



2022  
2023

# Government Advertising Report



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Government Advertising Report 2022–2023  
Communications Nova Scotia  
Winter 2023

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## Message from the Minister

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Communications Nova Scotia's (CNS) mandate is to help Nova Scotians understand what their government is doing and why. Through strategic, creative advertising campaigns, CNS supports government departments in ensuring their messages reach the right audience at the right time.

The campaigns we delivered in 2022-23 showcase the programs, services and initiatives that are important to Nova Scotians right now. In the past year, our advertising budget has been focused on raising awareness about healthcare access, recruiting and retaining skilled professionals, and promoting programs that benefit Nova Scotians.

Our advertising strategy is informed by data and research that helps us understand where and how Nova Scotians are seeking information from their government. We continue to evolve and adapt to make sure the money spent on advertising provides value and gets results.

It is my pleasure to present the Government of Nova Scotia's Advertising Report for 2022-23.

Sincerely,

A handwritten signature in black ink that reads "Brian Comer". The signature is written in a cursive style with a large initial "B" and a long, sweeping underline.

Honourable Brian Comer  
Minister, Communications Nova Scotia

# Introduction

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

Advertising is used to communicate government programs and policies to Nova Scotians. It is important that government manages advertising consistently, achieves the best possible value for money, and measures the outcomes.

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

Communications Nova Scotia is responsible for the promotion of programs, not how they are delivered or evaluated.

Advertising is broken 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 informs 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 \$50,000 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:

- land registration ads
- 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 advertising campaign that is deemed to be a priority of government and costs more than \$50,000.

## Advertising for Agencies, Boards, and Commissions

Advertising undertaken by independent or arms-length organizations, agencies, boards, and commissions is not required to be managed by Communications Nova Scotia. While these organizations may request advice and support, they are not obligated to use the media buying services of CNS. Information on advertising conducted by these organizations may be obtained by contacting them directly.

## Advertising Undertaken in Fiscal 2022–2023

Department	Spend
Acadian Affairs and Francophonie	\$3,155
Accessibility Directorate	\$108,868
Advisory Council on the Status of Women	\$10,485
Agriculture	\$104,903
Communications Nova Scotia	\$183,199
Communities, Culture, Tourism, and Heritage	\$55,381
Community Services	\$178,616
Economic Development	\$128,273
Education and Early Childhood Development	\$100,464
Environment and Climate Change	\$33,603
Executive Council Office	\$52,177
Finance and Treasury Board	\$10,334
Fisheries and Aquaculture	\$36,013
Gaelic Affairs	\$500
Health and Wellness	\$425,698
Immigration and Population Growth	\$585,898
Intergovernmental Affairs	\$1,335
Justice	\$9,682
Labour Skills and Immigration	\$306,418
Lieutenant Governor of Nova Scotia	\$1,105
Municipal Affairs and Housing	\$34,877
Natural Resources and Renewables	\$27,568
Office of Addictions and Mental Health	\$1,233

Office of Equity and Anti-Racism	\$15,315
Office of Healthcare Professionals Recruitment	\$12,000
Protocol Office	\$4,160
Public Service Commission	\$5,886
Public Works	\$217,416
Seniors and Long-term Care	\$92,442
Service Nova Scotia and Internal Services	\$137,041
<b>2022 - 2023 Total Spend</b>	<b>\$2,884,042</b>

Spend by Medium	Spend
Television	\$212,170
Radio	\$659,817
Print	\$304,969
Online	\$525,764
Digital Audio	\$23,616
Social	\$598,413
Search Engine Marketing	\$111,435
Direct Mail	\$9,397
Out-of-Home	\$129,387
Other	\$309,074
<b>2022 - 2023 Total Spend</b>	<b>\$2,884,042</b>

\*For a full breakdown of spend by department by medium see Appendix A.

\*\* Fisheries and Aquaculture purchased \$14,850 of advertising directly from Bell Media for a Tides to Tables promotion that did not run until Fiscal 2023 – 2024.

## Significant Advertising 2022–2023

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*Significant advertising is any advertising that is deemed a priority of government and costs more than \$50,000.*

- Accessibility Directorate:  
Accessibility Awareness
- Agriculture:  
Nova Scotia Food and Beverage Brand\*
- Communications Nova Scotia  
and Health and Wellness:  
Mental Health and Wellness Resources
- Community Services:  
Foster Family Recruitment
- Economic Development:  
Nova Scotia Loyal Brand Engagement
- Education and Early  
Childhood Development:  
Early Childhood Educators Appreciation
- Health and Wellness:  
COVID-19
- Health and Wellness:  
Flu Vaccines
- Health and Wellness:  
Action for Health\*
- Health and Wellness:  
Healthcare Conversations
- Immigration and Population Growth:  
Live in Nova Scotia\*
- Immigration and Population Growth:  
Inter-provincial Recruitment
- Labour, Skills and Immigration:  
Comprehensive Skills and Learning
- Labour, Skills and Immigration:  
Graduate to Opportunity
- Labour, Skills and Immigration:  
Nova Scotia Works
- Public Works: Distracted Driving
- Public Works: Winter Readiness
- Seniors and Long-Term Care:  
Seniors Care Grant
- Service Nova Scotia:  
Heating Assistance Program

\*Costs are for creative development only in 2022 – 2023. Results have not been included in the report.

# Accessibility Awareness

## Program Objective:

To have a more accessible Nova Scotia by 2030 for people with visible and invisible disabilities.

Increase awareness of opportunities that come with inclusion of people with disabilities.

Lower number of human rights filings (down 25%).

To have a more inclusive workforce.

## Marketing Objectives:

Highlight the barriers that exist for, and create awareness about the human rights of, people with disabilities.

Provide information about the Accessibility Act and Government's commitment and progress towards accessibility.

To direct people to the website to learn more about accessibility in Nova Scotia.

## Timing:

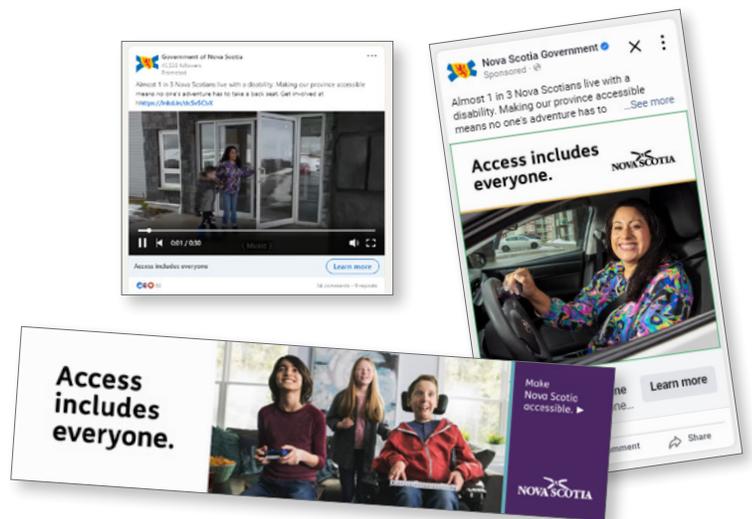
April 2022 – January 2023

## Destination URL:

[Accessible.novascotia.ca](https://accessible.novascotia.ca)

## Advertising Elements:

- Television
- Social
- Online
- Search engine marketing



## Evaluation:

During the campaign, the website received 14,989 pageviews. The average time spent on the page was 01:38 minutes.

The top sources of entry to the website were:

- Paid Media
- Direct
- Search – organic
- Referral
- Social – organic

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 356,400
- CTV – Sydney: 493,600
- Global: 1,478,200
- CBC: 328,600

Social ads delivered 2,058,458 impressions and 24,652 engagements.

Online ads delivered 6,803,371 impressions and 24,537 clicks to the website.

Search engine marketing delivered 46,327 impressions and 5,935 clicks to the website.

# Mental Health and Wellness Resources

## Program Objective:

To inform Nova Scotians that there is support for mental health, addiction and well-being for children, youth and adults by having resources listed in one location on the website.

## Marketing Objective:

To encourage Nova Scotians to visit the website to find available resources for those seeking help.

## Timing:

April – May 2022  
November 2022  
March 2023

## Destination URL:

[Novascotia.ca/mentalhealth](https://novascotia.ca/mentalhealth)

## Advertising Elements:

- Radio
- Print
- Online
- Digital audio
- Social

## Evaluation:

During the campaign, the website received 9,935 pageviews. The average time spent on the page was 05:32 minutes.

The top sources of entry to the website were:

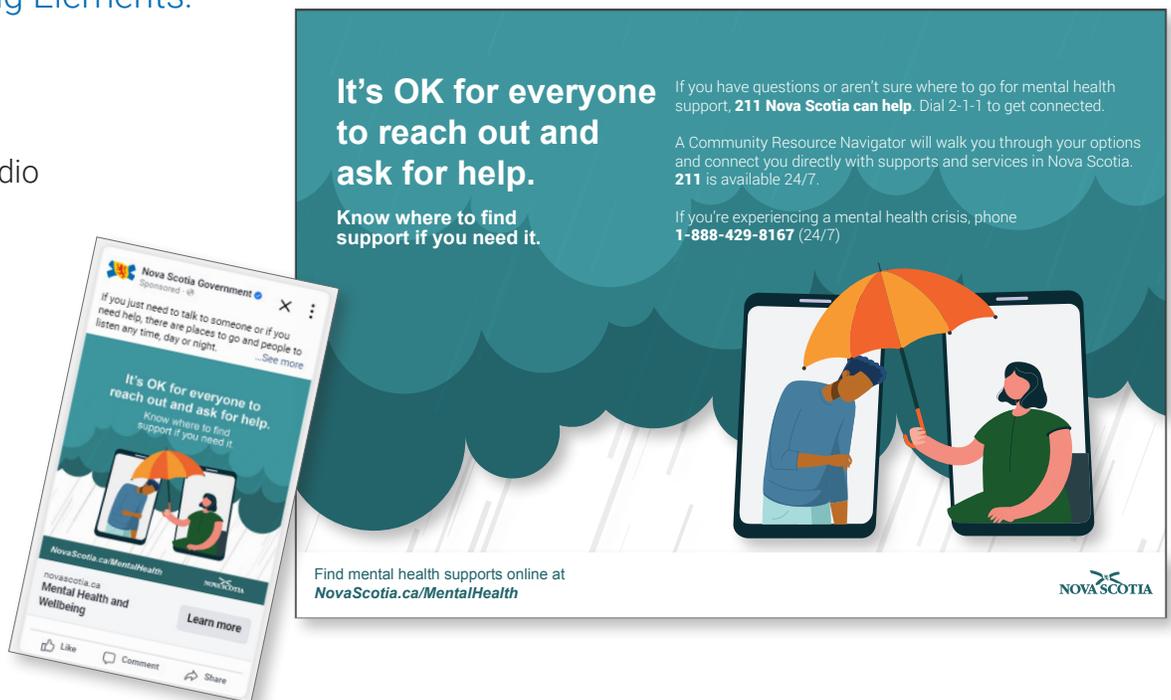
- Direct
- Google – organic
- Social
- Referral

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 56.10% of adults 25 – 54 and the message was heard approximately 7.2 times per person.

Online ads delivered 650,936 impressions and 1,306 clicks to the website.

Digital audio ads delivered 241,559 impressions and 369 clicks to the website.

Social ads delivered 2,128,292 impressions and 3,319 engagements.



# Foster Family Recruitment



## Program Objective:

To recruit new foster families to help care for Nova Scotian children who are unable to live with their birth families for various reasons.

## Marketing Objectives:

To increase awareness of the need for more foster families in Nova Scotia.

To drive people to the program's website to learn more about the Foster Care program and how to become a foster parent.

## Timing:

February – March 2023

## Destination URL:

[Fostercare.novascotia.ca](https://fostercare.novascotia.ca)

## Advertising Elements:

- Radio
- Online
- Social
- Digital audio
- Search engine marketing

## Evaluation:

During the campaign, the website received 20,862 pageviews. The average time spent on the page was 00:45 minutes.

The top sources of entry to the website were:

- Social – paid
- Search – organic
- Search – paid
- Online
- Direct

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 47.8% of adults 25 – 54 and the message was heard approximately 6.9 times per person.

Online ads delivered 2,086,687 impressions and 5,784 clicks to website.

Social delivered 1,454,365 impressions and 8,181 engagements.

Digital audio delivered 237,156 impressions and 185 clicks to website.

Search engine marketing delivered 5,126 impressions and 670 clicks to website.



# Nova Scotia Loyal – Brand Engagement

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## Program Objective:

A call-to-action to Nova Scotians to contribute, inspire and drive provincial pride. It is a buy local program that is inclusive of all government programs, sectors and products.

## Marketing Objective:

Announce the Nova Scotia Loyal program and build positive awareness among key audiences.

## Timing:

August – September 2022

## Destination URL:

Nsloyal.ca

## Advertising Elements:

- Radio
- Online
- Social
- Out-of-home: transit shelters



## Evaluation:

During the campaign, the website delivered 19,039 pageviews and the average time on page was 00:33 minutes.

The top sources of entry to the website were:

- Social – paid
- Unassigned
- Online – paid
- Direct
- Social – organic
- Search – organic

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 60.6% of adults 25 – 54 and the message was heard approximately 8.8 times per person.

Online ads delivered 401,824 impressions and 2,132 clicks to the website.

Social ads delivered 3,388,549 impressions and 25,981 engagements.

Transit shelters in Halifax and Sydney delivered 4,962,252 impressions.



# Early Childhood Educators Appreciation



## Program Objective:

To encourage people to become or stay in their positions as Early Childhood Educators by making them feel valued, cared for, and supported by the province and the people within it.

## Marketing Objective:

To generate awareness of the importance and value of Early Childhood Educators.

## Timing:

October – December 2022

## Destination URL:

[Childcarenovascotia.ca](http://Childcarenovascotia.ca)

## Advertising Elements:

- Digital audio
- Out-of-home: transit shelters and rural posters
- Social
- Search engine marketing

## Evaluation:

During the campaign, the website delivered 24,405 pageview and majority of time on the page was less than 30 seconds.

The top sources of entry to the website were:

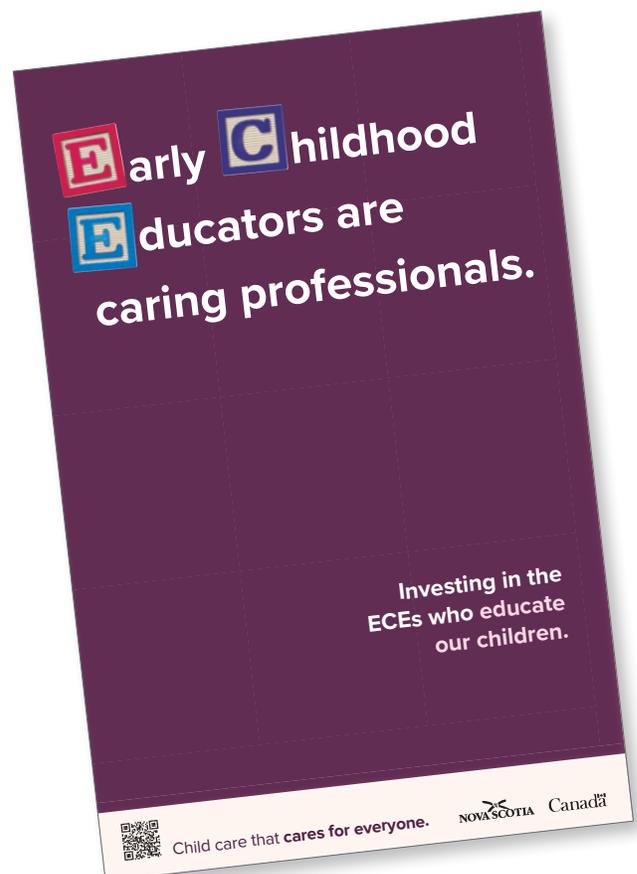
- Social
- Referral

Digital audio delivered 752,863 impressions and 370 clicks to website.

Out-of-home delivered 23,142,087 impressions.

Social advertising delivered 3,769,918 impressions and 4,516 engagements.

Search engine marketing delivered 26,644 impressions and 1,959 clicks to website.



# COVID-19

## Program Objective:

To be the number one source of information for Nova Scotians concerning COVID-19, thus ensuring the public received up-to-date and accurate information related to the pandemic.

## Marketing Objective:

To inform Nova Scotians about the healthy habits they should be practicing to avoid becoming infected with the COVID-19 virus.

To educate the public on the importance and safety of the COVID-19 vaccines and to encourage Nova Scotians to become vaccinated.

## Timing:

April 2022 – February 2023

## Destination URLs:

[Novascotia.ca/coronavirus/avoiding-infection](https://www.novascotia.ca/coronavirus/avoiding-infection)

[Novascotia.ca/coronavirus/book-your-vaccination-appointment](https://www.novascotia.ca/coronavirus/book-your-vaccination-appointment)

[Novascotia.ca/coronavirus/book-your-vaccination-appointment/fr](https://www.novascotia.ca/coronavirus/book-your-vaccination-appointment/fr)

[Novascotia.flow.canimmunize.ca/en/covid-flu-booking](https://www.novascotia.flow.canimmunize.ca/en/covid-flu-booking) - run by CANImmunize

## Advertising Elements:

- Television: Healthy Habits (English)
- Print: Healthy Habits (English and French) and Vaccination (English and French)
- Radio: Vaccination (English and French)
- Online: Vaccination (English and French)
- Social: Healthy Habits (English) and Vaccination (English and French)
- Digital audio: Vaccination (English)
- Search engine marketing: Healthy Habits (English) and Vaccination (English)

## Evaluation – Healthy Habits:

During the campaign, the website received 770 pageviews. The average time spent on the website was 03:50 minutes.

The top sources of entry to the website were:

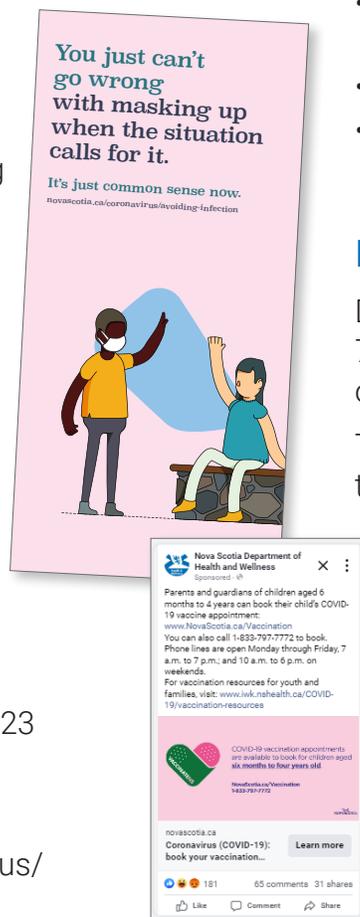
- Direct
- Search – organic
- Referral

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 49,000
- CTV – Sydney: 66,400
- Global: 778,700
- CBC: 37,600

Social ads delivered 1,189,287 impressions and 6,118 engagements.

Search engine marketing delivered 89,391 impressions and 15,764 clicks to the website.



# COVID-19 (Continued)

## Evaluation – Vaccination:

During the campaign, [novascotia.ca/coronavirus/book-your-vaccination](https://novascotia.ca/coronavirus/book-your-vaccination) received 257,326 pageviews. The average time spent on the website was 05:17 minutes.

The top sources of entry to the website were:

- Google – organic
- Referral
- Direct
- Google – paid

During the campaign, [novascotia.ca/coronavirus/book-your-vaccination/fr](https://novascotia.ca/coronavirus/book-your-vaccination/fr) received 2,424 pageviews. The average time spent on the website was 02:04 minutes.

The top sources of entry to the website were:

- Google – organic
- Direct
- Referral

The [Novascotia.flow.canimmunize.ca/en/covid-flu-booking](https://novascotia.flow.canimmunize.ca/en/covid-flu-booking) does not provide Google Analytics, however during the campaign, the site received 2,579,069 visits to the booking page and 378,147 appointments were booked.

Halifax is the only measured radio market in Nova Scotia. In Halifax radio ads that ran from October 3 – 23, 2022 reached 63.5% of adults 25 – 54 and the message was heard approximately 12.6 times per person.



In Halifax radio ads that ran from February 20 – 26, 2023 reached 49.3% of adults 25 – 54 and the message was heard approximately 4.1 times per person.

Online ads delivered 3,336,905 impressions and 5,437 clicks to the website.

Social ads delivered 5,021,251 impressions and 18,534 engagements.

Digital audio ads delivered 97,569 impressions and 56 clicks to the website.

Search engine marketing delivered 9,502 impressions and 5,311 clicks to the website.

# Flu Vaccine

## Program Objective:

To help protect Nova Scotians from the flu virus by offering free flu vaccinations.

## Marketing Objective:

To generate awareness of the importance of getting the flu vaccine and to encourage Nova Scotians to book an appointment.

## Timing:

October 2022 – February 2023

## Destination URL:

Novascotia.ca/flu

## Advertising Elements:

- Radio
- Social
- Online
- Digital audio
- Search engine marketing



## Evaluation:

During the campaign, the website received 68,066 pageviews. The average amount of time spent on the page was 06:47 minutes.

The top sources of entry to the website were:

- Search – organic
- Search – paid
- Direct
- Referral
- Social

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 45.6% of adults 25 – 54 and each person heard the ads approximately 8.1 times.

Social ads delivered 1,878,777 impressions and 4,493 engagements.

Online ads delivered 426,684 impressions and 720 clicks to the website.

Digital audio ads delivered 160,849 impressions and 114 clicks to the website.

Search engine marketing delivered 38,423 impressions and 9,832 clicks to the website.



# Healthcare Conversations

## Program Objective:

To meet Nova Scotians in their communities, share the work to date that the Government has been doing to help improve healthcare across the province as well as specifically in their communities, while also allowing the public to share specific healthcare concerns relating to their communities.

## Marketing Objective:

To encourage people to sign up to attend the Community Healthcare sessions by promoting the events in the various locations throughout the province.

## Timing:

October 2022 – February 2023

## Destination URL:

[Novascotia.ca/community-healthcare-conversations](https://novascotia.ca/community-healthcare-conversations)

## Advertising Elements:

- Print
- Radio
- Social
- Digital Audio

## Evaluation:

During the campaign, the website received 16,213 pageviews. The average amount of time spent on the page was 05:36 minutes.

The top sources of entry to the website were:

- Direct
- Search – organic
- Referral

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 53.4% of adults 25 – 54 and the message was heard approximately 6.6 times per person.

Social ads delivered 651,511 impressions and 6,747 engagements.

Digital audio delivered 237,156 impressions and 165 clicks to the website.



# Inter-provincial Recruitment



## Evaluation:

During the campaign, the website received 683,400 pageviews. The average time spent on the website was 01:46 minutes.

The top sources of entry to the website were:

- Search – paid
- Online
- Social – paid
- Social – organic
- Direct
- Search – organic
- Referral

Online ads delivered 89,962,798 impressions and 470,330 click to the website.

Social ads delivered 35,436,847 impressions and 119,979 engagements.

Search engine marketing delivered 3,593,418 impressions and 63,652 clicks to the website.

## Program Objective:

To attract skilled trades workers and healthcare professionals to Nova Scotia, growing the population in key labour areas.

## Marketing Objective:

To raise awareness of Nova Scotia as a desirable place to live and work.

The campaign targeted Ontario and Alberta.

## Timing:

October 2022 – March 2023

## Destination URL:

Liveinnovascotia.ca

## Advertising Elements:

- Online
- Social
- Search engine marketing



# Graduate to Opportunity

## Program Objective:

To help build a stronger workforce by retaining well-educated young people in Nova Scotia with a salary incentive that makes it easier to hire recent graduates.

## Marketing Objectives:

To increase awareness of the Graduate to Opportunity program by targeting small businesses, start-ups, social enterprises, and not-for-profit organizations.

To direct those businesses to the website to learn more about the program.

## Timing:

September 2022 – March 2023

## Destination URL:

[Novascotia.ca/gto](http://Novascotia.ca/gto)

## Advertising Elements:

- Social
- Online
- Print
- Direct mail
- Out-of-home: digital billboards
- Print



## Evaluation:

The website received 16,325 pageviews, and the average time spent on the website was 00:14 minutes.

The top sources of entry to the website were:

- Online
- Social
- Search – paid

Social ads delivered 1,563,098 impressions and 8,330 engagements.

Online ads delivered 3,414,404 impressions and 13,112 clicks to the website.

Search engine marketing delivered 73,036 impressions and 6,010 clicks to the website.

Out-of-home delivered 18,880,802 impressions.

# Nova Scotia Works

## Program Objectives:

To connect Nova Scotia residents with the resources, skills, tools and ongoing support to find and keep jobs.

To connect employers to eligible candidates through Nova Scotia Works' network of community-based organizations.

## Marketing Objectives:

To increase awareness of Nova Scotia Works and the services they provide.

To encourage Nova Scotians to visit the website for more information.

## Timing:

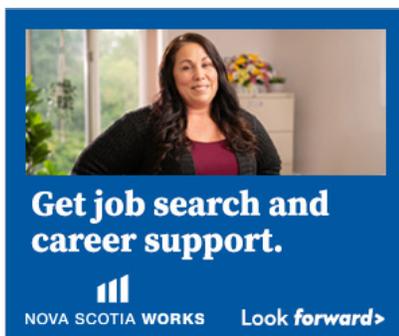
January – March 2023

## Destination URLs:

Novascotiaworks.ca/nsdc

## Advertising Elements:

- Out-of-home: transit shelters
- Social
- Online
- Search engine marketing



## Evaluation

During the campaign, the website received 68,354 pageviews.

The top sources of entry to the website were:

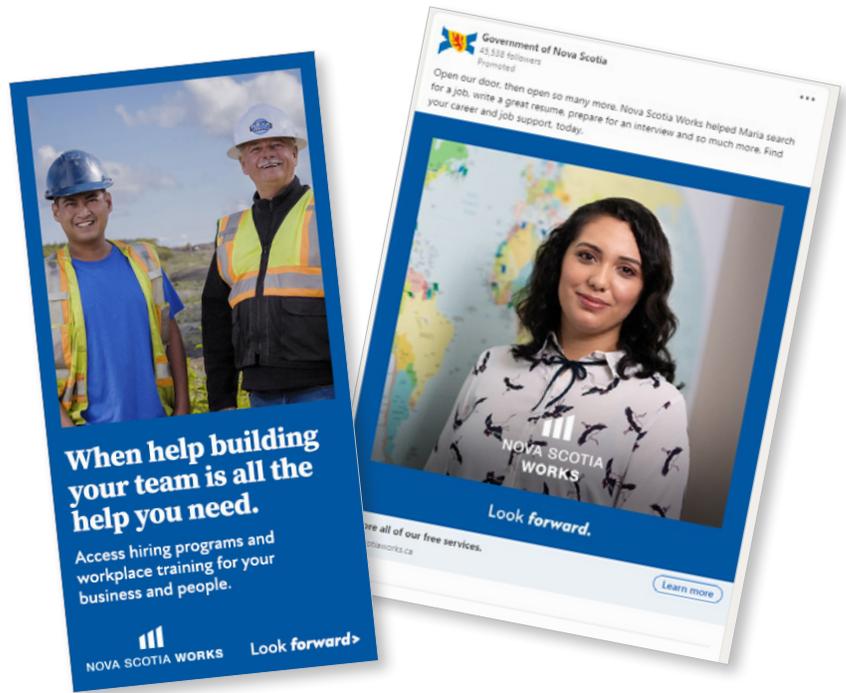
- Social
- Referral
- Direct
- Search – paid
- Search – organic

Out-of-home delivered 28,998,949 impressions.

Social ads delivered 7,011,523 impressions and 11,801 engagements.

Online ads delivered 3,146,015 impressions and 10,490 clicks to the website.

Search engine marketing delivered 92,606 impressions and 13,011 clicks to the website.



# Distracted Driving

## Program Objective:

To decrease the number of accidents caused by distracted driving by changing driving behaviours.

## Marketing Objective:

To generate awareness of the importance of paying attention while driving.

## Timing:

June 2022

## Destination URL:

[Novascotia.ca/distracted-driving](https://novascotia.ca/distracted-driving)

## Advertising Elements:

- Television
- Radio
- Online streaming
- Online
- Social



## Evaluation:

During the campaign, the website received 2,318 pageviews. The average time spent on the website was 01:32 minutes.

The top sources of entry to the website were:

- Social
- Online
- Search – organic
- Direct

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 109,300
- CTV – Sydney: 94,600
- Global: 341,353
- CBC: 24,833

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 56.6% of adults 25 – 54 and the message was heard approximately 7.2 times per person.

Online streaming delivered 11,051 impressions.

Online ads delivered 489,520 impressions and 611 clicks to the website.

Social ads delivered 1,771,340 impressions and 4,644 engagements.



# Winter Readiness

## Program Objective:

To provide public safety messages regarding winter driving, to help Nova Scotians be prepared during hazardous driving conditions.

## Marketing Objectives:

To create awareness of the services that Public Works provides throughout the winter months.

To raise awareness of the website features, such as snowplow tracker and more.

## Timing:

October 2022 – March 2023

## Destination URL:

[Novascotia.ca/tran/winter](http://Novascotia.ca/tran/winter)

## Advertising Elements:

- Television
- Radio
- Social
- Online
- Digital audio
- Search engine marketing



## Evaluation:

During the campaign, the website received 222,038 pageviews. The average time spent on the website was 03:47 minutes.

The top sources of entry to the website were:

- Online
- Search – organic
- Direct
- Social – paid

Television is not measured in Atlantic Canadian markets. Estimated audience numbers are as follows:

- CTV – Halifax: 109,300
- CTV – Sydney: 94,600
- Global: 341,353
- CBC: 24,833

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 59% of adults 25 – 54 and the message was heard approximately 7.8 times per person.

Social ads delivered 543,410 impressions and 760 engagements.

Online ads delivered 784,840 impressions and 783 clicks to the website.

Digital audio delivered 52,853 impressions and 40 clicks to the website.

Search engine marketing delivered 101,072 impressions and 70,238 clicks to the website.



# Seniors Care Grant

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## Program Objective:

To provide financial support to low to modest-income seniors in Nova Scotia by helping to cover the cost of associated household services.

## Marketing Objective:

To build awareness of the Seniors Care Grant among Nova Scotia's seniors and their loved ones.

To encourage Nova Scotians to visit the website to learn more about the program and to apply.

## Timing:

April – May 2022

November 2022 – March 2023

## Destination URL:

[Novascotia.ca/seniorscaregrant](https://novascotia.ca/seniorscaregrant)

[Novascotia.ca/seniorscaregrant/fr](https://novascotia.ca/seniorscaregrant/fr)

## Advertising Elements:

- Radio – English and French
- Social – English and French
- Print – English and French
- Search engine marketing – English only



## Evaluation:

During the campaign, [Novascotia.ca/seniorscaregrant](https://novascotia.ca/seniorscaregrant) received 23,023 pageviews. The average time spent on the page for the April to May flight was 03:54 minutes and the average time spent on the page for the November to March flight was 03:014 minutes.

The top sources of entry to the website were:

- Search – organic
- Direct
- Social
- Search – paid

During the campaign, [Novascotia.ca/seniorscaregrant/fr](https://novascotia.ca/seniorscaregrant/fr) received 89 pageviews. The average time spent on the page for the April to May flight was 02:46 minutes and the average time spent on the page for the November to March flight was 01:26 minutes.

The top sources of entry to the website were:

- Google – organic
- Social – paid
- Direct
- Referral

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads that ran during the April to May flight, reached 34.4% of adults 55+ and the message was heard approximately 4.2 times per person.

In Halifax, radio ads that ran during the November to March flight, 42.2% of adults 55+ and the message was heard approximately 8 times per person.

Social ads delivered 3,616,175 impressions and 10,212 engagements.

Search engine marketing delivered 105,700 impressions and 23,459 clicks to the website.

# Heating Assistance Rebate Program

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## Program Objective:

To help low-income Nova Scotians with the cost of home heating by providing a rebate.

## Marketing Objective:

To raise awareness of the HARP program.

To drive people to the website to learn about the program and to apply.

## Timing:

October 2022 – March 2023

## Destination URL:

[Novascotia.ca/heatinghelp](https://novascotia.ca/heatinghelp)

[Novascotia.ca/heatinghelp/fr](https://novascotia.ca/heatinghelp/fr)

## Advertising Elements:

- Radio – English and French
- Print – French only
- Online – English and French
- Digital audio – English only
- Social – English and French
- Search engine marketing – English only

## Evaluation

During the campaign, [novascotia.ca/heatinghelp](https://novascotia.ca/heatinghelp) received 217,695 pageviews. The average time spent on the website was 01:42 minutes.

The top sources of entry to the website were:

- Search – organic
- Direct
- Search – paid
- Social – paid
- Social – organic

During the campaign, [novascotia.ca/heatinghelp/fr](https://novascotia.ca/heatinghelp/fr) received 377 pageviews. The average time spent on the website was 00:49 minutes.

The top sources of entry to the website were:

- Social – paid
- Search – paid
- Direct
- Online
- Social – organic

Halifax is the only measured radio market in Nova Scotia. In Halifax, radio ads reached 41.8% of adults 25 – 54 and the message was heard approximately 9.4 times per person.

Online ads delivered 2,298,707 impressions and 4,026 clicks to the website.

Digital audio delivered 136,912 impressions and 88 clicks to the website.

Social ads delivered 3,719,414 impressions and 20,780 engagements.

Search engine marketing delivered 311,217 impressions and 148,066 clicks to the website.

## Appendix A

Medium	Acadian Affairs and Francophonie	Accessibility Directorate	Advisory Council on the Status of Women	Agriculture	Communications Nova Scotia
Television	\$0	\$67,995	\$0	\$0	\$0
Radio	\$0	\$0	\$0	\$0	\$73,490
Print	\$3,155	\$0	\$0	\$6,080	\$67,547
Online	\$0	\$18,974	\$5,685	\$1,623	\$10,260
Digital Audio	\$0	\$0	\$0	\$0	\$2,538
Social	\$0	\$14,048	\$4,800	\$2,200	\$25,071
Search Engine Marketing	\$0	\$7,852	\$0	\$0	\$4,291
Direct Mail	\$0	\$0	\$0	\$0	\$0
Out-of-Home	\$0	\$0	\$0	\$0	\$0
Design and Production	\$0	\$0	\$0	\$95,000	\$0
<b>Total</b>	<b>\$3,155</b>	<b>\$108,868</b>	<b>\$10,485</b>	<b>\$104,903</b>	<b>\$183,199</b>

Medium	Communities, Culture, Tourism and Heritage	Community Services	Economic Development	Education and Early Childhood Development	Environment and Climate Change
Television	\$16,250	\$16,987	\$18,200	\$0	\$0
Radio	\$20,821	\$75,732	\$47,686	\$0	\$12,449
Print	\$11,514	\$5,326	\$0	\$0	\$0
Online	\$1,000	\$44,991	\$22,182	\$19,967	\$514
Digital Audio	\$1,000	\$2,176	\$0	\$12,501	\$0
Social	\$4,796	\$24,324	\$23,870	\$41,303	\$5,472
Search Engine Marketing	\$0	\$9,080	\$0	\$1,951	\$0
Direct Mail	\$0	\$0	\$0	\$0	\$0
Out-of-Home	\$0	\$0	\$16,335	\$24,742	\$15,168
Design and Production	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$55,381</b>	<b>\$178,616</b>	<b>\$128,273</b>	<b>\$100,464</b>	<b>\$33,603</b>

Medium	Executive Council	Finance and Treasury Board	Fisheries and Aquaculture	Gaelic Affairs	Health and Wellness
Television	\$0	\$0	\$23,580	\$0	\$23,171
Radio	\$0	\$0	\$1,000	\$0	\$152,483
Print	\$35,002	\$6,059	\$4,879	\$0	\$70,585
Online	\$8,094	\$424	\$1,000	\$0	\$48,500
Digital Audio	\$0	\$0	\$0	\$0	\$3,221
Social	\$9,081	\$3,851	\$3,554	\$500	\$50,480
Search Engine Marketing	\$0	\$0	\$0	\$0	\$6,825
Direct Mail	\$0	\$0	\$0	\$0	\$0
Out-of-Home	\$0	\$0	\$0	\$0	\$9,913
Design and Production	\$0	\$0	\$2,000	\$0	\$60,520
<b>Total:</b>	<b>\$52,177</b>	<b>\$10,334</b>	<b>\$36,013</b>	<b>\$500</b>	<b>\$425,698</b>

Medium	Immigration and Population Growth	Inter-governmental Affairs	Justice	Labour, Skills and Immigration	Lieutenant Governor of Nova Scotia
Television	\$0	\$0	\$0	\$0	\$0
Radio	\$0	\$0	\$0	\$0	\$0
Print	\$0	\$1,335	\$3,878	\$2,000	\$1,105
Online	\$193,037	\$0	\$5,649	\$103,252	\$0
Digital Audio	\$0	\$0	\$0	\$0	\$0
Social	\$235,478	\$0	\$155	\$81,134	\$0
Search Engine Marketing	\$20,680	\$0	\$0	\$33,049	\$0
Direct Mail	\$0	\$0	\$0	\$9,397	\$0
Out-of-Home	\$0	\$0	\$0	\$63,230	\$0
Design and Production	\$136,703	\$0	\$0	\$14,355	\$0
<b>Total:</b>	<b>\$585,898</b>	<b>\$1,335</b>	<b>\$9,682</b>	<b>\$306,418</b>	<b>\$1,105</b>

Medium	Municipal Affairs and Housing	Natural Resources and Renewables	Office of Addictions and Mental Health	Office of Equity and Racism	Office of Healthcare Professionals Recruitment
Television	\$0	\$0	\$0	\$0	\$0
Radio	\$23,172	\$4,418	\$0	\$0	\$0
Print	\$6,612	\$16,980	\$0	\$15,315	\$0
Online	\$1,452	\$0	\$233	\$0	\$0
Digital Audio	\$0	\$0	\$0	\$0	\$0
Social	\$3,641	\$6,170	\$1,000	\$0	\$12,000
Search Engine Marketing	\$0	\$0	\$0	\$0	\$0
Direct Mail	\$0	\$0	\$0	\$0	\$0
Out-of-Home	\$0	\$0	\$0	\$0	\$0
Design and Production	\$0	\$0	\$0	\$0	\$0
<b>Total:</b>	<b>\$34,877</b>	<b>\$27,568</b>	<b>\$1,233</b>	<b>\$15,315</b>	<b>\$12,000</b>

Medium	Protocol Office	Public Service Commission	Public Works	Seniors and Long-Term Care	Service Nova Scotia
Television	\$0	\$0	\$45,987	\$0	\$0
Radio	\$0	\$0	\$121,006	\$57,553	\$70,007
Print	\$0	\$3,443	\$13,369	\$24,033	\$6,752
Online	\$2,160	\$2,443	\$14,291	\$0	\$20,034
Digital Audio	\$0	\$0	\$811	\$0	\$1,368
Social	\$2,000	\$0	\$18,120	\$4,498	\$20,868
Search Engine Marketing	\$0	\$0	\$3,336	\$6,358	\$18,012
Direct Mail	\$0	\$0	\$0	\$0	\$0
Out-of-Home	\$0	\$0	\$0	\$0	\$0
Design and Production	\$0	\$0	\$495	\$0	\$0
<b>Total:</b>	<b>\$4,160</b>	<b>\$5,886</b>	<b>\$217,416</b>	<b>\$92,442</b>	<b>\$137,041</b>

# Glossary

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**Audience:** The estimated number of viewers.

**Click:** The number of times users have clicked on a digital advertisement to reach an online property.

**Engagement:** Actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments and shares, but varies by platform.

**Impression:** When a user sees an advertisement. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible.

**Pageviews:** A view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

