

National Defence Advertising Pre-Testing 2022 – Awareness Campaign

Department of National Defence

Final Report

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For more information, please contact:

POR-ROP@forces.gc.ca

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This public opinion research report presents the results of eight online focus groups conducted by Quorus Consulting Group on behalf of the Department of National Defence. The sessions were from March 9th to March 15th, 2022 with participants from two segments of the general population: Job Seekers 18 to 24 years old, and Job Changers 25 to 34 years old. One online focus group with each of these segments was held with participants located in the following cities and surrounding areas: Toronto, Moncton, and Montreal (French). One session with each segment was also held with participants from the Prairies (Manitoba/Saskatchewan/Alberta).

Cette publication est aussi disponible en français sous le titre : Mise à l'essai du concept publicitaire 2022 de la Défense nationale – Campagne de sensibilisation

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Department of National Defence
1745 Alta Vista Drive
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K1A 0K6

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Signed:

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

April 15, 2022
Rick Nadeau, President
Quorus Consulting Group Inc.

Table of contents

- Executive summary5**
- Research purpose and objectives13**
- Methodology14**
- Research results.....15**
 - Reactions to concept A – “Your time is now” 16
 - Reactions to concept B – “A career like no other” 19
 - Reactions to concept C – “This is for you” 22
 - Final vote..... 25
 - What participants look for in a career 26
 - Preferred advertising channels 26
- Methodology27**
 - Target audience and sample frame 28
 - Description of data collection procedures..... 29
- Appendices33**
 - Recruitment screener 34
 - Moderation guide 45

Executive summary

Background and research objectives

One of the advertising campaigns the Department of National Defence (DND) oversees is the Canadian Armed Forces recruitment (awareness) campaign, which is being developed to assist the Canadian Armed Forces (CAF) in enrolling Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan of the Canadian Forces Recruiting Group (CFRG).

The awareness campaign is expected to launch in March 2023, and will include television, radio, digital, social tactics and out-of-home tactics. The key objective of this campaign is to raise a greater level of awareness among Canadians between the ages of 18 and 34 about CAF employment opportunities, how the CAF is an employer of choice, highlighting training and travel opportunities, and how a career in the CAF can take various forms and fit various lifestyles, while addressing key barriers. Moreover, promoting the challenge, purpose, empowerment, fulfillment, and mastery involved in CAF careers, while addressing barriers related to freedom and flexibility.

DND commissioned Quorus to pre-test campaign creatives to explore how the primary target audience (Canadians between the ages of 18 and 34 years of age) responded to the new creatives for the campaign.

Methodology

This report is based on eight online focus groups that Quorus completed between March 9 and March 15, 2022. Focus groups were composed of men and women 18 to 24 years old (“Job seekers”), and with men and women 25 to 34 years old (“Job changers”). One online focus group with each of these segments was held with participants located in the following cities and surrounding areas: Toronto, Moncton, and Montreal (French). One session with each segment was also held with participants from the Prairies (Manitoba/Saskatchewan/Alberta). Each session lasted approximately 90 minutes. All participants were informed the research was for the Government of Canada and each received \$100 for participating. A total of 56 individuals participated in this study.

Research results

Three storyboard video concepts were explored with participants, namely:

- Concept A – “Your time is now,” featuring characters engaging in a mundane routine riding the bus or participating in a work meeting as the screen shifts to show the characters participating in action-based duties in the Canadian Armed Forces;
- Concept B – “A career like no other,” featuring the variety of activities that CAF employees engage in using a fast-paced split screen effect;
- Concept C – “This is for you,” featuring characters in different CAF jobs including firefighting, with a visual effect of the CAF uniforms “growing” onto the characters.

Overall, each concept featured particular strengths and weaknesses resulting in each concept receiving fairly equal “moderate appeal” ratings overall and receiving a nearly identical number of final votes. Many participants felt there would be an advantage to combining a few of the elements of two or all three of the concepts to create the strongest concept.

Reactions to concept A – “Your time is now”

Concept A received moderate to good scores overall and was equally appealing to men and women and to each of the two targeted segments although it did appeal slightly more to the youngest participants.

Those who **liked** this concept highlighted the following:

- This concept performed very well from a visual effect perspective (e.g., how the person transitions from holding the bar in the subway to holding the bar in the safety helicopter) and many felt it was the concept that had the best visual effect.
- This concept connected very well with individuals who feel they are also in mundane or routine types of jobs and who are looking to do more.
- This concept also connected well with individuals who have transferrable skills, such as those with skills in mechanics.
- The concept’s reference to adventure (visually and through the voice over), which was relatively more appealing to the youngest focus group participants.

Those who **liked** this concept **less** highlighted the following:

- The concept lacked substance and balance and came across as “just another recruitment advertisement” that only showcases the exciting aspects of life in the armed forces.
- Those who felt that the concept was intended to target individuals who have transferrable skills felt the ad only featured one character living the transition to military life: the mechanic. They felt that all three characters should have featured individuals transitioning from everyday use of basic skills to using those skills in a different manner in the armed forces.
- A few did not feel the woman knocking over her glass of water (or milk) was a credible transition to life in the armed forces.
- Some also felt that the ad was suggesting that if you are not in the armed forces, your everyday life is not being lived to its full potential, something to which some took offense.
- The ad did not appeal to individuals who are satisfied with their current job and it did not appeal to individuals who did not feel they had transferrable skills to the armed forces. To this end, some suggested that the ad should feature a broader range of career options in the armed forces or at DND, ranging from IT, to administrative and medical.

Most felt the ad did target everyday Canadians, but especially those who are dissatisfied with their current job. A few felt it targeted “middle class” Canadians who take public transportation and who are having trouble finding a job that makes them happy, something which a good number of participants could relate to.

To most, the main message focused on considering the armed forces as a way to break the mundane and the routine of their everyday lives and stepping out of their comfort zones.

The tagline received tepid support. Most participants did not consider it inspiring, catchy or meaningful.

Reactions to concept B – A career like no other”

Concept B received moderate to good scores overall and was equally appealing to men and women. Job Seekers were more likely to consider this concept appealing than Job Changers.

Those who **liked** this concept highlighted the following:

- One of the most appealing features of this concept was how much it showed about life in the armed forces. Participants liked that it did not just showcase adventure, but also a full “day in the life”, including training, time in the classroom, eating in the mess hall, etc. Participants felt this gave a more complete picture of life in the armed forces and this was appreciated. It made one of the better arguments that this is “a career like no other”.
- Participants also felt that the concept emphasized work-life balance, which is something many participants seek in a career. Some also felt the ad dispelled myths that life in the armed forces meant constantly being separated from your home and family.
 - It is possible, that some participants mistook the BBQ and the basketball scenes as “life at home” with their family rather than seeing that the main characters were spending some leisure time with fellow members of the armed forces.
- Many liked the ethnic diversity featured in the ad as well as the strong presence of women.

Those who **liked** this concept **less** highlighted the following:

- The concept’s most noteworthy weakness was its creative element, which consisted of a series of split screens for most of the ad. Participants felt that the screens were transitioning too quickly and that this made it difficult for them to pay attention and understand what the ad was trying to tell them. Many were in a better position to fully appreciate the entire ad once the static images were up on their screen. In the end, participants felt that the ad should stay focused on one character throughout the entire ad and showcase what they go through using full screens rather than try to combine the lives of multiple characters using split screens. If split screens are to be used, it was felt that the transitions need to be slowed down.
- Some of the younger participants felt the ad was targeting older Canadians since the ad featured someone leaving their house (something which few of them in their age group owned) and someone driving their car to work (whereas many in their age group take public transportation).

Many felt the ad did target more mature young Canadians who have a home life and for whom work-life balance is more important.

To most, the main message focused on showcasing that life in the armed forces is multi-faceted and that you can successfully balance work and home life.

The tagline was seen by many as effective and appropriate given the concept's main message although when presented with alternate options, most participants selected another slogan. More specifically, "More than you imagine" surfaced as the most popular option (especially among Job Seekers), followed by "Be part of something more" (especially among Job Changers). Job seekers were also slightly more likely to be drawn to "Experience more."

Reactions to concept C – "This is for you"

Concept C received moderate to good scores overall and was more appealing to women and to Job Changers.

Those who **liked** this concept highlighted the following:

- The concept was seen as inspiring and thoughtful and it focused on core values rather than on adventure.
- Some especially liked that the ad features individuals who are helping others, something which they felt was more important to highlight rather than showing combat scenes or life on the front.
- A few also appreciated that the ad showed a range of possible career paths.
- The creative element (which focused on uniforms "growing" on the characters) was appealing to most.
- Many liked the ethnic diversity featured in the ad as well as the strong presence of women.
- The repeated use of the word "you", including in the slogan, made some feel like the ad was more personal and directed to them rather than just a general all-call to anyone interested in the armed forces.

Those who **liked** this concept **less** highlighted the following:

- The creative element was a bit lost on a few but, if well done, it could have the potential to be very interesting.
- Many felt that the ad was suggesting that those who want to join the forces need to be natural leaders and already be doing “great things”, which can then be carried over into their careers in the armed forces. These participants did not feel like they stood out in any particular way – that they were just “normal” Canadians – and that this in some way discouraged them from considering a life in the armed forces.
- Although the concept did show some variety, many participants could not connect with any of the characters – in other words, they are not firefighters, they don’t save people with a boat, they are not athletes, and they are not academics.
- A few felt the voice over did not do justice to the characters featured in the concept. More specifically, participants felt the characters are already doing something great and that by suggesting that they should be “part of something bigger”, the voice over was downplaying what they were already achieving.
- Some felt the ad was too “slow” and lacked a clear message. This tended to come from participants who were more interested in adventure and excitement.

Many felt the ad targeted a range of age groups, which included themselves. That said, the focus on natural-born leaders compelled some to feel like they did not fit the mold of the target audience. Some of the younger participants connected with the first character who appears to be a student with a backpack. Some of the recent graduates also connected with the last character who is in a graduation cap and gown.

To most, the main message focused on showcasing how a life in the armed forces is a natural fit for someone with natural leadership skills.

The featured slogan (This is for you) was moderately appealing. For those who connected well with the concept, the slogan worked quite well but those who did not see themselves as “leaders” felt the slogan was not accurate by saying that the armed forces is for them.

Final vote

Ultimately, all three concepts attracted their fair share of “final votes,” with Concept B (A career like no other) capturing slightly more final votes, noting support if the pace of the ad can be slowed down and using fewer split screens.

- Preferences for each concept were very similar between men and women.
- Whereas Concept A was just as likely to be appealing to Job Seekers and Job Changers, preferences for the other two concepts were quite different between the two target audiences. More specifically, Job Seekers were much more likely to select Concept B (A career like no other) whereas Job Changers were much more likely to prefer Concept C (This is for you).

Many would like to see some of the visual effects from Concept A carried over into their preferred concept. Similarly, there was some interest in combining the creative element from Concept A, with the range of experiences featured in Concept B, and the leadership values conveyed through Concept C.

Ultimately, some participants felt the concepts did hit the mark in terms of talking about or referring to what they would personally look for in a career or an employer. The theme most likely to be mentioned was work-life balance, as highlighted through Concept B.

What participants look for in a career

Some participants felt the concepts did hit the mark in terms of talking about or referring to what they would personally look for in a career or an employer. The theme most likely to be mentioned across both Job Seekers and Job Changers was work-life balance, as highlighted through Concept B. Some felt that Concept B hit the mark when it came to demonstrating community and relationship building which they consider important (particularly the Job Seekers).

Some participants shared how Concept A resonated with their desire for excitement in a career rather than continuing in a mundane routine. They felt this ad did a good job at showing how the skills they already have could be further developed through the armed forces. A few also expressed interest in developing their leadership skills as well as the idea of helping others and thus felt that Concept C captured these elements.

Preferred advertising channels

In terms of where DND should advertise, nearly every participant agreed that social media was where they would be most likely to see this type of advertising. The most common channels included YouTube, Facebook (particularly among Job Changers), Instagram, and TikTok. A few mentioned LinkedIn. There were some mentions of live television, especially among male Job Changers who specified that they would likely see this type of ad while watching live sports events.

Qualitative research disclaimer

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

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

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

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Research purpose and objectives

The Department of National Defence (DND) oversees a variety of advertising campaigns, each with specific objectives, although there are elements of each campaign that overlap. One of these campaigns is the Canadian Armed Forces recruitment (awareness) campaign, which is being developed to assist the Canadian Armed Forces (CAF) in enrolling Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan of the Canadian Forces Recruiting Group (CFRG).

Promoting the CAF as a first-class, professional employer is complex given that the decision to enroll in the military requires extended personal evaluation, both emotional and rational. The CAF awareness component is the main pillar of the recruitment campaign and to ensure its impact it must connect with Canadians. The campaign is expected to launch in March 2023, and will include television, radio, digital, social tactics and out-of-home tactics.

The key objective of this campaign is to raise a greater level of awareness among Canadians between the ages of 18 and 34 about CAF employment opportunities, how the CAF is an employer of choice, highlighting training and travel opportunities, and how a career in the CAF can take various forms and fit various lifestyles, while addressing key barriers. Moreover, promoting the challenge, purpose, empowerment, fulfillment, and mastery involved in CAF careers, while addressing barriers related to freedom and flexibility.

Key themes the campaign aims to convey to its target audiences include:

- Work-life balance
- Workplace inclusion
- Training and career development opportunities

DND commissioned Quorus to pre-test campaign creatives to ensure they resonate well with the target audience. The advertising pre-testing explored how the primary target audience (Canadians between the ages of 18 and 34 years of age) responded to the new creatives for the campaign.

Specific research objectives included, but were not limited to, the following:

- Evaluate the creative concepts and determine if the content was:

- relevant to the audience
 - clearly understood by the audience
 - creatively appealing to the audience
 - motivating to the audience
 - conveying the intended information
 - the type of information the target audience wants/needs/uses; and,
 - consistent with where the target audience gets their information (television, social media, website, face-to-face).
- To elicit suggestions/options for potential changes to ensure the messaging and ads resonated with the target audience, including understanding and identifying images and/or features that provoke particularly strong reactions, either positive or negative.

This qualitative study also provided information on perceptions of new advertising messages, the target audience’s career goals, and their general attitudes towards the CAF.

Methodology

This report is based on eight online focus groups that Quorus completed between March 9 and March 15, 2022. Focus groups were composed of men and women 18 to 24 years old (“Job seekers”), and with men and women 25 to 34 years old (“Job changers”). One online focus group with each of these segments was held with participants located in the following cities and surrounding areas: Toronto, Moncton, and Montreal (French). One session with each segment was also held with participants from the Prairies (Manitoba/Saskatchewan/Alberta). Each session lasted approximately 90 minutes. All participants were informed the research was for the Government of Canada and each received \$100 for participating. A total of 56 individuals participated in this study.

Research results

Before seeing the concepts, participants were provided the following information:

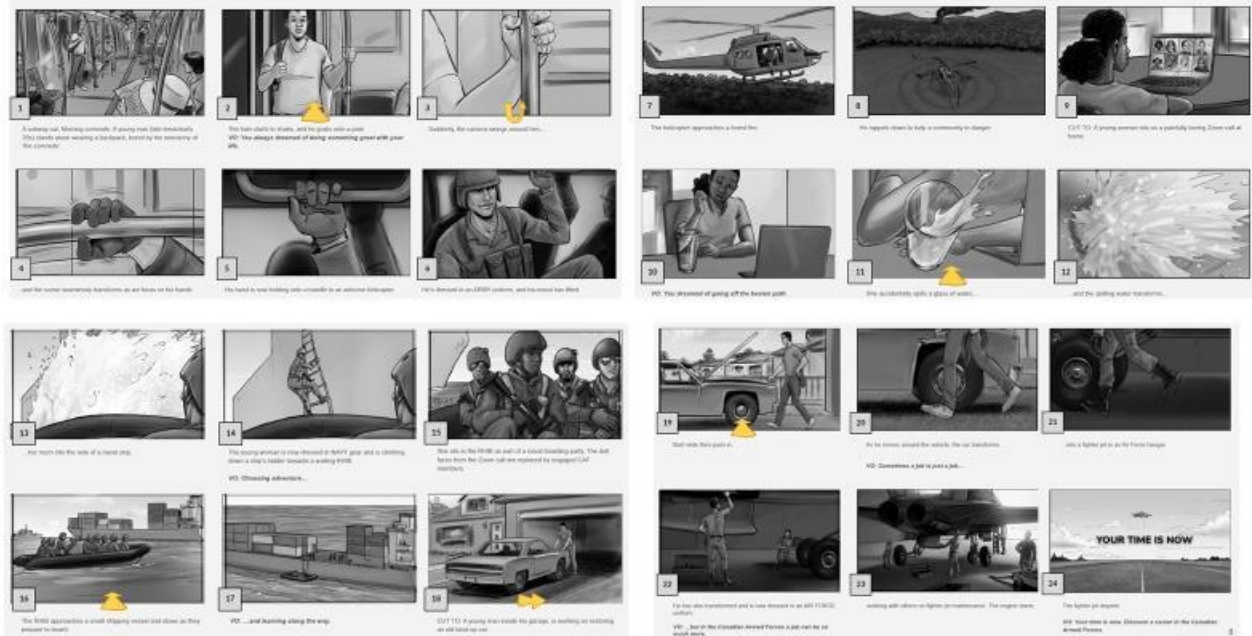
- The concepts are draft versions and not yet finalized.
- If the Department of National Defense decides to move forward with any of these ad concepts, they would be professionally produced with actors, in colour, etc. The ad concepts being considered by DND could eventually appear as video advertisements on television or online.
- Each concept was presented as an animated storyboard with full audio. The moderator always presented the concept twice.
- Before each concept was presented, the moderator showed a short video to give participants an idea of the inspiration behind each concept or to give them an idea of what some of the visual components might look like when finalized. These short videos were provided by the creative agency.

A total of three “concepts” were presented in each session. The order in which the concepts were shown was randomized. Details on the order of concepts shown per session is available in the moderation guide available in the main report’s appendix.

Overall, each concept featured particular strengths and weaknesses resulting in each concept receiving fairly equal “moderate appeal” ratings overall and receiving a nearly identical number of final votes. That said, Concept B was more appealing to Job Seekers and Concept C was more appealing to Job Changers – this is discussed in greater detail in the next sections of the report. Many participants felt there would be an advantage to combining a few of the elements of two or all three of the concepts to create the strongest concept. For example, participants enjoyed the creative approach of some concepts more than others, and also liked specific elements of the content in various ads.

Reactions to concept A – “Your time is now”

The following concept was shown to all participants:



General reactions

Concept A received moderate to good scores overall with most scores ranging between 5 and 8 on a 10-point scale. The concept was equally appealing to men and women and to each of the two targeted segments although it did appeal slightly more to the youngest participants.

This concept was praised from a visual effect perspective, with many referencing how the person transitions from holding the bar in the subway to holding the safety bar in the helicopter. Participants felt that the video concept was well paced, easy to understand and follow and that the transitions grabbed the attention of the viewer. Many felt that this concept had the best visual effect and creative element.

This concept connected very well with individuals who feel they are also in mundane or routine types of jobs and who are looking to do more. Many participants could relate to particular characters or scenes in the ad such as the lady in a video conference, as they had been working from home and were experiencing a similar work environment. Others related to the man on the subway and felt this character could represent the average middle-class individual who commutes

to work on public transportation. This concept also connected well with individuals who have transferrable skills, such as those with skills in mechanics.

Participants enjoyed the content of Concept A and appreciated that the characters in the pre-transition scenes represent average people. Some participants in the Job Changers segment also appreciated the diversity across the characters and that the ad did not only feature young individuals.

The concept's reference to adventure (visually and through the voice over) was relatively more appealing to the youngest focus group participants.

On the other hand, participants felt Concept A had some weaknesses. For some, the concept lacked substance and balance and came across as "just another recruitment advertisement" that only showcases the exciting aspects of life in the armed forces. This made the concept seem less relatable and some viewed it as giving "false hope" as things like flying on a helicopter are likely not everyday occurrences on the job. Many explained that they would like the advertisement to showcase more of the depth of what goes on in the CAF, the skills learned and the benefits of joining.

A few also felt the ad was a bit unoriginal and commented that the male voiceover and lack of music made the otherwise interesting transitions seem more boring. The voiceover was also said to not stand out in comparison to the visuals.

Those who felt that the concept was intended to target individuals who have transferrable skills felt the ad only featured one character living the transition to military life: the mechanic. They felt that all three characters should have featured individuals transitioning from everyday use of basic skills to using those skills in a different manner in the armed forces.

A few expressed confusion regarding the woman knocking over her glass of water (or milk) and did not feel this was a credible transition to life in the armed forces. This scene was much less straightforward than the other transitions included in the concept.

Another critique emerged as some felt that the ad was condescending and was suggesting that working from home or using public transportation were "less good" and that if you are not in the armed forces, your everyday life is not being lived to its full potential. These conceptions were seen as a bit offensive to some.

The ad did not appeal to individuals who are satisfied with their current job and it did not appeal to individuals who did not feel they had transferrable skills to the armed forces. To this end, some suggested that the ad should feature a broader range of career options in the armed forces or at DND, ranging from IT, to administrative and medical.

Perceived target audience

Most felt the ad did target everyday Canadians, but especially those who are dissatisfied with their current job. A few felt it targeted “middle class” Canadians who take public transportation and who are having trouble finding a job that makes them happy, something which a good number of participants could relate to.

A few who did not feel like the ad was targeting them felt that it was speaking more to those who are outgoing or adventurous and looking for an action-based career or those with transferrable skills (such as mechanics).

Perceived main message

To most, the main message focused on considering the armed forces as a way to break the mundane and the routine of their everyday lives and stepping out of their comfort zones. Participants felt that the ad portrayed a sense of “greater purpose” or “being a part of something more” which could be achieved through the armed forces. Many felt these messages were relevant and exciting.

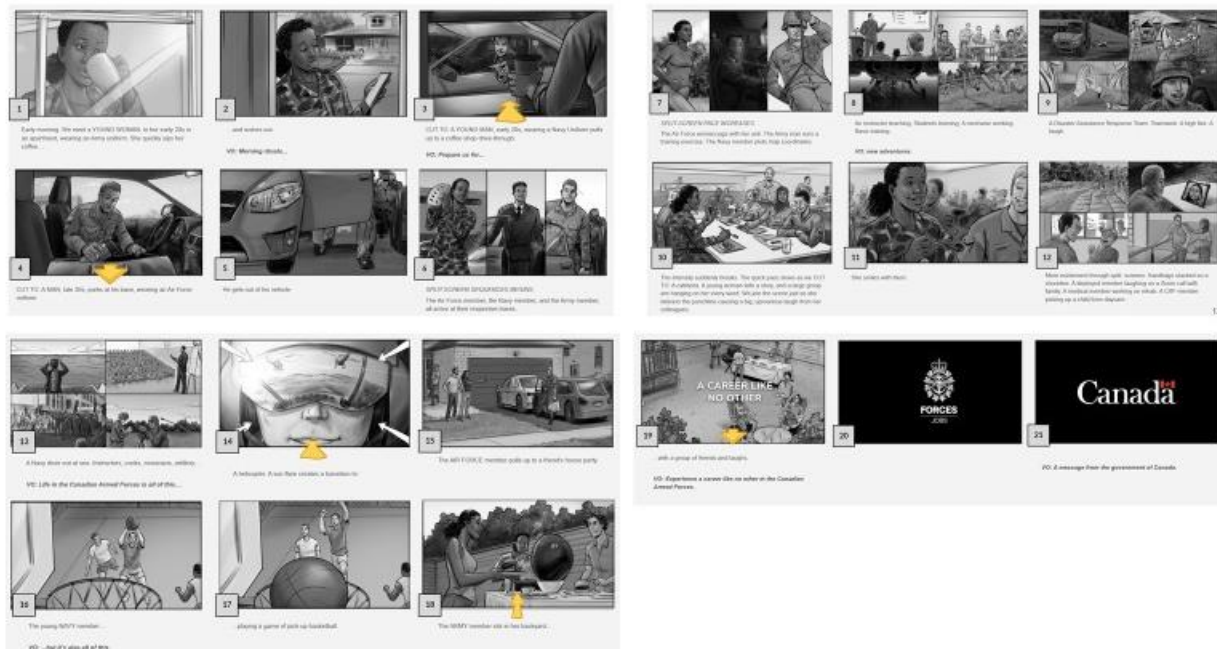
As well, several participants believed that the concept showcased the military as a viable option for someone with an average job or lifestyle and that it is an easy transition for those who might feel that they are missing something in their life.

Reaction to the tagline

The tagline received tepid support. Most participants did not consider it inspiring, catchy or meaningful. Many felt that the tagline was “good, but not great” or that it was a good tagline by itself but did not fit well with the concept. Those who did not enjoy the tagline felt that it was generic, or “cheesy” and recalled hearing the phrase often during their education. A few felt that it did fit well with the ad as it targets those looking for new opportunity, but found it lacked excitement.

Reactions to concept B – “A career like no other”

The following concept was shown to all participants:



General reactions

Concept B received moderate to good scores overall, with ratings typically falling between 5 and 7 on a 10-point scale. The ad was equally appealing to men and women. However, the ad was perceived quite differently between the two segments, with Job Seekers much more likely to consider this concept appealing than Job Changers.

The key strength of this concept was that did not just showcase adventure, but also a full “day in the life”, including training, time in the classroom, eating in the mess hall, etc. Participants felt this gave a more complete picture of life in the armed forces and this was appreciated. It made one of the better arguments that this is “a career like no other”.

Participants also felt that the concept emphasized work-life balance, which is something many participants seek in a career. Some also felt the ad dispelled myths that life in the armed forces meant constantly being separated from your home and family and that it can resemble a “normal” or “average” job rather than just involving deployment and combat as some may assume from how the armed forces are portrayed in movies or television.

- It is possible, that some participants mistook the BBQ and the basketball scenes as “life at home” with their family rather than seeing that the main characters were spending some leisure time with fellow members of the armed forces.

Participants felt that the music and transitions made the ad seem upbeat and cheery rather than having a serious tone, which made the armed forces seem more fun and adventurous rather than a rigid and strict environment. Many also enjoyed how the ad highlighted the relationships and camaraderie that can be built with colleagues. Many also liked the ethnic diversity featured in the ad as well as the strong presence of women.

Those who liked this concept less typically felt the most noteworthy weakness was its creative element, which consisted of a series of split screens for most of the ad. Participants felt that the screens were transitioning too quickly and that this made it difficult for them to pay attention and understand what the ad was trying to tell them. Many were in a better position to fully appreciate the entire ad once the static images were up on their screen. In the end, participants felt that the ad should stay focused on one character throughout the entire ad and showcase what they go through using full screens rather than try to combine the lives of multiple characters using split screens. If split screens are to be used, it was felt that the transitions need to be slowed down.

Others felt that the ad lacks a captivating element or pitch and would not inspire them to join the armed forces. A few highlighted that the ad made it seem that the most exciting part of the armed forces was the off-duty activities.

Some of the younger participants felt the ad was targeting older Canadians since the ad featured someone leaving their house (something which few of them in their age group owned) and someone driving their car to work (whereas many in their age group take public transportation).

Perceived target audience

Many felt the ad did target more mature young Canadians who have a home life and for whom work-life balance is more important.

Perceived main message

To most, the main message focused on showcasing that life in the armed forces is multi-faceted and that you can successfully balance work and home life. They felt that it represented how working in the armed forces does not mean you need to miss out on your personal life or seeing

friends and family while also highlighting the new relationships that can be formed with colleagues.

Reaction to the tagline

The tagline was seen by many as effective and appropriate given the concept's main message although when presented with alternate options, most participants selected another slogan. For those who critiqued the tagline "A career like no other", they typically felt it did not fit well with the ad and even contradicts the ad as the main message seems to suggest the armed forces are like a "normal" job rather than showcasing what makes the job different. A few mentioned that this tagline would be better suited for Concept A, which highlights the exciting and adventurous parts of the armed forces. Some felt that this tagline fit the ad, but that it was generic.

When considering the alternative taglines, "More than you imagine" surfaced as the most popular option (especially among Job Seekers). Those who liked this tagline felt that it highlights that there are different jobs and duties within the armed forces and "breaks the stigma" of what the CAF is about (e.g., more than just combat).

The second most popular tagline was "Be part of something more" (especially among Job Changers). Those who liked this tagline felt that it was inviting and represented being part of a community with colleagues in the CAF and the camaraderie that comes with this.

Job seekers were also slightly more likely to be drawn to "Experience more." Those who enjoyed this tagline felt that it speaks to young adults who may be unsure of their career path or are looking for something new and suggests that you can experience more through the CAF than through other jobs. Participants felt this tagline fits well with the ad and is short, "to the point" and less "cheesy" or dramatic than the other taglines.

The repeated use of the word “you”, including in the slogan, made some feel like the ad was more personal and directed to them rather than just a general all-call to anyone interested in the armed forces. They also felt that the transitions were more realistic than the transitions used in Concept A, as the characters are already seen in a related career or role when the uniform starts to grow onto them.

Participants also shared some weaknesses of the ad. The creative element was a bit lost on a few but, if well done, it could have the potential to be very interesting. A few also enjoyed the creative element, but felt it was not necessarily novel.

Many felt that the ad was suggesting that those who want to join the forces need to be natural leaders and already be doing “great things”, which can then be carried over into their careers in the armed forces. These participants did not feel like they stood out in any particular way – that they were just “normal” Canadians – and that this in some way discouraged them from considering a life in the armed forces.

Although the concept did show some variety, many participants could not connect with any of the characters – in other words, they are not firefighters, they don’t save people with a boat, they are not athletes, and they are not academics. Participants would prefer to see some “everyday people” such as in Concept A, or to have the ad showcase other careers in the CAF including doctors or scientists rather than just the active jobs.

A few felt the voice over did not do justice to the characters featured in the concept. More specifically, participants felt the characters are already doing something great (such as being a firefighter) and that by suggesting that they should be “part of something bigger”, the voice over was downplaying what they were already achieving.

Some felt the ad was too “slow” and lacked a clear message. This tended to come from participants who were more interested in adventure and excitement.

Perceived target audience

Many felt the ad targeted young adults due to the use of younger characters and scenes involving students and graduation. Many in both the Job Seekers and Job Changers segments felt this included themselves. Some of the younger participants connected with the first character who appears to be a student with a backpack. Some of the recent graduates also connected with the last character who is in a graduation cap and gown.

Some felt that although the use of the word “you” made it seem like the ad is talking to them, the focus on natural-born leaders compelled some to feel like they did not fit the mold of the target audience.

Perceived main message

To most, the main message focused on showcasing how a life in the armed forces is a natural fit for someone with natural leadership skills. Some also felt that the ad is intended to inspire individuals to feel that they have the skills or qualities required to join the forces through the voiceover, despite some not agreeing with this message.

Reaction to the tagline

The featured slogan (“This is for you”) was moderately appealing. For those who connected well with the concept, the slogan worked quite well but those who did not see themselves as “leaders” felt the slogan was not accurate by saying that the armed forces is for them. A few suggested improvements to this tagline such as “This COULD be you” or “This IS for you” to encourage the audience to envision themselves as part of the armed forces.

An alternate tagline, “What you can do for your country”, was also presented to participants. The overall reaction to this tagline was poor with participants agreeing that this tagline comes across as “too patriotic” sounding and that this is not how Canadians typically speak or think. Participants seemed to feel that Canadians have a more soft-spoken patriotism, especially compared to citizens from other countries. A few mentioned that this message would be especially unrelatable to immigrants who are interested in joining the forces. Others felt this tagline did not fit well with the ad, especially as the voiceover frequently uses the word “you”, better fitting the featured tagline. Some also commented that joining the forces is not the only thing you can do for your country, which influenced their poor feedback on this tagline.

Final vote

After evaluating each concept separately, a brief discussion was held to identify the concept that participants feel is most effective.

Ultimately, all three concepts attracted their fair share of “final votes”. Concept B (A career like no other) was selected slightly more often as the preferred concept, especially if the pace of the ad can be slowed down and fewer split screens are used.

Those who chose Concept B as the most effective felt it was the most informative and realistic since it shows the most aspects of a career in the armed forces. They felt that it was inviting and could target more people as it shows more of a variety and a lifestyle element which many people could fit into. Participants also enjoyed the sense of community and camaraderie displayed in this ad. Concept B received similar praise between men and women but when it came to age group, the younger segment, Job Seekers were much more likely to prefer this concept.

Next, Concept A and Concept C received an equal number of final votes. Concept A (Your Time Is Now) was just as likely to be appealing to Job Seekers and Job Changers and was also preferred equally between men and women. Those who selected this concept as the most effective felt it was easy to follow, showed excitement and adventure and had the best message: breaking out of a mundane routine to explore a more exciting career.

Finally, Concept C (This is for you) was much more likely to be preferred by Job Changers and was equally preferred by men and women. Those who felt this ad was the most effective appreciated the overall message of helping others and finding a career that allows you to “do more”.

Given the opportunity to improve the ads or to create hybrid concepts, many would like to see some of the visual effects from Concept A carried over into their preferred concept. Similarly, there was some interest in combining the creative element from Concept A, with the range of experiences, sense of community, and upbeat tone featured in Concept B, as well as the leadership values conveyed through Concept C.

When asked whether hearing a male or female voice impacted their reactions, most participants were neutral and mentioned they did not pay attention to whether it was a man’s or woman’s voice narrating the ad. A few of the women expressed that they would appreciate a female narrator since the armed forces are typically viewed as male dominated so the use of a female voiceover could help make the ad more inviting and inclusive and might grab the viewer’s

attention more. Others had no preference and suggested that the message is more important than who is talking.

What participants look for in a career

Some participants felt the concepts did hit the mark in terms of talking about or referring to what they would personally look for in a career or an employer. The theme most likely to be mentioned across both Job Seekers and Job Changers was work-life balance, as highlighted through Concept B. Some felt that Concept B hit the mark when it came to demonstrating community and relationship building which they consider important (particularly the Job Seekers).

Some participants shared how Concept A resonated with their desire for excitement in a career rather than continuing in a mundane routine. They felt this ad did a good job at showing how the skills they already have could be further developed through the armed forces. A few also expressed interest in developing their leadership skills as well as the idea of helping others and thus felt that Concept C captured these elements.

Preferred advertising channels

In terms of where DND should advertise, nearly every participant agreed that social media was where they would be most likely to see this type of advertising. The most common channels included YouTube, Facebook (particularly among Job Changers), Instagram, and TikTok. A few mentioned LinkedIn. There were some mentions of live television, especially among male Job Changers who specified that they would likely see this type of ad while watching live sports events.

Methodology

Overview: The research methodology consisted of eight online focus groups with individuals from four different regions across the country: Toronto and surrounding areas, the Prairies, Moncton and surrounding areas and Montreal and surrounding areas. Research was conducted between March 9th and March 15th and a total of 56 individuals participated across the focus groups.

Quorus was responsible for coordinating all aspects of the research project including designing and translating the recruitment screener and the moderation guide, coordinating all aspects of participant recruitment, coordinating the online focus group platform and related logistics, moderating all sessions, and delivering required reports at the end of data collection.

Target audience and sample frame

Focus group research was focused on two of the campaign's target audiences, notably:

- **Job seekers:** 18 to 24 years old with a high school and/or college degree and have yet to embark on a specific career path, are uncertain about which career path they want to take, or are currently looking for work;
- **Job Changers:** 25 to 34 years old who fall into one of the following categories:
 - Currently enrolled in post-secondary institutions;
 - College and university graduates who have yet to embark on a specific career path. For instance, this would include individuals who are working in a “bridge” or survival job (such as a job that has nothing to do with their training or education but one that must be taken to make ends meet) or those who are underemployed (meaning they are working in what they consider a temporary role until they find something better suited to their training and education) and/or;
 - Career changers, meaning they have started a career in their field of study/ training after completing their post-secondary education, and are considering changing careers.

The research primarily involved a mix of participants from specific urban centres and their surrounding areas: Toronto, Montreal (French), and Moncton as well as from across three provinces in the Prairies region (Manitoba, Saskatchewan and Alberta). During recruitment, efforts were made to include approximately two participants in each of the Toronto, Moncton and

Montreal sessions who lived at least 100 kms away from these centres for the research to tap into attitudes and realities in these types of settings. With these more rural and smaller communities targeted, the recruitment screener included a question that verifies that the participant has access to a sufficiently robust Internet connection to enable participation in a videoconference.

In the design of the recruitment screener, specific questions were also inserted to clearly identify whether participants qualified for the research program, and to ensure, where applicable, a good representation of education levels, career status, and of ages. Efforts were made to recruit members of visible minorities in all groups.

In addition to the general participant profiling criteria noted above, additional screening measures to ensure quality respondents include the following:

- No participant (nor anyone in their immediate family or household) was recruited who worked in related government departments/agencies, nor in advertising, marketing research, public relations, or the media (radio, television, newspaper, film/video production, etc.).
- No participant (nor anyone in their immediate family or household) was recruited who worked in the Canadian Armed Forces or the Department of National Defence.
- No participant acquainted with another participant was knowingly recruited for the same study, unless they were recruited into separately scheduled sessions.
- No participant was recruited who had attended a qualitative research session within the past six months.
- No participant was recruited who had attended five or more qualitative research sessions in the past five years.
- No participant was recruited who had attended a qualitative research session on the same general topic as defined by the research team in the past two years.

Description of data collection procedures

Data collection consisted of eight online focus groups, each lasting approximately 90 minutes in duration.

For each session, Quorus recruited eight participants to achieve six to eight participants per focus group. Recruited participants were offered an honorarium of \$100 for their participation.

Participants invited to participate in the focus groups were recruited by telephone from the through random digit dialing of the general public as well as through the use of a proprietary opt-in database.

The recruitment of focus group participants followed the screening, recruiting and privacy considerations as set out in the *Standards for the Conduct of Government of Canada Public Opinion Research—Qualitative Research*. Furthermore, recruitment respected the following requirements:

- All recruitment was conducted in the participant’s official language of choice, English and French, as appropriate.
- Upon request, participants were informed on how they can access the research findings.
- Recruitment confirmed each participant had the ability to speak, understand, read and write in the language in which the session was to be conducted.
- Participants were informed of their rights under the *Privacy and Access to Information Acts* and ensure that those rights were protected throughout the research process. This included: informing participants of the purpose of the research, identifying both the sponsoring department or agency and research supplier, informing participants that the study will be made available to the public in 6 months after field completion through Library and Archives Canada, and informing participants that their participation in the study is voluntary and the information provided will be administered according to the requirements of the *Privacy Act*.

At the recruitment stage and at the beginning of each focus group, participants were informed that the research was for the Government of Canada/DND. Participants were also informed of audio/video recording of the focus group sessions, in addition to the presence of DND observers. Quorus ensured that prior consent was obtained at the recruitment stage and before participants participated in the online groups.

The online focus groups were held using the Zoom online platform that allowed the client team to observe the sessions. Across all focus groups, a total of 56 individuals participated. All focus groups were moderated by senior Quorus researchers.

The three creative concepts tested were provided by DND in both official languages. These concepts were tested in an animated storyboard (photomatic) format.

Concepts from the online sessions were randomized and shown in a different order for each group, as follows:

Concept A = [Your Time Is Now.]

Concept B = [A Career Like No Other]

Concept C = [This is for you.]

Randomization sequence used:

Session 1: A, B, C

Session 2: B, C, A

Session 3: B, A, C

Session 4: C, A, B

Session 5: C, B, A

Session 6: A, C, B

Session 7: A, B, C

Session 8: B, C, A

The locations, attendance, language and dates for the online focus groups are presented in the grid below:

Session	Location	Segment	Language	Participants	Date (2022)
1	Toronto and surrounding areas	Job Seekers	English	6	March 9
2		Job Changers	English	6	March 9
3	Moncton and surrounding areas	Job Seekers	English	8	March 10
4		Job Changers	English	7	March 10
5	Prairies	Job Seekers	English	7	March 14
6		Job Changers	English	8	March 14
7	Montreal and surrounding areas	Job Seekers	French	8	March 15
8		Job Changers	French	6	March 15
Total	-	-	-	56	-

Qualitative research disclaimer

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

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

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

Appendices

Recruitment screener

Specifications

- Recruit 8 participants per group, for 6 to 8 to show
- Participants to be paid \$100
- Efforts will be made to recruit members of visible minorities in all groups.
- 8 online focus groups with men and women, at least 18 years of age, from four regions across Canada:
 - Toronto and surrounding areas (English)
 - Moncton and surrounding areas (English)
 - Prairies (Manitoba/Saskatchewan/Alberta) (English)
 - Montreal and surrounding areas (French)
- 2 participants in each session should live in a city or town at least 100 kms away from Toronto, Moncton and Montreal, and for those in the Prairies, live in a town with a population no higher than 30,000
- 2 online groups will be held with participants in each region, split into the two following segments:
 - **Job seekers:** individuals aged 18 to 24 with a high school and/or college/university degree and have yet to embark on a specific career path, are uncertain about which career path they want to take, or are currently looking for work;
 - **Job Changers:** individuals aged 25 to 34 who fall into one of the following categories:
 - Currently enrolled in post-secondary institutions;
 - College and university graduates who have yet to embark on a specific career path. For instance, this would include individuals who are working in a “bridge” or survival job (i.e. a job that has nothing to do with their training or education but one that must be taken to make ends meet) or those who are underemployed (i.e. working in what they consider a temporary role until they find something better suited to their training and education); and,
 - Career changers, i.e., they have started a career in their field of study/ training after completing their post-secondary education and are considering changing careers.

All times are stated in local area time unless specified otherwise.

Group 1
Toronto and
surrounding areas
March 9
5:30 pm EST
Job seekers

Group 2
Toronto and
surrounding areas
March 9
7:30 pm EST
Job Changers

Group 3
Prairies (MB/SK/AB)
March 10
5:00 pm MST
Job seekers

Group 4
Prairies (MB/SK/AB)
March 10
7:00 pm MST
Job Changers

Group 5
Moncton and
surrounding areas
March 14
5:30 pm AST
Job seekers

Group 6
Moncton and
surrounding areas
March 14
7:30 pm AST
Job Changers

Group 7
Montreal and
surrounding areas -
FR
March 15
5:30 pm EST
Job seekers

Group 8
Montreal and
surrounding areas -
FR
March 15
7:30 pm EST
Job Changers

Questionnaire

A. Introduction

Hello/Bonjour, my name is [NAME] and I am with Quorus Consulting Group, a national public opinion research company. We're planning a series of online discussion groups on behalf of the Government of Canada with people in your area. Would you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?

[INTERVIEWER 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." FOR FRENCH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, "Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest."]

[INTERVIEWER NOTE 2: IF SOMEONE IS ASKING TO PARTICIPATE IN FRENCH/ENGLISH BUT NO GROUP IN THIS LANGUAGE IS AVAILABLE IN THIS AREA, TALK TO YOUR SUPERVISOR.]

As I was saying – we are planning a series of online discussion groups on behalf of the Government of Canada with people in your area. The research will focus on programs and initiatives designed specifically for young Canadians. The groups will last up to 90 minutes (one and a half hours) and people who take part will receive a cash gift to thank them for their time.

Participation is completely voluntary. We are interested in your opinions. No attempt will be made to sell you anything or change your point of view. The format is a group discussion held using an online web conferencing platform similar to Zoom, led by a research professional with about six to eight other participants invited the same way you are being invited. The use of a computer or a tablet (not a smartphone) in a quiet room is necessary for participation, as the moderator will be gauging reactions to concepts and materials. All opinions will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy.

[INTERVIEWER NOTE: IF ASKED ABOUT PRIVACY LAWS, SAY: "The information collected through the research is subject to the provisions of the *Privacy Act*, legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation."]

1. Before we invite anyone to attend, we need to ask you a few questions to ensure that we get a good mix of people in each of the groups. This will take 5 minutes. May I continue?

Yes	1	CONTINUE
No	2	THANK/DISCONTINUE

B. Qualification

2. What is your gender identity? [If you do not feel comfortable disclosing, you do not need to do so] **[DO NOT READ LIST]**

Woman	1
Man	2
Gender diverse (optional to specify: _____)	6
Prefer not to say	7

AIM FOR 50/50 SPLIT OF WOMEN AND MEN, WHILE RECRUITING OTHER GENDER IDENTITIES AS THEY FALL

3. Do you or does anyone in your immediate family or household work in any of the following areas? **[READ LIST]**

	Yes	No
A marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
The government, whether federal, provincial or municipal	1	2
The Canadian Armed Forces or Department of National Defence	1	2

IF "YES" TO ANY OF THE ABOVE, THANK AND TERMINATE

4. We are looking to include people of various ages in the group discussion. May I have your age please? **RECORD AGE:** _____

AGE	GROUP	RECRUITMENT SPECIFICATIONS
18-24	JOB SEEKER	Recruit a range of ages within this group Proceed to Q5
25-34	JOB CHANGER	Recruit a range of ages within this group Proceed to Q9
35+		THANK AND TERMINATE

Qualifying Job Seekers

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

- In the process of completing high school 1
- Completed high school 2
- Currently in college 3
- Graduated from college 4
- Currently in university 5
- Graduated from university 6

6. Which of the following best describes your current employment status?

- Full Time (35 hrs. +) 1
- Part Time (under 35 hrs.) 2
- Homemaker 3
- Unemployed / Looking for work 4 **RECRUIT AS JOB SEEKER – SKIP TO Q11**
- Parental leave 5
- Other/ Unable to work 6
- Student – not working 7

7. **[ASK IF: STUDENT, ON PARENTAL LEAVE, OTHER/UNABLE TO WORK, HOMEMAKER]**

Which of the following best describes how you feel about the career path you will be on when you eventually return to or join the workforce?

You have found your true calling and are confident that the career path you will be on is what you want to do for a living	1	THANK AND TERMINATE
You will eventually get a job but you are not entirely certain that it is on the career path on which you want to be	2	RECRUIT AS JOB SEEKER – SKIP TO Q11
You will eventually get a job but you are fairly certain that it won't be on the career path on which you want to be	3	
You are not certain what career path you would like to follow	4	
You definitely will not be returning to the workforce any time soon, at least not for another 10 to 15 years.	5	THANK AND TERMINATE

8. **[ASK IF: WORKING FULL TIME OR PART-TIME]** Which of the following best describes how you feel about the type of work you are doing and the career path you are on?

You have found your true calling and are confident that the career path you are on is what you want to do for a living	1	THANK AND TERMINATE
You are working but you are not sure if you are on the right career path	2	RECRUIT AS JOB SEEKER – SKIP TO Q11
You are working but you know you are not at all on the right career path	3	
You are not certain what career path you would like to follow	4	

RECRUIT A MIX OF JOB SEEKERS AMONG THOSE WHO WILL JOIN THE WORKFORCE (QUALIFY IN Q7) AND THOSE ALREADY IN THE WORKFORCE (QUALIFY IN Q8)

Qualifying Job Changers

9. Are you currently studying full or part-time at a post-secondary institution? A post-secondary institution includes a college, university or any other similar type of school such as a technical school, a trade school, a vocational school, etc.

Yes	1	RECRUIT AS JOB CHANGER; SKIP TO Q11
No	2	CONTINUE

10. Do you currently fall into any of the following categories regarding your schooling and your current employment status? For each option I read, answer yes or no. **REPEAT IF NEEDED:** A post-secondary institution includes a college, university or any other similar type of school such as a technical school, a trade school, a vocational school, etc.

READ LIST AND HAVE RESPONDENT ANSWER YES/NO TO EACH SCENARIO BEFORE MOVING ON TO THE NEXT ONE. IF RESPONDENT ANSWERS “NO” TO EACH ONE, SELECT “NONE OF THE ABOVE” AT THE BOTTOM OF THE LIST.

Looking for work: You have graduated from a post-secondary institution and you are <u>currently looking for work</u> .	1	RECRUIT AS JOB CHANGER
Not working in your field: You have graduated from a post-secondary institution, but you are not working in your area of training or education, in other words you have a job	2	RECRUIT A MIX ACROSS

that has nothing to do with your training or education but one that must be taken to make ends meet. Example: Someone who has training or education to be a teacher but is working in a grocery store.		THESE 4 SEGMENTS
“Underemployed” in your field: You have graduated from a post-secondary institution and you are working in your area of training or education however you feel you are overqualified for your current role. For instance, you consider your current job a temporary one until you find something better suited to your training and education. Example: Someone who has training or education to be a plumber but is working at a local hardware store in the plumbing section.	3	
Maybe on the wrong career path: You have graduated from a post-secondary institution and you are working in your area of training or education however you are not certain this is the right career path for you. Example: Someone who has training or education to be an accountant but feels they might prefer working in healthcare.	4	
None of the above	5	

RECRUIT A MIX OF JOB CHANGERS AMONG THOSE CURRENTLY STUDYING (QUALIFY IN Q9) AND THOSE ALREADY IN THE WORKFORCE (QUALIFY IN Q10)

11. **[ASK THOSE IN ONTARIO, NEW BRUNSWICK AND QUEBEC]** Do you currently live in or within 100 kilometers of [Toronto/Moncton/Montreal] or beyond 100 kilometers of this city? **[READ LIST]**

- In or within 100 kms of the city 1
- Beyond 100 kms of the city 2

FOR EACH GROUP, AIM TO RECRUIT APPROXIMATELY 2 PARTICIPANTS WHO LIVE AT LEAST 100 KMS FROM THE TARGET CITY

12. **[ONLY ASK FOR PRAIRIES]** Do you currently live in... **[READ LIST]**

- A city or metropolitan area with a population of at least 100,000 1
- A city with a population of 30,000 to 100,000 2
- A city or town with a population of 10,000 to 30,000 3
- A town or rural area with a population under 10,000 4

FOR EACH PRAIRIES GROUP, RECRUIT A MIX OF INDIVIDUALS WHO LIVE IN A CITY OF TOWN WITH A POPULATION OF AT LEAST 30,000 AND THOSE WHO LIVE IN SMALLER TOWNS/RURAL (MAX OF 2/8 FROM SMALL TOWN/RURAL)

13. We want to make sure we speak to a diversity of people. Do you identify as any of the following?
- | | |
|--|---|
| An Indigenous person (First Nations, Inuit or Métis) | 1 |
| A member of an ethnocultural or a visible minority group other than an Indigenous person | 2 |
| None of the above | 3 |

RECRUIT MEMBERS OF VISIBLE MINORITIES IN EACH GROUP

14. **[ASK ONLY IF Q13=2]** What is your ethnic background? **RECORD**

RECORD ETHNICITY: _____

15. **[ASK ALL]** Which of the following statements best describes your Canadian citizenship status:

- | | | |
|---|---|------------------------------|
| I am a Canadian citizen | 1 | |
| I am an aspiring Canadian citizen | 2 | |
| I do not plan on obtaining Canadian citizenship | 3 | THANK & TERMINATE |

16. Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received money for participating?

- | | | |
|-----|---|------------------|
| Yes | 1 | |
| No | 2 | GO TO Q20 |

17. When did you last attend one of these discussion groups or interviews?

- | | | |
|--------------------------|---|------------------------------|
| Within the last 6 months | 1 | THANK & TERMINATE |
| Over 6 months ago | 2 | |

18. Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?

RECORD: _____

THANK/TERMINATE IF RELATED TO NATIONAL DEFENCE / DND / CANADIAN ARMED FORCES / MILITARY RECRUITMENT

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

Fewer than 5 1

Five or more 2 **THANK & TERMINATE**

20. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in an online group discussion with others your age? Are you...

READ OPTIONS

Very comfortable 1 **MIN 5 PER GROUP**

Fairly comfortable 2

Not very comfortable 3 **THANK & TERMINATE**

Very uncomfortable 4 **THANK & TERMINATE**

21. Do you have access to a stable internet connection, capable of sustaining a 90-minute online video conference?

Yes 1

No 2 **THANK & TERMINATE**

22. Participants will be asked to provide their answers through an online web conferencing platform using a computer or a tablet (**not a smartphone**) in a quiet room. It is necessary for participation, as the moderator will be gauging reactions to advertising concepts and materials. Is there any reason why you could not participate? (No access to computer or tablet, internet, etc.) If you need glasses to read or a device for hearing, please remember to wear them.

Yes 1 **THANK & TERMINATE**

No 2

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS DIFFICULTIES PARTICIPATING IN AN ONLINE WEB CONFERENCE, A SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

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.”

C. INVITATION TO PARTICIPATE

23. I would like to invite you to participate in an online focus group session where you will exchange your opinions in a moderated discussion with other young Canadians in your region. The discussion will be led by a researcher from the national public opinion research firm, Quorus Consulting. The session will be recorded but your participation will be confidential. The group will be hosted using an online web conferencing platform, taking place on [DAY OF WEEK], [DATE], at [TIME]. It will last 90 minutes (one and a half hours). People who attend will receive \$100 to thank them for their time.

Would you be interested in taking part in this study?

Yes 1

No 2 **THANK & TERMINATE**

24. The discussion group will be video-recorded. These recordings are used to help with analyzing the findings and writing the report. The results from the discussions will be grouped together in the research report, which means that individuals will not be identified in anyway. Neither your name nor your specific comments will appear in the research report. Is this acceptable?

Yes 1

No 2 **THANK & TERMINATE**

25. There will be some people from the Department of National Defence and/or the Government of Canada involved in this research project may be observing the session. They will not take part in the discussion and they will not know your name. Is this acceptable?

Yes 1

No 2 **THANK & TERMINATE**

26. Thank you. Just to make sure, the group will take place on [DAY OF WEEK], [DATE], at [TIME] and it will last 90 minutes (one and a half hours). Following your participation, you will receive \$100 to thank you for your time. Are you interested and available to attend?

Yes 1

No 2 **THANK & TERMINATE**

To conduct the session, we will be using a screen-sharing application called [PLATFORM]. **We will need to send you by email the instructions to connect.** The use of a computer or tablet (not a smartphone) in a quiet room is necessary since the moderator will want to show material to participants to get their reactions – that will be an important part of the discussion.

We recommend that you click on the link we will send you a few days prior to your session to make sure you can access the online meeting that has been setup and repeat these steps at least 10 to 15 minutes prior to your session.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call us so that we can get someone to replace you. You can reach us at **[INSERT NUMBER]** at our office. Please ask for **[INSERT NAME]**.

So that we can contact you to remind you about the focus group or in case there are any changes, can you please confirm your name and contact information for me? **[READ INFO AND CHANGE AS NECESSARY.]**

First name _____

Last Name _____

Email _____

Day time phone number _____

Night time phone number _____

Thank you!

[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 interview. If they still refuse THANK & TERMINATE.]

Moderation guide

Introduction to procedures (10 minutes)

Thank you all for joining this online focus group!

- Introduce moderator/firm and welcome participants to the focus group.
 - Thanks for attending.
 - My name is [INSERT MODERATOR NAME] and I work with Quorus Consulting, and we are conducting research on behalf of the Government of Canada.
 - Today we will be talking about different concepts that the Department of National Defence is considering for an upcoming ad campaign.
 - The discussion will last approximately 90 minutes.
 - If you have a cell phone or other electronic device, please turn it off.
- Describe focus group.
 - A discussion group is a “round table” discussion. We will also be asking you to answer survey questions from time to time to help guide the discussion.
 - My job is to facilitate the discussion, keeping us on topic and on time.
 - Your job is to offer your opinions on the concepts I’ll be showing you tonight/today. Your honest opinion is valued – I am not the one who developed the concepts I’ll be showing you tonight so please feel free to share what you like and what you think might need improving.
As well, your feedback on these concepts remains anonymous – I don’t want you to think that if you like what we show you that DND will try to recruit you to join the forces.
 - There are no right or wrong answers. This is not a knowledge test.
 - Everyone’s opinion is important and should be respected.
 - We want you to speak up even if you feel your opinion might be different from others. Your opinion may reflect that of other Canadians.
 - To participate in this session, please make sure your webcam and your microphone are on and that you can hear me clearly. If you are not speaking, I would encourage you to mute your line to keep background noise to a minimum...just remember to remove yourself from mute when you want to speak!
 - I will be sharing my screen to show you some things.
 - We will be making regular use of the chat function. [MODERATOR EXPLAINS HOW TO ACCESS THE ZOOM CHAT FEATURE DEPENDING ON THE DEVICE THE PARTICIPANT IS USING]. Let’s do a quick test right now - please open the chat window and send the group a short message (e.g., Hello everyone). If you have an answer to a question and I don’t get to ask you

specifically, please type your response in there. We will be reviewing all chat comments at the completion of this project.

- Explanations.
 - Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. Please do not provide any identifiable information about yourself.
 - The final report for this session, and others, can be accessed through the Library of Parliament or Library and Archives Canada once it's posted.
 - Your responses will in no way affect your dealings with the Government of Canada.
 - The session is being audio-video recorded for report writing purposes / verify feedback.
 - Some of my colleagues from DND involved in this project are watching this session and this is only so they can hear the comments first-hand.
- Please note that I am not an employee of the Government of Canada and may not be able to answer questions about what we will be discussing. If questions do come up over the course of the group, we will try to get answers for you before we wrap up the session.

Any questions?

INTRODUCTIONS: Let's go around – please tell us your name and a little bit about yourself, such as where you live, who lives with you, what you do for a living/what you are studying, etc.

Concept setup (3 minutes)

Let's now turn our attention to the new concepts being considered. I want to emphasize that these concepts are drafts at this stage and have not been finalized.

I'm going to show you three different concept approaches that are currently being considered by DND that could eventually appear on television and online.

When we look at these, I would like to focus on the message and content of the ad and not so much on the final presentation format since what you will see is not what the final product will look like. Here is what we will be looking at:

- Each of these ad concepts consists of a series of images pulled together in video format. It is sort of an animated storyboard.
- The video is in black and white but the finished product would be a professionally produced video in colour. So, when you look at them you will have to use your imagination.

- Finally, for each concept, I'll first show you a short video so you can get a bit of an idea of the inspiration behind each concept or give you an idea of what some of the visual components might look like when finalized. It will be quite clear to you which is the set-up video and which is the concept being tested.
- I'll show each test concept twice.

FOR INTERNAL USE ONLY:

Concept A = [Your Time Is Now.]

Concept B = [A Career Like No Other]

Concept C = [This is for you.]

Randomization sequence used:

Session 1: A, B, C

Session 2: B, C, A

Session 3: B, A, C

Session 4: C, A, B

Session 5: C, B, A

Session 6: A, C, B

Session 7: A, B, C

Session 8: B, C, A

Concept evaluation (20 minutes per concept = 60 minutes)

This is the first advertising campaign concept – it is called Concept A/B/C. **MODERATOR SHOWS THE “SETUP” VIDEO ONCE AND THE VIDEO CONCEPT TWICE**

Now let's discuss this concept in greater detail.

1. In the chat box, how would you rate this concept on a scale from 1 to 10, where 10 is the best score possible?
2. So what are your first impressions of this concept?

EXPLORE AS NEEDED:

- Tell me, what did you like about this ad?
- Now tell me what you did not like – did anything rub you the wrong way?
- **EXPLORE RATINGS AS NEEDED TO STIMULATE CONVERSATION** – Let's go around and talk a little about the rating you gave this concept on the 10-point scale.
- Were there any other words, scenes or images that provoked a strong reaction in you?
...which ones?

3. **In a few words**, what do you think DND is trying to tell us? ...what, in your own words, is the main message?
 - Is this a relevant message for you personally? Why / why not?
4. Who do you feel this advertising campaign is targeting?
 - **SHOW OF HANDS** – how many feel the concept is targeting you? ...and if not you, then who is that ad targeting? Why do you say that?
5. Do you have any (additional) feedback on the creative approach being considered in this video concept?
 - Do some creative elements work better than others? What else could be done from a creative perspective to improve this video concept?
6. A) **FOR ALL CONCEPTS:** What are your thoughts on the tagline featured in this concept? How well do you feel it fits the video concept? Does it strike a chord with you at all? [**MODERATOR TO REPEAT TAGLINE AS NEEDED**]

B) **FOR CONCEPT 2 ONLY:** For this concept, I'd like to get your thoughts on different taglines. I'll show four different options up on the screen, one of which is the tagline you saw in the video I just showed. Let me know which of these taglines you prefer – in other words, which one fits the best given the video concept and is most likely to strike a chord with you:

**A Career Like No Other.
More Than You Imagined.
Be Part of Something More.
Experience More.**

C) **FOR CONCEPT 3 ONLY:** For this concept, I'd like to get your thoughts on a different tagline. What are your thoughts on: **What you can do for your country.** How well do you feel it fits the video concept? Does it strike a chord with you at all? Is this an improvement over the current tagline?

MODERATOR TO REPEAT THE SAME SEQUENCE OF QUESTIONS FOR EACH OF THE THREE CONCEPTS

Most effective ad concept (7 minutes)

We have seen and discussed three (3) concepts for the advertising campaign. I would like to show you the concepts again for a final exercise. **MODERATOR SHARES REPRESENTATIVE STILL IMAGE OF EACH CONCEPT REPEATING THE LETTERS FOR EACH CONCEPT.**

1. Which is the one (1) advertising concept that you think is the most effective? The one that you would want the Government of Canada to produce. Type your selection in the chat and we'll discuss.
2. Do you see any opportunity to improve the one you think they should go with?
3. Are there elements from the video(s) you liked a bit less that should be brought into the one you prefer to make that one even better?
4. A quick question regarding the voices that narrated the ad concepts: do you believe that hearing a male or a female voice made a difference in the way you felt about the ads? Help me understand that a bit more.

Wrap-up (10 minutes)

Are any of the ads hitting the mark in terms of talking about what you personally look for in an employer or in a career? ...help me understand your answer.

Is this the sort of ad you would expect from DND? ...help me understand your answer.

Finally, you see ads almost everywhere you go – thinking specifically of your own situation, where should the Government of Canada show this ad so that it gets through to you and others in your age group?

[MODERATOR CHECKS WITH CLIENT TEAM REGARDING ANY ADDITIONAL QUESTIONS]

Does anyone have any additional thoughts on what you have seen tonight?

ON BEHALF OF THE GOVERNMENT OF CANADA, THANK YOU FOR YOUR PARTICIPATION