



2018  
2019

# Government Advertising Report



2018  
2019

# Government Advertising Report



© Crown copyright, Province of Nova Scotia, 2019

Government Advertising Report 2018–2019  
Communications Nova Scotia  
Fall 2019

ISBN: 978-1-55457-995-2



# Message from the Minister

---

It is my pleasure to present the annual Government Advertising Report for 2018–19.

The way that Nova Scotians consume, share and engage with information is ever changing. Communications Nova Scotia (CNS) continues to invest time and resources to understand the most effective mediums to reach Nova Scotians and to ensure everyone in our province can access necessary information about government programs and services. This report outlines the adaptable and measurable approach to advertising that is a key component of CNS's integrated marketing and communications approach.



Honourable Patricia Arab  
Minister, Communications Nova Scotia



# Introduction

---

Under the Public Service Act, Communications Nova Scotia (CNS) 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, 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:

- 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 2018–19

The following outlines government department spending on advertising for 2018–19.

DEPARTMENT	TELEVISION	RADIO	PRINT	ONLINE	SOCIAL	SEM*	OOH**	DIRECT MAIL	PRODUCTION	TOTAL
Acadian Affairs and Francophone	\$0	\$0	\$2,625	\$0	\$0	\$0	\$0	\$0	\$0	\$2,625
Agriculture	\$0	\$0	\$845	\$0	\$0	\$0	\$0	\$0	\$0	\$845
Communications Nova Scotia (excluding Select Nova Scotia)	\$0	\$0	\$12,097	\$1,497	\$5,377	\$1,647	\$0	\$0	\$0	\$20,618
Communities, Culture and Heritage	\$5,220	\$6,783	\$42,442	\$5,131	\$2,403	\$0	\$7,626	\$0	\$1,094	\$70,698
Community Services	\$0	\$0	\$0	\$0	\$5,731	\$2,193	\$8,000	\$0	\$0	\$15,924
Education and Early Childhood Development	\$0	\$30,176	\$36,985	\$20,897	\$6,616	\$0	\$0	\$0	\$0	\$94,675
Energy and Mines	\$0	\$0	\$6,728	\$6,422	\$6,652	\$1,686	\$0	\$0	\$0	\$21,488
Environment	\$0	\$0	\$1,096	\$0	\$2,494	\$0	\$0	\$0	\$0	\$3,590
Executive Council Office	\$0	\$0	\$26,885	\$5,009	\$5,605	\$2,260	\$0	\$0	\$0	\$39,760
Fisheries and Aquaculture	\$0	\$395	\$88	\$0	\$0	\$0	\$0	\$0	\$0	\$483
Gaelic Affairs	\$0	\$0	\$0	\$0	\$540	\$0	\$0	\$0	\$0	\$540
Health and Wellness	\$0	\$0	\$10,208	\$49,844	\$6,582	\$3,738	\$32,618	\$0	\$0	\$102,990
Immigration	\$0	\$35,673	\$25,246	\$18,381	\$15,334	\$14,671	\$0	\$3,296	\$3,594	\$116,196
Internal Services	\$0	\$0	\$0	\$0	\$1,260	\$0	\$0	\$0	\$0	\$1,260
Justice	\$164,651	\$70,949	\$11,866	\$74,881	\$41,117	\$27,009	\$67,381	\$0	\$174,582	\$632,435
Labour and Advanced Education	\$0	\$0	\$106,991	\$64,076	\$9,408	\$14,307	\$0	\$3,296	\$7,066	\$205,144
Lands and Forestry	\$0	\$765	\$20,776	\$986	\$4,923	\$0	\$0	\$0	\$0	\$27,450
Municipal Affairs	\$0	\$1,423	\$11,682	\$0	\$4,230	\$0	\$0	\$0	\$0	\$17,335
Office of Regulatory Affairs and Service Effectiveness	\$0	\$0	\$0	\$0	\$400	\$0	\$0	\$0	\$0	\$400
Protocol Office	\$0	\$0	\$5,008	\$0	\$1,200	\$0	\$0	\$0	\$0	\$6,208
Public Service Commission	\$0	\$0	\$2,386	\$10,775	\$8,049	\$0	\$0	\$0	\$0	\$21,210
Select Nova Scotia	\$0	\$7,370	\$59,798	\$24,023	\$8,389	\$0	\$0	\$0	\$2,886	\$102,465
Seniors	\$0	\$10,121	\$5,466	\$0	\$1,850	\$0	\$0	\$0	\$3,000	\$20,438
Service Nova Scotia	\$0	\$5,376	\$11,535	\$27,106	\$7,122	\$7,417	\$13,479	\$0	\$6,700	\$78,735
Status of Women	\$0	\$0	\$0	\$0	\$10	\$0	\$0	\$0	\$0	\$10
Transportation and Infrastructure Renewal	\$0	\$112,893	\$27,959	\$3,220	\$12,225	\$0	\$0	\$0	\$989	\$157,286
<b>TOTALS</b>	<b>\$169,871</b>	<b>\$281,925</b>	<b>\$428,713</b>	<b>\$312,247</b>	<b>\$157,518</b>	<b>\$74,928</b>	<b>\$129,103</b>	<b>\$6,593</b>	<b>\$199,911</b>	<b>\$1,760,808</b>
	10%	16%	24%	18%	9%	4%	7%	0%	11%	100%

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

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



# Objectives & Results of Significant Advertising 2018–19

---

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

In 2018–19, the following campaigns fell under this category:

- **Call to Quit 811**  
Department of Health and Wellness
- **Cannabis**  
Department of Justice
- **Early Childhood Educators – Recruitment**  
Department of Education and Early Childhood Development
- **Gambling Support Network**  
Department of Health and Wellness
- **Graduate to Opportunity (GTO)**  
Department of Labour and Advanced Education
- **Heating Assistance Rebate Program (HARP)**  
Service Nova Scotia
- **Immigration**  
Nova Scotia Office of Immigration
- **Nova Scotia Works**  
Department of Labour and Advanced Education
- **Off Highway Vehicle Pilot Project**  
Department of Transportation and Infrastructure Renewal
- **Pre-Primary Enrollment**  
Department Education and Early Childhood Development
- **Select Nova Scotia**  
Department of Agriculture; Department of Communities, Culture and Heritage; Communications Nova Scotia
- **Work Zone Safety**  
Department of Transportation and Infrastructure Renewal

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

# Call to Quit

## Program Objective

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

## Marketing Objective

To create awareness about free online and telephone support for individuals who want to quit smoking and to encourage Nova Scotians to visit the program's website or to call 811.

## Timing

March 2019

## Destination URL

[tobaccofree.novascotia.ca](http://tobaccofree.novascotia.ca)

## Advertising Elements

Online, social, and out-of-home

## Evaluation

During the campaign, the website received 9,438 pageviews and 3,312 new users. Pageviews decreased 87% compared to the previous year, reflective of a shorter time in-market.



Top entry channels to the website:

- Direct (73%)
- Social (9%)
- Search (8%)
- Referrals (7%)

Social delivered 705,452 impressions and 1,176 engagements.

Online ads delivered 1,346,898 impressions and 3,651 clicks to the website.



# Cannabis

## Program Objective

To create awareness and educate the public about legal cannabis in Nova Scotia, to support a well-regulated, legal market that prioritizes the health and safety of Nova Scotians, especially children and youth.

## Marketing Objective

To encourage Nova Scotians to learn more about the new cannabis legislation by driving people to the website.

## Timing

July 2018–March 2019

## Destination URL

[novascotia.ca/cannabis](http://novascotia.ca/cannabis)

## Advertising Elements

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

## Evaluation

During the campaign the website received 253,034 pageviews and 77,914 new users. For fiscal 2018–19, 89% of total pageviews for [novascotia.ca/cannabis](http://novascotia.ca/cannabis) occurred while the campaign was in-market.

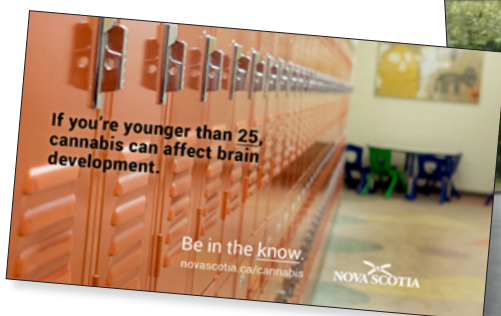
Top entry channels to the website:

- Search (52%)
- Social (11%)
- Direct (10%)
- Referrals (10%)

Social delivered 7,340,874 impressions and 52,835 engagements.

YouTube delivered 1,210,112 impressions and 486,341 video views.

Search engine marketing delivered 255,009 impressions and 21,060 clicks to the website.



# Early Childhood Educators – Recruitment

## Program Objective

To increase the number of early childhood educators in the province.

## Marketing Objective

To create awareness that pursuing a career in early childhood education is rewarding and essential to the development of Nova Scotia's future generations and drive potential candidates to visit the website for more information.

## Destination URL

[ednet.ns.ca/earlyyears](http://ednet.ns.ca/earlyyears)

## Timing

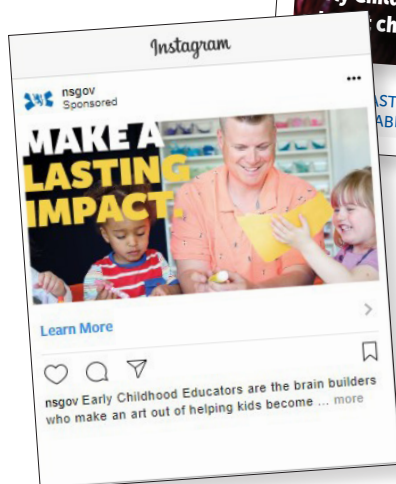
July–August 2018

## Advertising Elements

Print, online, and social

## Evaluation

During the campaign, the website received 44,140 pageviews and 13,957 new users.



Top entry channels to the website:

- Search (44%)
- Direct (34%)
- Social (8%)
- Referrals (7%)

Social delivered 990,628 impressions and 3,800 engagements.

Online ads delivered 1,822,547 impressions and 3,973 clicks to the website.

# 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

January–March 2019

## Destination URL

gamblingsupportnetwork.ca

## Advertising Elements

Search engine marketing, online, out-of-home, and social

## Evaluation

During the campaign, the website had 23,611 pageviews. Pageviews decreased 31% compared to the previous year, reflective of a shorter time in-market.

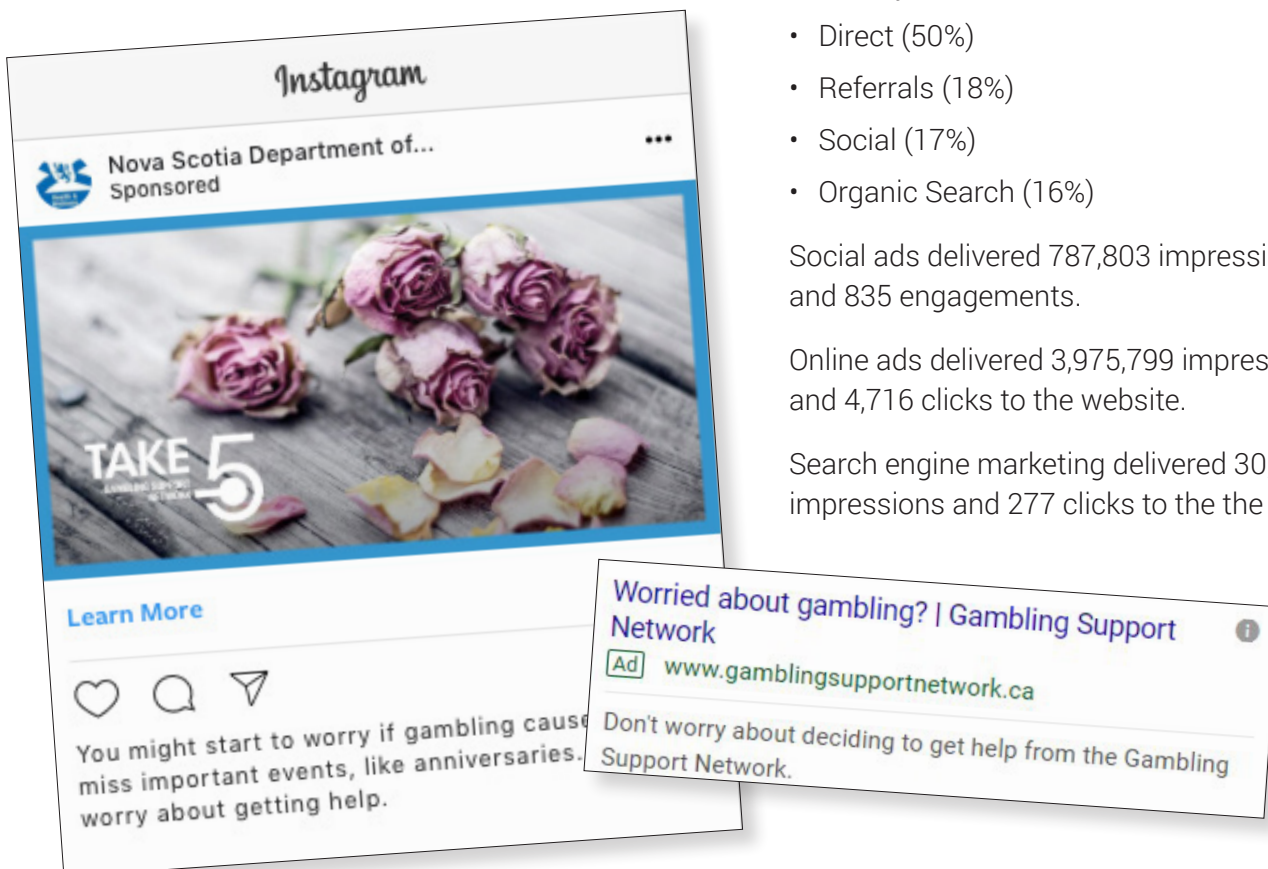
Top entry channels:

- Direct (50%)
- Referrals (18%)
- Social (17%)
- Organic Search (16%)

Social ads delivered 787,803 impressions and 835 engagements.

Online ads delivered 3,975,799 impressions and 4,716 clicks to the website.

Search engine marketing delivered 30,721 impressions and 277 clicks to the 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 drive those businesses to the website to learn more.

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

## Timing

June 2018–March 2019

## Destination URL

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

## Advertising Elements

Print, online, social, search engine marketing, and direct mail

## Evaluation

During the campaign, the website had 20,636 pageviews and 7,510 new users. Pageviews increased 18% compared to the previous year.

Top entry channels to the website:

- Search (65%)
- Direct (19%)
- Social (9%)
- Referrals (2%)

Social ads delivered 533,812 impressions and 1,558 engagements.

Online ads delivered 2,423,970 impressions and 5,517 clicks to the website.

Search engine marketing delivered 1,518,862 impressions and 7,229 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 encourage Nova Scotians to visit the website to learn more about the program and to encourage people apply online.

## Timing

October 2018–March 2019

## Destination URL

[novascotia.ca/heatinghelp](http://novascotia.ca/heatinghelp)

## Advertising Elements

Online, search engine marketing, social, and out-of-home

## Evaluation

During the campaign, the website received 540,107 pageviews and 22,429 new users. Pageviews increased 59% compared to the previous year.

Top entry channels to the website:

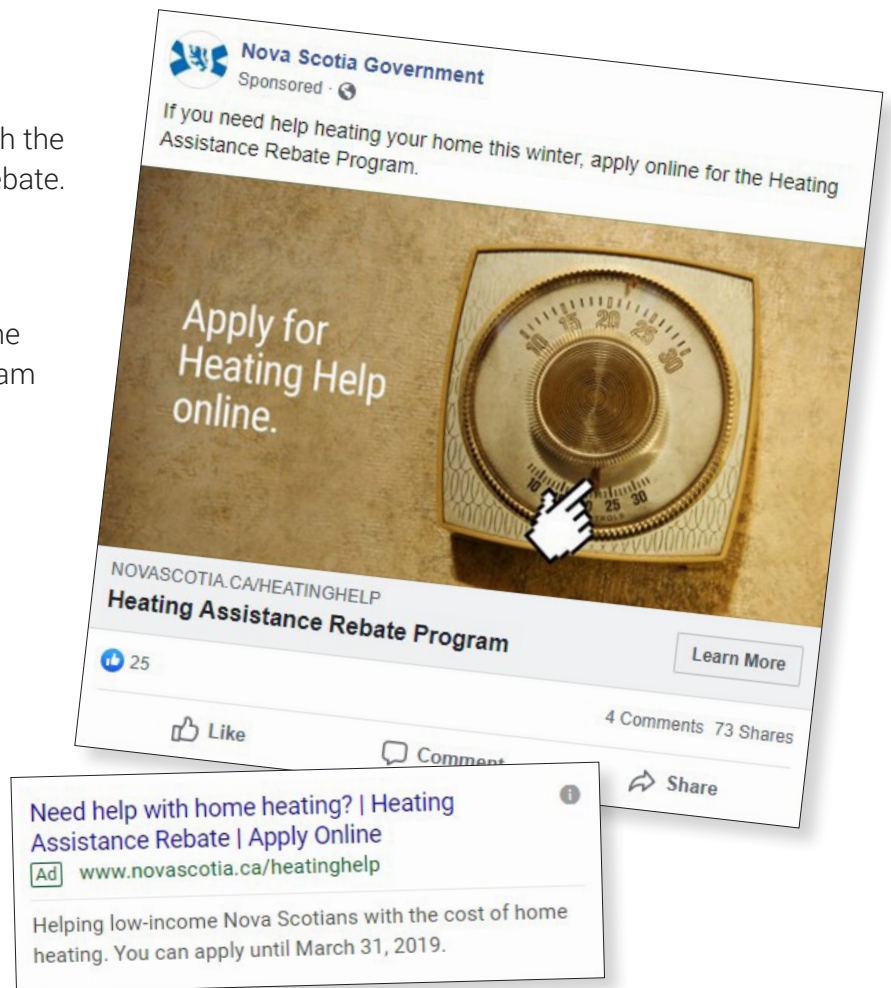
- Organic Search (36%)
- Pre-Populated Email (23%)
- Confirmation Email (21%)
- Direct (9%)
- Reminder Email (5%)
- Social (3%)

Social ads delivered 2,379,334 impressions and 14,631 engagements.

Online ads delivered 2,000,314 impressions and 3,091 clicks to the website.

Search engine marketing delivered 92,732 impressions and 21,632 clicks to the website.

During the 2018–19 fiscal year, 34% of the HARP applications were completed online. This is an increase of 14% over the previous fiscal.



# Immigration

The Nova Scotia Office of Immigration (NSOI) strives to attract, integrate, and retain immigrants to the province by taking a lead role in engaging with partners to ensure Nova Scotia is well-positioned for growth. This was a multi-pronged campaign with different target audiences, outlined below.

## Domestic Business

### Program Objective

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

### Marketing Objective

To promote government's immigration streams and the services available to businesses.

To build awareness of the entrepreneur and skilled worker streams.

To encourage Nova Scotia businesses to visit the website for more information.

### Timing

March 2019

### Destination URL

[novascotiainmigration.com/help-for-employers](http://novascotiainmigration.com/help-for-employers)

### Advertising Elements

Radio, print, online, social, direct mail, and search engine marketing

## Evaluation

During the campaign, the website received 25,144 pageviews, and 7,987 new users. Pageviews increased by 163% compared to the previous year. This is the first year the Domestic Business campaign was in-market. The significant increase in page views can be attributed to its launch.

Top entry channels to the website:

- Search (58%)
- Direct (22%)
- Referrals (8%)
- Social (4%)

Social ads delivered 350,783 impressions and 599 engagements.

Online ads delivered 1,320,889 impressions and 2,865 clicks to the website.

Search engine marketing delivered 67,950 impressions and 2,064 clicks to the website.

In Halifax, the radio buy reached 34% of adults 18+ and the message was heard approximately 9 times. In Sydney, the radio buy reached 58% of adults 18+ and the message was heard approximately 10.2 times. Halifax and Sydney are the only measured radio markets in Nova Scotia.



# Immigration (Continued)

## International Students – Retention

### Program Objective

To increase the number of international students who stay and work in Nova Scotia after graduating.

### Marketing Objective

To raise awareness of the government programs available to international students to help them stay in Nova Scotia and to encourage international students studying in Nova Scotia to visit the website.

### Timing

March 2019

### Destination URL

[novascotiainmigration.com/study-here/after-you-graduate](http://novascotiainmigration.com/study-here/after-you-graduate)

### Advertising Elements

Online, social, and search engine marketing

### Evaluation

During the campaign, the website received 1,064 pageviews, and 465 new users. Pageviews increased by 101% compared to the previous year. This is the first year the International Students – Retention campaign was in market. The significant increase in pageviews can be attributed to its launch.

Top entry channels to the website:

- Search (39%)
- Social (28%)
- Direct (24%)
- Referrals (7%)

Social ads delivered 161,321 impressions and 1,013 engagements.

Online ads delivered 64,976 impressions and 1,923 clicks to the website.

Search engine marketing delivered 22,495 impressions and 811 clicks to the website.



# Immigration (Continued)

## International Physicians – United Kingdom Recruitment

### Program Objective

To increase the number of United Kingdom physicians and graduating medical students moving to Nova Scotia to live and work.

### Marketing Objective

To encourage current physicians and graduating medical students in the United Kingdom to visit the website to learn more about the Physician Stream program.

### Timing

March 2019

### Destination URL

novascotiainmigration.com/  
move-here/physician

### Advertising Elements

Search engine marketing and social



### Evaluation

During the campaign, the website received 2,771 pageviews and 928 new users. Pageviews increased by 16% compared to the same time frame in 2018.

Top entry channels to the website:

- Search (55%)
- Direct (18%)
- Referrals (17%)
- Social (1%)

Social ads delivered 972,700 impressions and 12,181 engagements.

Search engine marketing delivered 420,086 impressions and 2,990 clicks to the website.



# Immigration (Continued)

## International – French

### Program Objective

To attract and retain francophone foreign nationals to immigrate and settle permanently in Nova Scotia.

### Marketing Objective

To maintain awareness of Nova Scotia as a place for skilled labourers to live and work, following a Nova Scotia Office of Immigration mission to France.

### Timing

March 2019

### Destination URL

[novascotiaimmigration.com/francais](http://novascotiaimmigration.com/francais)

## Advertising Elements

Search engine marketing

### Evaluation

During the campaign, the website received 4,918 pageviews and 2,066 new users. Pageviews increased by 154% compared to the previous year. This is the first year the International French campaign was in-market. The significant increase in page views can be attributed to its launch.

Top entry channels to the website:

- Search (76%)
- Direct (10%)
- Referrals (10%)
- Social (1%)

Search engine marketing delivered 101,812 impressions and 1,900 clicks to the website.



# Nova Scotia Works

## Program Objective

Nova Scotia Works Employment Service Centres help citizens understand, prepare for, and meet the needs of the provincial labour market. Centres also provide services to aid businesses recruiting, managing, and developing the talent they require to be more productive in a global economy.

## Marketing Objective

To encourage current job seekers to visit a Nova Scotia Works Employment Service Centre to help in their employment search.

To encourage businesses to use the Service Centres to help them fill their labour needs and to drive both audiences to the webpage to find contact information for all service centres.

## Timing

August 2018–March 2019

## Destination URL

[novascotia.ca/works](http://novascotia.ca/works)

## Advertising Elements

Social, print, online, and search engine marketing

## Evaluation

During the campaign, the website received 27,011 pageviews and 7,832 new users. Pageviews increased by 83% compared to the previous year. This is the first year the Nova Scotia Works campaign was in market. The significant increase in page views can be attributed to its launch.

Top entry channels to the website:

- Search (69%)
- Direct (14%)
- Referrals (10%)
- Social (7%)

Social ads delivered 580,896 impressions and 1,530 engagements.

Online ads delivered 2,601,541 impressions and 1,796 clicks to the website.

Search engine marketing served 231,983 impressions and 6,674 clicks to the website.



# Off Highway Vehicle Pilot Project

## Program Objective

To safely enhance the province's trail connectivity for off-highway-vehicles.

## Marketing Objective

To increase awareness of the three-year pilot project in the designated communities and provincewide and to drive traffic to the website for more information.

## Destination URL

[novascotia.ca/ohv-pilot](http://novascotia.ca/ohv-pilot)

## Timing

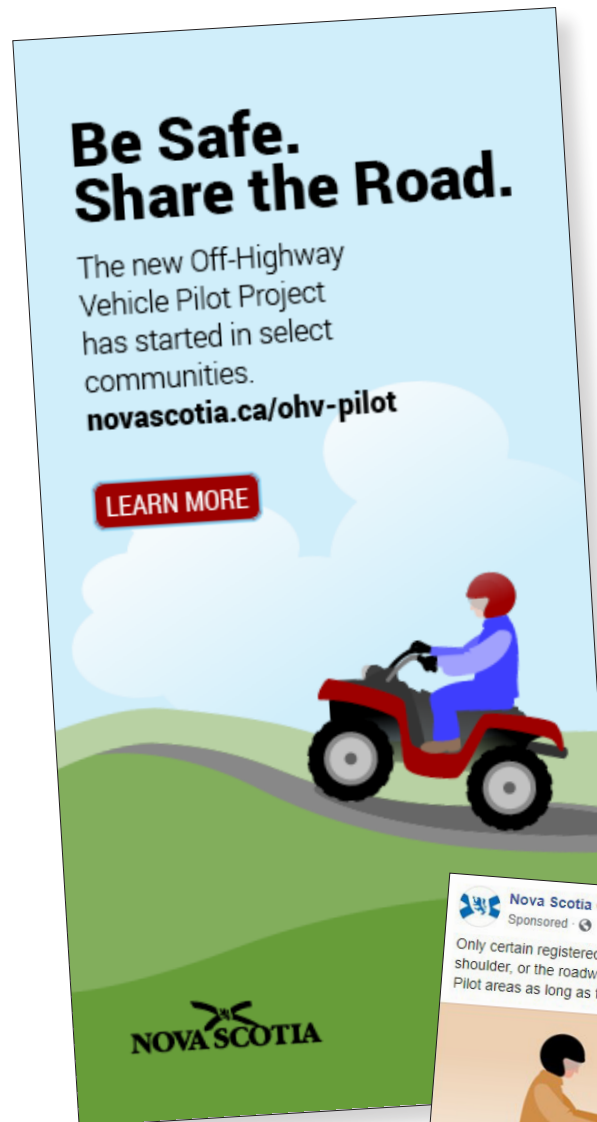
September–October 2018 and January 2019

## Advertising Elements

Social, online, and print

## Evaluation

During the campaign, the website received 4,974 pageviews and of this amount 1,923 were new users; 67% of total pageviews for [novascotia.ca/ohv-pilot](http://novascotia.ca/ohv-pilot) occurred while the campaign was in market.



Top entry channels to the website:

- Social (70%)
- Direct (16%)
- Search (9%)
- Referrals (3%)

Social served 667,255 impressions and 2,701 engagements.

Online ads served 100,000 impressions and 715 clicks to the website.



# Pre-Primary Enrollment

## Program Objective

To increase enrollment in the Pre-Primary Program offered to Nova Scotians.

## Marketing Objective

To increase awareness about the expansion of the Pre-Primary Program, to encourage registration and to drive traffic to the website.

## Timing

May 2018

## Destination URL

[novascotia.ca/pre-primary](http://novascotia.ca/pre-primary)

## Advertising Elements

Radio and social

## Evaluation

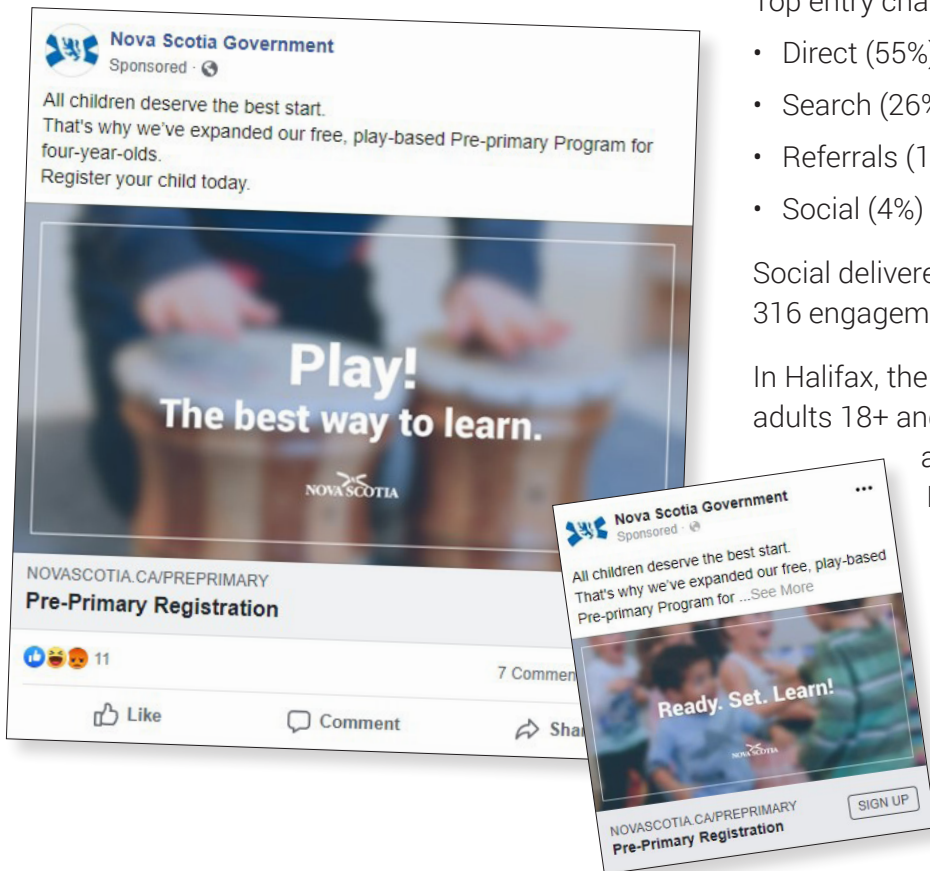
During the campaign, the website received 5,640 pageviews and 1,307 new users. Pageviews increased 131% compared to the four weeks prior to the campaign start.

Top entry channels to the website:

- Direct (55%)
- Search (26%)
- Referrals (11%)
- Social (4%)

Social delivered 33,390 impressions and 316 engagements.

In Halifax, the radio buy reached 32% of adults 18+ and the message was heard approximately 4.5 times. In Sydney, the radio buy reached 49% of adults 18+ and the message was heard approximately 5.8 times. Halifax and Sydney are the only measured radio markets in Nova Scotia.



# Select Nova Scotia

Select Nova Scotia helps create the conditions that fuel the success of local producers, manufacturers, and retailers, by encouraging Nova Scotians to shop and buy local. Select Nova Scotia ran two campaigns as outlined below.

## Buy Local Campaign

### Program Objective

To encourage Nova Scotian to shop and buy local.

### Marketing Objective

To inspire Nova Scotian consumers to view buying local as a priority.

To build producer and stakeholder awareness and engagement with Select Nova Scotia.

### Timing

May 2018–March 2019

### Destination URL

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

### Advertising Elements

Magazine, online, radio, and social



## Evaluation

During the campaign, the website received 175,164 pageviews and 63,130 new users.

Top entry channels to the website:

- Search (70%)
- Direct (16%)
- Social (8%)
- Referrals (5%)

Social served 527,220 impressions and 3,876 engagements.

Online ads served 1,359,581 impressions and 2,141 clicks to the website.

# Select Nova Scotia (Continued)

## Holiday 2018 Campaign

### Program Objective

To support and foster local cultural experiences and products and to inform Nova Scotians about the variety of local options available during the holiday season.

### Marketing Objective

To encourage Nova Scotians to buy local products during the 2018 holiday season by directing them to the Local Wish List website and to drive traffic to the Select Nova Scotia website.

### Timing

December 2018

### Destination URLs

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

[Halifaxbloggers.ca/thelocaltraveler/localwishlist](http://Halifaxbloggers.ca/thelocaltraveler/localwishlist) (sponsored content)

### Advertising Elements

Print, online, and social



### Evaluation

During the campaign, Select Nova Scotia's website had 13,282 pageviews and 5,427 new users. Pageviews increased by 8% compared to the previous year.

Top entry channels to the [selectnovascotia.ca](http://selectnovascotia.ca) website:

- Search (76%)
- Direct (13%)
- Social (6%)
- Referrals (5%)

Social served 1,083,038 impressions and 2,786 engagements.

Online ads served 513,371 impressions and 1,333 clicks to the website.

# 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 2018

## Advertising Elements

Radio, online ads, and out-of-home

## Evaluation

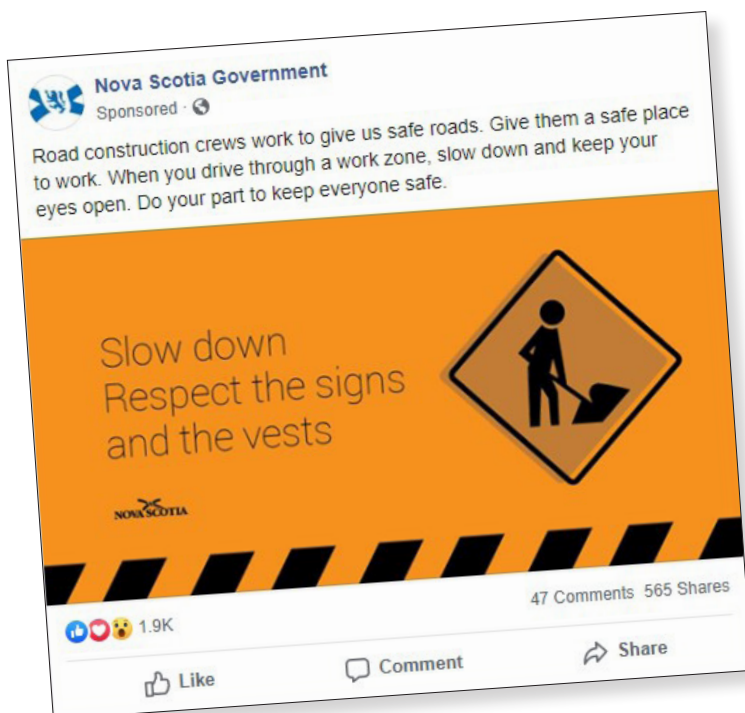
The paid social ads delivered 461,382 impressions and 13,153 total engagements.

The breakdown of these engagements are as follows:

- 223 post comments
- 2,126 post shares
- 10,580 post reactions
- 224 page likes

Total social engagements increased 59% compared to the previous year.

In Halifax, the radio buy reached 58% of adults 18+ and the message was heard approximately 6.7 times. In Sydney, the radio buy reached 58% of adults 18+ and the message was heard approximately 6.5 times. Halifax and Sydney are the only measured radio markets in Nova Scotia.





# Glossary

---

## Impressions:

The number of times an ad is displayed.

## Pageviews:

An instance of a web page being loaded or reloaded in a browser. Pageviews is a metric defined as the number of pages viewed.

## Reach:

The total number of people who see the ad.

## Social Media Engagement:

The number of public shares, likes, clicks and comments on a social post.

## Unique Users:

The number of unduplicated (counted only once) visitors to a website over a course of a specified time period.



