



Evaluation of the 2021 Remembrance Advertising Campaign

Methodology Report: Summary

Prepared for Veterans Affairs Canada

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Ce rapport est aussi disponible en français.

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December 2021

This public opinion research report presents the results of two online surveys conducted on behalf of Veterans Affairs Canada using the Government of Canada's Advertising Campaign Evaluation Tool (ACET).

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SUMMARY

1. Background

Within VAC, the core responsibility of commemoration is unique in that it serves Veterans and their families, recognizes the contributions of those who made the ultimate sacrifice, along with engaging the broader Canadian public in remembrance. A national advertising campaign is one way VAC seeks to engage Canadians in remembrance. The 2021 Remembrance advertising campaign ran from November 1 to 11, 2021 with ads appearing on television, digital, and online.

2. Research Objectives

The purpose of this research was to evaluate the 2021 Remembrance campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET), a standardized survey questionnaire administered before and after the campaign's paid media placement. The specific objectives were to measure:

- unaided recall of Government of Canada advertising about Veterans;
- Canadians' participation in commemorative events;
- aided recall of the Remembrance campaign by media;
- recall of key messages of the ads;
- perceived importance of VAC's commemorative programming;
- satisfaction with VAC's communications about the services and benefits available to Veterans and their families; and
- knowledge of the countries in which Veterans and members of the Canadian Armed Forces have served over the years.

The target population for the pre-campaign baseline and post-campaign surveys were Canadians aged 18 and older.

3. Methodology

Evaluation of the 2021 Remembrance campaign involved two online surveys: a pre-campaign baseline survey and a post-campaign survey. The baseline survey was conducted with a sample of 2,312 Canadian adults and took place from October 21 to 29, 2021. Following the pre-campaign baseline survey, the Remembrance campaign was launched and ran from November 1 to 11, 2021. The post-campaign survey was conducted following Remembrance Day to assess the reach of the department's media campaign. The post-campaign survey was in field November 12 to 22, 2021 and was completed by 2,276 Canadian adults. The baseline questionnaire had an average duration of approximately seven minutes while the post-campaign questionnaire averaged 13 minutes to complete.

4. Political neutrality certification

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity of the Government of Canada and Procedures for Planning

and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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5. Contact value

The contract value was \$55,324.24 (including HST).