

Government of Canada Advertising Reforms

Presentations to ethnic media February 24, 2005

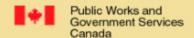






The purpose of this presentation is to:

- Brief the ethnic media representatives on the Government of Canada Advertising Reform Initiatives
- Provide information on the role of the Agency of Record







Acts & Policies that influence advertising...

- Financial Administration Act
- Official Languages Act
- Multiculturalism Act
- Federal Identity Program
- Communications Policy
- Common Services Policy
- Contracting Policy

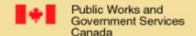






The objectives of the new advertising management framework are to...

- Establish a Centrally coordinated system
- Improve overall management of Government advertising
- Reallocate advertising resources to higher priorities
- Horizontal coordination aligned with priorities
- Reduce government spending
- Address recommendations by the Auditor General
- Increase disclosure and transparency

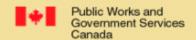






The key transparency features of the new advertising management framework are...

- Posting of all approved advertising initiatives on the TBS Internet site
- Posting of all advertising-related contracts (above \$10K) on Contracts Canada
- Annual report from PWGSC on the GoC's advertising activities
- Annual report from PWGSC on the public opinion research activities

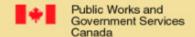






Responsibilities are shared ...

- Central agencies approve the strategies, the content, the messaging and the funding.
- Departments are responsible for the planning, the implementation, the evaluation and reporting
- PWGSC is responsible for the selection of advertising agencies and the coordination of advertising activities.

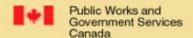






Public Works and Government Services Canada Advertising Coordination...

- Maintain the advertising management information system
- Review all advertising requirements
- Review all media plans and creative
- Ensure compliance with Acts and Policies
- Coordinates the activities of the Agency of Record
- Provide advice to Departments and Agencies
- Coordinate information and training sessions
- Monitors and produces the annual report on advertising activities







Advertising Process

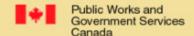






Creative/ Production

- Ad agencies assigned to individual projects through competitive process:
 - Up to \$75K standing offers
 - \$75K to \$750K competition among pre-qualified suppliers
 - Over \$750K full RFPs on MERX
- Institution works with the selected agency
- Remuneration is based on hourly rates and reimbursable costs
- Advertising Coordination provides ongoing advertising related advice
- Procurement Services provide contract expertise



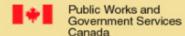




Factors taken in consideration at the media planning stage...

- Research
- Messaging
- Target Audience
- Demographics
- Timing
- Budget

- Media
- Media availability
- Circulation
- Reach
- Previous Evaluations

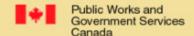






Media Placement Process

- Media Plan is approved by the Department
- Creative and Media Plans are reviewed by PWGSC-GISB for compliance with the *Official Languages Act* and the Federal Identity Program
- Work Authorisation and media plan is issued to the Agency of record (AOR) by PWGSC- Procurement Services
- AOR actions the media plan (Negotiation, Buying, Verification and Reconciliation and Payment of NET media space)
- AOR does not perform any media planning functions.







Canada

