



2017
2018

Government Advertising Report



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Government Advertising Report 2017–2018
Communications Nova Scotia
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Message from the Minister

Nova Scotians expect to interact with government in more ways than ever, online and in their communities. Communications Nova Scotia continues to provide communications and marketing support to departments to help them engage with Nova Scotians and provide necessary information about government programs and services. Advertising is a key component of that.

I am pleased to present the annual Government Advertising Report for 2017–2018.



Honourable Patricia Arab
Minister, Communications Nova Scotia



Introduction

Under the Public Service Act, Communications Nova Scotia is responsible for 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 in its advertising activities, and measures the outcomes of activities, as appropriate.

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 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 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 \$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 advertising campaign that is deemed to be a priority of government and costing more than \$25,000.

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 2017–2018

The following outlines government department spending on advertising for 2017–2018.

DEPARTMENT	TELEVISION	RADIO	PRINT	ONLINE	SOCIAL	SEM*	OOH*	PRODUCTION	TOTAL
Acadian Affairs and Francophonie	\$0	\$0	\$2,475	\$0	\$0	\$0	\$0	\$0	\$2,475
Agriculture (excluding Select Nova Scotia)	\$0	\$0	\$16,583	\$0	\$0	\$0	\$0	\$300	\$16,883
Communications Nova Scotia (excluding Select Nova Scotia)	\$0	\$0	\$28,936	\$2,998	\$5,737	\$2,730	\$125	\$2,925	\$43,452
Communities, Culture and Heritage	\$50,802	\$2,210	\$60,808	\$13,981	\$4,389	\$0	\$4,092	\$10,333	\$146,614
Community Services	\$0	\$0	\$22,931	\$10,759	\$3,800	\$2,982	\$57,834	\$2,206	\$100,513
Education and Early Childhood Development	\$0	\$6,385	\$5,670	\$0	\$1,312	\$0	\$0	\$0	\$13,368
Energy and Mines (formerly Energy)	\$0	\$0	\$9,133	\$6,710	\$3,145	\$542	\$0	\$1,665	\$21,196
Executive Council	\$0	\$0	\$22,052	\$3,454	\$2,972	\$0	\$0	\$0	\$28,479
Finance and Treasury Board	\$0	\$0	\$429	\$0	\$0	\$0	\$0	\$0	\$429
Fisheries & Aquaculture	\$0	\$0	\$4,578	\$0	\$0	\$0	\$0	\$0	\$4,578
Health & Wellness	\$166,287	\$19,760	\$13,584	\$77,854	\$7,131	\$0	\$52,247	\$85,002	\$421,865
Immigration	\$0	\$0	\$24,914	\$3,000	\$12,421	\$0	\$0	\$2,275	\$42,609
Justice	\$0	\$0	\$4,731	\$5,000	\$2,105	\$1,149	\$0	\$5,170	\$18,155
Labour and Advanced Education	\$0	\$0	\$123,785	\$28,734	\$4,778	\$0	\$0	\$0	\$157,297
Municipal Affairs (including EMO)	\$0	\$0	\$5,332	\$2,693	\$600	\$0	\$0	\$0	\$8,625
Lands and Forestry (formerly Natural Resources)	\$0	\$1,199	\$34,698	\$0	\$5,854	\$0	\$0	\$0	\$41,751
Office of Regulatory Affairs	\$0	\$0	\$0	\$0	\$800	\$0	\$0	\$0	\$800
Public Service Commission	\$0	\$4,858	\$13,435	\$12,141	\$4,687	\$6,369	\$0	\$0	\$41,490
Protocol Office	\$0	\$0	\$4,985	\$340	\$1,000	\$0	\$0	\$0	\$6,325
Select Nova Scotia	\$0	\$2,923	\$38,400	\$1,000	\$1,000	\$0	\$0	\$46,443	\$89,766
Seniors	\$47,494	\$0	\$0	\$0	\$100	\$0	\$0	\$4,691	\$52,284
Service Nova Scotia (including Alcohol and Gaming)	\$0	\$11,395	\$10,482	\$22,174	\$8,839	\$1,424	\$27,680	\$5,030	\$87,024
Transportation Infrastructure and Renewal	\$0	\$59,160	\$26,484	\$4,500	\$2,963	\$2,433	\$0	\$0	\$95,541
TOTALS	\$264,583	\$107,890	\$474,426	\$195,338	\$73,632	\$17,630	\$141,979	\$166,039	\$1,441,517
	18%	7%	33%	14%	5%	1%	10%	12%	100%

* SEM – Search Engine Marketing (e.g. Google AdWords)

* OOH – Out of Home (e.g. digital screens, billboards, transit shelters)



Objectives & Results of Significant Advertising 2017–2018

Significant advertising is any advertising campaign that is deemed to be a priority of government and costing more than \$25,000.

The following campaigns fall under this category:

- Atlantic Immigration Pilot Project, Office of Immigration
- Beyond the Numbers (Shift Action Plan), Department of Seniors
- Buy Nova Scotia Culture, Department of Communities, Culture and Heritage
- Call to Quit, Department of Health and Wellness
- Foster Care, Department of Community Services
- Gambling Support Network (Take 5), Department of Health and Wellness
- Graduate to Opportunity, Department of Labour and Advanced Education
- Halifax Explosion 100th Anniversary, Department of Communities, Culture and Heritage
- Heating Assistance Rebate Program (HARP), Service Nova Scotia
- Select Nova Scotia, Department of Agriculture and Communications Nova Scotia
- Sexual Violence Prevention, Department of Community Services
- Work Zone Safety, Department of Transportation and Infrastructure Renewal

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

Atlantic Immigration Pilot Project

Program Objective

To help address Nova Scotia's labour market challenges by encouraging Nova Scotia employers to hire foreign workers.

Marketing Objective

To create awareness of the Atlantic Immigration Pilot Project by driving traffic to the program's URL, where the target audience could find additional information about the program.

Timing

March–April 2018

Destination URL

novascotiainmigration.com
(vanity URL: novascotia.ca/aip)

Advertising Elements

Online, social, paid search, print, radio, and direct mail

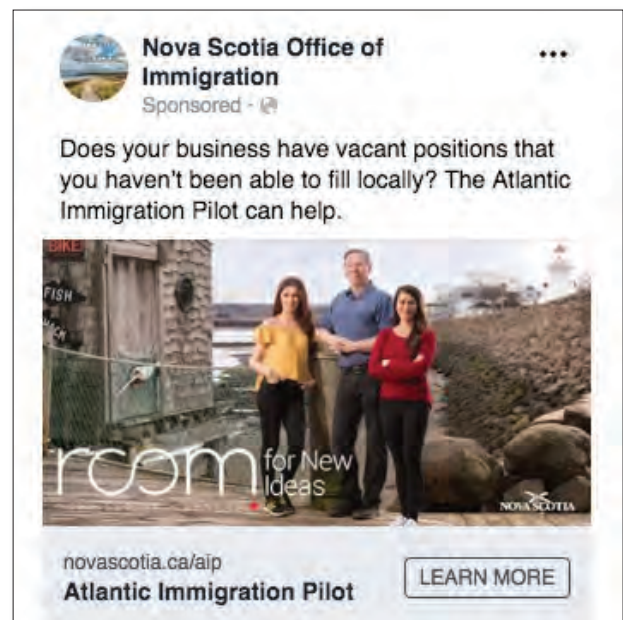


Evaluation

During the campaign, the destination website received 19,927 pageviews. The top entry channels for the site were:

- Direct (41%)
- Organic (40%)
- Paid search (13%)
- Referrals (4%)

Social ads served 116,774 impressions and received 540 engagements. Online ads served 289,412 impressions and received 675 clicks to the website.



Beyond the Numbers (Shift Action Plan)

Program Objective

Shift attitudes about aging and focus on valuing and supporting the contributions of older Nova Scotians.

Marketing Objective

To increase awareness of the Shift Action Plan by targeting all Nova Scotians.

To develop a reach campaign that would encourage Nova Scotians to visit the program's website where they could find more information about the Action Plan and to showcase the importance of older adults in Nova Scotia's workplaces and communities.

Timing

April 2017

November–December 2017

Destination URL:

novascotia.ca/shift

Advertising Elements

Television and social

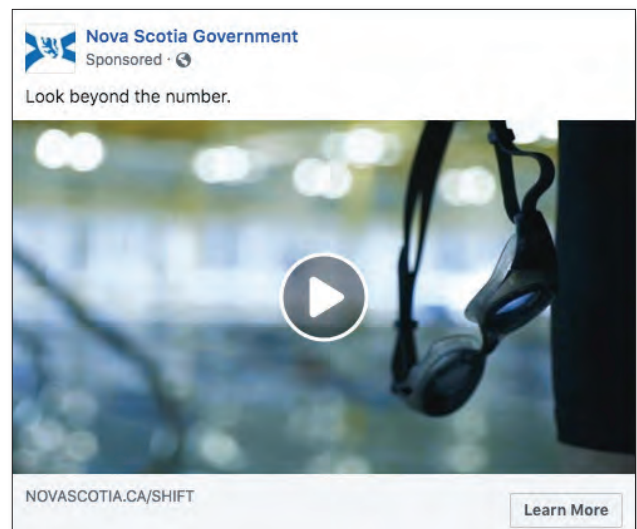
Evaluation

During the campaign, the website received 6,441 pageviews, and of that amount 4,051 were new users. The top entry channels for the site were:

- Organic search (63%)
- Social (16%)
- Referrals (11%)
- Direct (10%)

Pageviews increased 88% compared to the previous year.

The social ads served 228,286 impressions and received 807 engagements. The paid social ad consisted of a video, which received 22,033 views (10+ seconds).



Buy Nova Scotia Culture

Program Objective

To inform Nova Scotians about the variety of local options, including cultural experiences like theatre, symphony, hand-crafted art and products made in Nova Scotia, and the local food and beverage options available during the holiday season.

Marketing Objective

To encourage Nova Scotians to buy local products during the 2017 holiday season by directing them to the Local Wish List website, which showcased various local products.

To create awareness that buying local food and beverages over the holiday season is easy and delicious by directing people to the Select Nova Scotia URL.

Timing

December 2017

Destination URLs

selectnovascotia.ca
halifaxbloggers.ca/thelocaltraveler/
localwishlist (sponsored content)

Advertising Elements

Print, online, and social

Evaluation

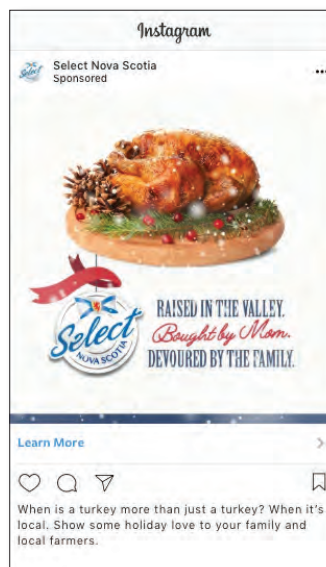
During the campaign, Select Nova Scotia's website had 12,212 pageviews with 6,239 new users. Pageviews increased 17% over the previous fiscal. The top entry channels to the selectnovascotia.ca website were:

- Organic Search (53.3%)
- Online Ads (26.1%)
- Direct (11.2%)
- Social (8.1%)

While not identical to Select Nova Scotia's previous holiday campaigns, pageviews increased 9.6% compared to the previous year.

Social ads delivered 357,697 impressions and received 706 engagements.

The online ads delivered 1,063,808 impressions and received 2,003 clicks to the website.



Call to Quit

Program Objective

To help Nova Scotians quit smoking by offering personalized and non-judgmental support.

Marketing Objective

To create awareness that there are two free options for accessing help to quit smoking.

To encourage Nova Scotian smokers to visit the program's website where they could access online resources or to call 811 where they could also get information on the Tobacco Free program.

Timing

January–February 2018

Destination URL

tobaccofree.novascotia.ca

Advertising Elements

Online, social, and out-of-home

Evaluation

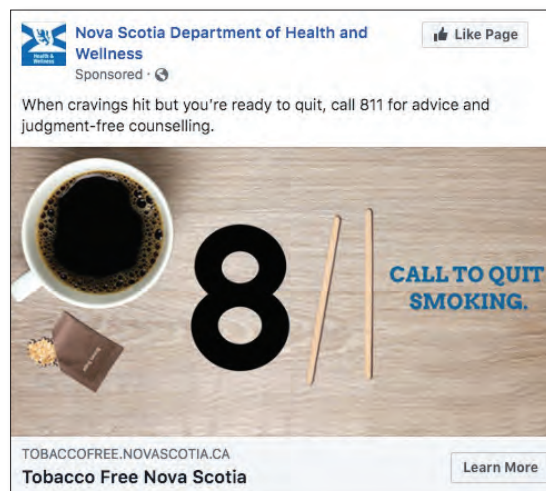
During the campaign, the website received 17,689 pageviews, and of that amount 1,685 were new users. The top entry channels to the website were:

- Direct (39%)
- Social (25%)
- Organic Search (20%)
- Referrals (16%)

Pageviews increased 86% compared to the previous year.

Social delivered 400,725 impressions and received 1,295 engagements.

The call volume during the campaign stood at 409 calls, an increase of 46% over the same time period in 2017.



Foster Care

Program Objective

To recruit new foster parents to help care for Nova Scotian children who are unable to live with their birth families during difficult periods.

Marketing Objective

To increase awareness of the need for more foster parents 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

May 2017–March 2018

Destination URL

fostercare.novascotia.ca

Advertising Elements

Out-of-home, social, and print

Evaluation

During the campaign, the website received 28,284 pageviews, and of that amount 8,166 were new users. The top entry channels to the website were:

- Organic Search (58%)
- Direct (26%)
- Social (10%)
- Referrals (6%)

Pageviews decreased 16.74% compared to the previous year, reflective of a decrease in the overall advertising budget for Foster Care.

The social ads delivered 205,759 impressions and received 2,135 engagements.



Gambling Support Network (Take 5)

Program Objective

To provide support to Nova Scotians affected by gambling addiction.

Marketing Objective

To increase awareness that there is help available for people affected by problem gambling.

Encourage Nova Scotians to visit the program's website where they could access various services and find more information.

Timing

November 2017–March 2018

Destination URL

gamblingsupportnetwork.ca

Advertising Elements

Television, online, out-of-home, and social



Evaluation

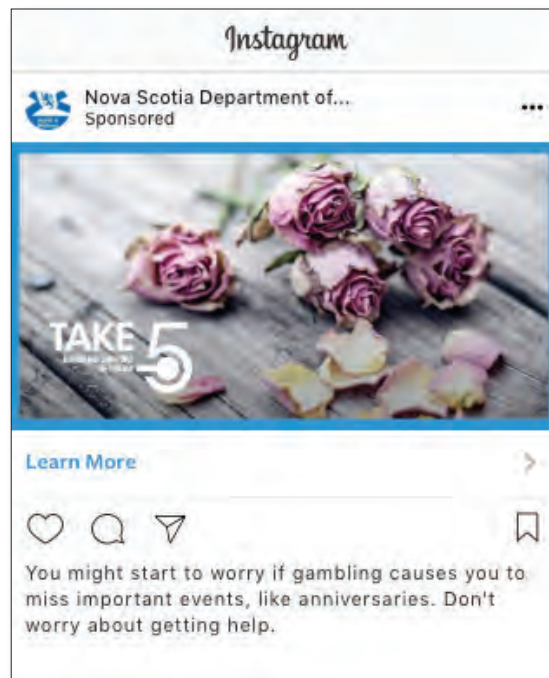
During the campaign, the website had 33,977 pageviews, and of that amount 9,751 were new users. The top entry channels were:

- Direct (55%)
- Referrals (35%)
- Organic Search (9%)
- Social (1%)

Pageviews increased 20% compared to the previous year.

Social ads delivered 477,467 impressions and received 422 engagements.

Online ads delivered 6,062,361 impressions and received 14,375 clicks to the website.



Graduate to Opportunity (GTO)

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 Objective

To increase awareness of the Graduate to Opportunity program by targeting small to medium-sized businesses.

To encourage small to medium sized businesses to visit GTO's website to learn more about the program and how to apply.

To showcase the importance of having new graduates as part of Nova Scotia's workforce.

Timing

September 2017–March 2018

Destination URL

novascotia.ca/gto

Advertising Elements

Print, magazines, online, social, paid search, and direct mail

Evaluation

During the campaign, the website had 17,414 pageviews. The top entry channels to the website were:

- Organic Search (53%)
- Paid Search (22%)
- Direct (13%)
- Referrals (12%)

Pageviews increased 2% compared to the previous year.

Facebook ads delivered 135,475 impressions and received 769 engagements.

LinkedIn ads delivered 13,753 impressions with 77 clicks to the website.

Online ads delivered 1,105,116 impressions and 2,321 clicks to the website.



Halifax Explosion 100th Anniversary

Program Objective

To turn people's attention to the anniversary of the Halifax Explosion and remind them of the significance of this moment in history.

Marketing Objective

To encourage people to learn more about the 100th Anniversary of the Halifax Explosion by driving traffic to the program's website.

Timing

August–December 2017

Destination URL

100years100stories.ca

Advertising Elements

Social and online

Evaluation

The URL received 63,306 pageviews with the top entry channels being:

- Social (59%)
- Referrals (10%)

Facebook and Twitter delivered 753,600 impressions and 19,752 engagements.



Heating Assistance Rebate Program (HARP)

Program Objective

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

Marketing Objective

To encourage people to visit the program's website to learn more about the program and to apply online.

To inform Nova Scotians of the program's new income thresholds, which made more people eligible for the program.

Timing

October 2017–March 2018

Destination URL

novascotia.ca/heatinghelp

Advertising Elements

Online, paid search, social, and out-of-home

Evaluation

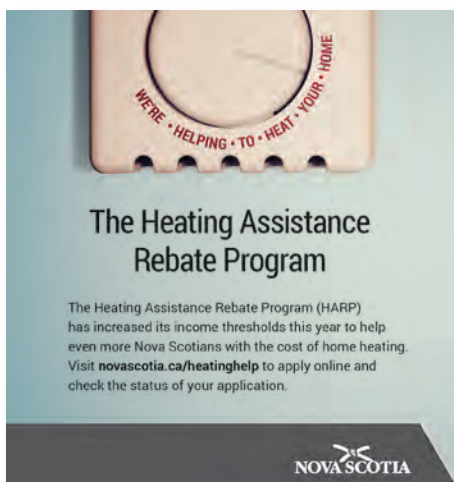
During the campaign, the website received 340,850 pageviews, and of that amount 49,998 were new users. The top entry channels to the website were:

- Organic Search (30%)
- Direct (24%)
- Paid Search (21%)
- Referrals (8%)
- Social (8%)

Pageviews increased 3% compared to the previous year.

Social ads delivered 1,474,729 impressions and received 11,637 engagements. Video ads were part of the social component and they received 23,799 views (10+ seconds).

During the 2017–2018 fiscal, 20% of the HARP applications were from online. This is an increase of 3% over the previous fiscal.



Select Nova Scotia

Program Objective

To help create conditions that fuel the success of local producers, manufacturers, and retailers, by encouraging Nova Scotians to shop and buy local.

Marketing Objective

Inspire Nova Scotian consumers to view buying local as a priority.

Build awareness and engagement of producers and stakeholders with Select Nova Scotia.

Build and strengthen partner relationships.

Timing

April 2017–March 2018

Destination URL

selectnovascotia.ca

Advertising Elements

Social, sponsorship, paid partnerships, radio, paid search, print, and online

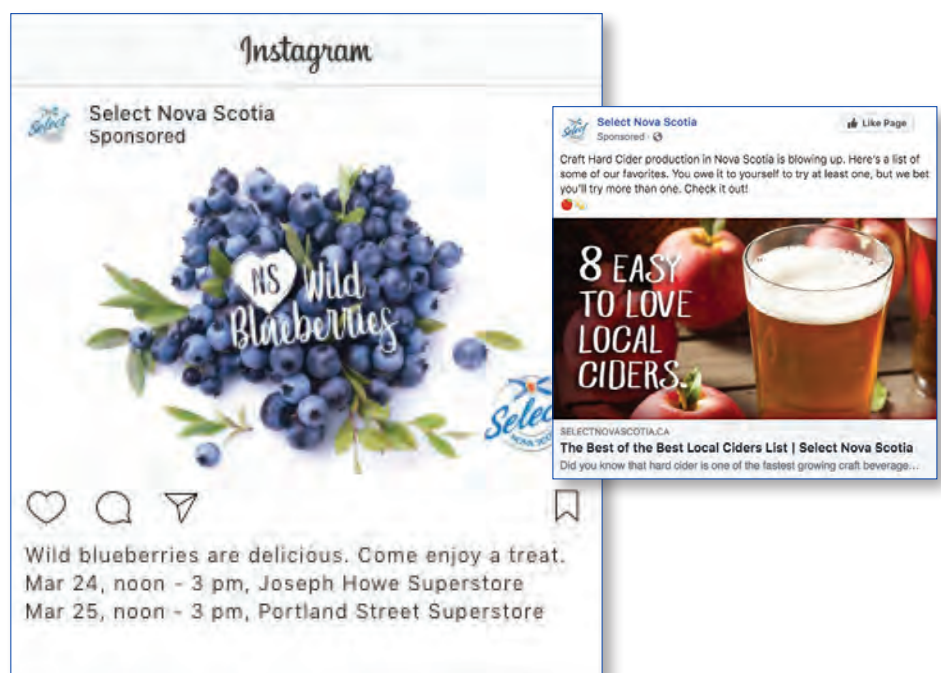
Evaluation

Throughout the 2017–2018 fiscal, the website had 177,261 pageviews, and of that amount 65,154 were new users. The top entry channels were:

- Organic Search (73.3%)
- Direct (10.8%)
- Social (9.3%)
- Referral (4.4%)
- Paid Search (2.1%)

Pageviews increased 18% compared to the previous year.

The social ads delivered 349,128 impressions and received 1,841 engagements. Paid boosts on Facebook resulted in 233 page likes.



Sexual Violence Prevention

Program Objective

To increase the overall understanding of sexual violence and to inform Nova Scotians impacted by sexual violence that help is available.

The Sexual Violence Prevention campaign was launched in 2016 with a significant advertising budget. The goal for 2017–2018 was to continue with the previous year's success, but with a reduced budget.

Marketing Objective

To build awareness that sexual violence is not okay and that those affected are not alone.

To encourage people to visit the program's website to learn more about what is sexual violence and where to access help.

Timing

November 2017–March 2018

Destination URL

breakthesilencens.ca

Advertising Elements

Social, online, and out-of-home

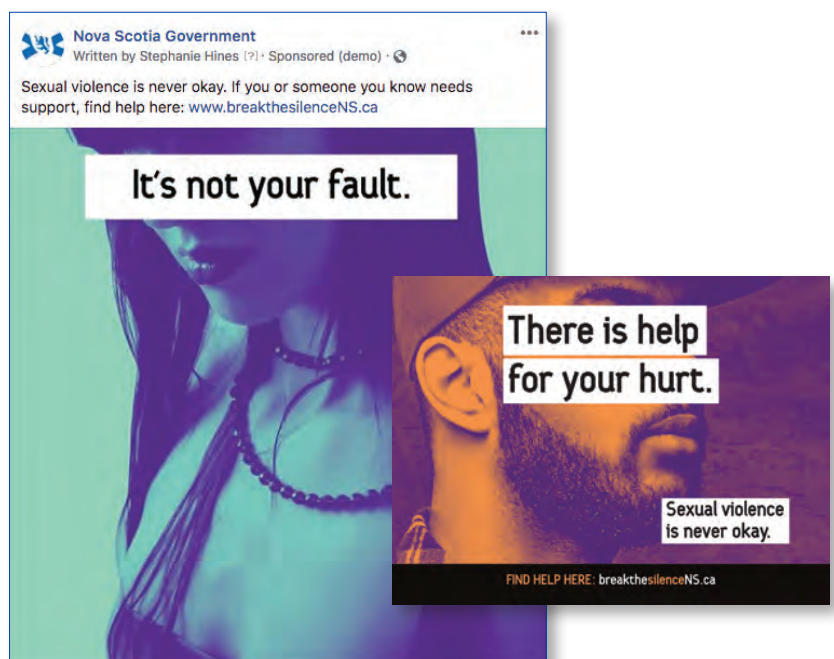
Evaluation

The pageviews for the website were 16,444, and of that amount 6,868 were new users. The top entry channels were:

- Direct (43%)
- Organic Search (29%)
- Referrals (12%)
- Social (9%)
- Paid Search (7%)

Pageviews decreased 7.31% compared to the previous year, reflective of the decrease in overall advertising spend.

The paid social component of this campaign served 748,467 impressions and received 1,421 engagements.



Work Zone Safety

Program Objective

To promote the safety of work crews who are working in road construction zones.

Marketing Objective

To raise awareness that drivers are required to slow down and pay attention when traveling through work zone areas.

Timing

June–September 2017

Advertising Elements

Radio, online ads, and out-of-home

Evaluation

The paid social ads delivered 252,068 impressions and received 5,337 total engagements. The breakdown of these engagements are as follows:

- 133 post comments
- 1,124 post shares
- 4,080 post reactions

In Halifax, the radio buy reached 59% of adults 18+ and each individual heard the message approximately 6.6 times. In Sydney, the radio buy reached 64% of adults 18+ and each individual heard the message approximately 6.3 times. Halifax and Sydney are the only measured radio markets in Nova Scotia.

