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**EKOS Research Associates Inc.**

# Evaluation of the 2019 Pension for Life Advertising Campaign

*Methodology Report*

Prepared for:  
**Veterans Affairs Canada**

Ce rapport est aussi disponible en français

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**Canada** 

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## Methodology Report

Prepared for the Veterans Affairs Canada  
Supplier name: EKOS Research Associates  
December 2019

This report summarizes results from two surveys of 2000 Canadians each.

Cette publication est aussi disponible en français sous le titre : Évaluation de la campagne de publicité sur la pension à vie de 2019

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# SUMMARY

## Introduction

As part of its responsibility, Veterans Affairs Canada (VAC) provides services and benefits to Veterans and their families. These include programs for well-being, disability pensions, Veterans allowances, pension advocacy, health care and commemoration. They provide compensation for hardships arising from illness or injury and lost economic opportunities, innovative health and social services, professional legal assistance and recognition of the achievements and sacrifices of Canadians during periods of war and conflict. The Government of Canada introduced the Pension for Life (PFL) on April 1, 2019. Pension for Life is a modernized financial package that Veterans will receive for their service-related illness and/or injury. These changes are part of an overall well-being package that combines financial recognition of pain and suffering, income replacement and wellness services and programs to help Veterans transition to life after service. The Pension for Life advertising campaign focused on highlighting the new Pension for Life suite of benefits. The call to action of the campaign was to encourage Veterans to visit VAC's website or call the 1-866 number for more information.

## Background

VAC's Pension for Life advertising campaign has been marketed to an extensive demographic with moderate post-campaign recall. The Pension for Life Campaign had a comprehensive set of advertising products that highlighted the importance of this new program. This included a new 30-second advertising creative that was used for this campaign. As with previous VAC campaigns, the Pension for Life campaign was supported by a multimedia strategy to provide maximum reach through traditional channels, as well as online through mobile devices and social media sites, creating multiple opportunities for Canadians to raise awareness and knowledge about the new program. Specifically, this included a call to action to join the conversation on social media, visit the [Veterans.gc.ca/pensionforlife](https://www.veterans.gc.ca/pensionforlife) website or call the 1-866 number.

As the 2019 Pension for Life Advertising Campaign exceeded \$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 PFL Campaign supports the Government's and the Department's commitments to continue to improve services and access by ensuring the opinions of Veterans are considered. It also supports the continuing Government priority of accountability and performance measurement. Results will provide VAC with concrete data that will assist in developing/adjusting future media strategies.

## Research Purpose

Specifically, the purpose of the quantitative post-testing is to evaluate the Pension for Life Advertising Campaign and to gauge:

- The effectiveness of the campaign to drive traffic to [Veterans.gc.ca/pensionforlife](http://Veterans.gc.ca/pensionforlife) and engage on social media sites or call the 1-866 number;
- Veterans' and Canadians' awareness/knowledge of the campaign (as seen via TV, web, social media).

Information obtained through this public opinion research will allow Veterans Affairs Canada to determine the impact of its advertising campaign and provide direction on areas where the campaign can be adjusted to reach the targeted audience. The findings will provide useful information to improve future campaigns which are more targeted, informative and geared to the target population.

### **Sample design**

Two bilingual, national, online surveys were conducted: one as a baseline, in advance of the campaign, and one following 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 2,000 Canadians 18 years of age or older, and the post campaign sample also included 2,000 Canadians, also 18 years of age or older. Each survey instrument was based on the Advertising Campaign Evaluation Tool questions used by the Government of Canada in all of its advertising evaluation research, adding a few campaign-specific questions testing the impact on perceptions and behaviour targeted through the campaign. Each survey instrument included a sample of randomly selected respondents from all provinces and territories.

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, the more than 100,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within the panel very closely resembles the public at large) and margins of error can be applied.

The contract value for the POR project is \$ 35,932.31 (including HST).

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To obtain more information on this study, please e-mail [information@vac-acc-gc.ca](mailto:information@vac-acc-gc.ca), or call 1-866-522-2122