



2015  
2016

Government  
Advertising  
Report



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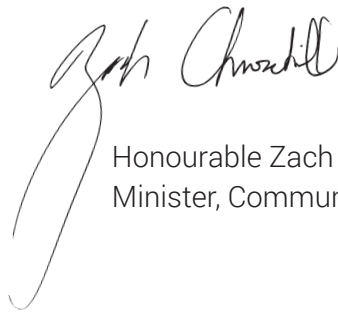
# Message from the Minister

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As government's full service communications agency, Communications Nova Scotia (CNS) is dedicated to ensuring Nova Scotians are aware of government programs and services important to them.

CNS continues to evaluate the effectiveness of targeted marketing communications, while improving internal processes to be more efficient and cost effective in how government communicates with Nova Scotians.

I am pleased to provide the annual Government Advertising Report for 2015–2016.



Honourable Zach Churchill  
Minister, Communications Nova Scotia



# Introduction

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Under the Public Service Act, Communications Nova Scotia is responsible for centralized delivery of advertising services.

Advertising is a tool to be used by government to communicate its programs and policies to Nova Scotians. It is important that government is consistent in management of advertising, achieves the best possible value for money in its advertising activities and measures the outcomes of activities, as appropriate.

Advertising is broken up into two categories: operational advertising and significant advertising.

## Operational Advertising

Operational advertising is designed to inform target audiences about a core business activity or function of a government department or office. This advertising provides factual, non-sensitive information informing the public of new, existing, revised or proposed government policies, laws, programs and services; and disseminates scientific, emergency, medical, or health and safety information.

This category of advertising is not large-scale in budget terms (under \$25,000 per campaign), but it may use creative elements involving copywriting, art direction, photography and, in some instances, television.

Examples of operational advertising include, but are not limited to:

- job postings
- traffic advisories
- a department or office providing information to start-up businesses about available government services
- a department or office introducing a new law or policy

## Significant Advertising

Significant advertising is any operational advertising campaign that is deemed to be a priority of government and costing more than \$25,000. Similar to operational advertising, significant advertising is also factual and designed to inform the public.



# Marketing Communications

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Marketing communications is the promotion part of the “marketing mix” or the “four Ps”: price, place, promotion, and product. Communications Nova Scotia is responsible for marketing communications in that it only has control over the promotion part of the marketing mix. Communications Nova Scotia does not have control over what programs exist, how they are delivered, nor how they are evaluated.

Communications Nova Scotia’s approach to advertising is guided by the principles of timeliness, accuracy, effectiveness, non-partisanship and fiscal responsibility.



# Advertising for MLAs and ABCs

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Advertising conducted by Members of the Legislative Assembly is guided by the House of Assembly Management Commission Regulations and is therefore not covered in this report.

Advertising conducted by independent or arms-length organizations is not required to be managed by Communications Nova Scotia. However, these organizations can request the advice and support of CNS if they so choose.

# Advertising Undertaken in Fiscal 2015-2016

The following outlines the expenditures made with respect to government advertising for 2015-2016.


DEPARTMENTS	TELEVISION	RADIO	PRINT	SOCIAL	ONLINE	OUT-OF-HOME	AD DESIGN/ DEVELOPMENT	TOTAL
Agriculture, Fisheries & Aquaculture			\$9,212.07	\$199.99			\$500.00	\$9,912.06
Communications Nova Scotia		\$91.80	\$120,597.33	\$22,715.81	\$110,441.52	\$80,599.55	18,220.75	\$352,666.76
Communications Nova Scotia & Agriculture (Select Nova Scotia)	\$24,400.00	\$40,965.79	\$34,638.00	\$20,401.16	\$21,972.57	\$13,230.00	49,797.12	\$205,404.64
Communities, Culture and Heritage (including Acadian Affairs)			\$27,371.50	\$821.05			\$1,900.00	\$30,092.55
Community Services			\$4,872.00	\$8,700.00			\$9,032.50	\$22,604.50
Energy				\$1,850.00			\$1,045.00	\$2,895.00
Education and Early Childhood Development			\$20,850.04	\$599.86	\$1,962.00		\$900.00	\$24,311.90
Environment			\$615.06				\$250.00	\$865.06
Finance & Treasury Board			\$17,152.45	\$1,083.75				\$18,236.20
Health and Wellness*	\$74,650.73	\$1,955.10	\$19,156.78	\$12,079.38	\$57,614.35	\$56,251.00	\$43,346.30	\$265,053.64
Immigration				\$750.00				\$750.00
Intergovernmental Affairs							\$200.00	\$200.00
Internal Services			\$425.00				\$200.00	\$625.00
Justice			\$6,910.79	\$3,920.61			\$600.00	\$11,431.40
Labour and Advanced Education			\$122,816.59	\$26,006.62			\$1,100.00	\$149,923.21
Municipal Affairs (including Emergency Management Office)			\$5,205.00	\$1,199.78		\$21,590.37	\$400.00	\$28,395.15
Natural Resources			\$50,425.34	\$7,700.30	\$1,249.97	\$11,029.80	\$4,700.00	\$75,105.41
Public Service Commission			\$10,094.96		\$125.00		\$800.00	\$11,019.96
Service Nova Scotia (including Alcohol & Gaming)		\$2,292.90	\$30,531.28	\$8,757.76	\$10,848.48	\$5,494.06	\$15,710.00	\$73,634.48
Transportation and Infrastructure Renewal		\$73,327.83	\$24,169.28	\$2,648.90		\$5,554.08	\$2,725.00	\$108,425.09
<b>Total Departments</b>	\$99,050.73	\$118,633.42	\$505,043.47	\$119,434.97	\$204,213.89	\$193,748.86	\$151,426.67	\$1,391,552.01

\*The design for the Tobacco Free Nova Scotia campaign was covered by the Federal Government (\$34,133.30). This amount is included in the chart above.

ABC'S SPEND	TELEVISION	RADIO	PRINT	SOCIAL	ONLINE	OUT-OF-HOME	AD DESIGN/DEVELOPMENT	TOTAL
Art Gallery of Nova Scotia			\$1,137.35		\$690.00	\$5,261.25		\$7,088.60
Elections Nova Scotia		\$15,043.73	\$77,544.95				\$3,990.00	\$96,578.68
Executive Council			\$23,048.25	\$4,215.24	\$2,500.00		\$775.00	\$30,538.49
Nova Scotia Apprenticeship Agency			\$1,485.00				\$430.00	\$1,915.00
Nova Scotia Health Authority		\$3,633.03	\$4,429.80	\$9,063.92				\$17,126.75
Nova Scotia Utility Review Board			\$4,185.02				\$200.00	\$4,385.02
Office of the Lieutenant Governor			\$2,533.05				\$322.50	\$2,855.55
Status of Women			\$1,037.00					\$1,037.00
Tourism Nova Scotia	\$2,213,698.97		\$335,822.17	\$123,240.55	\$261,654.65	\$359,241.68		\$3,293,658.02
Worker's Compensation Board	\$57,005.10		\$3,450.00					\$60,455.10
<b>Total Agencies and Commissions</b>	\$2,270,704.07	\$18,676.76	\$454,672.59	\$136,519.71	\$264,844.65	\$364,502.93	\$5,717.50	\$3,515,638.21

<b>GRAND TOTAL</b>	<b>\$2,369,754.80</b>	<b>\$137,310.18</b>	<b>\$959,716.06</b>	<b>\$255,954.68</b>	<b>\$469,058.54</b>	<b>\$558,251.79</b>	<b>\$157,144.17</b>	<b>\$4,907,190.22</b>
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# Objectives & Results of Significant Advertising 2015-2016

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Significant advertising is any operational advertising campaign that is deemed to be a priority of government and costing more than \$25,000. Similar to operational advertising, significant advertising is also factual and designed to inform the public.

More information on each campaign, including samples and evaluation, is available on the following pages.

The following campaigns fall under this category:

- Graduate to Opportunity Program, Department of Labour and Advanced Education
- Seniors Pharmacare, Department of Health and Wellness
- Youth Distracted Driving, Department of Health and Wellness
- Workzone Safety, Department of Transportation and Infrastructure Renewal
- Heating Assistance Rebate Program, Service Nova Scotia
- Gambling Support Network (Take 5), Department of Health and Wellness
- Combined 211/811/911, Department of Health and Wellness
- Select Nova Scotia, (Department of Agriculture and Communications Nova Scotia)

# Graduate to Opportunity

## Campaign Objective

To increase awareness of and interest in the Graduate to Opportunity program.

## Evaluation:

Between January 1 and January 29 the novascotia.ca/makeithere site had 7,085 page views. From January 30 to March 31 the number of pageviews increased to 28,712.

The majority of people coming to the website came in directly by typing in the URL (63.52%), followed by the Public Service Commission (2.71%), news release (2.36%) and the Energy Training Development program (1.57%)

Facebook results show we reached 175,685 people approximately 9.69 times. There were 9,129 website clicks, 204 post comments, 610 post shares, 1,681 post likes and 343 page likes.

From February to June, the program had received 130 applications.



# Seniors' Pharmacare


## Campaign Objective

To ensure Nova Scotians were aware of the changes to the Seniors' Pharmacare Program.  
Note: These changes were not implemented and the campaign was halted.

## Evaluation:

Between January 15 and February 22 the total number of page views were 28,784. The average time spent on the page was 3:48 minutes.

Facebook accounted for 93.39 percent of the page views. Facebook results show we reached 79,179 people approximately 4.33 times. There were 14,326 website clicks, 656 post comments, 1,148 post shares, 1,350 post likes and 132 page likes.




Beginning April 1

### Check Your Pharmacare Premium

Seniors' Pharmacare premiums will soon be based on income level to help those in greatest need. Even with this change, most seniors will pay the same or less than they are today.

Find out your premium by using the calculator at [novascotia.ca/seniorspharmacare](http://novascotia.ca/seniorspharmacare) or call Pharmacare at: **1-800-544-6191 (Toll-Free) Monday to Friday**



Nova Scotia Government  
Sponsored · 🌐

Like Page

Starting April 1st, the amount seniors pay per prescription will drop to 20%, so they pay less at the counter.



### Seniors' Pharmacare

NOVA SCOTIA

#### Changes Coming to Senior's Pharmacare

Premiums will be income-based and most seniors will pay the same - or less - as last year. Call: 1-800-544-6191 (toll free) Visit: [novascotia.ca/seniorspharmacare](http://novascotia.ca/seniorspharmacare)

NOVASCOTIA.CA/SENIORSPHARMACARE

# Youth Distracted Driving

## Campaign Objective

Distracted driving is an issue particularly amongst youth, which affects all of us. This campaign was created to help inform, educate and denormalize distracted driving behavior.

## Evaluation:

While evaluation is important, the cost can be prohibitive and as such isn't necessary for all campaigns. Public awareness campaigns such as this are important as they promote a culture of safety and aim to young drivers and the general public.



# Workzone Safety

## Campaign Objective

During the spring and summer months many road crews are working along busy Nova Scotia highways. In an effort to protect road workers and the public, the campaign's objective was to remind drivers to be aware and slow down in work zones. This was a partnership with the Nova Scotia Road Builders Association.

## Evaluation:

While evaluation is important, the cost can be prohibitive and as such isn't necessary for all campaigns. Public awareness campaigns such as this are important as they promote a culture of safety and aim to protect workers and the general public.





# Heating Assistance Rebate Program

## Campaign Objective

The Heating Assistance Rebate Program (HARP) provides help to lower-income Nova Scotians with the cost of home heating. The campaign aimed to increase visits to [homeheatinghelp.ca](http://homeheatinghelp.ca).



## Evaluation:

The average weekly visits from November 17 to March 24 were 4,546 (total visits 83,118). Spikes in visits occurred when new Facebook posts were introduced on November 17, January 26, and February 24.

The Traffic Source Report from Google Analytics also shows that Facebook provided 60% of the pageviews and search engines (Google, Yahoo, Bing) represent approximately 22% of pageviews.

From November 17 to March 24 the average time spent on the site was 2:16 minutes and 15,812 application forms were downloaded.

Facebook results show that the campaign reached 336,036 people approximately 6.43x. There were 36,423 website clicks, 2,926 post shares, 431 post comments, 1,691 post likes, and 575 page likes.



# Gambling Support Network (Take 5)

## Campaign Objective

The Gambling Support Network expands on the existing Problem Gambling Helpline. A new interactive website offers live chat with clinicians and other tools to support Nova Scotians concerned about gambling. The campaign aimed to increase visits to [gamblingsupportnetwork.ca](http://gamblingsupportnetwork.ca).

## Evaluation:

The total campaign reached 340,000 people

- Television: 296,000
- Digital Screens: 66,000
- Online Ads: 59,000
- Posters in Bars (Unpaid): 30,000
- VLT Stickers (Unpaid): 30,000
- Casino Business Cards (Unpaid): 15,000

Among respondents who remember seeing advertising for Take 5, the majority agreed that it was clear the advertising was about getting help for gambling concerns (93%) and provided enough information for those wanting help about their gambling concerns (94%).

Have you gambled more than you really can afford?

Is gambling affecting the people in your life?

If you answered **yes** to any of these questions...

Take 5 and contact the gambling support network



**1.888.347.8888**  
**[gamblingsupportnetwork.ca](http://gamblingsupportnetwork.ca)**

# Combined 211-811-911 Campaign

## Campaign Objective

The goal was to increase awareness of the appropriate use of each of the service numbers, increasing the frequency of calls to 211 for community services and programs.

## Pre Evaluation:

The average monthly call volume to 211 in 2014 was 1,740. Website visits to the 211 website were on average about 4000 in 2014.

## Post Evaluation:

The average monthly call volume was 2,420 for an increase of 39%. Website visits to the 211 website increased by between 28 and 48%, depending on the month.





# Select Nova Scotia

The goal of Select Nova Scotia is to add value for local producers, manufacturers and retailers by helping to create the conditions that will fuel their success. One of the perceived barriers to buying local is availability. Activities and tools developed for Select Nova Scotia throughout the year look to show consumers where they can buy local.

## Local Days Campaign Objective

The local days campaign was based on a partnership with Sobeys that provided an opportunity to increase visibility of local products in a large retail store. Select Nova Scotia research shows that the majority of grocery shoppers buy their food from major retailers, but often times they find it difficult to find local. Select Nova Scotia struck a partnership with Sobeys to help make it easier for consumers.

Local Days provided an opportunity for vendors to showcase their local products in store. Six different events were held in 2015 in May, July, August, September and October in a total of 27 stores.

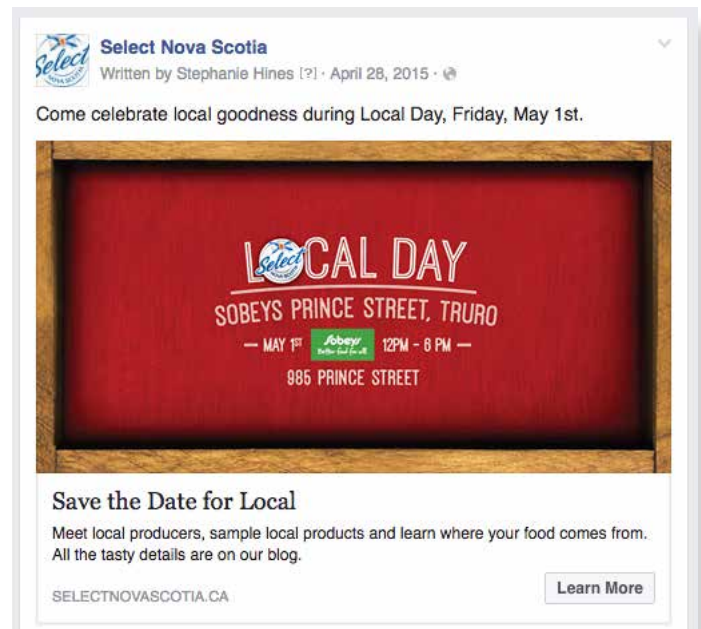
The goal of the campaign was to increase visibility of local food in major retail stores, driving traffic to the [selectnovascotia.ca](http://selectnovascotia.ca) website and social media channels for a listing of Local Days events. The majority of the cost was spent on social media and radio advertising.

## Pre Evaluation:

The average monthly website traffic for July and August traffic in 2014 was 8,500.

## Post Evaluation:

The average monthly website traffic July increased by 20% and 10% in August. A post-event evaluation survey found that 90% of vendors felt the event helped to promote their business and would participate in future events.



The image shows a Facebook post from the page 'Select Nova Scotia'. The post text reads: 'Come celebrate local goodness during Local Day, Friday, May 1st.' Below the text is a photograph of a red chalkboard sign with white and green text. The sign says 'LOCAL DAY' in large letters, with the 'Select' logo to the left. Below that, it says 'SOBEYS PRINCE STREET, TRURO' and 'MAY 1st 12PM - 6 PM'. At the bottom of the sign, it says '985 PRINCE STREET'. Below the photo, the post has a section titled 'Save the Date for Local' with the text: 'Meet local producers, sample local products and learn where your food comes from. All the tasty details are on our blog.' At the bottom left of the post is the URL 'SELECTNOVASCOTIA.CA' and at the bottom right is a 'Learn More' button.



## Holiday Campaign Objective

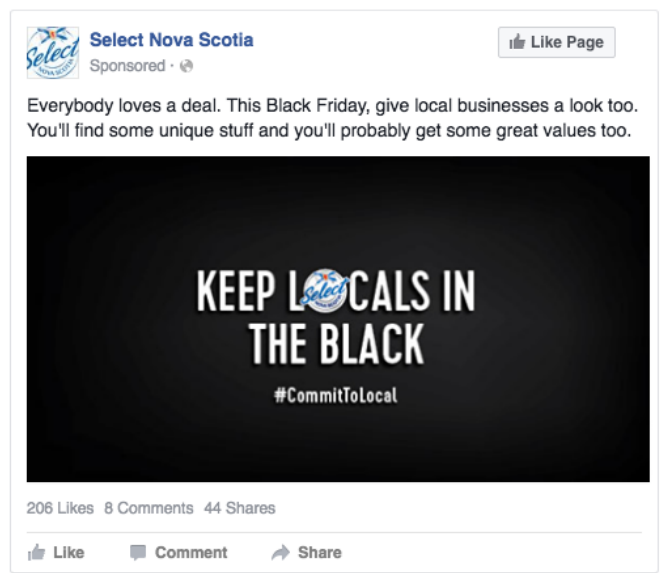
The goal of the holiday campaign was to increase traffic to the Select Nova Scotia website and increase social media engagement.

## Pre evaluation (November/December 2014):

Prior to the campaign there 11,935 website visits, 3,520 Facebook followers, and 6,325 Twitter followers.

## Post Evaluation:

Post campaign results show 13,863 website visits, 5,299 Facebook followers (an increase of 1,779 followers), 8,499 Twitter follower (an increase of 2,174 followers), and a social media reach of 500,000+.





## Farmers Market Campaign Objective

Research shows that most Nova Scotians shop at major retail stores. Select Nova Scotia partnered with the Farmers Market Association of Nova Scotia to help raise awareness about the markets across the province and the many local vendors at each location.

The goal of the campaign was to drive traffic to the Select Nova Scotia website and social channels where grocery shoppers could find out more information about buying local at Farmers Markets.

## Pre evaluation (May/June 2014):

Prior to the campaign there were 8,329 website visits, 2,471 Facebook followers, and 882 Twitter impressions.

## Post evaluation:

Post campaign results show 12,736 website visits, 4,151 Facebook followers (an increase of 1,680 followers) and 50,007 Twitter impressions (an increase of 49,125 impressions).



