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Assessment of Parks Canada's 2019 Advertisement Campaign

Executive Summary

Prepared for Parks Canada

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This public opinion research report presents the results of an online survey conducted by EKOS Research Associates Inc. on behalf of Parks Canada Agency. The research study was conducted with 4,095 Canadians in February and June 2019.

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SUMMARY

Background

Parks Canada Agency (PCA) protects and presents nationally significant examples of Canada's natural and cultural heritage and fosters public understanding, appreciation and enjoyment to ensure the ecological and commemorative integrity of these places for present and future generations.

Parks Canada launched a new and innovate advertising campaign (*450 000 km² of memories*) that has been in market for two years (January 2018 to June 2019). The campaign aims to encourage Canadians to discover their national parks, national marine conservation areas and national historic sites, as well as to connect with nature and help in the protection of these places. This campaign was deployed on a variety of media including television, billboards, social media and other digital platforms.

In Spring 2019, the next wave of the campaign was launched emphasizing the importance of conservation while informing Canadians of the countless memories that await from coast to coast to coast.

As the Parks Canada 2019 National Tourism Campaign exceeds \$1,000,000, public opinion research is required by Treasury Board using the Advertising Campaign Evaluation Tool, with additional validating and benchmarking questions following the ACET instrument. Data collection to evaluate the campaign supports the Government of Canada's goal of effectively gauging Canadians' awareness and knowledge of specific 2019 initiatives, and determining the effectiveness of the campaign.

Research Purpose

Specifically, the purpose of the quantitative post-testing is to evaluate the effectiveness of Parks Canada's national tourism advertising campaign employing the Government of Canada ACET and to gauge:

- Performance of ads (ACET generic questions)
- Unaided/aided recall of the ads;
- Understanding of the key messages of the campaign;
- Message recall;
- Support of Parks Canada mandate;
- Intention to visit Parks Canada administrated places in 2019;

- Unaided/total awareness of Parks Canada;
- Other Parks Canada specific metrics.

Information obtained through this public opinion research allows Parks Canada to determine the impact of its advertising campaign and can be used to inform the Parks Canada marketing team on areas where the campaign can be adjusted in future iterations. The findings provides useful information to improve future campaigns which are better targeted, more informative and better geared to the target population and Canadians at large.

Sample design

Two bilingual, national online surveys were conducted: one as a baseline, in advance of the campaign, and one at the end of the campaign to measure change in awareness and intent to visit over time, to assess impact of the campaign. The baseline included of 2,020 Canadians 18 years of age or older, while the post campaign sample included 2,075 Canadians, also 18 years of age or older. Each survey instrument included the Advertising Campaign Evaluation Tool questions used by the Government of Canada in all of its advertising evaluation research, along with additional questions testing impact on perceptions and behaviour targeted through the campaign. Each sample included randomly selected respondents from all provinces and territories. In addition to a minimum number of cases to be completed with residents in each region, a minimum number of completed cases was also established for each of the three largest Census Metropolitan Areas (CMAs) in each of the two surveys: Toronto (250), Montreal (250) and Vancouver (125-150). Beyond these three CMA's, each sample was also intended to include minimum numbers in the following CMAs: Calgary (75-100); Edmonton (75-100); Winnipeg (50-75); Ottawa-Gatineau (50-75); and Halifax (50).

Each survey sample relied on EKOS' *Probit* panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame, and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 90,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied.

POLITICAL NEUTRALITY CERTIFICATION

I hereby certify as Senior Officer of EKOS Research Associates Inc. 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 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 by:



Susan Galley (Vice President) July 2019