



2021  
2022

# Government Advertising Report



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Government Advertising Report 2021–2022  
Communications Nova Scotia  
Fall 2022

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## Message from the Minister

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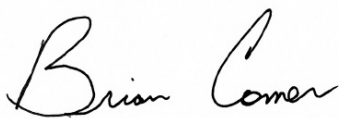
I am pleased to present the Government of Nova Scotia's Advertising Report for 2021–2022.

This report, and the campaigns in it, reflect government's priorities. In 2021-22, our advertising dollars were spent on recruitment, aligning with our goals of bringing more people to help our province thrive and grow, including healthcare workers, skilled trade works and early childhood educators. Campaigns raised awareness of programs to support employers and job seekers, and promoted job opportunities. And importantly, this report reflects government's focus on the health and safety of Nova Scotians, with advertising campaigns to inform Nova Scotians about Virtual Care, Seniors Care Grant, and mental health resources as well as to raise awareness of COVID-19 public health protocols and vaccines.

Communications Nova Scotia (CNS) uses different strategies to reach different audiences. From radio to television to search engine marketing to streaming audio, we always aim to meet Nova Scotians where they are with inclusive, accessible information. The team at CNS is committed to continuously evolving and improving government advertising, using research and data to understand how and where Nova Scotians want to engage with government information.

We will continue to evaluate the performance of each campaign and work to ensure that advertising dollars spent provide value to Nova Scotians. We will support the work of government departments through creative, strategic advertising, to always ensure that Nova Scotians are informed about what their government is doing and why.

Sincerely,

A handwritten signature in black ink that reads "Brian Comer". The signature is fluid and cursive, with the first name "Brian" and the last name "Comer" clearly distinguishable.

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 \$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 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 2021–2022

| Department                                   | TOTAL              |
|--|--------------------|
| Acadian Affairs and Francophonie             | \$3,180            |
| Agriculture                                  | \$3,477            |
| Communications Nova Scotia                   | \$91,183           |
| Communities, Culture, Tourism and Heritage   | \$88,931           |
| Community Services                           | \$336,534          |
| Economic Development                         | \$119,411          |
| Education and Early Childhood Development    | \$142,285          |
| Environment and Climate Change               | \$7,115            |
| Executive Council Office                     | \$53,612           |
| Finance and Treasury Board                   | \$11,400           |
| Fisheries and Aquaculture                    | \$4,701            |
| Health and Wellness                          | \$1,321,931        |
| Justice                                      | \$19,254           |
| Labour Skills and Immigration                | \$1,164,811        |
| Municipal Affairs and Housing                | \$3,619            |
| Natural Resources and Renewables             | \$24,411           |
| Nova Scotia Immigration                      | \$1,865,262        |
| Office of Equity and Anti-Racism Initiatives | \$9,791            |
| Protocol Office                              | \$3,917            |
| Public Prosecution Service                   | \$400              |
| Public Works                                 | \$252,394          |
| Seniors and Long Term Care                   | \$88,605           |
| Service Nova Scotia and Internal Services    | \$108,373          |
| <b>2021–2022 Spend Total</b>                 | <b>\$5,724,597</b> |

| Total Spend by Medium        | TOTAL              |
|------------------------------|--------------------|
| Television                   | \$772,941          |
| Radio                        | \$1,071,791        |
| Print                        | \$503,459          |
| Online                       | \$1,256,730        |
| Social                       | \$501,016          |
| Search engine marketing      | \$150,679          |
| Out-of-home                  | \$370,948          |
| Design and Production        | \$1,097,033        |
| <b>2021–2022 Spend Total</b> | <b>\$5,724,597</b> |

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

# Significant Advertising 2021–2022

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

- Office of Communications Nova Scotia: Mental Health Support
- Communities, Culture, Tourism and Heritage: African Nova Scotian Vaccine Confidence
- Community Services: Disability Support Workers Recruitment
- Community Services: Open Adoption Records
- Community Services: Residential Care Workers Recruitment
- Economic Development: Buy Local
- Education and Early Childhood Development: Canada Wide Child Care Grant
- Education and Early Childhood Development: Early Childhood Care Educators Recruitment
- Health and Wellness: COVID-19
- Health and Wellness: Virtual Care
- Justice: Accessibility Directorate \*
- Labour, Skills and Immigration: 1-800-9LABOUR
- Labour, Skills and Immigration: Comprehensive, Skills and Learning
- Labour, Skills and Immigration: Graduate to Opportunity
- Labour, Skills and Immigration: Nova Scotia Works
- Labour, Skills and Immigration: Inter-provincial Recruitment
- Public Works: Winter Equipment Operators Recruitment
- Public Works: Winter Readiness
- Public Works: Work Zone Safety
- Seniors and Long Term Care: Seniors Care Grant
- Service Nova Scotia and Internal Services: Heating Assistance Rebate Program

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

\*Costs are for creative development only in 2020–2021, media buy occurred in 2022–2023. Results have not been included in this report.

# Mental Health Support

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## 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 a list of resources available to those seeking support.

## Timing

- February – March 2022

## Destination URLs

[NovaScotia.ca/Mental-Health-And-Wellbeing](https://NovaScotia.ca/Mental-Health-And-Wellbeing)

## Advertising Elements

- Radio
- Print
- Online
- Online: digital audio
- Search engine marketing

## Evaluation

During the campaign, the website received 7,115 pageviews and 5,157 sessions. The average time spent on the page was 04:04 minutes.

Top entry channels to the website:

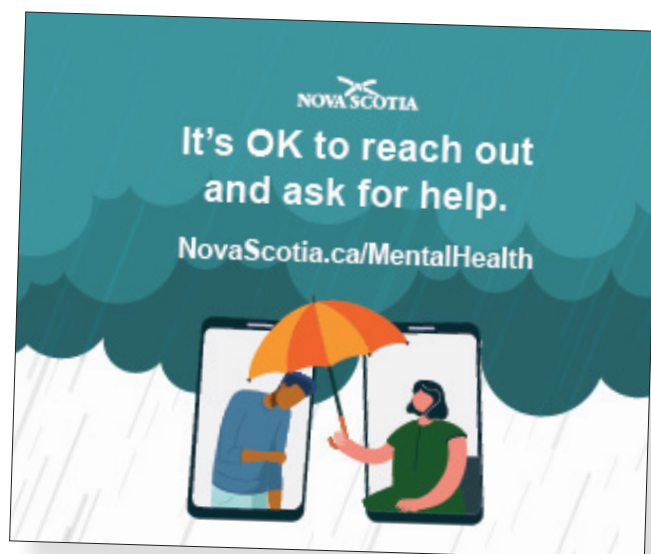
- Search – organic
- Direct
- Display

In Halifax, the radio buy reached 52.5% of adults aged 25 – 54 and the message was heard approximately 5.8x per person.

Online ads delivered 817,279 impressions and 1,469 clicks.

Digital audio ads delivered 33,344 impressions.

Search engine marketing delivered 12,413 impressions and 1,294 clicks.





# African Nova Scotian Vaccine Confidence

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## Program Objective

To increase the number of African Nova Scotians getting vaccinated against COVID-19.

## Marketing Objectives

To generate awareness of the importance of getting vaccinated for the African Nova Scotian population.

## Timing

- May – June 2021

## Advertising Elements

- Television

## Evaluation

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

- CTV: 559,000
- Global: 827,700
- CBC: 762,800

# Disability Support Workers Recruitment

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## Program Objective

To hire more employees in the Disability Support Program (DSP) sector.

## Marketing Objectives

To generate awareness that the province needs more workers in the Disability Support Program (DSP) sector.

To encourage people to visit the website for more information on careers in the DSP sector.

## Timing

February – March 2022

## Destination URL

Igility.Services/DSP-Employment

## Advertising Elements

- Radio
- Print
- Online
- Social

## Evaluation

During the campaign, the website received 2,449 pageviews and 1,923 sessions. The average time spent on the page was 02:00 minutes.

Top entry channels to the website:

- Other
- Referral
- Direct
- Search - organic

In Halifax, the radio buy reached 40.1% of adults aged 25 – 54 and the message was heard approximately 5.9x per person.

Online ads delivered 462,578 impressions and 703 clicks.

Digital audio ads delivered 180,953 impressions.

Social delivered 483,036 impressions and 2,964 engagements.



# Open Adoption Records

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## Program Objective

On May 1, 2022, Nova Scotia opened Adoption Records, allowing adopted persons, birth parents and other relatives greater access to other information. In anticipation of this change, the department wanted to ensure impacted individuals were aware this change was happening and that they could choose how-or-if their identifying information was shared.

## Marketing Objectives

To generate awareness that Nova Scotia would be opening adoption records on May 1, 2022.

To encourage people to go to the website for more information and to choose how or if their identifying information was shared.

Although the campaign primarily geo-targeted Nova Scotia, the campaign did run Canada wide on social, online and search engine marketing.

## Timing

November 2021 – March 2022

## Destination URLs

[NovaScotia.ca/Adoption-Records-Changes](https://NovaScotia.ca/Adoption-Records-Changes)

## Advertising Elements

- Television – Nova Scotia
- Radio – Nova Scotia
- Newspaper – Nova Scotia
- Online – Nova Scotia and National
- Online: digital audio - Nova Scotia
- Social – Nova Scotia and National
- Search engine marketing – Nova Scotia and National

## Evaluation

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

- CTV: 628,800
- Global: 464,000
- CBC: 458,400

During the campaign, the website received 25,914 pageviews and 21,522 sessions. The average time spent on the page was 09:29 minutes.

Top entry channels to the website:

- Direct
- Social
- Referral

In Halifax, the radio buy reached 54.4% of adults aged 25 – 54 and the message was heard approximately 6.6x per person.

Online ads delivered 3,553,861 impressions and 2,894 clicks.

Digital audio ads delivered 136,360 impressions.

Social ads delivered 8,239,612 impressions and 15,612 engagements.

Search engine marketing delivered 210,351 impressions and 3,900 clicks.



# Residential Care Workers Recruitment

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## Program Objective

To promote the residential care sector as an employer of choice and help with ongoing recruitment challenges.

## Marketing Objective

To generate awareness that the province needs more Residential Care Workers in the residential care service sector.

To encourage people to visit the website for more information on careers as Residential Care Workers.

## Timing

April – May 2021

## Destination URL

[TeamWorkCooperative.ca/DCS-Partnership](https://TeamWorkCooperative.ca/DCS-Partnership)

## Advertising Elements

- Radio
- Print
- Online
- Social

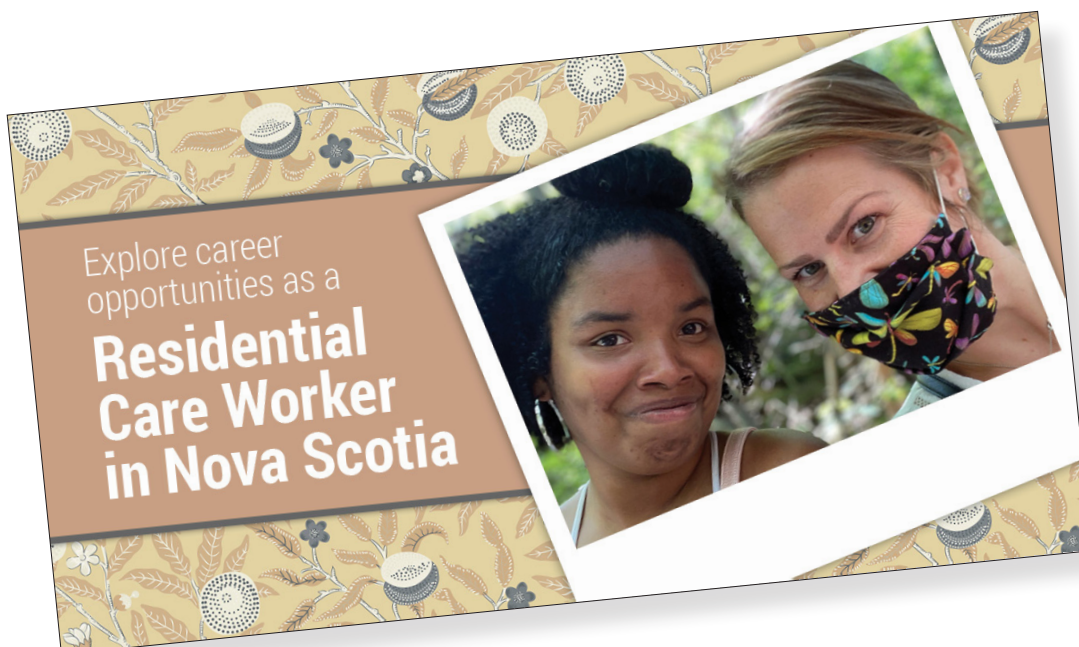
## Evaluation

In Halifax, the radio buy reached 39.2% of adults aged 25 – 54 and the message was heard approximately 4.8x per person.

Online ads 372,595 impressions and 865 clicks.

Digital audio ads delivered 92,684 impressions.

Social ads delivered 102,750 impressions and 208 engagements.





# Buy Local

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## Program Objective

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

## Marketing Objective

To increase awareness of the importance of supporting local businesses and to showcase how simple it is to buy local.

## Timing

December 2021 – January 2022

## Destination URL

[NovaScotia.ca/Support-Local-Business](https://NovaScotia.ca/Support-Local-Business)

## Advertising Elements

- Radio
- Print
- Online
- Social

## Evaluation

During the campaign, the website received 3,193 pageviews and 2,949 sessions. The average time spent on the page was 01:42 minutes.

Top entry channels to the website:

- Direct
- Social
- Referral

In Halifax, the radio buy reached 40.6% of adults aged 25 – 54 and the message was heard approximately 6.2x per person.

Online ads delivered 1,809,758 impressions and 1,217 clicks.

Social ads delivered 814,529 impressions and 3,959 engagements.



# Canada Wide Child Care Grant

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## Program Objective

Over the next five years, Nova Scotia will receive \$604.9 million in federal funding. This will allow the province to reduce cost for families with children in child care and expand access to more quality childcare spaces.

The objective of this campaign was to promote the benefits of the agreement.

## Marketing Objective

To build awareness of the program by directing people to the website to find more information.

## Timing

February – March 2022

## Destination URLs

[ChildCareNovaScotia.ca](https://ChildCareNovaScotia.ca)

## Advertising Elements

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

## Evaluation

During the campaign, the website received 10,528 pageviews and 7,886 sessions. The average time spent on the page was 01:34 minutes.

Top entry channels to the website:

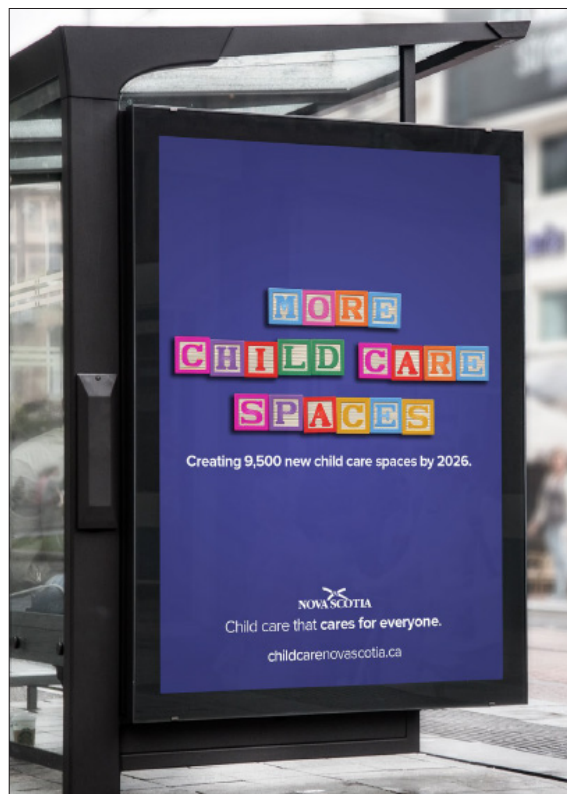
- Direct
- Social
- Search – organic
- Digital audio

Digital audio ads delivered 1,015,127 impressions.

Social ads delivered 3,192,029 impressions and 5,532 engagements.

Search engine marketing delivered 43,890 impressions and 1,617 clicks.

Transit shelters in Halifax and Sydney delivered 19,617,695 impressions.



# Early Childhood Educators Recruitment

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## Program Objective

To generate awareness of career opportunities available within the province and ultimately recruit more early childhood educators (ECEs).

## Marketing Objectives

To generate awareness of current job opportunities in early childhood education.

To direct people to the website where they could learn more about becoming an ECE and to explore current opportunities.

This campaign primarily geo-targeted Nova Scotia, but Ontario and Western Canada cities were also targeted.

## Timing

February – March 2022

## Destination URL

EdNet.NS.ca/ECE

## Advertising Elements

- Online
- Social
- Search engine marketing

## Evaluation

During the campaign, the website received 35,228 pageviews and 25,814 sessions. The average time spent on the page was 01:46 minutes.

Top entry channels to the website:

- Search – paid
- Social
- Online

The top geographic locations for entry to the site were as follows:

- **Nova Scotia**
  - Halifax
  - Dartmouth
  - Sydney
  - Lower Sackville
  - Truro
  - Kentville
  - Glace Bay
  - Bedford
  - Yarmouth
  - Bridgewater
- **Ontario**
  - Toronto
  - Hamilton
- **Alberta**
  - Calgary
- **Quebec**
  - Montreal
- **Manitoba**
  - Winnipeg

Online ads delivered 4,179,223 impressions and 4,410 clicks.

Social ads delivered 7,632,610 impressions and 16,127 engagements.

Search engine marketing delivered 152,446 impressions and 6,475 clicks.



# COVID-19

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

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

## Timing

April 2021 – March 2022

## Destination URLs

- NovaScotia.ca/Coronavirus
- NovaScotia.ca/Coronavirus/fr

## Advertising Elements:

- Television
- Radio
- Print
- Out-of-home: digital screens and transit shelters
- Online
- Online: digital audio
- Social
- Search engine marketing

## Evaluation

During the campaign, NovaScotia.ca/Coronavirus received 9,050,628 page views and 4,644,605 sessions. The average time spent on the page was 010:34 minutes.

Top entry channels to the website:

- Search – organic
- Direct
- Social

During the campaign, NovaScotia.ca/Coronavirus/fr received 68,548 page views and 34,231 sessions. The average time spent on the page was 00:30 minutes.

Top entry channels to the website:

- Direct
- Social
- Search – organic

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

- CTV: 1,444,600
- Global: 1,085,200
- CBC: 762,900

Halifax radio, on average, reached 50.9% of A25 -54 per week and the message was heard approximately 4.9x per person per week.

Online ads delivered 33,279,632 impressions and 52,276 clicks.

Digital audio ads delivered 74,404 impressions.

Social ads delivered 46,119,023 impressions and 140,790 engagements.

Search engine marketing delivered 1,576,654 impressions and 268,792 clicks.

Digital screens and transit shelters delivered 43,232,992 impressions.



# VirtualCareNS

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## Program Objective

To let Nova Scotians know that those who are registered on the Need a Family Practice Registry will begin to be offered virtual care through Nova Scotia Health.

## Marketing Objective

To generate awareness of the VirtualCareNS program.

To direct people to the website where they could learn about the program and how the program works.

## Timing

January – February 2022

## Destination URLs

VirtualCareNS.ca

## Advertising Elements

- Social
- Online
- Radio
- Print
- Search engine marketing

## Evaluation

While the campaign was in market the website had 20,426 pageviews and 17,246 sessions. The average time spent on the page was 03:39 minutes.

Top entry channels to the website:

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

In Halifax the radio campaign reached 57.7% of adults aged 25 – 54 and the message was heard approximately 18.1x per person.

Online ads delivered 714,227 impressions and 1,653 clicks.

Social ads delivered 1,742,905 impressions and 10,280 engagements.

Search engine marketing delivered 44,924 impressions and 5,515 clicks.



## Program Objective

To encourage workers and the public to reach out with questions regarding workplace and public space safety issues, concerns, and regulations.

## Marketing Objective

To encourage people to call the 1-800-9LABOUR phone number if they see something unsafe or have questions about safety at work or in a public place.

To encourage people to visit the website to learn more about workplace and technical safety information services.

## Timing

- November 2021
- January – February 2022

## Destination URL

NovaScotia.ca/Workplace-And-Technical-Safety

## Advertising Elements

- Print
- Search engine marketing
- Online
- Social

## Evaluation

While the campaign was in market the website had 9,744 pageviews and 8,827 sessions. The average time spent on the page was 02:21 minutes.

Top entry channels to the website:

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

Online ads delivered 1,717,074 impressions and 6,787 clicks.

Social ads delivered 339,294 impressions and 1,339 engagements.

Search engine marketing delivered 15,210 impressions and 1,777 clicks.

Fall Arrest Harness- 2:34 PM

Hey there. Me again. I'm still hanging out down here, when I should be helping out above. Do you mind calling **1-800-9LABOUR** for me?

**MAKE THE RIGHT CALL.**

Call **1-800-9LABOUR** for workplace and public space safety issues, concerns and regulations.

**Learn more**

**NOVA SCOTIA**

Workplace and public space safety issues can't report themselves. Our information specialists are here to answer your questions regarding workplace and public space safety issues, concerns, and regulations—and if you need to report an injury that has already occurred.

**MAKE THE RIGHT CALL 1-800-9LABOUR**

[novascotia.ca/workplace-and-technical-safety](https://novascotia.ca/workplace-and-technical-safety)

**NOVA SCOTIA**

# Comprehensive Skills and Learning

## Program Objective

Labour, Skills and Immigration has a variety of programs designed to support small to medium-sized businesses as well as job and skill seekers through a variety of programs to help grow and strengthen Nova Scotia's workforce.

## Marketing Objectives

To generate awareness of the various programs available to Nova Scotians.

To encourage businesses and job/skill seekers to visit the targeted URLs to learn more.

## Timing

October 2021 – March 2022

## Destination URL

**Businesses:** NovaScotia.ca/Grow-Your-Business

**Job and skill seekers:** NovaScotia.ca/Build-Your-Career

## Advertising Elements

- Social
- Online
- Search engine marketing

## Evaluation

Google analytics for NovaScotia.ca/Grow-Your-Business received 37,724 page views and 33,129 sessions. The average time spent on the page was 01:35 minutes.

Top entry channels for NovaScotia.ca/Grow-Your-Business were:

- Online
- Google – paid
- Social

Google analytics for NovaScotia.ca/Build-Your-Career received 24,798 page views and 15,583 sessions. The average time spent on page was 1:15 minutes.

Top entry channels for NovaScotia.ca/Build-Your-Career were:

- Google – paid
- Direct
- Social

Online ads targeted to businesses delivered 8,462,304 impressions and 15,465. Online ads targeted to job/skill seekers delivered 3,503,486 impressions and 5,839 clicks.

Social ads targeted to businesses delivered 6,498,991 impressions and 12,699 engagements. Social ads targeted to job/skill seekers delivered 2,093,336 impressions and 7,695 engagements.

Search engine marketing delivered 332,101 impressions and 27,359 clicks.



# Graduate to Opportunity

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## 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

June 2021 – March 2022

## Destination URL

NovaScotia.ca/GTO

## Advertising Elements

- Print
- Direct mail
- Social media
- Online
- Out-of-home: digital billboards
- Search engine marketing

## Evaluation

While the campaign was in market the website had 62,210 pageviews and 47,975 sessions. The average time spent on the page was 2:11 minutes.

Top entry channels were:

- Search – paid
- Online display
- Social
- Direct

Online ads delivered 6,925,759 impressions and 13,381 clicks.

Social ads delivered 4,060,735 impressions and 25,558 engagements.

Digital billboards delivered 1,256,733 plays.

Search engine marketing delivered 130,702 impressions and 15,274 clicks.



# Nova Scotia Works

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## Program Objective

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

November 2021 – March 2022

## Destination URL

**Businesses:** [workplaceinitiatives.novascotia.ca](https://workplaceinitiatives.novascotia.ca)

**Job and skill seekers:** [novascotiaworks.ca](https://novascotiaworks.ca)

## Evaluation

The website targeting businesses received 13,137 page views and 7,773 sessions. The average time spent on the page was 01:51 minutes.

The website targeting job/skill seekers received 516,384 pageviews and 177,689 sessions. The average time spent on the page was 00:58 minutes.

Online ads targeted to businesses delivered 1,706,724 and 2,357 clicks. Online ads delivered to job/skill seekers delivered 8,221,208 impressions and 14,840 clicks.

Social ads targeted to businesses delivered 2,813,706 impressions and 3,844 engagements. Social ads targeted to job/skill seekers delivered 5,770,816 impressions and 8,750 engagements.

Search engine marketing delivered 396,640 and 42,041 clicks.

**Put yourself in the driver's seat**  
Get job search and career support.  
Look **forward.**

**Find success without leaving your hometown.**  
Get job search and career support.  
Look **forward.**



# Inter-provincial Recruitment

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## Program Objective

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

## Marketing Objectives

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

The campaign targeted Ontario and Alberta.

## Timing

December 2021 – March 2022

## Destination URL

LiveInNovaScotia.com

## Advertising Elements

- Television
- Out-of-home: billboards and transit ads
- Radio
- Digital Audio
- Video (Connected TV)
- Social
- Online
- Online: digital audio
- Search engine marketing



## Evaluation

While in market, the website had 825,412 pageviews and 645,225 sessions. The average time spent on the page was 00:33 minutes.

The top entry channels were:

- Search – paid
- Social
- Direct
- Online

Estimated audience numbers are as follows:

- CTV Discovery: 1,708,400
- CTV Comedy: 1,888,400
- TSN: 3,173,800
- CTV Ontario: 2,722,400
- Global Ontario: 2,720,800
- Adult Swim: 1,405,800
- Showcase: 2,214,000

Video received 1,805,422 impressions and 1,727 clicks.

Online ads delivered 60,088,618 impressions and 139,320 clicks.

Digital audio delivered 4,433,208 impressions.

Social ads delivered 33,356,197 impressions and 100,572 engagements.

Search engine marketing delivered 971,019 impressions and 37,104 clicks.

Billboards and transit ads delivered 81,500,000 impressions.

# 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 2021

## Destination URL

[Jobs.NovaScotia.ca](https://jobs.novascotia.ca)

## Advertising Elements

- Radio
- Print
- Social
- Online



## Evaluation

The URL used in this campaign was a vanity URL that linked directly to [Jobs.NovaScotia.ca](https://Jobs.NovaScotia.ca). Analytics for [Jobs.NovaScotia.ca](https://Jobs.NovaScotia.ca) are unavailable as traffic coming from the vanity URL was not tracked.

In Halifax, radio reached 25.4% of adults 25-54 and each person heard the ads approximately 3.2 times per week.

Social ads designed for general awareness delivered 570,152 impressions and 1,953 engagements.

Social ads designed to promote the job fairs delivered 151,607 impressions and 5,022 engagements.

Online ads delivered 1,983 views and 27 engagements.



# Winter Readiness

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## 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 snow plow tracker and more.

## Timing

October 2021 – February 2022

## Destination URL

NovaScotia.ca/Winter

## Advertising Elements

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

## Evaluation

During the campaign, the website received 314,361 pageviews and 214,045 sessions. The average time spent on the page was 05:23 minutes.

Top entry channels to the website were:

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

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

- CTV: 500,300
- Global: 773,600
- CBC: 98,600

In Halifax, the radio buy reached 55.1% of adults 25-54 and the message was heard approximately 7.1 times per week.

Online ads delivered 505,694 impressions and 784 clicks to the website.

Social ads delivered 2,344,985 impressions and 5,375 engagements.

Search engine marketing delivered 89,528 impressions and 41,063 clicks to the website.





# Work Zone Safety

## Program Objective

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

## Marketing Objectives

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

## Timing

July – September 2021

## Advertising Elements

- Social
- Radio

## Evaluation

In Halifax, radio reached 66.3% of adults 25-54 and each person heard the ads approximately 7.9 times per week.

Social ads delivered 1,253,510 impressions and 2,968 total engagements.



# Seniors Care Grant

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## Program Objective

The Seniors Care Grant program was introduced in 2021 to provide financial support to low to modest-income seniors in Nova Scotia by helping to cover the cost of associated household services.

## Marketing Objectives

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

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

## Timing

January – March 2022

## Destination URL

[NovaScotia.ca/SeniorsCareGrant](https://NovaScotia.ca/SeniorsCareGrant)

## Advertising Elements

- Radio
- Social
- Print
- Search engine marketing

## Evaluation

The website received 7,301 pageviews and 4,749 sessions. The average time spent on the page was 04:22 minutes.

Top entry channels to the website were:

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

Halifax radio reached 42.8% of adults aged 55+ and each person heard the ads approximately 10.1 times.

Social ads delivered 823,492 impressions and 15,364 engagements.

Search engine marketing delivered 33,746 impressions and 6,978 clicks.



# 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 Objectives

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

## Timing

October 2021 – March 2022

## Destination URLs

- NovaScotia.ca/HeatingHelp
- NovaScotia.ca/HeatingHelp/fr

## Advertising Elements

### English

- Radio
- Online
- Social
- Search engine marketing

### French

- Print
- Radio
- Online

## Evaluation

The website received 16,151 pageviews and 15,615 sessions. The average time spent on the page was 01:30 minutes.

Top entry channels to the website were:

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

Halifax radio reached 40.8% of adults aged 25-54 and each person heard the ads approximately 7.1 times.

Online ads delivered 923,981 impressions and 1,995 clicks.

Social ads delivered 2,228,827 impressions and 12,585 engagements.

Search engine marketing delivered 70,800 impressions and 19,152 clicks.



## Appendix A

| Medium                  | Acadian Affairs and Francophonie | Agriculture    | Communications Nova Scotia | Communities, Culture, Tourism and Heritage |
|-------------------------|----------------------------------|----------------|----------------------------|--|
| Television              | \$0                              | \$0            | \$0                        | \$37,621                                   |
| Radio                   | \$0                              | \$0            | \$40,210                   | \$1,500                                    |
| Print                   | \$3,180                          | \$297          | \$32,755                   | \$13,056                                   |
| Online                  | \$0                              | \$1,650        | \$11,401                   | \$22,426                                   |
| Social                  | \$0                              | \$1,530        | \$1,000                    | \$8,631                                    |
| Search Engine Marketing | \$0                              | \$0            | \$3,128                    | \$0  |
| Out-of-Home             | \$0                              | \$0            | \$0                        | \$1,000                                    |
| Design and Production   | \$0                              | \$0            | \$2,689                    | \$4,698                                    |
| <b>Total</b>            | <b>\$3,180</b>                   | <b>\$3,477</b> | <b>\$91,183</b>            | <b>\$88,931</b>                            |

| Medium                  | Community Services | Economic Development | Education and Early Childhood Development | Environment and Climate Change |
|-------------------------|--------------------|----------------------|---|--------------------------------|
| Television              | \$60,491           | \$0                  | \$0                                       | \$0                            |
| Radio                   | \$72,023           | \$26,970             | \$0                                       | \$0                            |
| Print                   | \$40,147           | \$12,666             | \$744                                     | \$6,194                        |
| Online                  | \$41,989           | \$11,788             | \$36,442                                  | \$590                          |
| Social                  | \$34,921           | \$5,266              | \$28,112                                  | \$331                          |
| Search Engine Marketing | \$9,184            | \$0                  | \$10,355                                  | \$0                            |
| Out-of-Home             | \$0                | \$0                  | \$12,705                                  | \$0                            |
| Design and Production   | \$77,778           | \$62,720             | \$53,927                                  | \$0                            |
| <b>Total</b>            | <b>\$336,534</b>   | <b>\$119,411</b>     | <b>\$142,285</b>                          | <b>\$7,115</b>                 |

| Medium                  | Executive Council Office | Finance and Treasury Board | Fisheries and Aquaculture | Health and Wellness |
|-------------------------|--------------------------|----------------------------|---------------------------|---------------------|
| Television              | \$0                      | \$0                        | \$0                       | \$76,465            |
| Radio                   | \$0                      | \$0                        | \$0                       | \$631,028           |
| Print                   | \$30,304                 | \$6,334                    | \$0                       | \$235,190           |
| Online                  | \$19,041                 | \$3,316                    | \$1,500                   | \$147,041           |
| Social                  | \$1,700                  | \$1,750                    | \$3,201                   | \$103,722           |
| Search Engine Marketing | \$2,567                  | \$0                        | \$0                       | \$29,147            |
| Out-of-Home             | \$0                      | \$0                        | \$0                       | \$99,238            |
| Design and Production   | \$0                      | \$0                        | \$0                       | \$100               |
| <b>Total</b>            | <b>\$53,612</b>          | <b>\$11,400</b>            | <b>\$4,701</b>            | <b>\$1,321,931</b>  |

| Medium                  | Justice         | Labour, Skills and Immigration | Municipal Affairs and Housing | Natural Resources and Renewables |
|-------------------------|-----------------|--------------------------------|-------------------------------|----------------------------------|
| Television              | \$0             | \$0                            | \$0                           | \$0                              |
| Radio                   | \$0             | \$0                            | \$0                           | \$0                              |
| Print                   | \$2,704         | \$37,344                       | \$1,352                       | \$19,611                         |
| Online                  | \$7,500         | \$98,000                       | \$0                           | \$0                              |
| Social                  | \$8,494         | \$106,044                      | \$203                         | \$4,800                          |
| Search Engine Marketing | \$556           | \$43,021                       | \$2,064                       | \$0                              |
| Out-of-Home             | \$0             | \$48,005                       | \$0                           | \$0                              |
| Design and Production   | \$0             | \$832,397                      | \$0                           | \$0                              |
| <b>Total</b>            | <b>\$19,254</b> | <b>\$1,164,811</b>             | <b>\$3,619</b>                | <b>\$24,411</b>                  |

| Medium                  | Nova Scotia Immigration | Office of Equity and Anti-Racism Initiatives | Protocol Office | Public Prosecution Service |
|-------------------------|-------------------------|--|-----------------|----------------------------|
| Television              | \$569,918               | \$0  | \$0             | \$0                        |
| Radio                   | \$62,501                | \$0  | \$0             | \$0                        |
| Print                   | \$4,482                 | \$9,791                                      | \$1,484         | \$0                        |
| Online                  | \$827,696               | \$0  | \$700           | \$0                        |
| Social                  | \$148,564               | \$0  | \$1,733         | \$400                      |
| Search Engine Marketing | \$42,101                | \$0  | \$0             | \$0                        |
| Out-of-Home             | \$210,000               | \$0  | \$0             | \$0                        |
| Design and Production   | \$0                     | \$0  | \$0             | \$0                        |
| <b>Total</b>            | <b>\$1,865,262</b>      | <b>\$9,791</b>                               | <b>\$3,917</b>  | <b>\$400</b>               |

| Medium                  | Public Works     | Seniors and Long Term Care | Service Nova Scotia and Internal Services |
|-------------------------|------------------|----------------------------|---|
| Television              | \$28,446         | \$0                        | \$0                                       |
| Radio                   | \$127,021        | \$55,778                   | \$54,761                                  |
| Print                   | \$17,479         | \$23,097                   | \$5,249                                   |
| Online                  | \$11,635         | \$0                        | \$14,015                                  |
| Social                  | \$14,562         | \$5,829                    | \$20,222                                  |
| Search Engine Marketing | \$2,475          | \$1,413                    | \$4,666                                   |
| Out-of-Home             | \$0              | \$0                        | \$0                                       |
| Design and Production   | \$50,775         | \$2,489                    | \$9,460                                   |
| <b>Total</b>            | <b>\$252,394</b> | <b>\$88,605</b>            | <b>\$108,373</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.

**Session:** A group of user interactions with your website that take place within a given time frame. For example, a single session can contain multiple page views, events, social interactions, and ecommerce transactions.

