

Post-advertising Assessment of the “Wireless Policy” TV Campaign

-Narrative Executive Summary-

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POR Registration Number: POR 044-13
PWGSC Contract Number: U1400-131663/001/CY
Contract Award Date: November 25, 2013
Delivery Date: December 23, 2013

Ce rapport est aussi disponible en français sur demande.

Purpose and Objectives

Purpose

- Industry Canada is presently conducting some advertising to communicate the Government's wireless policy in order to correct any inaccuracies that may be present in the minds of the public. Advertising consists of 30-second TV spots in both English and French.

Objectives

- The main objective was to use the standard set of questions of the Advertising Campaign Evaluation Tool in order to measure the effectiveness of the advertising campaign for communicating with Canadians on government wireless policies.
- Specific objectives included:
 - Measuring unaided and aided awareness of the advertisements;
 - Determining message recall;
 - Assessing sponsorship/attribution of the advertisements;
 - Understanding the impact, in terms of action, in response to the advertisements;
 - Gauging if the creative aspect resonated with the target audience.

How information will be used

- Results collected through this process will be used to measure campaign performance against benchmark data in order to help inform future advertising plans and campaigns.

Total Expenditures

- Total expenditures for this project were \$50,842.29.

Methodology

Approach

- This quantitative study was conducted via telephone among a nationally-representative sample of Canadians 18 years of age and older. A total of 2,002 interviews were completed, 1,733 of which were among landline users and 269 were among individuals subscribing exclusively to wireless phone services.

Data Collection

- Fieldwork dates: December 9 to December 17, 2013
- Average survey duration of 6.4 minutes and duration range of 3.8 minutes for the shortest and 21.2 minutes for the longest
- Type and amount of incentives: no incentives offered

Sample Source

- Households from across Canada were selected at random, using a RDD (Random Digit Dialing) methodology.
- Sample was generated using a Predictive Random Dialer.

Extent to Which Results Can Be Extrapolated and to Whom

- Since the sample is probabilistic, the results can be extrapolated to the general Canadian adult population aged 18 years and older.