir.” (I think they want to emphasize that we shouldn't hang around, we shouldn't just think about it we should act.) Homeowner*

## **Clarity/Creative Approach**

While the use of animation was well received in the video, especially the bright, opening scene with the seedling growing, it caused confusion in the web banner ads' design. Further, the colours used in the web banners, except for the banner showing the wind turbines, were felt to be cold and dreary.

### **Electric Vehicle Banner Ad:**

Participants liked seeing real home settings in the ad. That said, the animation in the car web banner concept was criticized for being too subtle, potentially missed, and some confused it as showing two vehicles being plugged together. More so, some saw the image as being reflective of a single home and felt the notion of having one home with two electric vehicles was unrealistic. The colour scheme was considered too dark and bland, and unlikely to grab attention.

*“The banners I did not think much of them. For the car drawing I did not see the lines at first. The bus was not different than a regular bus and I had to look for the electric sign to find out it was an electric bus otherwise it did not stand out as a green ad.” General Population*

*“Let's build a greener future; it's not very green of a picture. It needs a house with more grass and trees.” Homeowner*

### **Electric Bus Banner Ad:**

This ad proved confusing to many, as they were unfamiliar with what an electric bus and charging station would look like. As such, they were not able to ascertain what the image was suggesting beyond promoting public transit. Several participants commented that the person shown appeared lonely, sad, or depressed, and they questioned why the bus went by without picking up the passenger. The message of building more sustainable cities was considered irrelevant to anyone living outside a metropolitan area. In addition, it was felt to be speaking more of a government responsibility (developing green infrastructure) than highlighting what individuals could do to fight climate change. The lack of contrast between the blue background and the white lines was also felt to be potentially problematic for those with vision issues.

*“Some of the images could be more exciting. The bus stop with the drawing of the electric bus and the outside of the building and even the wood turbine are too monochromatic which is depressing. It looks too boring. It does not evoke a whole lot of feelings in me.” General Population*

*“The one with the bus seems a bit apocalyptic. It needs more people waiting for the bus, more diverse groups. It looks like an empty scape in the background. It’s lonely and sad.” General Population*

### **Wind Turbine Banner Ad:**

This concept was generally well liked and easily understood, although it did not speak to the public, nor did it resonate with businesses. Despite the creative using stock images, one participant questioned the type of wind energy technology shown, and indicated that the design is contrary to what is accepted and used in Canada. While this concept speaks specifically to economic contributions, it did not motivate the public to take action, as it did not show something that had personal relevance to most and did not provide simple, actionable advice to act upon.

### **Video:**

The video was considered visually attractive and the use of animation well-liked. That said, the imagery shown, while visually appealing, did not grab viewers’ attention nor compel action.

*“The video was clean and clear but basic and boring and dry. It’s not memorable and it does not register. We need to see natural disaster, something that will make us react.” General Population*

### **Attention/Memorability/Actionability**

The concept was initially criticized for its limited call to action, with respondents being unsure what they were being asked to do. However, changes to the creative’s call to action in the web banners enhanced actionability and provided greater direction. That said, the concept still failed to effectively engage the public through the provision of actionable advice. This was in part because there is nothing that says that more ideas can be found online.

*“The call to action is not as strong. It needs to be more aggressive. If the government wants people to do stuff like this, they should be clear as to what they want people to do.” General Population*

At the same time, the video does not do a good job of clearly identifying the availability of incentives and government programs. It was also felt that where incentives are suggested, the information comes at the very end which means it may be missed by those who lost interest earlier in the ad.

*“These are great ideas, but people want to know what’s in it for them. What are the benefits for people to take action?” Homeowner*

*“I did not like it. We are basically speaking to people who are already taking action. Those not interested in the issue will ignore the whole ad. It needs to be more eye catching or drastic – save 20% on your fuel bill and help the environment.” Homeowner*

Moreover, businesspeople were unclear what role they played and many felt that the campaign lacked clear direction for how businesses could get involved.

*“Ça donne l’impression que les choses vont changer et qu’il y a de belles choses qui s’en vient mais il n’y a rien de concret. Il faut prendre action mais sans savoir quoi.” (It gives the impression that things are going to change and that there are some great things to come but there is nothing concrete. We must take action but without knowing what.)*  
*Business*

## **Other Comments**

Participants’ suggestions to enhance the *Build* campaign included:

- Care should be taken to ensure wind energy technology reflects what is used in Canada.
- A stronger call to action is needed that provides clear direction on what the public can do.
- Show more people or groups of people together in the imagery to strengthen the idea of collaboration, in a positive atmosphere.

## **Concept B: In Our Hands**

### **Overall Impressions**

This concept was considered visually attractive and clear in its intent, though familiar, bland and typical of a government ad. This concept showed the little things that people can do, rather than the larger initiatives being undertaken.

*“Some of the images shown in the video are images I have seen in other videos. Like the messages have been repeated so many times that people are tired.” Parent*

*“All the actions that are showed in the video are doable and that is something I can do.” General Population*

*“I like the images; it is clear and not too cluttered.” Parent*

*“It is definitely pleasant to look at and the wording is short and sweet and easy to read. If I am on the bus or walking somewhere it does not take long to read the message.” Parent*

Its imagery was inclusive to a broader audience and attainable for most. The concept was considered a ‘feel good’ campaign with a gentle or soft approach that did not present any new ideas. Further, it suggested actions that many currently undertake rather than inviting people to do more or to explore different options.

*“This doesn’t reach me. Where I live right now (BC) we are doing all this right now. It hits the consumer, but it is showing what is already in place - it’s a little bit old.” Business*

Nonetheless, some appreciated that the video showed actions that are not yet widespread (e.g., shampoo bar soap) or less often associated with helping the environment (e.g., gardening, shopping at farmers’ markets). The symbolism of the hands as a way to encourage action was noted, as well as the lack of faces shown which made the message more relatable to some, but less personable to others.

*“It gave me a sense of hope that these things can be done if we all do it together. I think the hands are compelling. It’s in our hands speaks to me because I realize that in order to change you have to change. Change has to be met with change. The image of the hands symbolizes change.” General Population*

*“It focused on hands which I would think is a metaphor for getting your hands dirty, getting into work. So, getting into peoples’ mind that the environment is something we need to do together not just the government.” General Population*

*“They should be showing different backgrounds, different cultures, different places, different people. Just the hands alone are a bit impersonal.” General Population*

*“Ce que je trouve intéressant c’est de voir des mains en gros plans. Il y a une symbolique intéressante. Les mains démontrent un geste qu’on peut poser en tant qu’individu. Chacun peut faire un petit geste. Ça démontre qu’il y a une multitude de*

*façon de contribuer à un virage vert. Par contre, en tant qu'homme d'affaire ça ne vient pas me rejoindre.” (What I find interesting is seeing a close-up of hands. There is an interesting symbolism. The hands demonstrate a gesture that we can do as an individual. Everyone can make a small gesture. It shows that there are a multitude of ways to contribute to a green shift. On the other hand, as a businessman it is not compelling to me.) Business*

Despite some of the confusion, the premise for the creative approach – hands representing action from citizens and people being responsible for playing a part – was considered credible despite not providing a complete picture of the situation.

*“It is technically in our hands. We are the ones that are living on this green earth. We are the ones polluting. People throw out their Tim Horton’s cup because they don’t want it in their cars.” General Population*

That said, it was still considered unattainable and somewhat misleading as it did not properly identify the scope of actions required to effectively address climate change.

### **Messaging/Relevance/Appeal**

The main message of this concept was that every citizen can make efforts to keep the environment clean and that the future is in our hands. It suggested realistic and tangible actions that citizens can undertake, and generally made participants feel good about actions they currently do. Further, participants appreciated that the web banners suggested that specific programs and incentives are in place to support such actions.

*“It is about us as a community getting involved in to get a better place. Us as a people, us as a community, we are planting trees and doing garbage clean up on the beach. Get involved, take part. I like that they are pushing that initiative.” General Population*

This concept spoke clearly to citizens who are conscious of their environmental footprint and committed to making positive change. However, it was criticized for sharing old news, given that it was felt that many people already put such actions in place. The concept did not instill a sense of urgency and created no compelling reason to act. It also failed to engage businesspeople as part of their work, although some felt that it spoke to small business owners.

*“Small changes can make a difference. I have done everyone of them. This seems like for people who have not yet done those. Not me. This is excluding me again because I am doing this. They should say millions are helping but the more hands we get, the better.” Parent*

*“I liked that it put the onus on me and personal responsibility; it suggests we can do it together; we can make progress. It shows supporting small business; gives more of an idea on incentives and says it is in our hands, and that we have the power to make change.” Business*

That said, overall, businesspeople were less likely to feel compelled by the message, mainly as it implied that small, everyday gestures, were encouraged rather than specifically referencing actions of a commercial nature.

*“Je me sens moins interpellé que la première. Probablement parce que ce sont juste des petits gestes ce qui est plus pour la population en générale. En tant qu’entrepreneur, zéro.” (It is less compelling to me than the first one. Probably because these are simple gestures, and it is more targeting the general population. As an entrepreneur, zero.) Business*

In fact, for many citizens, the lack of clear mention of how businesses should get involved and the actions they could take felt as though their role in addressing climate change was minimized by the message.

*“Ça me dit plus tu devrais faire ça mais par rapport aux compagnies, eux autres ils font quoi? C’est qui les vrais pollueurs?” (It tells me more, you should do that, but compared to companies, what do they do? Who are the real polluters?) Homeowner*

Moreover, the whole idea of teamwork and collaboration was considered missing, and to some, that lessened the message’s credibility and appeal.

*“Ils mettent l’emphase sur le mot ‘ensemble’ mais pour moi le mot ensemble c’est toute la société, pas juste les payeurs de taxes, ce sont les sociétés, les entreprises, le gouvernement.” (They emphasize the word ‘together’ but to me the word together is all of society, not just taxpayers, it is corporations, businesses, government.) Homeowner*

Overall, communicating this message was considered important given the perceived serious negative consequences resulting from climate change, and the urgent need for action.

*“It is important because of everything that is going on these days with climate change. For all of us to take part and do something about it. It can’t be just that one portion. We can make a difference together.” General Population*



The tagline (It's in our hands. Together, we can reach our goal of a greener future / Un avenir plus vert, une économie plus propre et plus prospère c'est vraiment entre nos mains) generally elicited positive reactions as it implied collaborative work using the word "together" in the English version, thus better positioning who was referred to by the word "our". This did not translate, however, in the French version. Some felt that the tagline was too long to be memorable, especially in French. A few felt that the tagline implied that the reason to take action is ultimately to improve the economy, more so than to improve our environment and the health of our planet.

*"When they say, we can do this together, it's not clear if I am included in that or watching a group of decision makers making this comment." General Population*

*"Some of this is conflicting to me. I don't understand if it's in our hands, whose hands is it?" Parent*

The French slogan left some confused as it implies that addressing climate change is needed to support a healthy economy, a claim that is not properly explained elsewhere in the campaign.

*"Je trouve que le slogan fait un peu comme si l'objectif c'est d'améliorer l'économie. Ça enlève la valeur environnementale. Ils disent qu'on le fait pour une économie prospère plutôt que les enjeux environnementaux." (I think the slogan sounds like the goal is to improve the economy. It takes away the environmental value. They say it is done for a prosperous economy rather than (to address) environmental issues.) General Population*

That said, while the concept featured small actions, it did not provide a good sense of how these actions taken together make a difference in reaching Canada's environmental goals. Each individual action is not properly placed in context to explain how it contributes to achieving the overall plan. Further, the plan, or goal, is not clearly stated or implied. Perhaps as a result, many felt that the claim that the issue of addressing climate change is 'in our hands' was misleading and provided an incomplete overview of what is required to address climate change.

*"The message, 'it's in our hands', is misleading. Climate change is not going to be changed by individual actions alone." Homeowner*

*"I would like to see more from the government about what they are going to do. That would spark my curiosity." Homeowner*

## Clarity/Creative Approach

The visuals presented in the video were considered attractive, visually appealing, and positive. That said, there was some confusion regarding the relevance of some of the actions to fighting climate change. Specifically, some were unsure if the scene with the eggs was asking people to support local businesses, avoid the use of plastic bags, shop at local markets, or to eat organic foods. At the same time, some of these actions were not considered accessible to those in urban centres (going to a farmers' market), rural areas (accessing electric cars and charging network), or businesses (lack of electric trucks).

*"The electric vehicle, who can afford that in the first place? It is targeted to a very targeted group of people who can afford that. Same for the solar panels. Very exclusionary." Parent*

The web banner ads were considered visually appealing, with further comments outlined below.

### **Electric Vehicle Banner Ad:**

Showing an electric vehicle charger resonated with some (particularly those in more urban settings and in BC). Others, however, considered EVs to be unaffordable to most and unrealistic in a successful introduction in many communities. Thus, they felt the push was not relevant to them personally. Even with purchase incentives, many considered EVs unattainable, with some questioning if the government should be financially supporting one specific sector (i.e., the automobile sector). Some felt the white font on light blue background lacked sufficient contrast.

### **Solar Banner Ad:**

This visual was problematic to many, as it was often mistaken for skyscraper window cleaning or a business tower. The visual did not grab attention or encourage viewers to read on. Further, the visual and the tagline did not align, given that the mention of the Greener Homes Grant was with an image of what is perceived to be a commercial building.

*"The one with the solar panels I thought this was confusing at first. I did not recognize the solar panels." General Population*

### **Seedling Banner Ad:**

This banner's imagery was visually attractive, with some appreciating the inclusion of a maple leaf seedling as a reflection of national pride. That said, the concept was confusing to some in terms of what it asked them to do personally. Participants were unsure how they become

engaged in a tree planting program and questioned if this was simply discussing the government's efforts in this regard. Again, this visual lacked personal relevance to most. The reference to a specific government commitment (2 Billion Trees program) was familiar to a few and presented a concrete action taken to improve the environment, something that demonstrated commitment. The white font on a light green background was felt to lack sufficient contrast to be readable.

### **Video:**

The video was considered attractive and visually appealing. It was considered familiar and effectively showed small actions that all individuals can take. While some appreciated the use of hands as a way to imply personal involvement and personal relevance, others felt it resulted in the campaign being impersonal. Overall, this video did not compel viewers to act, as it did not provide information on incentives to do so.

*"The video could have been more knowledgeable or provide more information about the incentives. I saw the video as saying the government is doing something for climate change but they did not talk about incentives to help people save money." Homeowner*

### **Attention/Memorability/Actionability**

Overall, the video and web banners were considered less attention grabbing than the other concepts, in part for the soft, muted tones and music, and for showing everyday actions that appear familiar to some. Very few felt they would remember these ads.

*"C'est une formule réchauffée. On voit la recette utilisée. Ça veut tout dire et ça ne veut rien dire. Je ne me rappellerais même pas cette publicité." (It's already done. We see the recipe that's been used. It says everything and it doesn't mean anything. I wouldn't even remember that ad.) Homeowner*

The call to action was also felt to be weak, despite the advertisements, notably the video, showing actions people can easily incorporate into their daily lives. The video did not suggest that people could find suggestions of what they could do online, but rather was vague in implying that the website would provide insight on how we can reach our goals together.

Moreover, a few felt that the concept did not clearly articulate a compelling reason for people to change their behaviours.

*"C'est difficile pour quelqu'un dans la quarantaine de changer son comportement. Ça ne m'incite pas à faire une différence." (It's hard for someone in their 40s to change their behavior. (The campaign) doesn't make me want to make a difference.) Parent*

Most importantly, many felt that the concept implied that fighting climate change is the responsibility of individual Canadians, and that actions they take would assist in addressing the issues. Without a broader context, this bothered some as they felt that a focus on reducing negative impacts of businesses and larger corporations would have greater and more sustained results in the fight against climate change than asking Canadians to make small lifestyle changes.

*“It feels like the government is really trying to make the general population and consumers take accountability for fixing climate change. It’s frustrating!” General Population*

*“Less of the government helping, more you have to do something. All you people you need to recycle, and you need to go to the farmer’s market.” General Population*

*“Ça me donnait l’impression que c’est comme si au lieu que ce soit ce que le gouvernement fait ça montre ce que les gens font déjà. Ça nous responsabilise nous autre de faire un job pour le gouvernement.” (It made me feel like it was as if instead of what the government is doing it shows what people are already doing. It makes us responsible to do a job for the government.) General Population*

This impression may be a result of the campaign not clearly articulating what the government is doing to address climate change, nor that they are playing a leadership role in developing environmental policies, embracing greener practices and encouraging such behaviours across Canada.

*“It is mostly on us to go and do something but what are they doing as well?” General Population*

## **Other Comments**

Participants’ additional suggestions and comments to enhance the *In Our Hands* campaign included:

- Consider changing ‘can’ to ‘must’ (in the web banners) to stress urgency.
- The white font on the green background in one of the web banners was problematic for some (particularly those with visual impairment).
- Showing hands without faces makes the ads more relatable, but it also makes the message less personal.

## Concept C: Seeds of Change

### Overall Impressions

This concept generally elicited positive reactions for clearly indicating the government's involvement in addressing environmental issues, as well as providing a reason to explain the importance for focused actions. The concept was deemed eye catching, with interesting imagery that was powerful and tugs on the heart strings.

Regardless of having children or grandchildren, there was an appreciation for being reminded that efforts and compromises made to improve the environment are important to preserve the planet for future generations. This provided a well-accepted rationale and a motivation for some to join in. That said, the campaign failed to clearly establish the public's and businesses' role in participating in the effort, and the tone implied to some that the government wants to take credit for addressing climate change. Overall, the approach did not strongly convey the sense that improving the environment is a collaborative effort.

*"I love the imagery of the kids helping. And it suggests, 'let's get people do this now to make positive changes.'" Parent*

*"This one grabbed my attention more because it is talking about the future. In our lifetime we won't see many of the benefits of addressing climate change but the message of leaving that to our children is good." Homeowner*

### Messaging/Relevance/Appeal

The concept clearly expressed a goal for a greener and cleaner environment and that there are things that could be done differently to help the environment. The intent of the campaign was seen as informing the public of what the government is doing to address climate change. The introduction lines in the video ("The Government of Canada is taking action today to help protect our environment; cleaning up plastic pollution; making our homes and buildings more energy efficient; building a cleaner economy"), together with the use of the pronoun "we" in the web banners, and the lack of suggestion of specific actions the public can take, all contributed to pointing to government leadership in addressing climate change. To a few participants, the use of the pronoun "we (nous)" in the web banners caused confusion as it did not clearly identify the Government of Canada, without having seen the video.

*"It's about the government announcing what they are doing to help fight climate change. More of an information campaign so the public knows what they are doing." General Population*

*"The message is trying to show it is not just us making a difference." Business*

More importantly, however, the creative approach, combined with the message that government "has things under control", failed to elicit a sense of urgency in the public playing a part in addressing environmental issues and climate change.

*"It's more informative where I don't see anything in here that pulls me to go look."  
Homeowner*

Nonetheless, a few participants appreciated knowing that the government is taking action, something they found reassuring.

*"Le message que je comprends c'est 'il y a déjà des choses qui existent, qu'on fait; regardez, elles sont là et on continue encore.'" (The message I get is there are already things that are out there, that we are doing; look, they're there and we're still going on.) Parent*

To a few, the lack of easily applicable actions citizens can take, the lack of detailed information on government initiatives, and the positive tone, gave the impression of an informational campaign that speaks mostly to those who are already conscious of their environmental footprint rather than trying to convince others to change their behaviours.

The tagline, (Taking action today to help protect the environment. / Agir aujourd'hui pour aider à protéger l'environnement) received mixed reactions. For some, it was considered vague and uninspirational. Others, however, appreciated that its reference to future generations gave a reason to make change, and established personal relevance for many.

*"Le slogan est bon mais ce n'est rien d'innovant et ce n'est pas marquant ou mémorable." (The slogan is good but it's nothing innovative and it's not striking or memorable.) Parent*

*"It's about protecting our future; your children's future. Something that has me included in the solution. Taking action today to help protect our future." Parent*

*"I like that tagline. I like it because it is now and gives reference to the impact down the road." Homeowner*

*"I like the tag but the words taking action today, it should be we started to take action and this is where we are at. Let's continue today with the actions we have started."  
General Population*

## **Clarity/Creative Approach**

The concept attracted a broad audience across demographics, though more actions could be shown to make it more accessible to a wider population. The tone of the campaign, notably the video, was considered happy, hopeful, inspirational and friendly, leaving viewers with a positive and warm feeling. While this approach was appealing overall, it was believed to be ineffective at eliciting action from people who may not be conscious of their environmental footprint and those who do not clearly understand the need for immediate action.

In terms of clarity, it was felt that there was a disconnect between the images and the text for some of the web banners. More specifically:

### **Beach Banner Ad:**

Participants enjoyed seeing settings of actions that everyday people can take. That said, showing citizens picking up litter on the beach, while suggesting there are incentives and programs that help fight climate change, was felt to be vague and unclear as to what programs or incentives would support such citizen action.

### **Electric Bus Banner Ad:**

This ad proved confusing to many, as they were unfamiliar with what an electric bus and charging station would look like. Many people were not able to ascertain what the image was suggesting. Accordingly, many failed to easily identify that this web banner focused on the use of electric buses to create a clean economy, but rather thought that this advertisement showed the importance of using public transit. This concept did not hold relevance for those living in non-urban settings.

### **Building Banner Ad:**

The visual of solar panels was well understood. That said, it was widely seen as featuring a product that would be installed on a commercial building (versus on a home), while the call-to-action referenced an incentive for homeowners. This created some confusion and a sense of disconnect between the message and the visual. A few business representatives in BC questioned the relevance of commercial solar panels.

*“We have a mix of new and old buildings and it is horrendously expensive to retrofit- it doesn’t make sense. Solar panels in BC don’t make sense, especially with so much hydro potential.” Business*

## **Video:**

Visually, the video was warm, inviting and provided a compelling reason to get involved (i.e., to protect future generations). That said, the use of the word 'we' proved problematic for some, as some interpreted that as the government taking credit for doing all the work. Further, a good number of participants found the imagery familiar and consistent with actions that have been discussed for many years.

*"I'm offended saying 'we are cleaning up plastic'. I am always cleaning up the garbage - it is not the government cleaning up the plastic." Business*

*"Impartial, it matches advertising we have seen before, it's familiar. Nothing is new here." Homeowner*

*"'We are creating a cleaner economy'; 'we are cleaning up plastic pollution'; is that referring to the Government of Canada, or to us?" General Population*

## **Attention/Memorability/Actionability**

Given the focus on government actions and the lack of clear direction regarding how the public can get involved, there was a sense that the campaign lacks a strong call to action. In fact, the concept presents the government as being in control of the issue, thus suggesting that there is no need for citizens to be part of the solution, despite the video narrative inviting them to do so. Participants questioned what it was asking them to do. Further, the video featured a soft invitation ("Find out what you can do / Voyez ce que vous pouvez faire") which did not support the idea of urgency.

While the mention of programs and incentives that could support citizen actions was well received and enticing for its potential personal financial benefits, there lacks sufficient details in most of the advertisements to motivate individuals to look online for more information. This was the case for both the web banners ("Find incentives and programs that help fight climate change; learn more") and the video ("Find out what you can do today to help leave a healthier environment for our kids and grandkids").

*"I don't have kids, but I still feel it applies to me. When I see messaging like that it is like a communal thing. Everybody gets onboard. Anyone feels a connection." General Population*

*"There is something about showing children and a lot of children and being invited in something that is a work in progress. Look how much work we have put into this, would you like to be part of this?" General Population*



*“Si ça aide les générations futures automatiquement ça m’aide aussi.” (If it helps future generations, automatically it helps me too.) Homeowner*

In a few instances, the URL shown at the end of the video (Canada.ca/ our-environment – Canada.ca/notre-environnement) was felt to be too long and complex to be memorable.

Despite the lack of a strong call to action, a few citizens expressed an interest to find out more about the federal government’s plans and actions to improve the environment because of the simplicity of the video and an interest in the topic.

*“The video is short and sweet and not a whole lot of details. Not an information dump. It made me want to find out more about what they [the government] are doing to create the cleaner economy, to make buildings more efficient.” General Population*

## **Other Comments**

Participants offered several specific suggestions to enhance the *Seeds of Change* campaign including:

- More clearly establish the role the public plays in taking action.
- Clarify the desire for collaboration, including the identification of who should be involved.
- The use of the bright green colour is well liked and supports the happy, vibrant tone of the campaign, while making a reference to the colour of nature.
- Ensure a more collaborative message (the need to work together, rather than the sole emphasis being on what the government is doing and the government taking credit for all action).
- Better align the solar panel imagery to the call to action (business versus general population).
- Use of “we will”, rather than “we can” to remove doubt.
- The use of ‘together we will’ was deemed more collaborative.
- Ask a question at the start of the video, to encourage viewers to watch to get and answer.

## **Strongest Campaign**

After discussing each concept, participants were asked which one would be most effective at encouraging them to join in the effort to improve the environment. Businesspeople were asked to choose a campaign based on how it would engage them as businesspeople specifically.

The following table tallies the preference concept count. Note that qualitative results are not statistically representative of the population under study. The exercise results shown in the following table are directional only and must be considered as part of the overall qualitative analysis of findings.

Concept A: Build	Concept B: In Our Hands	Concept C: Seeds of Change
27	44	45

\* Note that the tally of responses does not take into consideration responses of 'none' or missing responses.

When considering both the exercise tally and the group discussions about each of the concepts tested, findings suggest that across audiences, the **Build** concept was considered the weakest at encouraging action. Moreover, this concept did not outperform any of the other campaigns within any of the audiences.

While both **In Our Hands** and **Seeds of Change** were equally selected as the strongest concept, **In Our Hands** poses some risks of eliciting negative reactions. More specifically, this campaign suggested to many that addressing environmental issues is in the hands of individuals which puts onus on citizens rather than implying that the government and corporations play an important role. Further, it suggested that small personal gestures will have a significant impact on improving the environment, which is contrary to popular belief that addressing large polluters is most important. Moreover, actions shown, while appealing to many, were considered too simplistic and failed to engage public to do more. Finally, In Our Hands implied that addressing the consequences of climate change / pollution is more important than addressing the cause.

Looking at the various segments across participants, two campaigns performed stronger with English general population groups or parents – namely In Our Hands and Seeds of Change. No one campaign outperformed the others in French and business audiences.

Seeds of Change:

*"It calls me to action. there is more of a sense of vitality and that there is real change that begun." General Population*

In Our Hands:

*"It showed individual actions and instead of being random people, it could be my family. Maybe because of not showing the face and closer to home. You could imagine you doing those things." Parent*

## Call to Action

Participants were shown the call to action statements on their own, without the corresponding creative. They were asked to select the one that is most inspirational to them personally, regardless of the concept to which it was attached. Overall, and across all audiences, opinions are equally divided in terms of the statement that is considered most compelling. All three taglines performed well, with only a slight preference for the Concept C tagline (*Find out what you can do to help*), notably among parents and businesspeople.

The following provides an overview of reactions to each call-to-action:

### Concept A (Build)

See how you can help fight climate change.

Voyez comment vous pouvez aider à lutter contre les changements climatiques.

Participants appreciated that fighting climate change is a big deal that requires a concerted effort, and significant actions. That said, others felt that fighting climate change has become ‘common language’ a bit of a ‘buzz word’, too generic, lacking in specific focus or simply unattainable. Accordingly, to some this tagline lacked motivation to take action and needed to more clearly individualize the statement. A few participants felt the use of the word ‘fight’ sets the wrong tone, versus the end goal of encouraging others to help, while others felt that it brought a sense of urgency and importance to the matter.

*“I like the word ‘fight’. I like that there is energy or impact. It is a good fight, a healthy or meaningful and purposeful fight. It is very now.” General Population*

*“I felt invited in and it specified what the goal was: fighting climate change. I have a feeling of knowing what I will fight against” Parent*

*“C’est celui qui parle le plus de pourquoi on peut aider. Ça donne une direction, c’est précis et clair.” (It’s the one that talks the most about why we can help. It gives direction, it’s precise and clear.) Homeowner*

*“Le message le plus complet. Dans les deux autres ça pourrait être utilisé pour d’autres sujets. Dans cette version-ci, il y a le mot changements climatiques.” (The message is more complete. The other two could be used for other topics. In this version, there is the expression ‘climate change’.) Parent*

## Concept B (In your Hands)

Find out how we can reach our goals.

Voyez comment nous pouvons atteindre nos buts.

Many appreciated the collaborative and focused direction of this call to action (i.e., reaching goals), particularly that it appeared substantive with specific goals in mind. This was more individual in focus given that people are often driven by data and how to achieve goals.

*“Ça semble concret. Je ne veux pas essayer, tenter, je veux réussir. C’est court et précis et ça montre une détermination à réussir.” (It’s specific. I don’t want to try, I want to succeed. It’s short and to the point and it implies a determination to succeed.) Parent*

*“If there is a goal in hand and if I can help to reach it that is what I will strive towards. If our goal is to have a better future, that will inspire me.” Parent*

The use of the word ‘we’ indicated more of a partnership. This tagline applied some accountability and suggested a collective goal that can be shared.

*“I like the wording of ‘we’ and ‘our’ - it is not just putting the responsibility on citizen. It’s more collaborative.” General Population*

*“It tells us it can’t be just you, it has to be others as well.” Business*

*“It suggests partnership by the word ‘we’. It’s more than myself; it is all encompassing and more in this together and also because it says we can reach our goals so there is a measurement. It alludes to the possibility of measuring progress.” Homeowner*

*“‘Nous’, ‘nos buts’, ça vise tout le monde. Collectivement comment on peut atteindre nos buts. C’est plus inclusif.” (‘We’, ‘our goals’, it is aimed at everyone. Collectively, how we can achieve our goals. It’s more inclusive.) Business*

*“Celui-ci parle d’effort collectif, ce que l’on peut faire ensemble.” (This one talks about a collective effort, what we can do together.) Homeowner*

*“I like the use of the wording. The other two use the word ‘you’ and this one use ‘we’.” General Population*

*“It’s more inclusive and has a broader spectrum. I could find out what I need to do but also what manufacturers are doing. It suggests a bigger picture.” General Population*

Some, however, questioned what the end goal is and wanted to see clear articulation of what the targets are and how people, businesses and governments can work towards those. Having no clear goals outlined caused some skepticism or criticism of government efforts.

### **Concept C (Seeds of Change)**

Find out what you can do to help.

Voyez ce que vous pouvez faire pour aider.

This tagline elicited a slight preference, primarily given its suggestion that individuals can take action to help and offering wording that is more direct. Participants appreciated that the tone was one that speaks to an individual, in essence answering a question (what can I do to help?). This tagline was perceived to be more concise and to the point. Participants liked that this implied that there is something they can do personally. It prompts action and puts the onus on the individuals, suggesting that we are all in this together. Further, it evokes the individual to help and elicits the feeling that they are not alone in what they are doing. Some, however, did not like this tagline for its vagueness and simplistic approach.

*“People need to know their responsibility and what options they have to actually help fighting against climate change.” General Population*

*“Je n’ai pas la prétention de changer les changements climatiques à travers le monde mais je peux aider en faisant de petits gestes.” (I don’t pretend to change climate change around the world, but I can help with small gestures.) Homeowner*

*“The other two look for information; this is more concrete – showing things you can do to help. Sometimes you want to know what you can do to help. It seems like it involves me a little more.” Business*

To a few, the fact that this statement did not specify that the reason to take action is to address climate change was felt to be more compelling, as there are many other reasons to care for the environment.

*“Je préfère le faire pour l’environnement, pour la terre, pour les futures générations et non seulement pour les changements climatiques.” (I prefer to do it for the environment, for the earth, for future generations and not just for climate change.) Parent*

## Conclusions & Direction

As Environment and Climate Change Canada (ECCC) moves to further develop its Our Healthy Environment and Economy advertising campaign, results of the qualitative research highlight key items for consideration. The following provides additional conclusions from the research findings.

- While both **In Our Hands** and **Seeds of Change** were equally selected as the strongest concept, **In Our Hands** poses some risks of eliciting negative reactions. Accordingly, the **Seeds of Change** concept should be further developed.

Across audiences, the **Build** concept was considered the weakest at encouraging action. Moreover, this concept did not outperform any of the other campaigns within any of the audiences.

While both **In Our Hands** and **Seeds of Change** were equally selected as the strongest concept, **In Our Hands** poses some risks of eliciting negative reactions. More specifically, this campaign suggested to many that addressing environmental issues is in the hands of individuals and puts onus on citizens rather than implying that the government and corporations have an important role to play. Further, it suggested that small personal gestures will have a significant impact on improving the environment, which is contrary to popular belief that addressing large polluters is most important. Moreover, the actions shown in that concept, while appealing to many, were considered too simplistic and failed to engage the public to do more. Finally, **In Our Hands** implied that addressing the consequences of climate change / pollution is more important than addressing the cause.

Looking at the various segments across participants, two campaigns performed stronger with English general population groups or parents – namely **In Our Hands** and **Seeds of Change**. No one campaign outperformed the others in French and business audiences.

- Opinions are equally divided in terms of the call-to-action statement that is considered most compelling.

Participants were shown the call-to-action statements on their own, without the corresponding creative, and asked which one that is most inspirational to them personally. Overall, and across all audiences, opinions are equally divided in terms of the statement that is considered most compelling. All three taglines performed well, with only a slight preference for the Concept C tagline (Find out what you can do to help), notably among parents and businesspeople.

- As the Seeds of Change concept is further developed, several considerations are warranted:
  - Clarify who is targeted and the desire for a collaborative approach. Clarify the desire for collaboration and strengthen the public invitation to act by using the term “let’s”, rather than “we’re” (e.g., let’s make, let’s create a cleaner). Consideration should also be given to use other inclusive words in the narrative, such as “together”, “collectively”, “collaborating”, etc.
  - Recognize that different players need to be a part of the solution. Consider clearly identifying the different players involved – the government, citizens, and businesses – to identify the target audiences (i.e., the government in leading initiatives and legislating; and businesses and citizens in adopting behaviours and making choices that are better for the environment). It is suggested that this element be more obvious in the campaign.
  - Provide tangible examples for how citizens and businesses can get involved. Demonstrate accessible actions the public can take to support efforts to improve the environment. If possible, provide more ideas online, and suggest in the call to action that viewers can find more ideas online on how they can continue to be part of the solution. The focus here should be on the concept of continuation, or “doing more”, thus recognizing that citizens and businesses are already acknowledging the issues and have in many instances already started to change behaviours and make better choices accordingly. Otherwise, it will feel like a campaign to promote government actions rather than ask for participation.
  - Create a stronger call to action by explicitly inviting citizens and businesspeople to continue in their efforts to make greener choices. Consider implying in the call to action that viewers can access information online on simple ideas to be part of the solution, as well as government incentives to support their efforts. Be more specific about what programs or incentives might be available. In addition, give a more compelling reason for them to seek additional information – let them know what’s in it for them; what they can find online and be more specific about what programs or incentives might be available. Consider using the call to action, Find out what you can do to help for its simplicity and directive instruction. Or even something stronger.
  - Create a sense of urgency. Although the positive tone was well-received, it positioned the message as lacking a sense of urgency in addressing climate change and engaging the public to do more than they currently do. Words that suggest the

need to act now should be used: BUILD; TAKE ACTION; DO MORE; BE PART OF THE SOLUTION. Imply the consequences from the status; suggest what's going to happen if we don't do more now

- Streamline the URL to make it more memorable. It is suggested that choosing a more compelling URL may be beneficial. Consider streamlining or shortening the URL and if this is not possible, consider saying it out loud.
- Explain the Rationale. Explain why it's important to reduce our environmental footprint. In addition, consider referring to "our children" or "future generations" rather than kids and grandkids, as a more universal way to establish relevance.
- Recognize that efforts have started long ago and that this is a continuation process. The focus here should be on the concept of continuation, or "doing more", thus recognizing that citizens and businesses are already acknowledging the issues and have in many instances already started to change behaviours and make better choices accordingly. Feature simple ideas (reusable water bottle; picking up litter) by suggesting that people should continue to carry on with these actions, as well as suggesting there are hundreds or thousands more ideas online for how else they could take part.
- Provide Suggested Actions. Ensure that any citizens actions that are included or shown in the campaign are accessible and easy to implement, while making sure that they are relevant. Recognize that citizens and businesses have already been implementing change to improve the environment.
- Visuals: Ensure stronger alignment with the visual and the call to action in the web banner ads (i.e., a visual relevant to consumers if the call to action is consumer specific). Consider speaking of industry incentives when showing the electric bus; show a home when speaking about the Canada Greener Homes program (incentives for solar panels).

Overall, a few key factors span across concepts and should be considered, regardless of which concept is further developed. Most notably:

- A sense of urgency is needed.
- Providing a rationale, such as the consequences of climate change, will help to motivate individuals to take action.
- Any campaign must recognize that multiple audiences (government, general public, businesses) have a role to play – beyond what they are currently doing.



- Showing (or providing details online) to demonstrate how the government is addressing the Sources of Pollution would be beneficial.
- Context is needed to inform the public that government programs and incentives are part of the government's overall plan to address climate change.
- Messaging does not readily address the economic impact of addressing climate change. Instead, it focuses on improving the environment with the ultimate benefit being leaving a healthier planet for future generations.
- The actions shown are familiar and provide little new information regarding the government's plans to address climate change and the citizen actions being encouraged. This resulted in many feeling the concepts were dated.

# Appendix A: Recruitment Screener

## ECCC: 2021 Our Healthy Environment & Economy Ad Campaign Business Recruitment Screener – FINAL

Name: \_\_\_\_\_

—

Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_ Cell: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

Community: \_\_\_\_\_ Province: \_\_\_\_\_

\_\_\_\_\_

### SECTION 1: Schedule & Specifications

#### NETFOCUS GROUP SCHEDULE

Date	Group	AST	EST	Participant Time	Audience	Language	Moderator
Thursday July 22, 2021	1	10:30am	9:30am	9:30am/10:30am /11:00am	Ontario/ Atlantic: Business	EN	MB
	2	1:00pm	12:00pm	12:00pm	Quebec: Business	FR	CP
	3	3:00pm	2:00pm	1:00pm/12:00pm /11:00am	West/ Prairies: Business	EN	MB

#### Specification Summary

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• (3) online focus groups in total:             <ul style="list-style-type: none"> <li>○ Two (2) groups with Business Leaders/Owners: One (1) English group in each of the following markets: West/Prairies (BC/AB/SK/MB), Ontario/Atlantic (ON/NB/NS/PE/NL); and one (1) French group with residents of Quebec</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Mix of company size (min 5 employees) and industries</li> <li>• Incentive: \$150 per participant</li> <li>• 12 participants recruited per group</li> <li>• Group discussion lasts up to 2 hours</li> </ul> |
|---|---|

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 either:

Brent Novikoff, Public Opinion Research Advisor, Environment and Climate change Canada, 819-431-1910; OR

Narrative Research: 888-414-1336; focusgroups@narrativeresearch.ca

INSTRUCTIONS APPEAR FOLLOWING EACH QUESTIONS ON THE SCREENER.

SECTION G: General Introduction

Hello, my name is \_\_\_\_\_ and I am contacting you on behalf of Narrative Research, a national market research company. We are conducting a market research study on behalf of the Government of Canada and are looking for business leaders and business owners to provide feedback during an upcoming focus group discussion on communication materials currently in development. The focus group discussion will take place on <INSERT DATE> and those who qualify and take part in the group discussion will receive a \$150 financial incentive. Is this something you might be interested in?

Yes..... 1

No..... 2 THANK & TERMINATE

Would 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."

The purpose of this group discussion is to hear business leaders' and business owners' views on communication materials currently being developed by the Government of Canada.

Participation in this research is voluntary and completely 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 small group discussion led by a professional moderator. May we ask you a few quick questions to see if you are the type of participant we are looking for? This should take about 5 or 6 minutes.

Yes..... 1

No..... 2 THANK & TERMINATE

SECTION P: Profiling Questions

Do you own or work for a private sector, public sector, or not-for-profit organization?

- Private sector ..... 1
- Public sector..... 2
- Not-for-profit..... 3

B1 INSTRUCTIONS: If PUBLIC SECTOR, thank & terminate; Recruit min 8 private sector

In what industry does your business operate or what is the nature of your organization?

RECORD: \_\_\_\_\_

B2 INSTRUCTIONS: Recruit mix; If NOT-FOR-PROFIT (CODE 3) AT B1, only keep if industry at B2 relates to clean tech (green energy, recycling, et.), foresting, or an association or group representing business sectors (ex: association of manufacturers, of fishing, of fuels, of HVAC, of plastics, etc)

What is the name of your company or employer? Note that this information will be kept confidential and will only be used to ensure we do not include more than one individual from the same organization.

RECORD: \_\_\_\_\_

B3 INSTRUCTIONS: Only one individual per organization across all groups

Are you an owner or do you hold a leadership position within the organization?

- Yes..... 1
- No..... 2

B4 INSTRUCTIONS: If NO, thank & terminate; Ask for referral within the organization and repeat intro.

Are you involved, at least in part, in business decisions that affects the organization's operations, building retrofits and major investments?

- Yes..... 1
- No..... 2

B5 INSTRUCTIONS: If NO, thank & terminate; Ask for referral within the organization and repeat intro.

What is your title or position in the organization?

- Owner/Partner..... 1
- President/CEO ..... 2
- Executive Director ..... 3
- COO ..... 4
- CFO..... 5
- Vice President..... 6
- Other (Specify)..... 7

B6 INSTRUCTIONS: Recruit mix; if OTHER – verify eligibility with supervisor

How many employees work for your organization in total (for all locations)?

- Between 1 and 5 employees ..... 1
- Between 6 and 10..... 2
- Between 11 and 25 employees..... 3
- Between 26 and 50..... 4
- Between 51 and 100 employees..... 5
- More than 100 employees ..... 6

B7 INSTRUCTIONS: If BETWEEN 1 AND 5 (code 1), thank and put on hold. Recruit good mix of company sizes 6+ employees (looking for 2-3 in each category – code 2-6)

In which province is your primary work location?

RECORD: \_\_\_\_\_

B8 INSTRUCTIONS: G1: Recruit 6 from Ontario and 6 from Atlantic Canada (mix of NB, NS, PE & NL); G2: Recruit mix of locations; G3: Recruit 6 from BC/AB and 6 from SK/MB

SECTION P: Profiling Questions

The next questions will ensure that we have different profiles of participants taking part in the focus group, in addition to having diverse business profiles.

Into which age group are you?

- Less than 18..... 1
- 18-29..... 2
- 30-39..... 3
- 40-49..... 4
- 50-59..... 5
- 60-65..... 6
- More than 65 years old ..... 7

P1 INSTRUCTIONS: If LESS THAN 18, thank & terminate. Recruit mix in each group, where possible

Are you...?

- Male ..... 1
- Female..... 2
- Gender diverse ..... 3

P2 INSTRUCTIONS: Recruit mix in each group

To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? DO NOT READ – CODE ALL THAT APPLY

- White..... 1
- Chinese..... 2
- South Asian (i.e. East Indian, Pakistani, etc)..... 3
- Black ..... 4
- Filipino ..... 5
- Latin American ..... 6
- Southeast Asian (i.e. Vietnamese, etc) ..... 7
- Arab..... 8
- West Asian (i.e. Iranian, Afghan, etc)..... 9
- Korean ..... 10
- Japanese ..... 11
- Indigenous people (First Nations, Métis, or Inuit) ..... 12
- Other (please specify)\_\_\_\_\_ ..... 13
- Prefer not to say..... 14

P3 INSTRUCTIONS: Recruit mix in each group. Aim for 1-2 Indigenous people per group

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 computer tablet with high-speed Internet to take part in this focus group?

- Yes..... 1

No..... 2

NF1 INSTRUCTIONS: If no, thank & 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? Note that you will not incur long-distance charges.

Yes ..... 1

No..... 2

NF2 INSTRUCTIONS: If no, thank & 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

NF3 INSTRUCTIONS: If no, thank & terminate

INSTRUCTIONS FOR NF1-NF3 THANK & 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...

I1. Have you ever attended a group discussion or interview for which you received a sum of money?

Yes..... 1 CONTINUE – Max of 5 recruits per group

No ..... 2 Go To SECTION I: Invitation

I2. When was the last time you attended a group discussion or interview? \_\_\_\_\_

I3. How many groups or interviews have you attended in the past 5 years? \_\_\_\_\_ MAX 4

14. 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 (max 4 groups/interviews attended)
- attended a focus group in the past six months.
- ever attended a group discussion on advertising

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 8 to 10 people and it will last up to two hours. The discussion will be about communication materials being developed by the Government of Canada and you will receive \$150 in appreciation for your time. To take part, you would simply log on to a secure website from your computer or tablet and at the same time join in a group discussion on the phone via conference call.

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

Yes..... 1

No ..... 2 THANK AND TERMINATE

The discussion in which you will be participating will be audio 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 audio recorded?

Yes..... 1

No ..... 2 THANK AND TERMINATE

There will also be employees from the Government of Canada and 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

The group discussion will be held [GROUPS 1 and 3: in English] [GROUP 2: 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 1 and 3: in English] [GROUP 2: in French] on your own, without assistance?



Yes..... 1  
No..... 2 THANK AND TERMINATE  
DK/NR..... 8 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 end at <TIME>, lasting up to 2 hours. Please log in on time to ensure that the session is not delayed. If you arrive late, we will not be able to include you in the discussion and will not provide you with the incentive.

As mentioned, we will be pleased to provide everyone who participates with \$150, provided by e-Transfer or cheque, as you'd prefer. It takes approximately 3-5 business days to receive an incentive by e-Transfer or approximately 2-3 weeks following your participation to receive an incentive by cheque.

Would you prefer to receive your incentive by e-Transfer or cheque?

e-Transfer ..... 1  
Cheque ..... 2

IF PREFER TO RECEIVE INCENTIVE BY E-TRANSFER:

Could you please confirm the e-mail address where you would like the e-transfer sent after the focus groups?

Email address: \_\_\_\_\_

And please confirm the spelling of your name: \_\_\_\_\_

The e-transfer password will be provided to you via email following the group.

IF PREFER TO RECEIVE INCENTIVE BY CHEQUE:

Could I have the mailing address where you would like the cheque mailed after the focus groups?

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

And please confirm the spelling of your name: \_\_\_\_\_

ALL:

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 \_\_\_\_\_ as soon as possible so a replacement may be found. Please do not arrange for your own replacement.

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 for me?  
[CONFIRM INFORMATION ALREADY COLLECTED AND CHANGE/COMPLETE AS NECESSARY]

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

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 & TERMINATE.

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

#### Attention Recruiters

- Recruit 12 per group
- CHECK QUOTAS
- Ensure participant has a good speaking (overall responses) ability-If in doubt, DO NOT INVITE
- Do not put names on profile sheet unless you have a firm commitment.
- 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 and completed the diagnostic test

**ECCC: 2021 Our Healthy Environment & Economy Ad Campaign Recruitment Screener – FINAL**

Name: \_\_\_\_\_

Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Community: \_\_\_\_\_ Province: \_\_\_\_\_

**SECTION 1: Schedule & Specifications**

**NETFOCUS GROUP SCHEDULE**

Date	Group	AST	EST	Participant Time	Audience	Language	Moderator
Monday July 19, 2021	1	6:30pm	5:30pm	5:30pm	Ontario: General Public	EN	CP
	2	8:30pm	7:30pm	6:30pm/5:30pm	Prairies (SK/MB): General Public	EN	CP
Tuesday July 20, 2021	3	6:30pm	5:30pm	6:30pm/7:00pm	Atlantic: General Public	EN	CP
	4	7:30pm	6:30pm	6:30pm/7:30pm/8:00pm	Ontario/Atlantic: Homeowners	EN	MB
	5	9:00pm	8:00pm	7:00pm/6:00pm/5:00pm	West/Prairies: Parents	EN	CP
	6	9:30pm	8:30pm	6:30pm/5:30pm	West (BC/AB): Homeowners	EN	MB
Wednesday July 21, 2021	7	6:30pm	5:30pm	5:30pm	Quebec: General Public	FR	CP
	8	7:30pm	6:30pm	6:30pm	Ontario: Parents	EN	MB
	9	8:30pm	7:30pm	6:30pm/5:30pm	Prairies (SK/MB): Homeowners	EN	CP

	10	9:30pm	8:30pm	6:30pm/5:30pm	West (BC/AB): General Public	EN	MB
Thursday July 22, 2021	11	6:30pm	5:30pm	5:30pm	Quebec: Homeowners	FR	CP
	12	5:30pm	4:30pm	5:30pm/6:00pm	Atlantic (NB/NS/PE/NL): Parents	EN	MB
	13	8:30pm	7:30pm	7:30pm	Quebec: Parents	FR	CP

Specification Summary	
<ul style="list-style-type: none"> <li>• (13) online focus groups in total: <ul style="list-style-type: none"> <li>○ Five (5) groups with General Population (aged 18-54): One (1) English group in each of the following markets: West (BC/AB), Prairies (SK/MB), Ontario &amp; Atlantic (NB/NS/PE/NL); and one (1) French group with residents of Quebec</li> <li>○ Four (4) groups with Families/Parents: One (1) English group in each of the following markets: West/Prairies (BC/AB SK/MB), Ontario, &amp; Atlantic (NB/NS/PE/NL); and one (1) French group with residents of Quebec</li> <li>○ Four (4) groups with Homeowners: One (1) English group in each of the following markets: West (BC/AB), Prairies (SK/MB), Ontario/Atlantic (NB/NS/PE/NL); and one (1) French group with residents of Quebec</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Mix of age, gender, HHI, education, and ethnic background in each group.</li> <li>• Recruit 1-2 Indigenous people in each group.</li> <li>• Mix of locations and urban/rural in each group.</li> <li>• Incentive: \$100 per participant</li> <li>• Access to desktop, laptop or computer tablet. No smartphone use permitted.</li> <li>• 12 recruits per group including 2 stand-by</li> <li>• Group discussion lasts up to 2 hours</li> </ul>

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 either:

Brent Novikoff: Public Opinion Research Advisor, Environment and Climate Change Canada - 819-431-1910; OR

Narrative Research: 888-414-1336; [focusgroups@narrativeresearch.ca](mailto:focusgroups@narrativeresearch.ca)

INSTRUCTIONS APPEAR FOLLOWING EACH QUESTIONS ON THE SCREENER.

SECTION G: General Introduction

Hello, my name is \_\_\_\_\_ and I am contacting you on behalf of Narrative Research, a national market research company. Be assured that we are not trying to sell you anything. As part of a research project we are conducting on behalf of the Government of Canada, we are looking for people to take part in a small online group discussion the week of <INSERT DATE>. Those who qualify and take part in the group discussion will receive a \$100 financial incentive. Is this something you might be interested in?

Yes..... 1

No..... 2 THANK & TERMINATE

Would 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. Désirez-vous que l'on communique avec vous pour participer à une session qui se tiendra en français?" RECORD CONTACT INFO AND PROVIDE TO FRENCH RECRUITER

The purpose of this group discussion is to hear people's views on advertisements currently being developed by the Government of Canada. Participation in this research is voluntary and completely confidential. No attempt will be made to sell you anything or change your point of view. The format of the online focus group is an informal small group discussion led by a professional moderator. May we ask you a few quick questions to see if you are the type of participant we are looking for? This should take about 5 or 6 minutes.

Yes..... 1

No..... 2 THANK & TERMINATE

#### SECTION P: Profiling Questions

To begin, do you or any member of your household work in or has retired from...?

Marketing/Market Research..... 1

Public relations ..... 2

Advertising ..... 3

Media (TV, Radio, Newspaper) ..... 4

Graphic Design..... 5

Federal government..... 6

P1 INSTRUCTIONS: If yes to any of the above, thank & terminate

Are you a Canadian citizen at least 18 years old that normally resides in [PROVINCE]?

- Yes..... 1
- No..... 2

P2 INSTRUCTIONS: If no, thank & terminate

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

Record name: \_\_\_\_\_

P3 INSTRUCTIONS: Recruit a mix of urban/rural in each group

Into which age group are you? [READ RESPONSES IN ORDER]

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

P4 INSTRUCTIONS: Thank & Terminate those less than 18 or over 65

GP groups (18-54): recruit 2-3 in the 18-24 age group; Recruit 5-6 in the 25-44 group; Recruit 4-5 in the 45-54 group;

Parents & Homeowners group: recruit a good mix of ages 18-65

Are you...?

- Male ..... 1
- Female..... 2
- Gender diverse ..... 3

P5 INSTRUCTIONS: Recruit equal mix in each group

Are you a parent or guardian of a child 17 years of age or younger who lives with you at least half of the time?

- Yes..... 1
- No..... 2

P6 INSTRUCTIONS: If YES consider for Parents groups; Max 3 YES in GP groups

Do you currently own or rent the home where you live?

- Own..... 1

Rent..... 2  
Neither ..... 3

P7 INSTRUCTIONS: If OWN consider for Homeowners groups and continue; If RENT or NEITHER, skip to P9

What kind of home do you own?

Single detached..... 1  
Duplex ..... 2  
Semi ..... 3  
Condo ..... 4  
Other (Specify\_\_\_) ..... 5

P8 INSTRUCTIONS: If CONDO, thank & terminate

Do you own a residential building, such as a house or apartment building, that you rent to tenants as a home?

Yes..... 1  
No..... 2

P9 INSTRUCTIONS: If YES consider for Homeowners groups; aim to recruit 2-3 per group

Approximately how old is...

A) ...the home you live in?  
B) (ASK ONLY IF YES IN P9) ...the residential rental building you own?

Less than five years old..... 1  
At least five years old, but less than 10 years old..... 2  
At least ten years or older ..... 3  
I am unsure ..... 4

P10 INSTRUCTIONS: If LESS THAN 5 YRS OLD for both A & B, thank & terminate

Have you considered or do you intend to undertake major renovations or upgrades on your home or the residential rental property you own over the next couple of years?

Yes..... 1  
No..... 2  
Unsure ..... 3

P11 INSTRUCTIONS: Aim to recruit 5-6 "YES" in each Homeowners groups

The next questions will ensure that we have different profiles of participants taking part in the focus group.

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

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

P12 INSTRUCTIONS: Recruit a mix in each group.

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

P13 INSTRUCTIONS: Recruit max 4 in each group who are unemployed, retired, student or who prefer not to say; If WORKING or SELF-EMPLOYED, ask P13; if RETIRED, skip to P14; all others, skip to P15

IF EMPLOYED, ASK: In what sector do you work and what is your current occupation?

Sector: \_\_\_\_\_  
Occupation: \_\_\_\_\_

P14 INSTRUCTIONS: Thank & Terminate if similar occupations as in P1

IF RETIRED, ASK: In what sector were you last employed before retirement and what was your occupation?

Sector: \_\_\_\_\_  
Occupation: \_\_\_\_\_



P15 INSTRUCTIONS: Thank & Terminate if similar occupations as in P1

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..... 9

P16 INSTRUCTIONS: Recruit a mix in each group.

To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? DO NOT READ – CODE ALL THAT APPLY

- White..... 1
- Chinese..... 2
- South Asian (i.e. East Indian, Pakistani, etc)..... 3
- Black ..... 4
- Filipino ..... 5
- Latin American ..... 6
- Southeast Asian (i.e. Vietnamese, etc) ..... 7
- Arab..... 8
- West Asian (i.e. Iranian, Afghan, etc)..... 9
- Korean ..... 10
- Japanese ..... 11
- Indigenous people (First Nations, Métis, or Inuit) ..... 12
- Other (please specify)\_\_\_\_\_ ..... 13
- Prefer not to say..... 14

P17 INSTRUCTIONS: Recruit mix in each group. Recruit 1-2 indigenous persons per group.

#### 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.

NF4. Do you have access to a laptop, desktop computer or computer tablet with high-speed Internet to take part in this focus group?

Yes..... 1

No..... 2

NF1 INSTRUCTIONS: If no, thank & terminate

NF5. 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? Note that you will not incur long-distance charges.

Yes ..... 1

No..... 2

NF2 INSTRUCTIONS: If no, thank & terminate

NF6. 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

NF3 INSTRUCTIONS: If no, thank & terminate

INSTRUCTIONS FOR NF1-NF3 THANK & 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...

I5. Have you ever attended a group discussion or interview for which you received a sum of money?

Yes..... 1 CONTINUE – Max of 5 recruits per group

No ..... 2 Go To SECTION I: Invitation

16. When was the last time you attended a group discussion or interview? \_\_\_\_\_

17. How many groups or interviews have you attended in the past 5 years? \_\_\_\_\_  
MAX 4

18. 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 (max 4 groups/interviews attended)
- attended a focus group in the past six months.
- ever attended a group discussion on advertising

#### 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 tele phone and online at <INSERT TIME> on <INSERT DATE>. The session will bring together 8 to 10 people and it will last up to two hours. The discussion will be about advertising being developed 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 or tablet and at the same time join in a group discussion on the phone via conference call.

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

Yes..... 1

No ..... 2 THANK AND TERMINATE

The discussion in which you will be participating will be audio 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 audio recorded?

Yes..... 1

No ..... 2 THANK AND TERMINATE

There will also be employees from the Government of Canada and 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

The group discussion will be held [GROUPS 1-6, 8-10, 12: in English] [GROUPS 7, 11 and 13: 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 1-6, 8-10, 12: in English] [GROUPS 7, 11 and 13: in French] on your own, without assistance?

Yes..... 1

No..... 2 THANK AND TERMINATE

DK/NR..... 8 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 end at <TIME>, lasting up to 2 hours. Please log in on time to ensure that the session is not delayed. If you arrive late, we will not be able to include you in the discussion and will not provide you with the 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 3-5 business days to receive an incentive by e-Transfer or approximately 2-3 weeks following your participation to receive an incentive by cheque.

Would you prefer to receive your incentive by e-Transfer or cheque?

e-Transfer ..... 1

Cheque ..... 2

IF PREFER TO RECEIVE INCENTIVE BY E-TRANSFER:

Could you please confirm the e-mail address where you would like the e-transfer sent after the focus groups?

Email address: \_\_\_\_\_

And please confirm the spelling of your name: \_\_\_\_\_

The e-transfer password will be provided to you via email following the group.

IF PREFER TO RECEIVE INCENTIVE BY CHEQUE:

Could I have the mailing address where you would like the cheque mailed after the focus groups?

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

And please confirm the spelling of your name: \_\_\_\_\_

ALL:

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 \_\_\_\_\_ as soon as possible so a replacement may be found. Please do not arrange for your own replacement.

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? [CONFIRM INFORMATION ALREADY COLLECTED AND CHANGE/COMPLETE AS NECESSARY]

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

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 & TERMINATE.

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

Attention Recruiters

- Recruit 12 per group – including 2 stand-by participants
- CHECK QUOTAS
- Ensure participant has a good speaking (overall responses) ability-If in doubt, DO NOT INVITE

- Do not put names on profile sheet unless you have a firm commitment.
- 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 and completed the diagnostic test

# Appendix B: Moderator's Guide

## ENVIRONMENT AND CLIMATE CHANGE CANADA 2021 Our Healthy Environment & Economy Ad Campaign Testing Moderator's Guide – Final

### Study Goals (Confidential – Not read to participants)

- Evaluate three variations of the campaign's proposed creative concept to determine if the content is:
  - Informative;
  - clearly understood by the target audiences (e.g., main message, campaign's intent);
  - recognized as a credible source by audiences;
  - relevant and of value to the audiences;
  - appealing and attention-grabbing to the audiences;
  - memorable in the minds of the audiences; and
  - able to motivate the audiences to take intended actions.
- Ensure the concepts demonstrate why it's important for individuals, businesses and communities to take action.
- Determine if the concepts clearly identify the economic benefits of a green economy.
- Elicit suggestions for potential changes to the selected creative concepts.
- Ensure the messages and creatives resonate with the target audiences.
- Better understand how the target audiences prefer to receive such information (getting feedback on the proposed media buy selection), and how to tailor messaging to best resonate with these audiences.

### Introduction (10 minutes)

- [SLIDE 1] Welcome: Introduce Narrative Research as an independent marketing research company; introduce self and function of a moderator
- Topic & Sponsor: Today I'd like to explore your thoughts on advertising that is currently being considered by the Government of Canada
- Length: Discussion will last about 1.5 hours
- Explain 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 (identify yourself by first name before you speak)
- Logistics: Session recording; government employees & 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 2] Participant Introduction: In which city or community you live; who lives in your home; and your favourite hobby; Business Introduction: where are you located; in what sector is your business; what is your role.

#### General Discussion (5 minutes)

[SLIDE 3] The material we will look at today relate to the environment and climate change.

- Before we look at the ads, I would like to know if you remember having seen or heard in the past couple of years advertisements about the environment?
  - If so, what do you remember about those ads?
  - Where have you seen or heard those?

#### Creative Testing (60 minutes (20 minutes per concept))

[SLIDE 4] As I mentioned, I'd like to show you a number of ideas for communication materials, or advertisements, that could be used by the Government of Canada for an advertising campaign being considered on the topic of the environment and climate change. We will look at three ideas, also referred to as a campaign, with each idea including a web banner and a video (that could be seen online or on television, for example) once produced.

The ads are still in development, so they have not yet been produced. As such, I will show you an animated version of each ad to give you an idea of what they would look like once produced. For example, the video uses a series of still images with basic animation and a narrator's voice providing the storyline and messaging you would hear once the ads are finalized and professionally produced. The animation style in the videos is simply to show the story, not the style intended to be used for the final animation. So, you will have to use your imagination to envision the final video once produced, which would include real people in action and filmed in real settings. The final video would also feature professional actors and narrators.

A couple more things to keep in mind as you watch the concept ads:

1. The concepts presented do not take into consideration the current pandemic prevention measures (masks and social distancing) but the final ads will reflect public health guidelines.
2. There will be a good show of diversity shown in the final ads.

[SLIDES 5 TO 15] We will look and discuss each concept one at a time. Hold your thoughts as I show you the ads. Once I am done, I will ask for your individual opinion before we discuss the concept as a group. I will play the video twice, once at the beginning and once after showing you the web banners. Please pay attention to the message in the video and how it is communicated, as we will



be discussing that together. MODERATOR PRESENTS EACH CONCEPT ONE AT A TIME – ROTATE ORDER OF CONCEPTS ACROSS GROUPS

Concept A: Build

Concept B: In Our Hands

Concept C: Seeds of Change

Concept Presentation Order				
Audience	GP	Parents	Homeowners	Business
Atlantic (EN)	A-B-C (G3)	C-A-B (G12)	B-A-C (G4)	B-C-A (B1)
Ontario (EN)	B-C-A (G1)	A-B-C (G8)		
Prairies (EN)	C-B-A (G2)	B-C-A (G5)	A-B-C (G9)	C-A-B (B2)
West (EN)	B-A-C (G10)		B-C-A (G6)	
Quebec (FR)	C-A-B (G7)	B-A-C (G13)	C-B-A (G11)	A-B-C (B3)

AFTER THE PRESENTATION OF THE CONCEPT: Before we talk about this idea, I'd like you to complete an individual exercise. Take a moment to answer the questions you see on the screen. Keep in mind, I can see your responses, but other participants will not; and I will not ask you to share your responses with others. Be as honest as possible.

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

- [POLL 1A-C – ATTENTION] These ads would grab my attention.
- [POLL 2A-C - MEMORABILITY] I would remember these ads.
- [POLL 3A-C – MOTIVATIONAL] This motivates me to take action now [BUSINESS GROUPS: as part of my work].
- [POLL 4A-C – MOTIVATIONAL] These ads motivate me to seek out information on Government of Canada environmental initiatives.

AFTER THE EXERCISE: Now let's talk about this idea together... [FOCUS 2/3 OF DISCUSSION ON THE VIDEO]

Overall Reactions:

- What one or two words come to mind after seeing this concept?
- What, if anything, grabs your attention? Why?

Intent/Message/Credibility:

- What is this trying to communicate?
  - What does it suggest about the need of addressing climate change? PROBE ON ECONOMIC BENEFITS IF NOT MENTIONED
- How important, if at all, is it to communicate this information?

- Is anything surprising? Have you learned anything?
- Do you believe what it says? Why/why not?

#### Clarity/Appropriateness:

- Is anything unclear, confusing or problematic?
- What do you think of the imagery, the settings and situations shown?
- CONCEPT C: The end message in the video says: “Find out what you can do today to help leave a healthier environment for our kids and grandkids”. For those without children and/or grandchildren, does this message connect with you? (why/why not?)
- What does the tagline suggest?
  - Concept A (Build): Let’s do more than imagine a brighter future, let’s build one.
  - Concept B (In our Hands): It’s in our hands. Together, we can reach our goal of a greener future.
  - Concept C (Seeds of change): Taking action today to help protect the environment.

#### Relevance/Appeal:

- Who is this speaking to: you, or someone different? IF NOT THEM: Why not you? FOR BUSINESS GROUPS, PROBE TO SEE IF EFFECTIVE AT REACHING BUSINESSPEOPLE/INDUSTRY

#### Intended Call-to-Action/Memorability:

- What is the intent of this campaign?
- What, if anything, would you do [BUSINESS GROUPS: as a businessperson] after seeing these ads?
  - What actions would you take [BUSINESS GROUPS: at work]? What is it asking people to do?
  - Would you seek out more information after seeing these ads? (probe: what info and where would you look?)
  - Is this saying why it’s important to take action? How so?
- To what extent is this memorable or not?
- Does this ad give you a feeling of hope? (probe: on the environment or on the economy or both? (why/why not?))
- Before we look at the next concept, what would make this idea stronger?

Now let’s have a look at the next concept. REPEAT THE EXERCISE AND QUESTIONS FOR THE SECOND AND THIRD CONCEPTS

#### Final Choice (15 minutes)

[SLIDES 16-17] Now that we’ve seen all three ideas, I’d like to know which one you think would be strongest at encouraging you [BUSINESS GROUPS: as a businessperson] to take action to help fight climate change and learn more about the potential incentives that could apply to you (to help you transition towards greener solutions). Take a few minutes to answer the question individually:

- [POLL 5] Which concept is best at encouraging you [BUSINESS GROUPS: as a businessperson] to join in the effort to improve the environment? Why did you choose that one?
- Which one did you choose? Why that one?
- Any other suggestions on how it could be improved?

[SLIDE 18] Amongst the advertising concepts we saw three calls to action: SHOW ON THE SCREEN

Concept A: See how you can help fight climate change (Build)

Concept B: Find out how we can reach our goals (It's in our Hands)

Concept C: Find out what you can do to help (Seeds of Change)

- With a show of hands, which one is most inspirational to you personally, regardless of the concept to which it was attached? ASK FOR SHOW OF HANDS Why that one?

Thanks & Closure:

[SLIDE 19] 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 Shared During the Focus Groups



### Welcome to the online focus group!

If you are on the phone & speaking with the moderator, you are all set. Otherwise, follow these instructions to join the conference call when they appear on your screen:

Select the "Phone" option

Then...

1. Select "Receive a Call"
2. Enter your phone number
3. Click 'Call Me'

The diagram shows a sequence of steps. It starts with a dialog box titled "How do you want to join the meeting's audio?" with two options: "Phone" and "Device Speaker". The "Phone" option is circled in red. An arrow points to a second dialog box titled "Phone" with two sub-options: "Receive a Call" and "Dial-in". The "Receive a Call" option is selected. Below this, there are fields for "Country Code" (set to "USA +1"), "Phone Number" (set to "9024933831"), and a "Call Me" button. A "Device Speaker" checkbox is also present at the bottom.

Make sure you are using a desktop or laptop computer or a computer tablet for this session.



## Introduction

- You will need to mute and unmute your speakers

Your computer speakers are **muted**

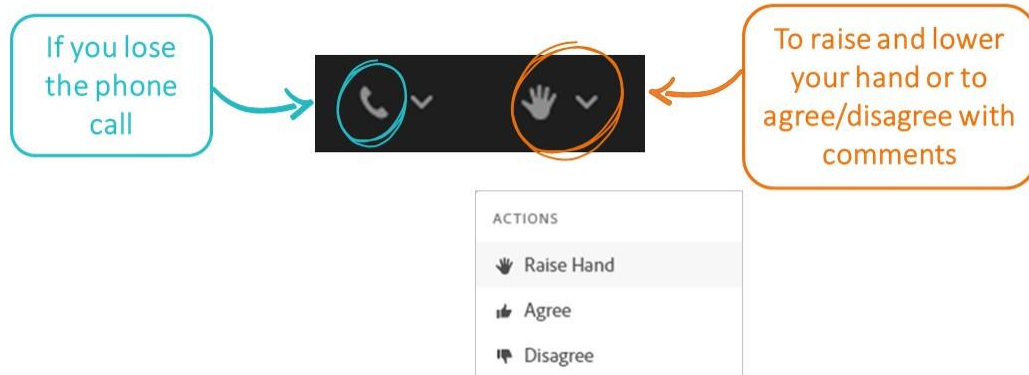
Your computer speakers are **unmuted**

The diagram illustrates the audio control interface. It shows two horizontal bars representing the control bar. The top bar has a muted speaker icon (a speaker with a slash through it) circled in red, with a callout box stating "Your computer speakers are muted". The bottom bar has an unmuted speaker icon (a speaker with sound waves) circled in red, with a callout box stating "Your computer speakers are unmuted". Both bars also contain icons for a telephone handset, a hand, and a dropdown arrow.



## Introduction

- Let me explain what we will do today...



## Introduction (citizens)

- Where do you live?
- Who lives in your home?
- What is your favourite hobby?



## Introduction (businesspeople)

- Where are you located?
- In what sector is your business?
- What is your role?

Advertisements



## Creative Testing

- We will look at 3 ideas for a campaign
- Each includes 1 video and 3 web banners
- Showing you draft versions so please use your imagination to envision the final produced videos and web banners

Concept A

*Let's watch the video...*







*Let's watch the video...*



**Web Banners**

**Video**



# Concept B

*Let's watch the video...*



Government of Canada / Gouvernement du Canada

Canada



Government of Canada / Gouvernement du Canada

Canada

Together, we can reach our goal of a greener future.

Government of Canada / Gouvernement du Canada

Canada

Take advantage of our Incentives for Zero-Emission Vehicles.

[Learn more](#)

Government of Canada / Gouvernement du Canada

Canada



Government of Canada / Gouvernement du Canada

Canada



Government of Canada / Gouvernement du Canada

Canada

Together, we can reach our goal of a greener future.

Government of Canada / Gouvernement du Canada

Canada

Find out more about our 2 Billion Trees program.

[Learn more](#)

Government of Canada / Gouvernement du Canada

Canada



 Canada



It's  
in  
our  
hands.

 Canada

Together, we can reach  
our goal of a greener future.

 Canada

Take advantage of  
our Greener Homes Grant.

[learn more](#)

 Canada

*Let's watch the video...*



**Web Banners**



*Let's watch the video...*



We're cleaning up plastic pollution



Government of Canada / Gouvernement du Canada

Canada

This advertisement features a photograph of two women on a sandy beach. One woman is in the foreground, wearing a blue long-sleeved shirt and shorts, leaning over to pick up a piece of plastic trash. The other woman is standing in the background, also in blue clothing. A large white bag filled with collected trash is on the left. The sky is clear and blue.

Find incentives and programs that help fight climate change

Learn more



Government of Canada / Gouvernement du Canada

Canada

This advertisement features the same photograph as the first one, showing two women cleaning up plastic pollution on a beach. A white button with the text "Learn more" is positioned in the upper left area of the image.

We're making buildings more energy efficient



Government of Canada / Gouvernement du Canada

Canada

This advertisement features a photograph of a woman wearing a white hard hat and a yellow safety vest, looking down at solar panels installed on a roof. The sky is blue with some light clouds.

Take advantage of our Greener Homes Grant.

Learn more



Government of Canada / Gouvernement du Canada

Canada

This advertisement features the same photograph as the previous one, showing a woman inspecting solar panels. A white button with the text "Learn more" is positioned in the upper left area of the image.



*Let's watch the video...*



**Web Banners**



**Video**



# Final Choice



## Web Banners



## Video





**Web Banners**



**Video**



**Web Banners**



A



B



C



Call to Action

**A** See how you can help fight climate change.

**B** Find out how we can reach our goals.

**C** Find out what you can do to help.



Thank you!