



Government of Canada Advertising Reforms

Presentations to ethnic media
February 24, 2005



Public Works and
Government Services
Canada

Travaux publics et
Services gouvernementaux
Canada

Canada



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



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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.





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