



2020
2021

Government Advertising Report



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Government Advertising Report 2020–2021
Communications Nova Scotia
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Message from the Minister

It is my pleasure to introduce the Government of Nova Scotia's Advertising Report for 2020–2021.

The pages which follow highlight some important work. They also explain how and why government used advertising to deliver critical health and safety information to Nova Scotians throughout the first year of the pandemic.

As a province, COVID-19 has changed and challenged us, and it's not over yet. Accessing information—information you can really trust—is more important than ever. We, as your government, remain committed to sharing the best information available so you can make the decisions you need to make.

As we look ahead, you can count on our team at Communications Nova Scotia to keep you informed. From COVID-19 communications to storm preparedness, we're going to stay focused on reaching as many Nova Scotians as possible in the ways you want and expect. We'll be on your radios, phones, and social channels to ensure our communications are accessible. We're going to spend wisely on all of our advertising campaigns and use data to measure performance. And we're going to be innovative where and when we can, while always providing you with clear, accurate information. That's the spirit and level of commitment our team will apply to this work in the weeks and months ahead.

Sincerely,

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

Honourable Brian Comer
Minister, Communications Nova Scotia

Introduction

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.

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

CNS 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 \$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:

- 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 \$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 CNS. 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 2020–2021

Department	TOTAL
Acadian Affairs and Francophonie	\$1,546
Accessibility Directorate	\$3,852
Agriculture	\$168,471
Business	\$73,037
Communications Nova Scotia	\$612,198
Communities, Culture and Heritage	\$10,313
Community Services	\$30,535
Education and Early Childhood Development	\$15,305
Emergency Management Office	\$1,520
Energy and Mines	\$15,451
Environment	\$4,321
Executive Council	\$55,355
Fisheries and Aquaculture	\$7,164
Health and Wellness	\$1,688,808
Justice	\$12,783
Labour and Advanced Education	\$204,648
Lands and Forestry	\$29,355
Municipal Affairs and Housing	\$8,339
Office of Immigration	\$10,399
Protocol Office	\$5,785
Public Service Commission	\$443
Seniors	\$1,500
Service Nova Scotia and Internal Services	\$131,854
Status of Women	\$4,500
Transportation and Infrastructure Renewal	\$195,710
2020 - 2021 Total Spend	\$3,293,192

Total Spend by Medium	TOTAL
Television	\$327,020
Radio	\$958,544
Print	\$621,387
Online	\$473,427
Social	\$264,237
Search	\$71,617
Out-of-Home	\$133,495
Design and Production	\$443,466
2020 - 2021 Total Spend	\$3,293,192

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

Objectives & Results of Significant Advertising 2020–2021

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

- **Department of Agriculture:**
Taste of Nova Scotia – Get Your Hands on Local
- **Department of Business:**
Buy Local
- **Department of Community Services:**
Foster Care
- **Department of Health and Wellness:**
Human Organ and Tissue Donation Act
- **Department of Health and Wellness:**
Gambling Support Network
- **Department of Health and Wellness/
Communications Nova Scotia:**
COVID-19
- **Department of Labour and
Advanced Education:**
Graduate to Opportunity
- **Department of Service Nova Scotia
and Internal Services:**
Access Nova Scotia/Registry of Motor
Vehicles/Motor Vehicle Inspections
- **Department of Service Nova Scotia
and Internal Services:**
Heating Assistance Rebate Program
- **Department of Transportation
and Infrastructure Renewal:**
Winter Equipment Operators
- **Department of Transportation
and Infrastructure Renewal:**
Winter Preparedness
- **Department of Transportation
and Infrastructure Renewal:**
Work Zone Safety

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

Get Your Hands on Local

The Buy Local campaign was a partnership between the Nova Scotia Department of Agriculture and Taste of Nova Scotia.

Program Objective

To support Nova Scotian restaurant and food and beverage suppliers.

Marketing Objective

To encourage Nova Scotians to source local food and drink in their community and to drive people to the campaign's website.

Timing

- May 2020
- November–December 2020

Destination URLs

May 2020: tasteofnovascotia.com/getyourhandsonlocal

December 2020: tasteofnovascotia.com

Advertising Elements

May 2020: Television, radio, print, online, and social

November–December 2020: Television, print, billboards, online, social, and influencer marketing



Evaluation

May 2020: During the campaign, the tasteofnovascotia.com/getyourhandsonlocal website received 19,170 pageviews and 12,251 new users.

Top sources to the website:

- Facebook
- Online display ads
- Google – Paid Search
- Instagram

Online ads delivered 6,687,287 impressions and received 8,237 clicks.

Social advertising delivered 1,426,623 impressions and 11,749 engagements.

In Halifax, radio reached 82% of adults 25–54, and each person heard the ads approximately 3 times per week.

In Sydney, radio reached 51% of adults 25–54, and each person heard the ads approximately 3 times per week.

December 2020: During the campaign, the tasteofnovascotia.com received 19,399 pageviews and 11,871 new users.

Top sources to the website:

- Google – Organic Search
- Facebook
- Direct
- Online display ads
- Google – Paid Search

Online ads delivered 1,643,851 impressions and received 4,672 clicks.

Social advertising delivered 3,503,205 impressions and 7,100 engagements.

Social influencer advertising delivered 732,611 impressions and 18,121 engagements.

Buy Local



Program Objective

To encourage Nova Scotians to support local businesses who were struggling due to COVID-19 by shopping locally.

Marketing Objectives

To increase awareness of the importance of supporting local businesses.

To showcase how simple and safe it is to support local businesses.

Timing

- December 2020–January 2021
- March 2021

Destination URL

novascotia.ca/support-local-business

Advertising Elements

Radio, online, digital audio, social, and search engine marketing

Evaluation

During the campaign, the *novascotia.ca/support-local-business* website received 21,845 pageviews and 14,178 new users.

Top sources to the website:

- Google – Organic Search
- Facebook
- Direct
- Instagram
- Google Display

Online ads delivered 2,445,787 impressions and received 5,926 clicks.

Digital audio ads delivered 138,889 impressions and a listen through rate of 93.8%.

Search engine marketing delivered 392,222 impressions and 6,942 clicks.

Social advertising delivered 3,112,535 impressions and 14,742 engagements.

In Halifax, radio reached 59% of adults 25–54, and each person heard the ads approximately 5.4 times per week.

In Sydney, radio reached 74% of adults 25–54, and each person heard the ads approximately 7.6 times per week.

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 for various reasons.

Marketing Objectives

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

March 2021

Destination URL

fostercare.novascotia.ca

Advertising Elements

Social, print (English and French), online, and search engine marketing

Evaluation

During the campaign, the Foster Care website received 10,388 pageviews and 5,017 new users.

Top sources to the website:

- Google – Organic Search
- Facebook
- Online display ads
- Direct
- Twitter

Online ads delivered 1,163,313 impressions and received 1,007 clicks.

Search engine marketing delivered 105,437 impressions and 1,162 clicks.

Social advertising delivered 746,524 impressions and 2,827 engagements.



Human Organ and Tissue Donation Act

Program Objective

To help Nova Scotians waiting for a transplant get one sooner by increasing organ and tissue donation.

Marketing Objectives

To generate awareness of the importance of this act and to let Nova Scotians know that the act would be in effect as of January 18, 2021.

To generate awareness that Nova Scotians could register their decision to be a donor and donate all or some of their organs and tissues after death or to opt out completely.

To direct Nova Scotians to the website where they could find more information regarding the act.

Timing

Phase 1: July–August 2020

Phase 2: December 2020–January 2021

Destination URLs

- novascotia.ca/changelives
- novascotia.ca/changelives/fr

Advertising Elements

Phase 1: English: Television, radio (French and Arabic), online, social, and search engine marketing

Phase 2: Television, radio (French and Arabic), online, social, search engine marketing, and print

Evaluation

Phase 1

During Phase 1 of the campaign, the English website had 16,485 pageviews and 6,640 new users.

Top sources to the website:

- Online display ads
- CBC
- Facebook
- Direct
- Google – Paid Search

The French website had 47 page views and 23 new users.

Top sources to website:

- Facebook
- Direct
- Online display ads

Online ads delivered 3,257,539 impressions and 7,442 clicks.

Social advertising delivered 1,239,123 impressions and 11,091 engagements.

Human Organ and Tissue Donation Act (Continued)

Phase 2

During Phase 2 of the campaign, the English website had 48,734 pageviews and 14,893 new users.

Top sources to the website:

- Facebook
- Google – Organic Search
- Online display ads
- Direct
- Google – Paid Search
- Twitter

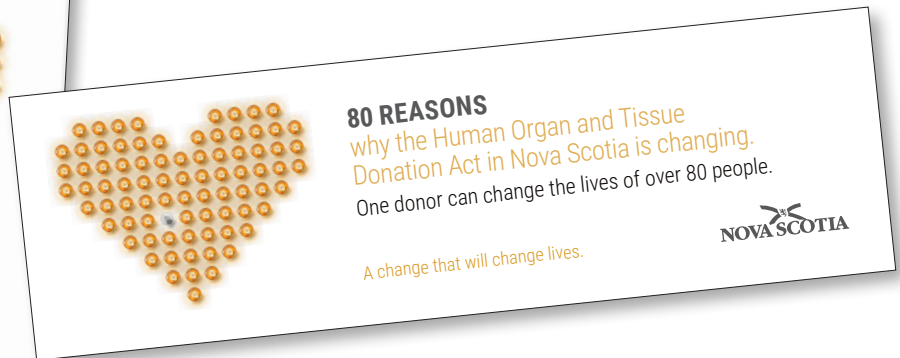
The French website had 104 pageviews and 54 new users.

Top sources to the website:

- Facebook
- Google – Organic Search
- Direct

Online ads delivered 3,279,223 impressions and 3,806 clicks.

Social ads delivered 1,807,962 impressions and 21,486 engagements.



Gambling Support Network

Program Objective

To provide support to Nova Scotians affected by gambling addiction.

Marketing Objective

To increase awareness that there is help available to people affected by problem gambling and to encourage Nova Scotians to visit the program's website to access services and find more information.

Timing

November 2020–January 2021

Destination URL

gamblingsupportnetwork.ca

Advertising Elements

Television, online, and social

Evaluation

During the campaign, the website had 29,478 pageviews and 13,304 new users.

Top sources to the website:

- Online display ads
- Direct
- Google – Paid Search
- Google – Organic Search

Online ads delivered 6,955,082 impressions and received 10,093 clicks.

Social advertising delivered 1,424,728 impressions and received 189,725 engagements.



COVID-19

Program Objective

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

Marketing Objective

To drive people to the website for COVID-19 updates, and to inform Nova Scotians about public health protocols and related restrictions.

Timing

April 2020–March 2021

Destination URLs

- novascotia.ca/coronavirus
- novascotia.ca/coronavirus/fr

Advertising Elements

English: Television, radio, print, online, social, out-of-home, and search engine marketing

French: Radio, print, and social

Arabic: Radio



Evaluation

During the campaign, the English website had 36,138,587 pageviews and 3,717,942 new users. The French website had 117,220 pageviews and 23,348 new users.

Top sources to the websites:

English:

- Google – Organic Search
- Direct
- Facebook
- Google – Paid Search

French:

- Google – Organic Search
- Direct
- Online display ads
- Facebook

Once on the site, people primarily went to the Alerts and Notices page and the Travel page.

English social ads delivered 22,578,297 impressions and received 527,537 engagements. French social ads delivered 1,163,115 impressions and received 6,898 engagements.

English online ads delivered 39,584,861 impressions and 561,103 clicks, and French online ads delivered 5,505,538 impressions and 7,794 clicks.

In Halifax, radio reached 56% of adults 25–54, and each person heard the ads approximately 5.9 times per week.

In Sydney, radio reached 62% of adults 25–54, and each person heard the ads approximately 6 times per week.

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

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

Timing

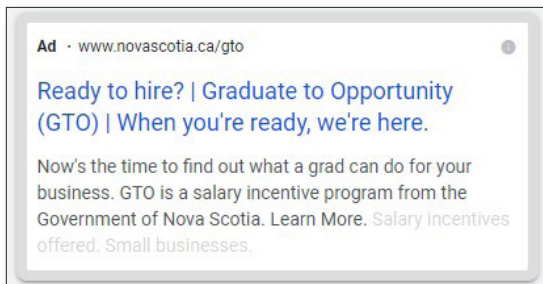
August 2020–March 2021

Destination URL

novascotia.ca/gto

Advertising Elements

Print, online, search engine marketing, and social



Evaluation

During the campaign, the website had 35,448 pageviews and 13,719 new users.

Top sources to the website:

- Google – Paid Search
- Saltwire
- Direct
- Google – Organic Search

Social ads delivered 701,812 impressions and 3,754 engagements.

Online ads delivered 2,598,116 impressions and 6,362 clicks to the website.

Search engine marketing delivered 372,085 impressions and 9,908 clicks to the website.



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 raise awareness and to drive people to the website to learn about the program and to apply online.

Timing

October 2020–March 2021

Destination URLs

- novascotia.ca/heatinghelp
- novascotia.ca/heatinghelp/fr

Advertising Elements:

English: Radio, online, social, and search engine marketing

French: Radio, online, and print

Evaluation

During the campaign, the English website received 36,107 pageviews and 6,498 new users. The French website received 26 pageviews and 15 new users.

Top sources to the websites:

English:

- Direct
- Google – Organic
- Google – Paid
- Bling – Organic
- Facebook

French:

- Direct
- Online display ads
- Google – Organic

Social ads delivered 1,978,408 impressions and 173,616 engagements.

English online ads delivered 527,176 impressions and 1,185 clicks to the website. French online ads delivered 134,232 impressions and 166 clicks to the website.

Search engine marketing delivered 71,426 impressions and 20,436 clicks.

In Halifax, radio reached 44% of adults 25–54, and the message was heard approximately 4.8 times per week.

In Sydney, radio reached 65% of adults 25–54, and the message was heard approximately 4.8 times per week.

Access Nova Scotia/Registry of Motor Vehicles/ Motor Vehicle Inspections

Program Objective

To let Nova Scotians know that in-person services at Access Nova Scotia Centres and Registry of Motor Vehicle Offices were closed until further notice due to COVID-19.

To inform Nova Scotians that various extensions were available due to COVID-19 and that vehicle registration renewals could be done online.

Marketing Objective

To raise awareness and to direct people to the website for more information.

Timing

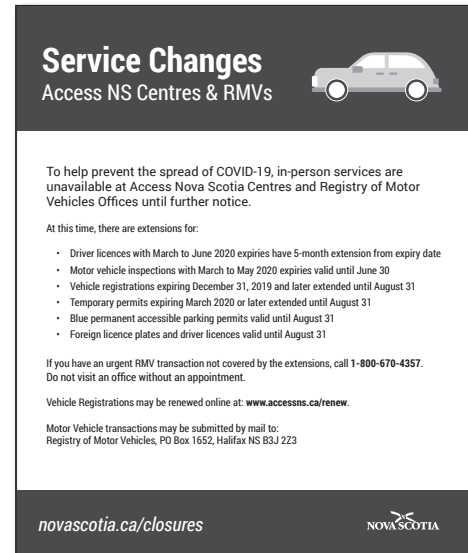
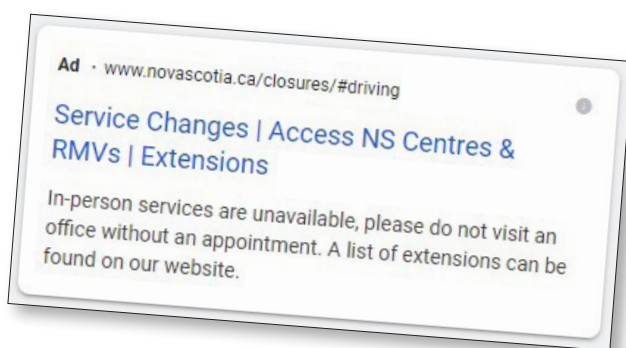
April–June 2020

Destination URLs

- novascotia.ca/closure
- accessns.ca/renew

Advertising Elements

Print, radio, and search engine marketing



Evaluation

During the campaign, the novascotia.ca/closure URL received a combined 133,603 pageviews and 23,029 new users.

Top sources to the website:

- Facebook
- Direct
- SEM – organic
- Twitter
- NS.211.ca

Data for accessns.ca/renew is not available as tracking was not set-up at this time of this campaign.

Search engine marketing delivered 139,693 impressions and 21,514 clicks.

In Halifax, radio reached 49% of adults 25 - 54, and the message was heard approximately 5.3 times.

In Sydney, radio reached 63% of adults 25–54, and the message was heard approximately 6.1 times per week.

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 travelling through work zone areas.

Timing

June–August 2020

Advertising Elements

Radio and social

Evaluation

The paid social ads delivered 198,179 impressions and 1,307 total engagements.

In Halifax, radio reached 56% of adults 25–54, and each person heard the ads approximately 5.4 times per week.

In Sydney, radio reached 63% of adults 25–54, and each person heard the ads approximately 5.2 times per week.



Winter Equipment Operators

Program Objective

To hire enough winter equipment operators to keep Nova Scotia's provincial roads safe during the winter season.

Marketing Objectives

To create awareness that the Government was recruiting for winter equipment operators throughout the province.

To create awareness of various job fairs taking place throughout the province for the recruitment of winter equipment operators, and to drive people to the website where they could get more information about the position and to apply.

Timing

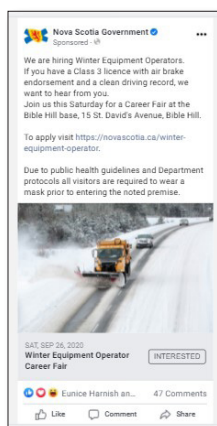
September–October 2020

Destination URL

novascotia.ca/winter-equipment-operator

Advertising Elements

Radio, print, online, and social



Evaluation

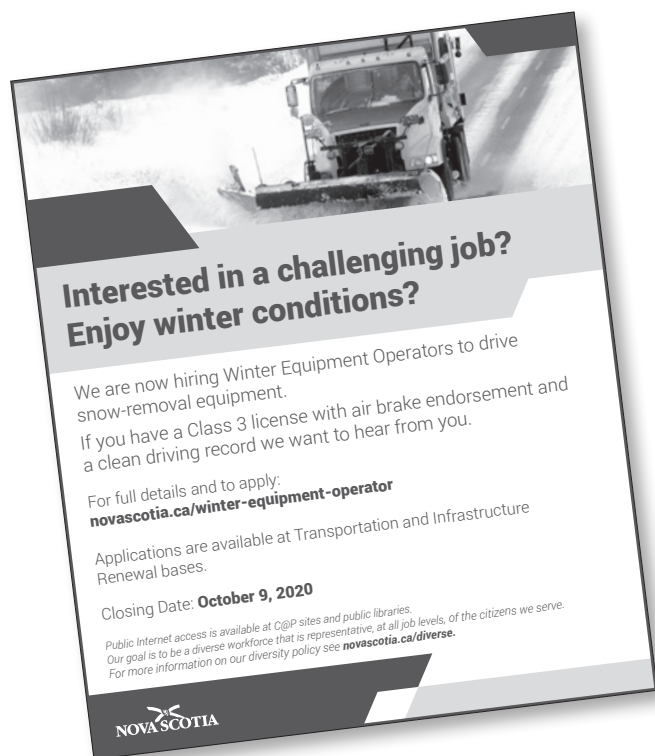
The URL used in this campaign was a vanity URL that linked directly to jobs.novascotia.ca. Analytics for jobs.novascotia.ca are unavailable as traffic coming from the vanity URL was not tracked.

Social ads designed for general awareness delivered 530,763 impressions and 1,997 engagements.

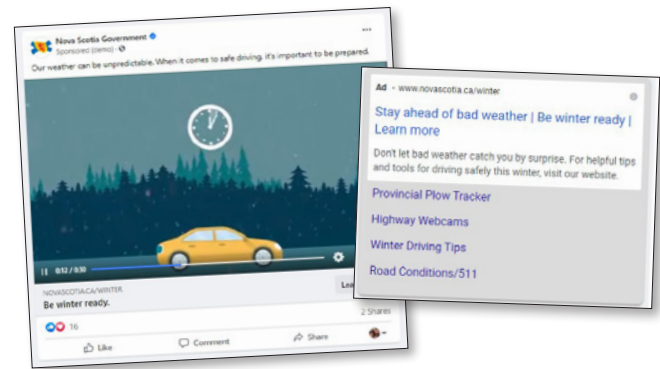
Social ads designed to promote the job fairs delivered 316,578 impressions and 4,610 engagements.

In Halifax, radio reached 59% of adults 25–54, and each person heard the ads approximately 5.6 times per week.

In Sydney, radio reached 67% of adults 25–54, and each person heard the ads approximately 5.2 times per week.



Winter Preparedness



Program Objective

To provide public safety messages that ensure winter preparedness among Nova Scotian drivers.

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 2020–February 2021

Destination URL

novascotia.ca/winter

Advertising Elements

English: Radio, online, social, and search engine marketing

French: Radio, online, and social

Evaluation

During the campaign, the website received 202,419 pageviews and 30,865 new users.

Top sources to the website:

- Google – Organic Search
- Facebook
- Direct
- Google – Paid Search
- Bling – Organic Search
- Twitter

English social ads delivered 3,338,771 impressions and 8,586 engagements, and French social ads delivered 238,612 impressions and 531 engagements.

English online ads delivered 613,313 impressions and 1,617 clicks to the website, and French online ads delivered 159,375 impressions and 217 clicks.

Search engine marketing delivered 365,001 impressions and 75,627 clicks to the website.

In Halifax, radio reached 61% of adults 25–54, and the message was heard approximately 5.5 times per week.

In Sydney, radio reached 68% of adults 25–54, and the message was heard approximately 5.1 times per week.

Appendix A

Medium	Acadian Affairs and Francophonie	Accessibility Directorate	Agriculture	Business	Communications Nova Scotia***
Television	\$0	\$0	\$55,254	\$0	\$0
Radio	\$0	\$0	\$27,849	\$48,039	\$58,630
Print	\$1,246	\$1,352	\$8,955	\$8,891	\$76,211
Online	\$0	\$0	\$34,027	\$7,407	\$7,397
Social	\$300	\$2,500	\$27,818	\$5,199	\$29,111
SEM*	\$0	\$0	\$0	\$3,502	\$1,135
OOH**	\$0	\$0	\$5,250	\$0	\$6,600
Design & Production	\$0	\$0	\$9,318	\$0	\$433,114
Total	\$1,546	\$3,852	\$168,471	\$73,038	\$612,198

Medium	Communities, Culture and Heritage	Community Services	Education and Early Childhood Educators	Emergency Management Office	Energy and Mines
Television	\$0	\$0	\$5,350	\$0	\$0
Radio	\$5,040	\$1,071	\$0	\$0	\$0
Print	\$1,625	\$13,558	\$7,422	\$0	\$0
Online	\$0	\$11,909	\$1,302	\$0	\$6,956
Social	\$3,648	\$3,157	\$1,231	\$1,520	\$5,488
SEM*	\$0	\$839	\$0	\$0	\$3,007
OOH**	\$0	\$0	\$0	\$0	\$0
Design & Production	\$0	\$0	\$0	\$0	\$0
Total	\$10,313	\$30,535	\$15,305	\$1,520	\$15,451

Medium	Environment	Executive Council	Fisheries and Aquaculture	Health and Wellness	Justice
Television	\$0	\$0	\$0	\$266,416	\$0
Radio	\$0	\$0	\$0	\$594,526	\$2,912
Print	\$4,321	\$27,705	\$935	\$302,160	\$9,871
Online	\$0	\$20,640	\$1,250	\$286,338	\$0
Social	\$0	\$4,213	\$4,979	\$92,187	\$0
SEM*	\$0	\$2,798	\$0	\$24,501	\$0
OOH**	\$0	\$0	\$0	\$121,645	\$0
Design & Production	\$0	\$0	\$0	\$1,035	\$0
Total	\$4,321	\$55,355	\$7,164	\$1,688,808	\$12,783

Medium	Labour and Advanced Education	Lands and Forestry	Municipal Affairs and Housing	Office of Immigration	Protocol Office
Television	\$0	\$0	\$0	\$0	\$0
Radio	\$0	\$0	\$0	\$0	\$0
Print	\$105,750	\$23,378	\$4,802	\$2,300	\$1,414
Online	\$53,286	\$337	\$0	\$8,022	\$931
Social	\$29,382	\$5,640	\$542	\$77	\$3,440
SEM*	\$16,229	\$0	\$2,995	\$0	\$0
OOH**	\$0	\$0	\$0	\$0	\$0
Design & Production	\$0	\$0	\$0	\$0	\$0
Total	\$204,648	\$29,355	\$8,339	\$10,399	\$5,785

Medium	Public Service Commission	Seniors	Service Nova Scotia and Internal Affairs	Status of Women	Tranportation and Infrastructure Renewal
Television	\$0	\$0	\$0	\$0	\$0
Radio	\$0	\$0	\$74,686	\$0	\$145,791
Print	\$0	\$0	\$3,600	\$0	\$15,891
Online	\$0	\$1,500	\$21,197	\$0	\$10,927
Social	\$443	\$0	\$19,143	\$4,500	\$19,718
SEM*	\$0	\$0	\$13,229	\$0	\$3,383
OOH**	\$0	\$0	\$0	\$0	\$0
Design & Production	\$0	\$0	\$0	\$0	\$0
Total	\$443	\$1,500	\$131,854	\$4,500	\$195,710

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

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

***Total Spend for Communications Nova Scotia includes Federal funding for COVID-19 marketing and communications

