



Government
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2023 Remembrance and Recognition Ad Campaign ACET Executive Summary

Prepared for Veterans Affairs Canada

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For more information on this report, please contact Veterans Affairs Canada at: commsresearch-commsrecherche@veterans.gc.ca

Ce rapport est aussi disponible en français.

Canada

Executive Summary

Veterans Affairs Canada (VAC) ran the Remembrance and Recognition campaign in the fall of 2023 to honour Canadians who served our country during times of war, military conflict and peace. This annual, national advertising campaign seeks to encourage Canadians to engage in acts of remembrance.

As per Government of Canada requirements, all advertising campaigns valued at least \$1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey.

The purpose of this quantitative research was to evaluate the 2023 Remembrance and Recognition Advertising Campaign using the Government of Canada's (GC) ACET, and as required, is conducted before and after the campaign's paid media placement.

The results of this study will assess whether the campaign met its objectives and to inform future Veterans Affairs Canada advertising campaigns.

This study was completed from October 23 to October 30, 2023, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from November 16 to December 5, 2023. A consistent set of questions is used in both surveys to compare across the timeframe in which the advertising campaign enters and leaves the public domain.

For both waves, Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population. Participants were invited via email or SMS to take part in a Web survey. The study was drawn from a random sample and can be extrapolated to the broader population only on a national level.

Questions within the survey further filtered out responses from anyone under the age of 18, those who did not live in Canada, and anyone working for organizations that would not qualify to participate (e.g., a market research firm). A total of 4,064 adult Canadians participated in the study. For the aided recall evaluation, a 16 second video ad was shown to respondents as well as ad visuals.

The contract value for this study was \$57,695.50 (tax included).

Political neutrality certification

I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

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: 

Nicolas Toutant, Vice-President, Research and Evaluation