

**EXECUTIVE
SUMMARY**

**Spring 2013 Better Jobs (Skills
Initiatives) Creative Testing**

Qualitative Pretest of Ad Concepts

Prepared for:

Human Resources and Skills Development
Canada

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Ce sommaire est aussi disponible en français

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EXECUTIVE SUMMARY

Human Resources and Skills Development Canada (HRSDC) commissioned Environics Research Group to conduct qualitative public opinion research to evaluate an advertising concept that was created in support of the Skills Initiatives - Canada Job Grant campaign, to obtain feedback on the grant itself and skills training in Canada in general.

Methodology

A series of eight (8) focus groups were conducted across Canada the week of April 29, 2013. The groups lasted approximately one hour and 15 minutes, and consisted of between 8 and 10 participants (out of 10 people recruited for each group). The sessions in Calgary, Toronto and Fredericton were conducted in English and the sessions in Trois-Rivières were conducted in French. The eight sessions were distributed by region and age groups as follows:

Date and time	Group Composition
April 29, 5:30 p.m. MT	18-34 years old – Calgary, Alberta
April 29, 8:00 p.m. MT	35-60 years old – Calgary, Alberta
April 30, 5:30 p.m. EDT	18-34 years old – Toronto, Ontario
April 30, 8:00 p.m. EDT	35-60 years old – Toronto, Ontario
May 1, 5:30 p.m. EDT	18-34 years old – Trois-Rivières, Québec
May 1, 8:00 p.m. EDT	35-60 years old – Trois-Rivières, Québec
May 2, 5:30 p.m. Atlantic	18-34 years old – Fredericton, New Brunswick
May 2, 8:00 p.m. Atlantic	35-60 years old – Fredericton, New Brunswick

The participants were recruited using a database of individuals, identified primarily through quantitative surveys, who have agreed to be re-contacted for research purposes. Recruitment involves contacting persons on the list who live in the required geographic regions on a random basis and then screening for eligibility according to the study design.

Statement of Limitations: Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

It should also be recalled when reviewing the results that the group participants did not see a finished television ad as it would be broadcast. Although the video was in near-final format, certain elements of the ad, including the voice over and the video quality, would likely change from what was tested with participants.

Use of research: HRSDC will use this research to help to determine whether the creative treatment resonates with the target audience and meets the advertising campaign’s objectives and to determine what changes, if any, are needed in the draft-final creative.

The total fee for completing this research is \$68,863.73 (including HST).

Political Neutrality Certification:

I hereby certify as a Senior Officer of Environics Research Group that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

Signature:



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Concept evaluation:

- By and large participants felt that the message of the ad focused on the government providing a grant to help Canadians in their efforts towards skills development, skills training and skills upgrading. Based on the ad, participants felt this was a grant aimed at helping Canadians either “get a job,” “get a better job” or “find a job they really like.” Participants believed this message was effectively communicated in the ad and that it was a message that resonated with them on a number of levels.
- The main message was consistently seen as positive and one that inspired hope. The terms “hopeful”, “positive” and “optimistic” were frequently used to describe how participants reacted to the ad. The ad also inspired a bit of skepticism, curiosity and intrigue among some participants. These participants were eager to find out more about the initiative.

- Participants felt they could easily identify who they thought the ad was directed at. Most participants felt the ad was generally targeting both unemployed Canadians and Canadians eager to upgrade their skills to work in a better job. A handful in each session felt the ad was targeting unemployed Canadians exclusively and one or two in each group thought that the ad was targeting employers / business.
- When describing how the ad made them feel, many actually got a feeling of *déjà vu* – they felt they had seen this ad before or that they had at least seen parts of this ad in other Government of Canada advertising.
- Nearly all participants noticed the value of the grant and many explicitly referenced the “\$15,000” as one of the specific elements that stood out the most.

Other insights:

- Given a general description of the concept, participants were asked whether or not they had heard or seen anything about the Canada Job Grant before attending the focus group. Accurate recall of the Canada Job Grant among participants was quite low.
- Providing participants with information around the grant program tended to reinforce their initial reactions to the ad. Participants were particularly impressed with the total value of the grant (\$15,000). Participants liked that the training is linked to a potential job-offer from their current or employer-to-be. They also liked that the grant focuses exclusively on jobs that are *in demand* rather than catering to the desires of the labour force.
- Although many participants admitted that the grant was not directly relevant to them personally, nearly all could think of at least one person for whom the grant would in fact be relevant and they would be very likely to refer them to the program.
- Participants indicated that if they wanted more information about the grant they would either go to the website mentioned in the ad or they would search for it on the Government of Canada website.
- In light of seeing the new ad for the Canada Jobs Grant, most now believe the Government of Canada is on the right track regarding skills training and the job market in Canada.