



Veterans Affairs
Canada

Anciens Combattants
Canada

Evaluation of the 2020 Remembrance Advertising Campaign

Summary

Prepared for Veterans Affairs Canada

Supplier: EKOS RESEARCH ASSOCIATES INC.

PSPC Contract Number: # 51019-201018/001/CY

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For more information on this report, please email: vac.marketing-marketing.acc@canada.ca

Ce rapport est aussi disponible en français

Canada 

Evaluation of the 2020 Remembrance Advertising Campaign

Methodology Report

Prepared for Veterans Affairs Canada

Supplier name: EKOS RESEARCH ASSOCIATES INC.

Date: March 30, 2021

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 2020 : rapport sur la méthodologie

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SUMMARY

As part of its mandate, Veterans Affairs Canada (VAC) seeks to engage Canadians in remembrance. In 2020, the advertising campaign focused on the “Our Freedom” digital creative which illustrated the connection that past service has to our current freedom. 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 acts of remembrance to honour them. The campaign's purpose was to honour the Canadians who served our country during times of war, military conflict and peace and to engage Canadians in remembering past and present sacrifices. Advertising concepts demonstrated Canadians' commitment to remember the sacrifices and achievements of Canada's traditional War Service Veterans and modern-day Veterans. The call to action of the campaign was to engage the pride of Canadians through VAC's website or through social media sites.

A. BACKGROUND

VAC's Remembrance advertising campaign has been marketed to an extensive demographic with solid post-campaign recall. The 2020 Remembrance Advertising Campaign had a comprehensive set of advertising products that honoured the sacrifices of Canada's Veterans through commemoration via online resources, social media channels and traditional media.

To remember Canada's Veterans, digital creatives were used for this campaign. As with previous campaigns, the 2020 campaign was supported by a marketing 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 2020 Remembrance Campaign media buy exceeded \$1,000,000, public opinion research is required by Treasury Board using the Advertising Campaign Evaluation Tool (ACET), 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 2020 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 Canadians;
- 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.

B. 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. In the two surveys, the number of total completed cases in the sample is 2,000 with an associated margin of error of up to plus or minus 2.2%, at a .05 confidence interval (i.e., 19 times out of 20).

C. CONTRACT VALUE

The contract value for the POR project is \$49,737.47 (including HST).

Supplier Name: EKOS Research Associates

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