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EKOS Research Associates Inc.

Evaluation of the 2018 Remembrance Advertising Campaign

Summary

Prepared for:
Veterans Affairs Canada

Ce rapport est aussi disponible en français

For more information on this report, please email:
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Evaluation of the 2018 Remembrance Campaign

Methodology Report

Prepared for the Veterans Affairs Canada
Supplier name: EKOS Research Associates
February 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 commémoration de 2018

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SUMMARY

Introduction

As part of its mandate, Veterans Affairs Canada (VAC) seeks to engage Canadians in remembrance. In 2018 the campaign focused on engaging “Canadians in remembering and honouring Canada's brave men and women in uniform who have: served our country during times of war, military conflict and peace, and; made life better for Canadians and for the world”. The campaign was designed to encourage Canadians to remember and honour the accomplishments and sacrifices of our Veterans and invite Canadians' participation in remembrance activities, to visit VAC's website and to engage in social media. The campaign supported the Department's mandate to repay the nation's debt of gratitude toward those whose courageous efforts have given us the legacy of peace and freedom and have contributed to our growth as a nation. Advertising concepts demonstrated Canadians' commitment to remember the sacrifices and achievements of Canada's traditional and modern-day Veterans. The call to action of the campaign was to engage the pride of Canadians through the website or through social media sites.

Background

VAC's Remembrance advertising campaign, has been marketed to an extensive demographic with solid post-campaign recall. The 2018 Remembrance Campaign had a comprehensive set of advertising products that honoured the sacrifices of Canada's Veterans through commemorative events to highlight significant milestones including the centennial of the end of the First World War. Throughout this period, the campaign engaged and inspired youth, brought Canadians together and remembered the contributions of Veterans, showcased Canada's achievements as a result of Canada's Veterans and incited Canadians to explore our rich military history.

To remember Canada's Veterans, a new 30-second advertising creative was used for this campaign. As with previous campaigns, the 2018 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 engage in discussions and participate in remembrance. Specifically, this included a call to action to join the conversation on social media by using the hashtag “#CanadaRemembers” or visiting the veterans.gc.ca/CanadaRemembers website.

As the 2018 Remembrance 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 Remembrance Campaign supports the Government of Canada's goal of effectively gauging Canadians knowledge about the efforts of Veterans and those who died in service to Canada; and Canadian military milestones and the Veterans who participated in them are publicly recognized. Information obtained from this process 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 a broader Canadian public. The findings will provide useful information to improve future campaigns which are more targeted, informative and geared to the target population.

Research Purpose

Specifically, the purpose of the quantitative post-testing was to evaluate the 2018 Remembrance Campaign and to gauge:

- The effectiveness of the campaign to drive traffic to veterans.gc.ca/canadaremembers and social media sites and engage the pride of Canadians;
- Canadians' awareness/knowledge of the campaign as seen on television, Web and social media;
- Awareness of the sacrifices made by Canada's Veterans and still serving men and women;
- Knowledge of and participation in commemorative events;
- Personal relevance of the campaign (i.e., connecting to an individuals' interests and life experiences designed to increase motivation to learn more, as well as engagement and knowledge in the topic, and general recall of the message).
- Canadians' commitment to remember the sacrifices and achievements of Canada's traditional and modern-day Veterans.

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 a broader Canadian public. The findings will provide useful information to improve future campaigns which are better targeted, more informative and better geared to the target population and Canadians at large. It will also provide a comparison to previous measurement of success of the campaign.

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).

Supplier Name: EKOS Research Associates

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